

2016 Original Digital Video Consumer Study

IAB



The IAB manages the NewFronts, digital video's premier showcase of new, original, professionally produced video content for digital distribution.

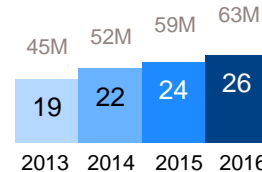
As part of a comprehensive research program around the NewFronts, the IAB partnered with GfK to track consumer attitudes, awareness and usage of Original Digital Video. In its fourth year, the purpose of this study is to benchmark how many consumers are watching Original Digital Video and to inform the buying community about what consumers do, watch, think and feel about original, professionally produced digital video content compared to other types of online video as well as regular TV.



Monthly+ ODV viewership continues to rise and ODV viewing becomes more habitual

Pop Monthly+ ODV Viewers

Monthly+ ODV Viewers (%)



66%

say viewing ODV on a connected TV has reduced regular TV watching

(+8pp vs. 2015)

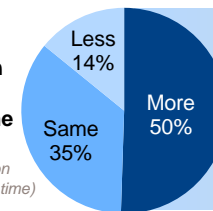
(Among ODV viewers on connected TV)

35%

have preferred ODV sites
(+6pp vs. 2015)
(Among viewers of ODV)

ODV viewed on Connected TV during Primetime vs. Year Ago

(Among ODV viewers on connected TV during primetime)



Why watching more?

(vs. 2015)

50% Habit (+10pp)

49% Better Quality (+13pp)



ODV overtakes Primetime TV for the first time as most likely to watch among ODV viewers

Video Most Likely to Watch (Max Diff)

(Among viewers of ODV)

ODV via streaming video	140	↑ 8
Primetime TV on broadcast or cable TV	135	↓ 10
News on broadcast or cable TV	98	↑ 7
Live sports on broadcast or cable TV	90	

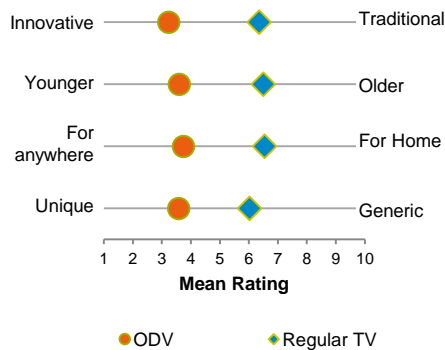
62%

(Among viewers of both ODV and Primetime TV)

say they like ODV better than Primetime TV because of the ability to watch on their own schedule

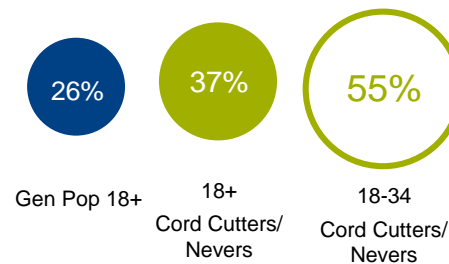
Image – ODV vs. Regular TV

(Among viewers of both ODV and regular TV)



Ad memorability in ODV content has increased overall, especially among 18-34 Cord Cutters and Cord Nevers

Monthly+ Viewership of ODV



Memorability of ODV Ads (%)

(Among viewers of ODV)

