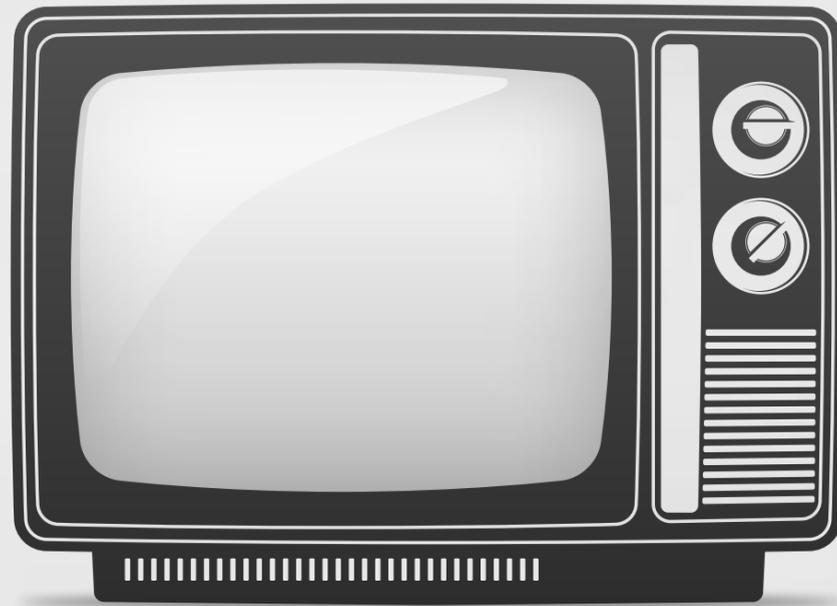


The Video Revolution will be Televised



Scott Savage

Monday, 26 March 2012

Welcome. I am going to tell you the story of how the video revolution will be televised *click* online.
My name is...

The Video Revolution will be Televised (and watched online)



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Welcome. I am going to tell you the story of how the video revolution will be televised *click* online.
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What was the most watched video of 2011?

Monday, 26 March 2012

What do you think the most watched video of 2011 was?

What was the most watched video of 2011?

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What do you think the most watched video of 2011 was?

At what point would you advertise against Friday?

Uploaded

1000 views on uniquely bad content

Tastemaker

The Daily What and Tosh.0 pick up the video

Mainstream

100+ million views, most downrated video ever

Community Participation

3.3x views on parody and related videos

Corporate

Telstra brings her to launch 4G in Australia

Most Viewed

358 million views later...

Feb
2011

Mar
2011

Apr
2011

Jun
2011

Sep
2011

Dec
2011

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The most efficient way to have advertised against this content would have been to be embedded in the music clip itself from the very beginning. After all, it only cost \$4000 to make, and that's cheap for 1 billion impressions on YouTube alone. But if you had seen the clip 1 month in it wouldn't have triggered any advertising opportunity flags, it only had 1000 views. Even though it was unique and unexpected content it still needed a tastemaker to set it up in March, and then massive community participation and remixes to make it truly great. All is not lost though, you can still advertise against these billion impressions with a wide range of brand safety levels, or engage her to participate in your own content. Lowes used her for Black Friday specials, motor safety groups used her to advocate for seatbelts because she doesn't wear one in the ad, and Telstra brought her out to Australia to launch the 4G network for all those paying a fortune in data usage to watch her on their phones. Moral of the story is that it pays to react quickly with your own great content.

Great Content = Great Advertising

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Whether you achieve viral fame yourself, or just capitalise on it, the key to great video advertising is great video content. This is true across the wider digital realm, but users are looking for instant engagement with video more than any other media. They want to be captivated by sight, sound and motion. This has resulted in a blurring of the lines between what is great advertising, and what is great content.

How can I produce great content?



Michelle Phan

Monday, 26 March 2012

There are however and increasing number of more predictable ways of producing engaging video advertising content. High definition cameras are now in the pocket of probably everyone here today, except for those with Blackberrys sorry. Creative videographers have built massive followings in areas that are extremely attractive to brands. An example is Michelle Phan, a beauty vlogger from the US. This video is only a week old, but it has already amassed over 1.2 million views. How many TV shows can boast that? She is an engaging and trusted member of the online community. You can run banners against her content like you can anywhere, but you could also run pre or post roll videos with the exact product she reviews. You could have given her that sample product. You could have her tour your animal safe testing laboratories. Is this advertising or content? Is the coordination and reporting of these activities considered advertising operations?

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Is it an advertisement or content?

[youtube.com/redbull](https://www.youtube.com/redbull)

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Some brands are already taking the advertising content path to the extreme. Red Bull spun off a media division. Their own channel now has 1700 videos, 260 million video views and almost 400 thousand subscribers. They even run non-competitor ads on their content, which pays for the entire production operation. Do your advertisements pay for themselves, even before you consider the uplift of product sales which is the whole purpose anyway?

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My TV commercials are engaging and safe.



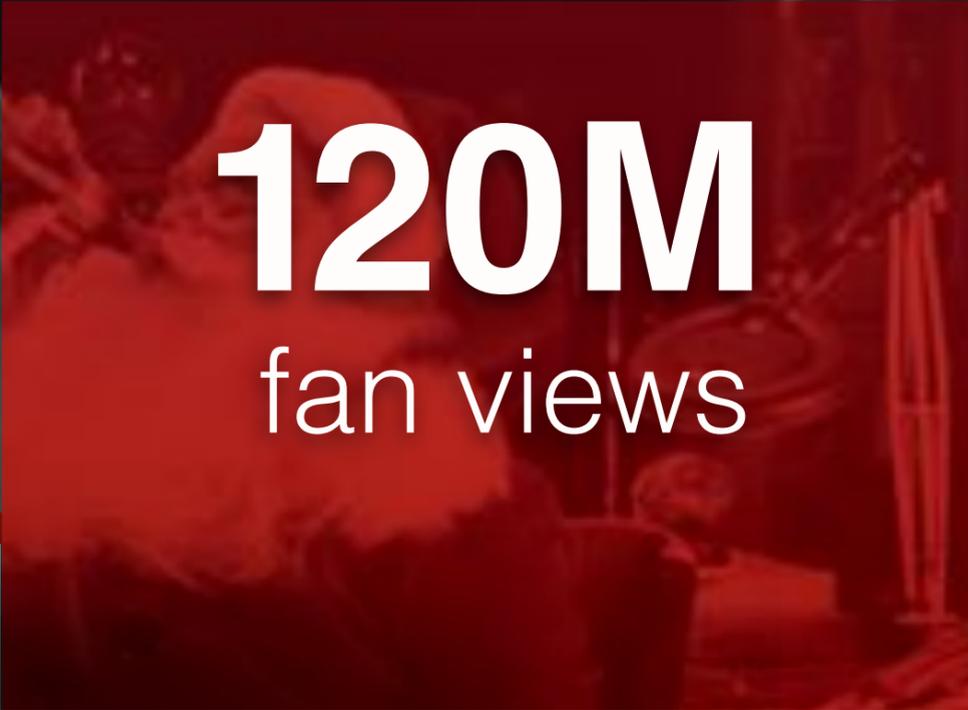
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Even if you produce nothing more than your standard TVC's, content production is happening on your behalf. Coke gained only 30 million views on their ads in 2011, their best achieving 2 million. Fans however were more successful at generating views than even one of the greatest advertising brands of all time. They attracted an additional 120 million views to user generated Coke related content. How are you targeting this content? How are you tracking and reporting on it? How is your brand being affected?

My TV commercials are engaging and safe.



30M views



120M
fan views

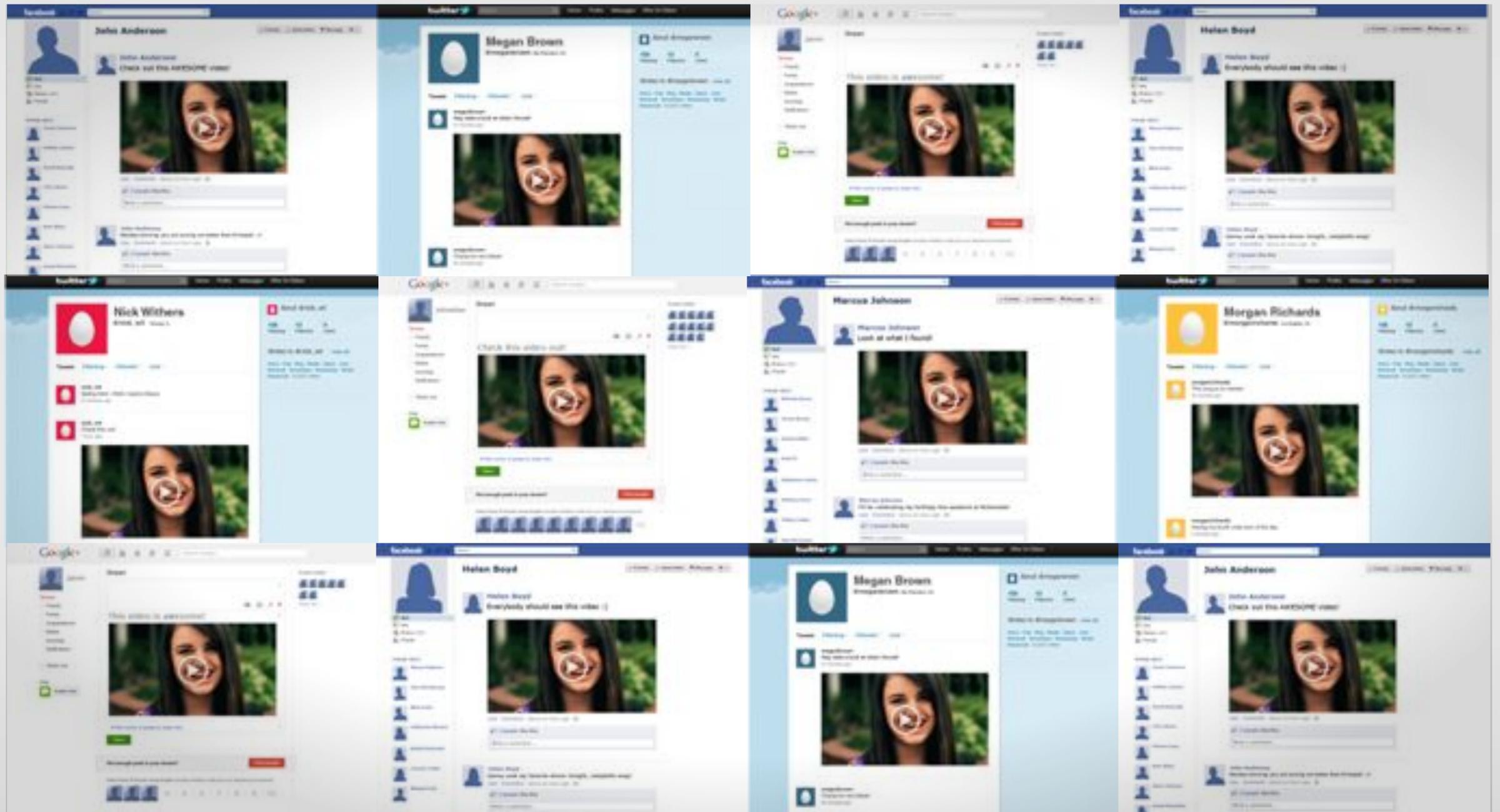


Coca-Cola

Monday, 26 March 2012

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How do you deliver and report on viral content?



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There is more to video engagement than just watching the video however. 100M people a week take a social action like rating, commenting or sharing a YouTube video. Likes have doubled since the start of the year. 50% of videos have been rated or commented on. These actions are an incredibly important part of engagement with your brand and very difficult to report on qualitatively.

But what about across platforms? 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute. Each video link tweeted will in turn produce on average 6 more sessions.

How do you track engagement across these platforms? This information is crucial to your brand as well as your content strategy. Are you starting to feel like a content producer or an advertising operations person?

The Television Revolution is Coming.



25%

75%



2020

1,000s Channels

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It's not just social media that is fracturing the viewership however, TV itself is becoming increasingly fragmented and has been doing so since it was invented.

In the 1980s you chose one of a couple of stations and pushed out a one way message. You had 100% of the TV audience but there was no targeting or reporting. TV ads were magic beans broadcasting. In the 2000s hundreds of cable stations emerged, and in the US they grabbed 75% of viewing time. If this trend continues, and IPTV and the National Broadband Network suggest that it will, then I predict by 2020 75% of television viewership will be on 1000s of online channels. Each one is a niche player with a highly targetable audience and detailed reporting capabilities.

The audience is shifting quickly and at massive scale



800M

tune in every month

3B

hours watched per month

60

hours uploaded per second

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It's not an emerging shift, a massive mainstream audience is already watching online video. YouTube alone has the equivalent of 30 minutes worth of video is being watched by every person on earth every month. Despite being astronomical, these figures are still accelerating. The upload rate for example has doubled in 18 months.

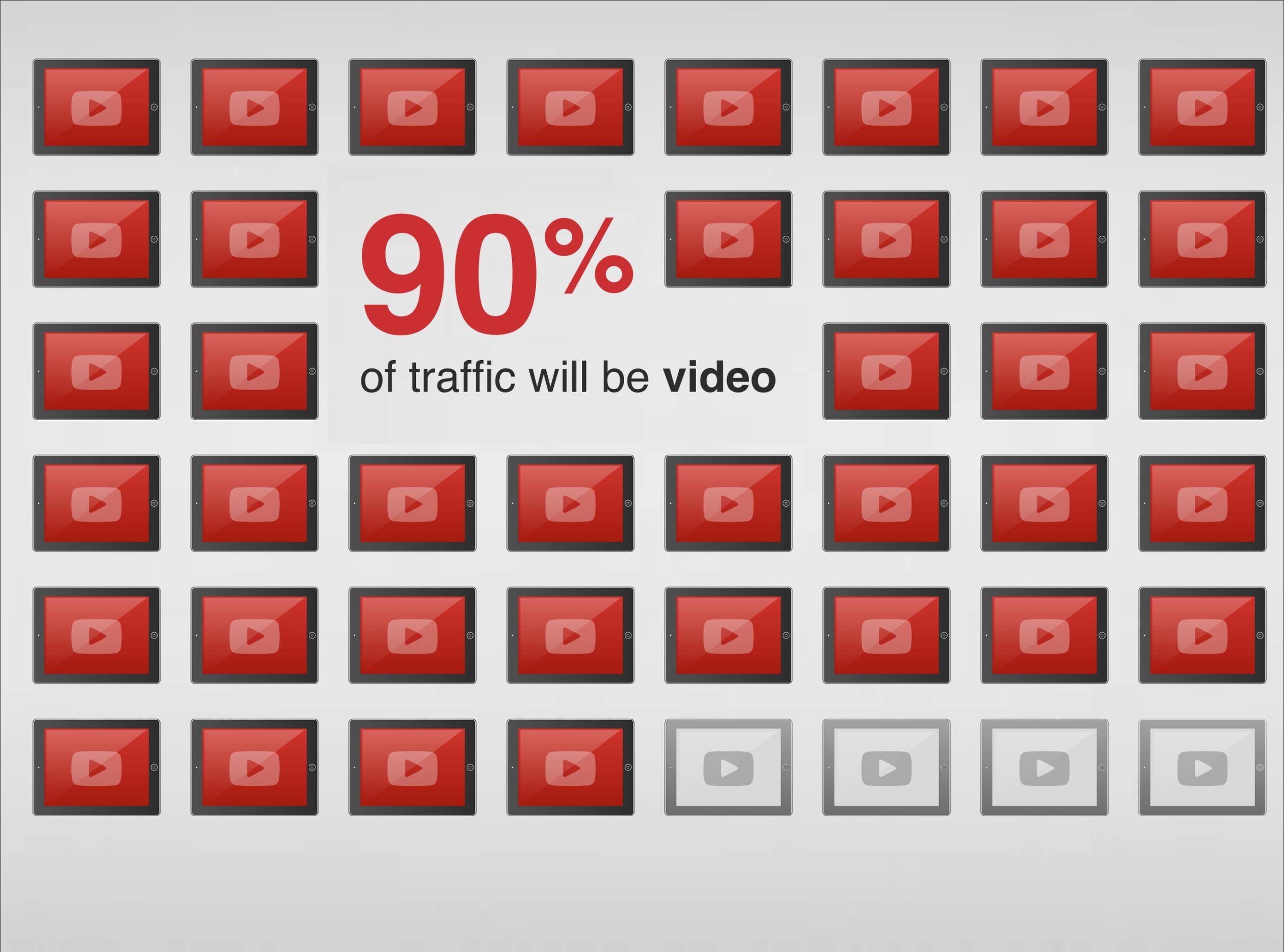
Fragmented channels across fragmented devices



600M mobile views per day

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It's not just channels that are fragmenting however, fragmentation is rapidly occurring across devices too. We now get 600M mobile views per day, a figure that tripled in the past year. There are some countries in APAC that will receive more mobile than desktop video traffic for the first time this year. The relatively recent rise of tablets will only accelerate this further.



90%
of traffic will be **video**

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Rapidly accelerating volume in turn means rapidly accelerating data requirements. Cisco has predicted that by next year 90% of traffic on the web will be video. To handle this increase in data and fragmentation you will need to focus on scalable operations, delivery and reporting solutions like never before.

Summary of things Ad Operations **love** about video:

- Unexpected source
- Unknown content
- Unpredictable growth
- Organic remixes
- Fracturing channels
- Fracturing devices
- Huge bandwidth requirements

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This list summarises all the challenges I have outlined so far.

What does it all mean?

What does it all mean?



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Some things stay the same...

- **Targeting** by:
 - Keyword (positive/negative and search/context)
 - Topics
 - Demographics
 - Interests
 - Remarketing Lists
 - Placements
- **Standard formats** and 3rd Party serving
 - **VAST** - IAB standard for “plug n play video ad serving”
- **Reporting** and forecasting skills are critical
- Push to move from Flash to HTML5

...and some opportunities/challenges emerge

- **Scaling** - Focus on one scalable video platform
- **Speed** - Know your brand so you can react
- **Reporting** - Focus on engagement metrics like watch time

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Moving content between platforms kills your SEO, which is incredibly important. Choose formats and platforms that scale across devices, in particular mobile devices and IPTV. Define clear processes and regular reporting so that you can react quickly if something goes really wrong or really right. Finally reporting is about engagement. Focus on statistics like watch time which measure actual engagement time with the video content, rather than simply impressions.

Who can solve all these challenges?

Who can solve all these challenges?



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Example: TrueView In-Stream

Requirements:

1. YouTube Video ID
2. Clickthrough URL

Reporting:

1. Video Impressions
2. Video Views
3. Clickthrough rate
4. Quartile Reporting (25%, 50%, 75%, 100%)

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The first asset required is a YouTube Video ID where your advertising content is hosted. This further blurs the boundaries of advertising versus content, as both are hosted in exactly the same way. One video is simply paid to be put in front of another in this case. The beauty of this format is that if a device can play the video, then it can play your advertisement and this will work cross platform.

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Advertising is still a content game

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Just when you start seeing familiar terms like impressions and click-throughs, I bring it back to content. In this increasingly common format, the first 5 seconds of the advertisement are critical in capturing a viewer's attention. This ads wastes those seconds with studio logos. The advertiser won't be charged if people skip, but they won't get any engagement either. Unlike TV, you get what you pay for.

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Content Producer

Your role as Content Producer involves the daily editorial direction and content production for the site. You will make recommendations on site content and target audience, working with other teams within the organization on cross promotional projects.

On a daily basis, you will be producing unique content for the site and building relationships with external content providers. You will be working to daily deadlines, in line with publishing and editorial guidelines. Other responsibilities include monitoring and reporting on site statistics and traffic.

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So it seems there is no escape from being content focused. With the merging of advertising and content, here is where your role could end up going. Brands will shift away from quantitative to qualitative data. Think shifting from impressions to watch time. Concepts like brand and audience will increasingly be in your vocabulary on a daily basis. You will need this deeper advertising knowledge to work across multiple internal and external content providers and report back on brand engagement segmented by channel and device.

Join the TV Revolution Online



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And with that I would like to conclude my presentation. I hope that everyone gained an insight into the future of video advertising, and also into the exciting opportunities you will see personally. Speed, scale and reporting are all challenges, but they are also areas where digital technology really excels. I hope that you can not only exceed at operationalising that for video, but add a higher understanding that brand advertisers will find incredibly valuable and you find incredibly rewarding.