

**Not all
digital video
is equal**



What is premium digital



To qualify as premium digital an environment must have *all* of the following:

- ✓ Premium, professionally produced content
- ✓ A media brand that people know and trust
- ✓ Brand safe environment
- ✓ Meaningful scale for advertisers

Premium digital is made up of Australia's largest publishers

Source: News sites = Nielsen Content Ratings, Monthly total, December 2020 pp13+returns same ranking as for 2+, digital (c/m), text.
Video = IAB Landscape report November 2020 = Youtube data: Nielsen Digital Content Ratings, Monthly Tagged, Video, 2 secs
Qualifier, Total Ad Supported, November 2020, People 2+, Digital (C/M), Total Time Spent (minutes). Source: Nielsen Digital Content
Ratings, Monthly Tagged, Video, 2 secs Qualifier, Ad Supported (Video), November 2020, People 18+, Digital (C/M), Total Time Spent
(minutes)



15 of top 20
news sites



8 of top 10
video streaming brands



What is premium digital?

foxtel

News Corp
Australia

 **VIACOMCBS**

foxtel
media

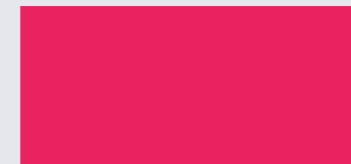
 **Nine**

 **7**

think
premium
digital

ThinkPremiumDigital is an evidence-based industry body created to help agencies and their clients understand and benefit from the true value of advertising in premium digital environments.

ThinkPremiumDigital set out to understand whether video ads in premium digital environments deliver better results.

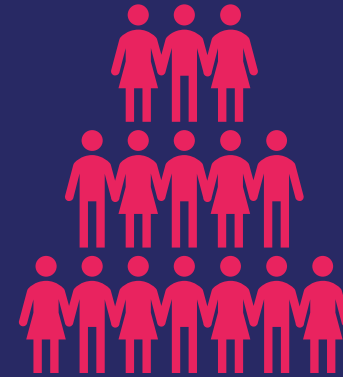


What questions did we ask?

How memorable is video ad inventory within premium digital environments compared with YouTube, Facebook and run-of-internet?

How was the impact measured?

Source: 'The premium world of digital'. ThinkPremiumDigital, 2021



+5,350
respondents

Seven research cells across

252
websites



6,037
unique experiences



Benchmark Series: Phase one and phase two split



What did we previously learn in phase one?

Video within premium digital content creates an environment for superior memory retention and higher brand lift.

- Short-form video in premium digital environments delivers **1.8X higher recall than Facebook video.**
- Short-form video in premium digital environments offers **1.8X better recall and 2.8X the brand lift of run-of-internet sites.**

What did we learn from phase two?

This phase compares memorability of ads in premium digital's BVOD with YouTube long-form, Facebook video and run-of-internet

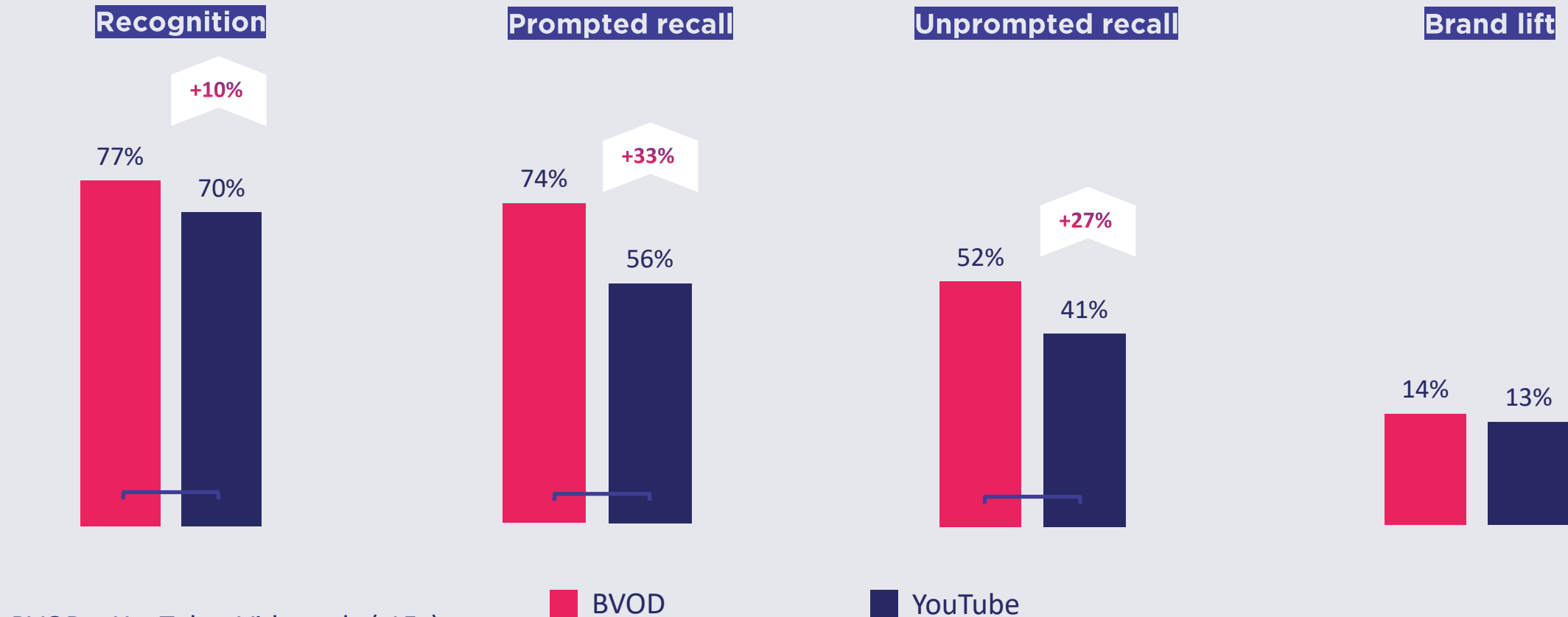
BVOD

YouTube

Facebook

Run-of-internet

Ads in BVOD have stronger memory recall than any form of YouTube video advertising with 1.3X greater unprompted recall



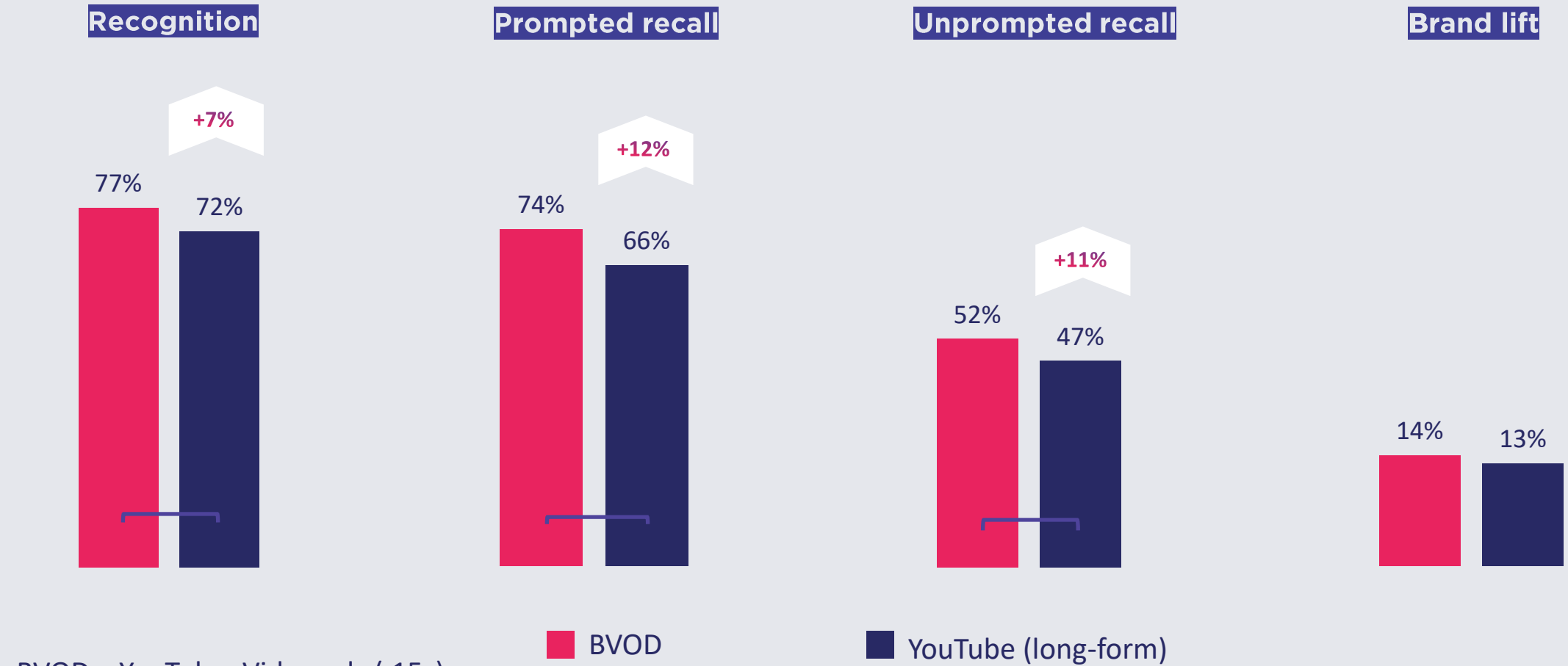
BVOD v YouTube: Video ads (:15s)

p < .05

.05 < p < .10

Source: Not all digital video is equal. Think Premium Digital, 2021

Ads in BVOD generate better unprompted recall than long-form YouTube (content longer than 9mins)



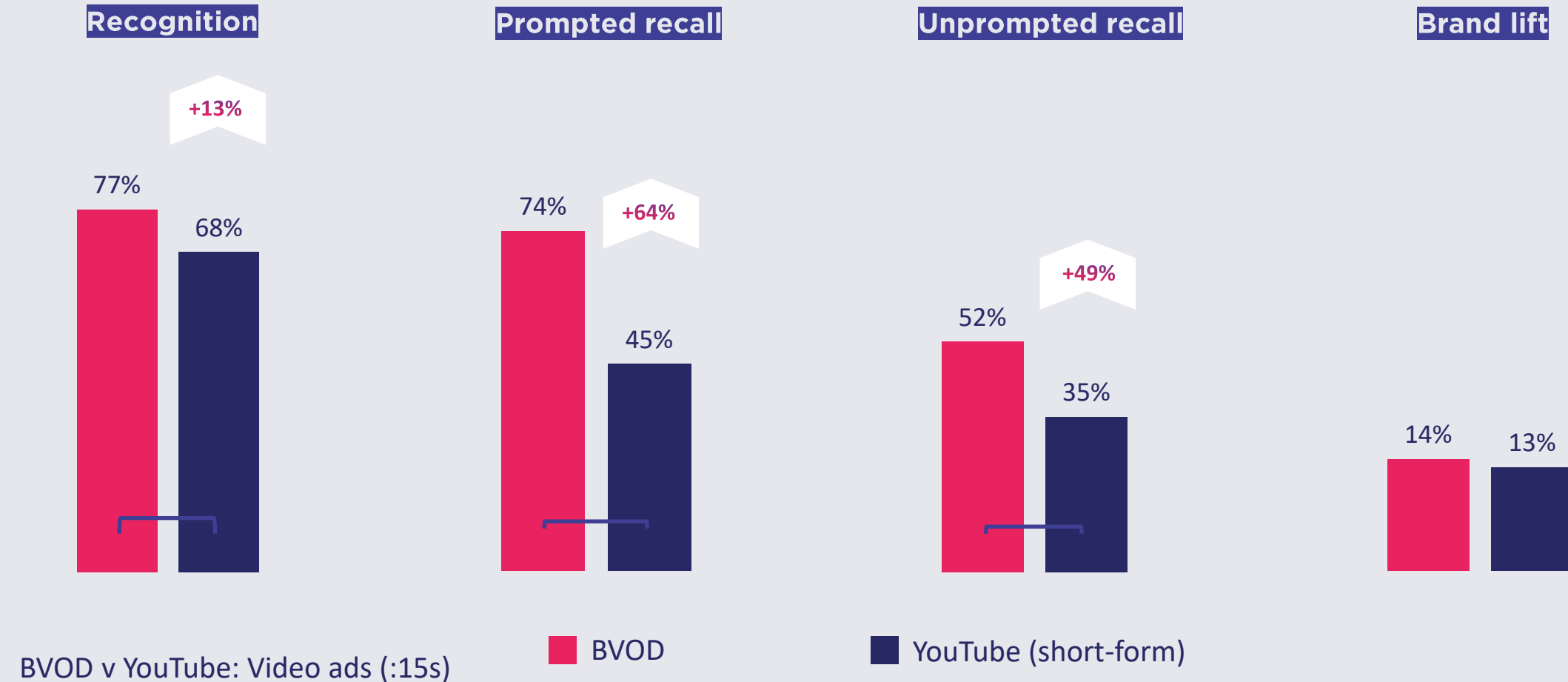
BVOD v YouTube: Video ads (:15s)

$p < .05$

$.05 < p < .10$

Source: Not all digital video is equal. Think Premium Digital, 2021

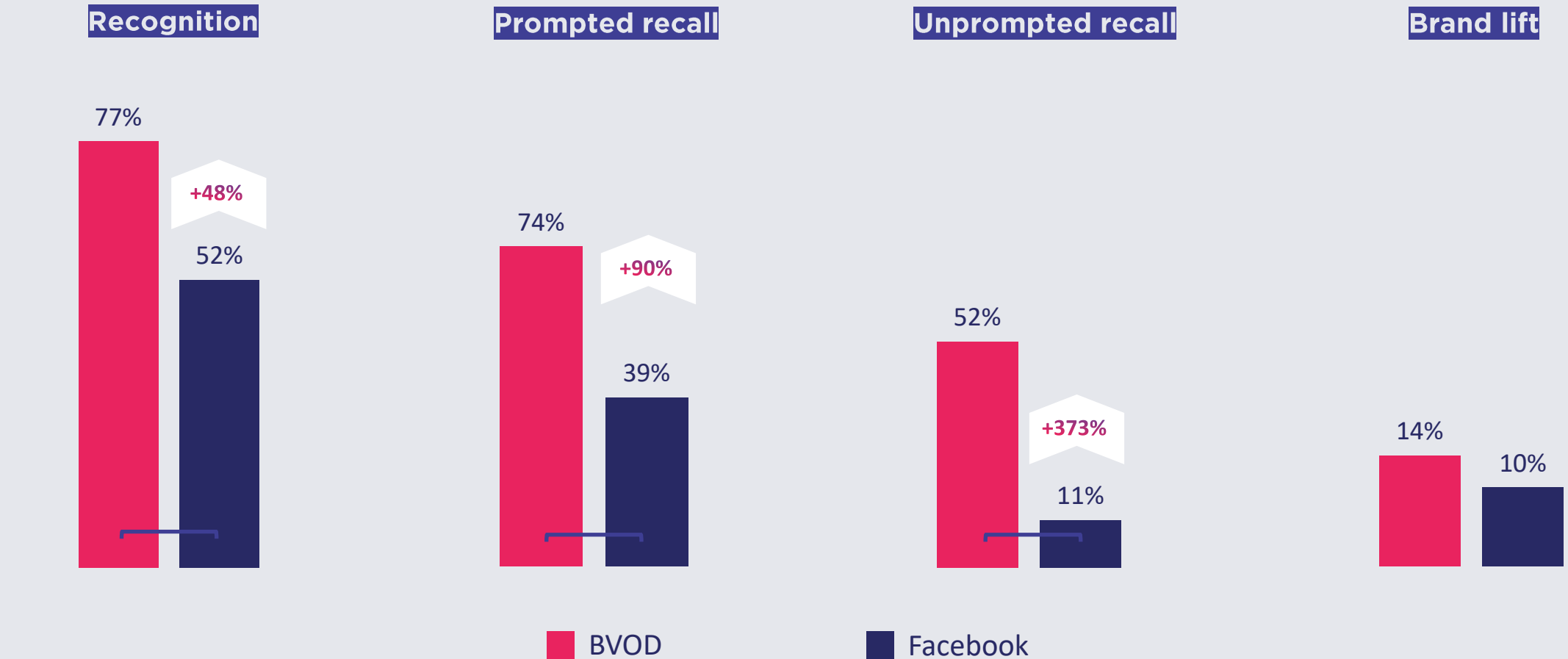
Ads in BVOD generate 1.5X better unprompted recall than short-form YouTube (content shorter than 9mins)



┌─┐ p < .05
└─┘ .05 < p < .10

Source: Not all digital video is equal. Think Premium Digital, 2021

Ads in BVOD generate 4.7X better unprompted recall than Facebook video

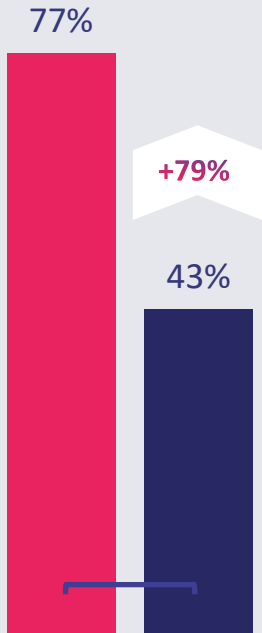


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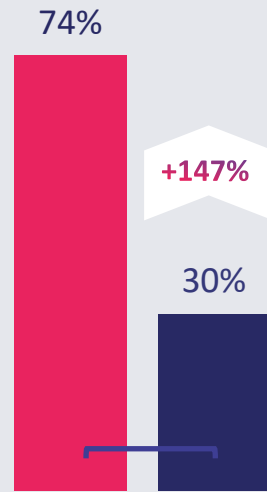
Source: Not all digital video is equal. Think Premium Digital, 2021

Ads in BVOD generate 2.4X better recall than run-of-internet

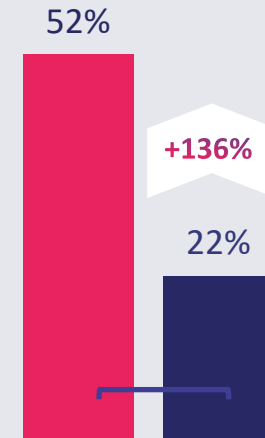
Recognition



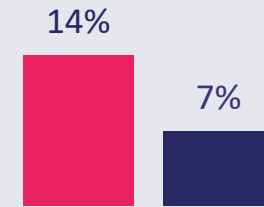
Prompted recall



Unprompted recall



Brand lift



■ BVOD

■ Run-of-internet

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└─┘ .05 < p < .10

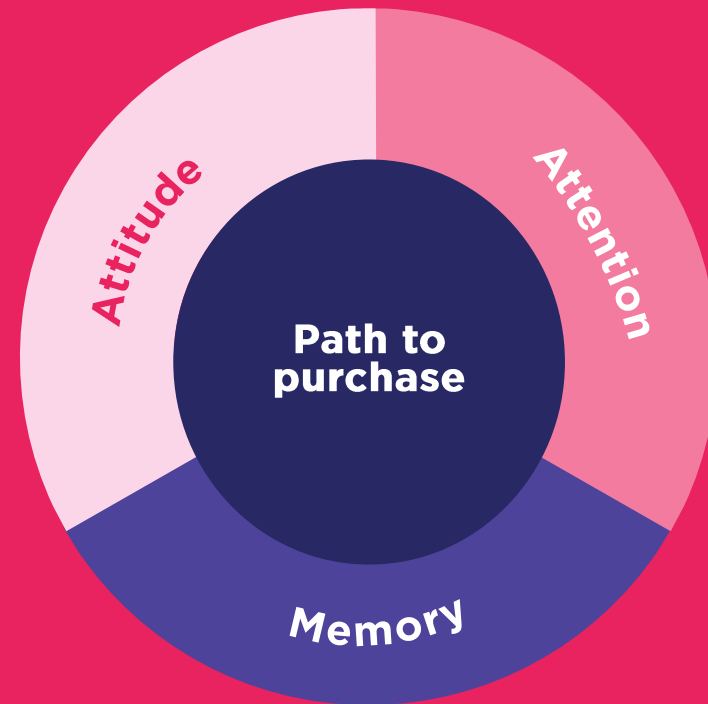
Source: Not all digital video is equal. Think Premium Digital, 2021

Why is BVOD's superior memorability important?

- Memory builds brands
- When people are consuming information and entertainment, memory pathways are more open to brand messages

Why is BVOD's superior memorability important?

Ads that command attention and become embedded in memory are able to influence attitudes and decisions along the path to purchase





Ad liking **likeability**



What is ad liking?

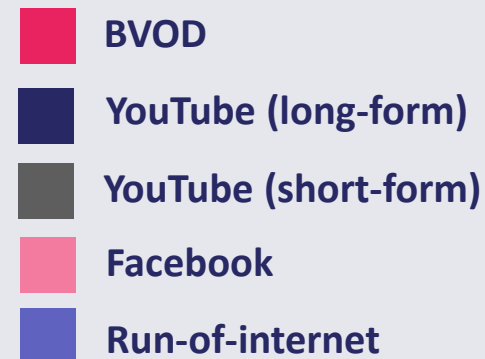
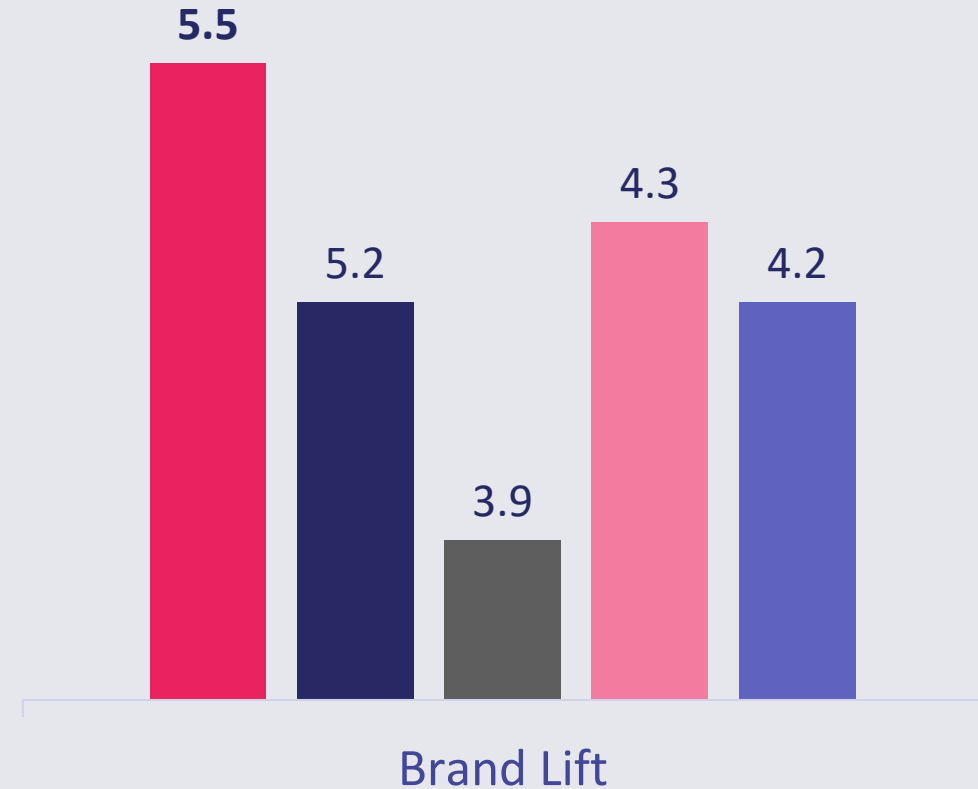
A view from the Advertising Research Foundation

The ARF's Copy Research Validity Project tested a wide range of survey-based attitudinal measures and found 'ad liking' to be the best single measure of ad impact.

It is best used as an attitudinal measure and not a predictor for sales which also require delivery on other variables. It's estimated that 73% of advertisers rely on ad liking in their pretesting of ads.

Ad likeability

Ads in BVOD generate a 15% improvement in likeability over YouTube short-form





Not all digital video is equal

Ads in BVOD are enjoyed more and remembered better than Facebook, YouTube or run-of-internet

Phase one

- Short-form video in premium digital environments delivers 1.8X higher recall than Facebook video.
- Short-form video in premium digital environments offers 1.8X better recall and 2.8X the brand lift than run-of-internet sites.

Phase two

- People enjoy the same ad more when it's run in BVOD compared with YouTube or Facebook.
- Ads in BVOD have 1.3X greater unprompted recall than any content length on YouTube.
- Ads in BVOD deliver 4.7X better unprompted recall than ads in Facebook video.
- Ads in BVOD deliver 2.5X better prompted recall than ads shown in run of internet short-form video

