ExtremeReach

Q1 2018
Video Benchmarks

Our Video Benchmarks Report for Q1 2018 reveals positive trends in video advertising with completion rates at new highs and fraud rates at new lows. Premium Publishers account for the majority of impressions served in Q1 at a rate of 71%, versus 29% for media aggregators.

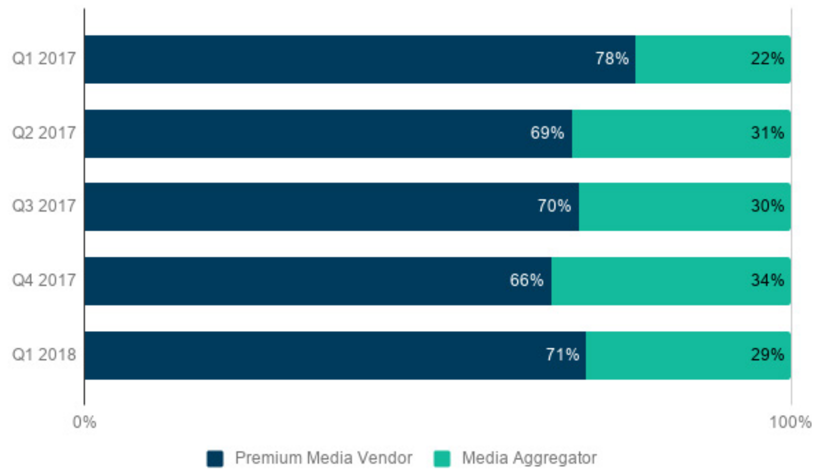
This report tracks performance metrics for video ads served from the Extreme Reach platform for major brands across multiple categories.

Percent of Impressions

A LOOK AT HOW ALL VIDEO IMPRESSIONS SERVED BY EXTREME REACH BREAK DOWN BY AD LENGTH, MEDIA TYPE AND DEVICE

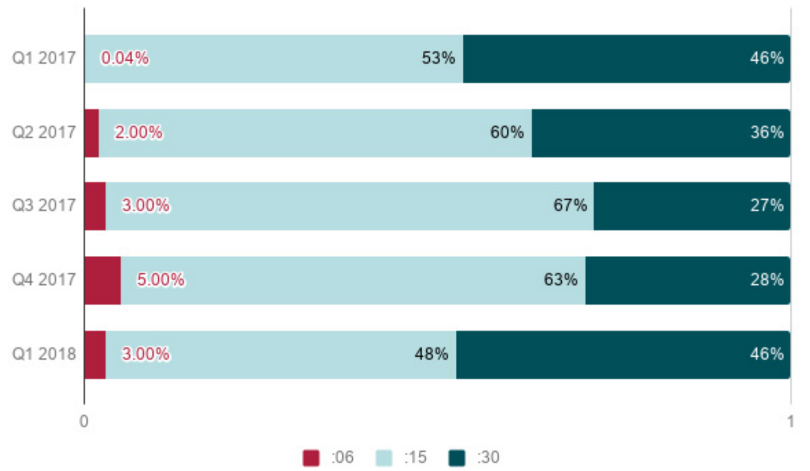
Percent of Impressions by Media Type

For the last 5 consecutive quarters, premium media sites have made up the majority of impressions served, ranging from a high of 78% in Q1 2017 to a low of 66% in Q4 2017. In Q1 2018 that number settled at 71%, with aggregators making up the remainder 29%.



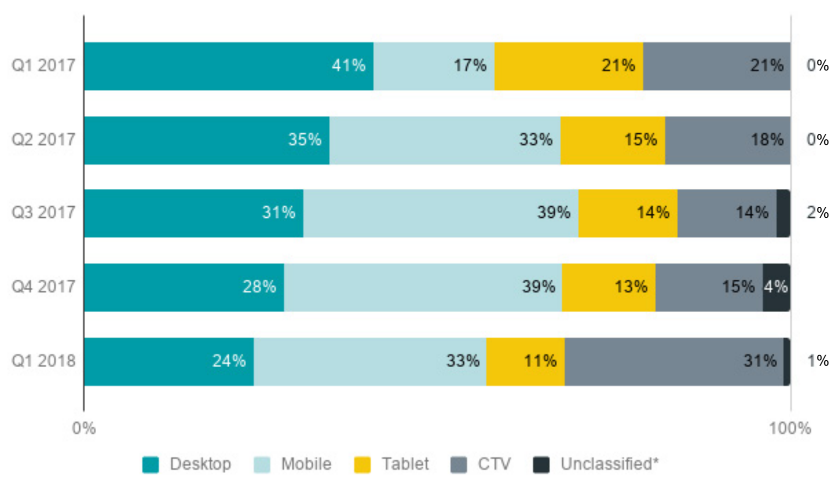
Percent of Impressions by Ad Length

After generating considerable buzz in the advertising industry in the second half of 2017, 6-second ads picked up steam in Q1 2018. We saw the number of vendors running 6-second ads increase more than 300% in Q1 2018 vs Q1 2017. Currently 2.8% of all video ads, up from .04% in Q1 2017.



Percent of Impressions by Device

Mobile is solidifying its position at the head of the media-consumption pack with 33% of all video ad impressions. Connected TV (CTV, e.g., Roku, Apple TV, Playstation and Amazon) has surged in its share of impressions, moving from 15% in Q4 2017 to 31% in Q1 2018. Desktop, on the other hand, experienced its fourth quarter of decline and now accounts for 24% of total video impressions.



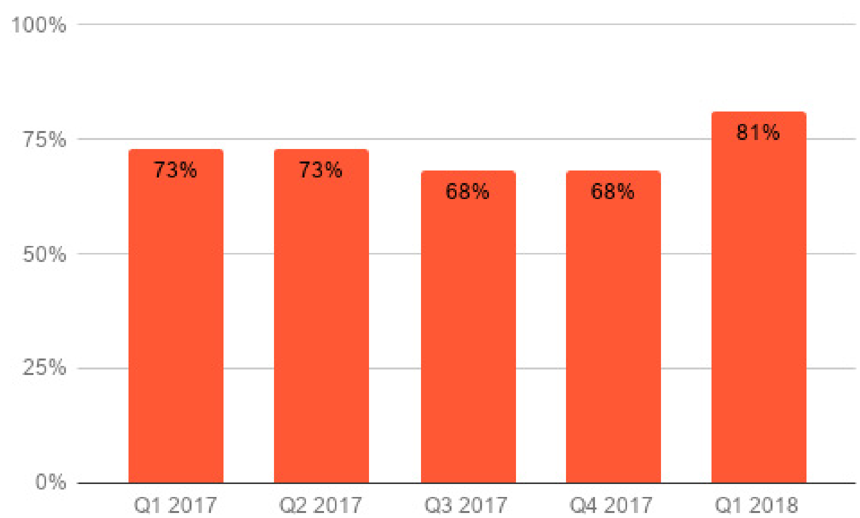
*Unclassified captures impressions from user agents who are known to be valid, as per industry sources, but whose platform or device we are unable to identify. Previously filtered out of net impressions, they are now counted as valid impressions in this new category.

Video Completion Rate

PERCENT OF IMPRESSIONS WHERE VIDEO PLAYED ALL THE WAY THROUGH

Average VCR

The average Video Completion Rate was up considerably in Q1 2018 over all quarters in 2017. Premium media sites saw the largest increase and media aggregators were up versus all quarters of 2017 as well.



+16.0%

Quarter / Quarter

Q4 2017 / Q1 2018

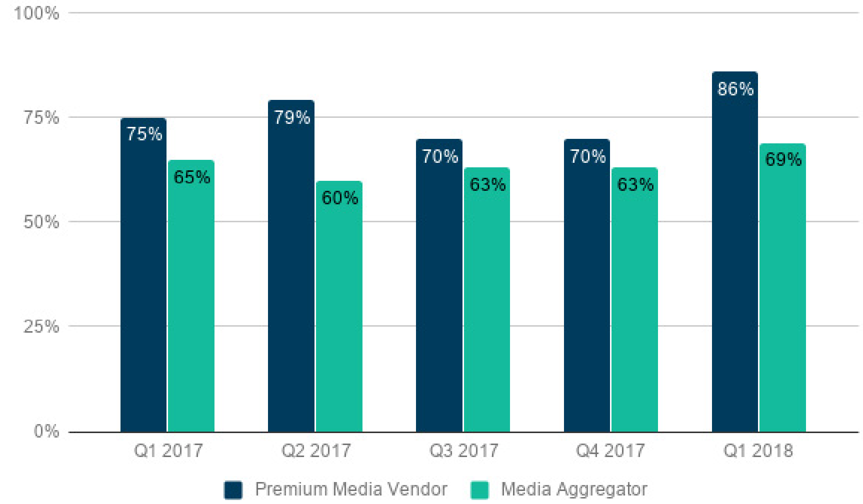
+9.9%

Year / Year

Q1 2017 / Q1 2018

VCR by Media Type

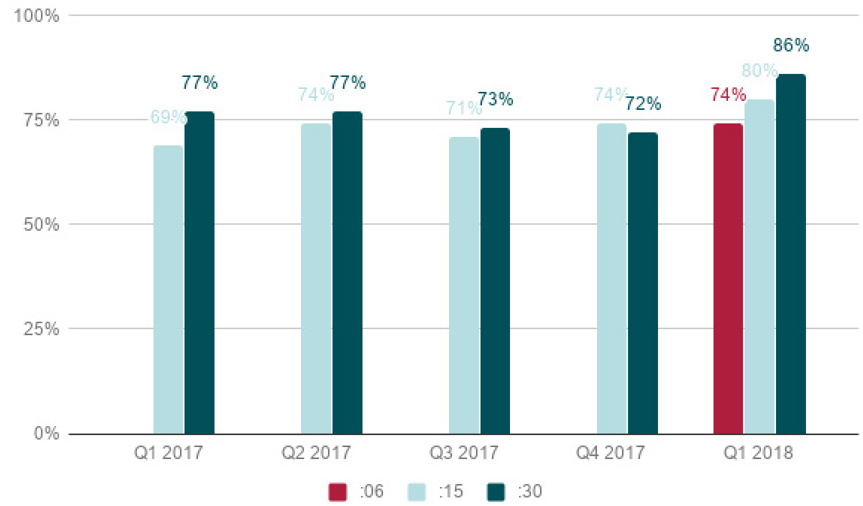
Higher VCR for premium sites is likely due to the increase in CTV traffic, which is typically non-skippable, as illustrated by the VCR breakdown by device.



VCR by Ad Length

With the wider adoption of 6-second video ads, we've added this new length to our benchmarks starting with Q1 2018. And while shorter video ads are showing a marked increase, it may seem surprising that 30-second ads would show the greatest increase over previous quarters, even more than their 15-second siblings.

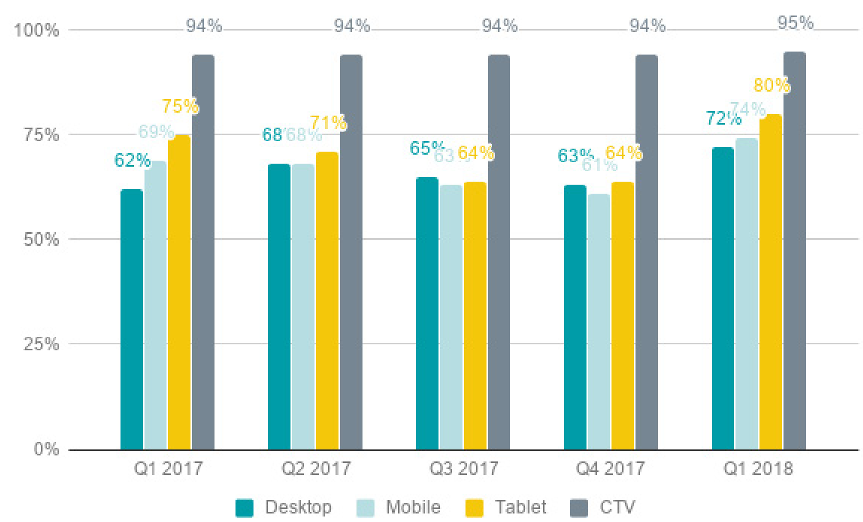
Though our chart shows the completion rate for 6-second ads is 74%, when removing any impressions where 3rd party measurement was not also available for completions, the rate jumps to 90%.



VCR by Device

VCR for all device types increased in Q1 2018 beyond levels seen in all quarters of 2017. Even desktop, which declined from Q2 to both Q3 and Q4, rose beyond its 2017 height in Q1 2018.

CTV numbers are consistently high because viewers tend to be committed to the content they've chosen to watch and they don't have an option to skip the ads. Completion rate for CTV rose from a steady 94% throughout 2017 to 95% in Q1 2018.

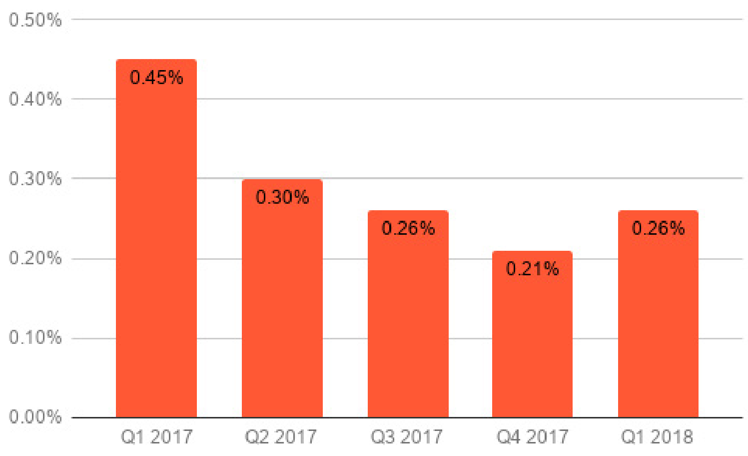


CTV = Connected TV, e.g., Roku, Apple TV, Playstation and Amazon Firestick

Click-Through Rate / Engagement and Average Time Spent

NUMBER OF CLICKS DIVIDED BY THE NUMBER OF IMPRESSIONS

Average CTR



+19.2%

Quarter / Quarter

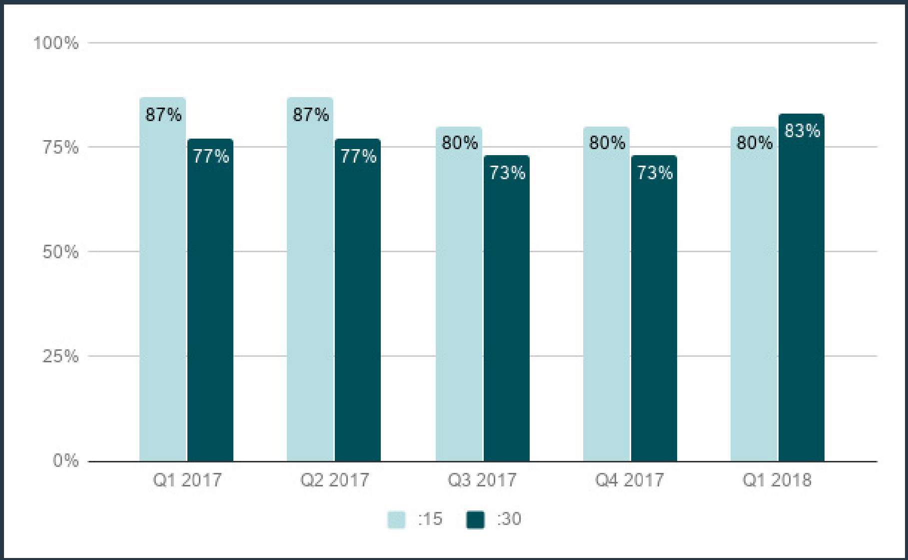
Q4 2017 / Q1 2018

-42.2%

Year / Year

Q1 2017 / Q1 2018

Average Percent Time Spent

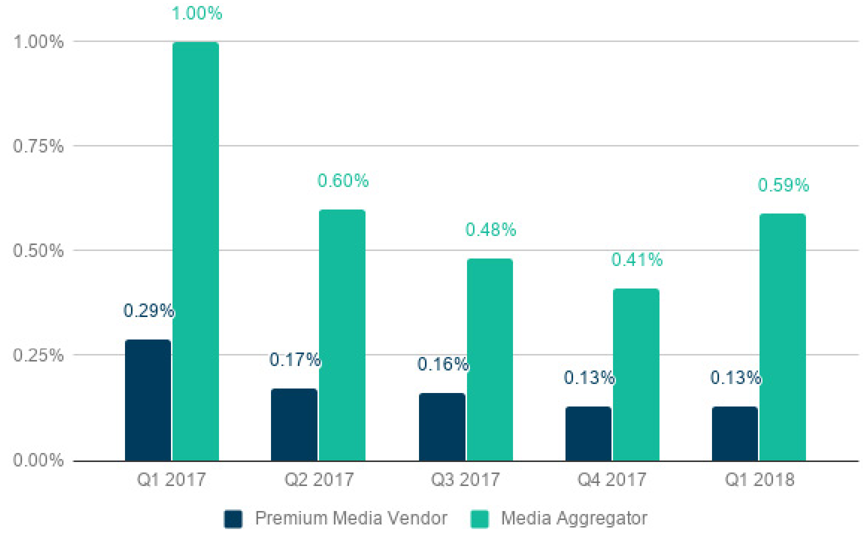


Average Time Spent by Seconds

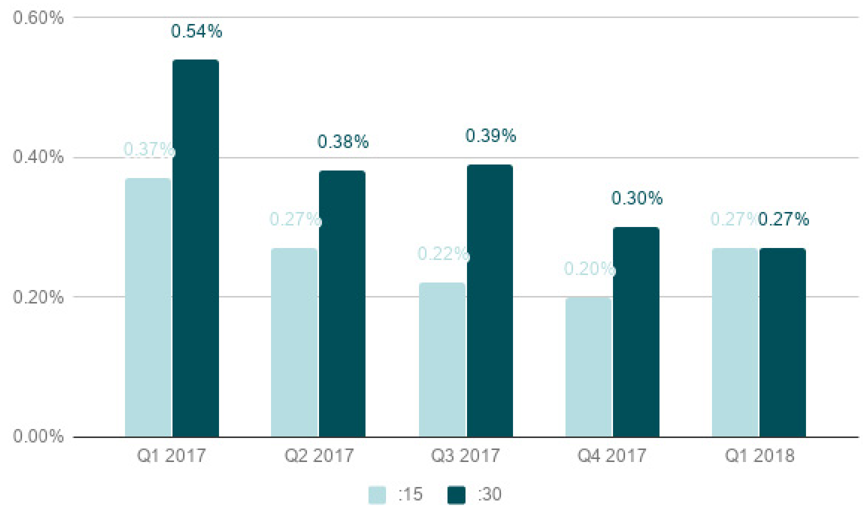
	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
:15	:13	:13	:12	:12	:12
:30	:23	:23	:22	:22	:25

CTR by Media Type

After several quarters of declining click through rates (CTR), the trend reversed in Q1 2018, with both premium publishers and aggregators showing increases.

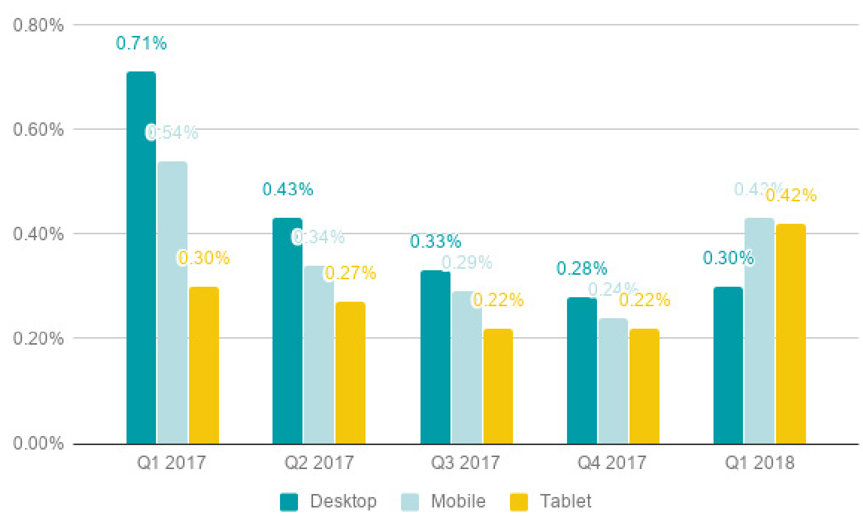


CTR by Ad Length



CTR by Device

Mobile continues to prove the most effective channel for advertisers driving user action from video advertising, as indicated by an increase in CTR of 79.2% from Q4 2017. Still, this remains 20.4% lower than the peak seen in Q1 2017. Tablets also showed gains for the first time in 3 consecutive quarters, increasing 40% from the previous high in Q1 2017 and 90% over Q4 figures.



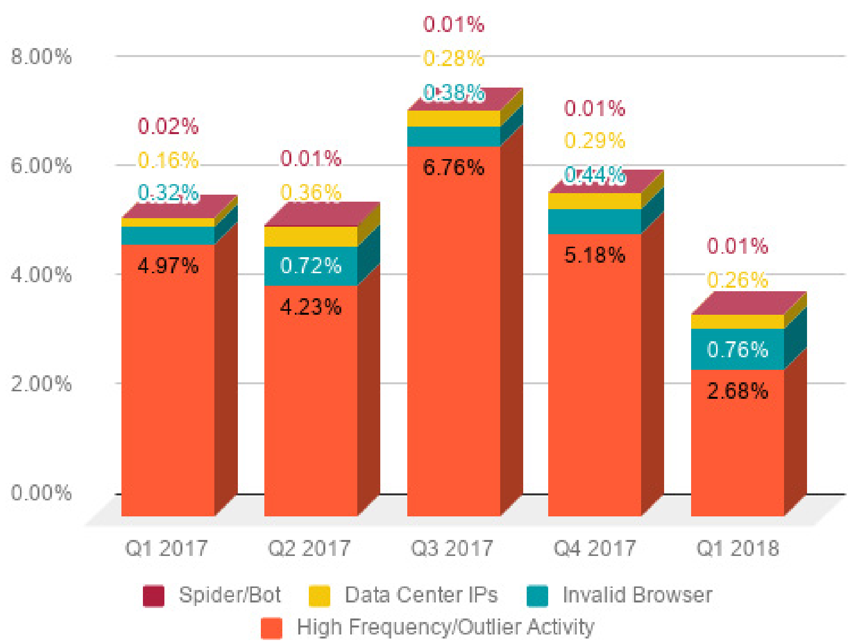
General Invalid Traffic (GIVT) Filtered Rate

PERCENT OF IMPRESSIONS FILTERED FROM GROSS COUNTS

Average GIVT

General Invalid Traffic reached a new low in Q1 2018 of 3.7%, down from a 5-quarter high in Q3 2017 of 7.43%.

	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Total	5.47%	5.32%	7.43%	5.92%	3.70%



-37.5%

Quarter / Quarter

Q4 2017 / Q1 2018

-32.4%

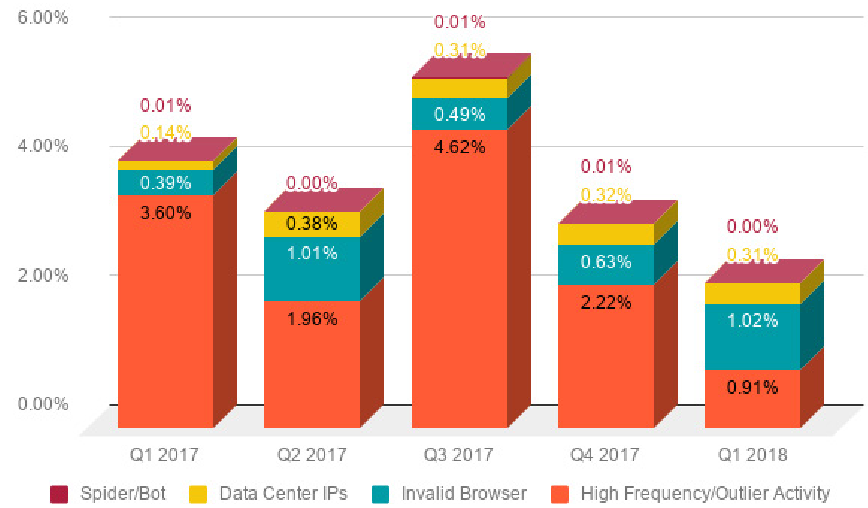
Year / Year

Q1 2017 / Q1 2018

	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Total	4.14%	3.35%	5.43%	3.17%	2.24%

Premium Media Vendor GIVT

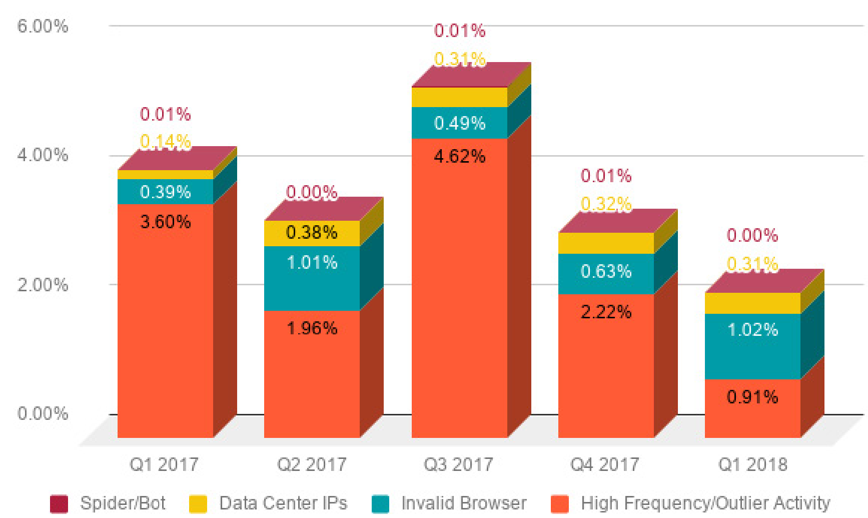
High frequency/outlier activity generally tops the list of reasons for filtering General Invalid Traffic across the board, but for Premium Media Vendors in Q1, Invalid Browser was the leading reason for GIVT.



	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Total	9.80%	9.51%	11.72%	11.34%	7.12%

Media Aggregator GIVT

Among Media Aggregators, high frequency/outlier activity was the leading reason for GIVT by a large margin. The rate of GIVT dropped significantly, both compared to Q1 2017 and to Q4 2017, reaching a new low in Q1 2018 of 9.8%.



Small Player Rate

SMALL PLAYER SIZE RATE CAPTURES IMPRESSIONS ON VIDEO PLAYERS <400X300 WXH IN PIXELS

Average Small Player Rate

Media aggregator sites have always led premium sites in small video player rates, but the difference between the two shifted considerably in 2017 and the year ended with rates being 3% higher on premium sites than aggregators -- a first for Extreme Reach benchmarks. This may have been due to the use of smaller players in mobile ads. In Q1 2018, the rate of small players on Premium sites returned to a level closer to what we had seen in the first half of 2017.

-7.7%

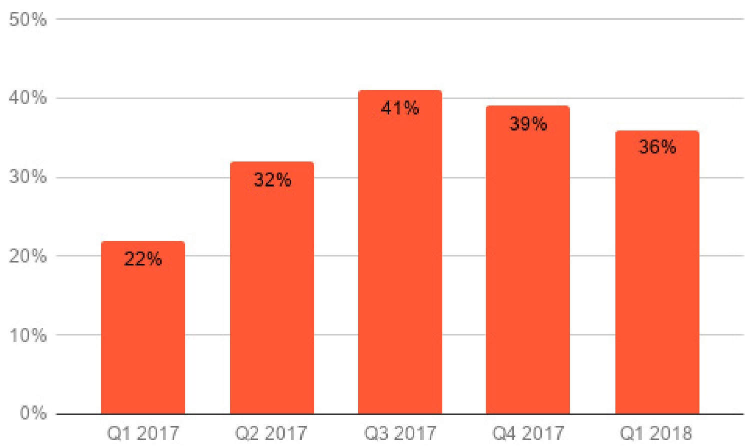
Quarter / Quarter

Q4 2017 / Q1 2018

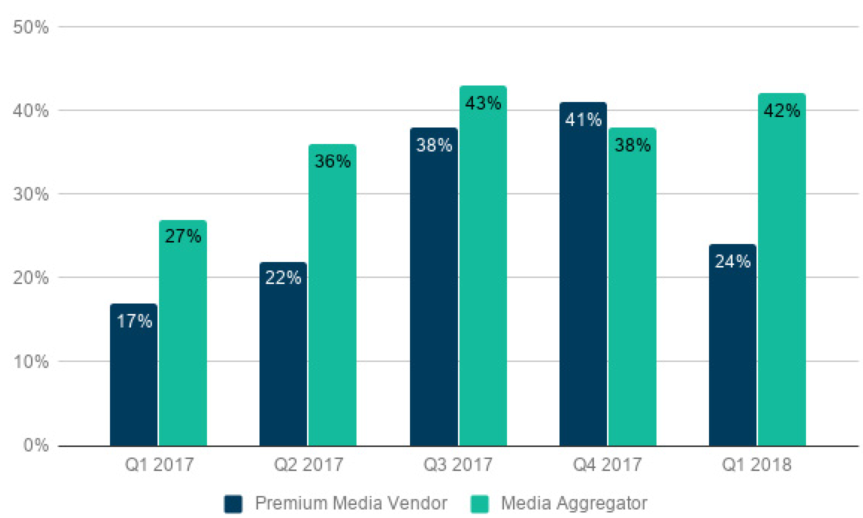
+38.9%

Year / Year

Q1 2017 / Q1 2018



Small Player Rate (< 400x300px) by Media Type

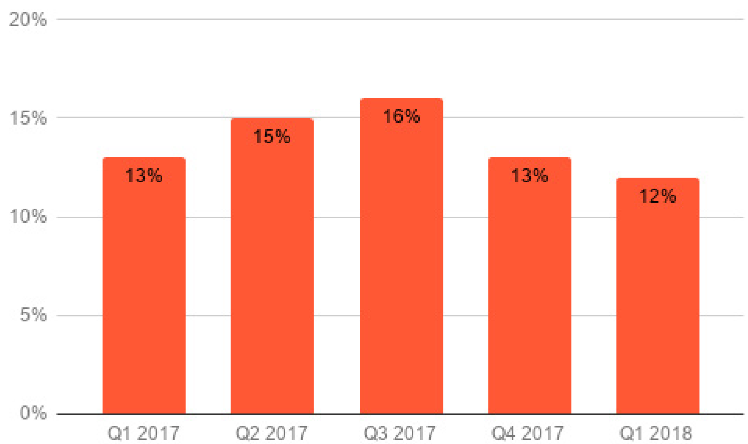


In-Banner Video Rate

IN-BANNER VIDEO RATE CAPTURES IMPRESSIONS ON VIDEO PLAYERS 300X250 WXH IN PIXELS

Average In-Banner Video Rate

The in-banner video rate has been declining over the past two years, likely because it is a format used a lot when demand for video ads outpaces supply. With the growth of video content and the ad inventory that accompanies it, in-banner video should continue to decline. In Q1 2018, the rate for premium sites held steady at 5% and declined slightly for media aggregators.



-7.7%

Quarter / Quarter

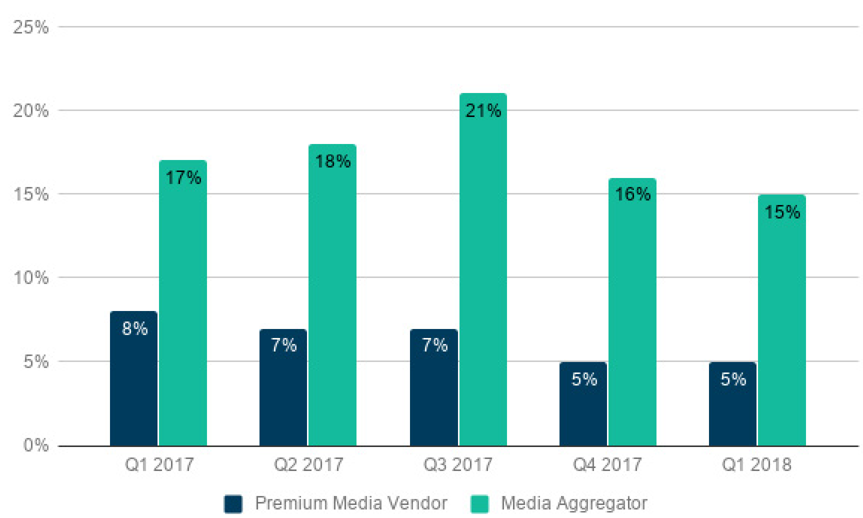
Q4 2017 / Q1 2018

-7.7%

Year / Year

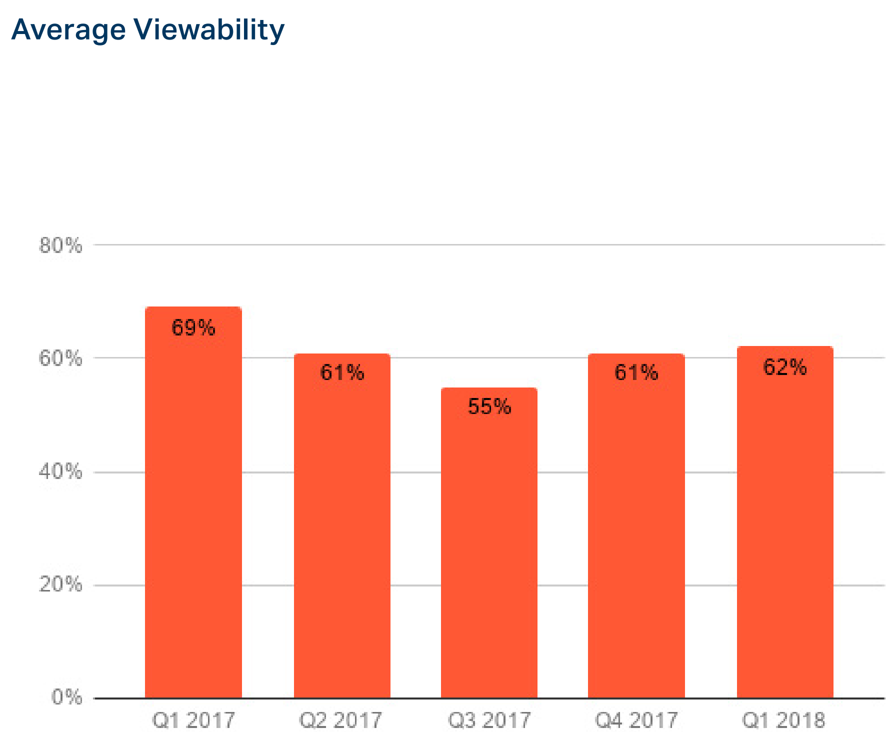
Q1 2017 / Q1 2018

In-Banner Video Rate (300x250px) by Media Type



Viewability

PERCENT OF IMPRESSIONS, MINIMUM 50% IN VIEW FOR MINIMUM OF 2 CONSECUTIVE SECONDS



+1.6%

Quarter / Quarter

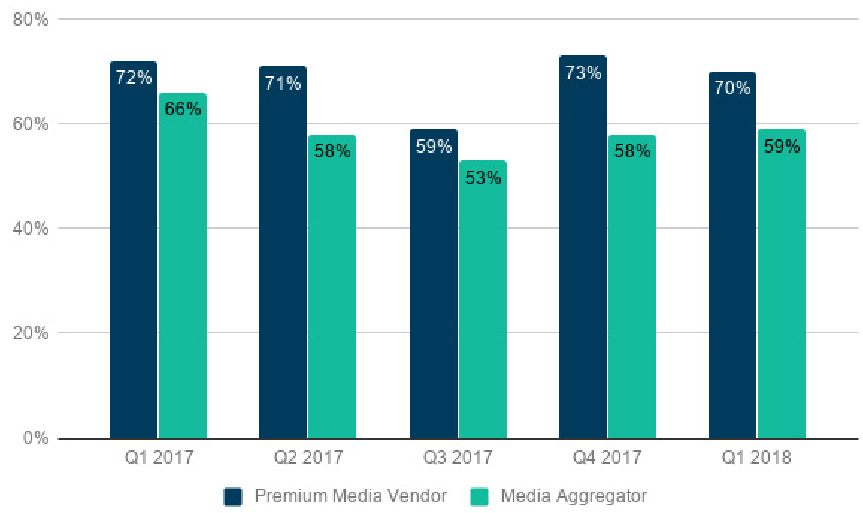
Q4 2017 / Q1 2018

-10.1%

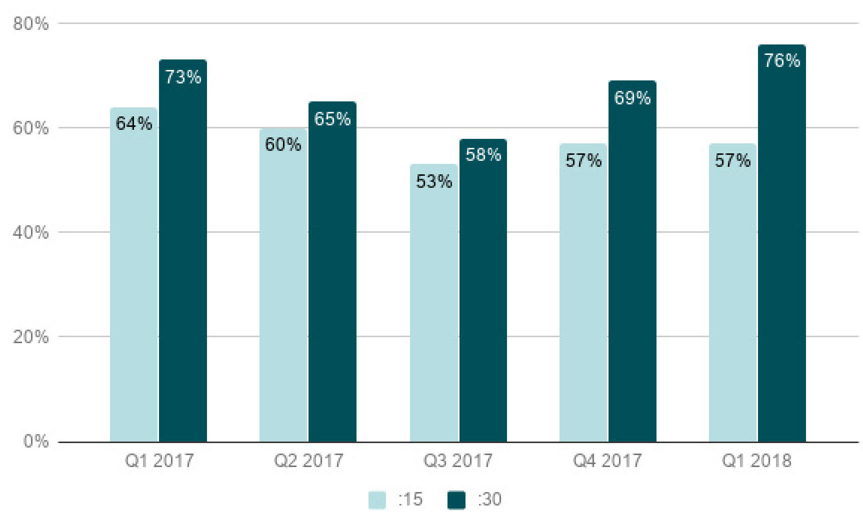
Year / Year

Q1 2017 / Q1 2018

Viewability by Media Type



Viewability by Ad Length



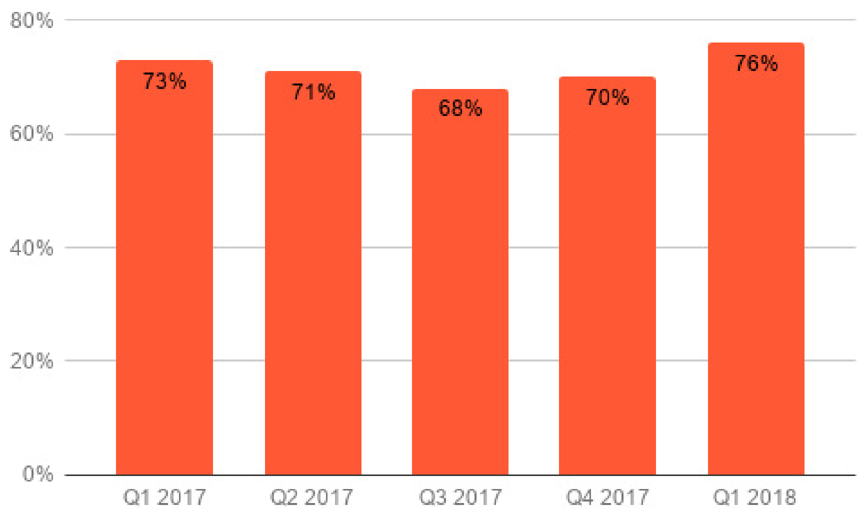
Viewable Completion Rate

PERCENT OF IMPRESSIONS, BOTH VIEWABLE AND PLAYED ALL THE WAY THROUGH

VIEWABLE COMPLETION RATE IS A SUBSET OF VIEWABILITY

Average Viewable Completion Rate

Viewable completion rates (the proportion of impressions that are both viewable and completed), remain on an upward trajectory, achieving modest gains over Q1 2017.



+7.9%

Quarter / Quarter

Q4 2017 / Q1 2018

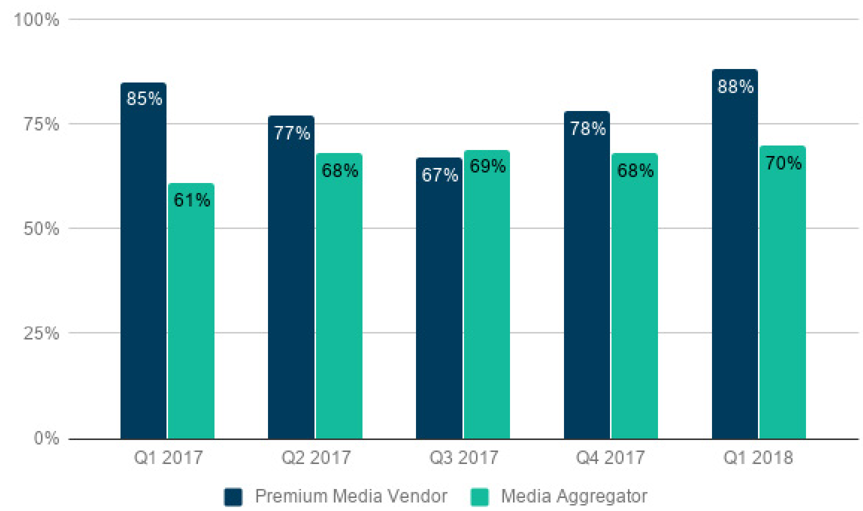
+3.9%

Year / Year

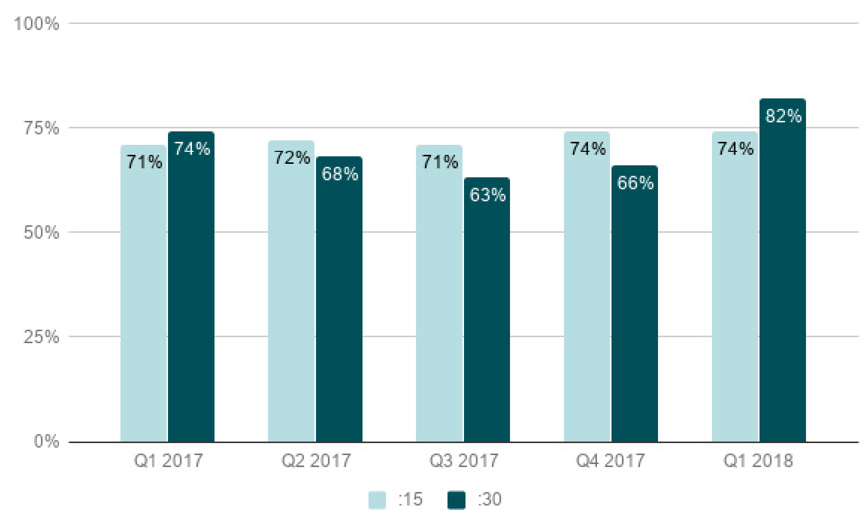
Q1 2017 / Q1 2018

Viewable Completion Rate by Media Type

On average, the percent of video ads that are both viewable and played in their entirety is an unprecedented 88% for premium media sites and 69% for aggregators.



Viewable Completion Rate by Ad Length



Contact

Every Plan Needs the Ads

The media plan serves up the moment and the creative fills it. The ad cloud transforms how this happens. Introducing seamless creative workflow at the speed of today for any buying method.

ABOUT EXTREME REACH

Extreme Reach offers the only enterprise technology designed distinctly to bring together the TV and video ad workflow and all aspects of Talent & Rights management in a single, easy-to-use cloud platform. One platform and one process make brand advertising easier, and analytics more insightful, with the assurance of rights compliance wherever ads play. Founded in 2008, Extreme Reach proudly serves the world's biggest brands, agencies, post-production houses, all media destinations, and the talent community, altogether simplifying the process for every team that touches an ad campaign from start to finish. Headquartered in Needham, MA, Extreme Reach has offices in 19 cities worldwide.

Get in touch. Contact us at
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