



# 2016 Global Video Benchmarks

Advanced Video Performance Across Every Screen

February 2016

## Data-Driven Interactive Video Sees Success on Every Screen

2016 ~~will be~~ is the year of video—with more viewer engagement, data and devices than ever before. We've been putting out these video benchmarks for a few years now, but this year's report really takes the cake (yes, we're biased but at least we admit it!). That's because our 2016 Advanced Video Benchmarks are packed with more device data to help evaluate your campaign on any screen. So marketers, if you're ready to see what video can do for you in 2016, read on.

Innovid's Video Marketing Platform has thousands and thousands of pre-roll and advanced video campaigns from the past year that help us to set the standard for what to expect with your video results. So, we compiled all of our annual data and performance metrics from awareness, completions, engagement and time earned on video campaigns across various publisher placements and ad lengths. But this year, we've added more detailed data on video campaigns across connected TV, mobile, and desktop to show the power of video on every screen.

More metrics mean more knowledge about how your audience is using video, so you can optimize future campaigns with data-driven insights that streamline your strategy and drive your bottom line.

[View Interactive Video Examples](#)

# Glossary

*Hover over the words for the definition.*

## Summary of Findings

It's no surprise that the more a video has to offer, on screens that are seeing high usage volumes, the more action advertisers will see from viewers. That's why advanced video is once again yielding higher benchmarks across the board over standard pre-roll video on all devices. Audiences also seemingly prefer streaming devices, since connected TV devices are yielding the highest completion rates and mobile is providing the most engagement.

Across all metrics, **interactive video outperforms pre-roll video.**



Connected TV advanced video resulted in the highest completion rates compared to mobile devices and desktop.



Mobile video generated the greatest engagement rates compared to desktop and connected TV.



Interactive video generated 591% lift in total user activity over standard pre-roll campaigns.



Interactive campaigns deliver an additional 44 seconds in time earned on average—on top of the time spent watching the pre-roll.



Broadcast placements deliver an additional 67 seconds of time earned with audiences over other content providers and aggregators.

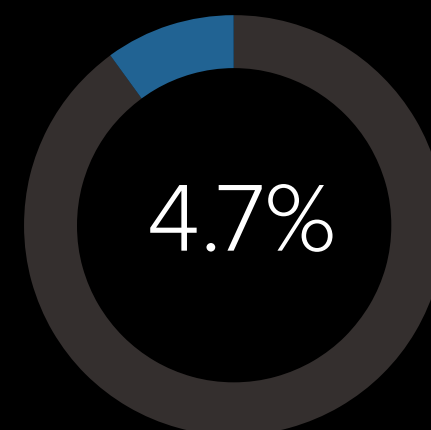


## Impression Breakdown

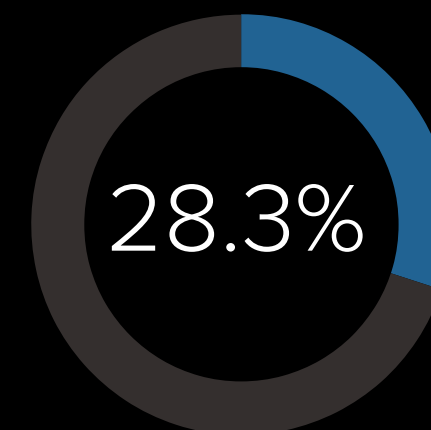
In multi-device video campaigns, where are advertisers allocating the most impressions? Desktop still takes the cake with the vast majority in the impression by device breakdown. Mobile is second with over a quarter of advertisers focusing video impressions to smartphones and tablets. Connected TV, still in a more nascent stage, is bound to increase in video volume as 80% of ad buyers are willing to invest more in connected TV this year\*.



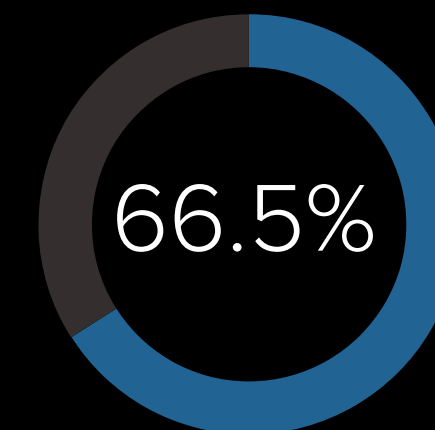
### Connected TV



### Mobile



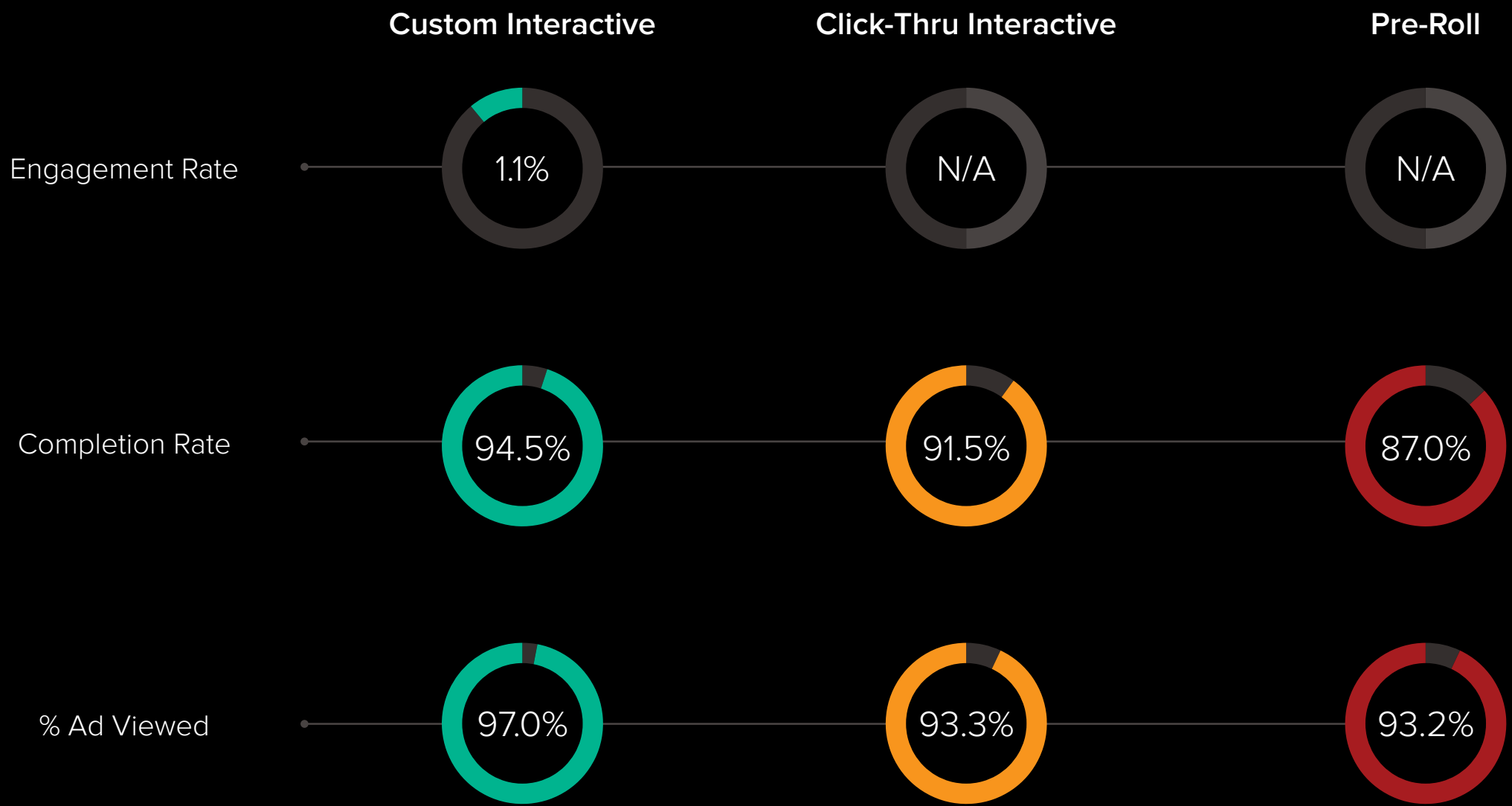
### Desktop





# Connected TV

Our newest addition to the Innovid video benchmarks, connected TV, includes metrics from both connected TV and OTT devices. It is the prime screen to keep viewers' attention, as it drives the highest video completion rate of any device. As more people engage with these screens, the more opportunities advertisers have to build up cross-screen experiences and maximize their video investments.



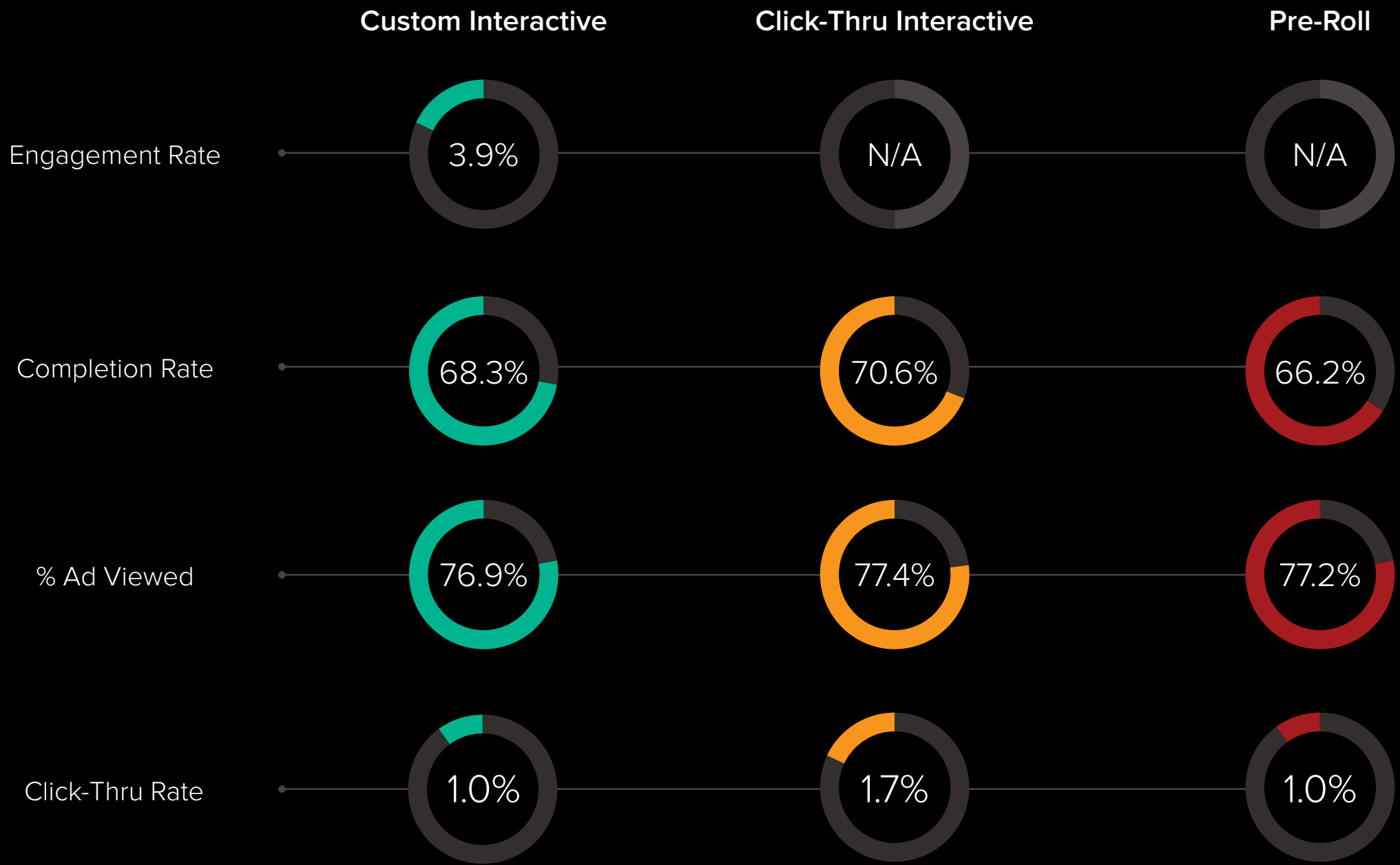
\*Connected TV includes a variety of additional devices connected to standard television (set-top box, Blu-ray player, etc.).

\*\*Device data was analyzed from 2015 video campaigns only.



# Mobile

Mobile is interactive by nature, so it's no surprise that advanced video outperforms pre-roll and yields the highest engagement of all devices. Audiences and mobile devices are attached at the hip, so optimizing your approach to suit them gives your video experience an extra edge.



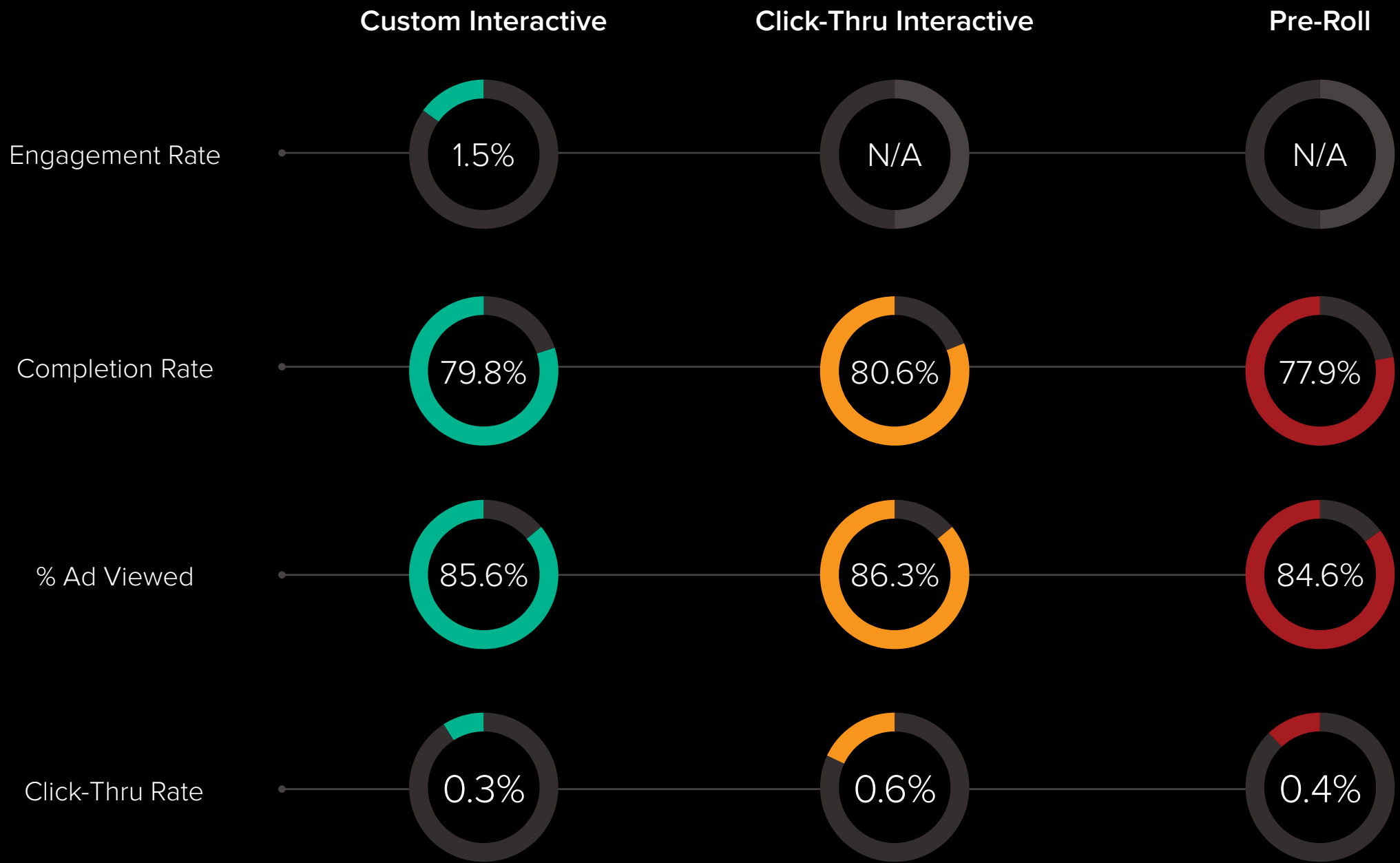
\*Mobile data includes analysis from both smartphone and tablet campaigns.

\*\*Device data was analyzed from 2015 video campaigns only.



# Desktop

Whether audiences use laptops for work or leisure, Nielsen estimates the average adult spends at least an hour per day on a laptop—leaving advertisers plenty of time to engage.



\*Desktop is defined as classic desktop computer and laptop or notebook.

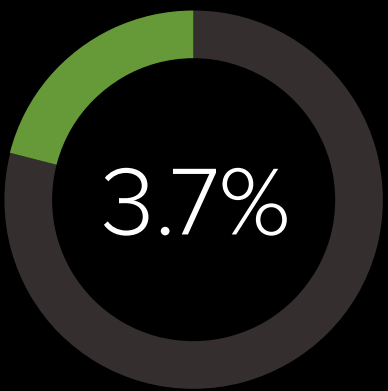
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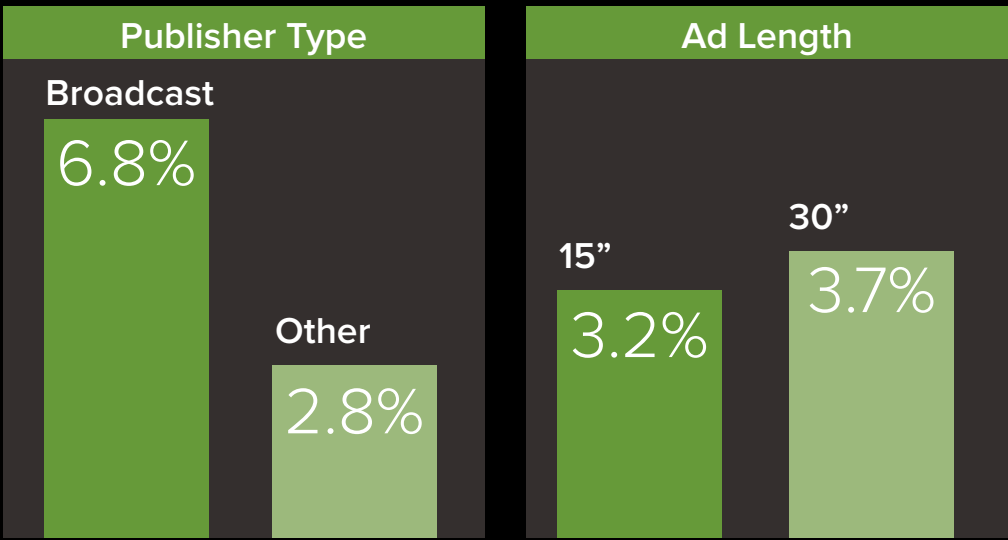
# Activity Rate

Video has come a long way from when viewers sat idly by and simply watched content—audiences are now taking control of their experiences and want the freedom to explore their interests. Advanced video is the only way to generate high levels of activity—clicking on product galleries, social feeds, store locators and other features within the video. Whether short-form or long-form video, when viewers are given the opportunity to explore content—they’ll take it.

Custom Interactive



Pre-Roll

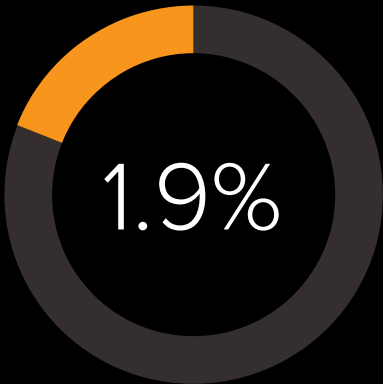




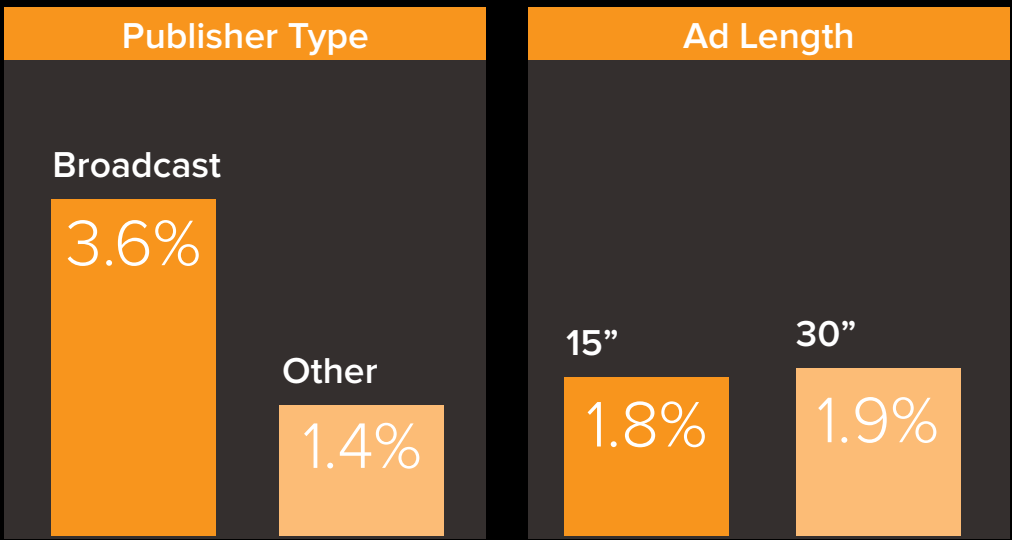
# Engagement Rate

As viewers take a more active role in their video experiences, must give them more content. Enter advanced video. Adding interactive features that empower viewers to become part of your story helps keeps your brand top of mind, not to mention pushing that ultimate “cool factor.” Whether it’s adding interactive games, galleries or extended content, brands can no longer afford to just tell their story—they must invite viewers to be a part of it.

Custom Interactive



Pre-Roll





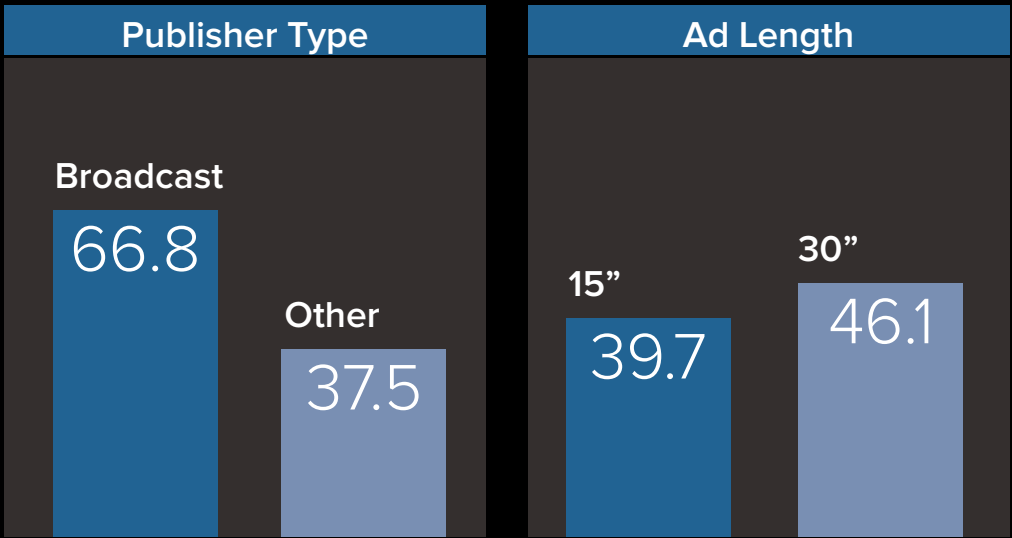
# Time Earned

Want to triple your 15-second investment without buying more time? Of course you do. Advanced video keeps viewers engaged and spending more time with your brand, adding nearly 45 seconds on top of the time audiences spend watching the pre-roll video. Watch your ROI skyrocket just by leveraging existing branded content within your video.

Custom Interactive



Pre-Roll

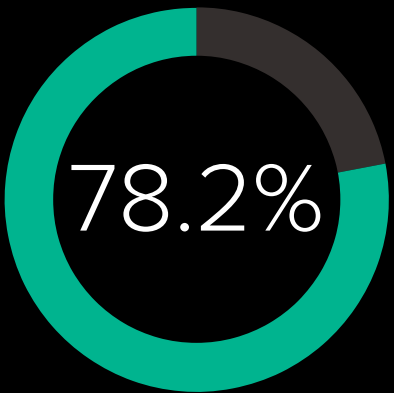




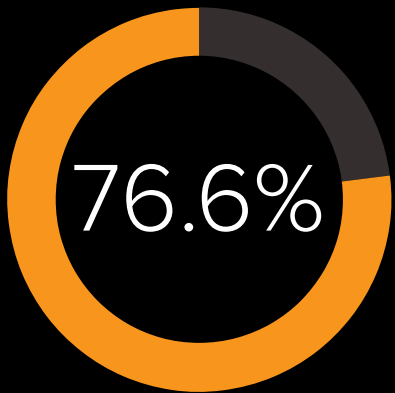
# Completion Rate

Attention spans are shorter than ever, but crews of talented people spend countless hours creating your videos, so it's important that viewers are watching. Advanced video takes a small lead when it comes to increasing completion rate, but across the board, shorter videos keep viewer's attention over longer-form content.

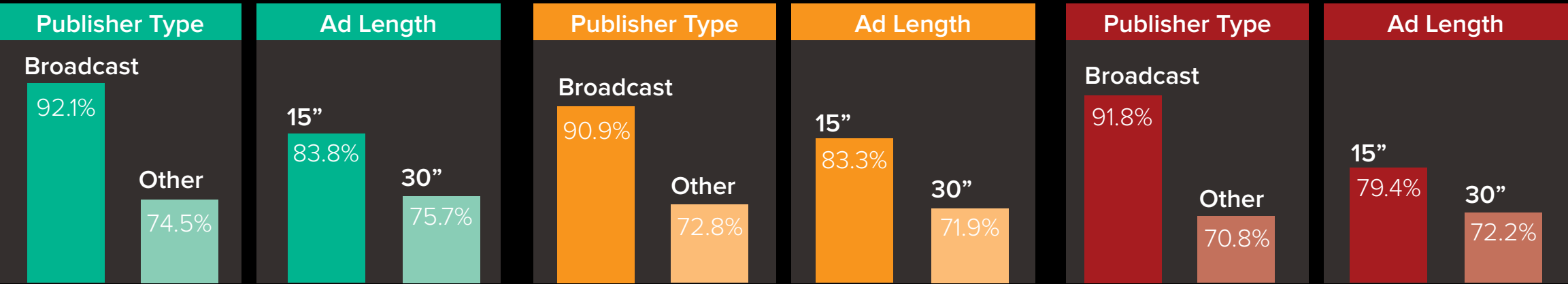
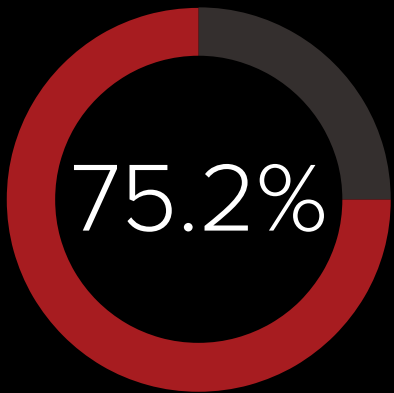
Custom Interactive



Click-Thru Interactive



Pre-Roll

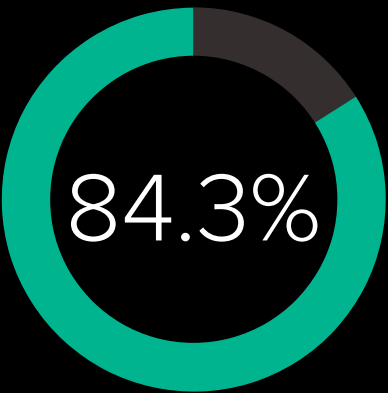




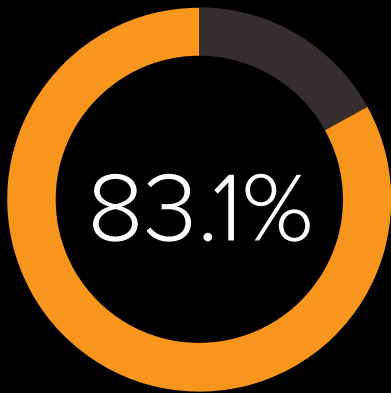
% Ad Viewed

More compact stories in shorter videos result in more of your ad being seen. Ensuring that your strongest messaging is featured in the start of your video is crucial, as viewers can drop off or click out before the grand finale. Not to mention higher quality inventory shows significant jump in performance across all video formats.

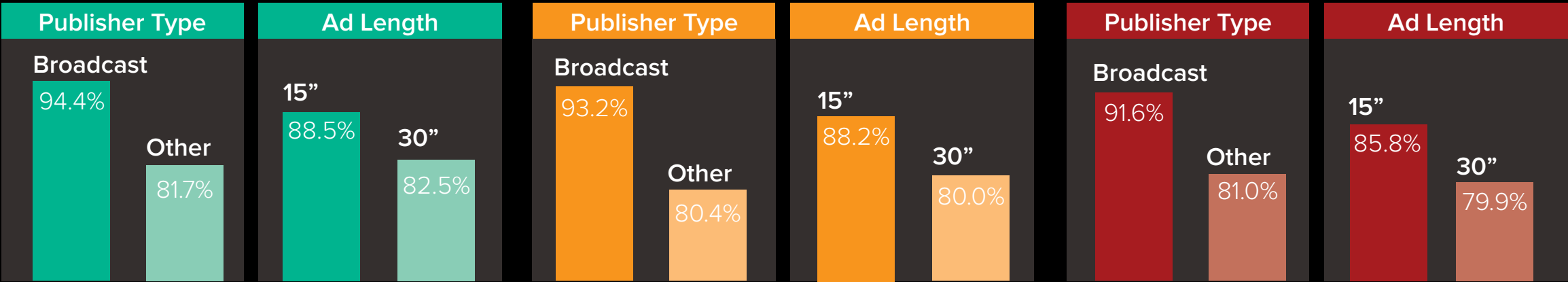
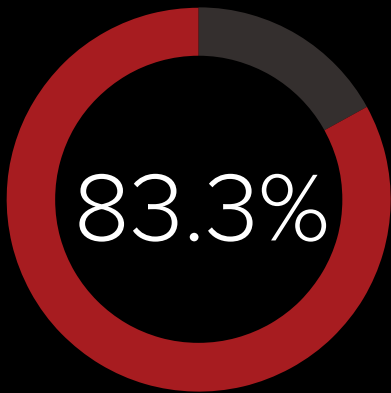
Custom Interactive



Click-Thru Interactive



Pre-Roll

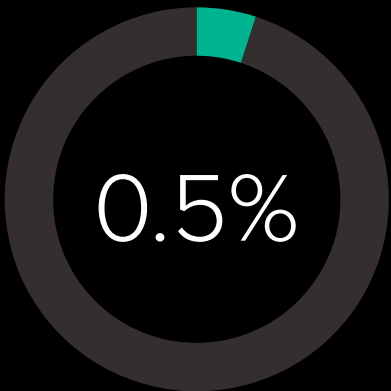




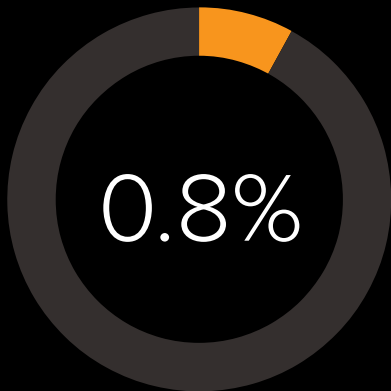
# Click-Thru Rate

Once again, the numbers show advanced video designed specifically with click-thrus in mind is the best format for generating clicks, while interactive video that is designed to keep audiences engaged within the video to explore more content before clicking out.

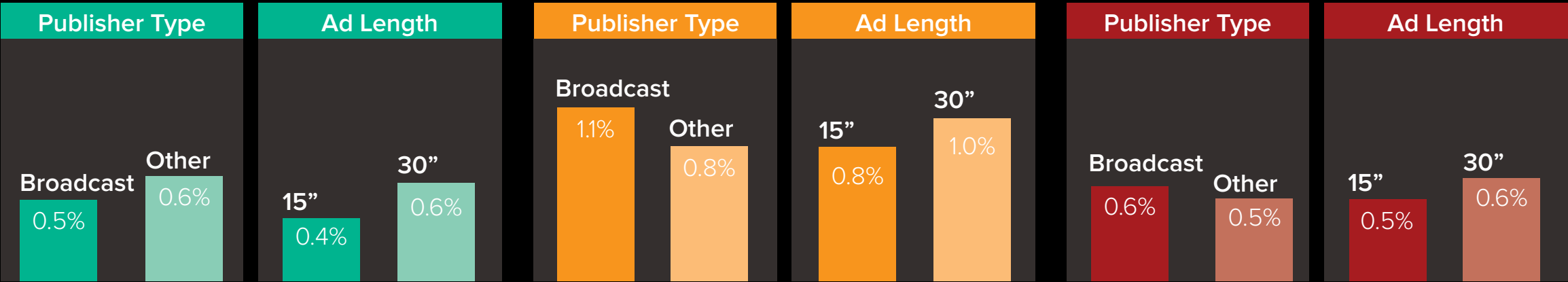
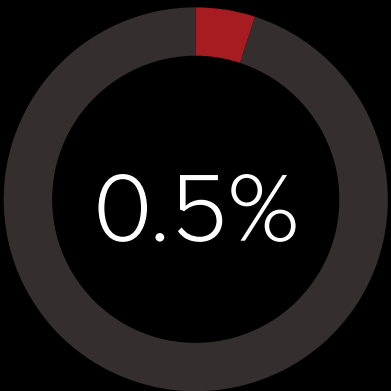
Custom Interactive



Click-Thru Interactive



Pre-Roll

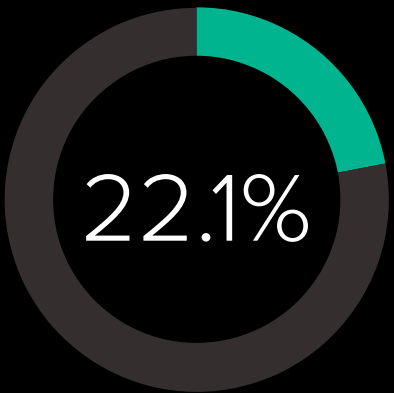




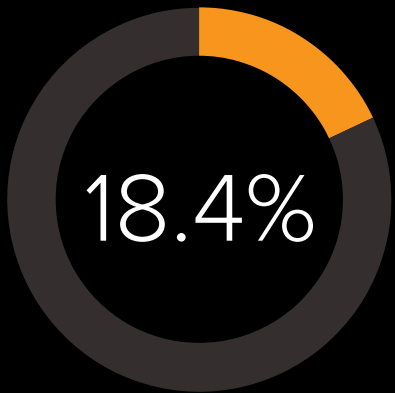
# Awareness

As an industry, we know that views don't necessarily mean that audiences watched your video, so having a better understanding how viewers are mousing over your video will help prove real interaction. There's no guesswork here—just real interaction with your brand.

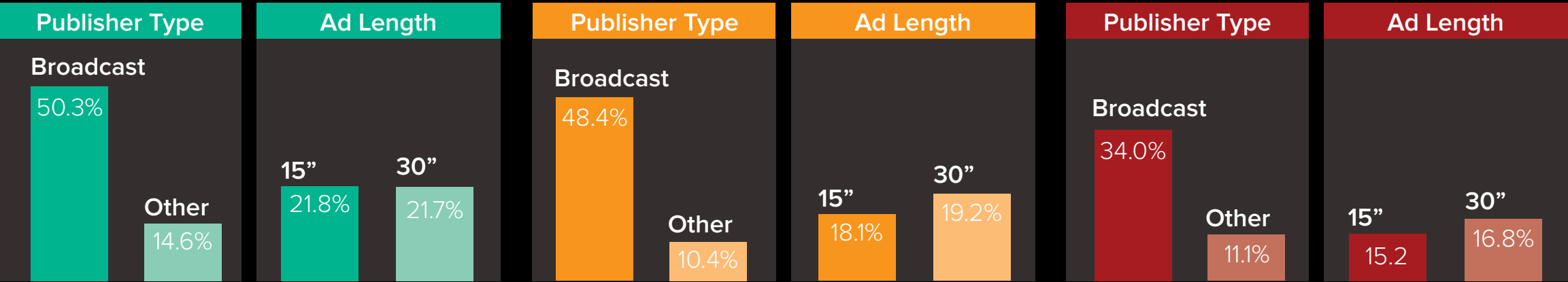
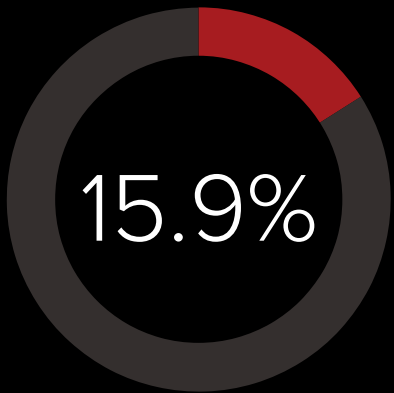
Custom Interactive



Click-Thru Interactive

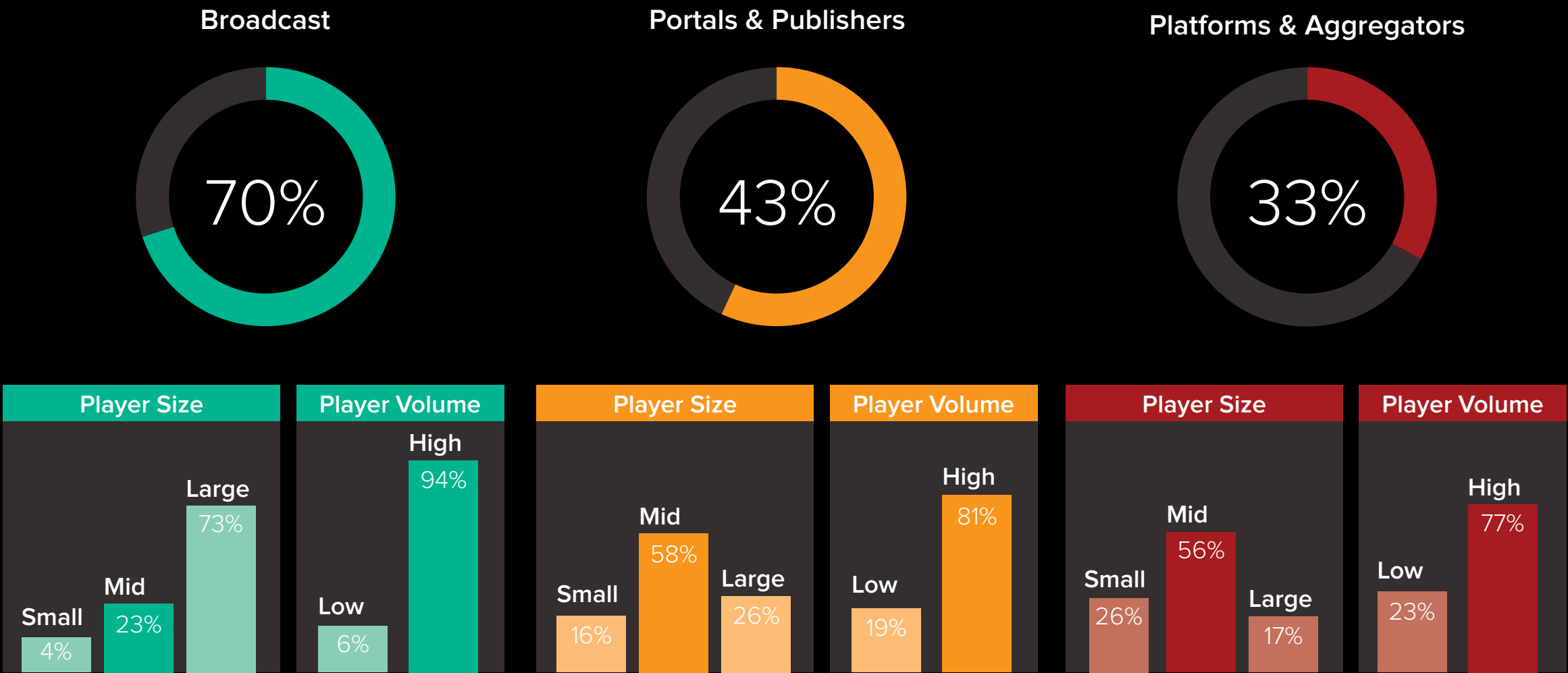


Pre-Roll



  
Viewability

Your videos deserve to—nay—MUST be seen! Viewability and media choices go hand-in-hand, with broadcast inventory buys yielding significantly higher viewability than other publishers. You’ve invested a lot of resources into creating your videos, so doing the same for your media placements will give better chances of audiences seeing your great work.



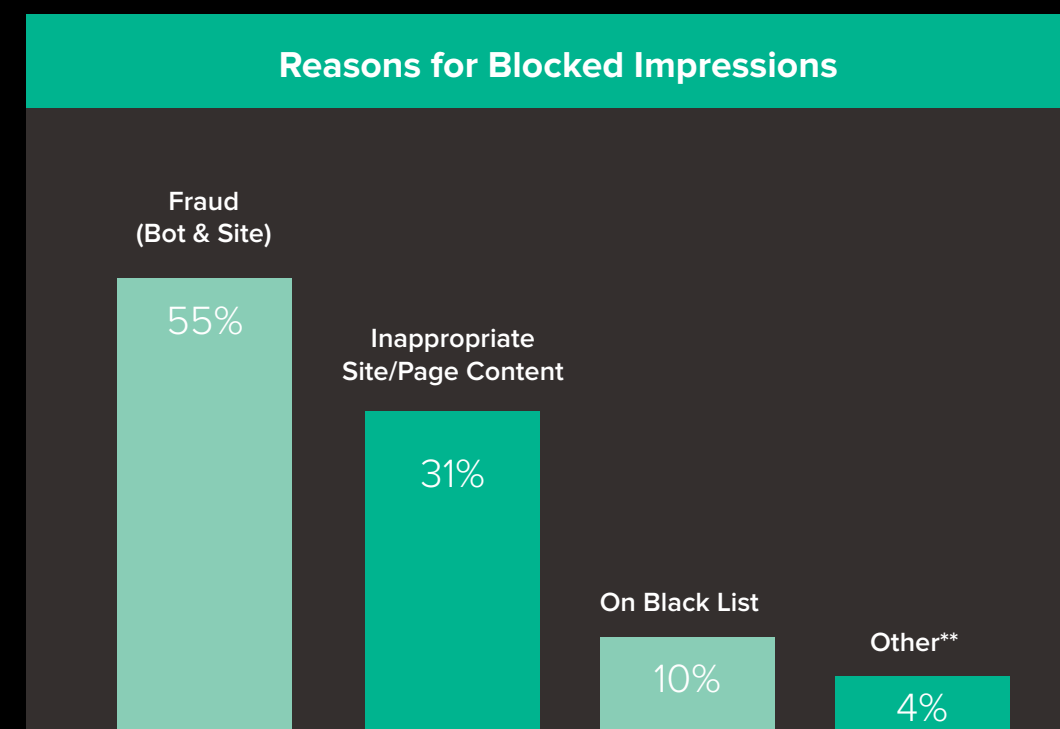
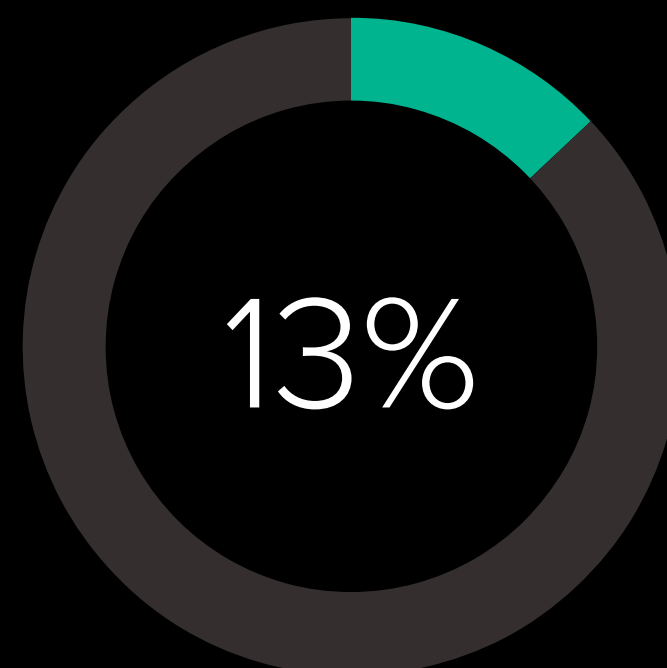


# Media Quality & Blocking

Presented by **DV**  
DoubleVerify

When it comes to delivering your video, your spot may play for the exact kind of person you want to see it, but if the page content is inappropriate or conflicts with your brand's messaging, that might hurt your brand reputation with that target consumer. After analyzing video campaigns where our integrated solution with DoubleVerify was enabled, we found that over 3/4 of blocked impressions were due to fraud (bot & site) or inappropriate site/page content— showing why it's so important for marketers to protect their videos from serving on off-brand or pirated content, fraudulent sites and to non-human bot traffic.













## Percent of Impressions Blocked for Low Media Quality



# Find Your Industry

Can't get enough video benchmark data? Want to know your vertical's specific performance specs? We have you covered with global video benchmarks for almost any industry.

Please request your vertical specific benchmarks [here](#) and a representative will follow up with your custom data.

Auto 	CPG: Food and Beverage 	CPG: Household 	Entertainment 	Finance/Insurance 	Gaming 
Pharma 	QSR/Restaurants 	Retail 	Telecom 	Travel/Tourism 	Other 

Welcome

Glossary

Summary of Findings

Devices ▶

KPIs ▶

Find Your Industry

Wrap Up

## The Future of Any-Device Video has Arrived

Audiences are watching a lot of video—eMarketer cites an average of over five hours per day—but how they’re viewing it is shifting across the fragmented screen stratosphere. By optimizing your approach with unique options on every device, you will help increase engagement with your audience.

From capturing attention with connected TV or encouraging engagement on mobile, each device has its own strengths. You can make the most of your video strategy by optimizing the full potential of each screen, at scale, while increasing the time audiences spend with your brand. Viewers demand amazing experiences on all devices, so it’s time to give them what they want.

Are you ready to reach and engage audiences on any screen?

Get in Touch ▶

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