2022 Video Ad Spend & 2023 Outlook

Defining the Next Generation

May 3, 2023

Prepared by:

Advertiser Perceptions

Standard Media Index

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Foreword

Now in its tenth year, the **IAB Video Ad Spend & Outlook** report provides a lens into the trends within the TV/video market and offers guidance for buyers and sellers on how they can position and differentiate their strategies based on the market opportunity.

IAB, in partnership with **Standard Media Index (SMI)** and **Advertiser Perceptions**, quantified total U.S. digital video advertising spend for 2020 through 2022 and projected for 2023. Over 300 TV/video buyers were also surveyed across agencies and brands to better understand the tactics behind one of the fastest-growing and most complex channels in digital advertising.

This year's report finds the TV/video advertising market in the midst of an ongoing revolution in how content is transacted, measured, and defined. The common currency that buyers have used to transact on for decades is being challenged without a clear winner. An evolution is driving the discussion from an opportunity-to-see to attention and business outcomes. In addition, the playing field for what's considered premium content has changed.

This report revealed that although a multi-currency market is imminent, there is little consensus on how it will be defined. Meanwhile, on the content front, most TV/video buyers think creator-driven video content can be considered premium.

This report found that CTV is continuing to raise the bar in targeting and measurement of TV/video content while delivering reach and scale. Therefore, as CTV ad spend continues to grow, the channel, along with digital video overall, is poised to ultimately gain a majority share in TV/video ad spend. However, as the U.S. economy continues to face macroeconomic headwinds that are limiting ad spend, the growth of this channel will be challenged due to its higher cost structure.

Moving forward, with CTV and social video leading the TV/video space by far in terms of being a "must buy," it is evident that buyers are prioritizing media channels where audiences are addressable.

This report reveals how we came to these conclusions, provides additional insights on the TV/video ad market overall, and offers recommendations for the ecosystem on pages 35 through 39 of this report.

Five Things You Need to Know

1. U.S. digital video ad spend increased 21% year-over-year in 2022 to $47.1 billion and is projected to rise 17% in 2023 ($55.2 billion).
2. CTV continues to distinguish itself within the TV/video landscape by being the go-to channel for audience targeting, measurement, and scale.
3. Most TV/video buyers consider creator content to be premium and many tap the same budget resources and measurement approaches used for “Hollywood”-produced content.
4. A multi-currency market for video impression measurement is imminent, however there is little consensus among TV/video buyers on how to define currency.
5. Half (51%) of TV/video buyers are applying biometric-based metrics (e.g., eye-tracking, thermal scanning, heart rate, etc.) to measure viewer attention.

TV/Video Classification Guide

- **TV/Video Market**
  - **Digital Video**
    - CTV
    - Social Video
    - Other Digital Video
  - **Linear TV**
    - Audience-Based Linear
      - Audience Addressable
      - Audience Indexed Linear
    - Non-Addressable
      - National Broadcast/Cable
      - Local Broadcast/Cable

Key

- Audience-Based Addressable
- Non-Addressable

For detailed definitions see page 41

Executive Summary

1

U.S. digital video ad spend is posting solid growth amidst a slower overall market and will climb to account for nearly half of the TV/video market in 2023.

- Digital video ad spend increased 21% year-over-year in 2022 ($47.1 billion) and is projected to rise 17% in 2023 ($55.2 billion).
- Digital video is projected to gain five share points in ad spend in 2023 and account for nearly half of the TV/video market at 47%.
- CTV continues to be one of the fastest growing segments—up 22% in 2022 and representing three times the size of social video ($18.6 billion vs. $6.2 billion).
- Buyers continue to invest in CTV for its targeting capabilities (top reason for increased spend) and for reach (e.g., “find audiences not on linear TV” and “reach/scale” overall).

2

The definition of premium video content extends to both “Hollywood”-produced content and the creator economy.

- Two-thirds (64%) of TV/video buyers agree that creator-driven video can be considered premium. Large media spenders ($50+ million in annual spend) are even more likely to agree (69%).
- In fact, two in three buyers (65%) are moving budgets between creator-driven and “Hollywood”-produced video content.
- And two in three buyers (66%) use the same measurement approaches for both types of content.

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Executive Summary

3

An overwhelming majority of TV/video buyers want a multi-currency video market—and estimate that it will be live within two years; yet little consensus exists on defining it.

- 81% of buyers say there should be two or more unified currencies for impression measurement.
- Among those, 92% estimate the timing for transacting on those currencies will be within two years.
- However, consensus ends there as:
  - There is no buyer agreement on the basis for impression measurement for transaction.
  - 52% of buyers want viewable impressions defined by cumulative view-time vs. 48% continuous.
  - 32% want three minimum seconds for viewability, 24% (five) and 19% (four)—the rest are split across one, two or six seconds.

4

The TV/video market's leveraging of consumer "attention" measurement is widespread.

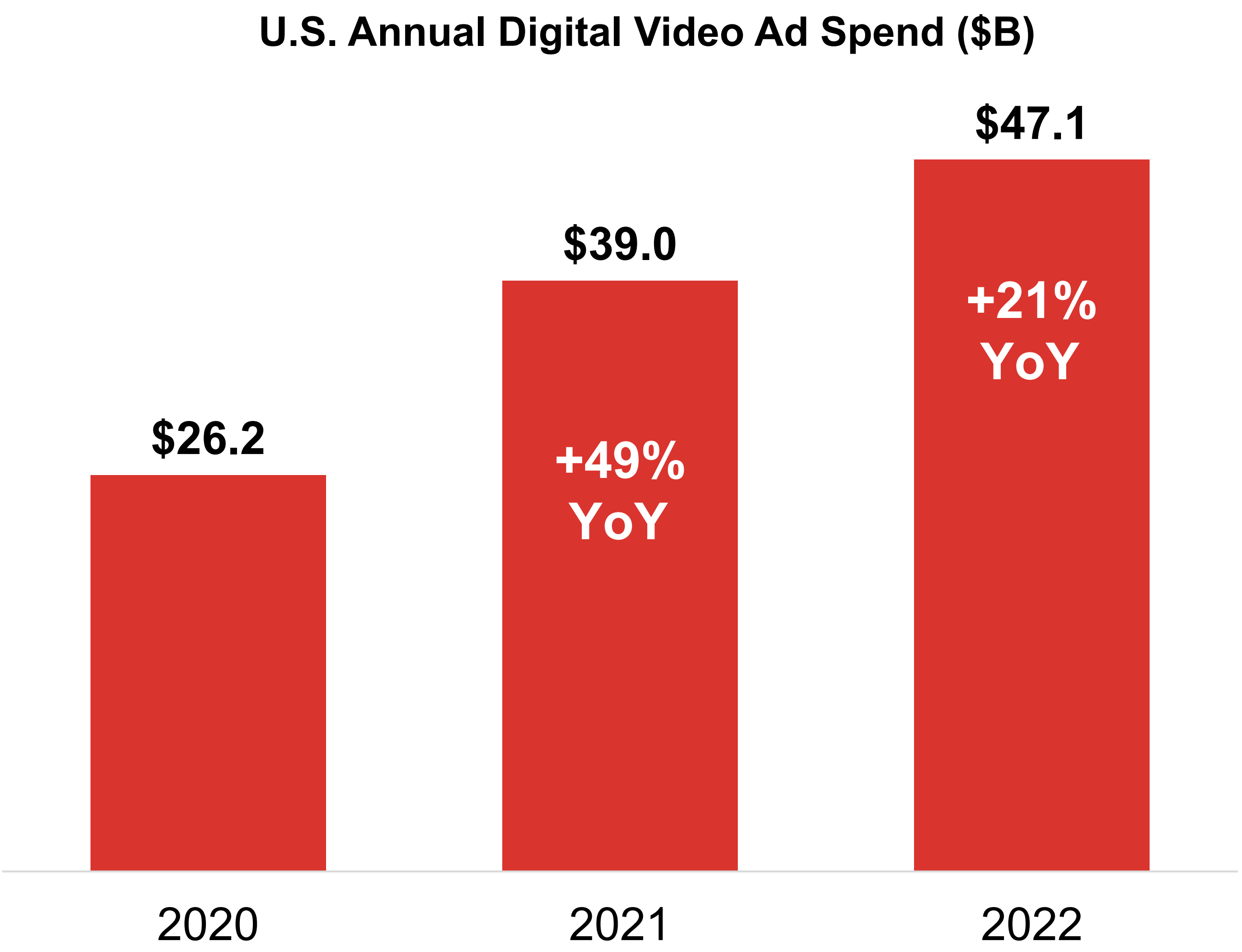
- 93% of TV/video buyers are using at least one method to gauge consumer attention.
- Half (51%) of TV/video buyers are applying biometric* attention metrics to their campaigns.
- The biometric attention metric most utilized is eye-tracking—being used by one-third (34%) of buyers.

Includes eye-tracking, thermal scanning (e.g., is someone in the room when the ad is playing), and other biometric data such as body temperature, heart rate, blood pressure, etc.

U.S. Market Sizing and CTV Review

Digital video ad spend grew 21% in 2022 to $47B

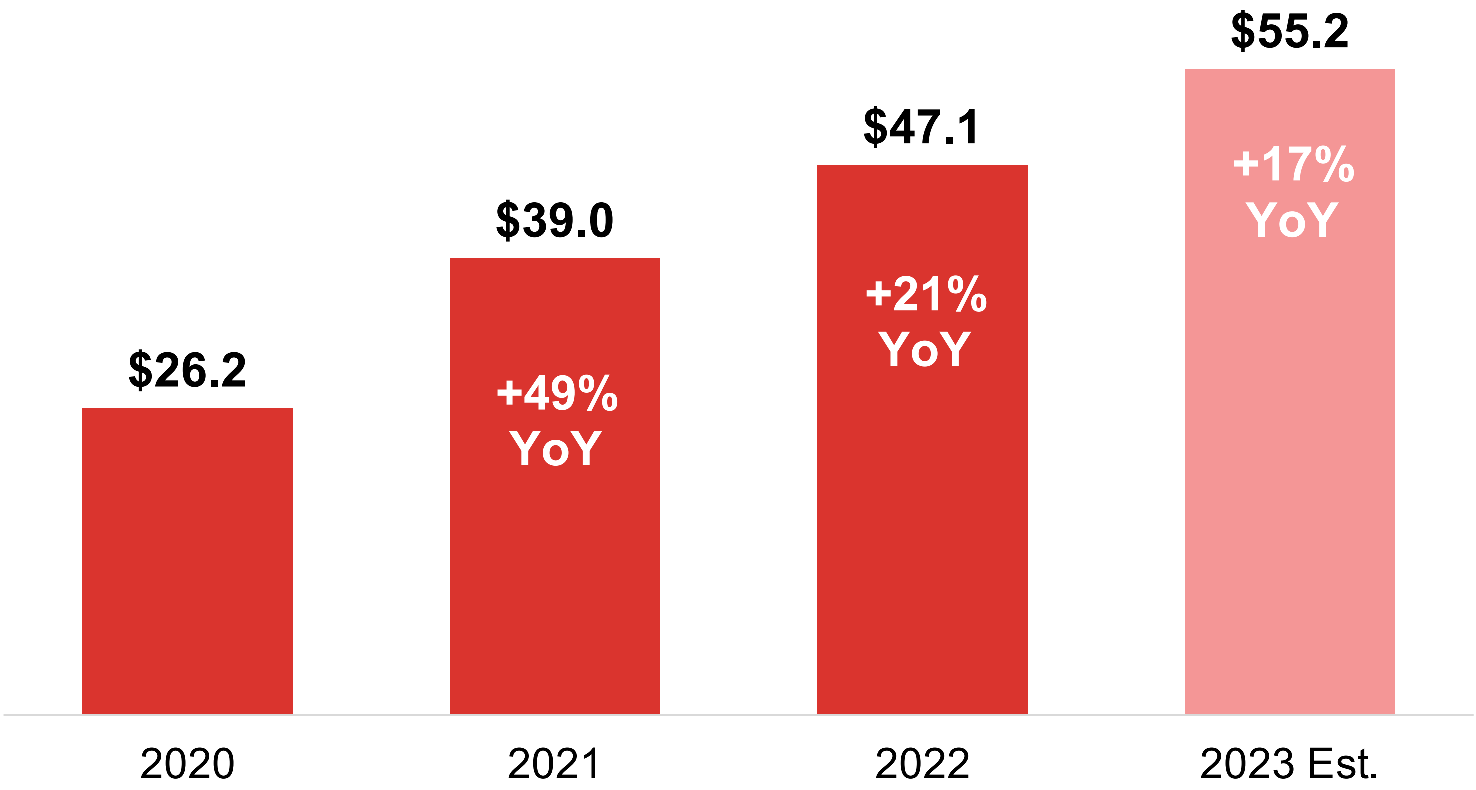
Digital video continues to be one of the fastest growing media channels—growing twice as fast in 2022 than digital media overall (11%).



Sources: Standard Media Index estimate of total digital video ad spend; eMarketer estimate of total digital ad spend, March 2023

Digital video ad spend is projected to climb an additional 17% in 2023 to $55B

U.S. Annual Digital Video Ad Spend ($B)

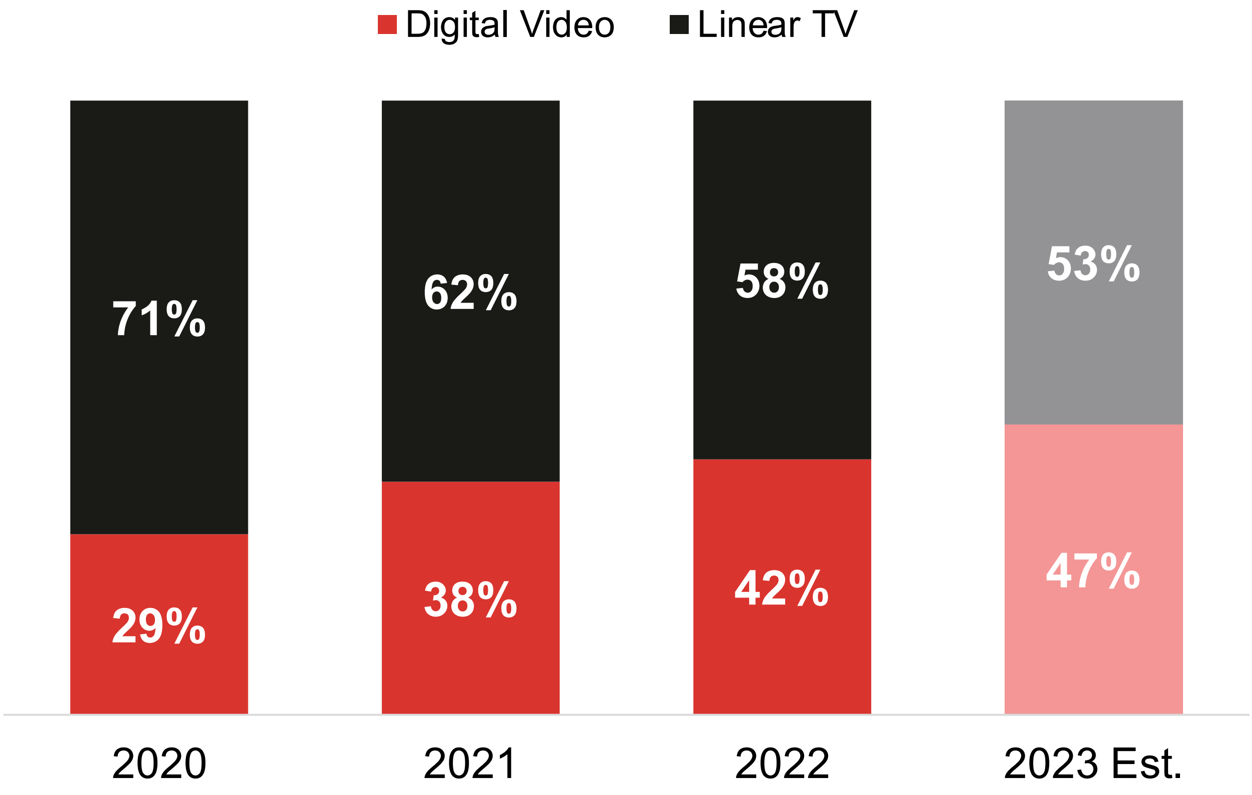


Digital video is projected to continue its growth trajectory in 2023—at a rate more than twice digital media overall (8% projected).

Sources: Standard Media Index estimate of total digital video ad spend; eMarketer estimate of total digital ad spend, March 2023

Between 2020 and 2023, total TV/video ad spend share is projected to shift nearly 20 percentage points towards digital video

U.S. Total Annual TV/Video Spend Share ($B)



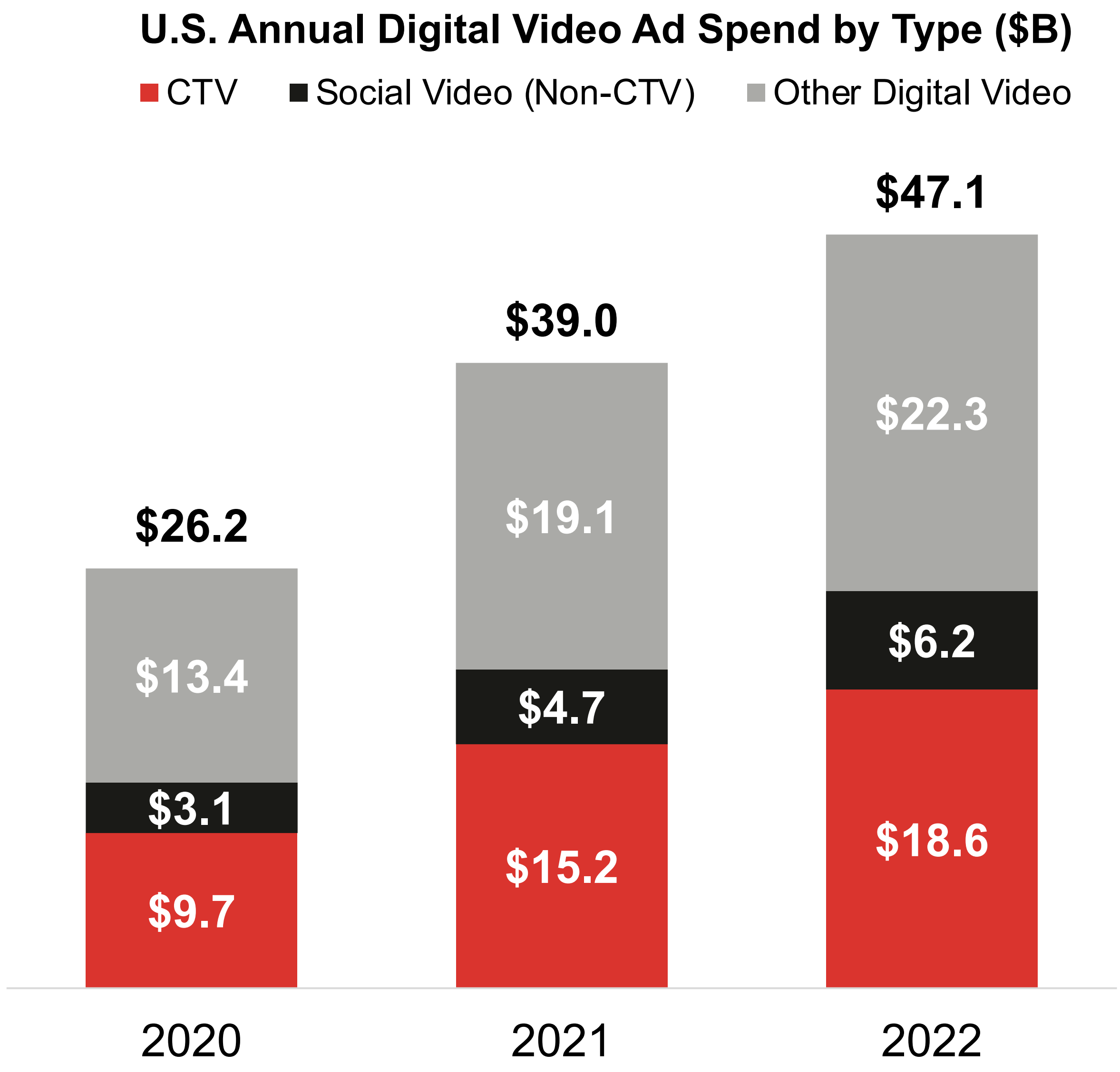
Sources: Standard Media Index estimate of total TV/video ad spend; Moffett Nathanson estimate of household pay TV penetration

Digital ad spend continues to catch up with viewership. Per Moffett Nathanson, Q3 2022 marked the first time that the percent of streaming households without a pay TV subscription (44%) outnumbered streamers with pay TV (38%) in the U.S.

In fact, U.S. pay TV penetration has accelerated downward with cord-cutting now running at negative 6% annually.

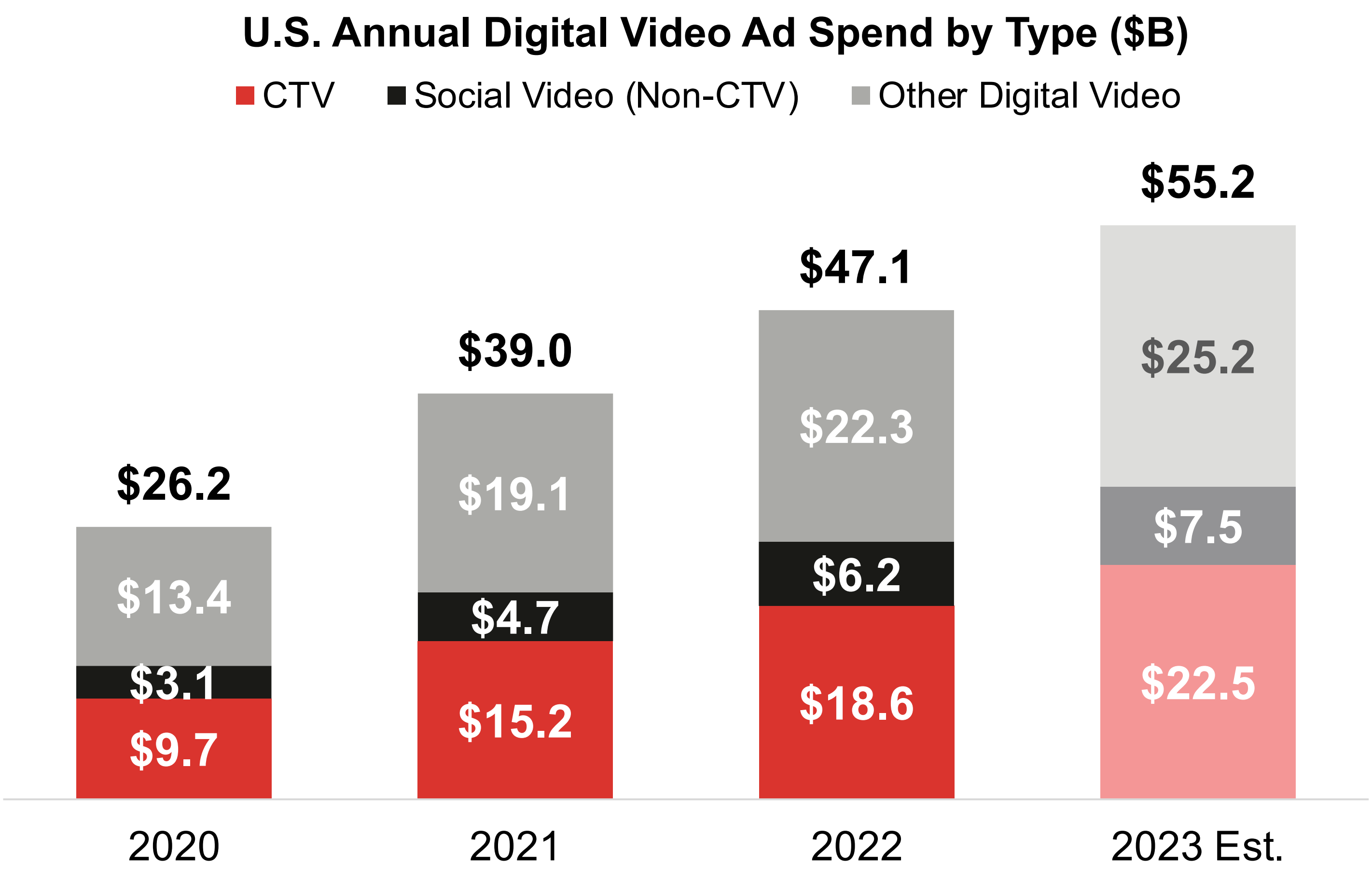
Within digital video, CTV continues to be one of the fastest growing segments—increasing 22% and totaling three times the size of social video ($18.6B vs. $6.2B)

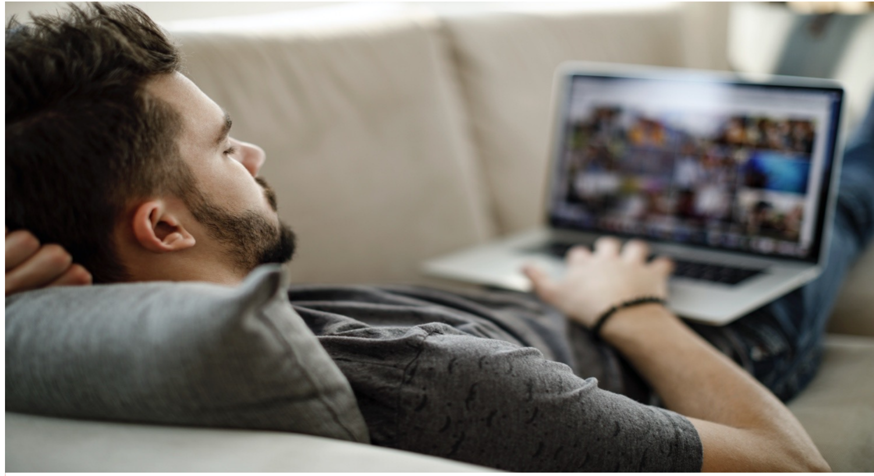
CTV's continued ad spend growth aligns with the growth in household penetration: 85% of U.S. households now have at least one CTV device that is being used on a monthly basis—up from 80% in 2020.



Sources: *Standard Media Index estimate of digital video ad spend by type; eMarketer estimate of household CTV penetration, February 2023*

CTV is projected to grow 21% in 2023—61% faster than other digital video*





Per IAB's 2023 Outlook Survey, CTV is expected to post the highest year-over-year growth of all digital and traditional media channels.

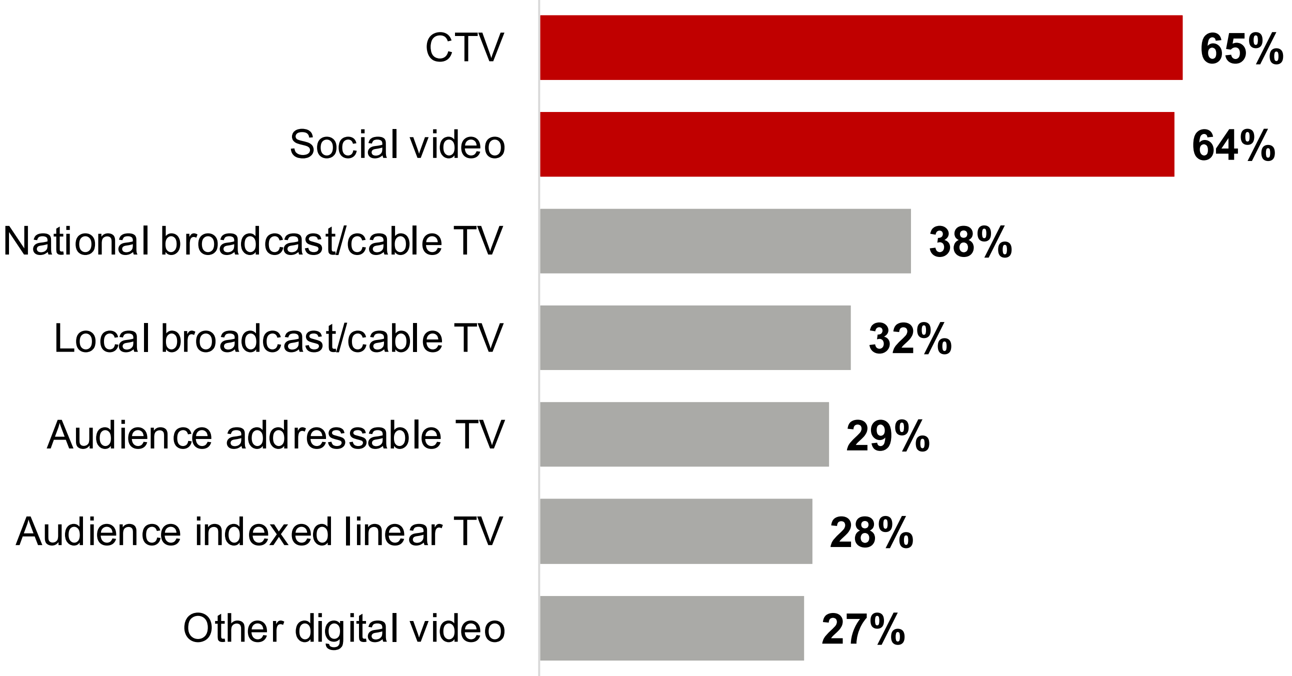
**Typically, short-form video from web/app-based publishers*

Sources: Standard Media Index estimate of digital video ad spend by type; IAB Outlook Survey for relative growth rate of digital channels, November 2022

Two-thirds (65%) of buyers consider CTV a "must-buy"—leading along with social video

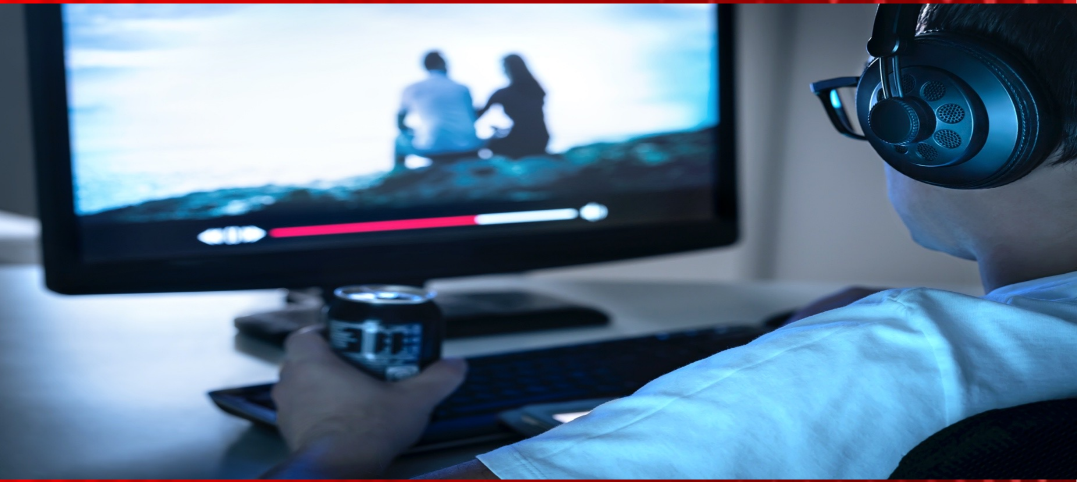
With CTV and social video by far the most valued TV/video media types, it is evident that buyers are emphasizing media that is audience-addressable.

% That Consider a "Must-Buy" (Necessary for Media Plan)

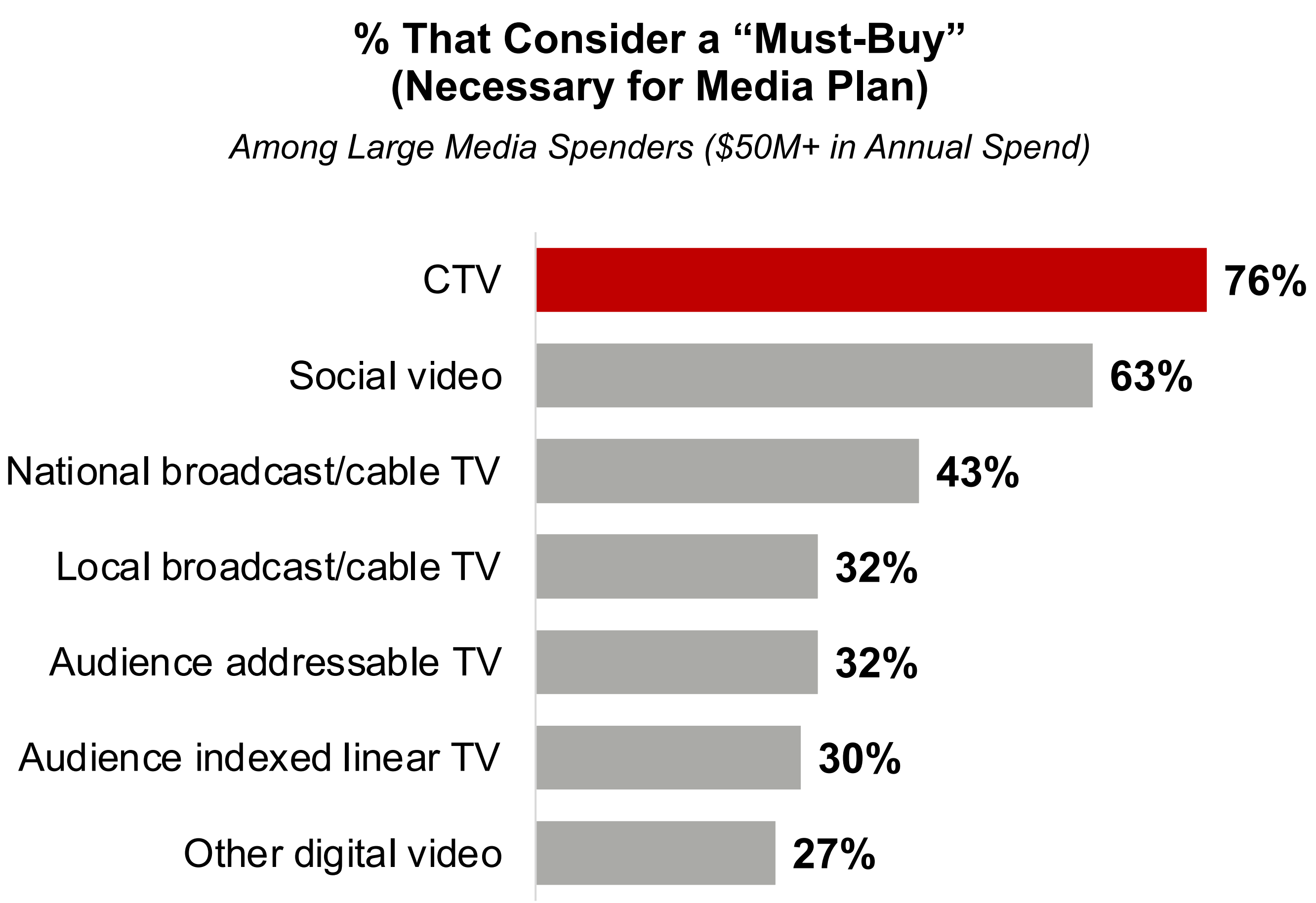


Q. Keeping in mind your largest/most important brand that you select media for, which of the following best describes your opinion of each of the following advertising types? – "Must Buy"
Base: Total Respondents, n=360

For large media spenders*, CTV is by far a "must-buy"



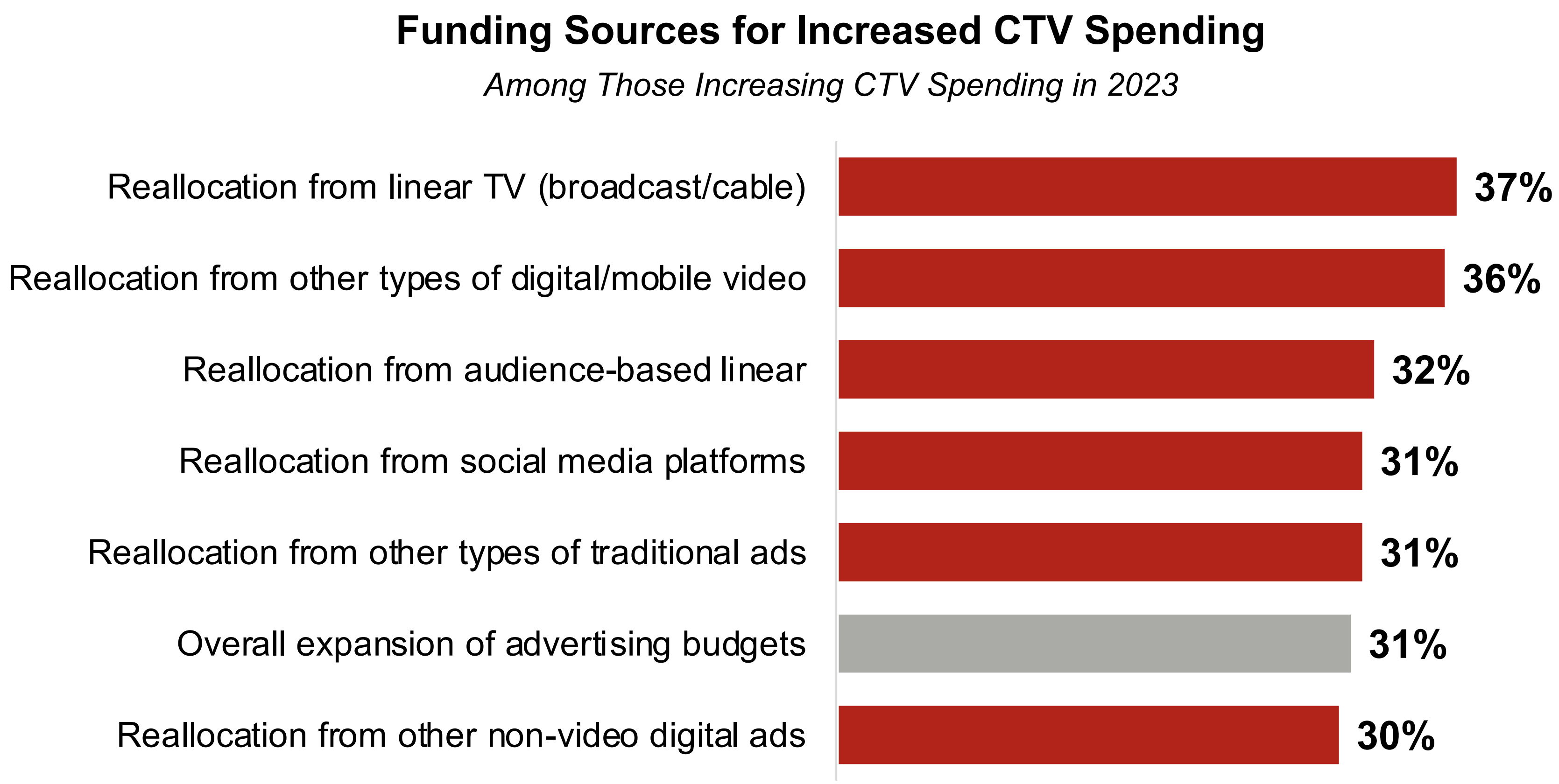
Large media spenders* are more likely to say that CTV is a must-buy vs. smaller spenders (76% vs. 48-53%).



**$50M+ in annual spend*

Q. Keeping in mind your largest/most important brand that you select media for, which of the following best describes your opinion of each of the following advertising types? – "Must Buy"
Base: 2022 Large Media Spenders ($50M+ in Annual Spend), n=210

Dollars flowing into CTV are primarily coming from budget reallocations

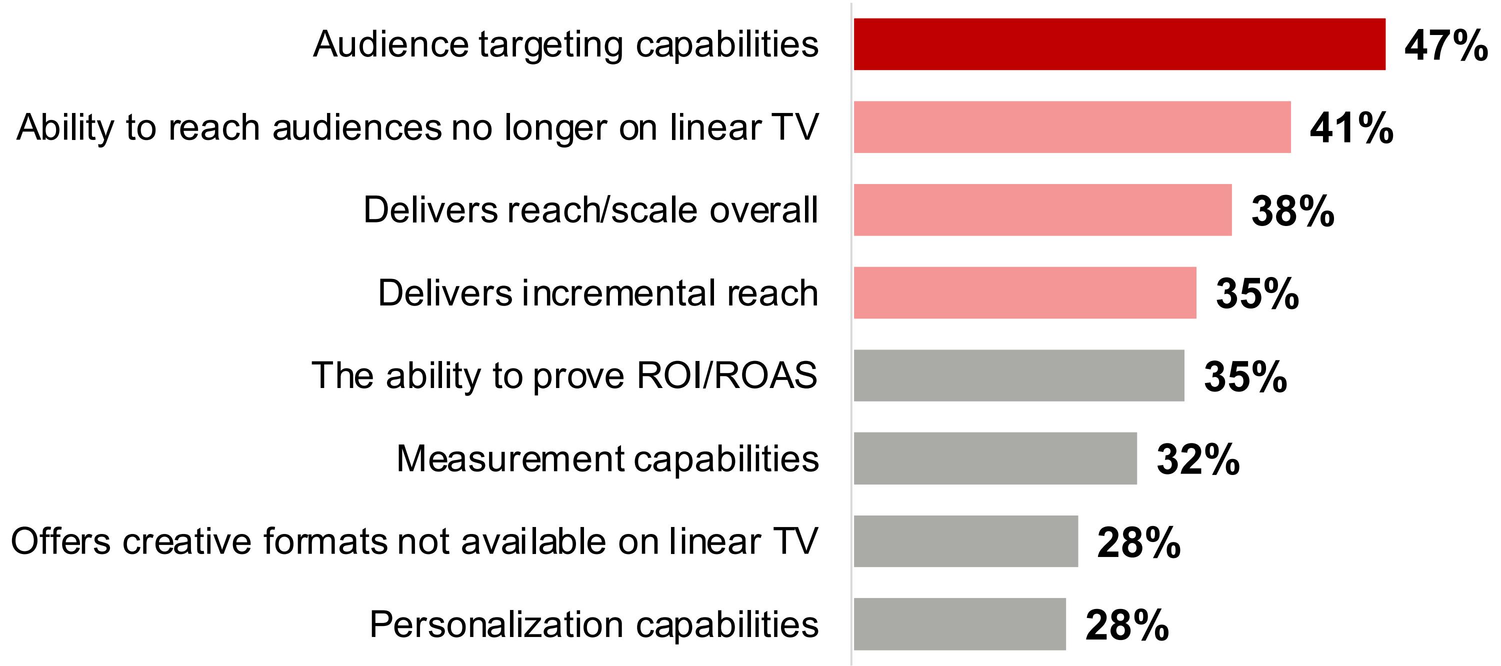


Q. How will you fund increased CTV/OTT ad spending?
Base: Increasing CTV/OTT spend, n=144

Audience targeting capabilities is the top reason for those increasing CTV spend

Select Reasons for Increasing CTV Spending

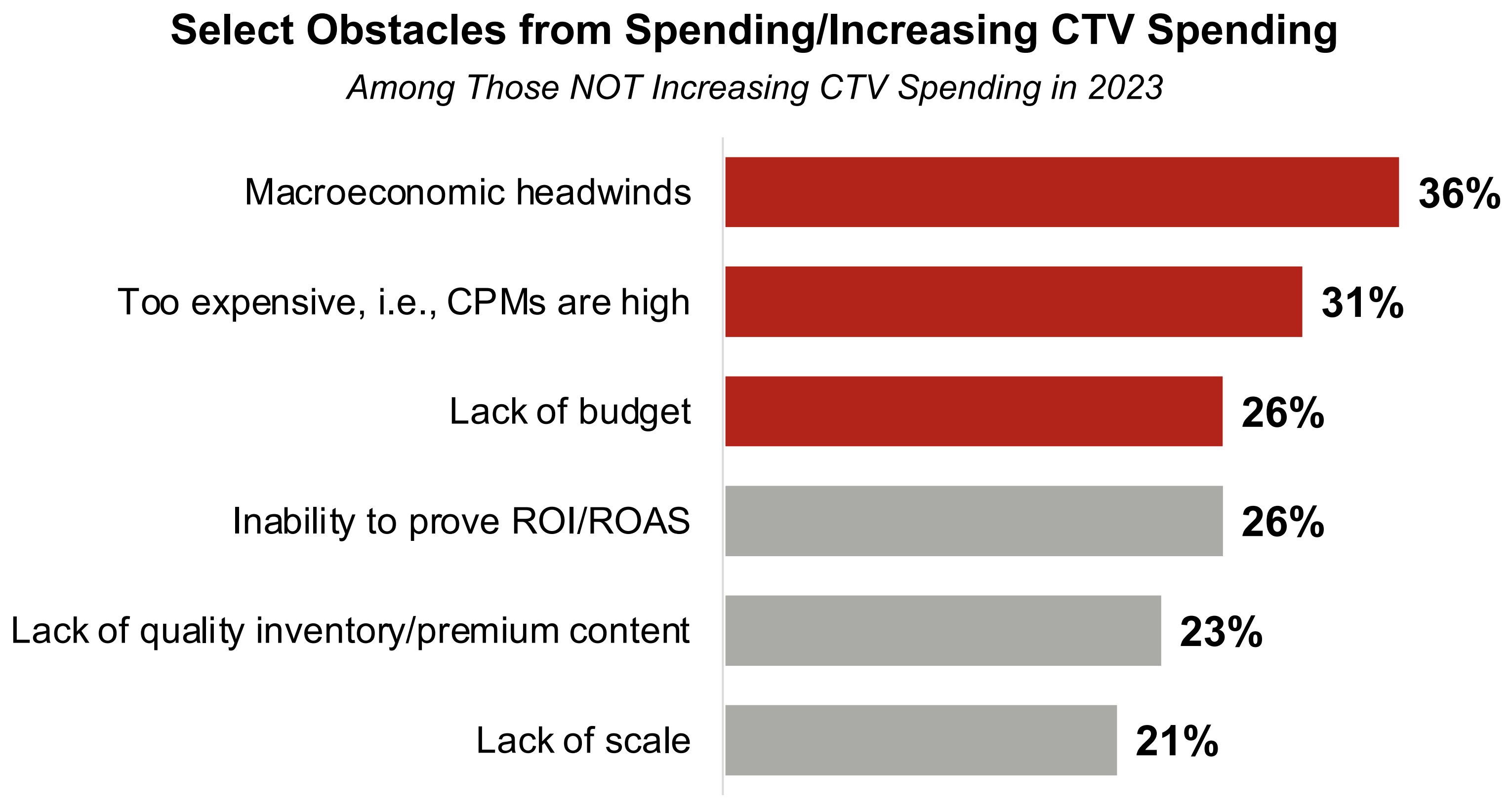
Among Those Increasing CTV Spending in 2023



Buyers are also more likely to invest more in CTV for reach: the ability to reach audiences not on linear TV (41%), reach/scale overall (38%), and incremental reach (35%).

Q. What are the top reasons why you will be increasing spending on CTV/OTT in 2023? Select up to 5.
Base: Increasing CTV/OTT spend, n=144

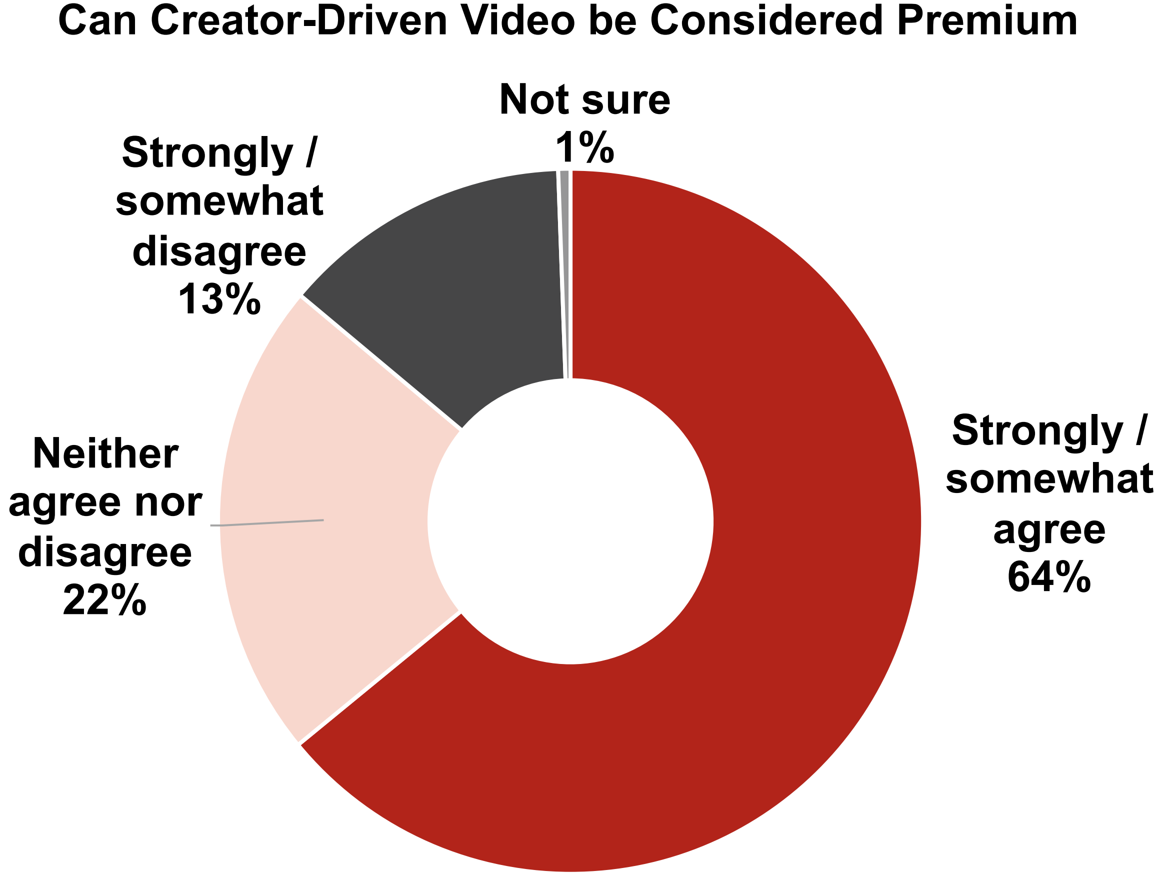
Those not increasing CTV spend cite financial challenges including macroeconomic forces, high CPMs, and budget constraints



Q. What are the top obstacles preventing you from either spending or increasing spend on CTV/OTT in 2023? Select up to 5.
Base: NOT Increasing CTV/OTT spend, n=216

Content Revolution:
Redefining Premium

Nearly two-thirds (64%) of TV/video buyers agree: Creator-driven video can be premium



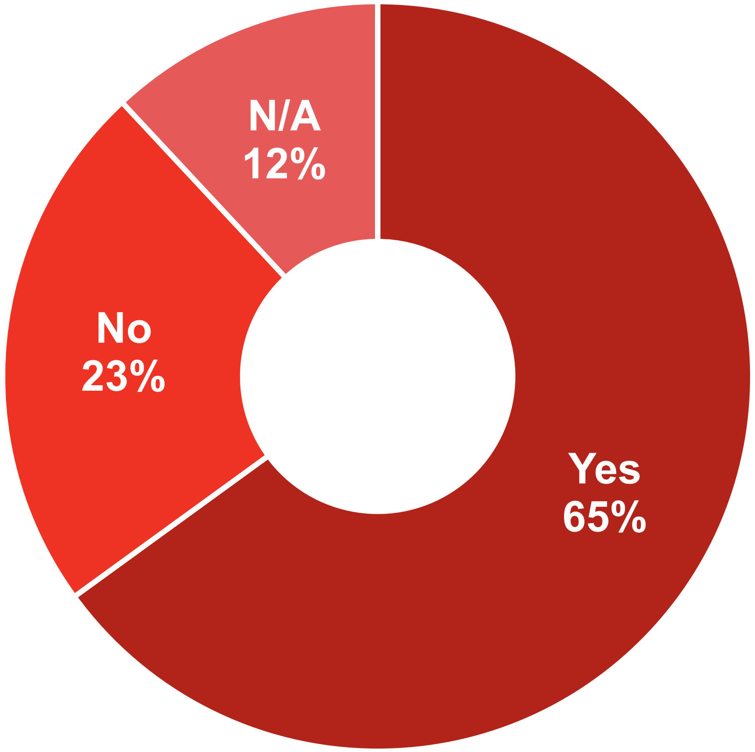
Large media spenders ($50M+ in annual spend) are more likely to agree that creator-driven video can be considered premium (69% vs. 56-61% for smaller spenders).

Q. When thinking about your TV/video ad investments, how much do you agree with the following statement? Creator-driven video content (i.e., not produced by "Hollywood") can be considered premium.
Base: Total Respondents, n=360

Two-thirds (65%) of buyers move ad spend dollars fluidly across creator-driven and "Hollywood"-produced video content

Large media spenders ($50M+ in annual spend) are more likely to move ad spend budgets across creator-driven and "Hollywood"-produced video content (69% vs. 57-61% for smaller spenders).

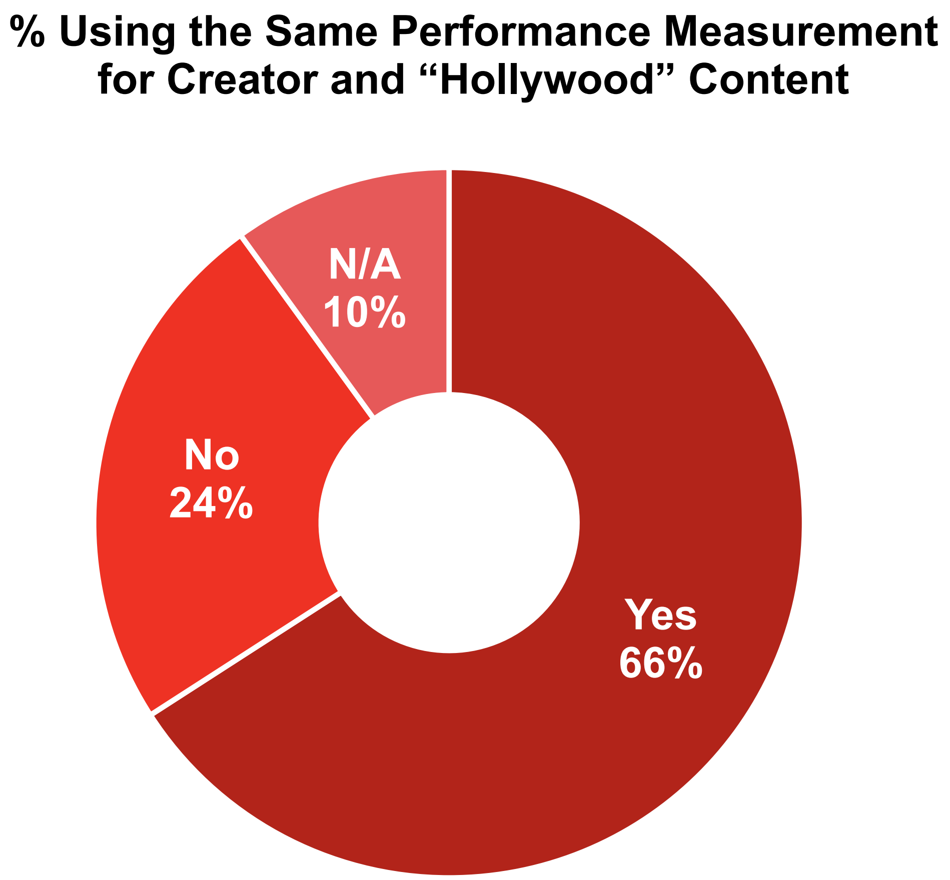
% Moving Budgets Between Creator vs. "Hollywood" Content



Q. Are you able to move ad budgets back and forth between creator-driven TV/video content and "Hollywood"-produced TV/video content (i.e., video dollars are video dollars regardless if they are spent towards creator-driven TV/video content or "Hollywood"-produced TV/video content)?
Base: Total Respondents, n=360

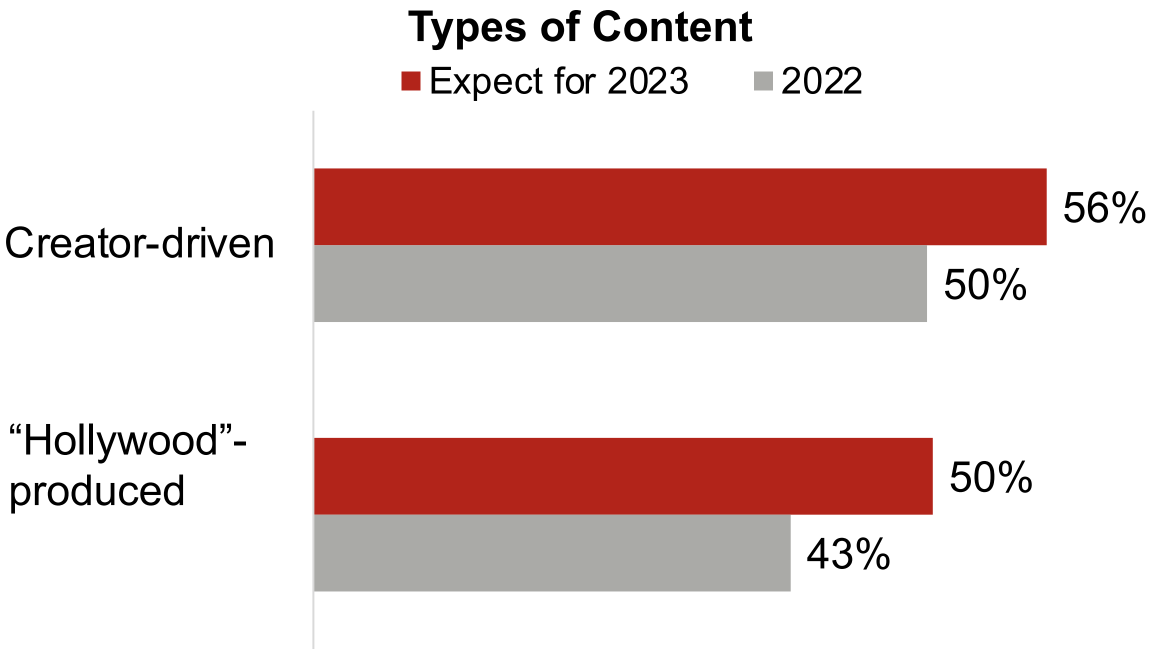
Two in three buyers (66%) are using the same performance measurement for creator-driven and “Hollywood”-produced video content

Large media spenders ($50M+ in annual spend) are more likely to be using the same performance measurement for creator and “Hollywood”-produced video content (69% vs. 57-64% for smaller spenders).



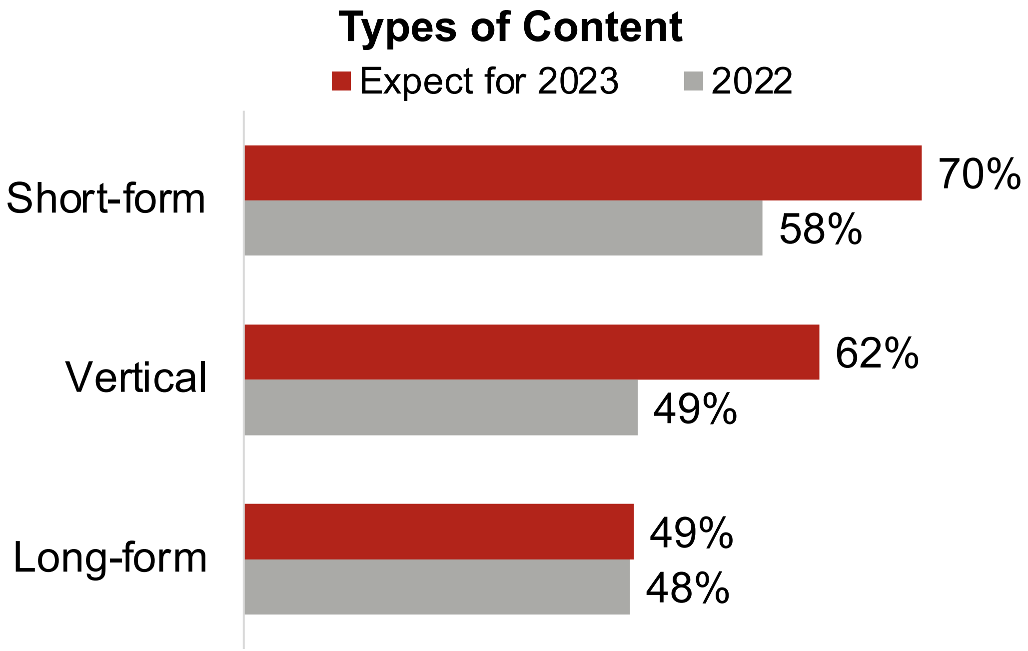
Q. Do you apply the same performance measurement for creator-driven TV/video content vs. “Hollywood”-produced TV/video content?
Base: Total Respondents, n=360

Creator-driven content is more likely to be considered for ad support in 2022 and 2023



Q. What types of TV/video content and/or platforms did you run against in 2022? What types do you expect for 2023?
Base: Total Respondents, n=360

Buyers are increasingly more likely to run against a range of content formats



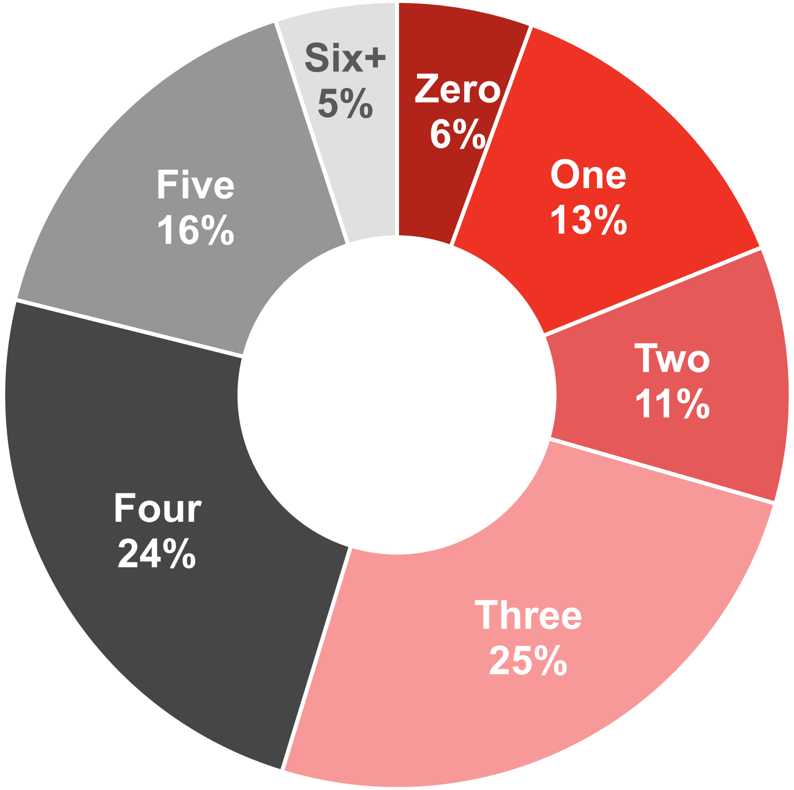
Q. What types of TV/video content and/or platforms did you run against in 2022? What types do you expect for 2023?
Base: Total Respondents, n=360

Measurement Revolution: Currency

81% of TV/video buyers say there should be 2+ unified currencies for impression measurement…

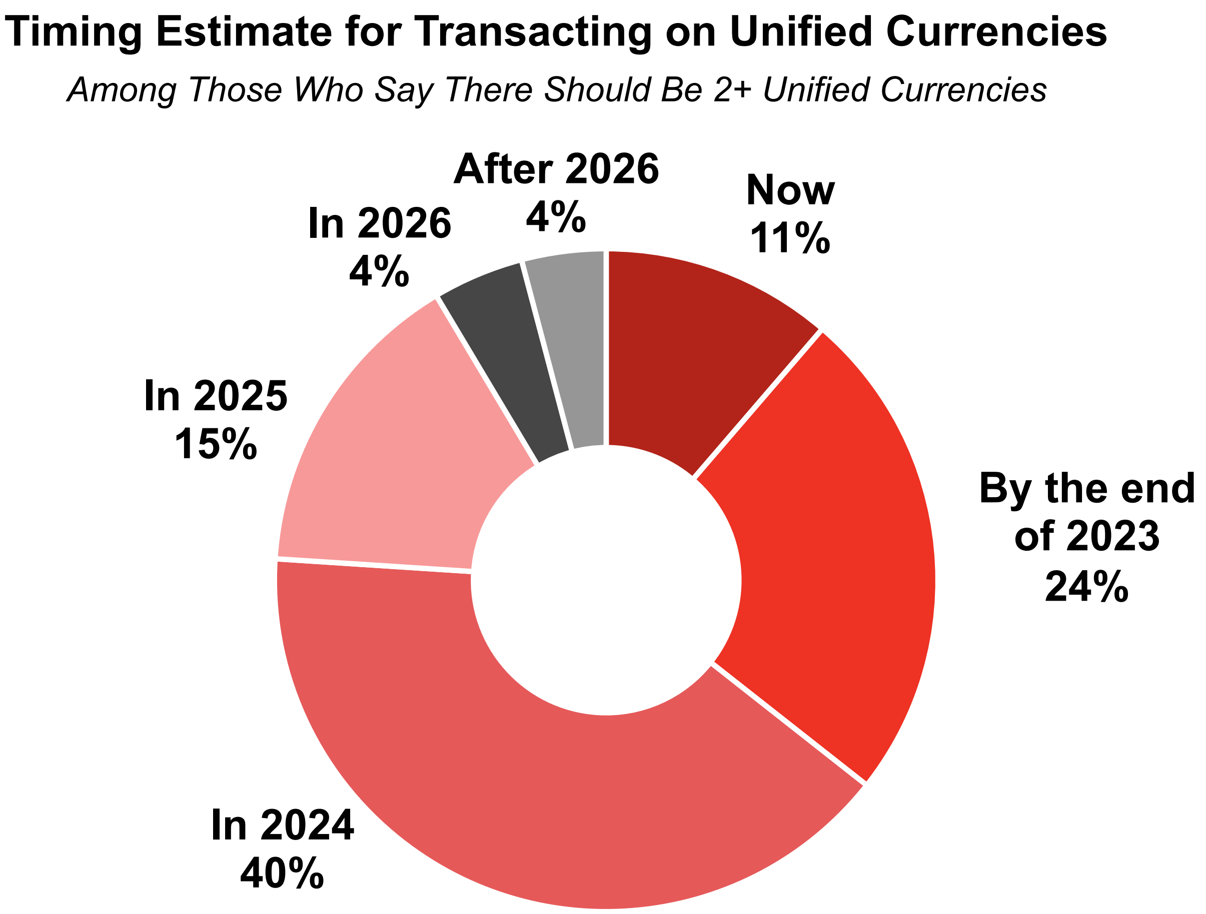
Half (49%) of TV/video buyers say there should be 3-4 unified currencies.

Number of Unified Currencies for Impression Measurement



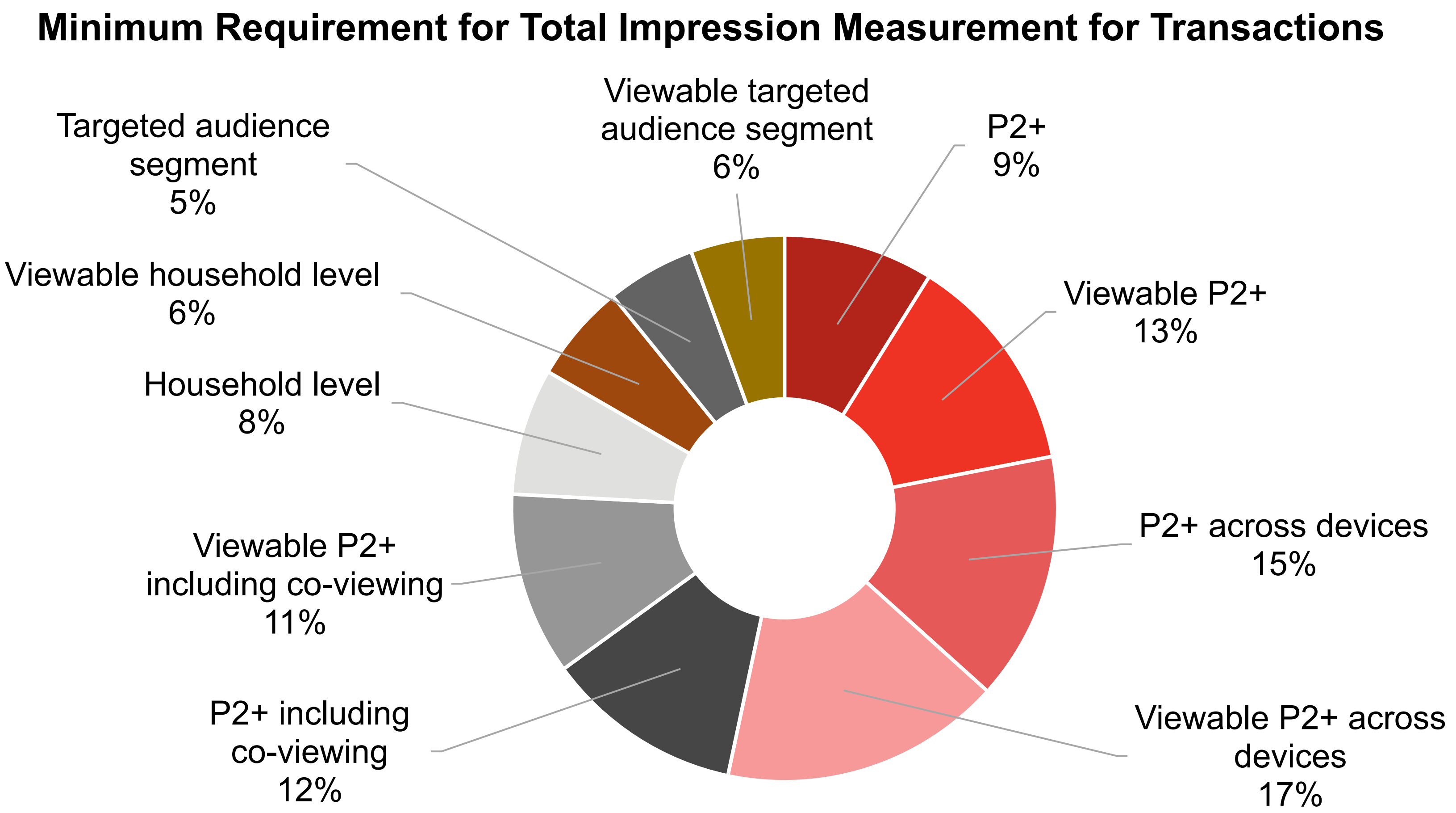
Q. When thinking about the evolving TV/video marketplace, how many common, unified currencies should there be for impression measurement?
Base: Total Respondents, n=360

…Among those, most (92%) estimate a multi-currency video market within two years



Q. You selected that there should be [number] common, unified currency(s) for TV/video impression measurement. If you had to estimate, when do you think the industry will primarily be transacting on these currencies?
Base: Two or More Common, Unified Currencies, n=292

There is a lack of buyer consensus on the basis for impression measurement for transactions…



Q. Which of the following should be the minimum requirement for TV/video impression measurement that qualifies it to be a transaction-grade currency across screens?
Base: Total Respondents, n=360

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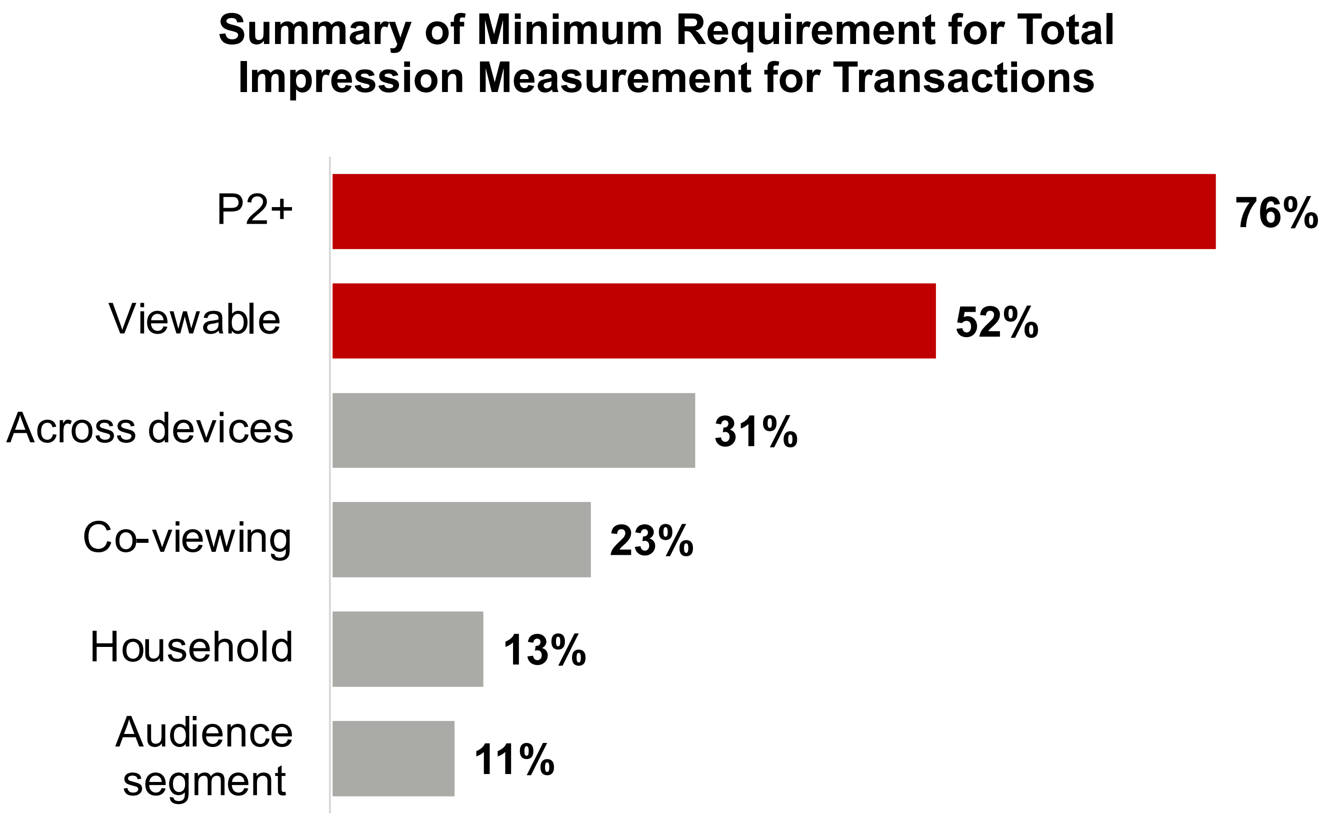
…However, some alignment does exist—using P2+ and viewability

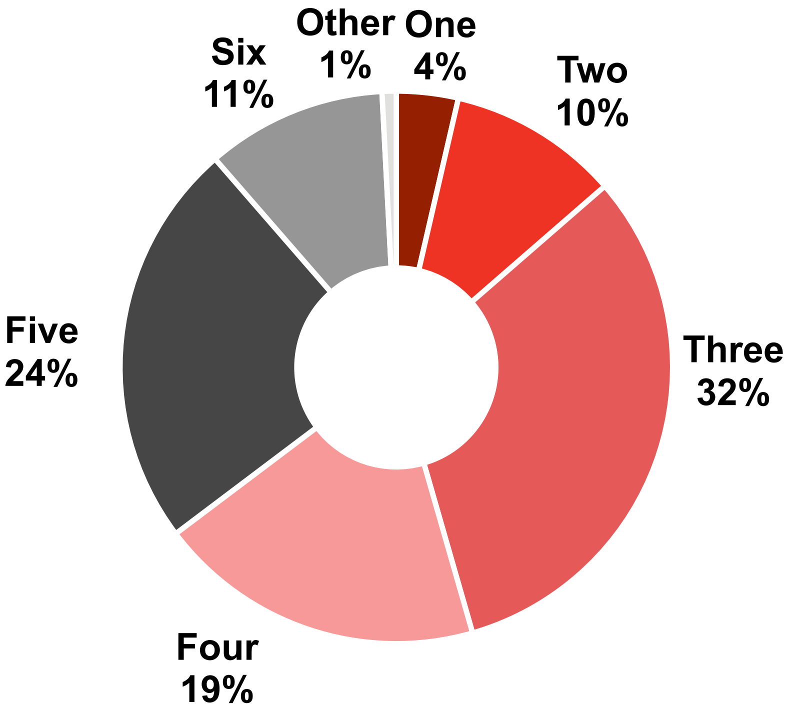


Q. Which of the following should be the minimum requirement for TV/video impression measurement that qualifies it to be a transaction-grade currency across screens?
Base: Total Respondents, n=360

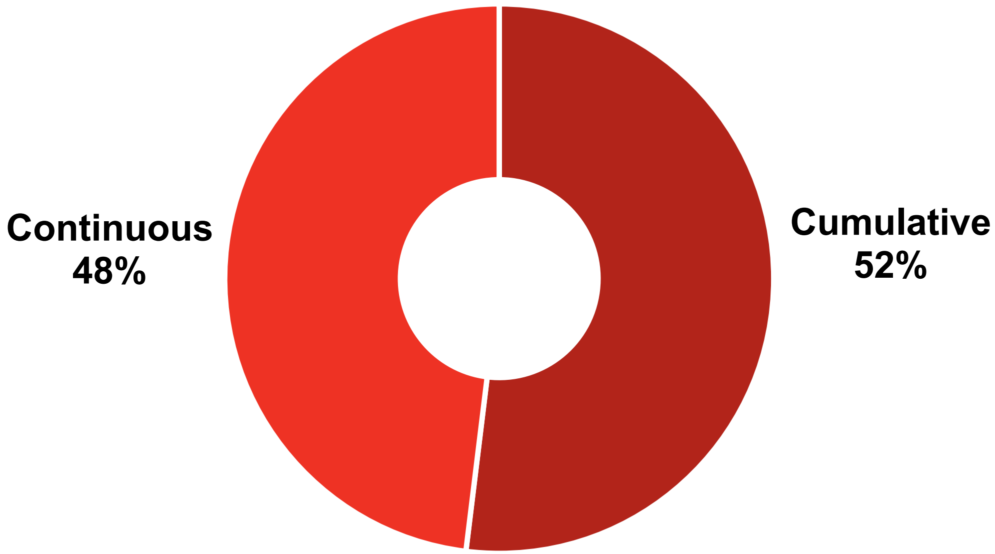
Buyers differ on viewability requirements: the minimum seconds and cumulative vs. continuous time length

Viewability Measurement Requirements

Minimum Seconds



Cumulative vs. Continuous Seconds



Q. When defining a TV/video impression as viewable, should the length of time in view be cumulative or continuous?
Q. What should the minimum number of seconds be to define a TV/video impression as viewable?
Base: Total Respondents, n=360

Measurement Revolution: Attention

The TV/video market's leveraging of consumer "attention" measurement is widespread

93% of TV/video buyers are leveraging at least one of the following "attention" methods for their TV/video campaigns:

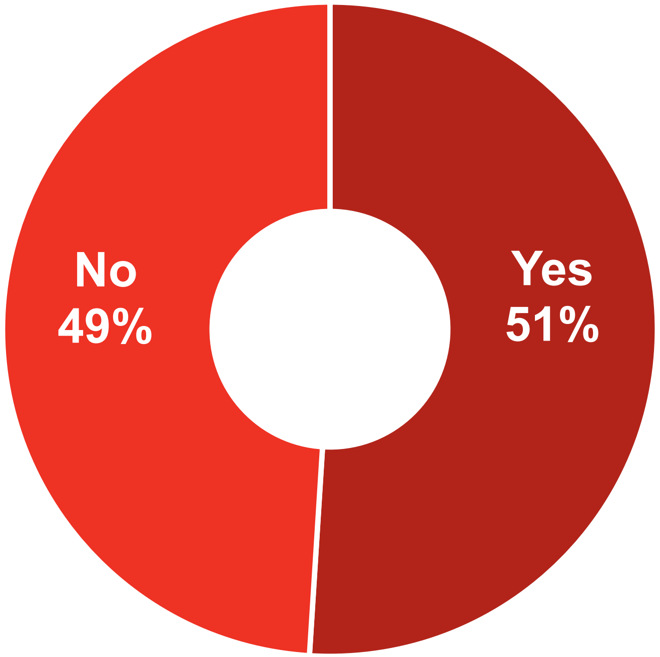
- Data/device proxy signals
  (e.g., via verification and viewability solutions)
- Brand lift studies, focus groups, etc.
- Biometric signals*

**Includes eye-tracking, thermal scanning (e.g., is someone in the room when the ad is playing), and other biometric data such as body temperature, heart rate, blood pressure, etc.*

Q. Which of the following methods are you currently using to measure/gauge consumer/user "attention" to your TV/video campaigns?
Base: Total Respondents, n=360

Half (51%) of TV/video buyers are applying biometric-based attention metrics—the most sophisticated of approaches to attention

% Using Biometric* Attention Metrics for Measurement in TV/Video Campaigns

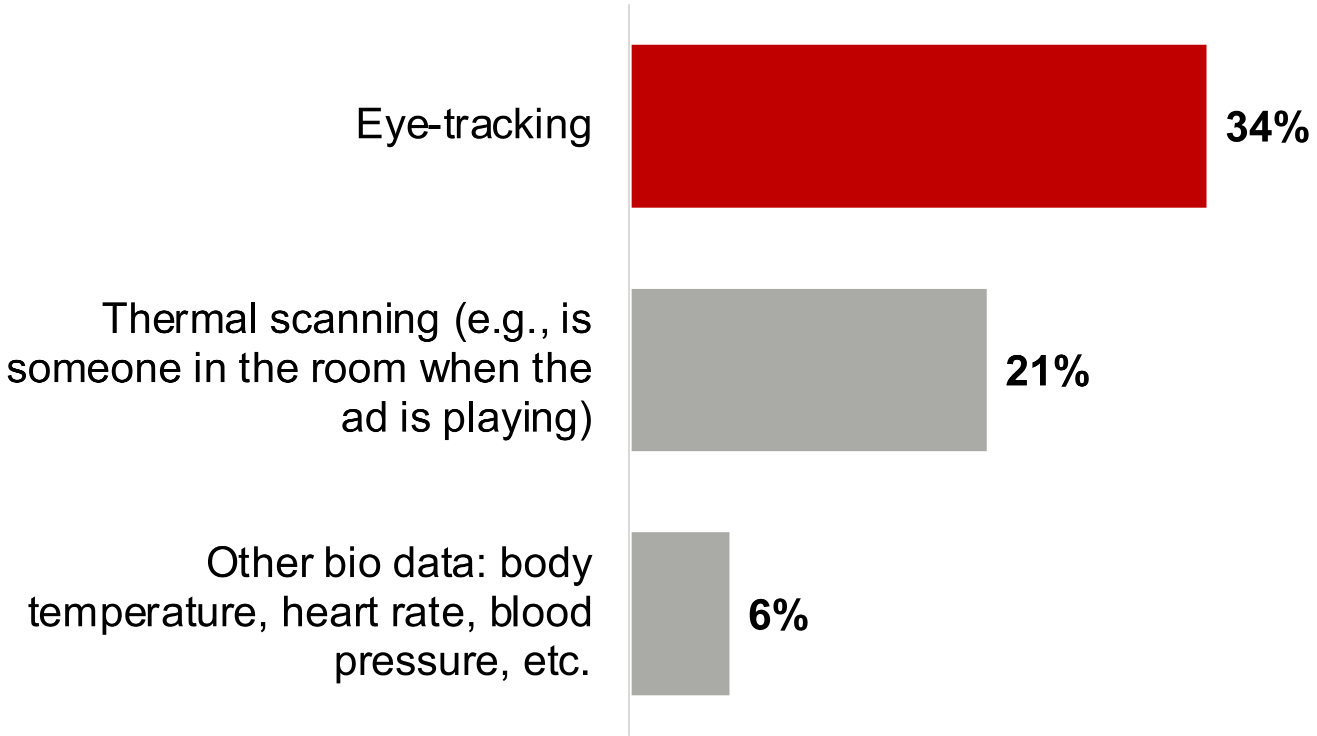


*Includes eye-tracking, thermal scanning (e.g., is someone in the room when the ad is playing), and other biometric data such as body temperature, heart rate, blood pressure, etc.

Q. Which of the following methods are you currently using to measure/gauge consumer/user "attention" to your TV/video campaigns?
Base: Total Respondents, n=360

The biometric attention metric most utilized is eye-tracking—being used by one-third (34%) of buyers

% Using Biometric Attention Metrics for Measurement in TV/Video Campaigns by Type



Q. Which of the following methods are you currently using to measure/gauge consumer/user "attention" to your TV/video campaigns?
Base: Total Respondents, n=360

Recommendations

1 Re-think TV/video mixes to find new growth opportunities

Key Findings

U.S. digital video ad spend is posting solid growth amidst a slower overall market and is projected to gain five share points and account for nearly half of the TV/video market in 2023. Concurrently, pay TV penetration has accelerated downward with cord-cutting now running at negative 6% annually.*

Recommendations

As digital video ad spend continues to catch up with viewership, advertisers not investing beyond linear TV are missing out on growth opportunities and need to:

1. **Reevaluate their TV/video mix** and reach/effective frequency models to find targeted audiences at scale—including those not found in linear TV—by leveraging multiple video environments.
2. **Right-size their TV/video spend allocations** to not only match where their current and prospective audiences are, but in channels such as CTV and social video where addressability enables more precise targeting and measurement.
3. Recognize that for consumers **premium content is now in the eye of the beholder** which means that the source of content production, "Hollywood"-produced vs. creator-driven, does not dictate where viewership occurs. Creator-driven content continues to generate massive engagement levels—see page 37 for specific recommendations on how to align with creator-driven video content.

**Moffett Nathanson*

❷ Align with premium video regardless of production source

Key Finding

The definition of premium video content extends to both “Hollywood”-produced content and the creator economy.

Recommendations

As viewership continues to be driven by consumer interests, regardless of production source, advertisers need to engage consumers across diverse video environments, formats, and types. As such, advertisers should consider the following:

1. **Identify and Align With the Right Creators**
   - Establish a feedback loop with consumers to learn which creators they engage with and in what environments.
   - Review the content history of prospective creator partners to ensure brand affinity and suitability.
   - Assimilate the brand organically into the creator’s community to tap into direct engagement opportunities and to find incremental audiences.
2. **Adopt a Customized Approach to Measurement**
   - Recognize that each content environment has its own engagement model—based on differing consumer habits and mindsets per environment.
   - Leverage consistent metrics across environments when available but be prepared to apply additional measures and adjust KPIs/desired outcomes to ensure success across each environment individually.
3. **Establish and Adhere to Best Practices**
   - Build best practices for how different creators operate, establishing KPIs, and measuring performance across different environments, formats, and types.
   - **Coming in 2H 2023**: IAB’s “Creator Economy: Benchmarking Success” report which will identify how brands and buyers are spending, measuring success, and scaling cross-platform creator campaigns.

3 Prepare to transact in a multi-currency video market

Key Finding

An overwhelming majority of TV/video buyers want a multi-currency video market—and estimate that it will be live within two years; yet little consensus exists on defining it.

Recommendations

While it is expected that Nielsen will continue to be used as TV/video currency in 2023 and beyond, its exclusivity will be challenged. In the assessment of emerging measurement providers, methodologies, and currencies, advertisers need to:

1. Ensure that measurement partners are standards-based, particularly for core metrics including cross-platform video impressions, and that they have or are pursuing third-party verification. Look to partner with measurement providers that provide the best signal fidelity.
2. Encourage measurement partner(s) to leverage IAB's Open Measurement SDK which provides common baseline data for key metrics for viewability verification in mobile web, mobile in-app, and CTV as well as verification for filtering of continuous play (screen off/device on).
3. Develop fluency in the usage of multiple, incremental data sources for media planning, buying, optimizing, and reporting.
4. Think about operational considerations: implementation friction, vendor agreements, data-governance and use, reconciliation, and billing.
5. Get involved in the conversation: Join IAB's Advanced TV Committee which aims to define, prioritize, and execute industry initiatives to facilitate the modernization of the TV/video ecosystem.

4 Help the shape the framework for the attention economy

Key Finding

The TV/video market's leveraging of consumer "attention" measurement is widespread.

Recommendations

Initiatives are underway in the building and eventual setting of standard definitions and benchmarks to help advertisers, publishers, platforms, and ad tech understand how new attention metrics can be applied within media channels. The buy- and sell-sides should pursue and consider the following to generate expertise and help shape the frameworks being put in place:

1 Get Involved in the Conversation

- Join IAB's Attention Task Force which aims to establish a clear and consistent set of definitions and metrics to measure attention across various content environments. Go here to learn more and here to sign up.
- Review the proceedings from IAB's Measurement Leadership Summit which convened executives in January 2023 from agencies, brands, publishers, ad tech, and measurement companies to establish a path forward to standardize the measurement of attention.

2 Test and Learn

- Experiment with different ways to leverage attention metrics to build better outcomes and content adjacencies in TV/video campaigns. Of note, a few programmatic technology enablers are using attention signals to inform the programmatic bid-stream, providing an additional filter of impression quality.

3 Optimize Ad Creative

- Given the important role of creative in driving results in the post-third-party cookie and identifier era, it's critical to leverage attention metrics to ensure the best creative is delivered to the right audience.

Appendix

TV/Video Classification Guide: Detailed Definitions

Digital Video

1. **CTV:** TV-like Internet-delivered content, typically long-form and delivered via a Smart TV or OTT device, via subscription or non-subscription streaming video services. Some inventory may be distributed in the mobile or desktop environments, likely less than 20%. Includes the following:
   a. **AVOD** or advertising-based video on demand:
      - Free ad-supported streaming TV services, aka FAST (e.g., Pluto TV, Tubi, Xumo)
      - Ad-supported paid subscription video services (e.g., Hulu, Paramount+)

   b. **vMVPDs** or virtual multichannel video programming distributor (e.g., Hulu Live TV, YouTube TV, Sling)
2. **Social video:** Short-form video shared on social platforms, including TikTok, Instagram, Facebook, Snap, Twitter, YouTube, and others
3. **Other digital video:** Short-form video from web/app-based publishers

Television

1. **National broadcast/cable TV:** Traditional linear TV, bought for distribution nationally. Households viewing the same shows see the same ad. This includes any data-driven linear TV bought for distribution.
2. **Local broadcast/cable TV:** Traditional linear TV, bought for local (metro-level) programming; aka Spot TV. Households viewing the same shows see the same ad.
3. **Audience-based linear TV**
   a. **Audience addressable TV:** Allows advertisers to dynamically serve specific ads to specific households during scheduled linear TV programming, based on first-, second-, or third-party data such as location, behavior and demographics.

   b. **Audience indexed linear TV:** Enables buyers to identify programs, networks, and dayparts with a high composition of the advertiser's target audience and build a buy more likely to reach that audience.

Methodology

IAB Partnered With Advertiser Perceptions and Standard Media Index (SMI) Insights

Now in its tenth year, the IAB Video Ad Spend & Outlook report provides a lens into the trends within the TV/video market and offers guidance for buyers and sellers on how they can position and differentiate their strategies based on the market opportunity.

Advertiser Perceptions Quantitative Sample Generated and Execution

- 15-minute anonymous online survey, n=360
- Advertiser Perceptions leveraged its AdPros Community and Ad Pros Dynata/CleverX B2B sample methodology to recruit verified industry leaders, identified as those who:
  - Are involved in recommending, specifying, or approving advertising spending in digital video
  - Spent at least $1 million on advertising in 2022
  - Work at agencies or directly for a brand marketer
- Fielded: February 21, 2022 – March 10, 2023

SMI Insights' Digital Video Ad Spend Market Size and Growth Rate Methodology

- SMI Insights' digital video ad spend market size and growth rate estimates are based on SMI's pool of ad billing data, including forward bookings, the IAB-commissioned Advertiser Perceptions quantitative survey, interviews with industry leaders, and other market estimates.
- The SMI pool's coverage of the U.S. advertising market is based on deterministic, census-level total media billings for all spending by the largest ad agencies, includes all six U.S. major holding groups and most of the largest independents.

Survey Respondent Profile

Profile of Respondents (n=360)	Total
Agency	60%
Brand marketer	40%
Senior (VP+) job title	48%
Mid (director) job title	45%
Junior (manager, associate or other) job title	7%
Small media spenders (annual 2022 spend < $10M)	21%
Mid-tier media spenders (annual 2022 spend $10M-$50M	21%
Large media spenders (annual 2022 spend > $50M)	58%

Market Sectors	Total
Auto	8%
CPG	8%
Fashion/Apparel/Accessories	8%
Financial Services	8%
Health/Wellness	8%
Home Furnishings/Furniture/Appliances	8%
Media & Entertainment	8%
Retail	8%
Technology/Consumer Electronics	8%
Telecom	8%
Travel	8%
Other	8%

Note: Data is rounded

About IAB

The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

About the IAB Media Center

The IAB Media Center serves as the cross-screen (omni-channel) “umbrella” under which the Video and Audio Boards live. It serves as a forum to identify vital supply chain issues related to cross-media transactions and discuss how best to create the frameworks for the brand, publisher, and tech partnerships that are needed to engage directly with consumers in an increasingly fluid and privacy-constrained marketplace.

- Propel adoption of digital video, advanced TV, CTV, and audio through education and adoption of standards and best practices.
- Maximize the speed with which the industry advances by packaging and communicating technical video/audio standards in business terms.
- Reducing marketplace friction through shared Terms & Conditions and education in measurement with guidance on how to measure, plan, and evaluate campaigns in cross-platform video and audio.
- Develop advocacy for the value of news, quality publishing, and long-term investment along with practical advice to ensure brand safety and suitability.

About Advertiser Perceptions

Advertiser Perceptions

Advertiser Perceptions is the leader in providing research-based strategic market intelligence to the complex and dynamic media, advertising, and ad tech industries. Our curated, proprietary Ad PROS™ Network and deep relationships with the largest advertisers provide clients with an unbiased view of the market, their brand, and the competition. Our experts provide timely and actionable guidance enabling clients to improve their products and services, strengthen their brands, and drive more revenue. The largest, most innovative global media and ad technology businesses rely on Advertiser Perceptions.

www.AdvertiserPerceptions.com

About Standard Media Index (SMI)

Standard Media Index (SMI), a Dreamscape company, reports on census-level, complete billing records for placement-level detail of all media transactions in all media types as supplied by the world's largest media buying groups, as well as leading independents, and organizes that data to create a clear, granular, and easy-to-use database for our clients and agency partners.

Depending on the market, SMI captures between 70% and 95% of all agency spend. By aggregating it, SMI offers detailed ad intelligence across all media types, including television, digital, out-of-home, print, and radio. Depending on the market, data can be broken down by unit cost, media owner, ad type, buy type, advertiser product category, and other dimensions.

Clients use SMI data to determine media mix models, create competitive benchmarks, and gain visibility into pricing-level data. The data also allow them to understand marketplace trends on a product category level, evaluate the ROI of tentpoles and sporting events, and break out ad formats by media type to highlight the effectiveness of different kinds of placements.

Our data supports insights covering 34 countries around the world.

Thank You!

For further information:

IAB Research & Insights

- Chris Bruderle (chris@iab.com)
- Meredith Guiness (meredith@iab.com)

IAB Media Center

- Eric John (eric@iab.com)

Advertiser Perceptions

- Nicole Perrin (nicole.perrin@advertiserperceptions.com)

Standard Media Index (SMI)

- Rick Bruner (rick@standardmediaindex.com)