



The Case for Online Video Commercials

Media Marketers
January 2010

REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

1. Online Video Enjoys Big Audience.

"Nearly 142 million US internet users watched an average of 85 videos per viewer in May."

- "Top 10 Online Video Properties in May; 12 Billion Videos Viewed in All"

Article Pub by MarketingCharts.com on July 14, 2008

<http://www.marketingcharts.com/television/top-10-online-video-properties-in-may-12-billion-videos-viewed-in-all-5258/>

Note: Article summarizes the findings of a comScore study of May 2008.

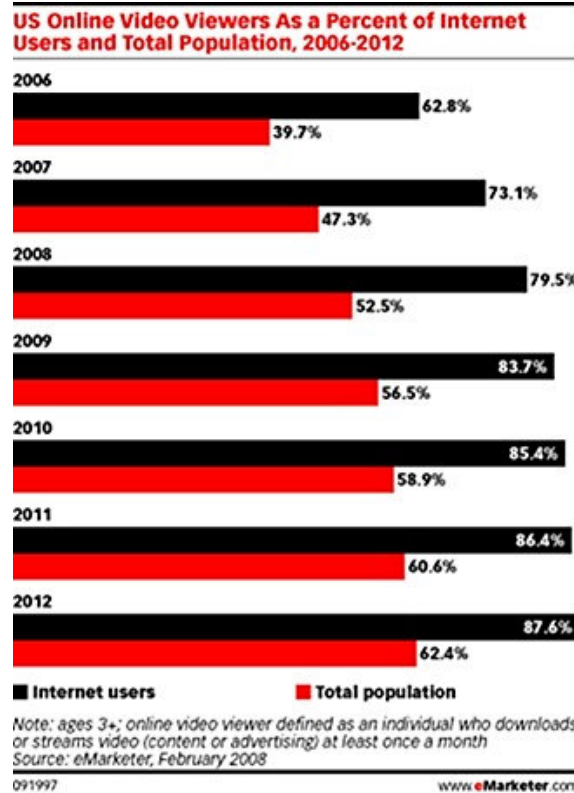
"US internet users viewed more than 12 billion online videos in May - an increase of 45% from a year ago..."

- "Top 10 Online Video Properties in May; 12 Billion Videos Viewed in All"

Article Pub by MarketingCharts.com on July 14, 2008

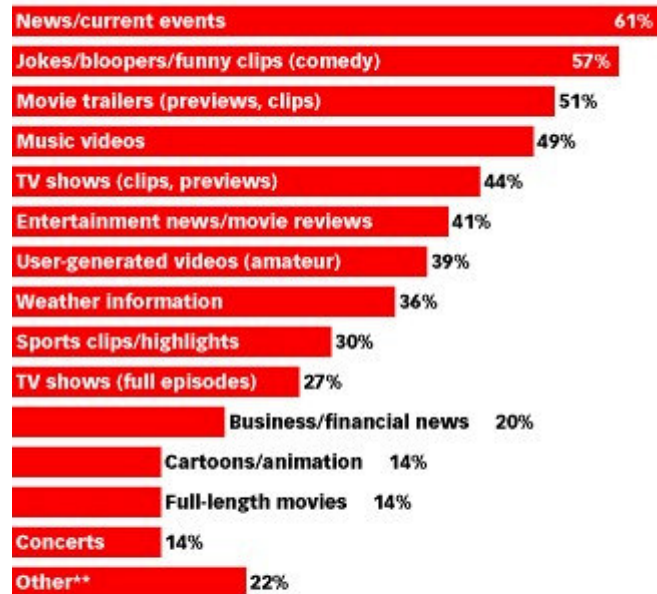
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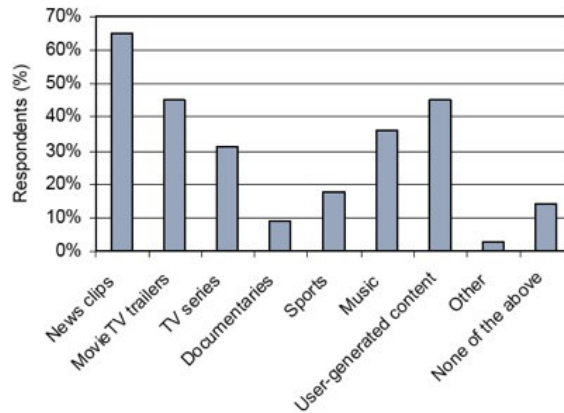
2. Almost 1 of 3 Watch Full Length TV on a Regular Basis.

Types of Online Video Content that US Online Video Viewers Watch Monthly or More Frequently, 2007 (% of viewers)



Note: excludes advertising or marketing video content; *based on a weighted average of 2007 survey data from Advertising.com, Burst Media, Frank N. Magid Associates, Ipsos Insight, Online Publishers Association (OPA), Pew Internet & American Life Project, Piper Jaffray and TNS; **includes game content, instructional, travel, live sporting events, educational, political, cooking and adult
Source: eMarketer estimates*, February 2008

Which of the following types of video content do you watch online? Please check all that apply.



(Source: ABI Research)
n=1002
SU-MCV-101 Survey
December 7, 2007

3. Online TV Viewers Engage.

"Consumers who watch TV online are more engaged than those who watch programs on TV sets..."

- "TV Watchers More Engaged if Viewing Online; Engagement = Ad Receptivity"
Article Pub by MarketingCharts.com on Jan 4, 2008
<http://www.marketingcharts.com/television/tv-watchers-more-engaged-if-viewing-online-engagement-ad-receptivity-2931/>
Note: Article summarizes findings of "a cross-media study by Simmons ,part of Experian Research Services..."

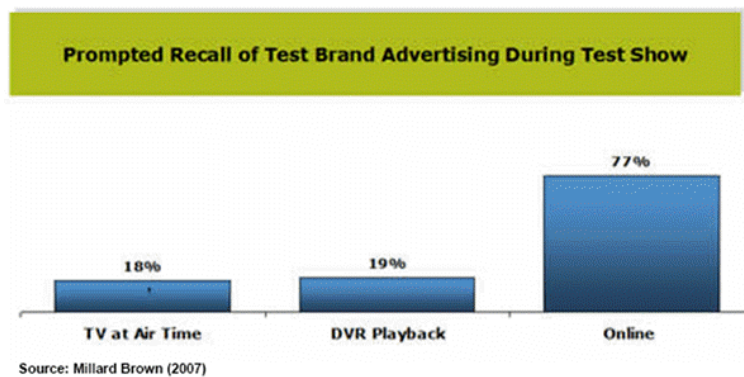
4. Viewers Connect with Online TV Ads.

"...online viewers were 53 percent more likely to pay attention to the ads during commercial breaks versus live TV viewers."

- Millward Brown March 26, 2007
http://www.millwardbrown.com/Sites/MillwardBrown/Content/News/PressReleaseView.aspx?id=/EffectivenessofSameAdsOnPrimeTimeTV_DVR_Online
Note: Compares video effectiveness in separate media.

"All [video] platforms tested had positive impact, but the results show a higher level of engagement among the online viewers — leading to increased communications awareness, brand favorability and consideration."

- Millward Brown March 26, 2007
http://www.millwardbrown.com/Sites/MillwardBrown/Content/News/PressReleaseView.aspx?id=/EffectivenessofSameAdsOnPrimeTimeTV_DVR_Online
Note: Compares video effectiveness in separate media.



5. Online Viewers Respond.

"Of the 80% of viewers who have watched a video ad online, 52% have taken some sort of action: checking out a website (31%), searching for more info (22%), going into a store (15%), or actually making a purchase (12%)."

- "OPA: Pre-Roll Ads Work, Longer Is Better"
Survey by Online Publisher's Association (OPA) and Online Testing eXchange (OTX) Published by MarketingCharts.com on Jun 11-07
<http://www.marketingcharts.com/interactive/opa-pre-roll-ads-work-longer-is-better-608/>