

TrueView Skipper Motivation Study

*Event based survey
in Germany*



Hamburg, October 2014

Agenda

1. Hypotheses and Results

2. Conclusion

3. Sample Characteristics

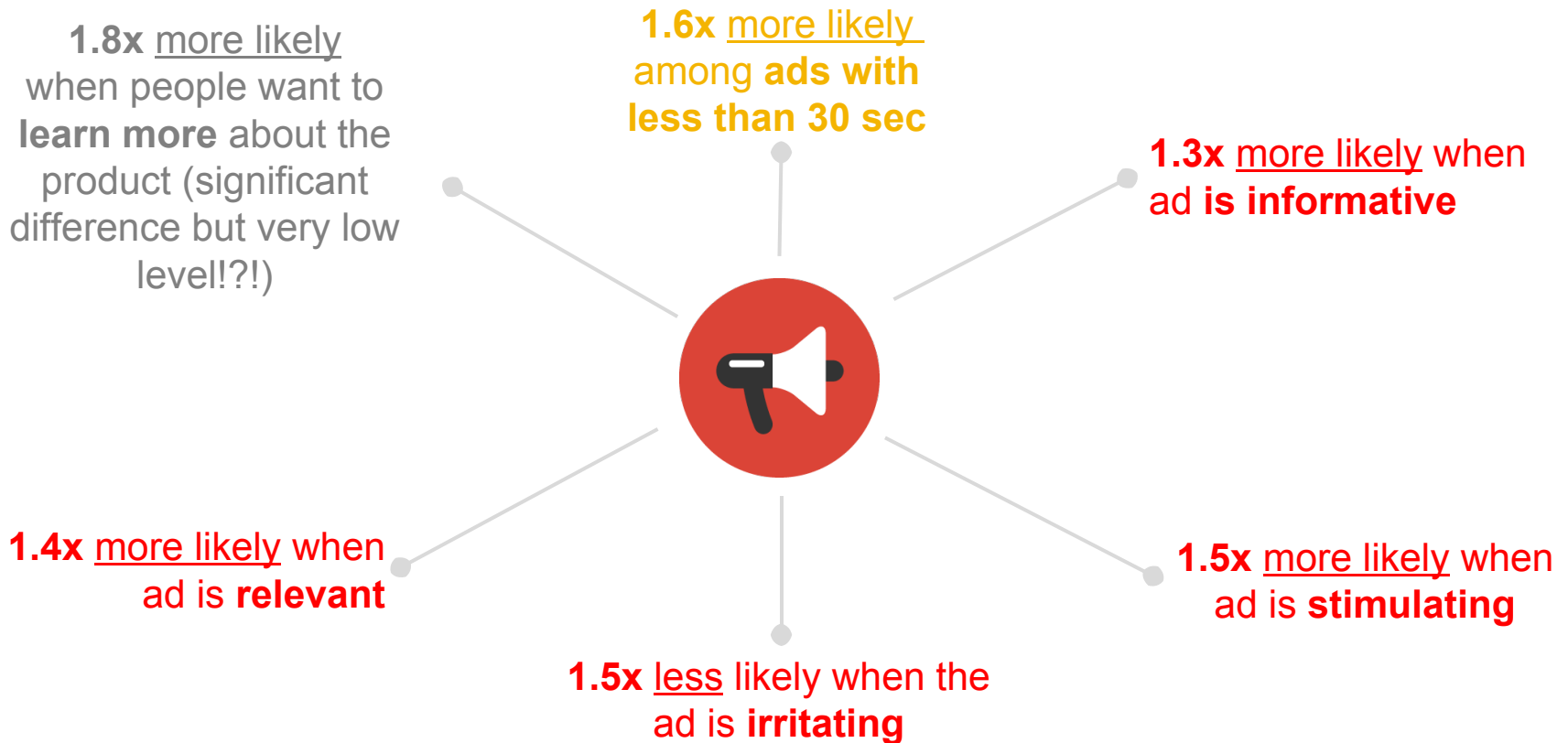
4. Background and Methodology



Hypotheses and Results

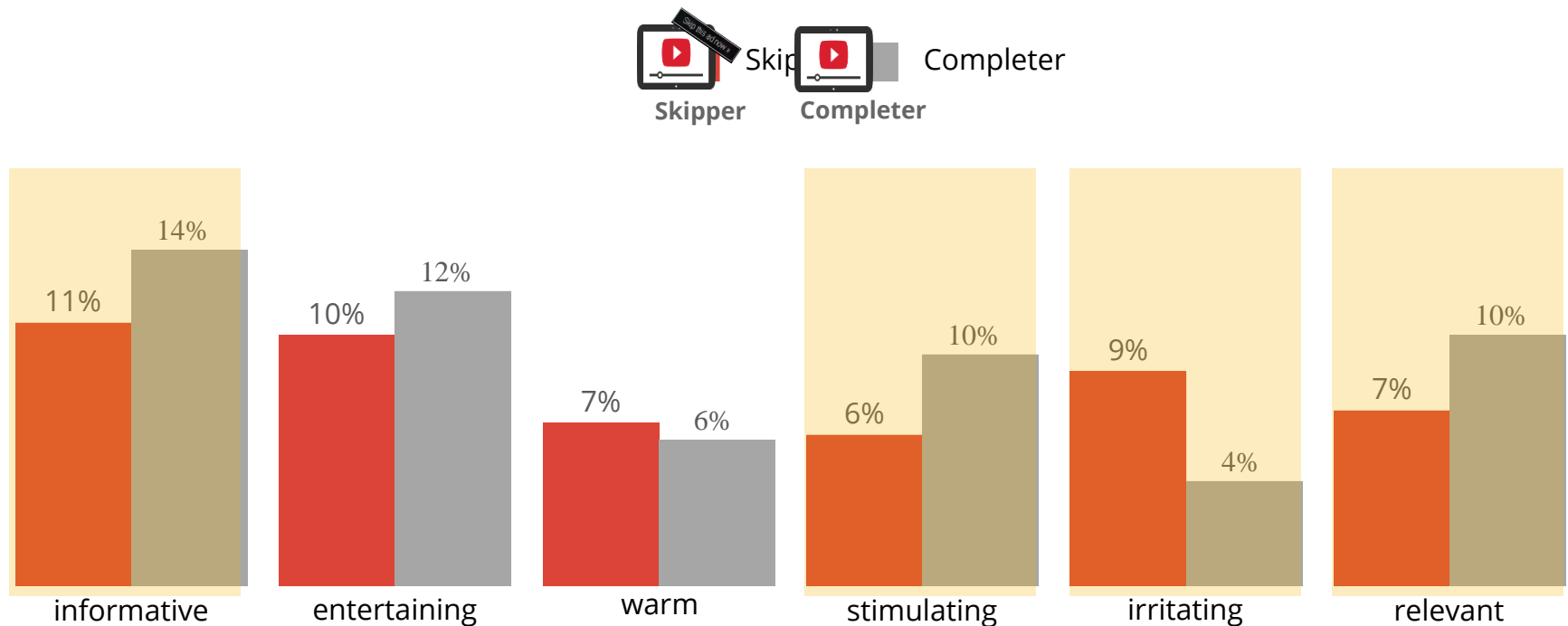
Specific AD characteristics are important

Completing is...



Completers perceive ads as more informative, stimulating and relevant

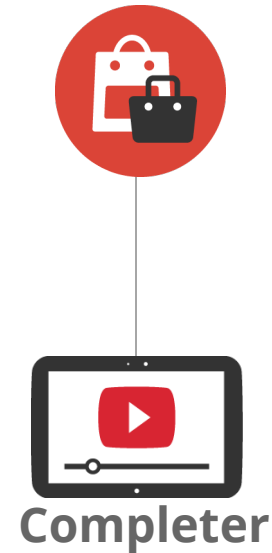
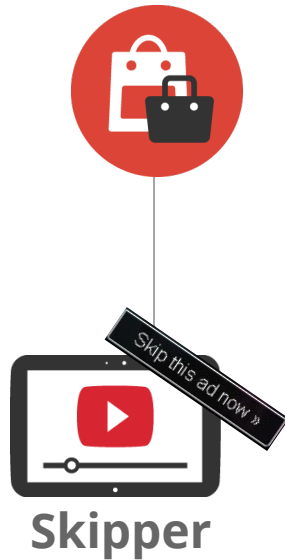
Agreement to statements about the ad (top 2 % on 7-point scale)



Completers are more interested in the message

Interest for the message

“The ad was on something I wanted to learn more about”



The YouTube CONTENT mediates

Completing is...

1.1x more likely
when the content of
the **video is relevant**



1.1x more likely
when **the video**
wasn't seen before

Skippers are slightly more likely to have seen the video before

% of people who haven't seen the video before

74%



Skipper

have seen the ad before.

82%



Completer

have seen the ad before.

For completer the video is more relevant

Relevance (top-2-boxes)

I've chosen the video because it
was relevant for me



Skipper

$\Delta=6$



Completer

The SITUATION is crucial

Completing is...

1.2x more likely when
nothing else is done
while watching the
video (e.g. waiting for a
download or message)

1.3x less likely when
users **directly go to**
YouTube to find the
particular video

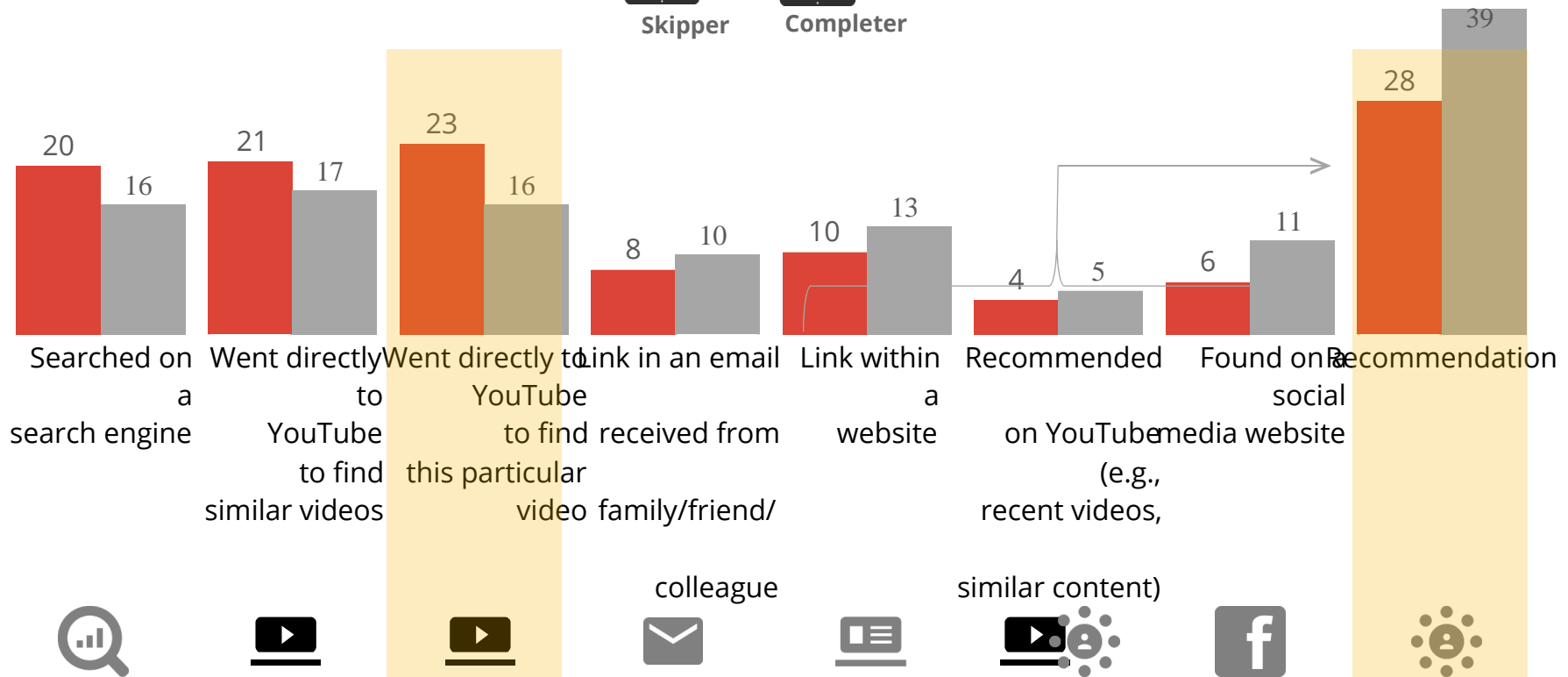
1.7x more likely when
people are working at the
same time

1.4x more likely
when the video was
recommended / shared
by friends or family

1.1x less likely
during prime time

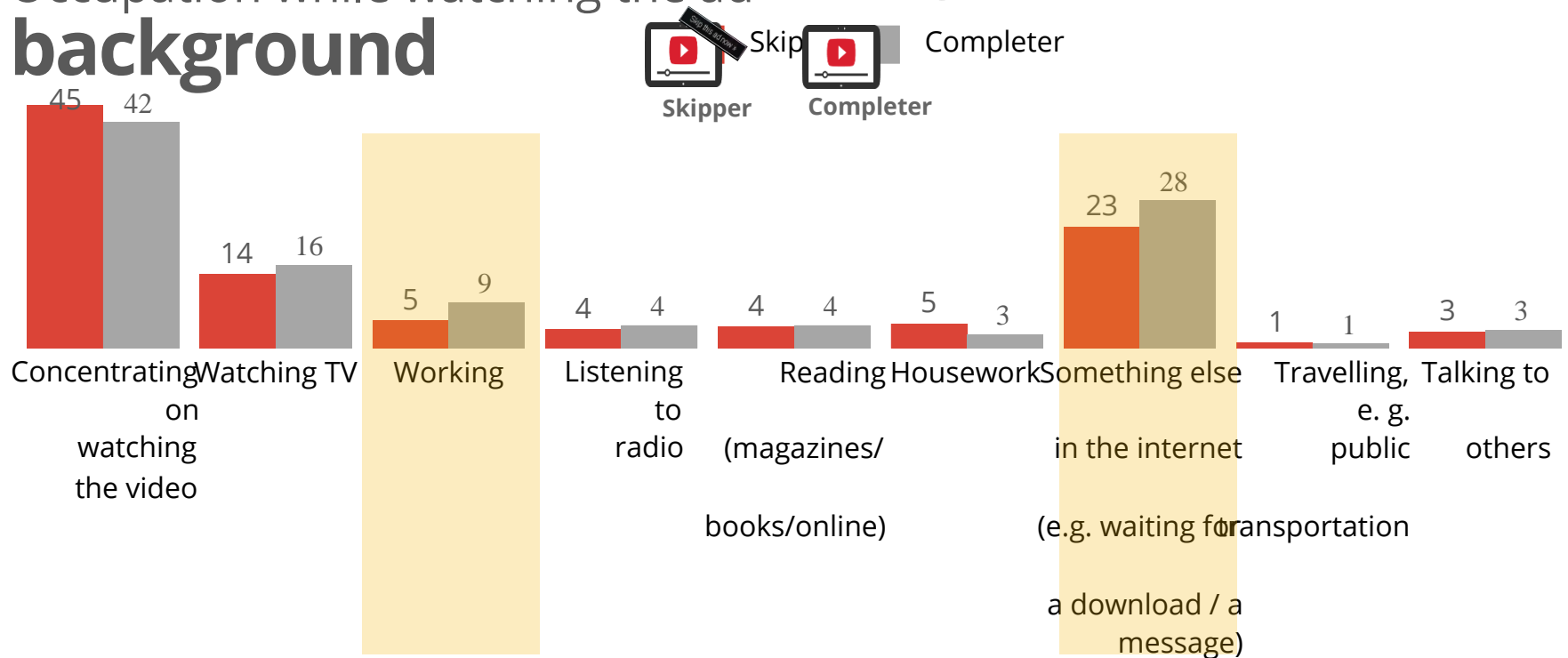
Recommendation as a way to get to the video is a significant differentiator

Ways to arrive to the YouTube content



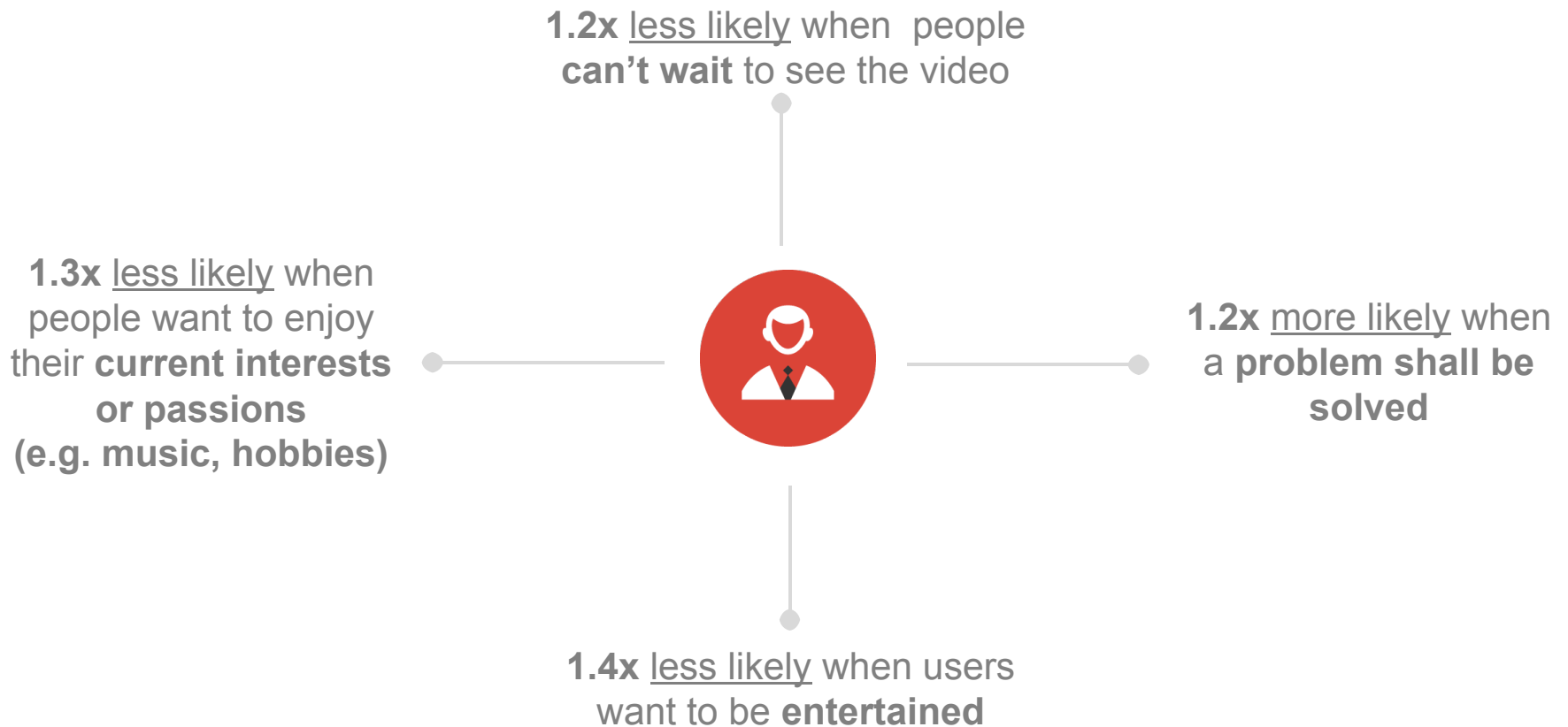
Completers more often do something else

the TrueView ad is running in the background



The MOTIVATON to watch the video determines the behaviour

Completing is...



Completer can not wait longer to see the video

Time pressure (top-2-boxes)

I couldn't wait to see
the video



Skipper

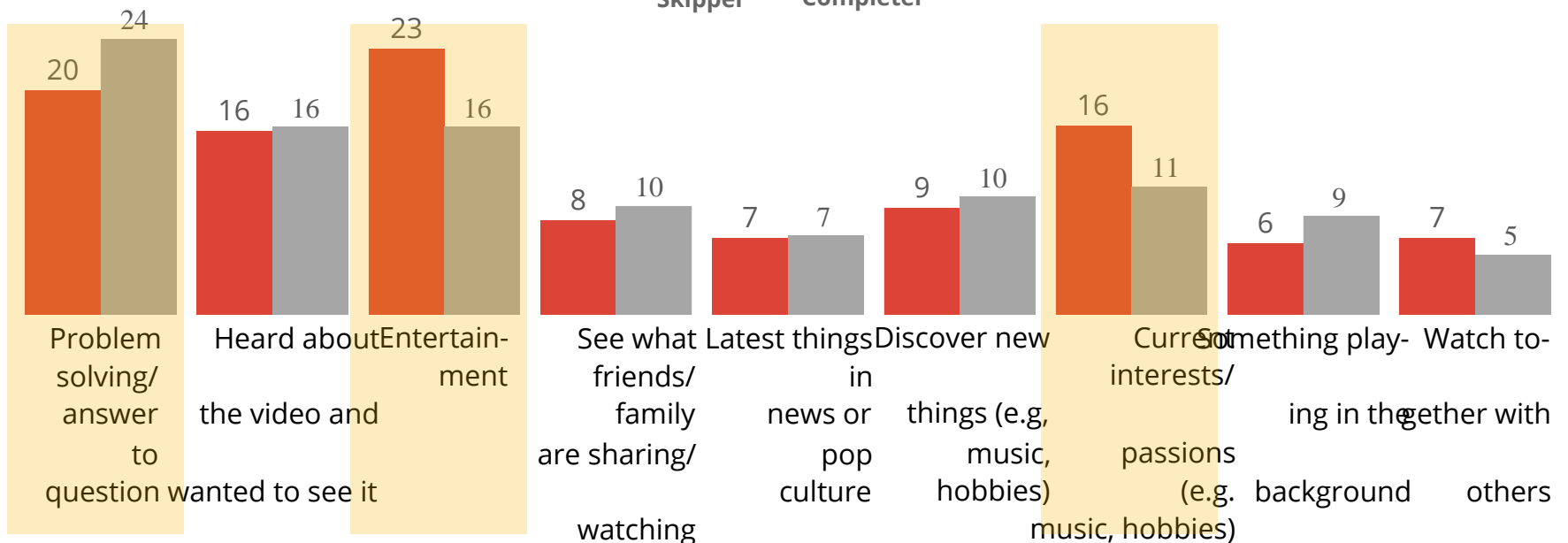
$\Delta=6$



Completer

Entertainment content and the satisfaction of current interests are skipped more often

Reasons for watching YouTube content



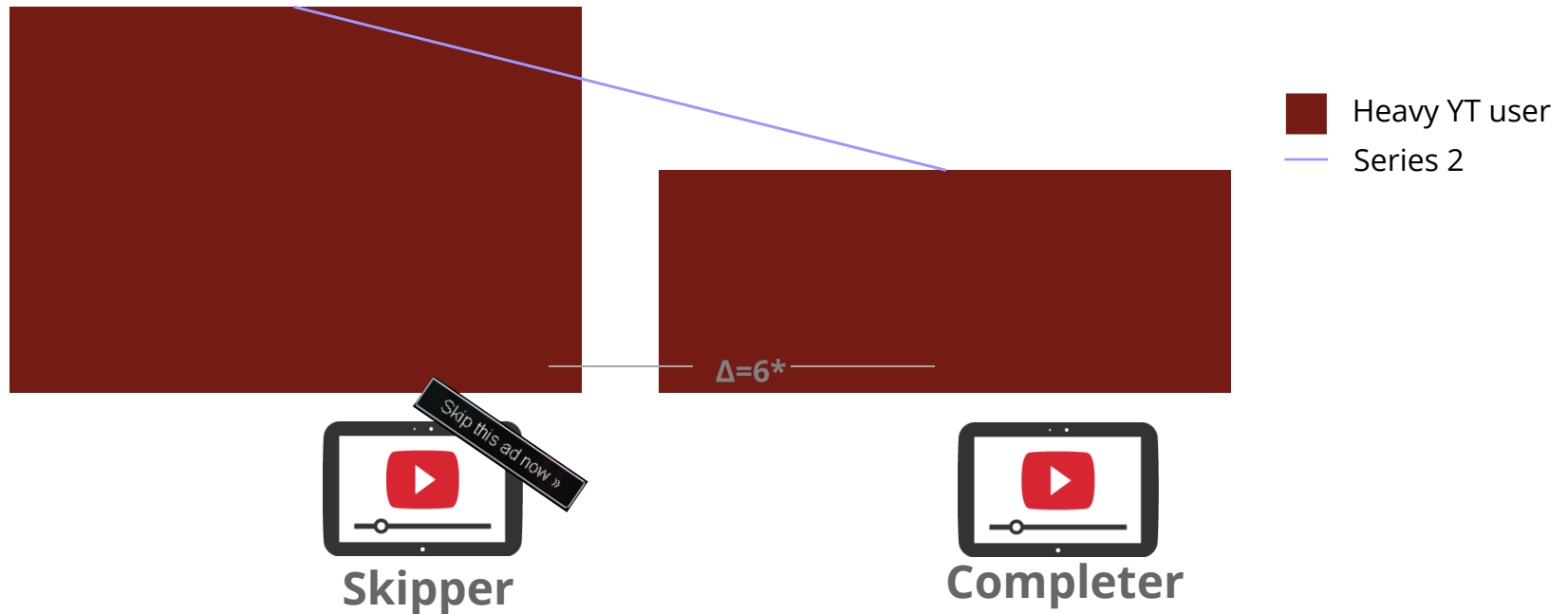
And there are some **GENERAL** determinants

Completing is...



Skippers are slightly more likely to be YouTube heavy user

YouTube usage intensity



TrueView completes: Just by accident?

Recognition of skip button – closed and open ended questions

„Don't know...Is that possible?“

“I didn't know that I
could have skipped“

29%

of all completers
didn't know
that they could
have skipped the
TrueView ad.

“I didn't watch anyway“

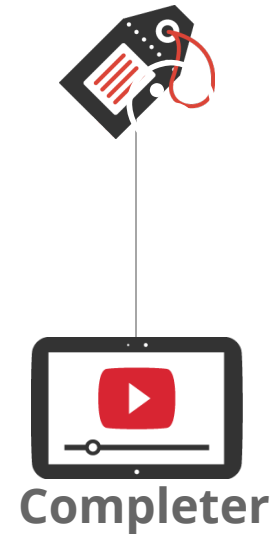
“No idea, I didn't notice“

“No idea, it seems that I didn't
pay attention“

Skippers more often don't like the brand

Perception of the brand

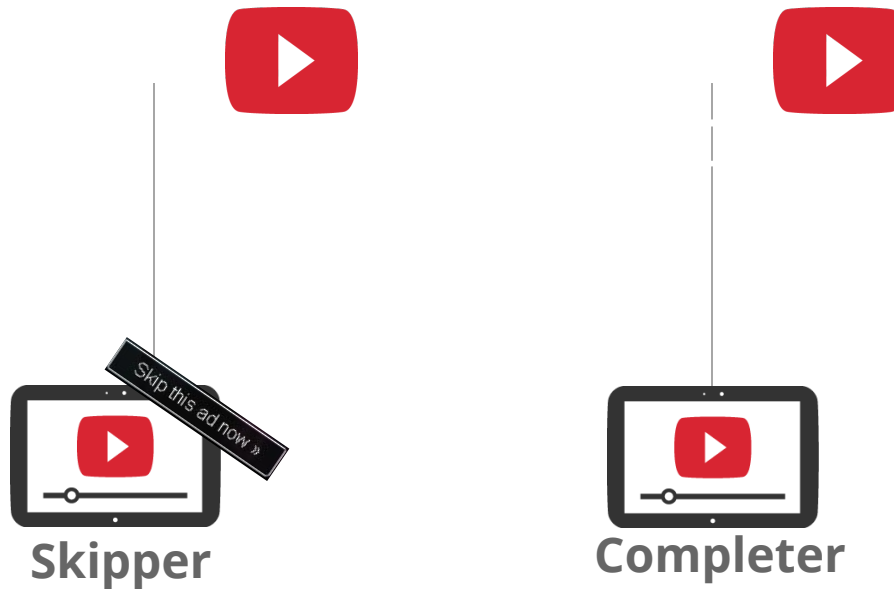
"I fully / somewhat don't like the brand."



Completer have a significantly better attitude towards ads on YouTube

YouTube ad avoidance (top 2 boxes)

"In general, I don't like ads on YouTube."





Conclusion

Share of Influential Factors for Completing TrueView Ads

General Determinants

- No YouTube heavy users
- Don't recognize the skip button
- Brand is liked, ad acceptance

Video Characteristics

- Video is relevant
- Video was not seen before

Situational Factors

- Patience to see the video
- Problem to solve
- No entertainment
- No current interests

Ad Characteristics

- Ad has less than 30 sec
- Ad is informative, stimulating, relevant, not irritating
- Ad to learn about the product



Situational Factors

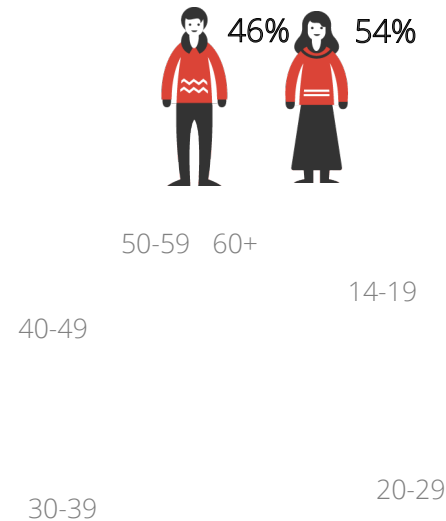
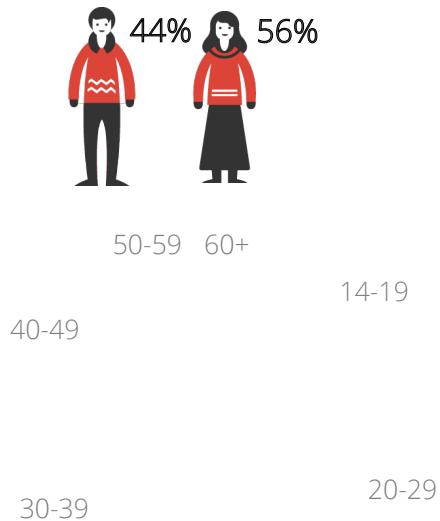
- Direct way to the video
- Nothing else is done
- Recommendation
- No prime time
- Occupation: work



Sample Characteristics

Skipper and completer do not differ regarding demographics

Demographic distribution



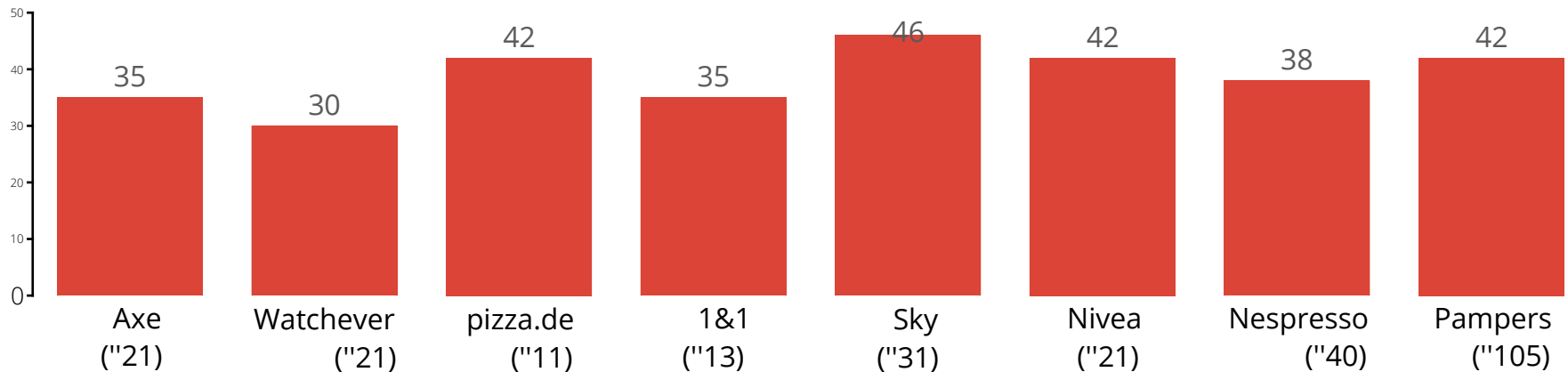
Number of cases / unique user

Total Interviews per group

	Groups		Total
	Skipper	Completer	
Total Interviews per group	194	116	310
UU per group (those who did only one interview)	172	94	266
UU in both groups (those who did both interviews)		22	22
Total UU in the study			288

Hardly the same distribution of ads served

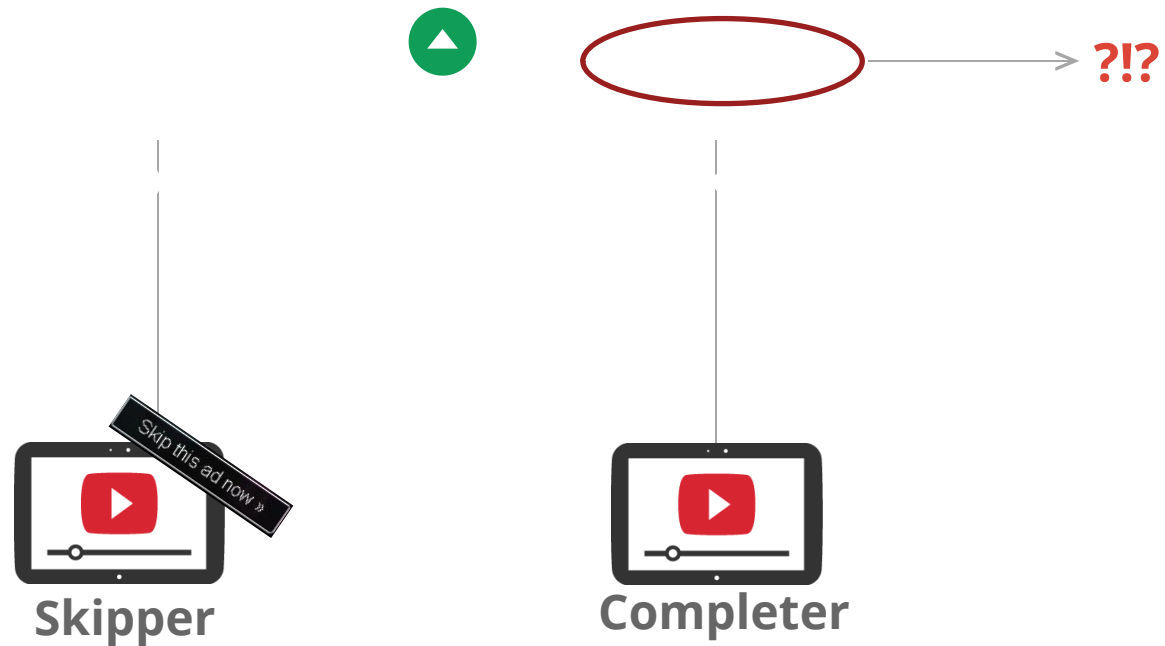
Distribution of served ads



Skippers show a significantly higher general ad refusal

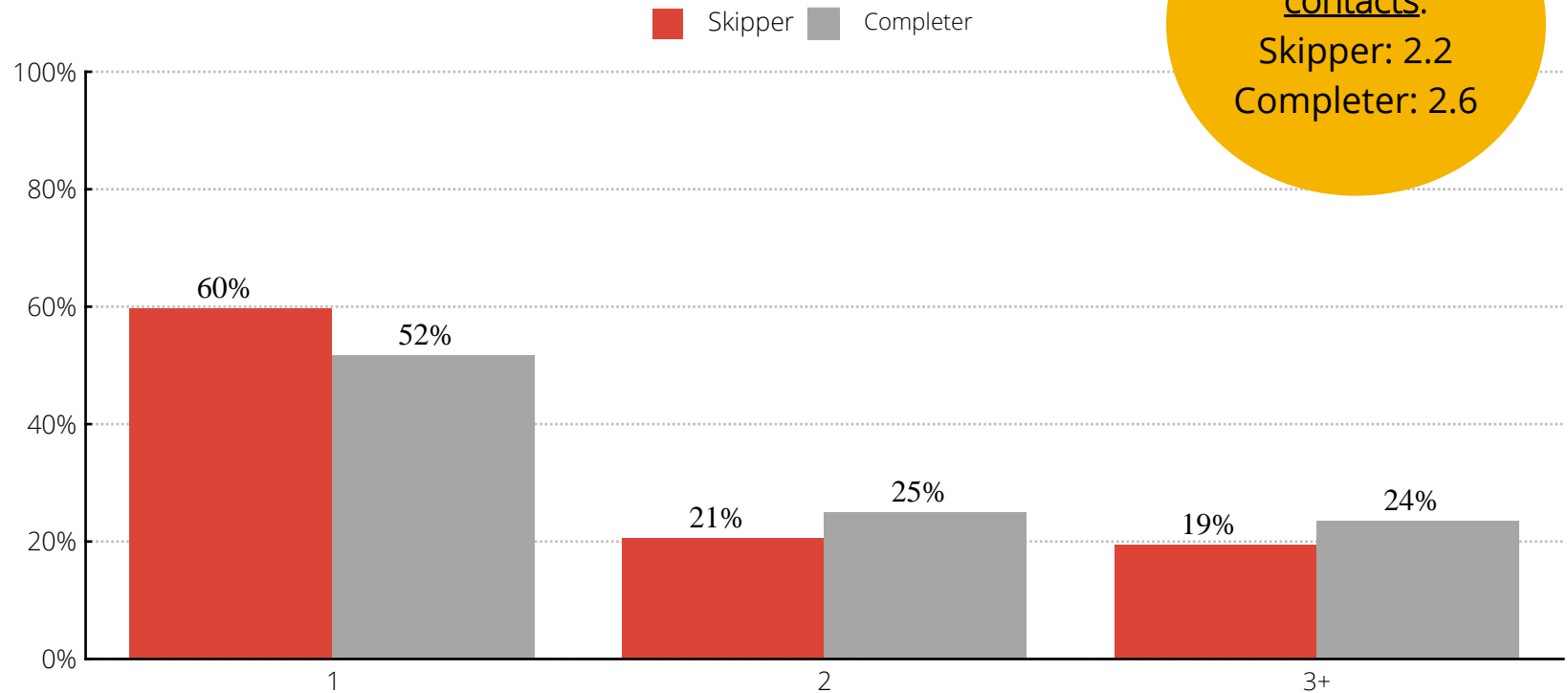
But there must be other underlying determinants

"I always skip ads before online videos."



Skipper more often answer after the first ad contact

Distribution of contacts per group



Average ad contacts:
Skipper: 2.2
Completer: 2.6

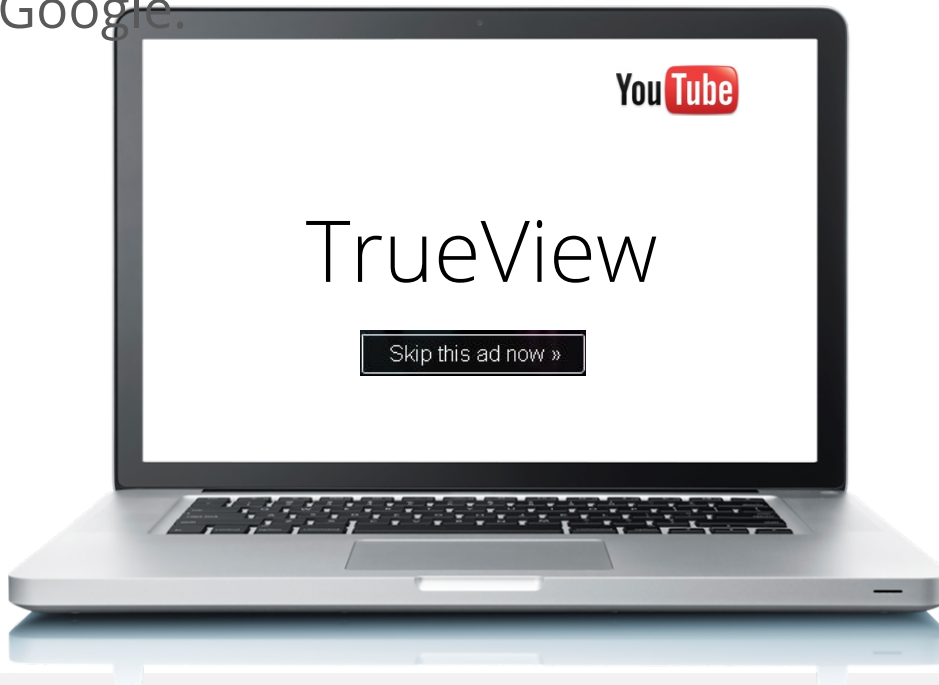


Background and Methodology

Introduction

Relevance

In contrast to Standard Preroll, TrueView gives users the choice to skip the ad after 5 seconds. TrueView is bought via a CPV auction. Only completed views are charged. Therefore, reducing skip rates is a main target for Google.



Research questions and aims of the study

What do we want to achieve?



Research Questions

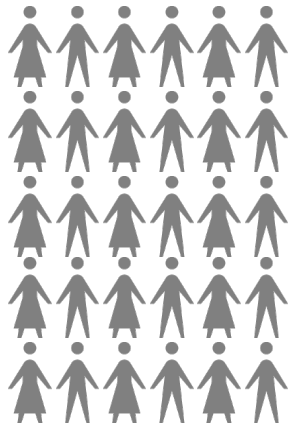
- Why do YouTube users skip TrueView ads and why not?
- Do skipper and completer significantly differ regarding their personal characteristics, usage situation and motivation?

Aims of the Study

- Characterizing skipper and completer.

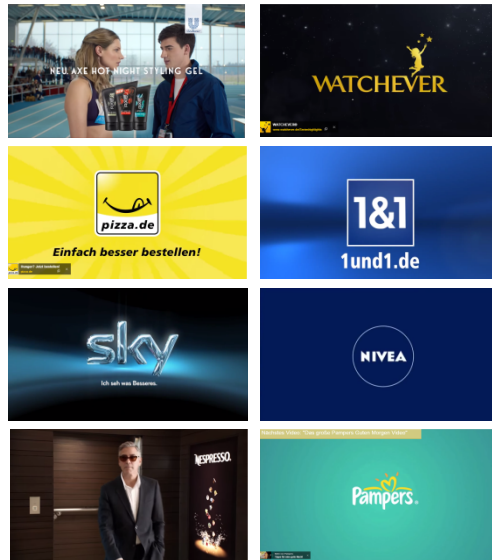
GfK Connect Live Panel: live simulation and event based survey

Base: YouTube users
in the GfK Connect
Live Panel



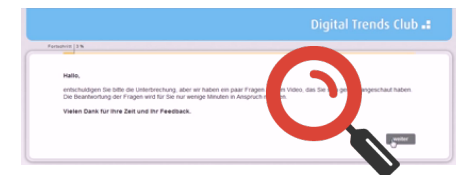
Specific TrueView ads
served to panelists via
manipulation

8 ads randomly served



Event Based
Survey

Surveying skipper and
completer



Survey served as pop
up after the ad was
displayed and it was
skipped / not skipped
by the panelist

Event based survey

Invitation and manipulation logic: event based

Sample

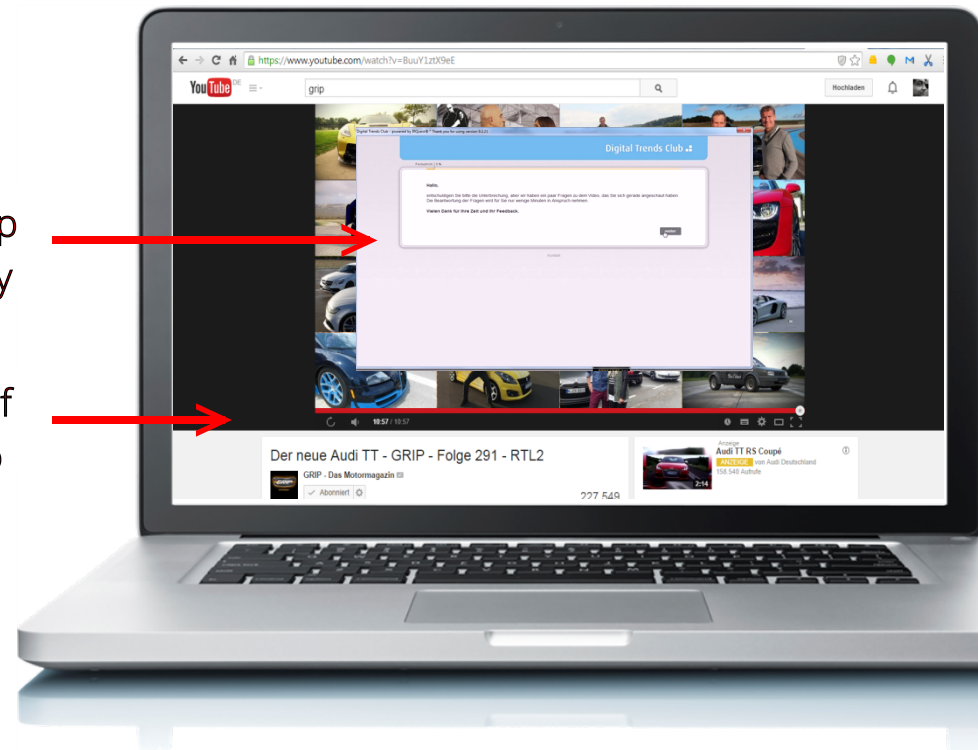
- No quotas, natural fall out
- No weighting
- Desktop only

Manipulation Logic

- Respondents are exposed to maximum 8 creatives
- Respondents are exposed to maximum 3 contacts per creative (total: 24 contacts)
- Respondents are allowed to participate a maximum of two times in the survey

Pop up
survey

End of
video



THANK YOU!
