

**Q3 2019
Video
Benchmarks
Report**

AdBridge™ Insights

2019 is shaping up to be a defining year for the video advertising landscape, marked by following consumers to connected TV, an embrace of the value of premium content adjacency, and a return of the good old 30-second ad for brand storytelling.

While we will reserve full judgement for our year-in-review report after the close of 2019, this Q3 report—based on video ads served from AdBridge—reveals relatively stable trends this year in how marketers are using digital video to build business.

Perhaps what's old is new again? And by this we mean that maybe things we always believed to be true are still true but in new and better ways, like these:

CTV Delivers the Big Screen TV-like Experience But With Consumer Choice & Control

In Q3 2019, it happened. CTV became the majority destination for impressions served, tallying in at 51%. While this may fluctuate a bit quarter to quarter based on the supply of inventory, it's striking to see that figure relative to where we landed in 2018 at 38% of impressions being served to connected TV destinations. The steady march in CTV share from Q1 (49%) to Q2 (50%) to Q3 (51%) leads us to believe this is a true, predictable trend and not another shiny object phenomenon.

Premium Content Adjacency Clearly Works for Brands

All three quarters of 2019 showed a strong embrace of premium content destinations vs. media aggregators. In fact, the average mix in 2019 to-date is 81% premium/19% aggregators. This is certainly driven in part by the rush to leverage CTV but there is also a solid increase in impressions going to premium online content as well. Spoiler alert: Direct-to-Consumer (DTC) brands really like premium content as evidenced by the vertical specific data in that category. In Q3, DTC brands delivered 93% of their impressions to premium inventory.

Brands Need 30 Seconds to Grab Us By the Hearts and Minds

Brands need all shapes and sizes of ad formats to truly navigate the consumer media landscape today. And while that portfolio will surely include experimentation in the super short category (:06 ads for example), we saw a move back to more :30's in 2018 and 2019 after a move to go shorter in years prior. For example, the share of :30's served in 2015 was 41%. That dipped to 38% in 2016 and hit an all time low of 33% in 2017. In 2018, :30s jumped to 54% and in Q3 of this year, they accounted for 66% of ads served. Perhaps short stories can become too short to be effective and a mix is what's needed to affect consumer behavior today.

We hope this report helps you examine the past in order to understand where the market might be heading. It is an exciting (and challenging) time to be in this industry! At Extreme Reach, we are honored to move so many amazing brand stories through AdBridge and in doing so, offer up a data-driven view into the evolution of brand marketing across the multi-channel landscape.

You can [download the full excel data file with quarterly metrics back to Q1 2016](#) for additional insight.

We'd love to hear your thoughts on what our video benchmarks reveal and answer any questions they bring up. Feel free to reach out to marketing@extremereach.com.

See you on the flip side and here's to an amazing 2020 ahead.

Table of Contents

AdBridge™ Insights	2
Overall Breakdown of Video Impressions	4
Video Completion Rate	8
General Invalid Traffic Filtered Rate	13
Average Time Spent by Ad Length.	17
Click-Through Rate / Engagement	18

Definitions

PREMIUM PUBLISHERS

Direct sellers of digital inventory; generally broadcast networks or content providers

MEDIA AGGREGATORS

Sellers of inventory from multiple sources including programmatically sold traffic. These are generally ad networks, DSPs, or agency trade desks

DTC BRANDS

Digital natives who sell directly to consumers, whether online or in their own brick and mortar stores, and put a strong focus on social media and content

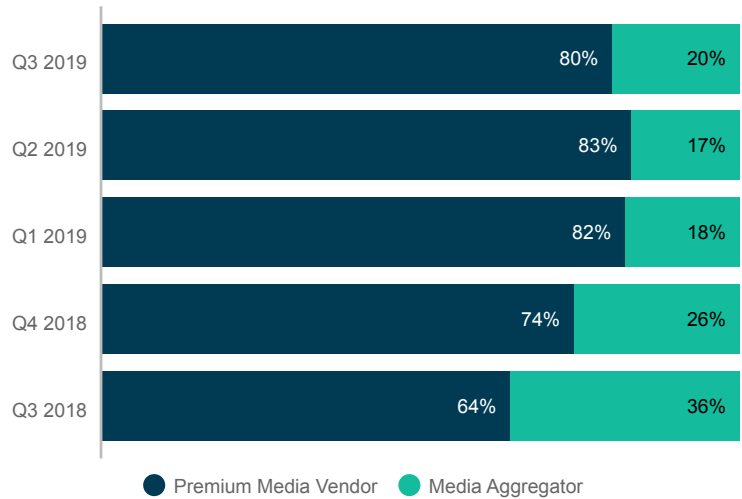
A person wearing a traditional conical hat and a red and white checkered shirt is holding a large, blue fishing net. The net is draped over the person and extends across the frame. The background is dark, and the lighting is dramatic, highlighting the texture of the net and the person's clothing.

Overall Breakdown of Video Impressions

A look at how all video impressions served by Extreme Reach break down by ad length, media type and device

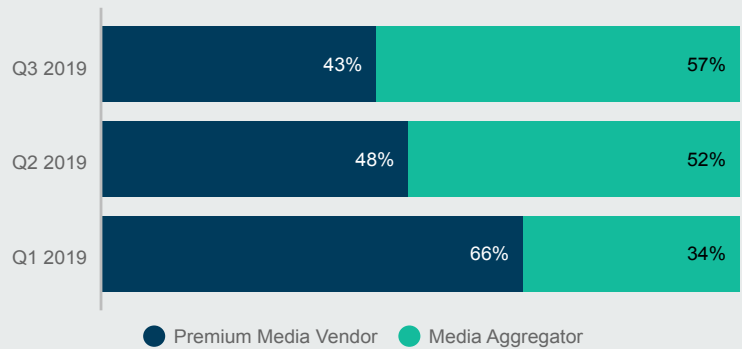
Percentage by Media Type

This time last year, media aggregators accounted for more than a third of impression volume, dwindling to as low 17% last quarter whilst premium surged. Media aggregators are now seemingly on a slight upward trend, earning a greater share of voice. Meanwhile, over the past five quarters, premium vendors really peaked in Q1/Q2 but may be settling in to the new normal at a very commanding 80%.



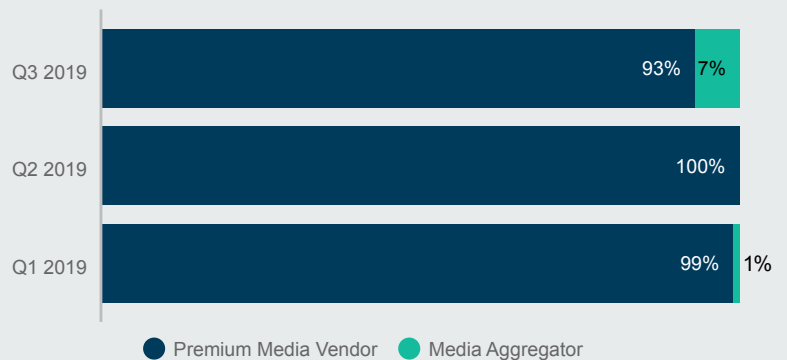
AUTO

As far as auto is concerned, media aggregators appear to be the outlet of choice, with a 57% share of impressions, which represents a nearly 10% rise from the previous quarter. Conversely, premium publishers have exhibited an 12% drop quarter over quarter. This trend may continue as we drive toward the holiday season and buyers exercise more programmatic buying.



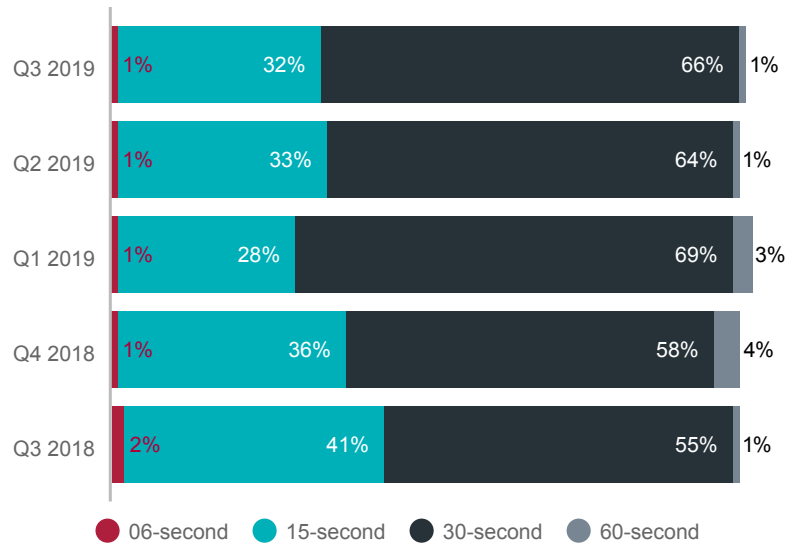
DTC

Direct to consumer, on the other hand, is still dominated by premium publishers, although some volume has shifted to media aggregators, increasing by as much as 7%.



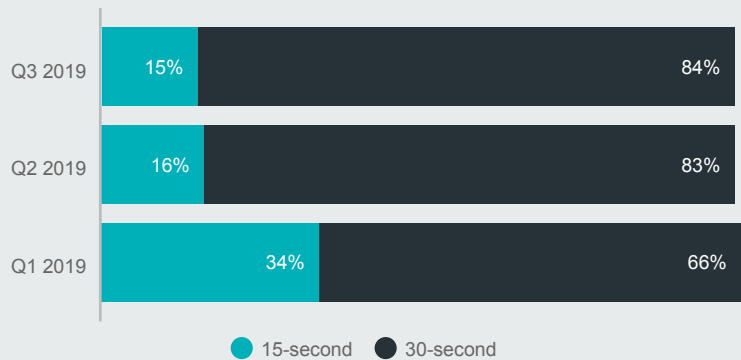
Percentage by Ad Length

The use of 30-second creatives really peaked in Q1 while :15s dropped at the same time. Time will tell (no pun intended) but :30s remain the preferred length for brand storytelling. :15s still have their place, of course, as these two lengths combined comprise over 98% of all assets used. Other lengths, such as 6-, 10-, 60- and 90-seconds seem experimental at this point and count for less than 2% of overall impressions measured.



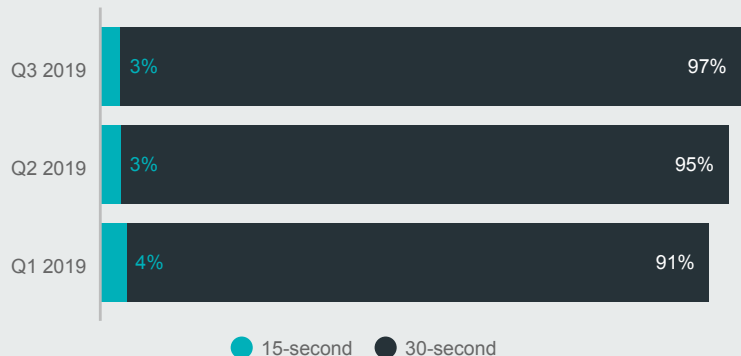
AUTO

We've reported previously, and we will be reporting again, that :30s are indeed the preferred spot length for auto advertisers coming in at 84% in Q3.



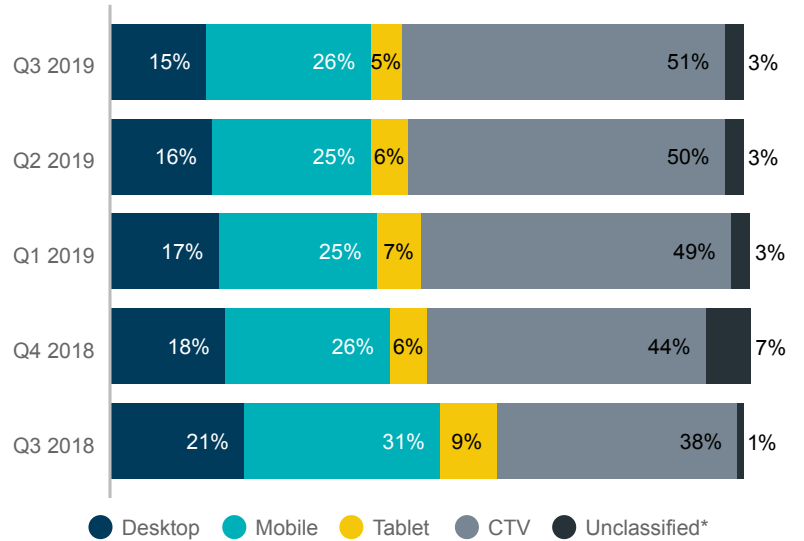
DTC

Very similarly, DTC brands overwhelmingly choose :30s for their storytelling length of choice. Only 3% of ads for DTC are 15-seconds long compared to 97% of impressions using the 30-second ad.



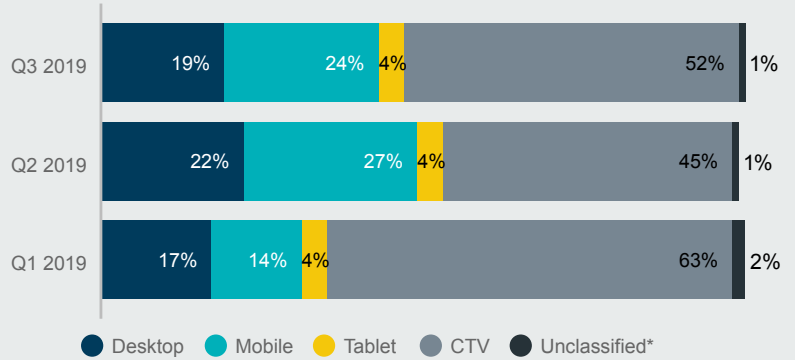
Percentage by Device

Is it really any surprise that CTV is still queen of digital video? Where do you spend your time with digital video content? With so many more choices and all sorts of cash being injected into new original content, it makes a lot of sense. CTV has seen an increase of 34% since this time last year and continues its upward trajectory. Mobile remains in the number two spot, but has obviously given way to CTV. And desktop is likely just a thing for work these days.



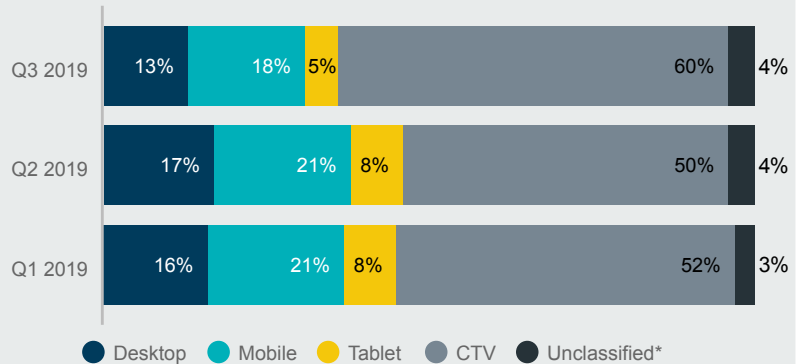
AUTO

For auto advertisers, mobile and desktop have declined 13% and 16% respectively, giving way to CTV. The platform of choice is up 16% over the last quarter but down 21% from two quarters ago. Tablet impressions remain stable at an even 4% three quarters running.



DTC

DTC brands embrace that TV-like experience and it shows, with CTV coming out on top at 60% - a 20% increase over the prior quarter.



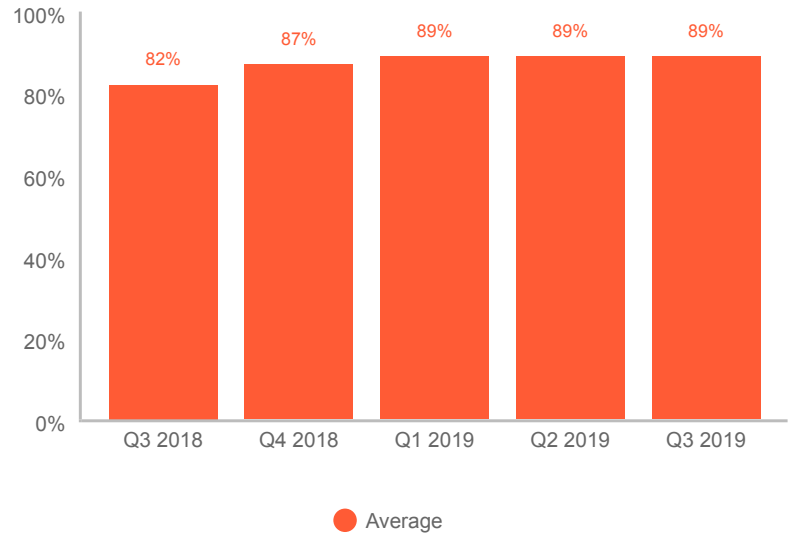
Video Completion Rate

Percent of Impressions where video played
all the way through



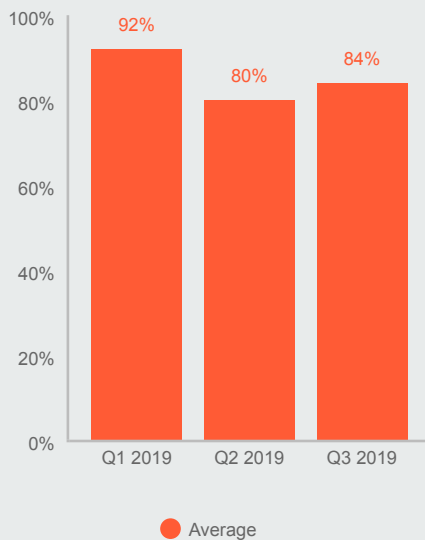
Average VCR

The average completion rate among both premium pubs and aggregators has remained steady at 89% for the past three consecutive quarters. That's good news for advertisers. Almost 9 times out of 10, ads are played in their entirety.



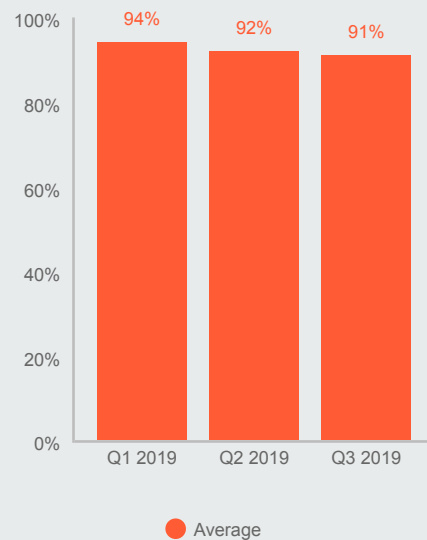
AUTO

Completion rates for auto are up 5% on average over Q2, although down 10% from Q1.



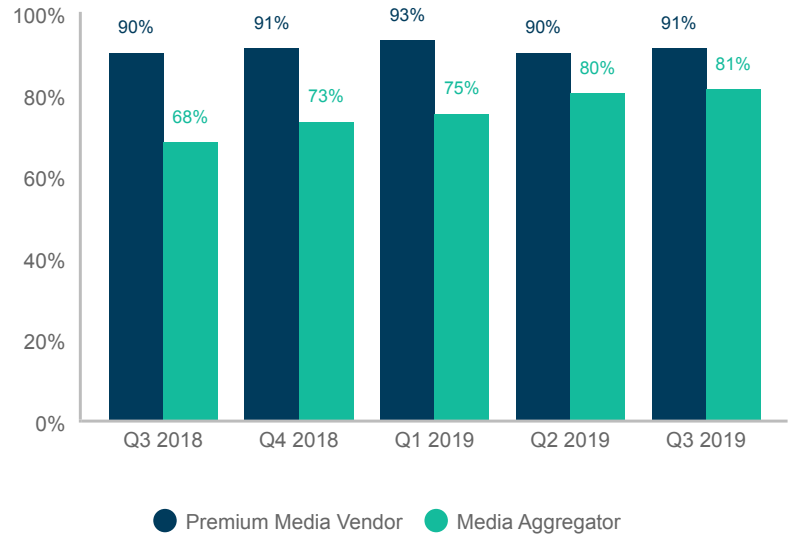
DTC

DTC brands experienced an average completion rate of 91% in Q3 of this year. This represents a 1% drop from the previous quarter and a 3% decline from two quarters prior. DTC still sits above the average VCR for all brands, however.



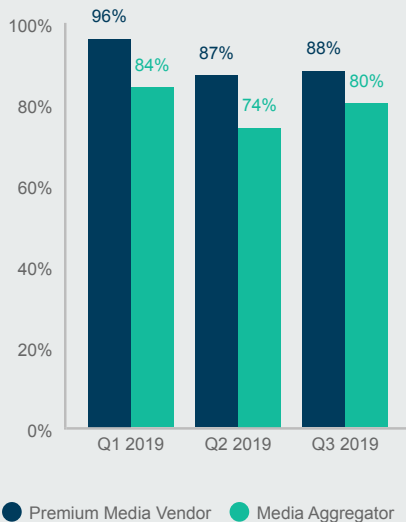
VCR by Media Type

Completion rates were highest among premium publishers at 91%. This is likely due to the surge of CTV, where viewers are invested in their binge-worthy, full episode content, compared to that of media aggregators sitting at 81%.



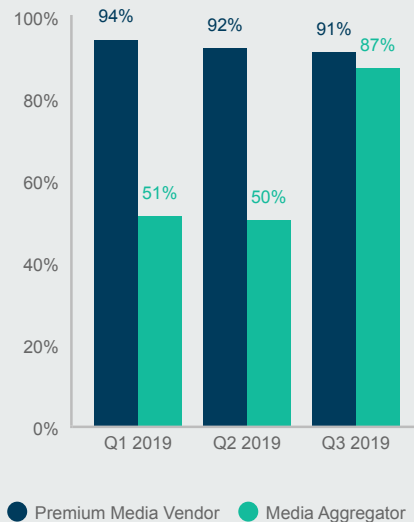
AUTO

When drilling into completion rates for auto, we see that premium publishers still rank highest at 88%, a 1% increase over last quarter. In contrast, media aggregators have experienced an 8% rise over Q2.



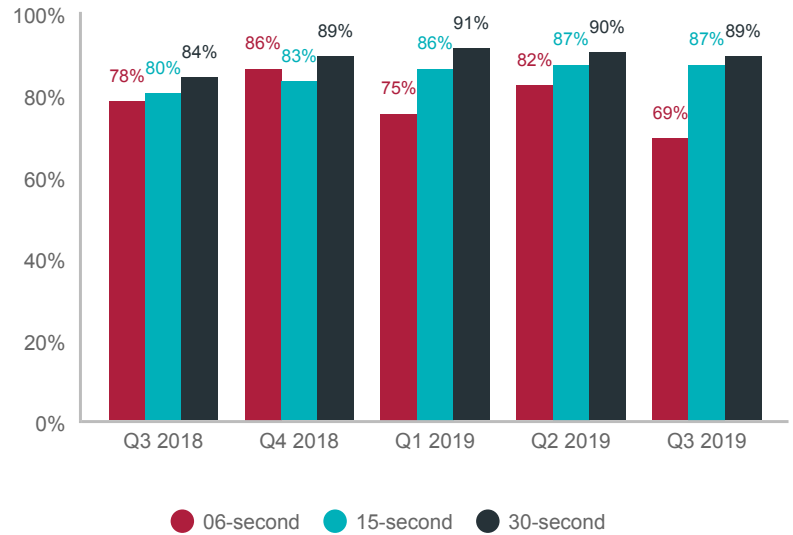
DTC

Premium publishers deliver higher completion rates for DTC brands as well, but media aggregators have gained more ground, increasing nearly 75% since last quarter.



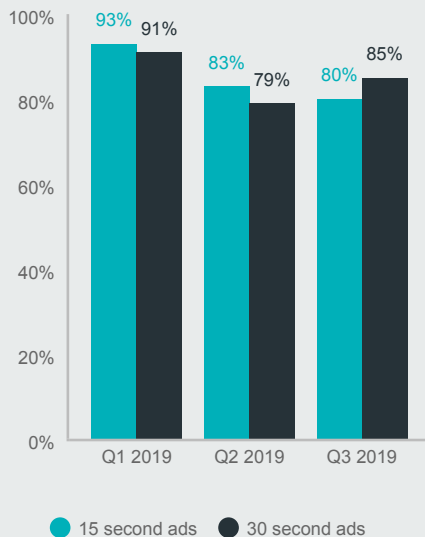
VCR by Ad Length

When looking closely into completion rates by length, both :15s and :30s perform very well, but more people are watching more :30s all the way through than they are of the :15s. Is it because :15s are commonly found as a pre-roll before short form content that may be less sticky? Or because :30s are usually part of a defined commercial pod and folks stick around to see how that cliffhanger turns out? Either way, :30s are up 6% from last year and :15s are up 9% in the same period.



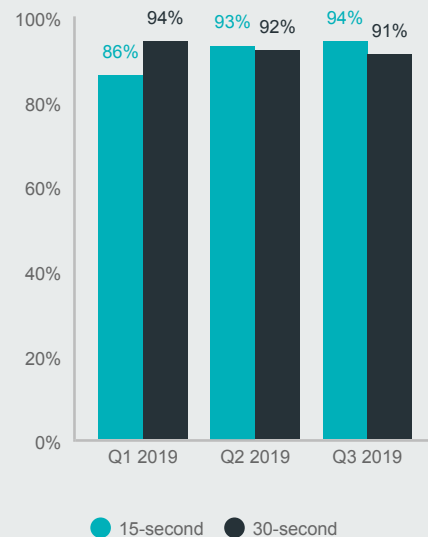
AUTO

30-second ads drive higher completion rates for auto advertisers at 85%, though last quarter it was the 15-second ad that had greater completion rates. While :30s outperform :15s in the broader group, we see a bit of fluctuation within the auto category.



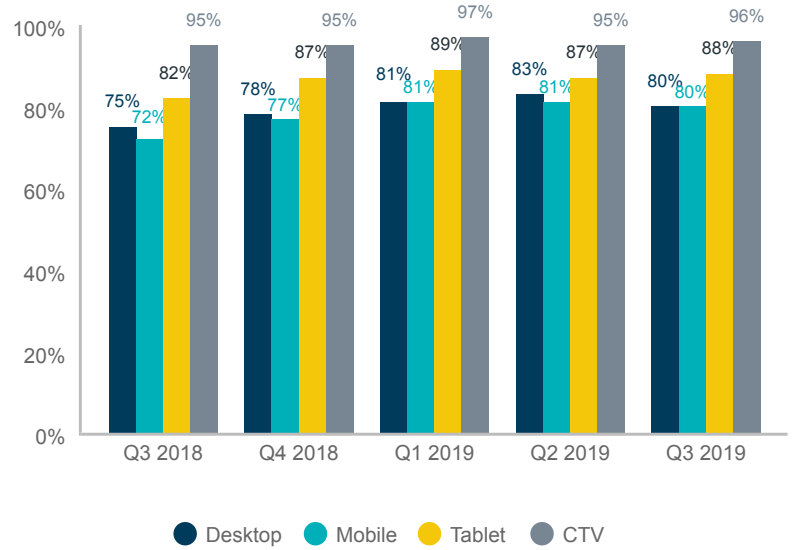
DTC

DTC tells a slightly different story, with :15s bringing home greater completion rates over the past two quarters than their 30-second counterpart.



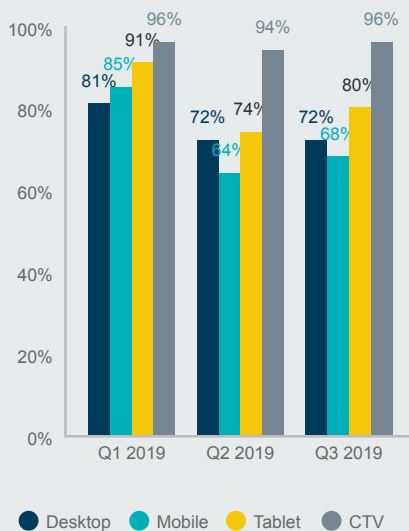
VCR by Device

Which devices keep your attention the longest? The connected television of course. On average, CTV clearly commands the viewers' attention with completion rates the highest of all devices at 96%. Tablets follow at 88% and desktop and mobile are tied at 80%.



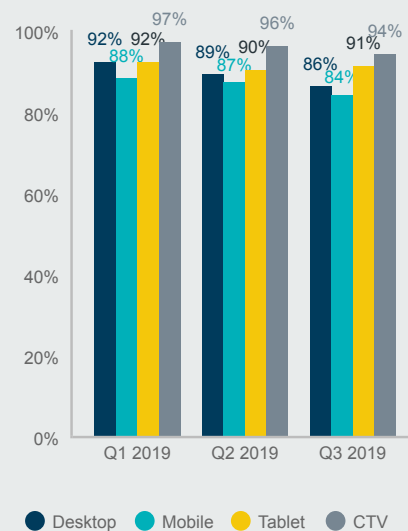
AUTO

In the auto sector, all device types experienced an uptick in completion rates over the last quarter, with the exception of desktop which remained at a steady 72%. It's no surprise that connected TV still ranked the highest at 96%.



DTC

DTC brands achieve highest completion rates on CTV as well, at 94%, with tablet impressions coming in strong at 91%.



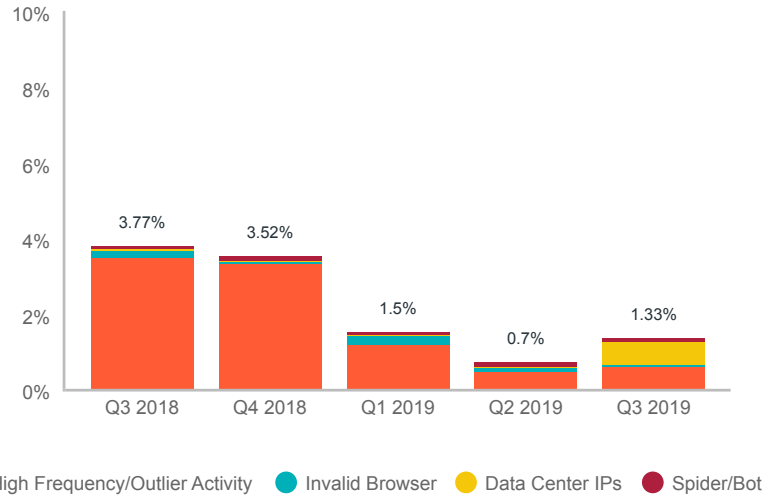
General Invalid Traffic Filtered Rate

Percent of Impressions filtered from gross counts



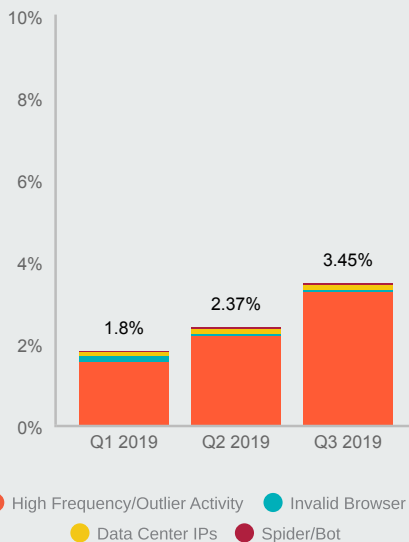
GIVT by Reason

The average rate of invalid traffic for Q3 2019 is up over Q2 2019, but down considerably from this same time period last year. Data center traffic contributed the most, followed by high frequency traffic, spider/bot traffic and finally invalid browsers. Keep in mind that invalid traffic, as an overall rate of total impressions measured, is relatively small, so minor fluctuations from quarter to quarter have a larger impact on rates reported.



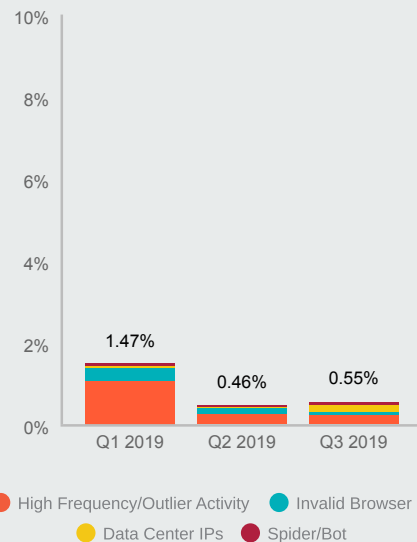
AUTO

High frequency traffic with auto advertisers is the primary cause for filtration, coming in at 3.24%. IVT levels on average for the category are 3.45%, a nearly 50% increase over the last quarter.



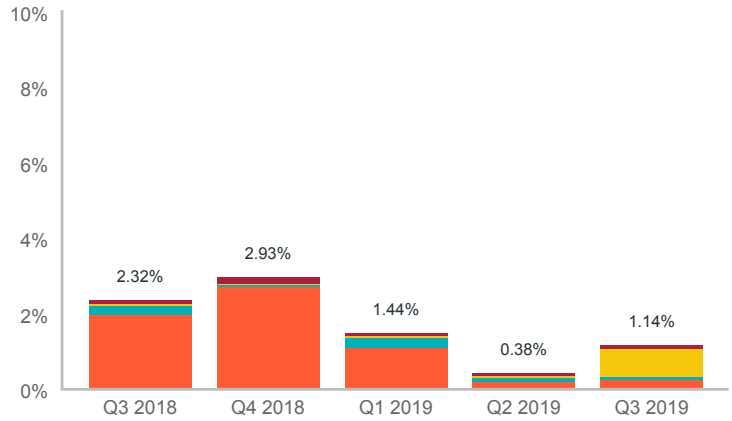
DTC

DTC, which as we have seen runs primarily with premium publishers, sees relatively little traffic filtered as invalid, with barely over a half percent on average.



Premium Media Vendor GIVT

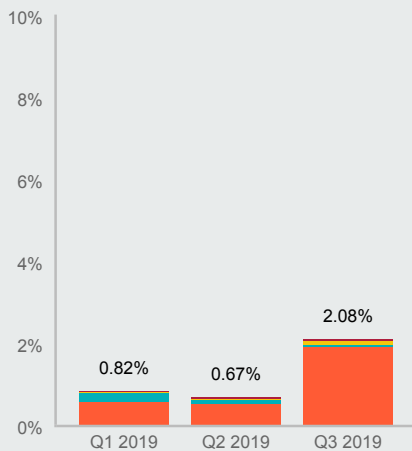
Much like the averages in this category, IVT with premium publishers is up from last quarter, but down from Q3 2018. Traffic from data centers this quarter appears to be the cause for this increase.



● High Frequency/Outlier Activity ● Invalid Browser ● Data Center IPs ● Spider/Bot

AUTO

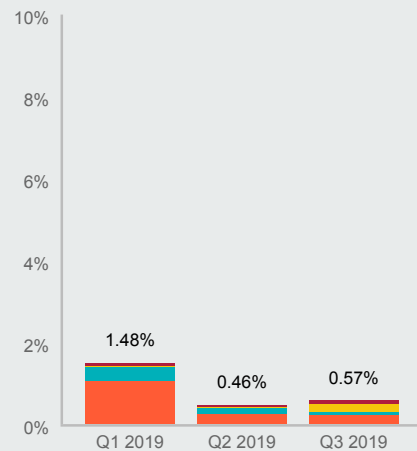
The total filtered rate for auto advertisers is up from Q2, again with high frequency traffic playing the lead role.



● High Frequency/Outlier Activity ● Invalid Browser
● Data Center IPs ● Spider/Bot

DTC

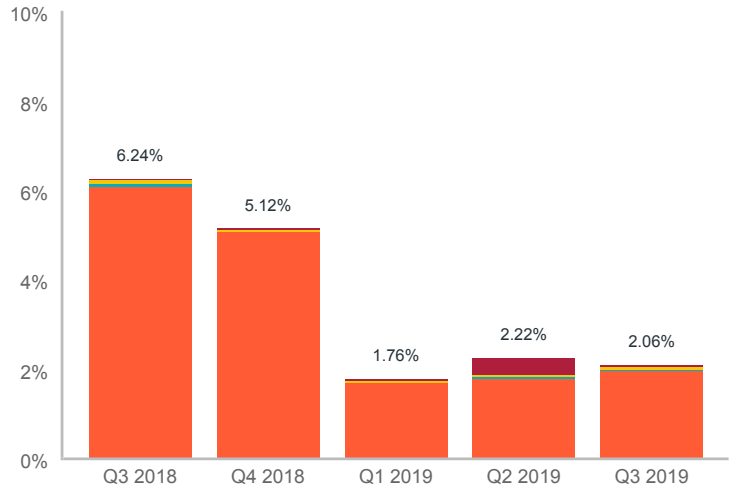
For DTC brands, the story is similar to auto in that the total overall rate is up a tad and high frequency traffic is the main cause. Once again though, filtration rates among DTC brands is lower in general, due to their preference to run with premium publishers.



● High Frequency/Outlier Activity ● Invalid Browser
● Data Center IPs ● Spider/Bot

Media Aggregator GIVT

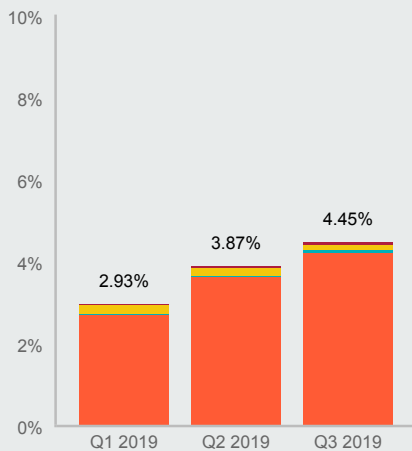
Filtration rates among media aggregators is down by 8% to 2% overall. High frequency traffic comprises the majority of this filtered traffic.



● High Frequency/Outlier Activity ● Invalid Browser ● Data Center IPs ● Spider/Bot

AUTO

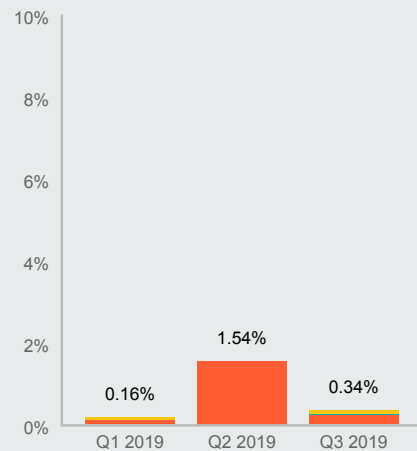
When looking at media aggregators with respect to auto advertisers, the story is similar. The rate of IVT is a bit higher in this category at 4%, with high frequency traffic as the primary cause for filtration.



● High Frequency/Outlier Activity ● Invalid Browser ● Data Center IPs ● Spider/Bot

DTC

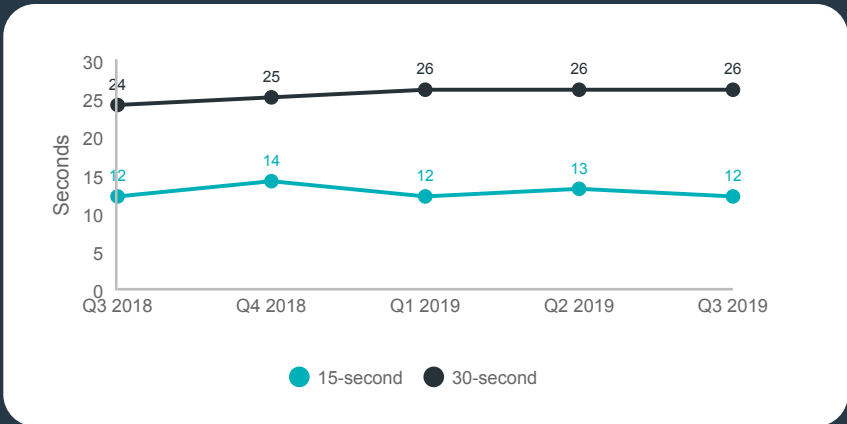
Conversely DTC advertisers see only a third of one percent of traffic filtered out as IVT.



● High Frequency/Outlier Activity ● Invalid Browser ● Data Center IPs ● Spider/Bot

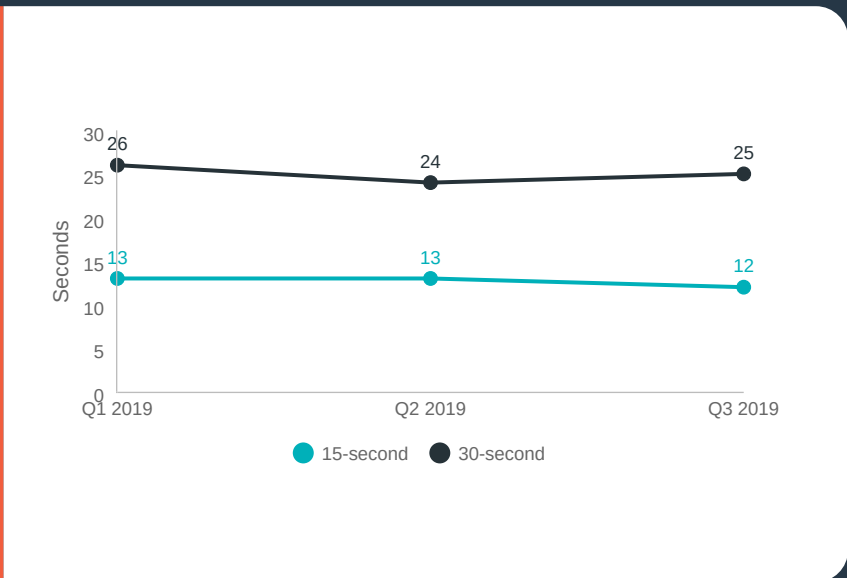
Average Time Spent by Ad Length

The average time spent across all advertisers dropped one second for 15-second ads. 30-second ads have remained steady with the average time spent sitting at 26 seconds.



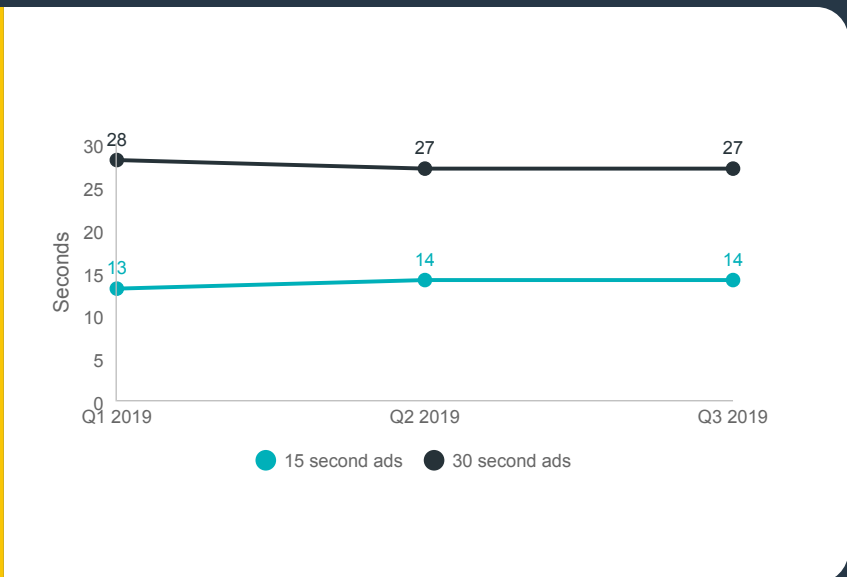
AUTO

For auto brands, time spent on 15-second ads dropped by one second, but 30-second ads garnered an additional one second of time spent, coming in at 25 seconds.



DTC

At 28 seconds, the average time spent with DTC ads is 22% higher than time spent for the broader group of advertisers. 15-second spots and 30-second spots in the category have remained steady quarter over quarter.



Click-Through Rate / Engagement

Number of clicks divided by the number of impressions

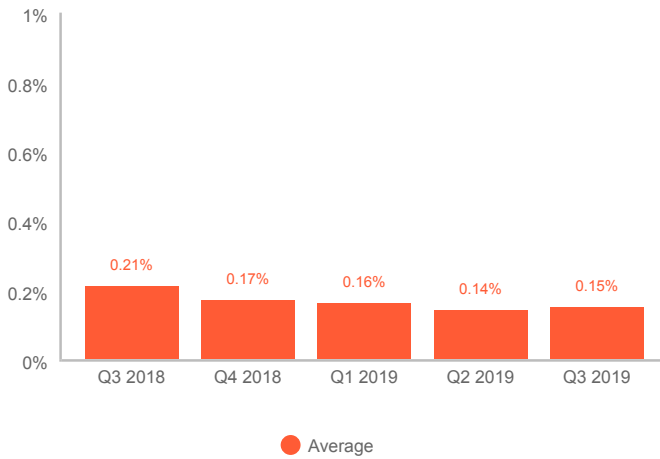


Click-Through Rates

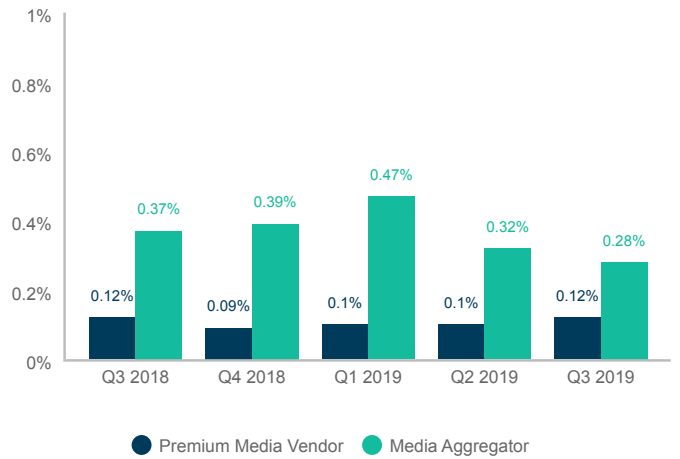
As a key performance indicator, are down in nearly every category when compared to Q3 last year. Most notably, CTR on average decreased from 0.21% in Q3 2018 to 0.15% in Q3 this year.

Please remember that click through rates, as a percentage, represent numbers that are very, very small.

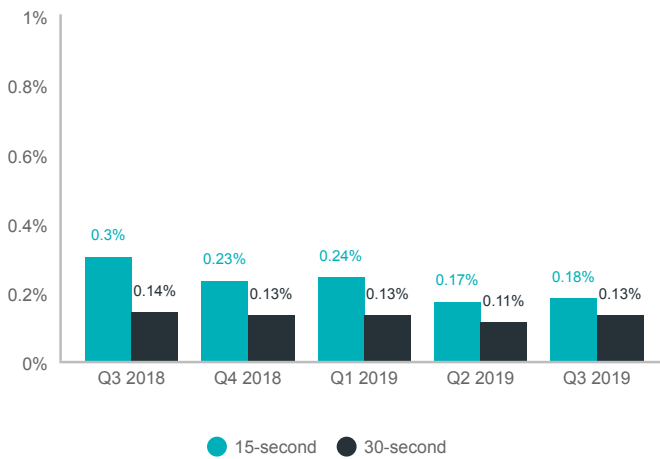
Average CTR



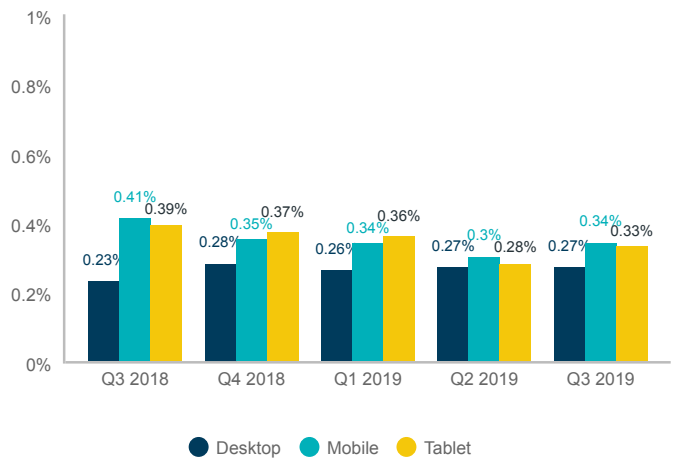
CTR by Media Type



CTR by Ad Length



CTR by Device



AdBridge from Extreme Reach is complete asset management for TV and Video ad creative. AdBridge integrates all forms of asset preparation and delivery with Talent & Rights Management. When in-house and external teams work in one central platform, it's fast and easy to manage, deploy and track ad assets across today's complex media landscape, with total control and the assurance of compliance everywhere.

[Extreme Reach](#) revolutionized the way advertisers control the deployment of their creative and how the media sources those ads to execute campaigns. The company's creative asset workflow platform, AdBridge™, is built upon a decade of innovation and integrates all the paths and processes required by today's complex media landscape.

The company proudly serves the best and biggest brands, agencies, production companies, media destinations, performers and rights owners. With over 200,000 registered users and nearly four million creative assets in its care, ER connects the creative flow between the buy and sell sides of the advertising ecosystem.