

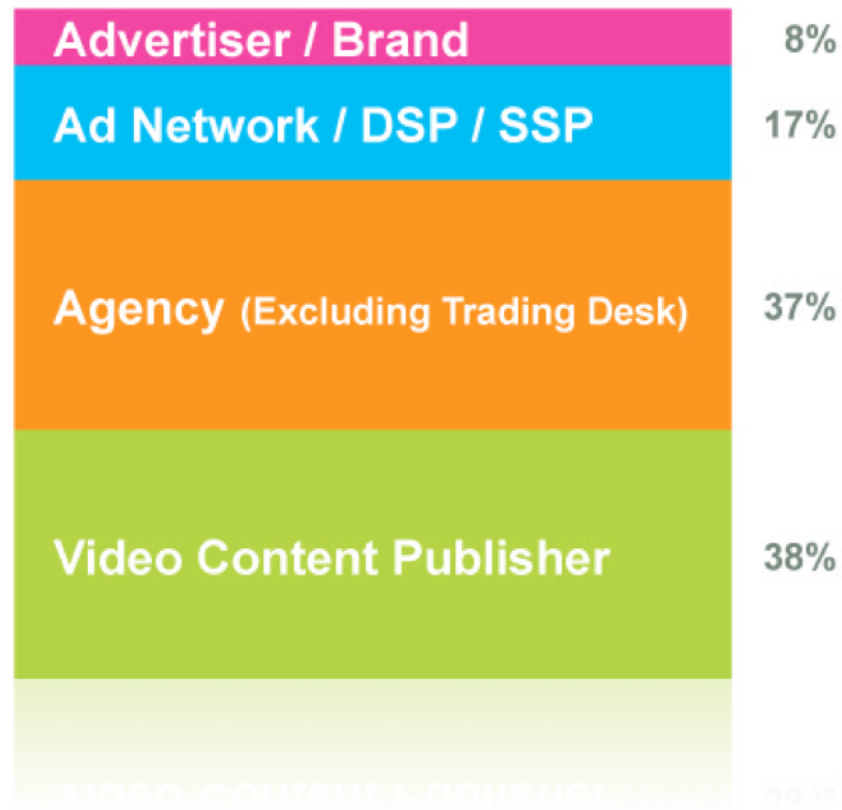
Video State of the Industry Survey

ONVIDEO November 11, 2010



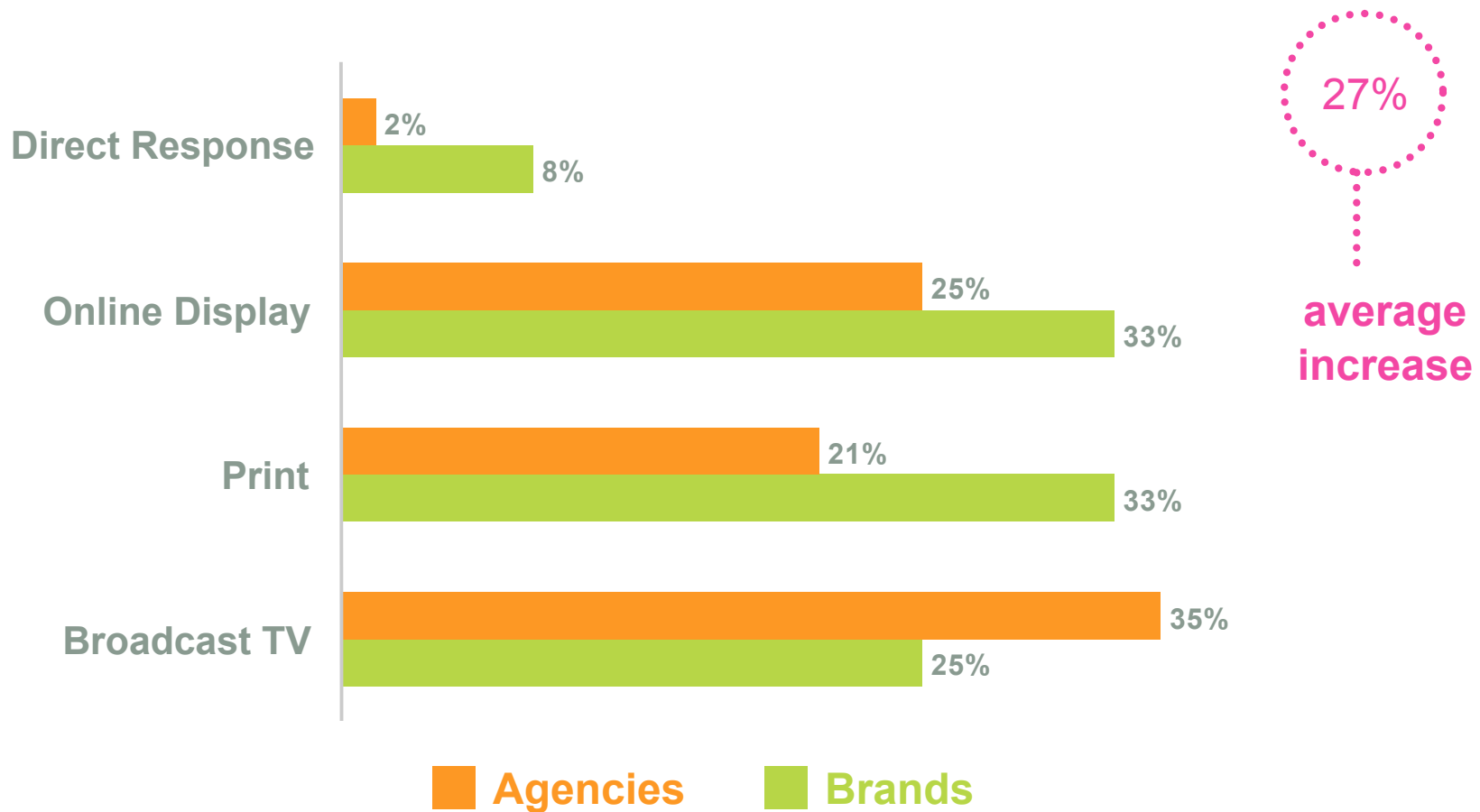
Who took the survey?

Nearly 400 digital marketing, advertising and publishing professionals



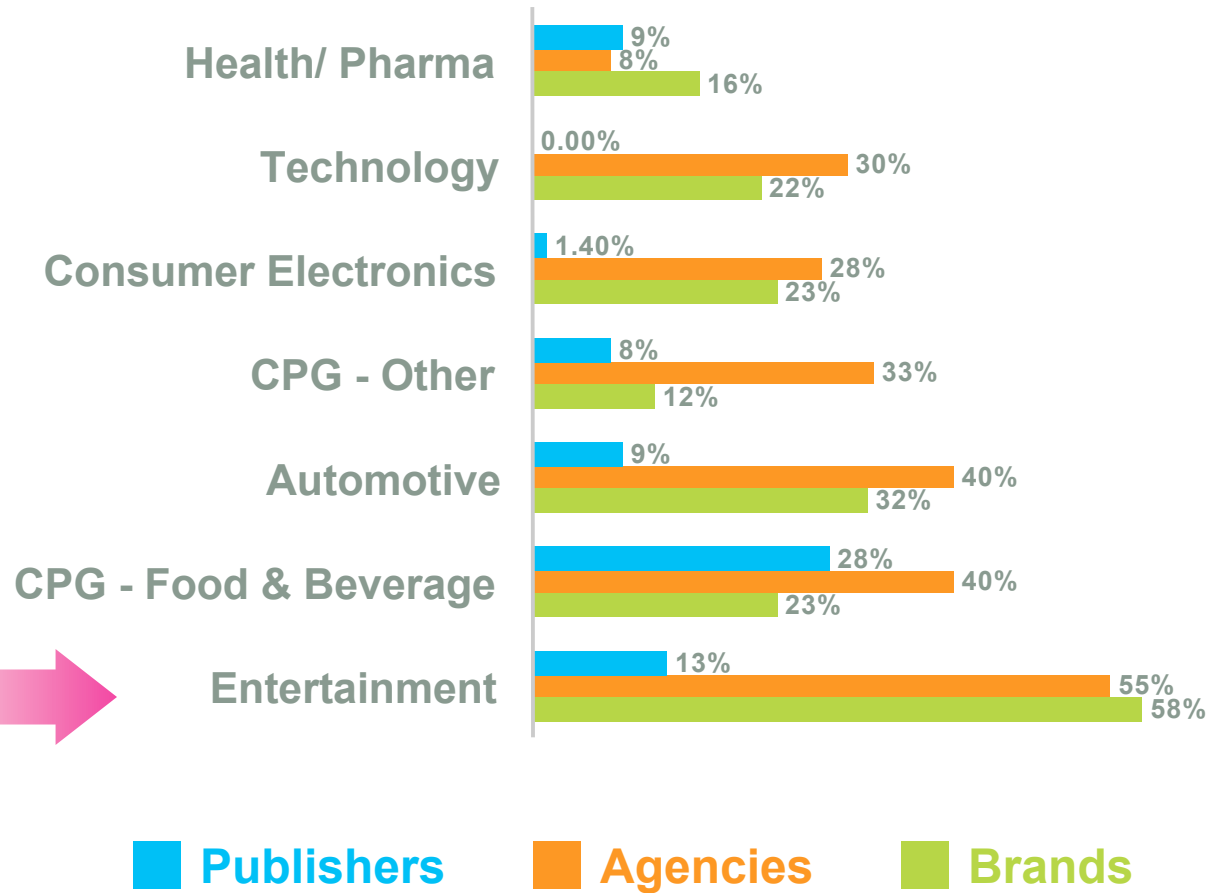
Ad Budgets: 98% expect increase in 2011

From which of the following channels will you mostly like shift to fund it?



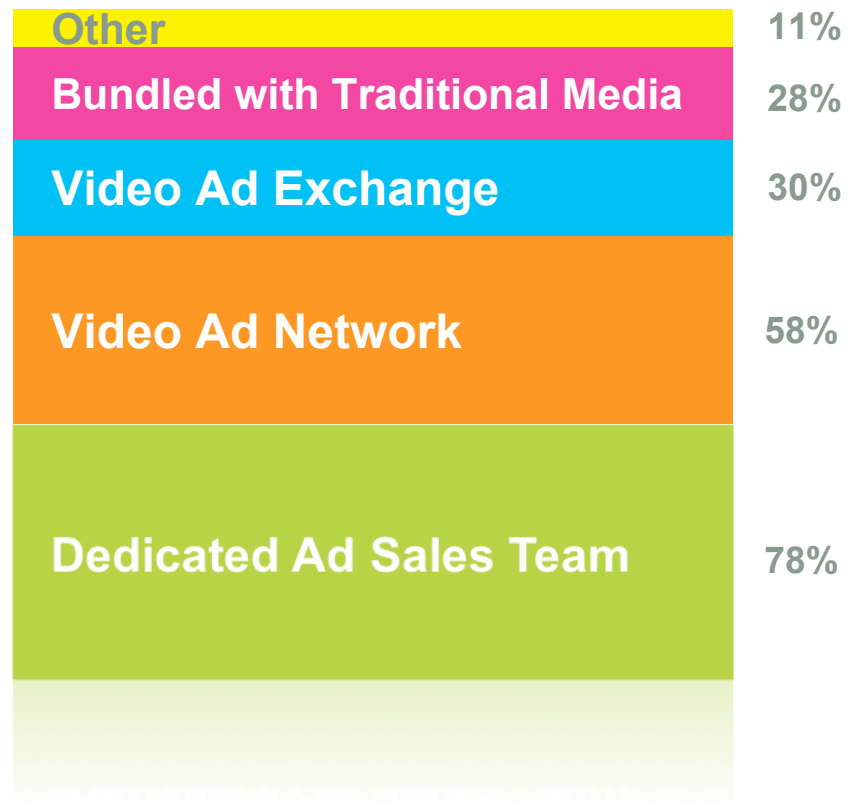
Ad Spend Categories

What video categories are seeing the most ad spend?

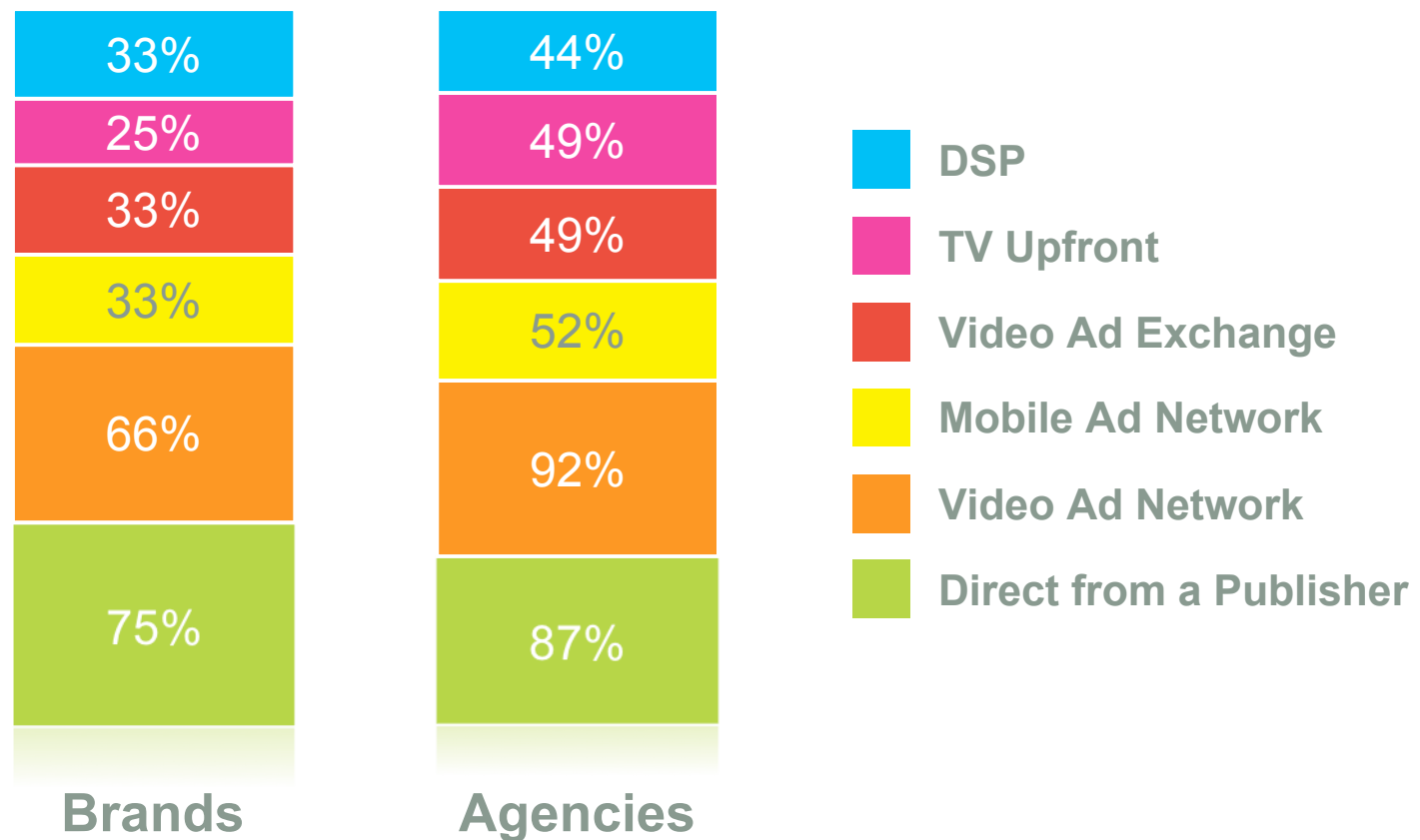


Selling

How are publishers selling their video ad inventory?

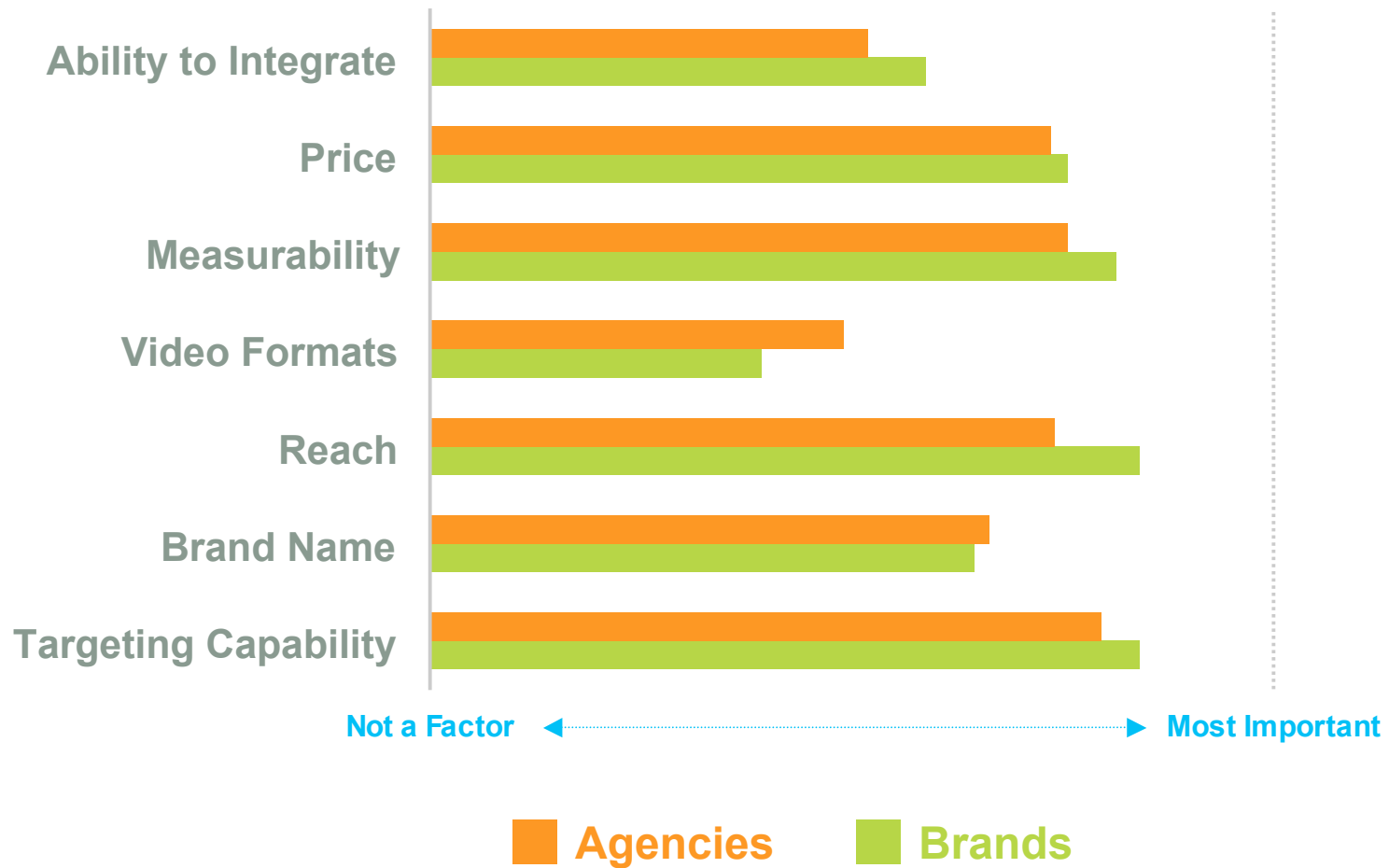


How are brands and agencies buying their online video?

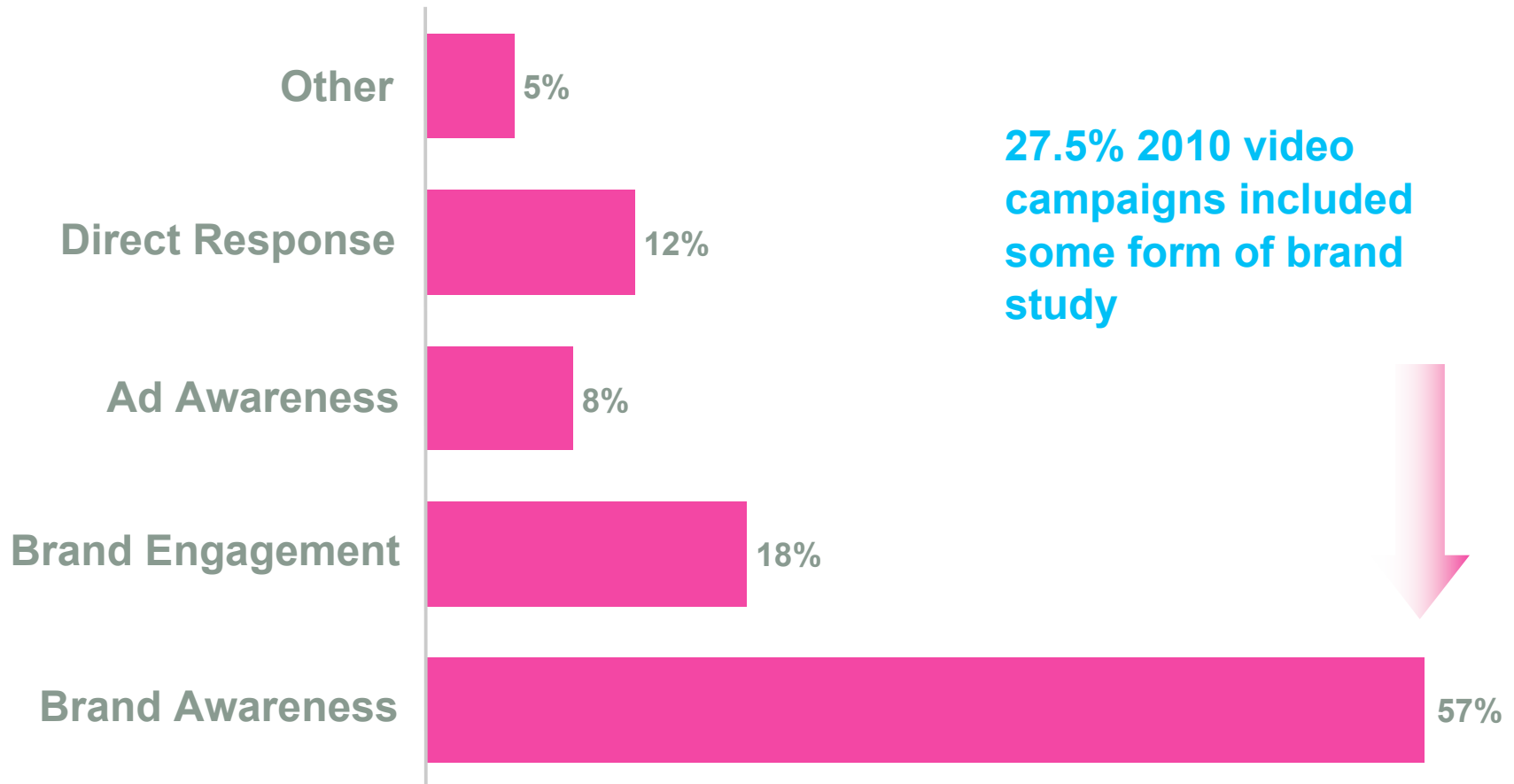


Which Sites?

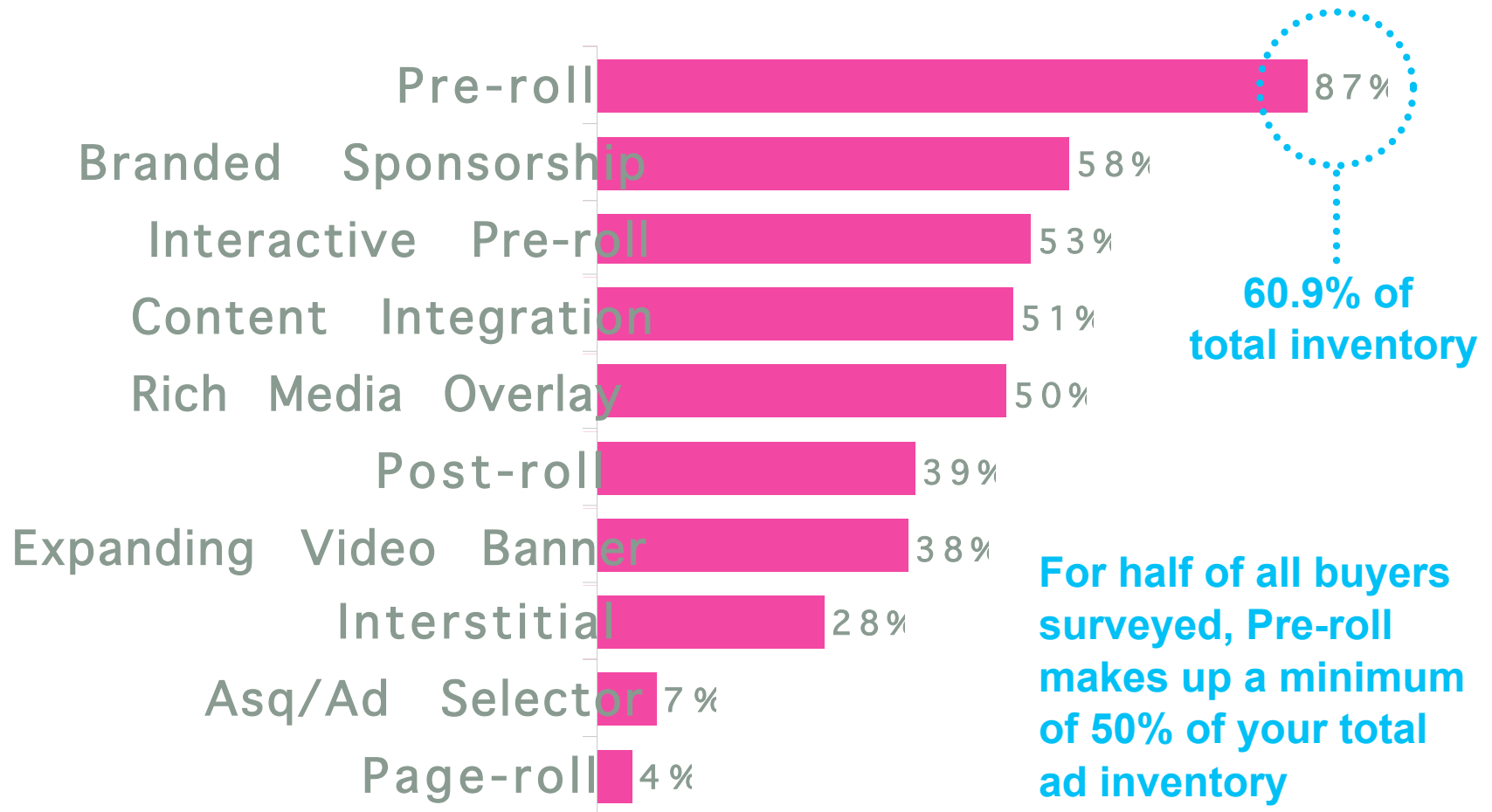
How do buyers chose which sites make it on their ad buy?



Campaign Objectives



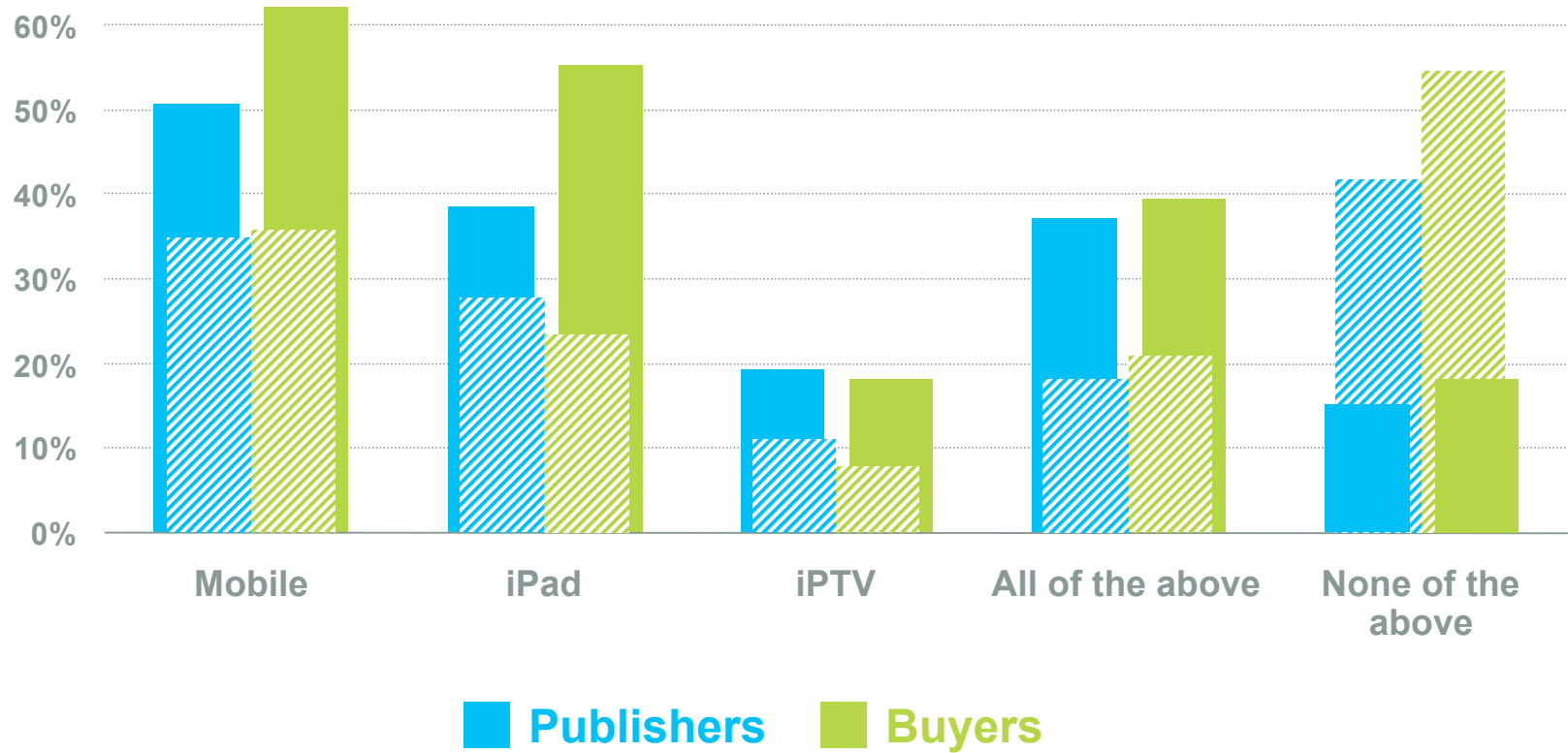
Ad Formats: Publishers



Emerging Platforms

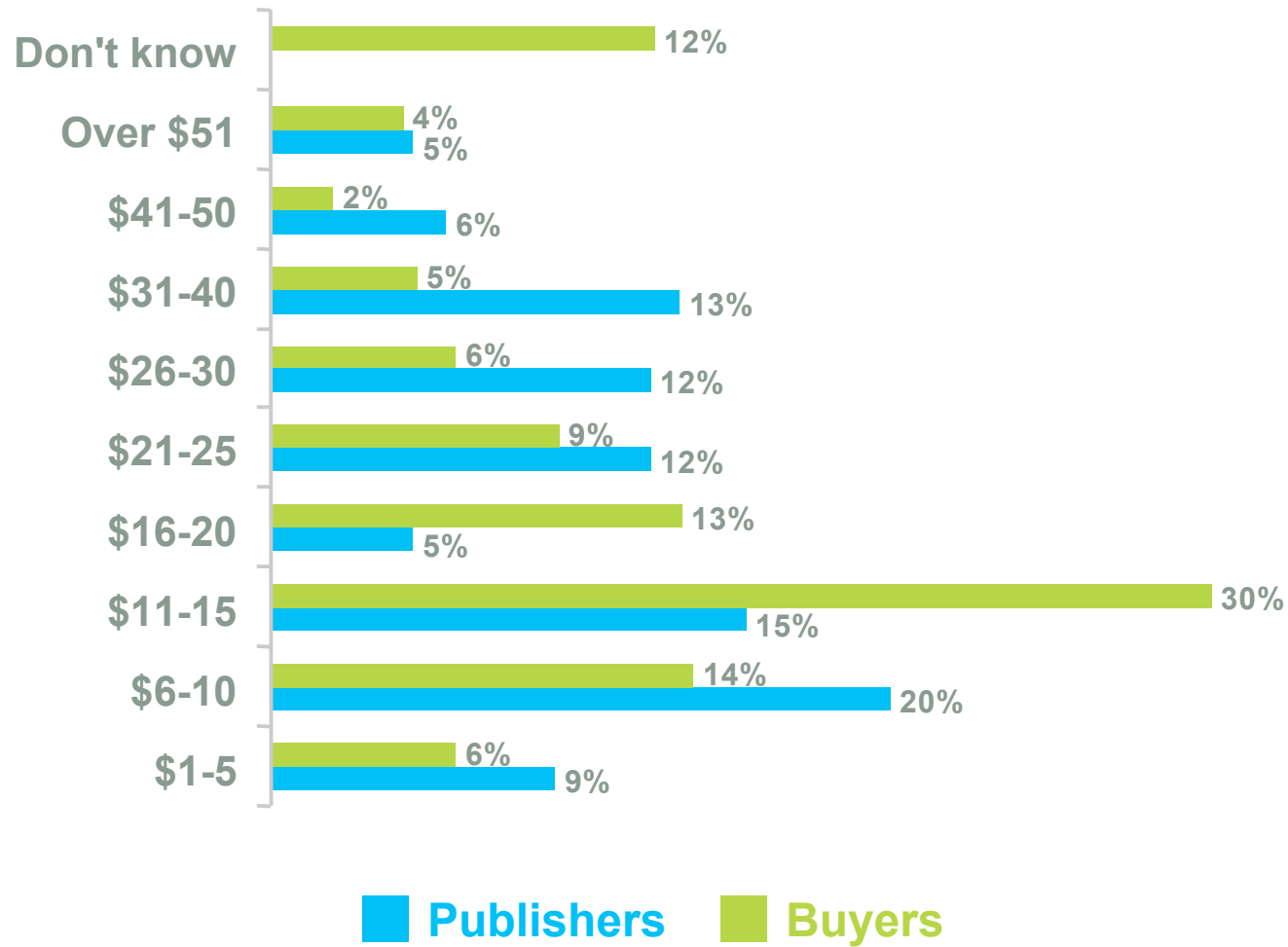
Which of the emerging platforms do you currently use for online video advertising?

Which of the emerging platforms do you plan on using in 2011?



CPM

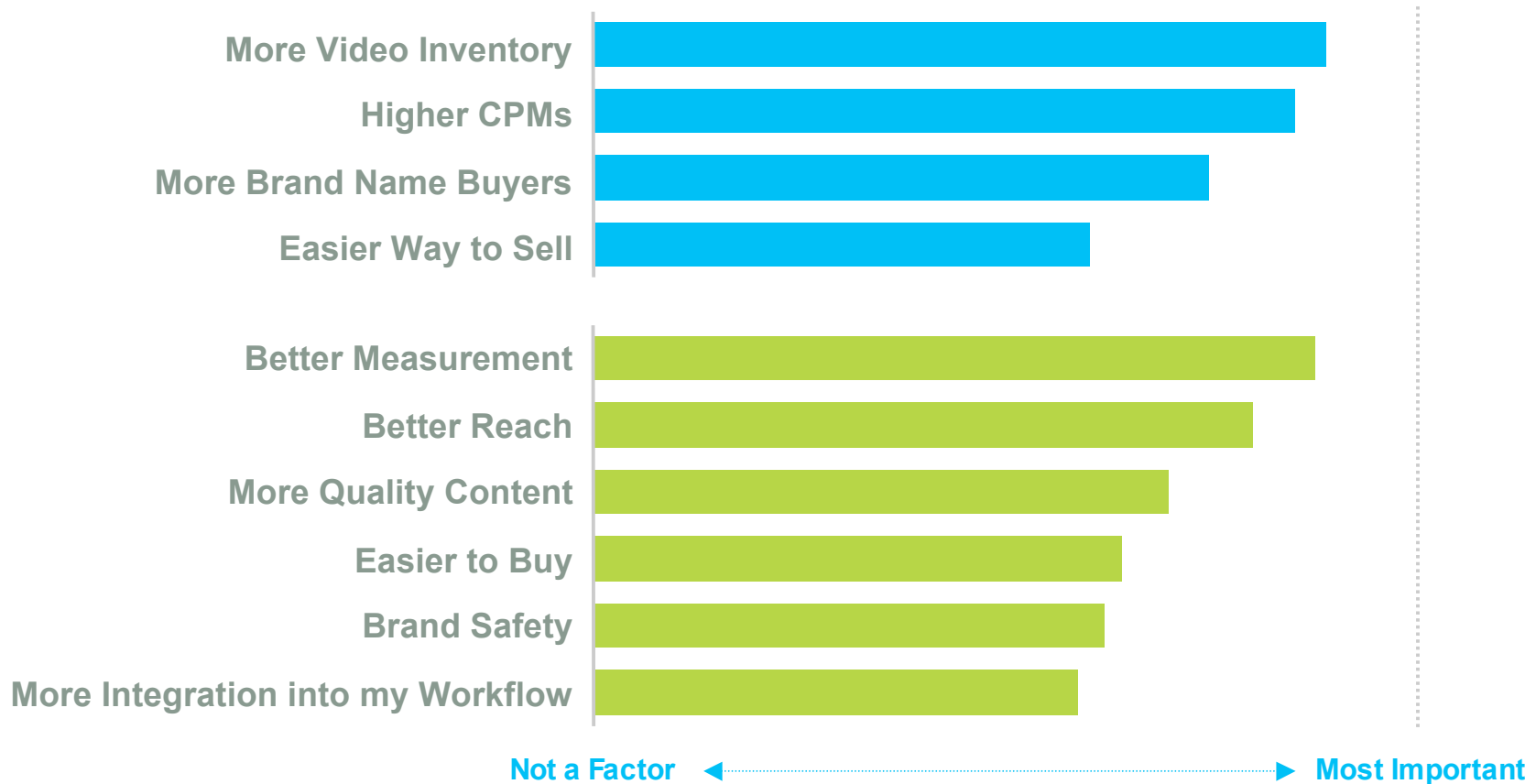
What is the average CPM you bought or sold at this year?



More Video?

Publishers: what would influence you to offer more video?

Buyers: what would influence you to buy more video?



A look into the Future

What is the biggest change you anticipate in online video in 2011?

- Shift in ad budget to more video
- Improved performance measurement
- More video formats
- More brands name buyers
- Increase in data-driven buying across platforms
- Consolidation of the OV space
- More quality inventory
- More cross-platform opportunities
- More interactive video formats
- More traffic
- Higher CPMs
- Company created content
- Standardization
- Larger focus on ROI
- Greater shift to YouTube
- More intentional use of video
- Growth in advertisers
- Clickable video
- Social connectivity
- Cross-platform targeting

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