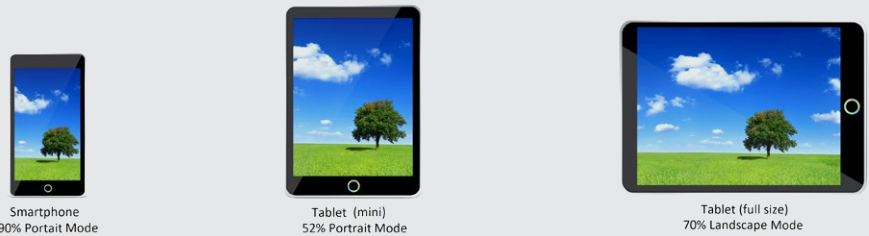


VERTICAL VIDEO—
Mobile video ads that play in a vertical (portrait) orientation rather than the typical horizontal (landscape) orientation.

FACTS ABOUT VERTICAL VIDEO

- Vertical video is growing, driven in particular by the popularity of apps such as Facebook, Instagram, and Snapchat, as well as the lip-syncing app, musical.ly
- Changing consumption patterns make vertical viewing on mobile more common
- Most smartphones are used in portrait orientation, with the most popular size (5.5 to 6") showing 90% portrait usage ([MOVR, Q2 2017](#))
- While horizontal videos are still widely used and believed to be effective, publishers and brands are increasingly experimenting with and embracing vertical formats

VERTICAL = 90% OF SMARTPHONE VIEW TIME SCREEN ORIENTATION BY DEVICE SIZE



Source: [Smartphone vs. Tablet Orientation, MOVR – the Mobile Overview Report, Q2 2017](#)

BENEFITS OF VERTICAL VIDEO ADS

- Vertical video leverages 100% of the phone's real estate (vs. 25%)
- Format works well on mobile apps where consumers are used to interstitials being served (in-between articles, songs, game levels, chat conversations, etc.)
- Users will likely not rotate their phones to landscape mode to view an ad, but are more likely to when consuming content - therefore, advertisers should get their messages across in best way possible given natural (vertical) hand position.

HORIZONTAL VS. VERTICAL



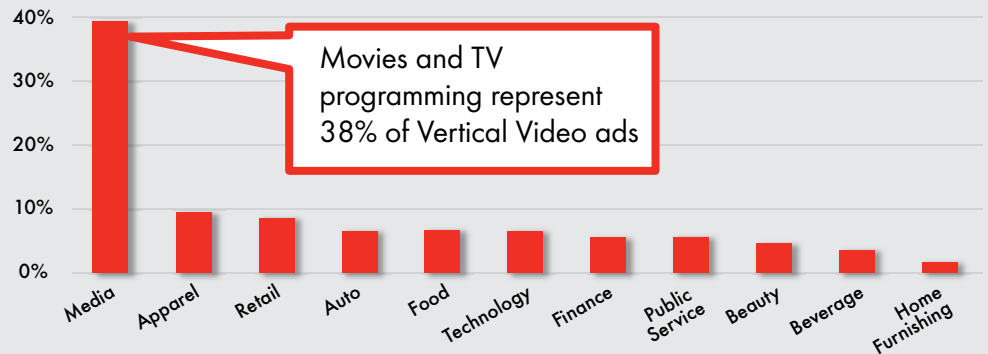
Source: [InMobi](#)

BEST PRACTICES FOR CREATING VERTICAL VIDEO ADS (OR MIGRATING EXISTING HORIZONTAL CREATIVE TO A VERTICAL FORMAT)

- Vertical videos should be filmed vertically (9:16) at the outset. If shooting horizontally, do so with vertical formatting in mind (i.e. action and talent in center frame).
- Vertical video ads can run in IAB Full Page ad units in vertical (portrait) format. Video files should be less than 5 MB with 8-12 seconds duration recommended. Vertical video may also run as a component of an augmented reality (AR) ad or virtual reality (VR) ad.
- Shorter (6 seconds or less) ads are becoming more common (with some platforms finding shorter ads having higher completion rates/user retention)
- Test short video length actively and assess how duration impacts the normal battery of basic tests: recall (aided/unaided), brand perception, etc.
- Drop into action early and feature a simple, singular message.
- While it is possible to re-size and crop horizontal ads for vertical use, the user experience can be lacking, especially when borders (letterboxing) appear around the video. Seek out assistance from firms that specialize in resizing/reformatting.
- Leverage Static or Rich Media End Cards for a call to action (download, learn more, shop the product within a rich media unit) adding further engagement beyond completion rate
- Leverage the Digital Video Ad Serving Template (VAST) for running vertical video in-app, as it is lighter and will be supported by the IAB Mobile Verification Open-Source SDK (visit [iabtechlab.com/blog/omsdk](#) for more information on Open Measurement)

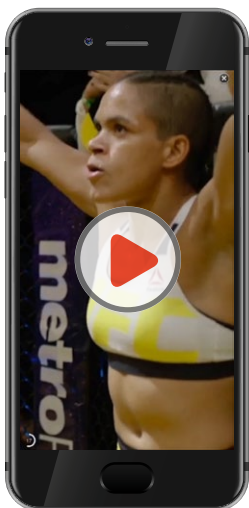
KEY BUYERS OF VERTICAL VIDEO ADS

- Entertainment (Movies and TV programming) is the largest segment
- Fashion and technology brands are actively testing
- New opportunities for pharmaceutical, since video allows for easier compliance

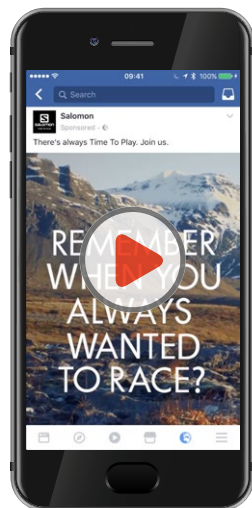


Source: Media Radar, June 2017

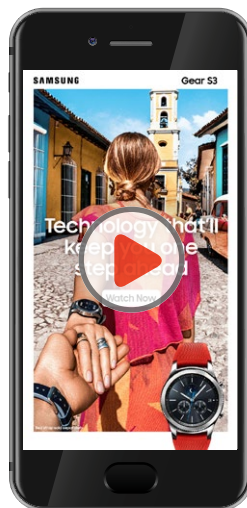
VERTICAL VIDEO CREATIVE SAMPLES (VIEW AT IAB.COM/VERTICAL-VIDEO)



AdColony



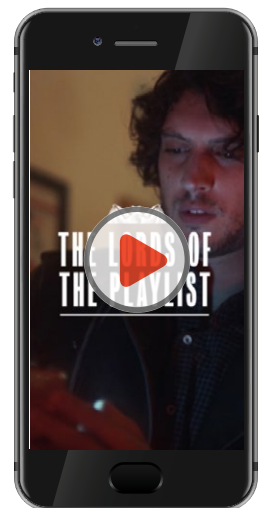
Facebook



InMobi (vertical 360)



Snapchat



Spotify

CHALLENGES WITH THE VERTICAL VIDEO FORMAT

- Not all mobile apps or websites support vertical video (Vertical video can be supported by apps that have full screen video interstitials)
- Incremental costs to produce vertical specific assets/content. Generally speaking, true "mobile first" creative is a rarity (most video advertising is still created for TV and then applied across desktop and mobile as an afterthought).
- Slow integration of the format for programmatic buying / selling

VERTICAL VIDEO AND AUTOMATED BUYING PROCESS

- Vertical video transacts programmatically today via private marketplaces mostly, as this is a way to ensure the right asset is matched with the right inventory.
- Most outstream video ad units can also run vertical video ads. This creates a large market to capture audience in content rich environments.
- Demand-Side Platforms (DSPs) can look at width/height attributes in the OpenRTB 2.5 Banner Object to determine if the placement is vertical.
- An issue today is the lack of creative assets which has hampered scale. Publishers have inventory especially via outstream ad units but those units are limited by the creative buyers which have access to and default to horizontal 16:9 ads.
- For more information on programmatic video see [Programmatic Video: A Spectrum of Automation](#)