



OVERVIEW: GUIDE TO DIGITAL VIDEO ADVERTISING

VIEW THE FULL GUIDE AT IAB.COM/VIDEOGUIDE

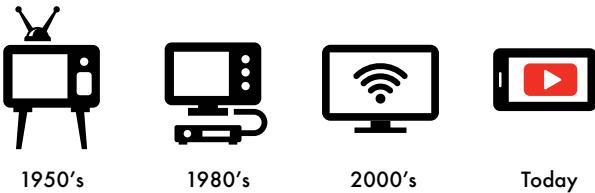
WHY DO WE NEED A DIGITAL VIDEO GUIDE?

Over the decades, the ways audiences have consumed video content has undergone continuous and dramatic shifts. In the 1950s, families across the country would sit down after dinner to watch a series of scheduled programs. In the mid-1970s and 1980s, subscription cable was introduced, and now, we are in the era of internet and digital television. As the number of connected devices used by the typical U.S. consumer grows, so are the number of digital media experiences. These changes have resulted in a critical inflection point, revealing the industry's need for a clearer understanding of the ongoing relationship between traditional TV and digital video.

To address this need, IAB and its members have created the [Guide to Digital Video Advertising](#). The guide serves as a more detailed companion to the previously released [IAB Video Landscape Report](#) and [Digital Video Glossary](#) and seeks to help the industry demystify video, and give publishers, marketers, and brands the tools they need to understand video in all its multiple forms. It will serve as a reference for all things video in the digital advertising space, providing best practices, practical and technical advice, and links to research papers/primers/standards written by the Interactive Advertising Bureau (IAB), IAB Tech Lab, Media Rating Council (MRC), Trustworthy Accountability Group (TAG), as well as external research. The guide also indicates the relevant IAB working groups that member companies can join to participate in advancing the video advertising space. The Guide to Digital Video Advertising will be updated periodically as the industry evolves, incorporating the feedback from IAB member companies.

Below please find an overview of the key elements included in each chapter of the [Guide to Digital Video Advertising](#). We encourage you to read all the sections of interest and to share this information with your social networks.

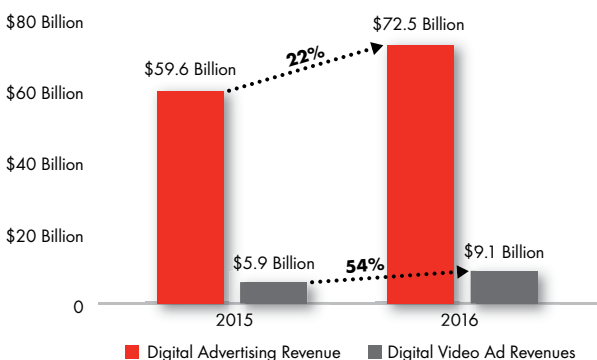
DIGITAL VIDEO EVOLUTION



1950's 1980's 2000's Today

DIGITAL VIDEO ADVERTISING OPPORTUNITIES

Learn about the U.S. digital and video space: which video formats drive growth and what trends are upcoming.



THE DIGITAL VIDEO ADVERTISING LANDSCAPE

View a snapshot on how all the moving parts interact and are interconnected in the digital video media ecosystem.

- Various types of ad formats
- In-stream vs. out-stream units
- Variations in duration and frequency
- Other interactive elements

VIDEO AD TECH: OVERVIEW



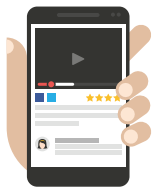
VAST 4.0

Why is video ad serving different? What are the technologies used? For instance, the guide provides a checklist for publishers and agencies on how to successfully migrate from Flash and transition to HTML5 and how to implement the latest IAB V-Suite standards (including VAST4.0).

AUDIENCE, DATA, AND MEASUREMENT

Data is the connective tissue that guarantees the success of any new entertainment experience. The guide provides examples of first-, second- and third-party data as well as the various methodologies of identity data management (including deterministic and probabilistic approaches).

MOBILE VIDEO



The ever-anticipated “year of mobile” finally arrived in 2016. For the first time, mobile advertising spend surpassed that of desktop. Mobile video advertising has grown an astonishing 145% year-over-year to \$4.2 billion. To capitalize on this growth, we provide you with best practices on emerging formats such as vertical video.

VIDEO AUTOMATION (OR “PROGRAMMATIC”)

This section of the guide defines the ins and outs of automated video advertising or “programmatic” video. Learn about the latest buzzword, ‘Header Bidding,’ and as well as the evolution and measured rollout of programmatic and automation for formats such as linear TV inventory.

THE NEW TV

Learn all about the world of Over the Top (OTT) and connected TV video streaming, internet connected devices, and linear addressable TV.



CHALLENGES IN THE DIGITAL VIDEO SPACE (AND EFFORTS UNDERWAY TO SOLVE THEM)

In this era of multiple devices and endless program choices, how do advertisers reach and measure their target audiences? Learn about these and other issues including user experience, ad latency, and fraudulent traffic, as well as the organizations working to address them.

This overview and the full guide were written primarily for publishers and marketers who wish to better understand digital video advertising. To read the full guide, please visit: iab.com/videoguide

The Guide to Digital Video Advertising was developed by the Digital Video Guide Working Group, part of the Video Center of Excellence. IAB will continue to work on advancing the video marketplace, and we welcome you to join the discussions. If you are an IAB member and would like to participate in IAB’s working groups, please email: committees@iab.com.