International Webinar: Digital Video

March 22, 2016

Alexandra Salomon
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Agenda and Speakers

IAB Digital Video Center of Excellence - key digital video initiatives - update on the IAB NewFronts	Victor Silva, Director Video, IAB
Digital video research	Maggie Zhang, Ph.D., Senior Director, Video Research
Digital video advertising in the UK and IAB UK initiatives	Steve Chester, Director of Data & Industry Programmes, IAB UK
Russian digital video advertising market	Boris Omelnitskiy, President, IAB Russia
IAB Europe digital video initiatives	Alison Fennah, Executive Business Advisor, IAB Europe

Digital Video Center of Excellence:

Who we are & what we do.

Digital Video Center of Excellence | Mission & Board

Mission Statement:

The IAB Digital Video Center simplifies the video supply chain and provides best practices and education for brands, agencies, and media companies to drive continued growth through the evolving convergence of television and digital video.

IAB DIGITAL VIDEO CENTER OF EXCELLENCE BOARD OF DIRECTORS

abc | Adobe | A+E NETWORKS | Aol. | CBS Interactive | CNN | CONDÉ NAST | COXMEDIA GROUP

CRACKLE | DailyMail.com | facebook | FreeWheel | hulu | INNOVID | lin media | MACHINIMA HEROES RISE

Microsoft | NBC | News Corp | NFL | SAMSUNG | TREMOR VIDEO | twitch | PLAYBOY

UNIVISION | vevo | VIACOM | videology | The Weather Company | YAHOO! | YouTube | YuMe

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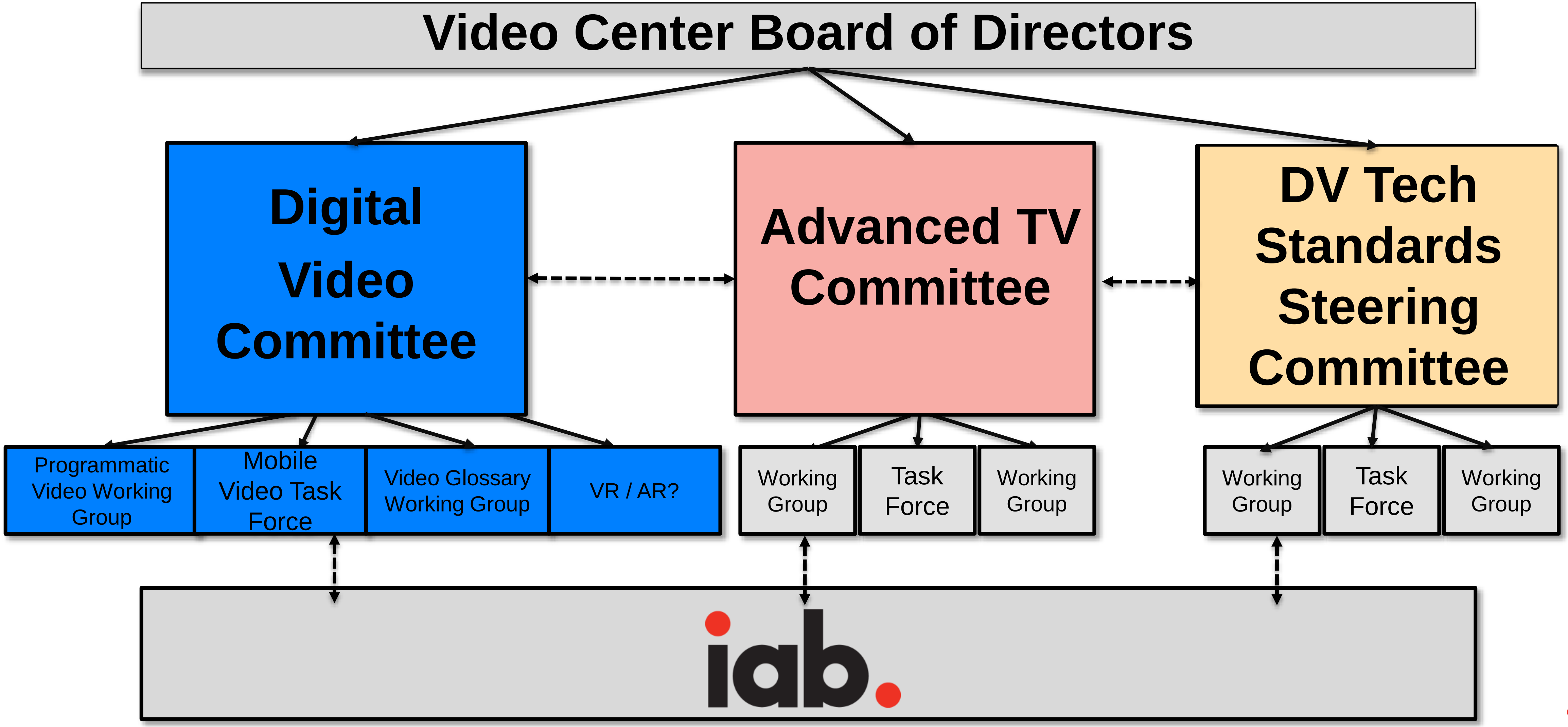
Digital Video Center of Excellence | Video Center Structure



Digital Video Center of Excellence | Priorities

A dedicated unit within IAB, devoted to the advancement of the digital video medium in the global marketplace. Its board and members reflect a dynamic mix of top television brands, original digital video content producers, prominent print publishers, digital video technology leaders, and innovative start-ups spanning across the digital video programming, marketing, and distribution spectrum.

On-Going Key Priorities:

1. **Measurement**
2. **Programmatic**
3. **Mobile**
4. **Creative**
5. **Ad-serving Standards and Compliance**
6. **Marketplace/Buyer Education**

Digital Video Center of Excellence | 2015

Published

- Advanced TV: Ad Buyer Perceptions Study
- Mobile Video Usage: A Global Perspective
- The Changing TV Experience: Attitudes and Usage Across Multiple Screens
- Advanced TV Industry Primer
- VAST 4.0

Digital Video Center of Excellence | Active Initiatives

Digital Video Glossary

- Published

Research

- Screen Optimization Study
- Digital Video Ad Spend Study
- Consumer Attitudes Awareness and Usage of Video

Digital Video Center of Excellence | Active Initiatives

Creative

- HTML 5 Creative standards and guidelines
- Vertical Video as a new video format
- Interactive Video as a new video format
- Shoppable Video
- Long-Form Digital Video
- Mobile Video Creative

Programmatic Video

- What challenges do we see around Programmatic Video in the marketplace?
- Prioritize and identify IAB education outputs in Programmatic Video
- This initiative will be a collaboration between the Digital Video Center and the Programmatic Council.

Next Gen Video

- Virtual Reality and Augmented Reality

IAB Tech Lab

Video Technical Groups Initiatives/Status

Amit Shetty (amit@iab.com)

Recent Updates

- **VAST 4.0 – *Jan 21 2016* @ *http://bit.ly/iabVAST4***
- **Digital Video Ad Format Guidelines – *Jan 8 2016* @ *http://bit.ly/vidAdGuidelines***
- **Webinars**
  - **Understanding and Adopting VAST 4.0**
  - **What's New in the IAB Digital Video In-Stream Ad Format Guidelines**
  - **Recordings & Slides available @ http://bit.ly/vast4Webinar and http://bit.ly/videoAdFormatWebinar**

VAST 4.0 - Highlights

Cross Platform

- Universal ad ID
- Server-side ad insertion
- Mezzanine file
- Interactive creative file

Verification & Viewability

- Verification call separation
- Standard viewability support

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- Categories

DV Ad format Guidelines - Highlights

- **Quality**
  - **Recommended specs for the 3 ready-to-serve files**
- **Cross platform support & SSAI**
  - **Recommended specs for Mezzanine file**
- **Flash**
  - **No more flash => mp4 + VPAID**

Coming up

- **VPAID update**
  - **Focused on Verification, Mobile and OTT**
  - **Initial draft by steering committee members**
  - **Start Technical Working Group efforts late April**

- **Working with the Video Steering Committee on longer term plans**

Digital Content NewFronts

DIGITAL CONTENT NEW ~~UP~~FRONTS 2016

New York City • May 2 – May 13

What are the Digital Content NewFronts? A Marketplace

- Spotlights the very best in upcoming digital video programming for marketers and media buyers
- A series of presentations from prominent media brands, showcasing innovative content from some of the biggest names across the news and entertainment landscape
- IAB acts as managing partner, responsible for the master schedule, communications, and promotion of the 2-week event
- The NewFronts' six co-founding companies: AOL, DigitasLBi, Google/YouTube, Hulu, Microsoft, and Yahoo

Digital Content NewFronts – 2015 Highlights

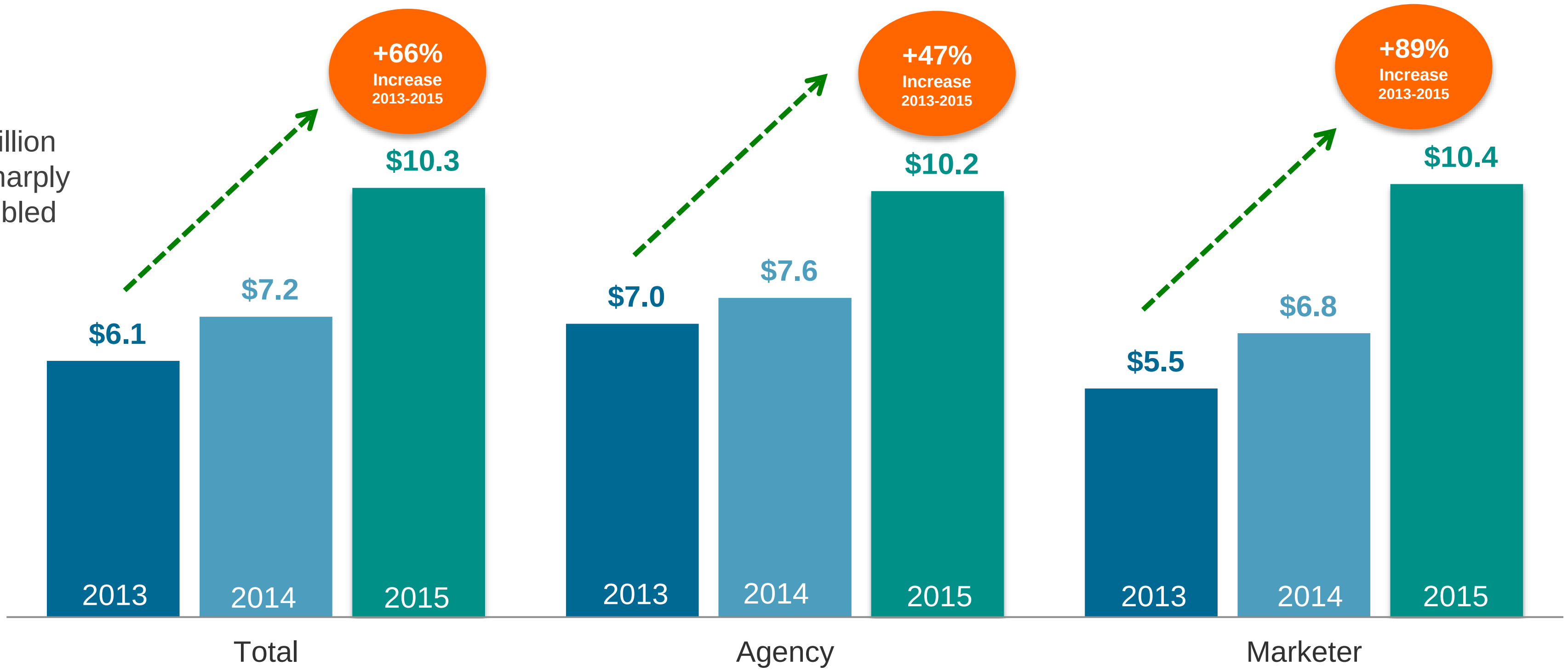
- **IAB.net/NewFronts got >72K unique page views**
- **33 presentations, up from 22 in 2014**
- **~13-15K attendees**
- **#NewFronts tweeted 11K times to almost 125MM users**
- **Press coverage up more than 50% over last year**
  - Examples: NYT, WSJ, CNBC, New York Post, Variety, Wired, Adverting Age, Adweek, Fast Company, Business Insider
  - IAB produced 28 videos for IAB's YouTube Channel, IABtv
- **Adweek produced 75 NewFronts-related articles**
  - >250K views to the NewFronts hub on Adweek.com

Digital Content NewFronts

Dollars Spent on Digital Video Advertising — 3-Year Trend

Overall, Advertisers Surveyed Will Spend Over $10 Million on Digital Video Advertising in 2015, Spending Has Sharply Increased YOY | Marketers Spending Has Nearly Doubled Since 2013

Average Dollar Amount Spent (in millions)



Q143. **I**F QS30b_1/NOT 9, DON'T KNOW] Previously you said your company will spend **[**INSERT RANGE FROM QS30b_1**]** on digital/online video in 2015. We'd like to get a bit more detail on that and prior years' spending. To the best of your knowledge, what exactly was that spending amount in 2013? 2014? 2015?
Base: Total Respondents Who Spend on Digital Video in 2015 Agency, Marketer

= % Change in Digital Video Dollar Spend 2013 – 2015

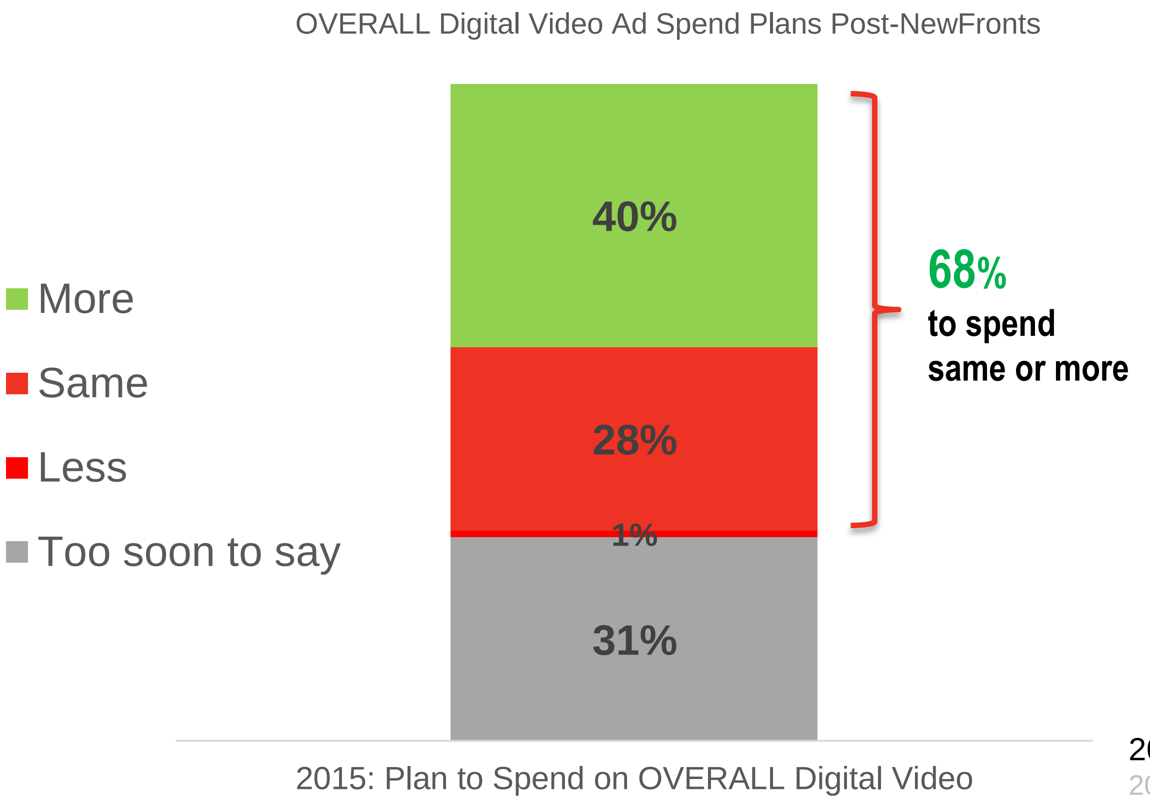
Source: 2015 Digital Content NewFronts: Video Ad Spend Study

Digital Content NewFronts

The NewFronts Have a Positive Impact on Overall Video Spend Plans

Two-Thirds to Spend Same or More

Has attending the NewFronts had an impact on your planned ad spending on overall digital video?



2015 N = 95 Buy Side
2014 N = 90 Buy Side

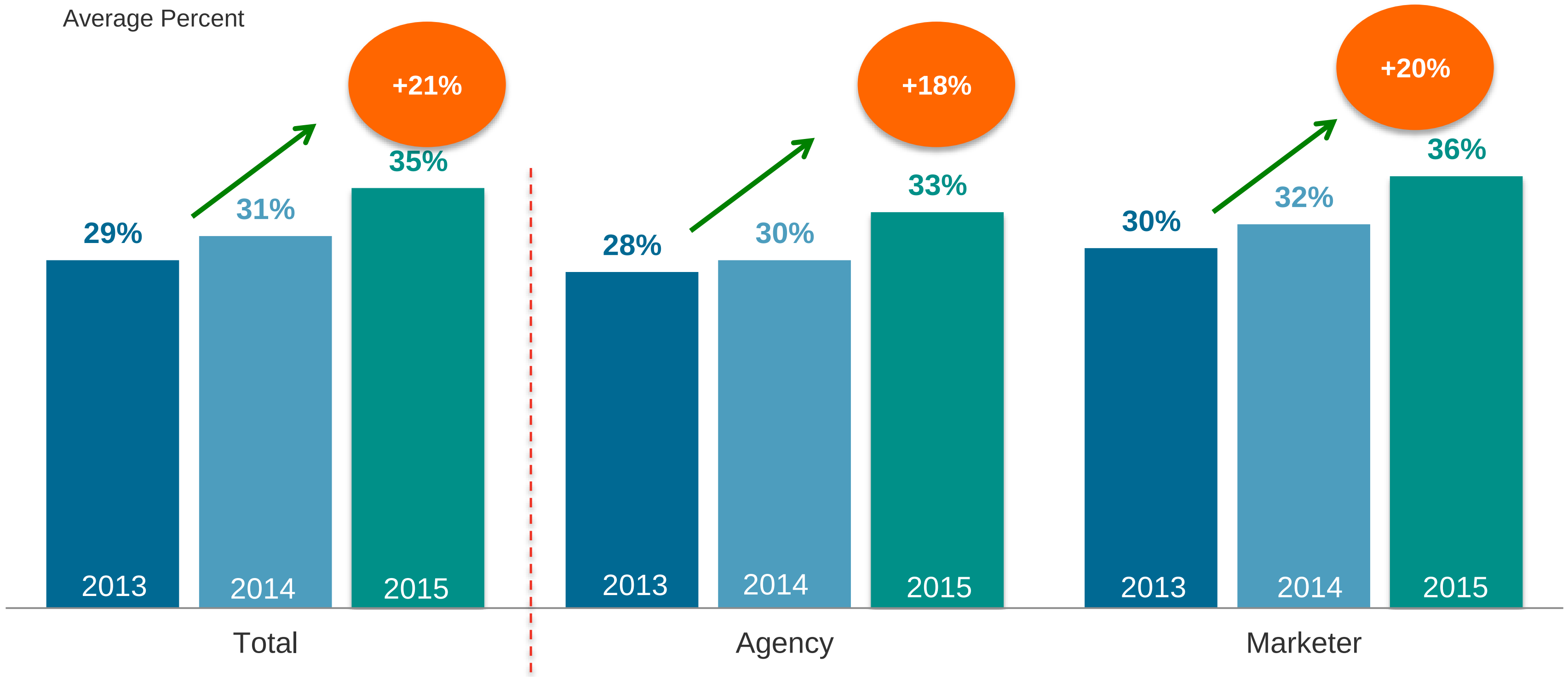
The 2015 NewFronts Attendee survey reflects the opinions of 162 respondents, who are of a similar make up to 2014 and 2013 respondents. Due to small base sizes of all three surveys, year-over-year comparisons are not truly representative but should be used for directional guidance only.

Source: IAB Digital Content NewFronts 2015 Attendee Survey

Digital Content NewFronts

Digital Video Budget Allocation Resulting from the NewFronts — 3-Year Trend

Digital Video Allocations Resulting from the NewFronts Has Steadily Increased Over the Last 3 Years | The 2015 NewFronts Is Projected to Capture Just Over a Third of Advertisers' Digital Video Advertising Dollars



Q135a/b//c What share of your digital video advertising dollars was allocated as a result of the Digital Content NewFronts two years ago (Spring 2013), last year (Spring 2014), this year (Spring 2015)

Base: Respondents who know Digital Content NewFronts and Involved in Digital Video Agency, Marketer

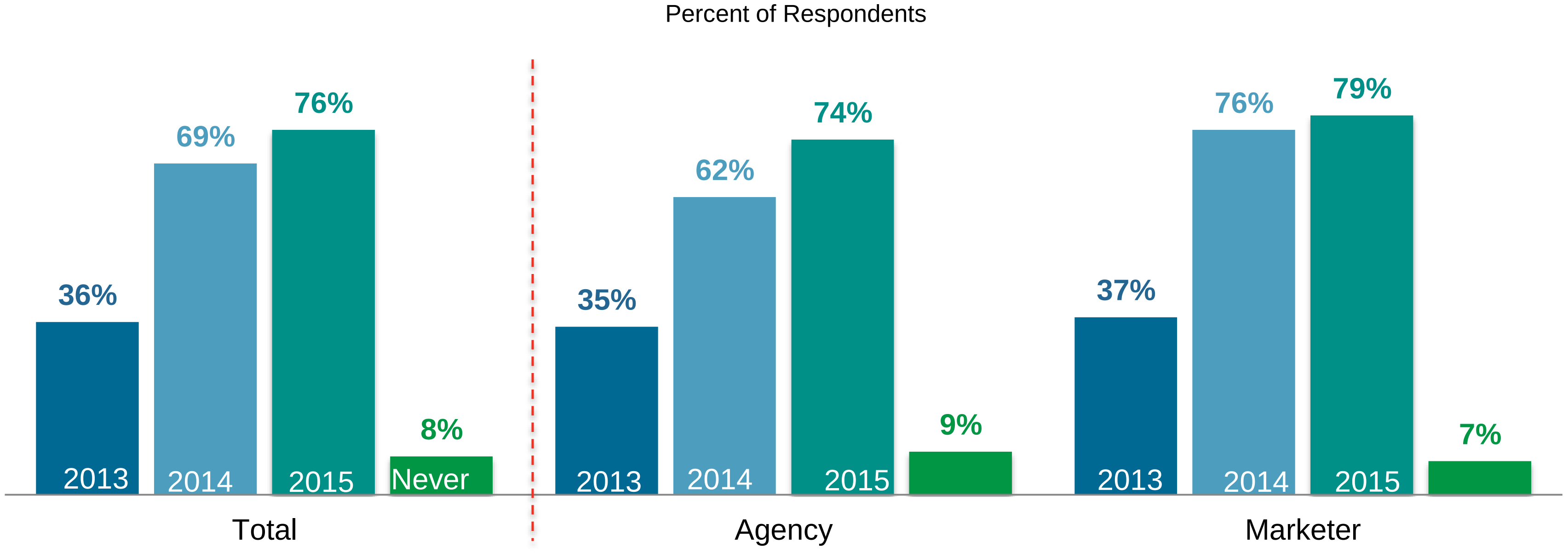
= % Change in Digital Video Allocation due to NewFronts 2013 – 2015

Source: 2015 Digital Content NewFronts: Video Ad Spend Study

Digital Content NewFronts

NewFronts Attendance — 3-Year Trend

Three-Quarters of Advertisers with Knowledge of the NewFronts Plan to Attend in 2015—Representing an 111% Increase from 2013 | This Year Agencies and Marketers Plan to Attend in Roughly Equal Measure



S35b Which Digital Content NewFronts have you attended/do you plan to attend?
Base: Respondents who Know Digital Content NewFronts Agency, Marketer

Source: 2015 Digital Content NewFronts: Video Ad Spend Study

NewFronts 2016

Week 1

	BREAKFAST 9 - 11am	LUNCH 12 - 2pm	AFTERNOON 3 - 5pm	EVENING 6 - 8pm
MONDAY MAY 2	The New York Times	BuzzFeed	Bloomberg MEDIA	REFINERY29
TUESDAY MAY 3	MAKER.	MODE MEDIA	CNÉ CONDÉ NAST ENTERTAINMENT	Aol.
WEDNESDAY MAY 4	hulu	POPSUGAR.	YAHOO!	HEARST
THURSDAY MAY 5	Time Inc.	FEDERATED MEDIA 11:30 AM - 1:30 PM	DigitasLBi 2:00 PM - 5:00 PM	YouTube
FRIDAY MAY 6	MACHINIMA HEROES RISE	Time Warner Cable Media That's how.	VICE	woven

Week 2

	BREAKFAST 9 - 11am	LUNCH 12 - 2pm	AFTERNOON 3 - 5pm	EVENING 6 - 8pm
MONDAY MAY 9	NATIONAL GEOGRAPHIC	FULLSCREEN	sheknows media	DEFY MEDIA
TUESDAY MAY 10		STUDIO71	STYLEHAUL	HealthiNation
WEDNESDAY MAY 11	WHISTLE SPORTS	iab. IAB NEWFRONTS INSIGHTS LUNCH		AWESOMENESS TV
THURSDAY MAY 12	TheStreet	WebMD	DailyMail.com Seriously Popular ELITE DAILY	NOWTHIS
FRIDAY MAY 13	TRUSTED MEDIA BRANDS Genuinely connected		Mashable	

Thank You

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www.iab.com

Digital Video Research 2015-2016

2015 Review + 2016 Overview

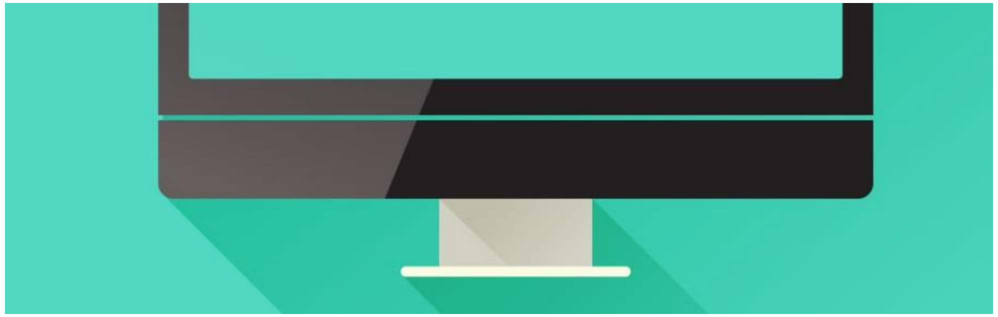
Maggie Zhang, Ph.D.
Senior Director, Digital Video Research

2015 Digital Video Research Review

- A productive year of digital video-related research. Besides the four studies highlighted below, other research studies include:

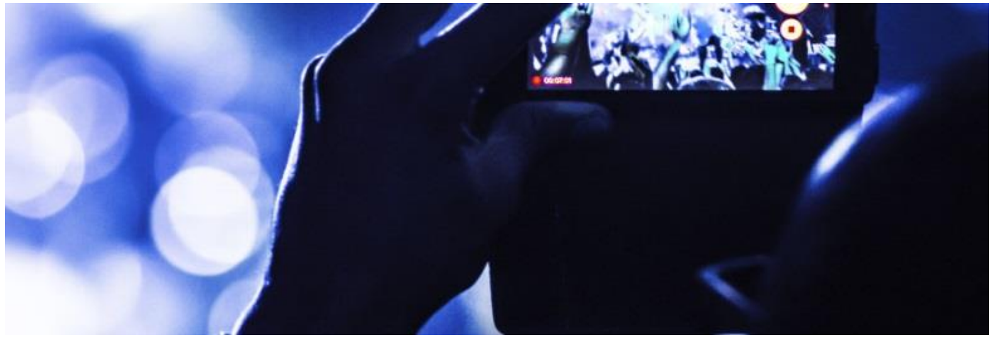
2015 Mid-Year Consumer Usage Digital Trend Report | 2015 Original Digital Video Ad Spend Study | 2015 NewFronts Attendee Survey | Race for the White House 2016: Registered Voters and Media and Information during the Primaries

The Changing TV Experience



Advanced TV: Ad Buyers' Perceptions Study

2015 Original Digital Video Consumer Study



Mobile Video Usage, A Global Perspective

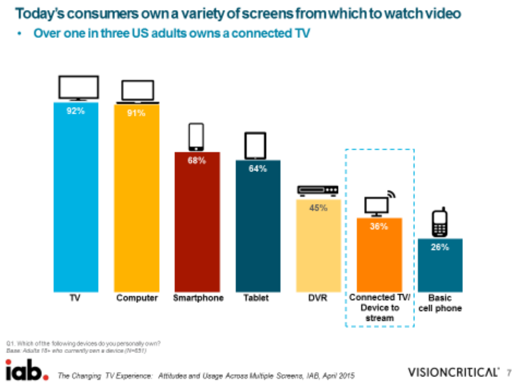
The Changing TV Experience

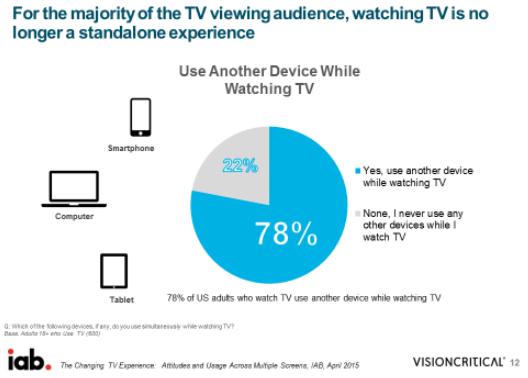
Background

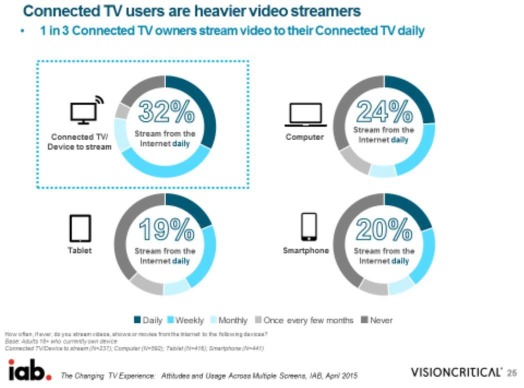
- Enables us to understand the changing landscape of the video ecosystem and provides broader perspectives to interpret and tailor to the shifting consumer behaviors and attitudes towards digital video
- Conducted by the IAB and Vision Critical to benchmark device ownership and usage and explore the impact of multiscreening and connected TV viewing
- A quantitative online survey with 651 US adults representative to the US census/online adult 18+ population

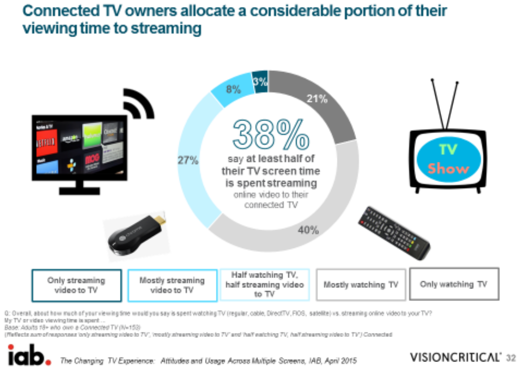
Key Findings

- The changing TV experience has broad implications on how consumers watch video content and what they are watching - Consumers own a variety of streaming video-capable screens and they are using these devices to stream video more than they did a year ago
- Multiscreening is the new normal – 78% of US adults who watch TV use another device while watching TV, smartphone is the predominant second screen
- Connected TV owners lead in online streaming frequency; 38% of them allocate at least half of their TV screen time to streaming online video to their connected TV









Source: http://www.iab.com/insights/the-changing-tv-experience-attitudes-and-usage-across-multiple-screens/

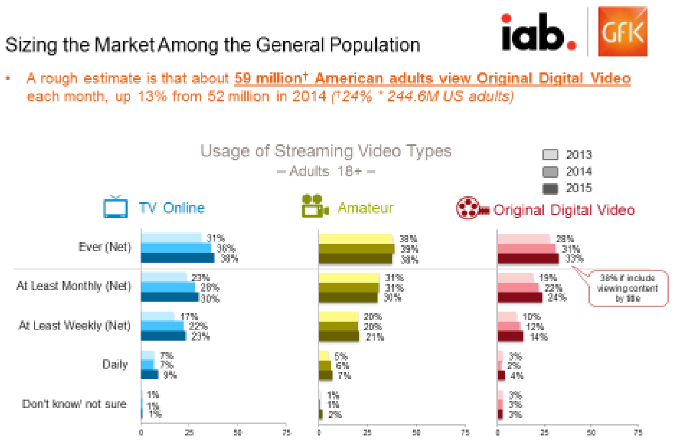
2015 Original Digital Video Consumer Study

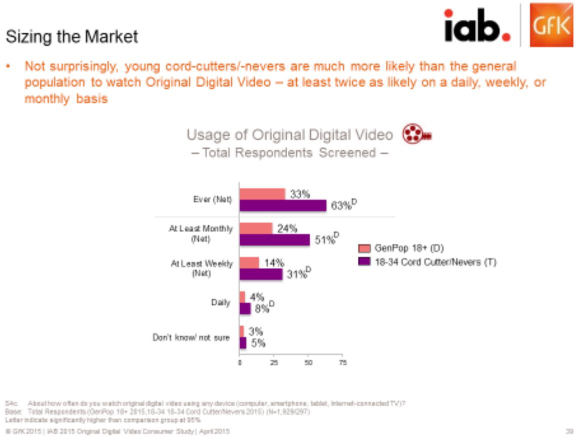
Background

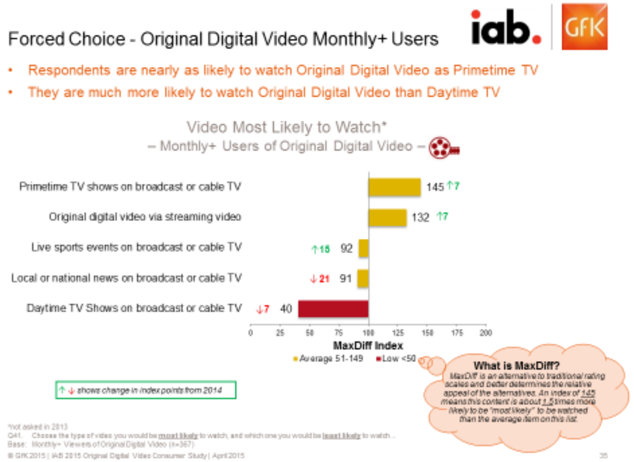
- Conducted by the IAB and GfK to explore the behaviors, attitudes and perceptions that regular viewers of Original Digital Video have around the video format as compared to TV
- A quantitative online survey with 1,931 18+ US consumers who are online video viewers
- Released at 2015 Digital Content NewFronts

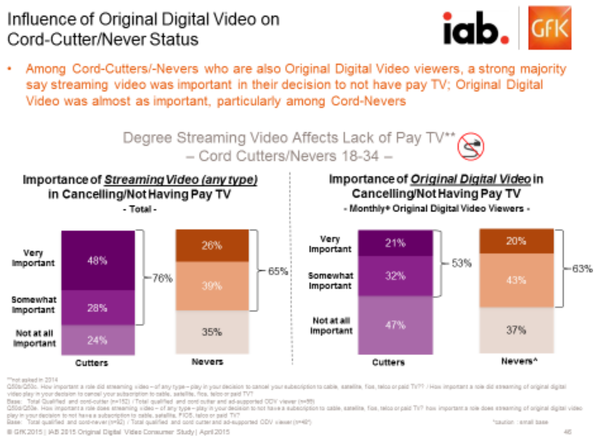
Key Findings

- A quarter (24%) of the American adults, an audience of 59 million, watches original digital video programming at least once a month, a double-digit (13%) increase in audience size year over year.
- Original digital video is preferred by its viewers over news, sports and daytime TV, and they like it almost as much as they do primetime television.
- Original digital video has the distinct ability to attract the difficult-to-reach 18-34 year-old audience of cord-cutters/cord-nevers; they are about twice as likely as other adults to view original digital video. The majority see this type of programming as “very” or “somewhat” important in their decision not to have pay TV.









http://www.iab.com/insights/one-in-four-u-s-adults-watches-original-digital-video-according-to-iab-research/

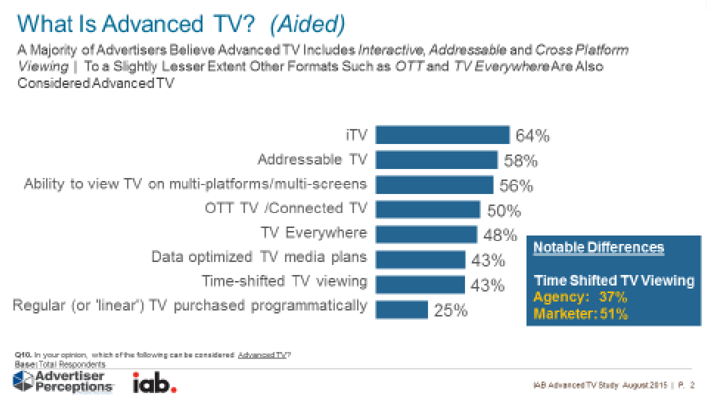
Advanced TV: Ad Buyers' Perceptions

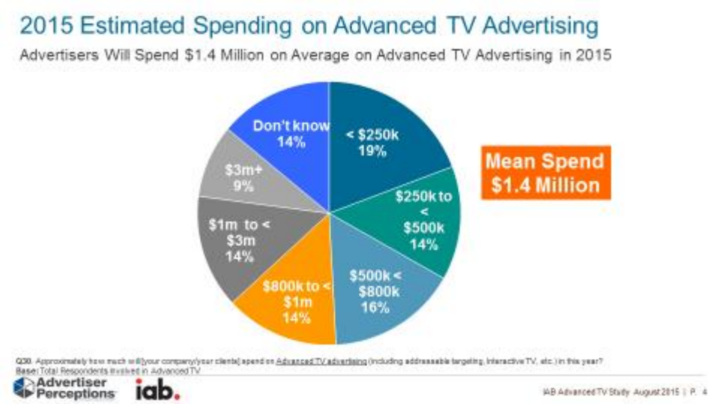
Background

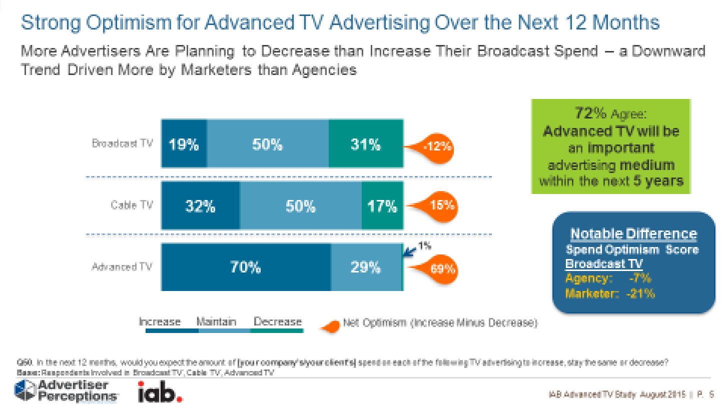
- Conducted by the IAB and Advertiser Perceptions to understand Advanced TV awareness, usage and perceptions, as well as spending trends
- A quantitative online survey with 255 marketers and agency buyers who are involved in TV, online video, mobile or Advanced TV media decision-making

Key Findings

- Confusion exists about what Advanced TV is and is not – it is mostly associated with interactive TV and addressable TV. This sector needs to define itself to the market
- Despite a high level of usage (78%), Advanced TV currently leverages an estimated small spend
- Optimism about Advanced TV is high as more advertisers are planning to increase their Advanced TV spend in the next 12 months – likely a function of perceived benefit of targeting that legacy TV does not have







http://www.iab.com/insights/advanced-tv-ad-buyer-perceptions-study/

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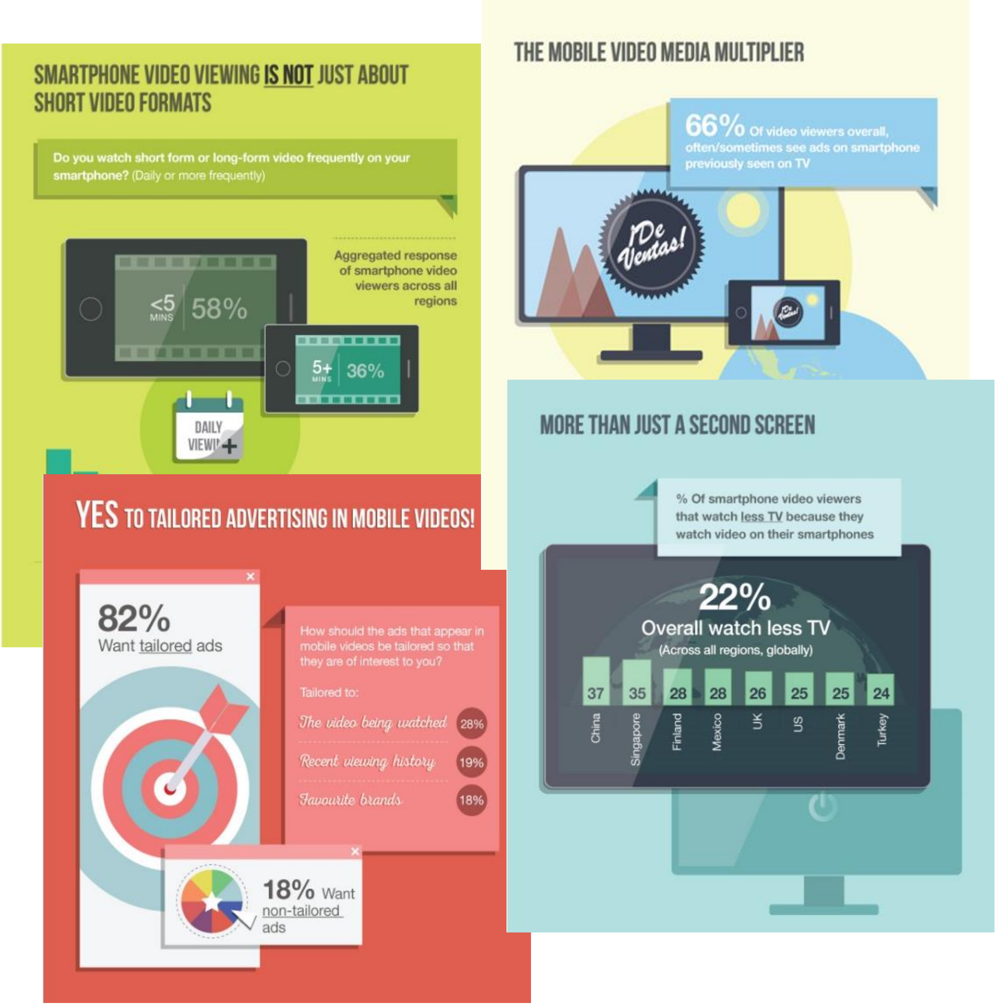
Mobile Video Usage – A Global Perspective



Background

- The IAB in conjunction with 23 other IABs around the world conducted primary research to compare and contrast the role of mobile in the lives of consumers for mobile video usage
- A quantitative online survey fielded in 24 markets, 200 consumers who were 16+, owned a smartphone, and watched either short or long mobile videos participated in each market
- Part of the IAB global research initiative

Key Findings

- Contrary to popular opinion, mobile screens are regularly being tapped for streaming longer-form video (36%), as compared to short videos (58%).
- Whether short or long or in-between, 35% of mobile video viewers report their video consumption on smartphones has increased year over year.
- Dual-screen video viewing occurs globally – 53% are regularly watching video simultaneously on their phone while watching TV.
- More than a quarter (28%) of viewers across the participating countries said that they often see ads on mobile video that they've already seen on TV. Majority prefer tailoring of mobile video advertising.

http://www.iab.com/insights/iab-research-mobile-video-usage-a-global-perspective/

2016 Digital Video Research Overview

Currently released and planned Digital Video Research, with more to come

- ✓ 2015 Full Year Consumer Usage Digital Trend Report (Released)
- ❑ Screen Optimization Analysis (To be released soon)
- ❑ 2016 Digital Video Ad Spend Study (NewFronts research, to be released in May)
- ❑ 2016 Original Digital Video Consumer Research (NewFronts research, to be released in May)
- ❑ 2016 NewFronts Attendee Survey (NewFronts research, to be released in May)

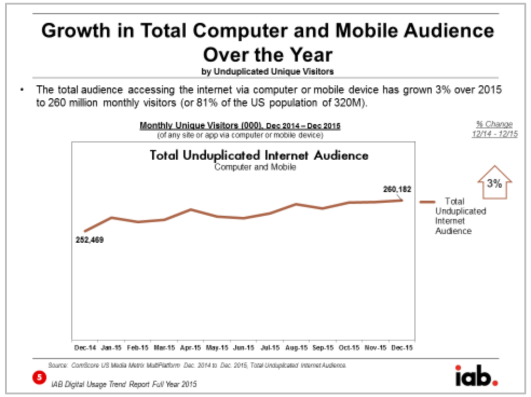
2015 Full Year Digital Consumer Trend Analysis

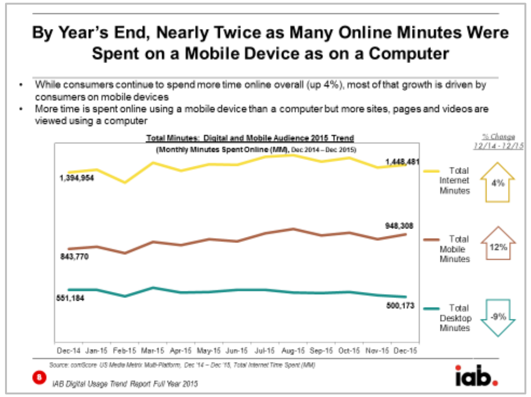
Background

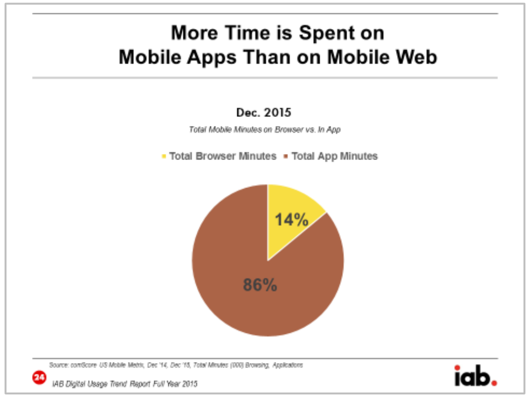
- A high level overview of consumer Internet usage patterns and shifts across digital platforms (computer, smartphone, tablet), regularly monitoring performance of major digital properties year over year
- Conducted by the IAB utilizing comScore's syndicated digital audience measurement data
- Released by the IAB twice a year (mid-year and full-year)

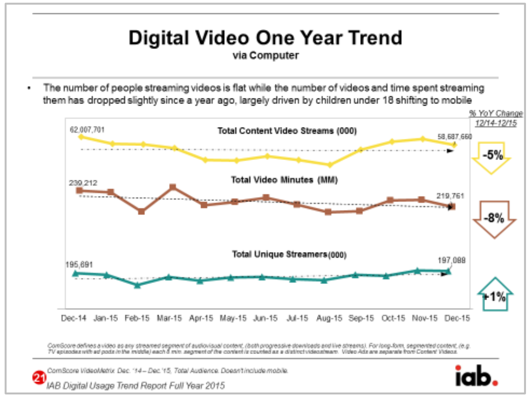
Key Findings

- Overall 3% growth in Internet use across computers, smartphones and tablets
- Shift to mobile continues in time spent online, especially among younger users
- More time spent on apps than mobile web, smartphones than tablets
- Computer-based unique video streamers are flat, videos streamed are down 5% (driven by streamers under 35) and streaming time is down across all age groups (-8%) except adults 55+









http://www.iab.com/wp-content/uploads/2016/03/IAB-Report-2015-Year-in-Review-Consumer-Usage-Digital-Trends-Final.pdf

IAB UK Digital Video Initiatives

March 22, 2016

Steve Chester
Director of Data & Industry Programmes, IAB UK
Steve@iabuk.net

Video In Demand:
Insights into Video Effectiveness

Feb 2016

A need for evidence: how video formats work

The IAB, on behalf of the IAB's Video Council wanted to show the effectiveness of online video advertising, especially as a brand building mechanism. We want to investigate the impact of format and device on how it is received by consumers, as well as how it contributes to brands marketing success.

Format

Understand the impact of different ad formats on effectiveness

Device

Explore the impact of platform on performance metrics

Frequency

Evaluate the optimum number of exposures for each ad format

Action

Measure the effectiveness of online video campaigns driving further action

A control and exposed methodology using re-targeting was used

Methodology overview

adform

Drop a cookie on multiple devices to enable us to re-target panellists

Devices assigned to control and exposed groups

Advertising served to appropriate audiences*

Survey served to all participants with control and exposed groups surveyed at the same time

*Due to a lack of available pre-roll on browser on smartphone inventory, participants were sent to a mocked up mobile website and served the ad. This means for mobile pre-roll only a frequency of one could be tested.

Campaign objectives

Case study 1: Sony Xperia.
Targeting product awareness and familiarity.

In a saturated market, Sony wanted to raise awareness of the Sony Xperia brand and to raise familiarity of the handset.

Case study 2: Sky Store.
Targeting favourability towards Sky Store.

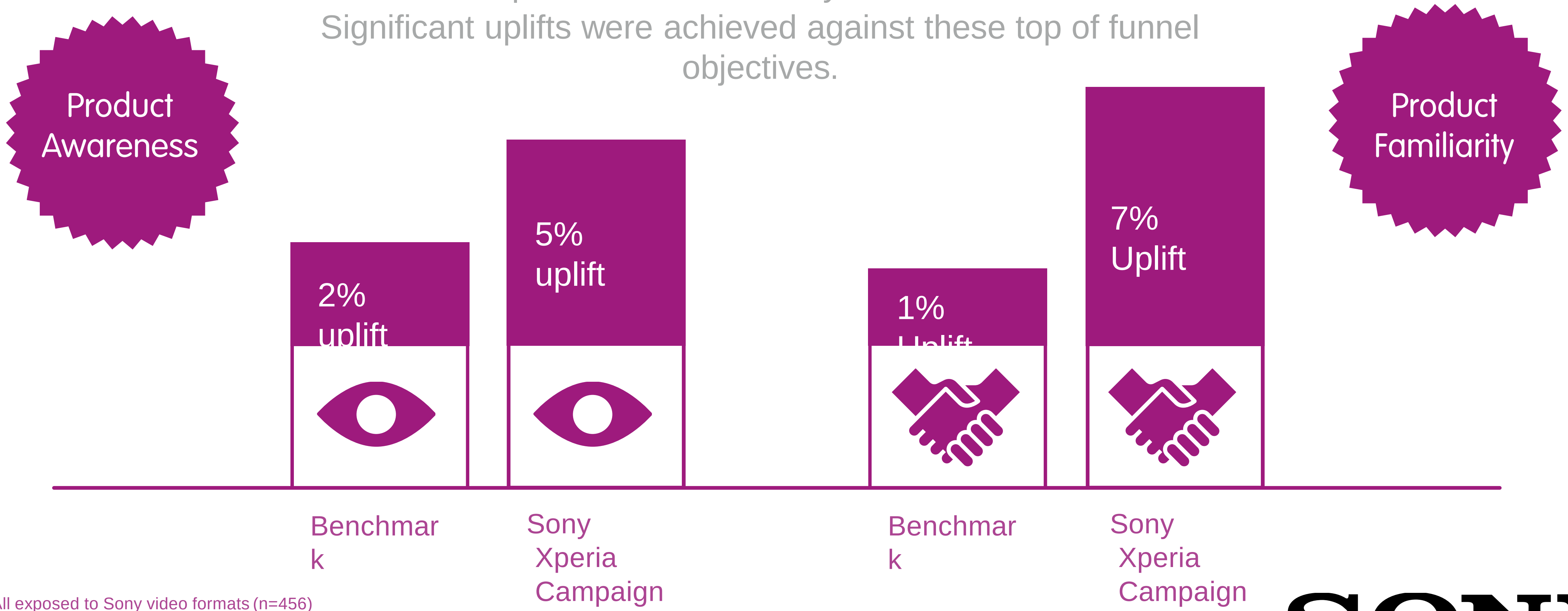
To reinforce the unique product proposition that it’s the only place where users can get a movie straight to their TV and the DVD in the post, and increase favourability to Sky Store.

3.1 Five key areas of focus

Video campaigns can be used to deliver results along the purchase funnel, depending on campaign objectives.

Delivering against campaign objectives at the top of the funnel

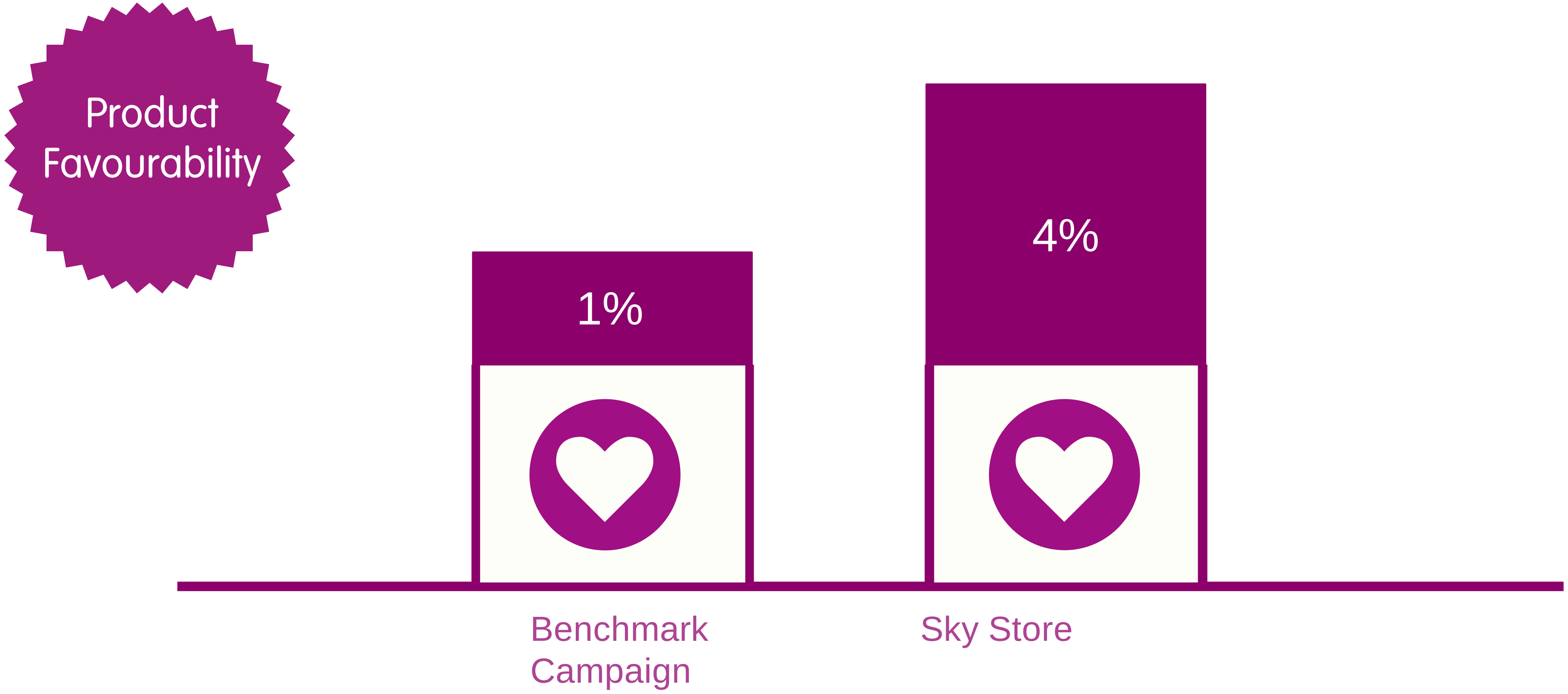
The Sony campaign objectives were to increase awareness
of the product and familiarity with the handset.
Significant uplifts were achieved against these top of funnel objectives.



Base: All exposed to Sony video formats (n=456)
A07: Please indicate how familiar you are with each of these smartphone manufacturers. Benchmark: IAB Video Matters (Retrospective analysis of global campaigns in 2012-2014 using Millward Brown's MarketNorms® data)

Delivering against campaign objectives at the middle of the funnel

The Sky Store video campaign successfully increased **favourability** towards the product.



Base: All exposed to Sky campaign (n=386)
A01: When thinking about TV service providers, what is the first brand that comes to mind? A08: What is your overall opinion of the following TV services? Benchmark: IAB Video Matters (Retrospective analysis of global campaigns in 2012-2014 using Millward Brown's MarketNorms® data)

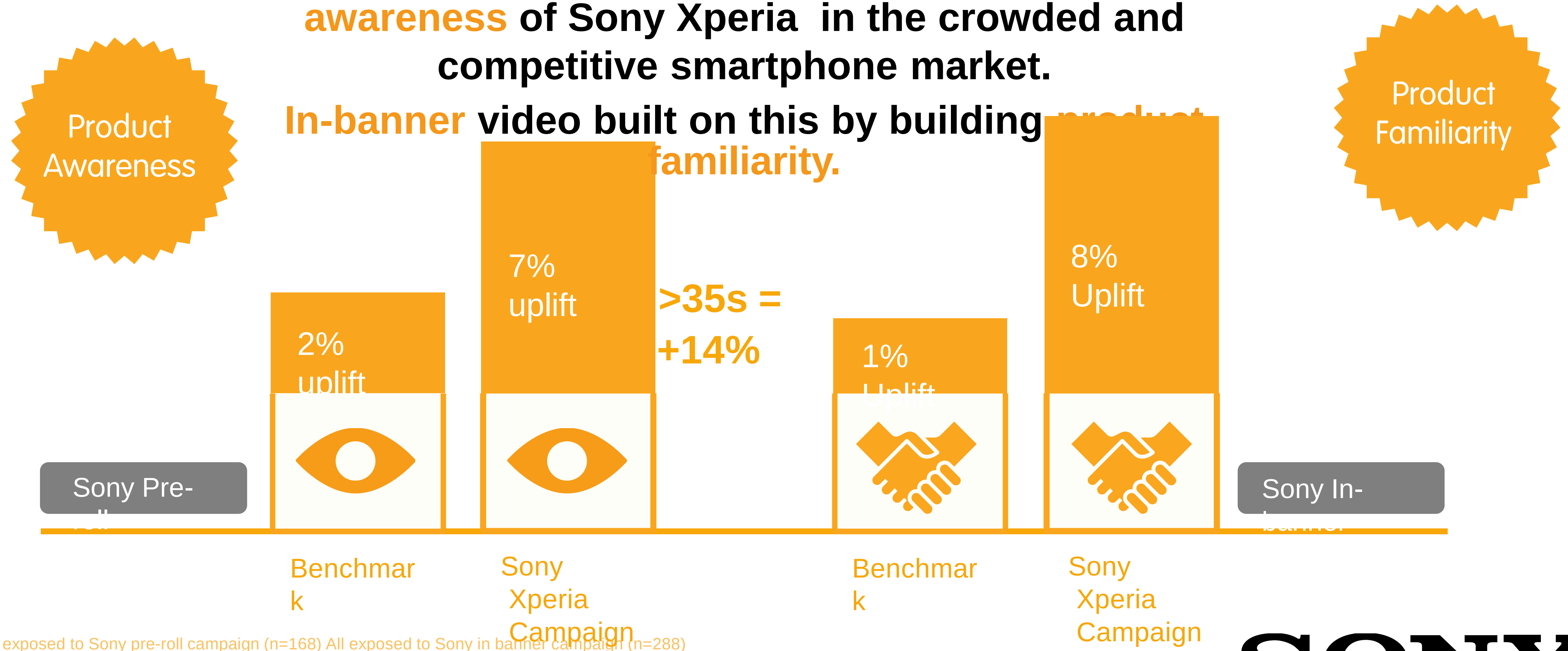
2

Different formats can play different roles along the purchase funnel.

Pre-roll and in-banner formats played a different role in raising product awareness and familiarity

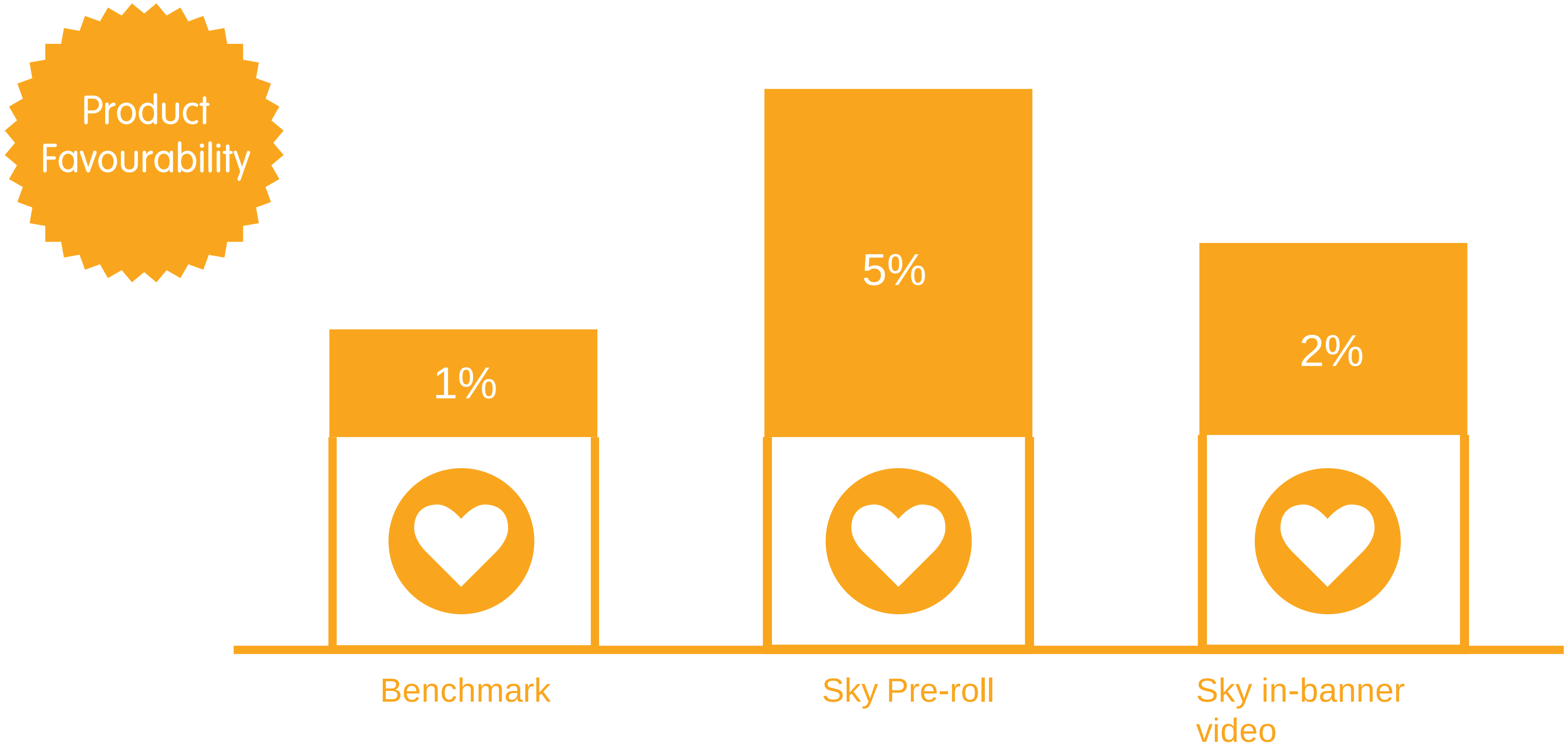
Pre-roll inventory was used to successfully raise awareness of Sony Xperia in the crowded and competitive smartphone market.

In-banner video built on this by building product familiarity.



Base: All exposed to Sony pre-roll campaign (n=168) All exposed to Sony in banner campaign (n=288)
A06: Which of the following smartphone models have you heard of? A07: Please indicate how familiar you are with each of these smartphone manufacturers Benchmark: IAB Video Matters (Retrospective analysis of global campaigns in 2012-2014 using Millward Brown's MarketNorms® data)

Pre-roll inventory was used to successfully build favourability to the Sky Store product offer



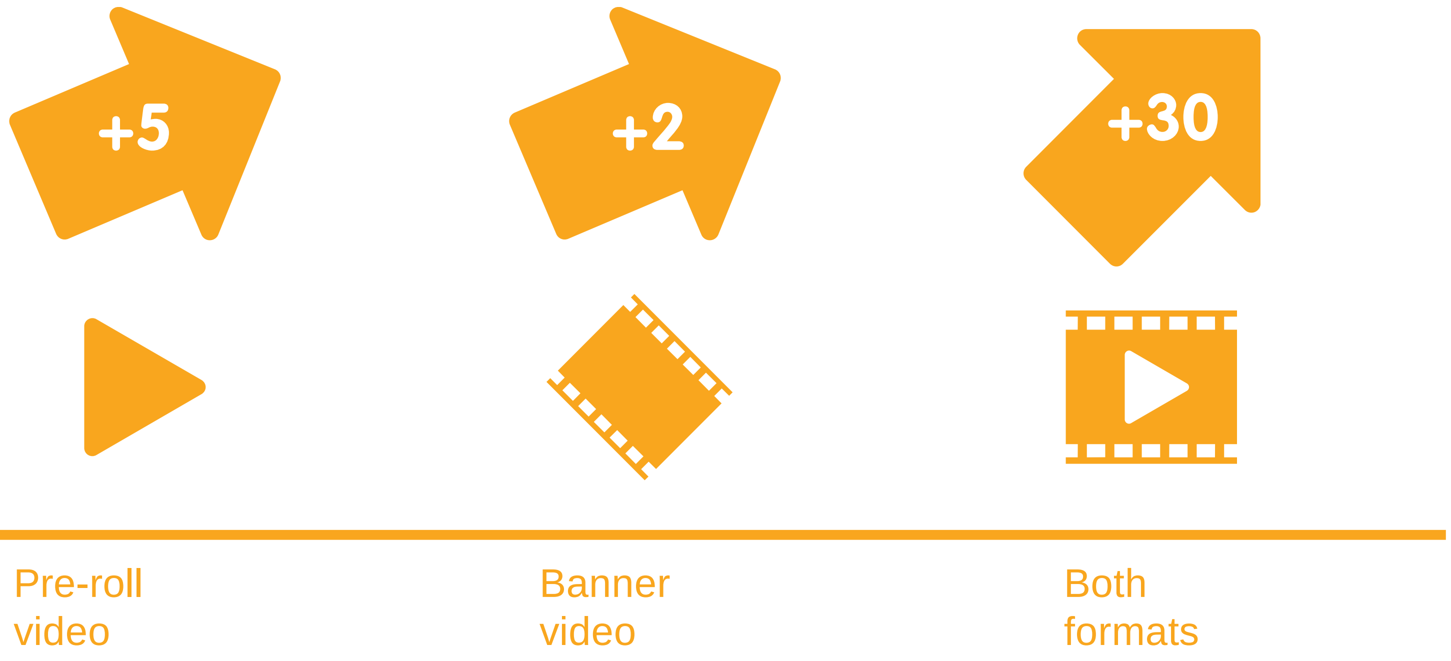
Base: All exposed to Sky pre-roll campaign (n=172) All exposed to Sky in banner campaign (n=214) A08: What is your overall opinion of the following TV services?
Benchmark: IAB Video Matters (Retrospective analysis of global campaigns in 2012-2014 using Millward Brown's MarketNorms® data)

However targeting an individual with both formats can result in a 1+1=3 result

Both formats played positive roles in driving favourability.

In combination the two formats were extremely successful at building favourability of the Sky Store brand in consumers minds.

Product Favourability

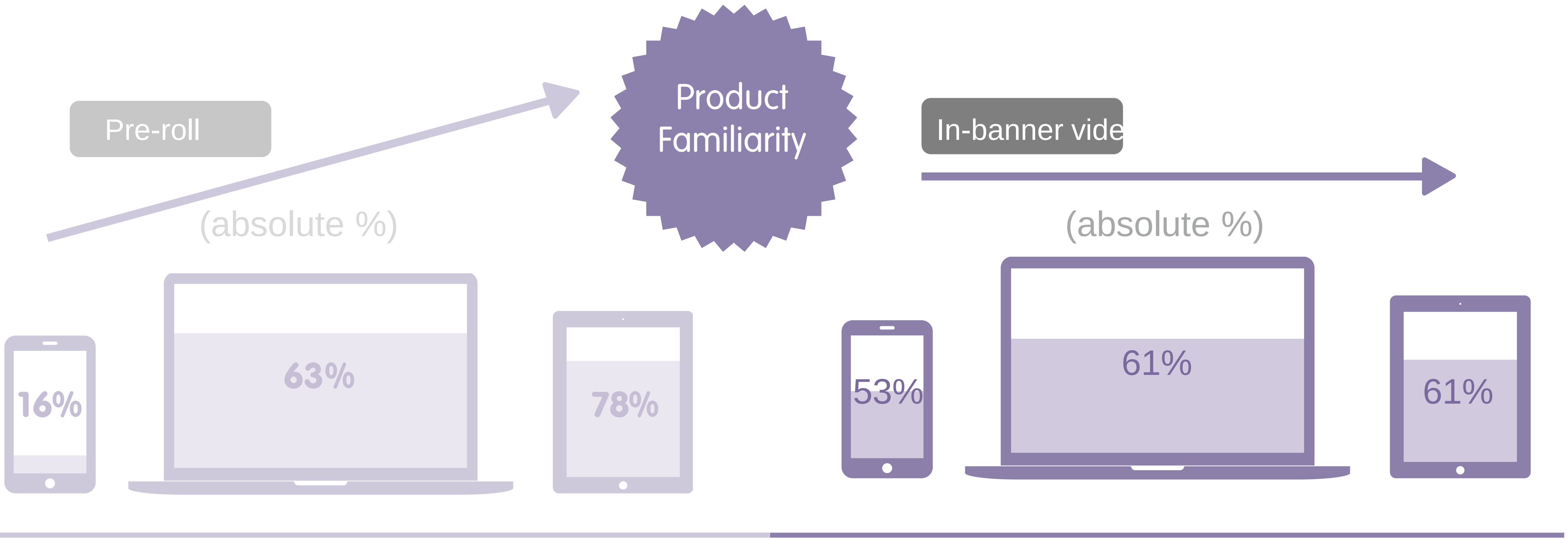


Base: All exposed to Sky pre-roll campaign (n=172) All exposed to Sky in banner campaign (n=214) All exposed to Sky pre-roll and in banner campaign (n=46) A08: What is your overall opinion of the following TV services?

3

Each campaign showed that different device / format combinations were able to deliver against the campaign objectives.

For Sony, larger screens helped drive messages to increase familiarity



For pre-roll, the larger the screen, the higher the uplifts in product familiarity

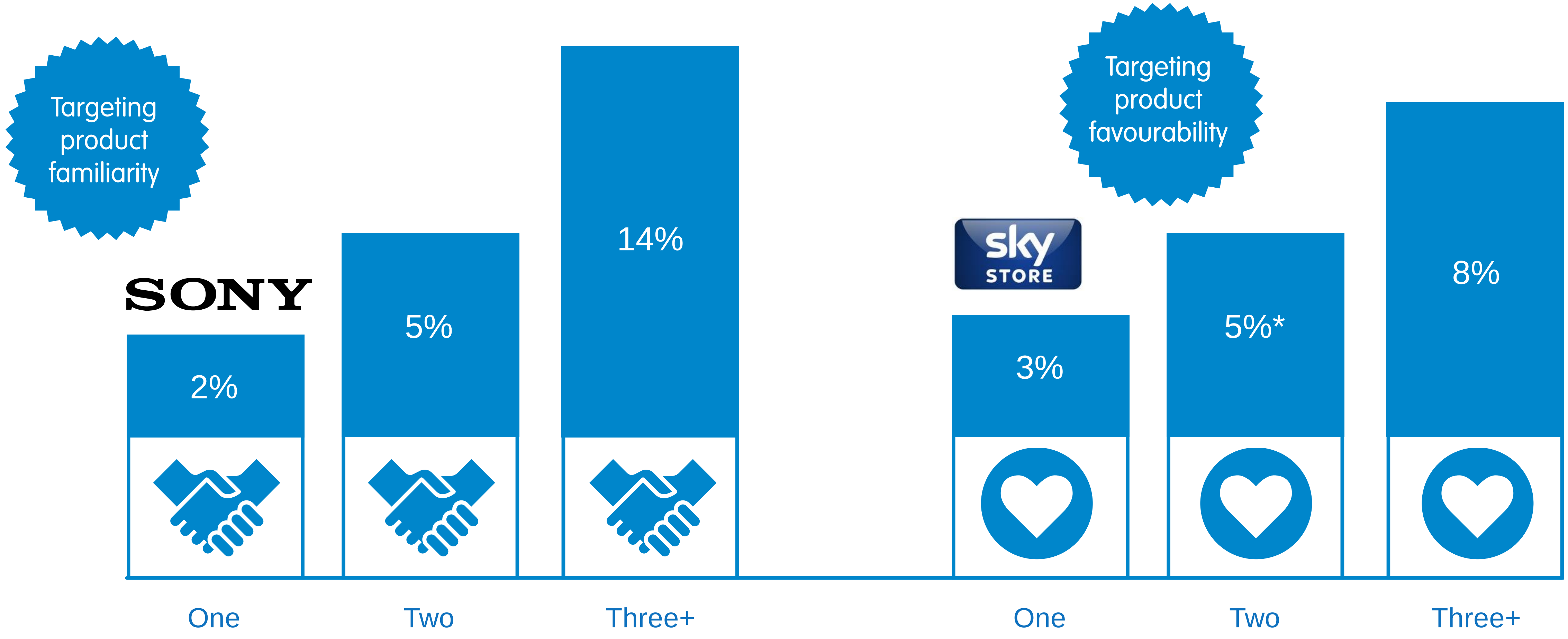
This was not the case for in-banner, where screen size did not affect familiarity

Base: Sony banner (n=288) Sony pre roll (n=168)
A07: Please indicate how familiar you are with each of the following smartphone models

4

The higher the frequency, the greater the impact on target metric.

In order to drive the target metrics, the ads should be seen three times



Base: All exposed to Sony video formats (n=456) All exposed to Sky campaign (n=386)
A07: Please indicate how familiar you are with each of these smartphone manufacturers A08: What is your overall opinion of the following TV services?
* = Overall trend

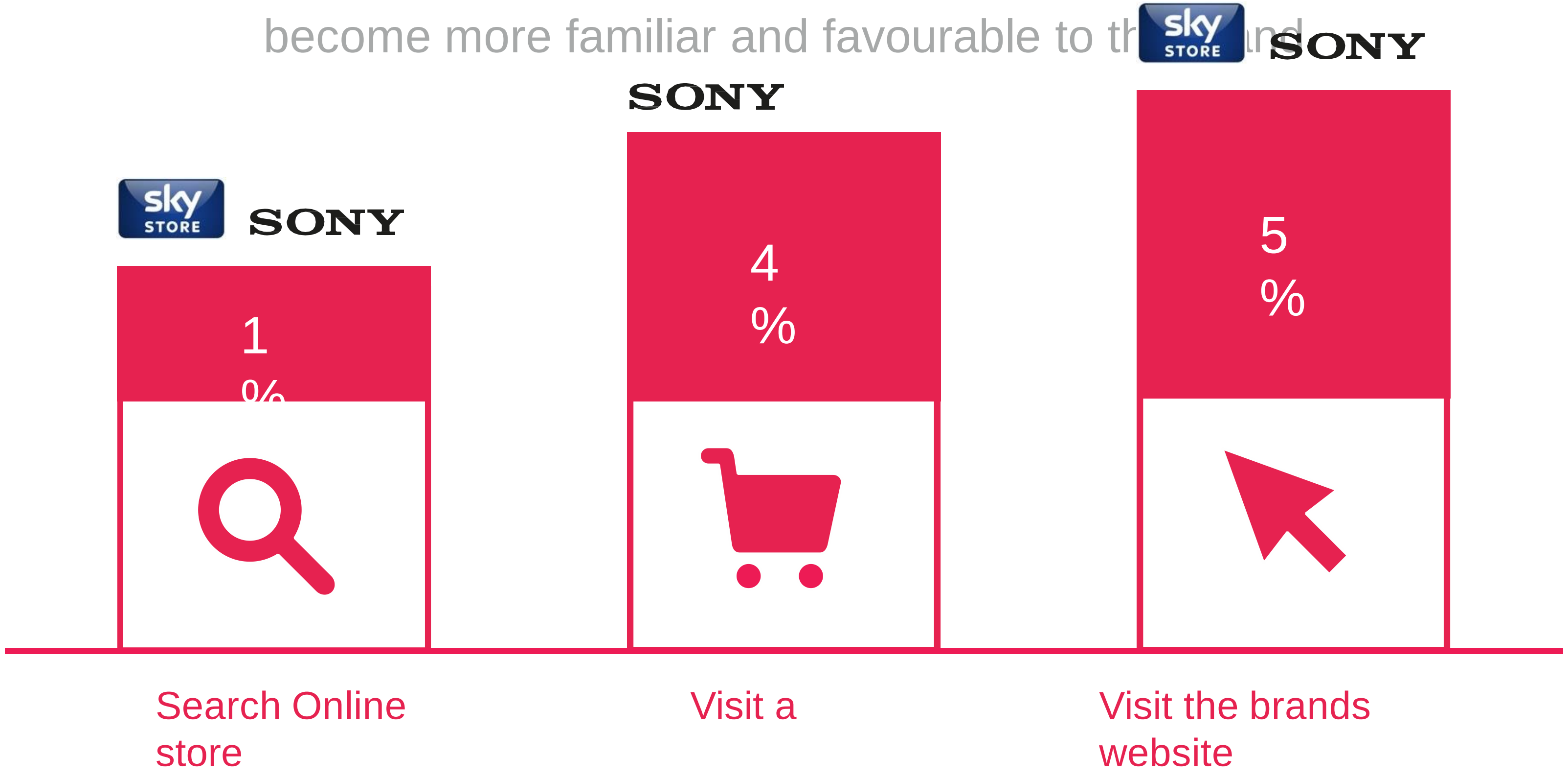
5

Video was also successful at driving actions, especially when delivered via a smartphone

Video formats help trigger consumer actions to discover more about a product

Video is primarily a brand building format. However, it leads them to do something as a result of seeing the ad.

Video is specifically effective at **driving consumers to discover additional product information** and therefore become more familiar and favourable to th nd



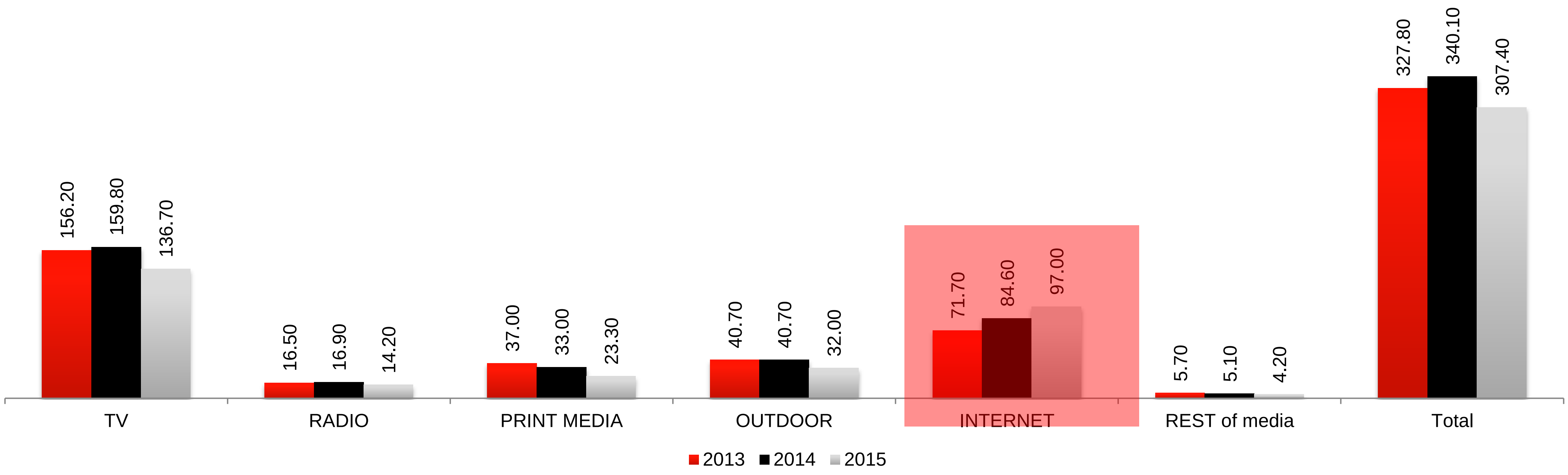
Base: All exposed to either campaign (n=1.135)
D01: Please indicate which of the following actions you have taken or are likely to take as a result of watching this ad?

Online Video Ad Market in Russia, 2015

Webinar 22nd March, 2016

Boris Omelnitskiy

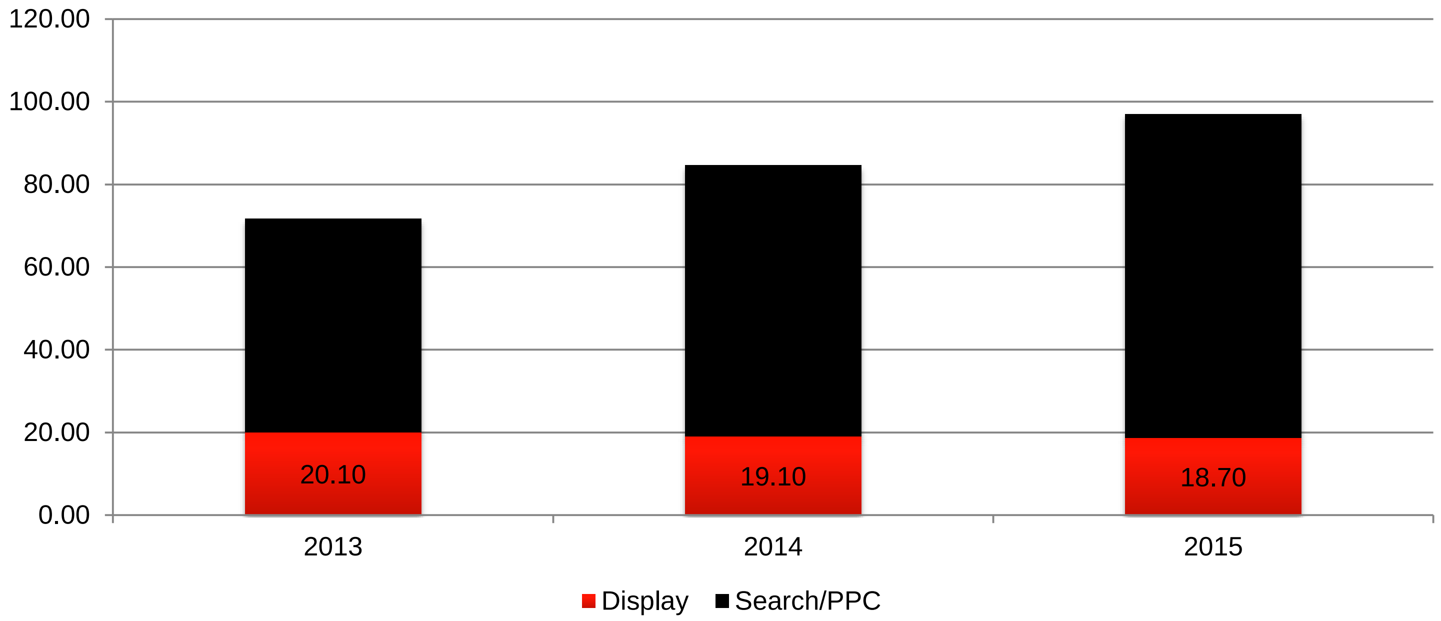
Advertising market in Russia, 2013-2015 (RUB bn.)



- Only Internet Ad have grown in 2015 in Russia
- Internet Ad market share – 32%

Source: Russian Association of Communication Agencies (RACA)

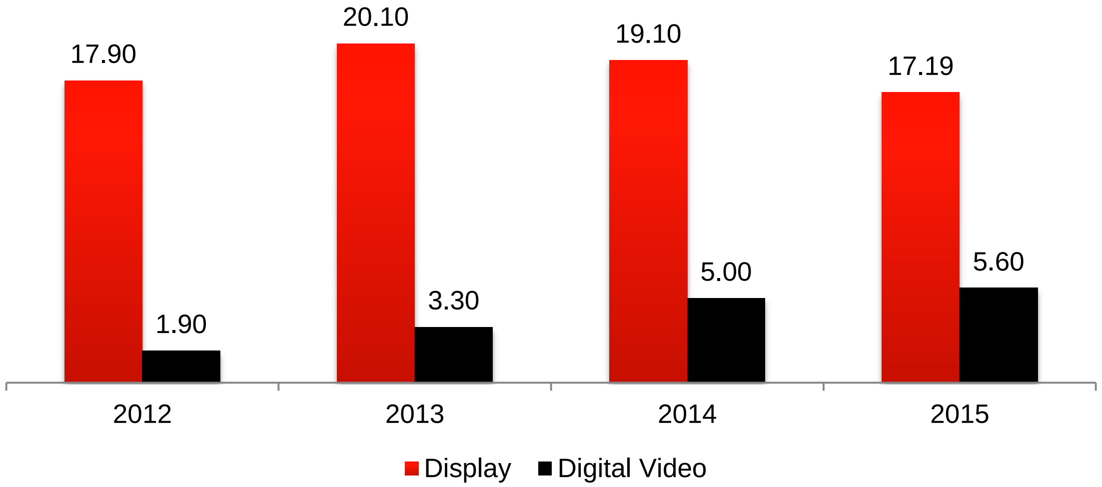
Internet Advertising market by format in Russia, 2013-2015 (RUB bn.)

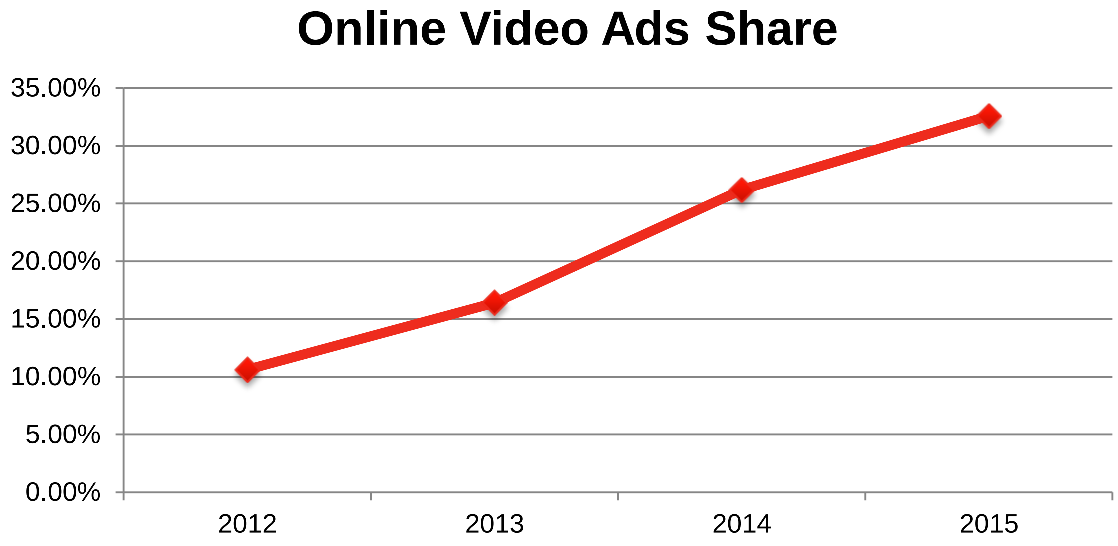


- Display Ads, including Online Video Ads has only 20% of market share

Source: Russian Association of Communication Agencies (RACA)

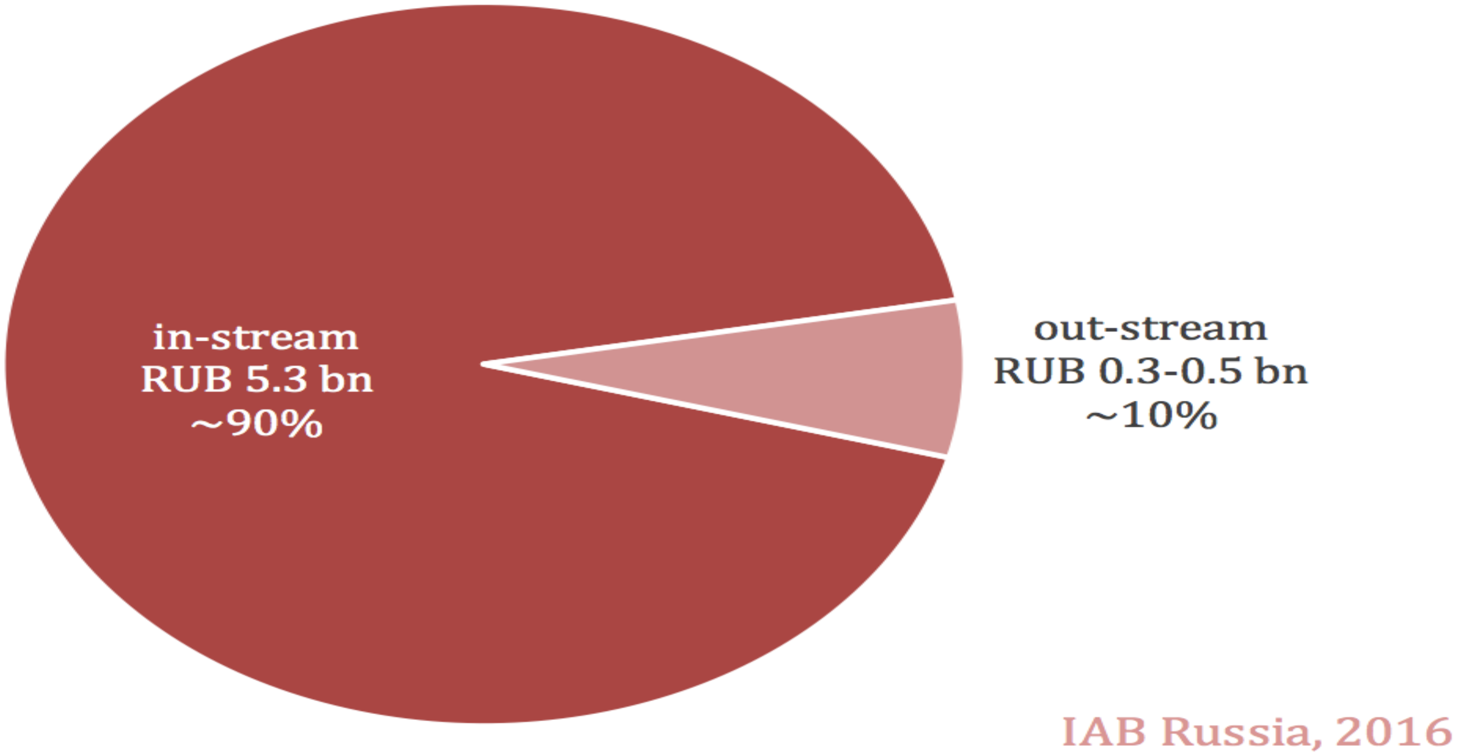
Online Video Dd vs. Display Ad in Russia 2012-2015 (RUB bn.)





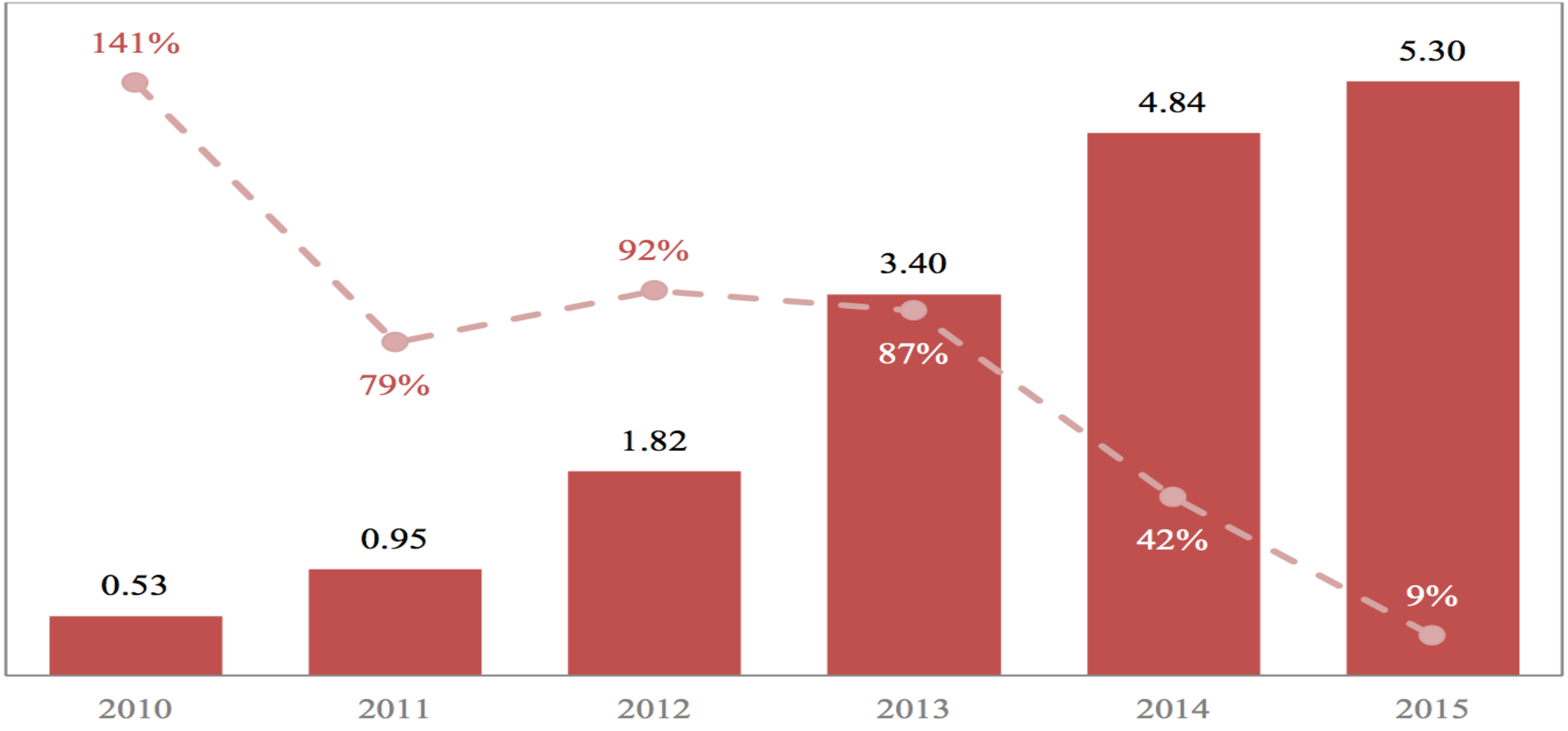
Source: RACA report, IMHO Vi and IAB Russia estimates

Online video ad revenue by format in Russia, 2015



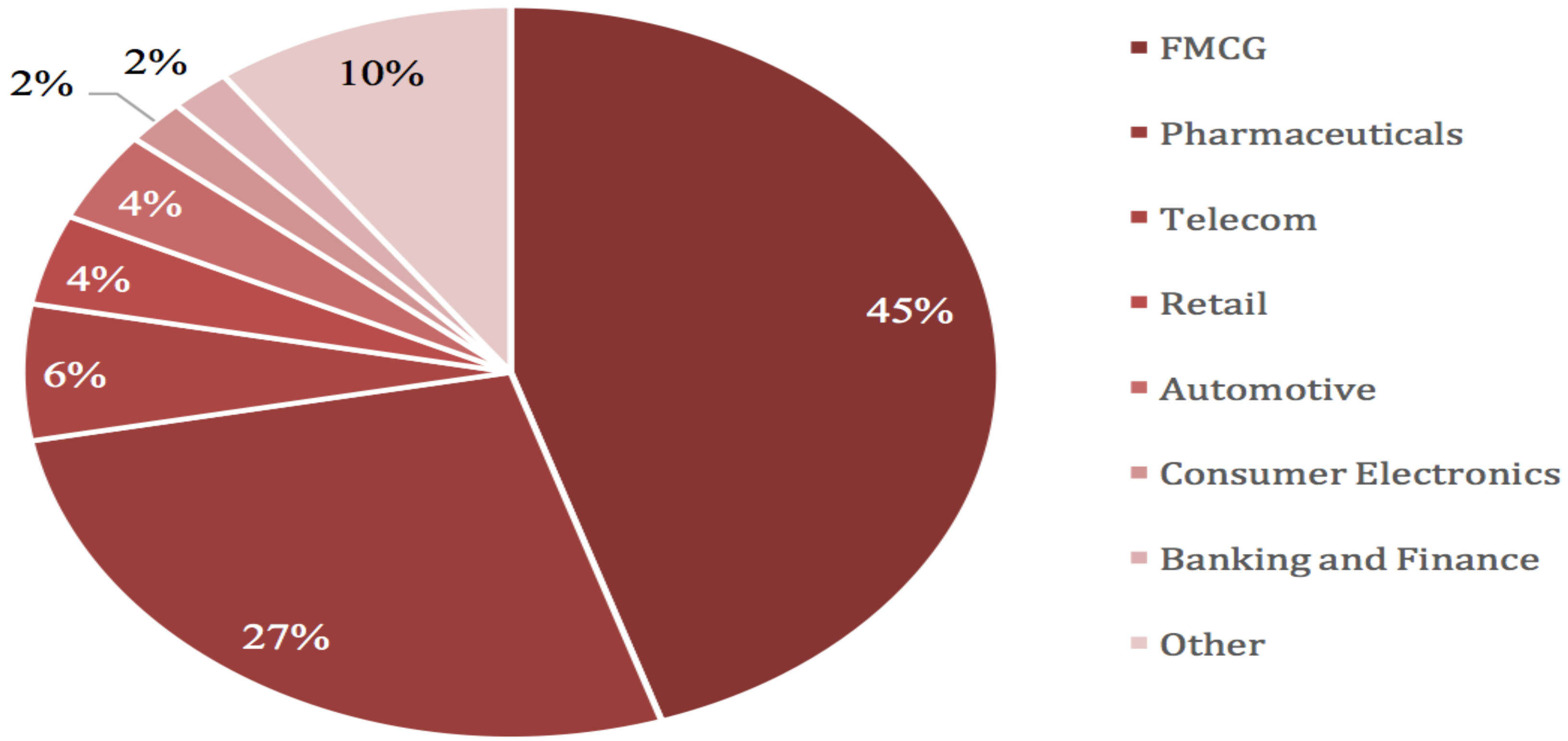
Source: IAB Russia

In-stream video ad revenue and growth in Russia (RUB bn) in 2010-2015



Source: IMHO Vi and IAB Russia estimates

In-stream video advertising by product category



Source: TNS Media Intelligence, Moscow, desktop, 10–20 November 2015, limited amount of sites: youtube.com, ivi.ru, rutube.ru, 1tv.ru, carambatv.ru, ctc.ru, megogo.net, tnt-online.ru, vk.com

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IAB Europe
Digital Video Advertising Initiatives 2016

IAB Europe Video Ad Formats Task Force

The aim of the task force is to drive the uptake of digital video branding campaigns by focusing on four specific areas:

- Ad format recommendations for video brand advertising
- Educational outputs including a white paper to educate on and illustrate the digital video advertising opportunity in Europe and a webinar series
- Research exploring the use of and attitudes towards digital video advertising
- Expanding the Library of Ad Effectiveness with video case studies

IAB Europe Digital Video Advertising White Paper

Objective: To educate on and illustrate the digital video advertising opportunity in Europe

Content to include:

- Operational considerations for implementing digital video advertising
- Video Advertising Ecosystem in Europe
- Data on consumer use of video by devices
- Cross-media and convergence with TV
- Considerations for creative development for digital video advertising
- Considerations for buying and selling video advertising programmatically

Timing: to be published Q2

IAB Europe Digital Video Advertising Attitudes Research

Objective: to understand the usage and attitudes towards digital video advertising within the digital advertising industry.

Key themes / topics:

- Current and future trends in digital video advertising investment
- Use of devices for digital video advertising – i.e. which devices are used to deliver digital video advertising
- Use of content by media type, i.e. original digital content for digital devices or re-purposed TV content
- Use and effectiveness of cross-screen video advertising (i.e. TV and digital video)
- How digital video advertising is measured and evaluated - i.e. what branding KPIs are sought in digital video measurement

Timing: fieldwork in Q2 and report published in Q3

IAB Europe Digital Video Ad Formats Recommendation

The recommendation will aim to achieve the following objectives:

- Drive brand investment into digital
- Fuel the increase of brand advertising using video through Programmatic Trading
- Simplify the landscape of mobile ad formats across Europe
- Reduce the processes and costs related with planning and booking national and Europe-wide brand advertising campaigns

Timing: a survey to understand the current and future video ad formats landscape across Europe will be undertaken as a pre-requisite to publishing the recommendation in Q3

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