

DIGITAL CONTENT ^{NEW}~~UPFRONTS~~
New York City • April 30 – May 4 **2018**

Introduction

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Digital Video: 232 Million Users Stream 56 Billion Videos per Month

- The typical American spends just over 15 hours a month streaming nearly 250 videos

232 Million
Users Stream
Digital Video
in a typical month

56 Billion
Videos
Streamed
in a typical month

The Average
User Streams
242 Videos
per Month

The Average
User Spends
15 Hours 3 Minutes
Streaming
Videos
Per Month

ComScore VideoMediaMetrix Jan. 17 - Dec. 17, Monthly Average, Total Audience, Home and Work.
*US Census Bureau estimates US population to be 323M as of most recent figures on July 2017.

IAB Digital Trends 2018: Consumer Usage and Ad Revenue

Video Ads: 21 Billion Video Ads Are Streamed per Month

- In a typical month, the average user will stream 95 video ads

21 Billion
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IAB Digital Trends 2018: Consumer Usage and Ad Revenue

Video Types: Ad-Supported Digital Video Viewership

Half Regularly Watch TV Shows Online, One-Third Watch ODV

Original Digital Video



86 MM



Digital video viewers that watch professionally-produced and ad-supported video content made for digital distribution only. The original video content can include episodic shows, online clips/extras from TV shows or show-form video.

TV Shows Online



135 MM



Digital video viewers that watch TV series online instead of through traditional linear TV via a pay TV service or over the air. These TV shows could be either currently airing on TV or aired in the past.

Ad-Free Only Digital Original Series



35 MM



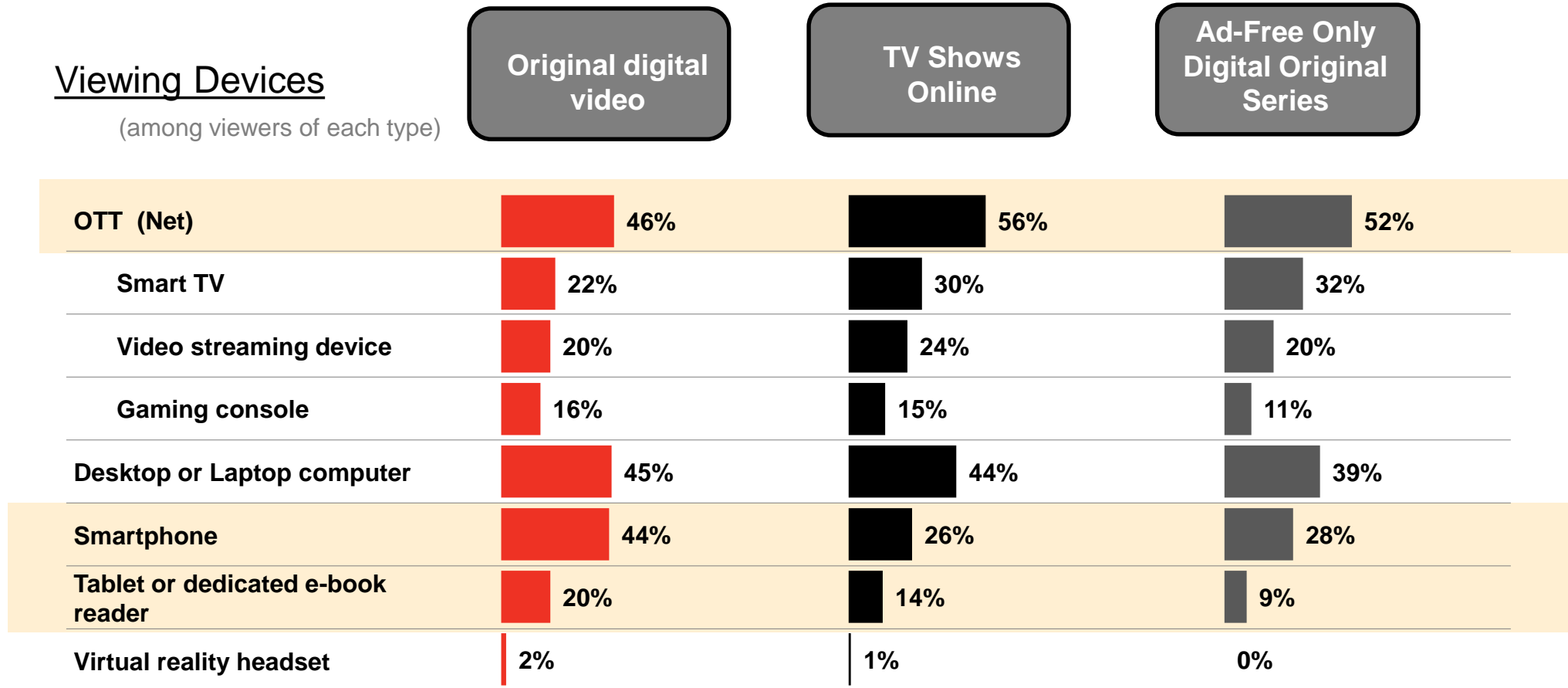
Digital video viewers that watch professionally-produced digital original series only through ad-free video streaming services such as Netflix and Amazon Prime.

Based on 2017 US Census (source: <https://www.census.gov/cps/data/cpstablescreator.html>)

Total US Population, Ages 13+ 268 million

Viewing Devices: Roughly Half Typically Watch These Types of Video on OTT Platforms

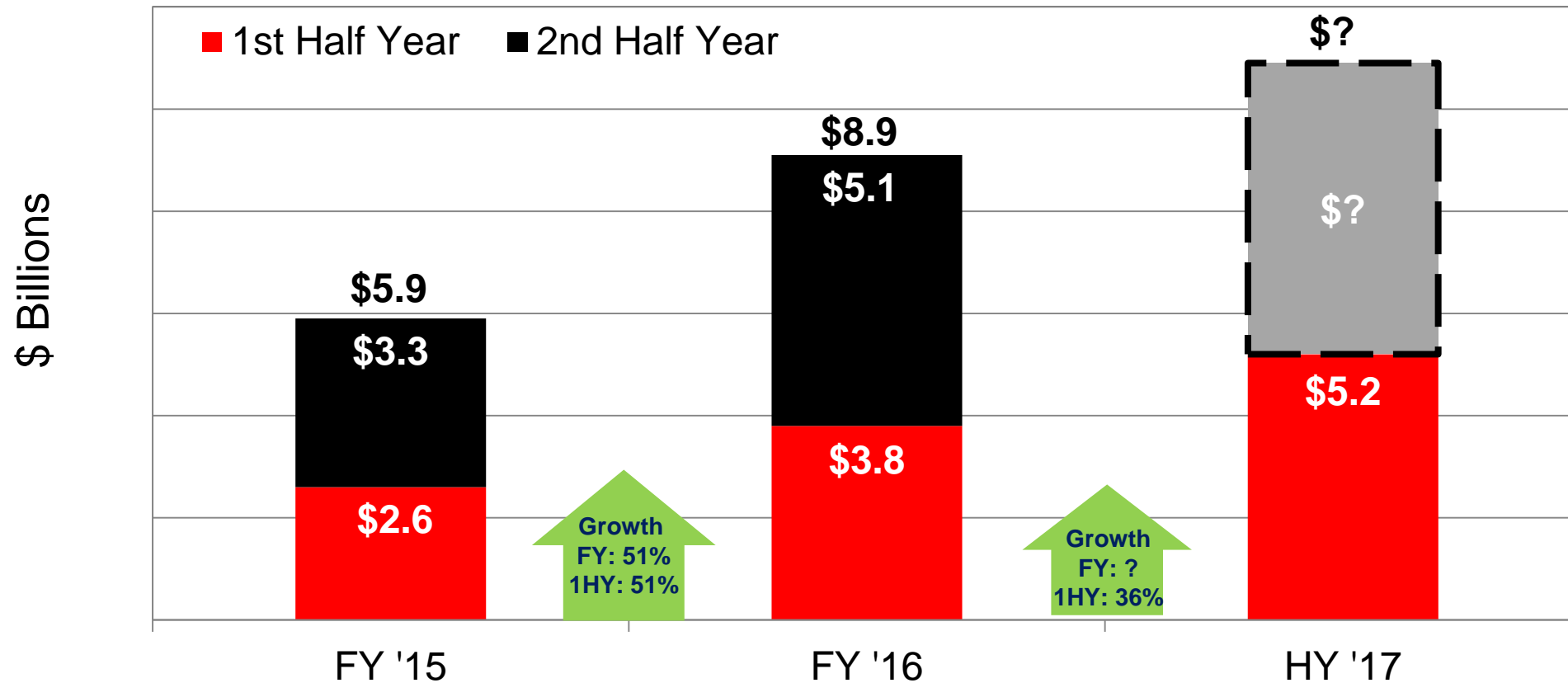
Mobile and OTT are the leading ODV viewing platforms



A4. Which of the following devices do you typically use to watch the following types of video?

Video Ad Revenue: Video Ad Revenue Continues to Grow

US Total Video (Mobile + Desktop) Ad Revenue (\$ Billions)
Full Year, Half Year and % YoY Growth



Note: Full Year totals accurately reflect the sum of Half Year totals as rounded to two decimal places.

Video Ad Spend: Original Digital Video Ad Spend Plans

<http://adweek.it/2qVCDMx>