



Video Unleashed

A Marketers Guide to Digital Video

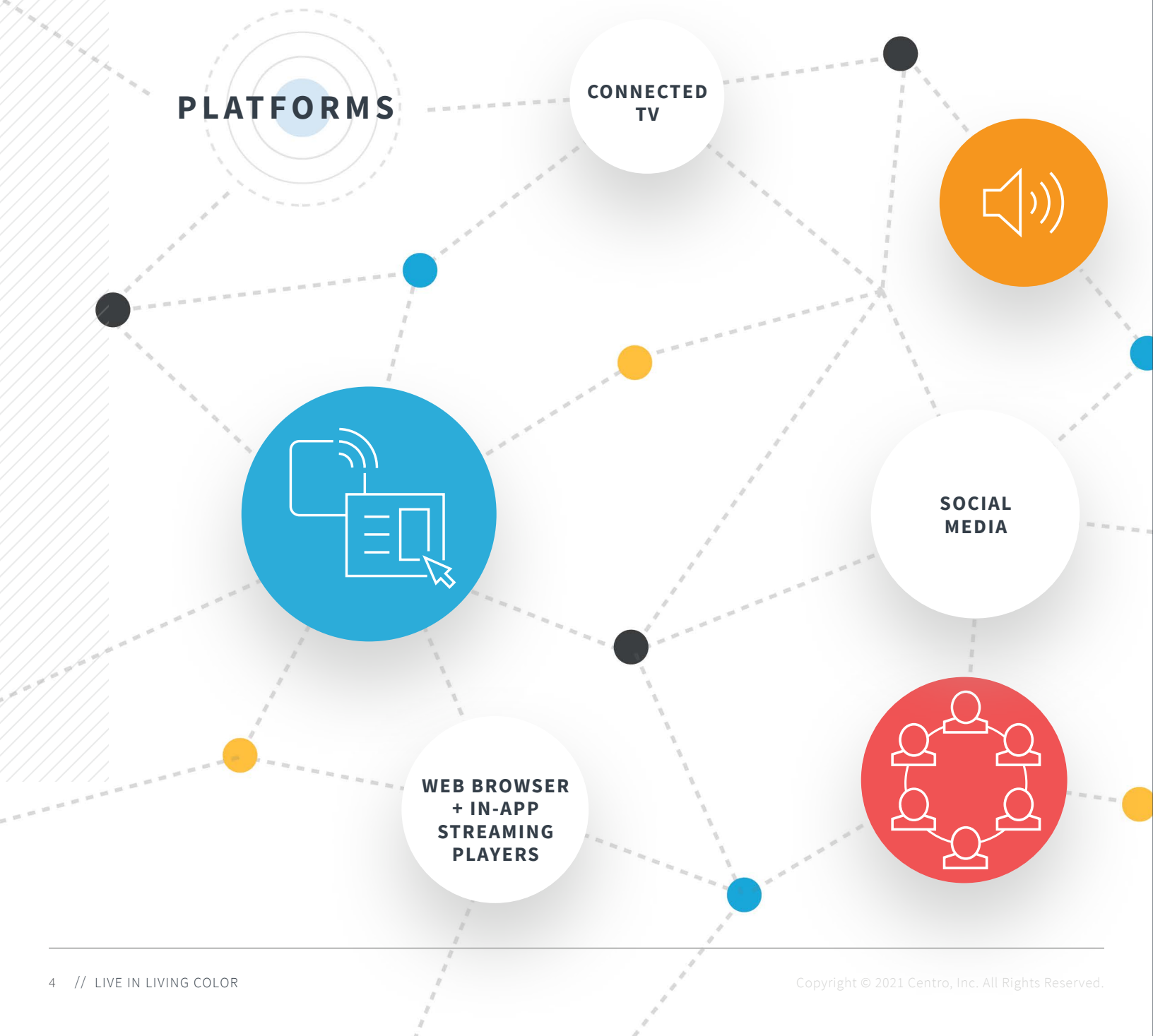


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Live, in Living Color

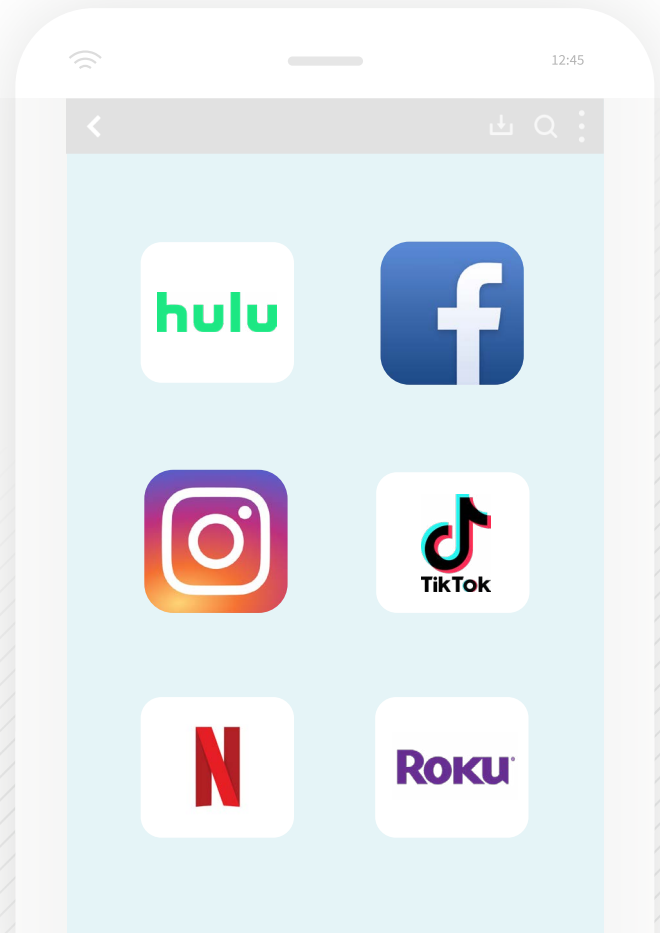
From silent black-and-white animations to vibrant moving pictures with special effects, video has morphed over the past decade, bringing spectators more education, information, and entertainment than any other medium.



Video is everywhere.

The introduction of new social media tools (Instagram Reels, Facebook Stories, TikTok, etc.), the rise of video-on-demand services (Netflix, Roku, Hulu, etc.), in addition to behavioral changes resulting from the Covid-19 pandemic, have been paramount to the way we create, view, interact with, and share video.

With an abundance of free and subscription-based content distribution services and platforms, audiences of all ages are constantly watching short- and long-form video via all types of devices. In turn, this is creating a plethora of opportunities for organizations to engage with their target market.



Video Unleashed

It's easy to get lost in the video vortex! Our newest guide, Video Unleashed, shares the latest viewing trends, forecasting for years to come, and an updated breakdown on how to approach and consider the many formats of digital video.

Sit back, relax, and let us be your video guide.

Who is Watching Video, and How?

Digital video viewership has seen a steady incline in the US – it has risen from 229.7 million in 2018, to 244.4 million in 2020. This number is only expected to increase, to a projected 260.5 million in 2024¹. At an average of 2 hours and 13 minutes per day in 2020, Americans are spending more time with digital video than ever before!²

Growth of digital video viewership is not limited to the US; the numbers are also expected to grow in the UK from 47.0 million in 2020 to 50.7 million in 2024³.

Latin American countries like Argentina paint a similar picture, with the percentage of population watching digital video projected to increase from 57.8% (26.3 million) in 2020 to 59% (27.7 million) in 2024⁴.

DIGITAL VIDEO VIEWERSHIP: Projected stats by 2024



Argentina

27.7MM

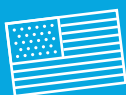
UP FROM 26.3 MILLION DIGITAL
VIDEO VIEWERS IN 2020



The UK

50.7MM

UP FROM 47 MILLION DIGITAL
VIDEO VIEWERS IN 2020



The US

260.5MM

UP FROM 244.4 MILLION DIGITAL
VIDEO VIEWERS IN 2020

¹ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/5aa6c67960a15705f86fb230/5851918a0626310a2c1869e1>

² – eMarketer, 2020 <https://content-na1.emarketer.com/us-adults-added-1-hour-of-digital-time-2020>

³ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/584b26021403070290f93a61/585191890626310a2c18691a>

⁴ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/5a6a611700ea9b064048c058/5a6a456800ea9b064048bffe>



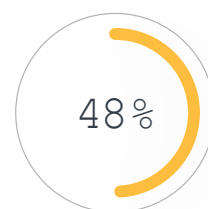
People of all ages are engaging with video content across a variety of devices.

Out of the 244.4 million viewers in the US, 32.6 million are Gen Z-ers, 45.7 million millennials, and 21.7 million Gen X or older⁵. In the US, smartphones continue to dominate—58% of users report using mobile to watch digital video content. However, with the increased prevalence of streaming platforms, it's no surprise that smart TVs are trailing close behind, with 53% of people tuning into their bigger screens⁶. Viewership in the UK is slightly different—while smart TVs and mobile phones continue to be the dominant devices, 57% of users reported watching content on their smart TVs, with 48% via smartphones, and 39% via laptops⁷.

The unmistakable growth and desire for video content has provided advertisers with significant data points and insights. It's now clearer than ever before where users are driving their attention and how they prefer to engage.



of US viewers report using mobile to watch digital video content



of UK viewers report using mobile to watch digital video content

⁵ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/584b26021403070290f93a24/5851918a0626310a2c1869e0>

⁶ – Statista 2020. <https://www.statista.com/forecasts/997109/digital-video-usage-by-devices-in-the-us>

⁷ – Statista 2020. <https://www.statista.com/forecasts/997813/digital-video-usage-by-devices-in-the-uk>

The Covid-19 Impact



An intermittent worldwide lockdown resulted in a huge transition to work-from-home environments, the suspension of many professions, in-home schooling, and the overall restriction of activities.

This led people of all ages, genders, and backgrounds to seek news, entertainment, and education from their living spaces. People turned to digital devices to meet their needs—and video was a clear winner.

Daily time spent with subscription video-on-demand (SVOD) services among US internet users rose by 20 minutes on average across all ages, with the 25-34 age segment watching

1:49 hours of digital video per day. Adults, ages 45-54 saw the largest growth, adding an extra 0:37 minutes to their daily habit, compared to 2019⁸.

“ Daily time spent with SVOD services among US internet users, **ROSE BY 20 MINUTES** ”

—eMarketer, 2020

⁸ – eMarketer, 2020 <https://chart-na1.emarketer.com/242004/daily-time-spent-with-subscription-video-on-demand-svod-services-among-us-internet-users-by-age-q3-2019-q3-2020-hrmins>



PEOPLE TURNED TO DIGITAL DEVICES TO MEET THEIR NEEDS—AND VIDEO WAS A CLEAR WINNER.

Less than 12 months after launching in North America, **Disney+ reached a staggering 73 million paid subscribers** world-wide in Q4 2020, according to the company's end of year earnings report⁹. By comparison, Netflix, the biggest subscription video service in the world, ended June with 193 million worldwide subscribers. Nearly 26 million of those subscribers joined Netflix during the first six months of 2020, which more than doubled their number compared to 2019—as the pandemic restricted travel and nights out on the town¹⁰.

Time spent with SVOD wasn't the only item that increased—YouTube reported an additional 6.5 million viewers in 2020 in the US, jumping from 208.5 million in 2019 to 215 million in 2020, with numbers expected to grow and hit 218.3 million in 2021¹¹. People have been gathering in their living rooms and turning to the big screen to fulfill their needs, explore their passions, and take part in mainstream cultural trends. YouTube's study shows that 100 million people in the US watch video via their TVs¹².

⁹ – Disney, 2020 <https://thewaltdisneycompany.com/disneys-fiscal-full-year-and-q4-2020-earnings-results-webcast/>

¹⁰ – Netflix, 2020 <https://ir.netflix.net/financials/quarterly-earnings/default.aspx>

¹¹ – eMarketer, 2020 <https://content-na1.emarketer.com/us-youtube-advertising-2020>

¹² – YouTube, 2020 <https://www.thinkwithgoogle.com/intl/en-ca/consumer-insights/consumer-trends/watch-youtube-on-tv/>

A study from the Global Web Index in July 2020 discovered that:

CENTRO STAT:

38.6% OF TOTAL

DSP AD SPEND IN

2020 WAS IN VIDEO.

88%

of consumers say they are spending more time consuming in-home media and related activities.

82%

of US consumers say they are spending more time using at least one digital device.

28%

of US consumers say they are spending longer on social media sites (e.g., Facebook, Instagram, Twitter, etc.).

19%

of US consumers say they are spending more time on apps.

46%

of US consumers report they are watching more shows/films via streaming services from home.



¹³ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/584b26021403070290f93a5a/5851918b0626310a2c186b6b>

¹⁴ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/584b26021403070290f93a84/585191890626310a2c186913>

¹⁵ – eMarketer, 2020 <https://content-na1.emarketer.com/latin-america-digital-ad-spending-update-q2-2020>

¹⁶ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/584b26021403070290f93a55/5851918a0626310a2c186aad>

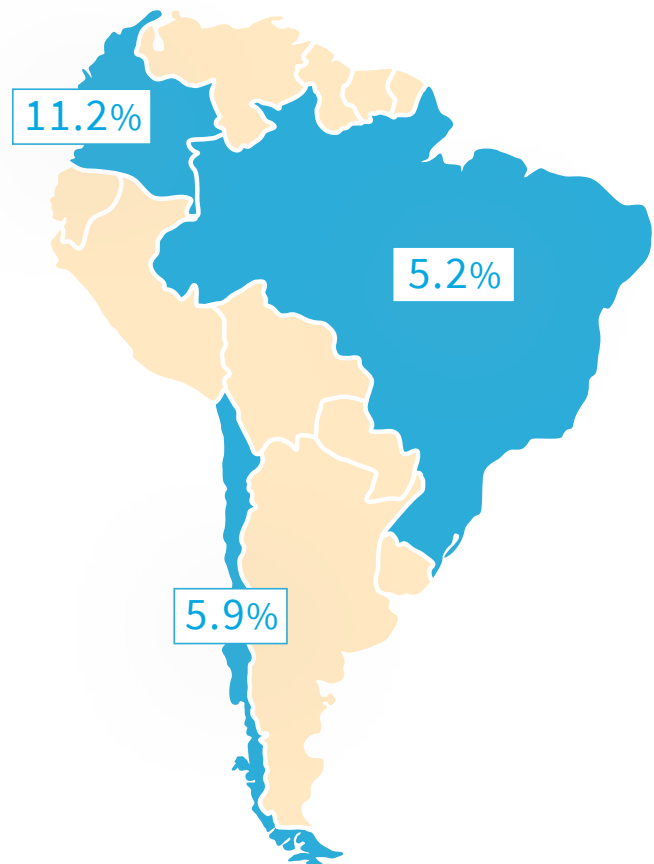
How did this impact the advertising industry?

While each sector of the economy was impacted differently, on aggregate, digital video ad spend in the US grew in 2020 by 12.2% and is expected to grow by 25.7% in 2021 to a record-breaking \$44.91 billion¹³.

UK ad spend on digital video saw slightly higher growth than in the US, with a 15.8% increase from 2019 to 2020. This number is expected to rise to 17.2% in 2021, bringing the total digital video ad spend to \$5.83 billion¹⁴.

As advertisers experiment and incorporate a variety of formats into their media mix, social media and video continue to be the main drivers of digital ad spending growth in Latin America, turning it into the home of some of the fastest-growing digital ad markets: **Colombia (11.2%)**, **Chile (5.9%)** and **Brazil (5.2%)**. Investment in mobile video ad formats has increased consistently since 2016, across all of Latin America¹⁵.

FASTEST-GROWING DIGITAL AD MARKETS IN LATAM



Basis[®]
BY CENTRO

DID YOU KNOW?

Digital video and TV ad spending is converging! Digital video ad spending is on track to overtake TV ad spending by 2024¹⁶. In 2020, **44% of digital-video ad spend in Basis occurred via CTV devices**. Mobile and desktop devices were responsible for 30% and 23% respectively, while only 3% of spend occurred via tablet devices.

Choose the Channel and Basis Delivers

Due to a growing interest in video from consumers and advertisers alike, Basis has invested in developing a robust offering to bring you opportunities across multiple channels, buying methods, and devices – it's no wonder G2 has ranked Basis a Video Advertising leader for five straight quarters.



CTV / OTT

A rising star in the media mix, Connected TV (CTV) is a TV set that's connected to the Internet. This connection is made through built-in capabilities (a Smart TV), or an external "over-the-top" (OTT) device that enables a standard TV set to become a Connected TV. Voilà! These include media streaming devices (i.e., Roku, Amazon Fire TV, Apple TV or Chromecast), blue-ray players or gaming consoles (Xbox or PlayStation). Video advertising on Connected TV occurs during the in-app experience. For example, if a Connected TV user-experience opens an app such as Tubi TV to watch an episode of The Lone Ranger, a :15 or :30 video ad would play prior to the content starting. In this way, the experience is similar to a pre-roll ad watched on a laptop or mobile phone, but the user experience is comparable to a linear TV ad.

+6MM
CTV VIEWERS
IN 2021

212.5 million Americans are predicted to watch CTV in 2021, [a growth of over 6 million from 2020](#). By 2024, eMarketer estimates that 102.5 million users will be cord-cutters, or viewers who used to have a traditional TV and have transitioned to CTV 100%¹⁷.

¹⁷ – eMarketer, 2020 <https://forecasts-na1.emarketer.com/584b26021403070290f93a3a/5d9671494945300bf4895bf9>



CTV Inventory Options

BPrivate Marketplace (PMP) deals are becoming increasingly popular ways for media buyers to access sometimes scarce CTV inventory. Most providers offer select inventory this way. Some of the most popular, available options in Basis are:

PREMIUM DISTRIBUTORS



APPS AND NETWORKS



CTV SSP



...AND MANY MORE!

Selecting the most adequate deal for your campaign doesn't have to be a guessing game—Basis' curated PMP library includes an analytics card for each deal, that shares the deal's performance by KPI, auction breakdown by geographic location, and auction volume by device and ad size. Basis also allows you to negotiate your own deals and access open-market inventory.

CENTRO STAT:

67% OF CTV SPEND

WAS IN PMP DEALS

IN 2020

Benefits of CTV

- **PREMIUM, BRAND-SAFE ENVIRONMENT** CTV ads run in HD-quality content, often within long-form TV or TV-like programming.
- **FULL-SCREEN VIEWABILITY** Similar to traditional TV, in-stream CTV placements are full-screen with limited skippable ad options.
- **LESS CLUTTER, MORE MEMORABLE ADS** Ad pods are shorter than live TV, leading to fewer commercials airing simultaneously and more memorable ads.
- **EXPANDED REACH** Unlike the one-to-one experience of desktop and mobile, CTV often reaches multiple co-viewers in a household.
- **REAL-TIME REPORTING** Basis' reporting dashboard shows impressions as they occur and allows you to view and compare holistic data to other tactics.
- **FLEXIBILITY AND OPTIMIZATIONS** Unlike direct buys, purchasing CTV inventory via the DSP alleviates most required spend commitments.
- **CONVERSION TRACKING** Cross-device capabilities allow the tracking of view-through conversions that result from exposure to CTV ads. Consolidating your CTV buys in Basis de-duplicates these conversions from other tactics.
- **DATA ACTIVATION** Leverage Basis' access to 3rd party data to include segments for viewership or subscription.

Centro Tip

For a robust CTV strategy, inventory excavation is necessary.





Research from the Interactive Advertising Bureau (IAB) in March of 2020 revealed that targetability was the leading benefit of CTV advertising according to agency and marketing professionals.

OTHER BENEFITS HIGHLIGHTED BY THE GROUP INCLUDED:



Engagement & Attention



Incremental Reach



Measurability



Faster Campaign Reporting
compared to linear TV¹⁸

¹⁸ – IAB, 2020 - <https://www.iabuk.com/standard-content/guide-connected-tv-supply-chain>



Display

It's easy to see why display video is among one of the most popular advertising tactics, with 88% of marketers saying video provides a positive ROI. The versatility that video provides allows you to connect with audiences across multiple devices – desktop, laptops, mobile and tablets.

What's available?

Basis grants access to 15+ video-exclusive exchanges and 14 billion video opportunities per day.

There is an opportunity to access open market inventory from top players such as FreeWheel, DailyMotion, Teads, and District M, or leverage 300+ PMPs from providers including Sharethrough, Telaria, EMX Digital, TripleLift, and Index Exchange—among many others.

Benefits of Display Video

- **INCREASED SCALE** Extend TV spots to digital formats and take advantage of options such as contextual or behavioral targeting.
- **VIDEO EVERYWHERE** Pick a preferred device based on audience reach (i.e., mobile, tablet, laptop, etc.).
- **CUSTOMIZED OPTIMIZATIONS** Leverage data-driven auto-optimizations, with a human touch. Basis offers Bid Multipliers, Algorithmic Optimization, or Machine Learning Optimization options to help meet KPIs.
- **INFINITE OPTIONS** Choose from an array of visual display-video ad formats; in-stream, interstitial, in-banner, or out-stream!
- **ADVANCED TARGETING** Select placement type by stream, define player size, and determine skip-ability type and playback method.

Centro Tip: How to Run a Strategic Video Campaign

1. **Define video objectives:** Identify KPIs and goals and determine how performance will be measured. Three common achievable goals live in upper-funnel stages, such as Awareness (attract new customers), Consideration (engage your audience), and Decision (nurture your prospects); create a video for each stage.
2. **Find desired audiences:** Implement advanced targeting techniques such as Audience, Contextual, and Retargeting to reach your intended audience.

This is a crucial step that provides audience viewers with a relevant ad experience and helps reduce wasted ad spend.
3. **Leverage premium inventory:** Explore open exchange and private marketplace inventory deals to identify the best fit for scale and performance.
4. **Make data-driven decisions:** Create custom reporting based on objectives and KPIs to review campaign performance. Also, consider implementing Basis' artificial intelligence engine to make smart, optimized decisions to improve performance at scale.

CENTRO STAT:

7.7 BILLION VIDEO
IMPRESSIONS WERE
SERVED ON MOBILE
DEVICES IN 2020





Social

Opportunities for advertising in the social media space have grown each year via the likes of Instagram, TikTok, Facebook, and Twitter. As new platforms enter the game and existing platforms continue to expand their capabilities—video execution on social media proves to be a worthwhile consideration for media plans.

Social with Centro

Basis unifies programmatic, search, social, direct, and advanced TV via a single interface. In 2019 Centro was named a Facebook Premium Partner and a National Top 20 agency partner. Our Managed Services team consists of 30+ specialized paid-social media buyers and strategists ready to assist with any campaign needs. Basis integrates with Facebook, Instagram and LinkedIn; partner with our Managed Services team to expand campaigns to TikTok, Twitter and Snapchat.

Benefits of Video on Social

- **MORE SPACE, FEWER DISTRACTIONS** Tell immersive stories to millions of viewers through one of the many fun, fast, and flexible formats each platform offers.
- **SUPPORTED OPTIMIZATION OBJECTIVES** Optimize ads inside each social network's ad auction to a specific goal to ensure that they are reaching people most likely to take action.
- **ADVANCED TARGETING** Broad, lookalike, and segmented custom audiences, paired with third-party data partnerships provide more opportunities to reach the right prospective customers.

Centro Tips

1. **Embrace the simplicity of GIFs:** Capture short bursts of attention in-feed with snackable videos. Available on Facebook and Instagram; choose subtle motion gifs, avoid one-offs, and/or try a series!
2. **Build vertical videos:** Utilize “Stories” to make scrollers pause and pay attention with edge-to-edge full-screen video ads. For best results split the screen and consider animating ideas.
3. **Diversify creative:** Expand into vertical videos on Snapchat or implement creative refresh schedules for each program offered. A well-planned creative approach that suits distinct platforms and audiences creates impactful performance.
4. **Investigate new channels:** Test Facebook, Instagram, Snapchat, LinkedIn and Twitter to expand social presence and reach to prospective viewers of all ages, wherever they spend their time.
5. **Fill the upper funnel:** Utilize awareness-based partners (Snapchat, Twitter) to fuel lower funnel efforts and use retargeting tactics to drive efficient, but quality, applicant leads.

CENTRO STAT:

13% OF SOCIAL

CAMPAIGNS INCLUDED

AT LEAST ONE VIDEO

AD IN 2020

KEEP IN MIND



Think Like a Silent Film Director

A large portion of members will watch ads with the sound off; consider including subtitles.



Hone Your Focus

Viewer attention drops quickly; show your audience the most important aspects of your message within the first few seconds.





Search

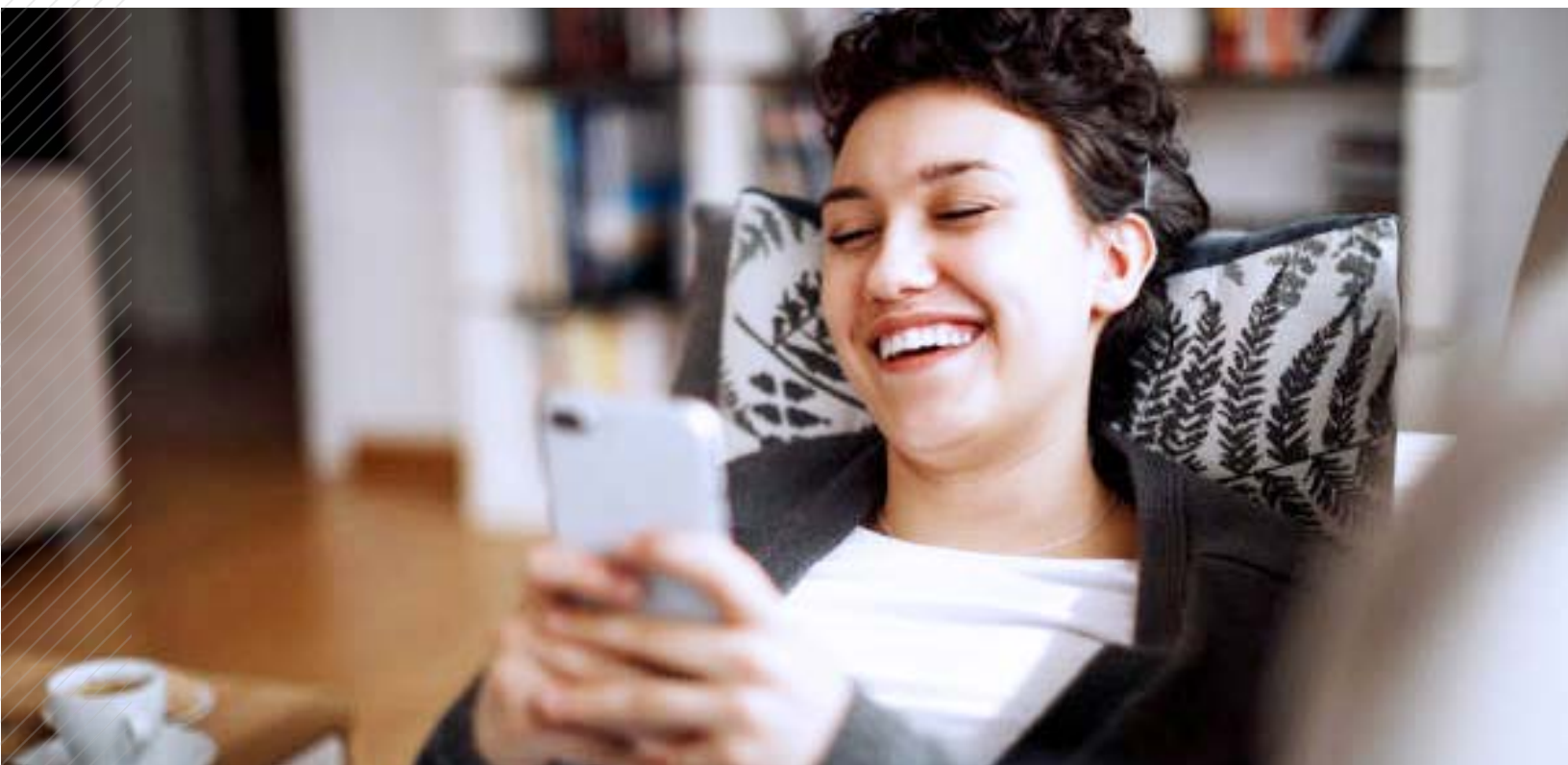
YouTube is the second largest search engine in the world with over 2 billion logged-in users visiting the site each month and over a billion hours of video watched every day. According to a Nielsen study commissioned by Google, YouTube reached more people, ages 18-34 in the U.S., via mobile than any other TV network in 2020 .

Search with Centro

Through a one-way integration with Google Search, Display and YouTube networks, Basis helps aggregate metrics from these campaigns into a single platform. As a Google Premium Partner - an accolade given by Google to only 2% of its partners - Centro's Managed Services team upholds the highest standards of expertise to help you make the most of your video-search campaigns, while also providing access to beta opportunities and additional support from Google.

Benefits of Search

- **SPREAD YOUR MESSAGE** Add YouTube video advertising to existing paid search buys as an efficient means to drive awareness.
- **CONNECT WITH AUDIENCES** Ads that play on, or run next to YouTube videos, can connect with potential customers in a unique and memorable way, while they are already engaged with content of interest.
- **REACH THE *RIGHT* AUDIENCE** Reach your customers on YouTube by topics, keywords, or demographics.
- **CREATE A CAMPAIGN IN ONLY A FEW MINUTES** Create your Google Ads account, set up a campaign, and reach your audience.
- **MEASURE YOUR SUCCESS** Check your Google Ads account to track views, costs, and budget details. Pair this knowledge with Basis reports to cross-reference performance between channels and create optimizations that drive performance.



Centro Tips

1. **Define and target** the keywords that matter most to your brand.
2. **Reach consumers** on YouTube as soon as they show intent and search for your keywords on Google.
3. **Leverage YouTube's custom intent targeting** to sync search interest—did you know that 85% of people who use Google Search are also on YouTube?
4. **Drive leads and conversions** by adding prominent CTAs (calls-to-action) and headline text overlays to video ads.

CENTRO STAT:
ADVERTISERS SPENT
OVER \$14 MILLION
DOLLARS IN YOUTUBE
CAMPAIGNS IN 2020



Transforming The Video Vortex

Evolving and dynamic—video advertising is now available in a myriad of formats, sizes, and styles.

There is a reason why marketers all over the world have adopted this medium for experimentation and campaigns. Video's capacity to increase awareness, evoke emotion, generate intent, and lead consumers to purchase is unprecedented.

Whether you're a fan of display or prefer to dive into the latest social media formats—Centro can help you navigate the video vortex and find the right video solution that meets both campaign needs and business goals. Partner with our revolutionary technology and media services team to set your message live, in living color.

CTV and Display Case Study

THE STORY: Praxis, a patient recruitment organization, provided support for a clinical trial to treat Covid-19. Given that this was the agency's first time running a major CTV and pre-roll ad campaign, they asked their CSM and Centro Managed Services team for assistance with strategy, set-up, and optimizations.

While their CSM helped them access Hulu's premier inventory, Basis' Platform Deals allowed the client to explore other inventory they wouldn't have otherwise considered.

APPROACH:

- | | | |
|------------|------------------------|----------------------|
| ✓ CTV | ✓ PMP | ✓ Retargeting |
| ✓ Pre-Roll | ✓ Contextual Targeting | ✓ Audience Targeting |

GOAL: Leverage the power of CTV and pre-roll video advertising to reach a wide audience at an optimal price point. The primary goal of the campaign was to generate awareness about the clinical trial and enroll patients in the study.

CHALLENGES: The eligibility criteria and window of time to participate in the study were very stringent. Praxis needed to be able to reach as many potentially qualified applicants as possible, within the time frame, at a cost-effective CPM.

RESULTS:

- **24 MILLION**
pre-roll impressions
- **12 MILLION**
CTV impressions
- **0.19%**
Video CTR
- **92%**
CTV VCR

“By using Algorithmic Optimization, there were fewer manual optimizations involved, which allowed for more time to analyze performance.”

Courtney Walczak,
Media Planner & Buyer,
Crowley Webb & Associates

centro

Start the Video Conversation Today!

centro.net

