# A History of Thought Leadership

## The Questions Our Clients Asked

<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Share-Shift Analysis, TV+Online Video: The Best of Both Worlds</td>
</tr>
<tr>
<td>2011</td>
<td>Millenials: Distinct in Video Consumption?</td>
</tr>
<tr>
<td>2013</td>
<td>Smart TV Ad Effectiveness Study</td>
</tr>
<tr>
<td>2014</td>
<td>Millenials: Distinct in Video Consumption?</td>
</tr>
<tr>
<td>2015</td>
<td>When Screens Collide</td>
</tr>
<tr>
<td>2016</td>
<td>Millenials: Exploring the Impact of Multi-Screen Mixology</td>
</tr>
</tbody>
</table>

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STUDY OBJECTIVE

HOW WE NAVIGATED THE NEW AD LANDSCAPE

User experience across video ad formats and devices

Performance against brand KPIs

Optimizing performance across video ad formats
Participants recruited from nationally representative online panel across PC and Smartphone (n=6,864)

Initial survey with demographic and media consumption questions

Participants were randomized into a single test cell and selected content to view based on their interests. Tracked behavioral metrics

Post exposure survey to measure traditional brand metrics and qualitative feedback
## METHODOLOGY

**TEST CELL SUMMARY**

### 5 FORMATS
- Control
- Pre-Roll (non-skippable)
- Mid-Roll
- Social Video
  - **Outstream:** Header, Mid-Text, Mid-Text Plus Mini Player

### 12 AD SCENARIOS
- **Devices:** Smartphone vs PC
- **Creative Type:** Standard Ad vs Branded Content
- **Ad Length:** 15 sec vs 30 sec
- **Contextual Relevance**
- **Ad Sequencing**

### 2 VERTICALS
- H&M
- Ghirardelli Chocolate
PRE-ROLL

FINDING #1 | THE GOLD STANDARD HOLDS ITS WEIGHT
UNSKIPPABLE PRE-ROLL REMAINS NUMBER ONE IN PERFORMANCE
SEEN AS HIGHEST VALUE FORMAT BY VIEWERS

AT LEAST 3.5X
Less likely to be considered “interruptive” than other formats on mobile

“MORE ENGAGING”
Than social video

HIGHEST VALUE EXCHANGE
For free content
PRE-ROLL FEELS LEAST INTERRUPTIVE
REGARDLESS OF DEVICE, THE PRE-ROLL AD FORMAT FELT LESS INTERRUPTIVE

AD FORMAT – INTERRUPTED CONTENT

Q: Please rate how much you agree with the following statements as they relate to the ad you were shown ([description of ad format])? The ad type...

Interrupted the Content

- Outstream: 46%
- Mid-roll: 53%
- Pre-roll: 17%

PC (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=261
Mobile (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=355
Outstream based on any exposure level
THE LEAST INTRUSIVE FORMAT = THE MOST MEMORABLE
AD RECALL SIGNIFICANTLY HIGHER WITH PRE-ROLL

IMPACT ON AD RECALL

Q (Aided): Which of the following brands, if any, do you remember being mentioned or shown? (Please select all that apply)

Unaided Ad Recall - First Mention
- Outstream: 19%
- Mid-roll: 26%
- Pre-roll: 53%

Aided Ad Recall
- Outstream: 21%
- Mid-roll: 47%
- Pre-roll: 69%

PC (15 Sec): Control n=168, Pre-Roll n=207, Mid-Roll n=207, Outstream n=261
Mobile (15 Sec): Control n=183, Pre-Roll n=207, Mid-Roll n=207, Outstream n=355
Outstream based on any exposure level
THE AD WAS...

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad was...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Pre-roll</th>
<th>Mid-roll</th>
<th>Outstream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaging</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
...AND UNSKIPPABLE PRE-ROLL POSITIONS ADS AS MORE RELEVANT

BECAUSE IT’S LESS INTRUSIVE, CONSUMERS MAY BE LESS LIKELY TO ACTIVELY AVOID, ALLOWING THE ADS TO COMMUNICATE MORE & FEEL MORE ENGAGING

THE AD WAS...

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad was...

Relevant to Me
- Outstream: 41%
- Mid-roll*: 55%
- Pre-roll: 57%

Relevant to the Content
- Outstream: 26%
- Mid-roll*: 40%
- Pre-roll: 40%

PC (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=261
Mobile (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=355
Outstream based on any exposure level.
* Not compared for context relevance as it contained different content than pre-roll and outstream.
SOCIAL MEDIA INTEGRATION

SOCIAL VIDEO FEELS PARTICULARLY WELL INTEGRATED...

AD FORMAT

Q: Please rate how much you agree with the following statements as they relate to the ad you were shown ([description of ad format])? The ad type...

Social video: 67%

Didn't Disturb The Browsing Experience:
- Pre-roll: 53%
- Mid-roll: 26%
- Outstream: 29%

Felt Well Integrated With The Content:
- Social video: 65%
- Pre-roll: 29%
- Mid-roll: 16%
- Outstream: 21%

In addition to the native nature of social video, consumers likely have different expectations in this environment given all of the content is self-curated.
VIDEO FRONT & CENTER FEEL MOST IMPACTFUL
BUT, WHEN YOU CAN’T SKIP PRE-ROLL, IT BEATS NATIVE SOCIAL VIDEO IN ENGAGEMENT

THE AD WAS...

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad was...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Social video</th>
<th>Pre-roll</th>
<th>Mid-roll</th>
<th>Outstream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative</td>
<td>36%</td>
<td>45%</td>
<td>40%</td>
<td>34%</td>
</tr>
<tr>
<td>Engaging</td>
<td>40%</td>
<td>54%</td>
<td>44%</td>
<td>37%</td>
</tr>
</tbody>
</table>

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Mobile (15 Sec): Pre-Roll n=202, Mid-Roll n=204, Outstream n=343; Social Video n=184
Social Video and Outstream based on any exposure level
IMPACT ON UNAIDED AD RECALL

UNSKIPPABLE PRE-ROLL BREAKS - THROUGH BEST, FOLLOWED BY SOCIAL VIDEO

IMPACT ON RECALL

Q: You may or may not have been shown ads during your experience. If you can recall any brands being mentioned or shown, please write each brand on a separate line below. If you are not sure, you may guess or leave it blank.

Social Video (Met MRC Standard*)
Pre-Roll
Mid-Roll
Outstream

Delta (Test - Control)

Unaided Ad Recall - First Mention

54% 65% 39% 28%
VALUE EXCHANGE

Q: In order to allow you to access websites for free, websites need to allow companies to advertise. Based on the ad you were shown today and the content following it, was watching the ad “worth it?”

<table>
<thead>
<tr>
<th>Format</th>
<th>Avg. Rating 1-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-roll</td>
<td>6.12</td>
</tr>
<tr>
<td>Mid-roll</td>
<td>5.76</td>
</tr>
<tr>
<td>Outstream</td>
<td>5.27</td>
</tr>
</tbody>
</table>
MID-ROLL & OUTSTREAM

FINDING #2 | BEST TAILORED FOR SPECIFIC AUDIENCES
Q: How likely are you to purchase [product category] in the next month?

-3% 8%

4% 7%

2% 8%
THE AD WAS “NOVEL”

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad... “was novel.”

<table>
<thead>
<tr>
<th>Format</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstream</td>
<td>12%</td>
</tr>
<tr>
<td>Mid-roll</td>
<td>17%</td>
</tr>
<tr>
<td>Pre-roll</td>
<td>18%</td>
</tr>
</tbody>
</table>

PC (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=261
Mobile (15 Sec): Pre-Roll n=207, Mid-Roll n=207, Outstream n=355
Outstream based on any exposure level
IMPACT ON MESSAGE RECALL

MID-ROLL COMMUNICATES BRAND MESSAGES PARTICULARLY WELL ON LARGER, MORE TV-LIKE SCREEN

Q: Which of the following messages do you associate with [Brand]?

- Pre-roll: 19%
- Mid-roll: 15%
- Outstream: 6%
NEWEST AD FORMAT
FOCUS: OUTSTREAM

FINDING #3 | BEST WITH TARGETED CONTENT AND CONTEXT
OUTSTREAM SHINES WITH UNDIVIDED ATTENTION...

WHEN PEOPLE WATCH ENTIRE VIDEO (HOW IT’S PAID FOR), OUTSTREAM ON PAR WITH OTHER FORMATS

IMPACT ON RECALL

Q (Aided): Which of the following brands, if any, do you remember being mentioned or shown? (Please select all that apply)

Unaided Ad Recall - Any Mention
- Outstream: 51%
- Mid-roll: 41%
- Pre-roll: 62%

Aided Ad Recall
- Outstream: 59%
- Mid-roll: 55%
- Pre-roll: 74%

Message Recall
- Outstream: 16%
- Mid-roll: 27%
- Pre-roll: 24%

Outstream w/ 100% completion
- PC (15 Sec): Control n=85, Pre-Roll n=112, Mid-Roll n=110, Outstream n=52; Mobile (15 Sec): Control n=72, Pre-Roll n=107, Mid-Roll n=110, Outstream n=80

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**“Wanted to Close Out Immediately”**

Q: Please rate how much you agree with the following statements as they relate to the ad you were shown ([description of ad format])? The ad type... “Is something I wanted to close out of immediately”

- Outstream: 56%
- Mid-roll: 51%
- Pre-roll: 36%
- Social Video: 31%

Mobile (15 Sec): Pre-Roll n=202, Mid-Roll n=204, Outstream n=343; Social Video n=184
Social Video and Outstream based on any exposure level

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**CONTEXT IS KEY FOR OUTSTREAM**

**WHILE WE KNOW IT’S IMPORTANT FOR PRE-ROLL, CONTEXT MUCH MORE SO FOR OUTSTREAM**

### “Ad Used Acceptable Communication Method”

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. “The ad used an acceptable communication method.”

<table>
<thead>
<tr>
<th>Acceptable Communication Method</th>
<th>% Who Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstream Non Contextual</td>
<td>42%</td>
</tr>
<tr>
<td>Outstream Contextual</td>
<td>52%</td>
</tr>
<tr>
<td>Pre-roll Non Contextual</td>
<td>66%</td>
</tr>
<tr>
<td>Pre-roll Contextual</td>
<td>68%</td>
</tr>
</tbody>
</table>

Not Contextual/Contextual: Pre-Roll n=407/428, Outstream n=311/298
Outstream based on any exposure level

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The Ad

Q: Please rate how much you agree that the ad by [Brand] embodies the statements below. The ad...

- **Was Engaging**
  - Outstream Standard Ads: 29%
  - Outstream Branded Content: 41%

- **Was Informative**
  - Outstream Standard Ads: 30%
  - Outstream Branded Content: 45%

- **Was Relevant to Content**
  - Outstream Standard Ads: 23%
  - Outstream Branded Content: 37%

- **Was Relevant to Me**
  - Outstream Standard Ads: 30%
  - Outstream Branded Content: 44%

- **Used an Acceptable Communication Method**
  - Outstream Standard Ads: 35%
  - Outstream Branded Content: 48%
Q: Please rate how much you agree with the following statements as they relate to the ad you were shown (description of ad format)? The ad type...

- **Outstream on Mobile**
  - Is Annoying: 36%
  - Is Something I Wanted to Close Out of Immediately: 56%
  - Interrupted the Content: 46%
  - Didn’t Disturb the Browsing Experience: 29%
  - Felt Well Integrated With the Content: 21%

- **Outstream on PC**
  - Is Annoying: 36%
  - Is Something I Wanted to Close Out of Immediately: 45%
  - Interrupted the Content: 46%
  - Didn’t Disturb the Browsing Experience: 40%
  - Felt Well Integrated With the Content: 28%

PRIORITIZE PC, WHICH PROVIDES BEST CANVAS

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TWO PRE-ROLLS AND PRE-ROLL+OUTSTREAM ARE COMPARABLE STRATEGY

FOLLOWING OUTSTREAM WITH PRE-ROLL HAS LARGEST GAINS FROM ADDING SECOND EXPOSURE

ADDIATION OF EXPOSURES

Aided Ad Recall, Delta (Test – Control)

<table>
<thead>
<tr>
<th>Exposure Combination</th>
<th>Outstream Exposure</th>
<th>Pre-Roll Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstream + Outstream</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Outstream + Pre-Roll</td>
<td>31%</td>
<td>+37%</td>
</tr>
<tr>
<td>Pre-Roll + Outstream</td>
<td></td>
<td>72% + 6%</td>
</tr>
<tr>
<td>Pre-Roll + Pre-Roll</td>
<td></td>
<td>72% + 11%</td>
</tr>
</tbody>
</table>

Mobile (15 Sec): Control n=183, 1 Pre-Roll n=207, 1 Outstream n=355, Outstream+Outstream n=179, Outstream+Pre-Roll n=171, Pre-Roll+Outstream n=178, Pre-Roll+Pre-Roll n=187
PUTTING THE PIECES TOGETHER

CONCLUSION | HOW TO LEVERAGE THE UNIQUE BENEFITS OF EACH AD FORMAT
**BEST PRACTICES FOR PRE-ROLL**

*Unskippable pre-roll ads are flexible enough to use on both PC or mobile devices, but perform best when front and center on screen.*

<table>
<thead>
<tr>
<th>Device</th>
<th>Contextual Relevance</th>
<th>Ad Length</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>PC</strong></td>
<td><strong>Mobile</strong></td>
</tr>
<tr>
<td>Format Perceptions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Perceptions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recall Metrics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Favorability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Perceptions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Winner**
- **Tie**
## BEST PRACTICES FOR MID-ROLL

**MOBILE DEVICES BEST SHOWCASE MID-ROLL ADS FOR HIGHEST RECALL IMPACT**

<table>
<thead>
<tr>
<th></th>
<th>Device</th>
<th>Contextual Relevance</th>
<th>Ad Length</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PC</td>
<td>Mobile</td>
<td>Not Relevant</td>
</tr>
<tr>
<td>Format Perceptions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Perceptions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recall Metrics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Favorability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Perceptions</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Winner**
- **Tie**
- **Not Tested**
**BEST PRACTICES FOR OUTSTREAM**

*Couple with pre-roll for best ad recall metrics, and focus on context for best results*

<table>
<thead>
<tr>
<th>Device</th>
<th>Contextual Relevance</th>
<th>Ad Length</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not Relevant</td>
<td>Relevant</td>
</tr>
<tr>
<td></td>
<td>15 Sec</td>
<td>30 Sec</td>
</tr>
</tbody>
</table>

- **Format Perceptions**
- **Ad Perceptions**
- **Recall Metrics**
- **Brand Favorability**
- **Purchase Intent**
- **Brand Perceptions**

![Winner](image1)

- **Winner**
- **Tie**
TAKEAWAYS

• Pre-Roll has best value for all brand metrics due to its familiarity and lack of perceived intrusiveness.

• When considering multi-format media plans, it is important to think about how they are constructed. By using a multi-format strategy, it reaches people in two different mindsets – when they are reading text articles or watching videos online.

• Consumers are most critical of ads on their most personal device – mobile. To take advantage of higher purchase intent for all ad formats, ads must be less intrusive and more engaging to keep attention.
APPENDIX
| **GLOSSARY** |
| **AD FORMAT DETAIL** |

| **PRE-ROLL** |
| Mobile and PC: |
| Full screen on mobile by default, full screen if initiated by user on PC; ad appears prior to content |

| **MID-ROLL** |
| Mobile and PC: |
| Full screen on mobile by default, full screen if initiated by user on PC; ad appears in the middle of content within ad pod |

| **OUTSTREAM** |
| Mobile and PC: |
| Two locations for placement within article page: Header, and Mid-Text. Both only play when 100% in view. |
| PC only: |
| Mid-Text Mini, identical to Mid-Text, except video moves to the side and fully plays, as it is always in 100% in view |
| Regardless of device; video does not appear full screen |

| **SOCIAL** |
| Mobile: |
| Full screen if initiated by the user; ad appears in the middle of content as part of feed |