

MOBILE VIDEO GAGA RIGHT TIME. ANY PLACE.

DORON WESLY

HEAD OF MARKET STRATEGY

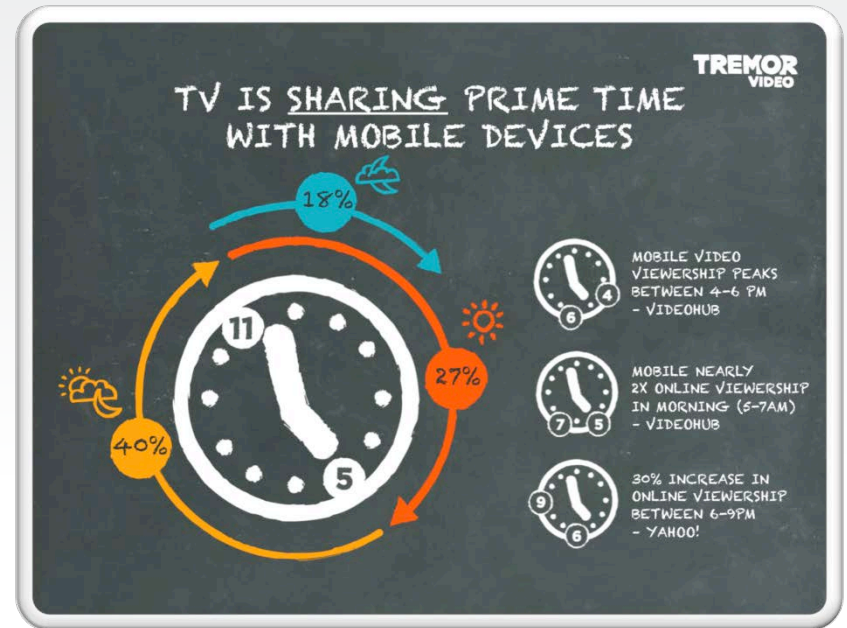
TREMOR VIDEO

2012

MOBILE **WASN'T** JUST
MOBILE ANYMORE

52% viewing mobile video at home

40% watch mobile video in primetime

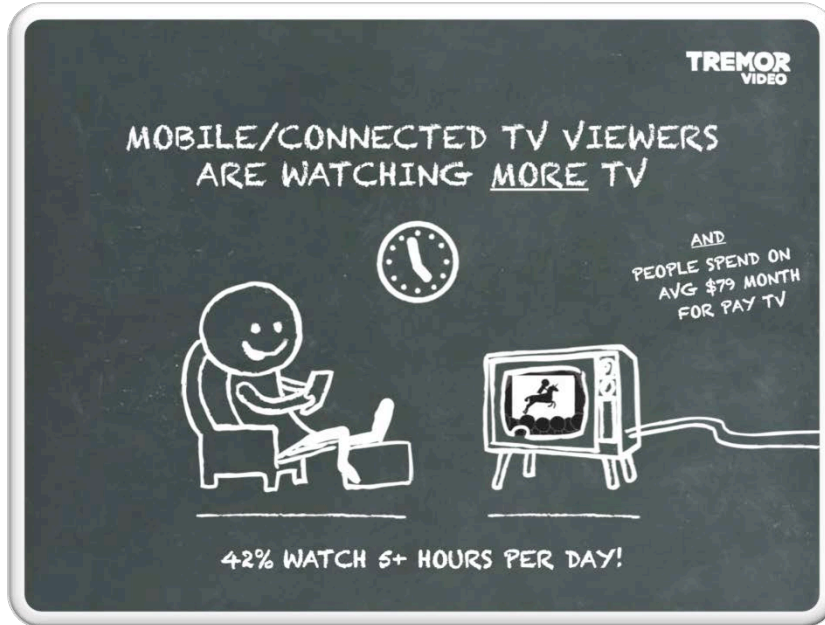


People watch 13 hours of video per week on tablets and smartphones

From early adopters to mainstream



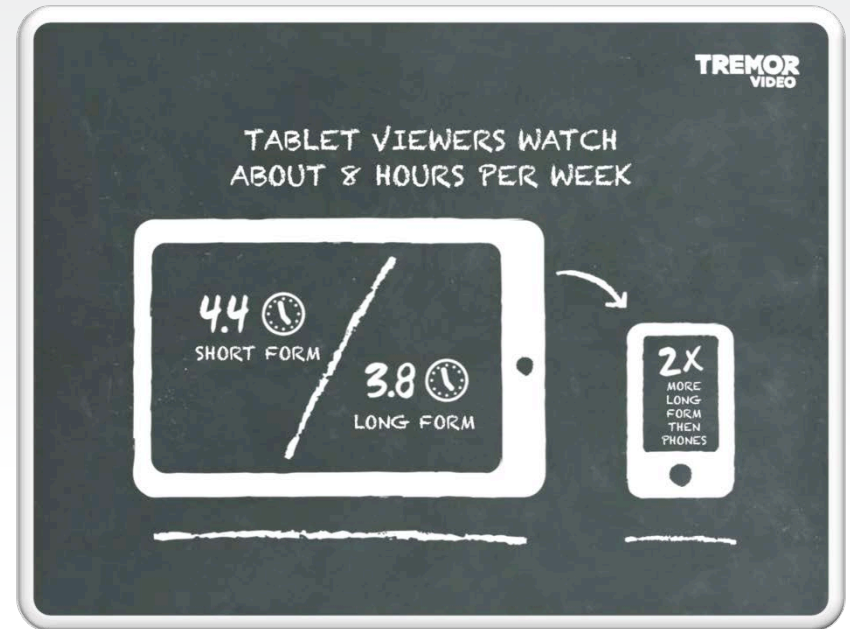
42% watch 5+ hrs. of TV per day, mobile video watchers watch more TV



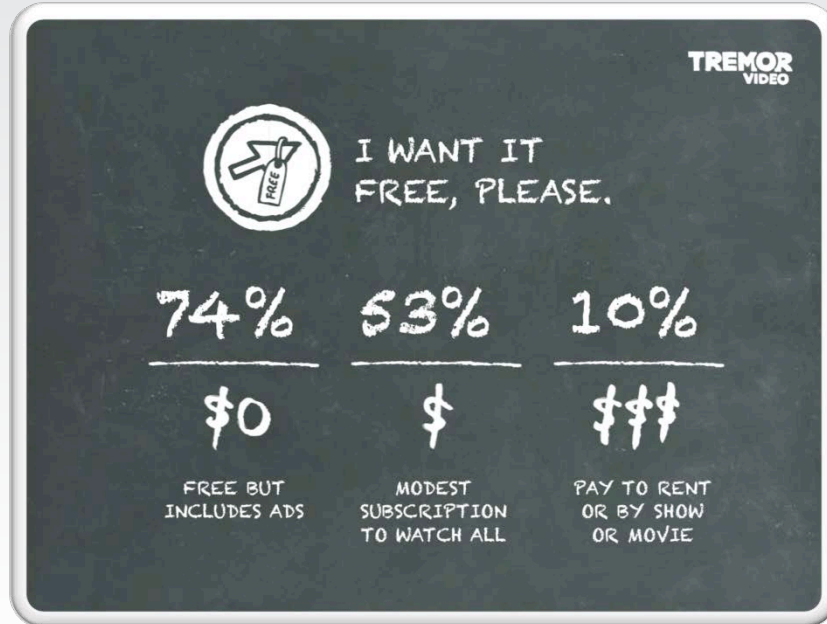
Cable cutting a real threat
8% of mobile/CTV viewers will cancel

Most watch 5 hrs. of video p/w on smartphone: 2.8 hrs. short-form

Most watch 8 hrs. of video on their tablets: 2X more long-form than on smart phones



74% want mobile video free
(thus ad-supported, Radio Gaga/Queen)



Video quality/experience same across TV/PC/Tablet/CTV, smartphone trailing (bandwidth)

Quality of ads: Tablet leads, phone less than ideal, TV/PC/CTV medium

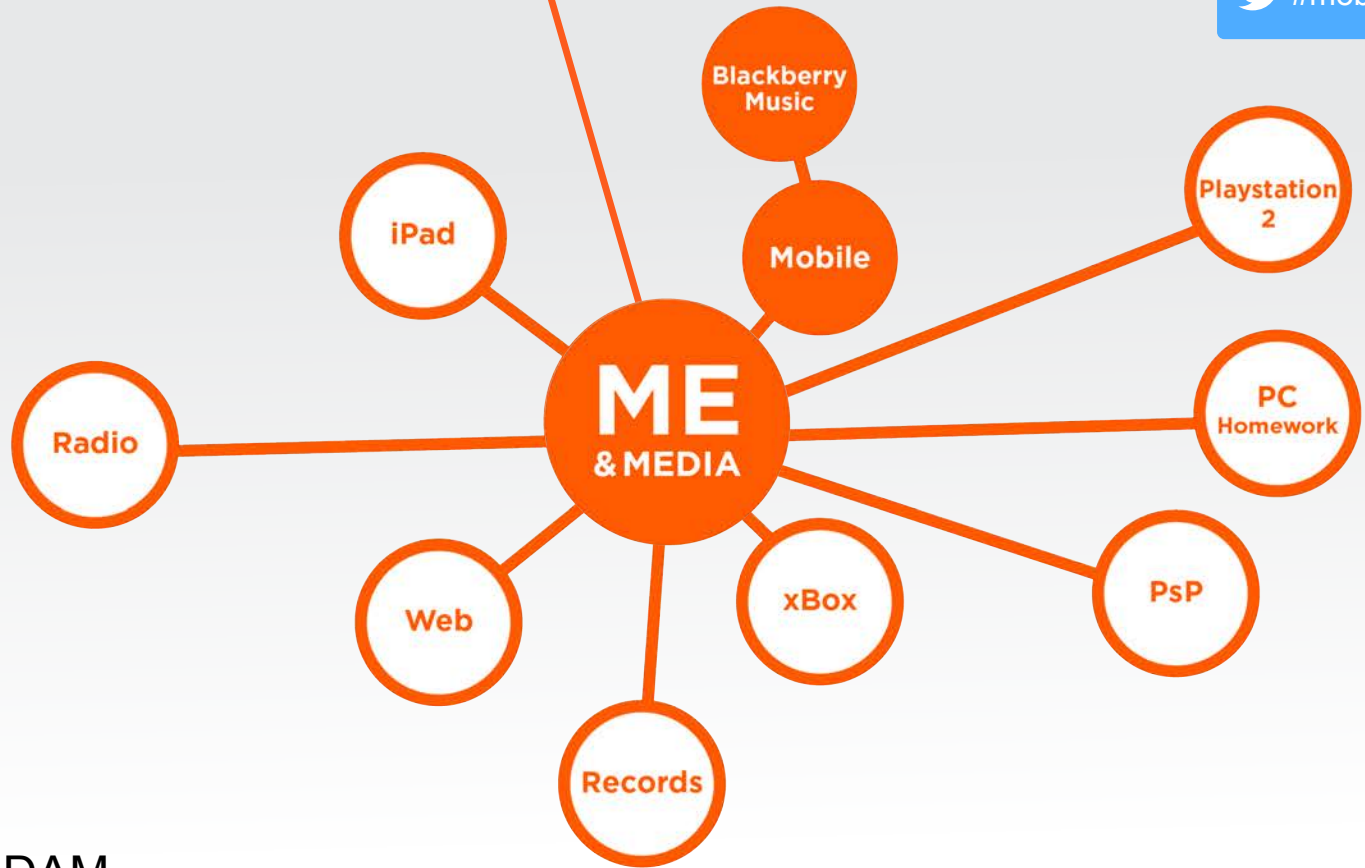
WE WENT GLOBAL

VIDEO LIVES: GLOBAL ETHNOGRAPHY

IMPORTANCE

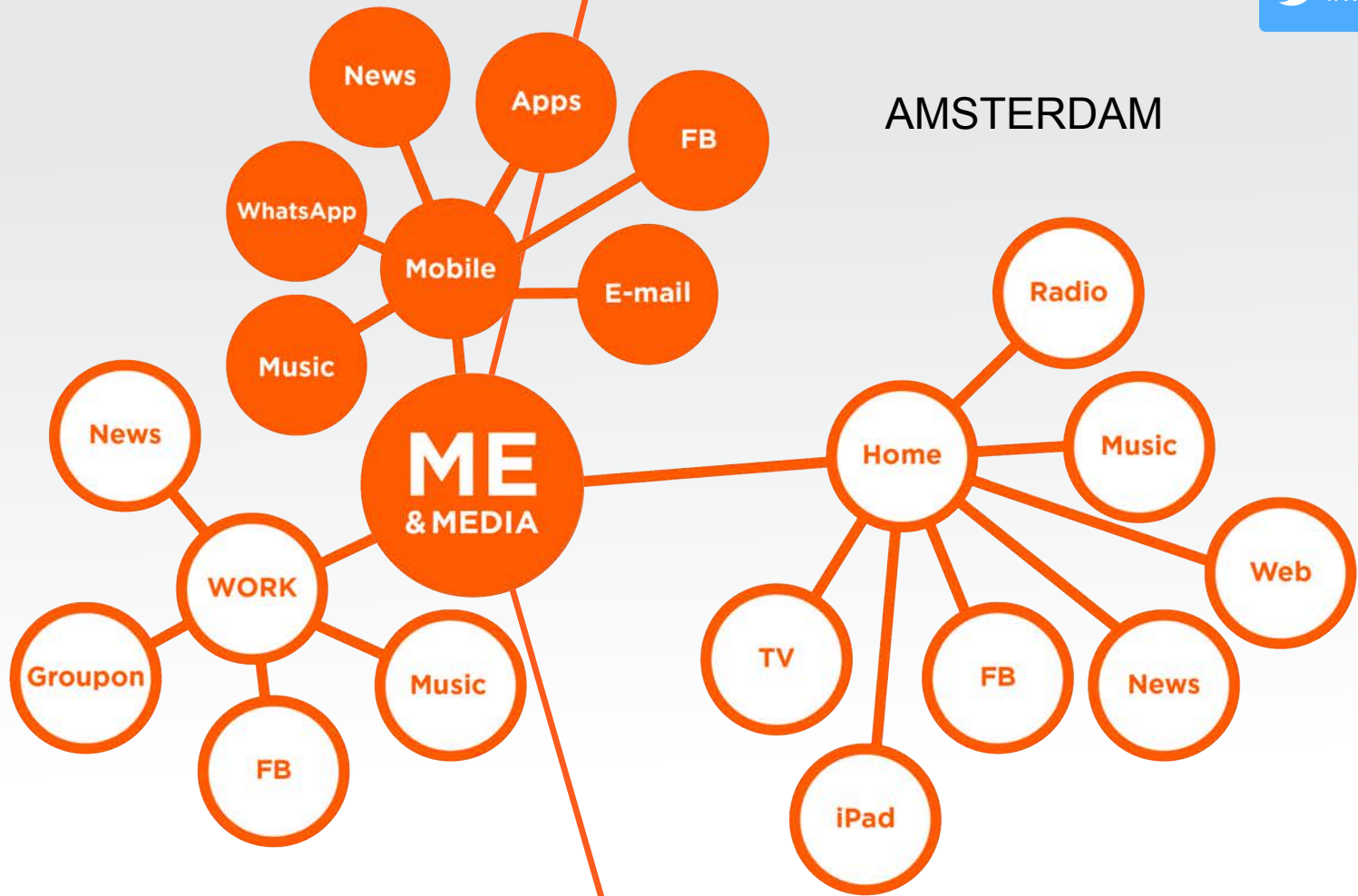
USAGE

IMPORTANCE

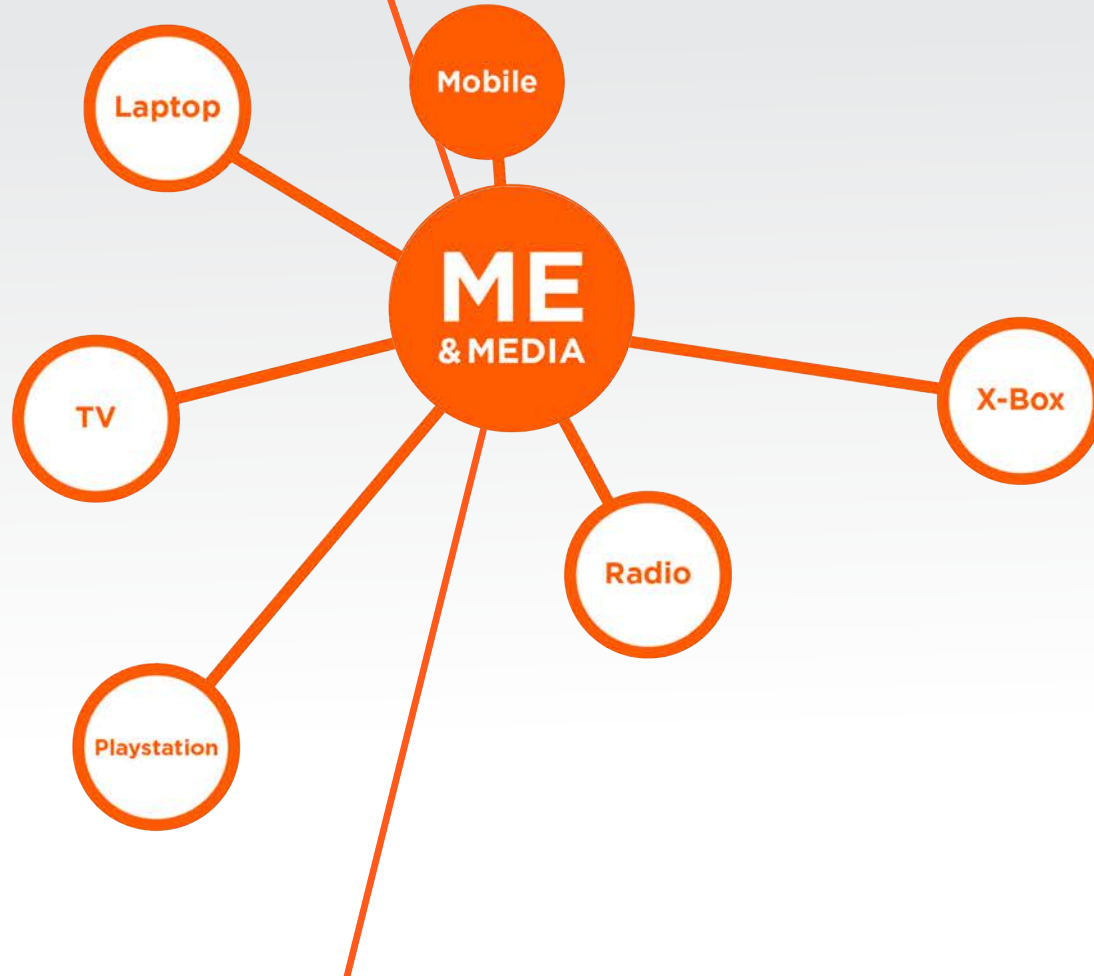


AMSTERDAM

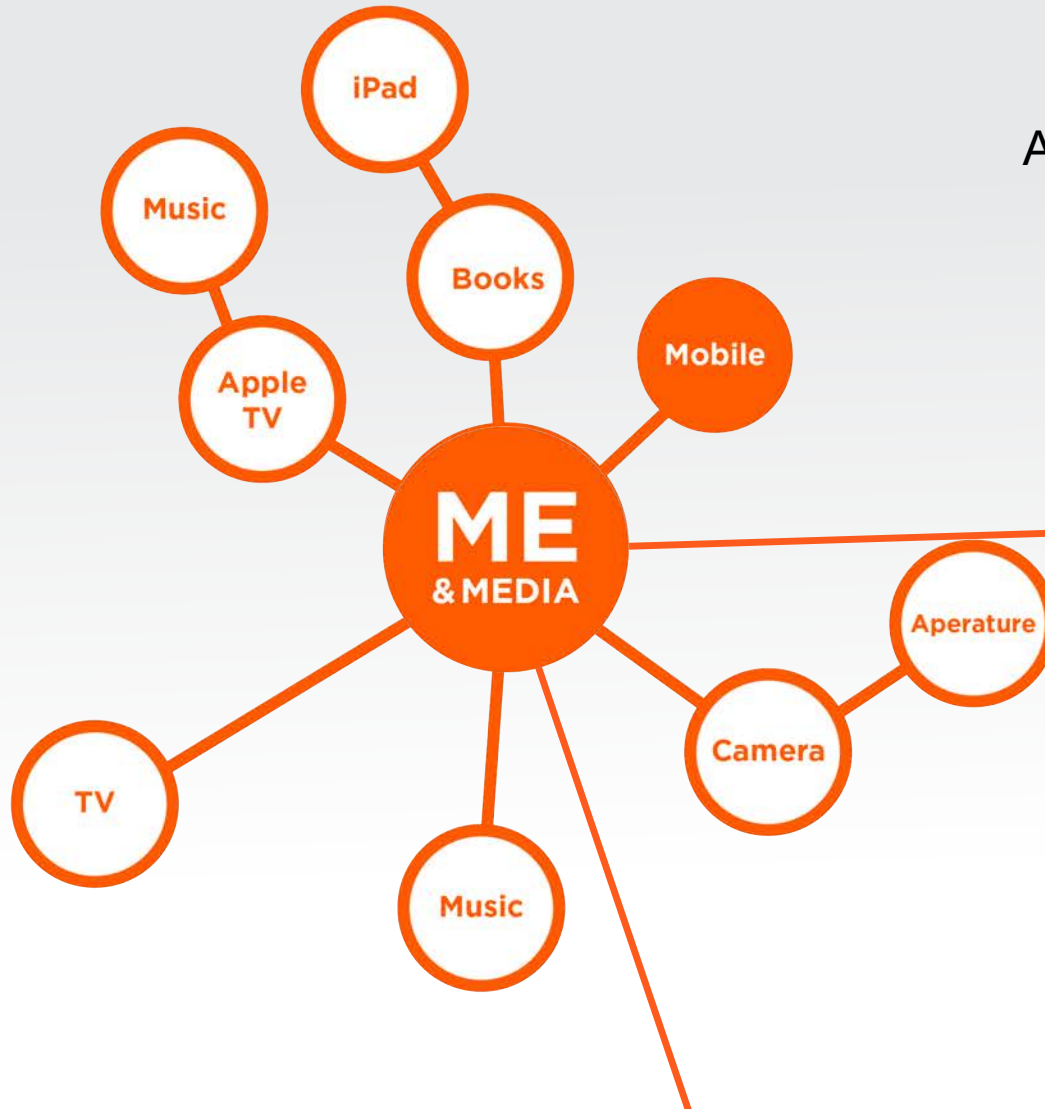
AMSTERDAM

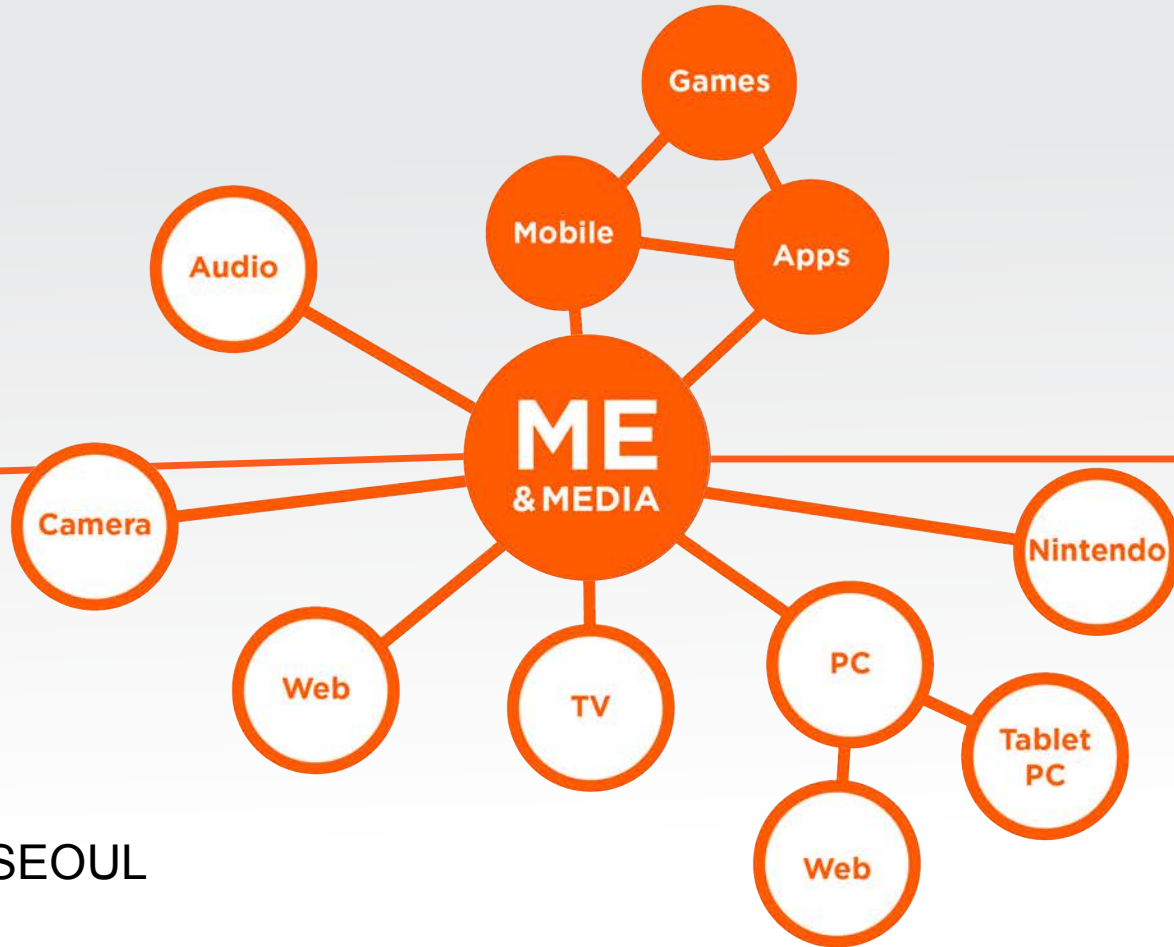


AMSTERDAM

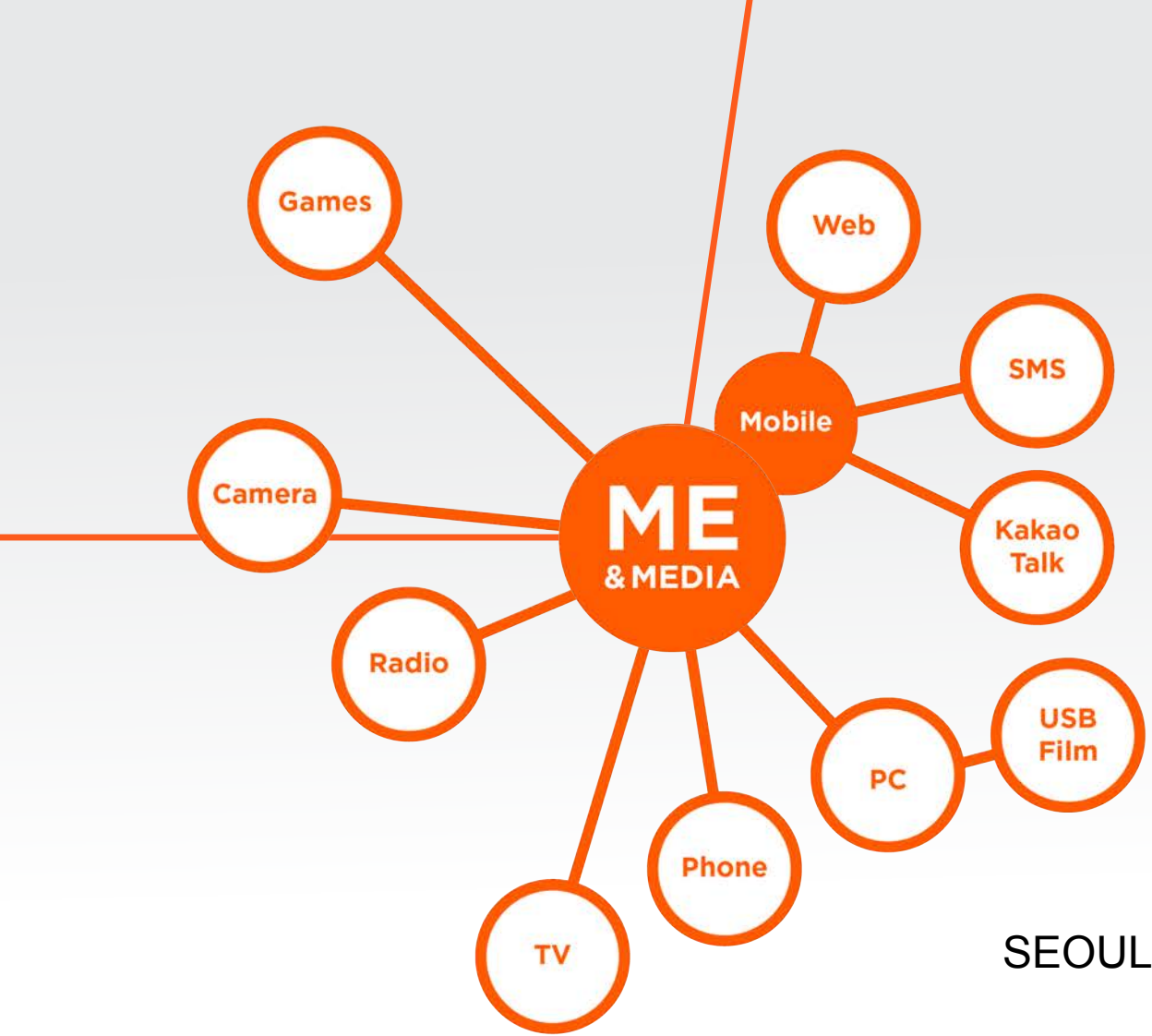


AMSTERDAM



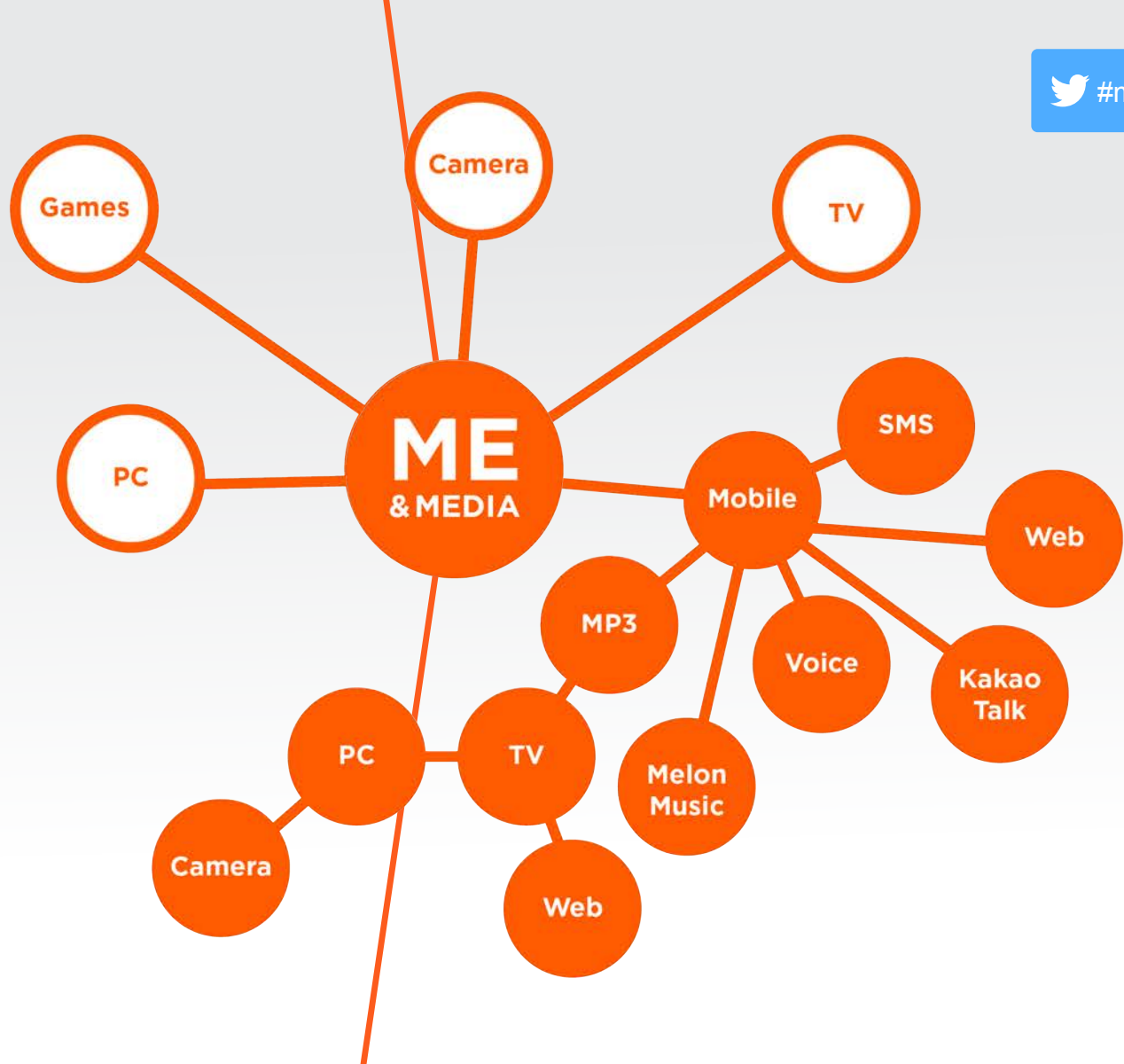


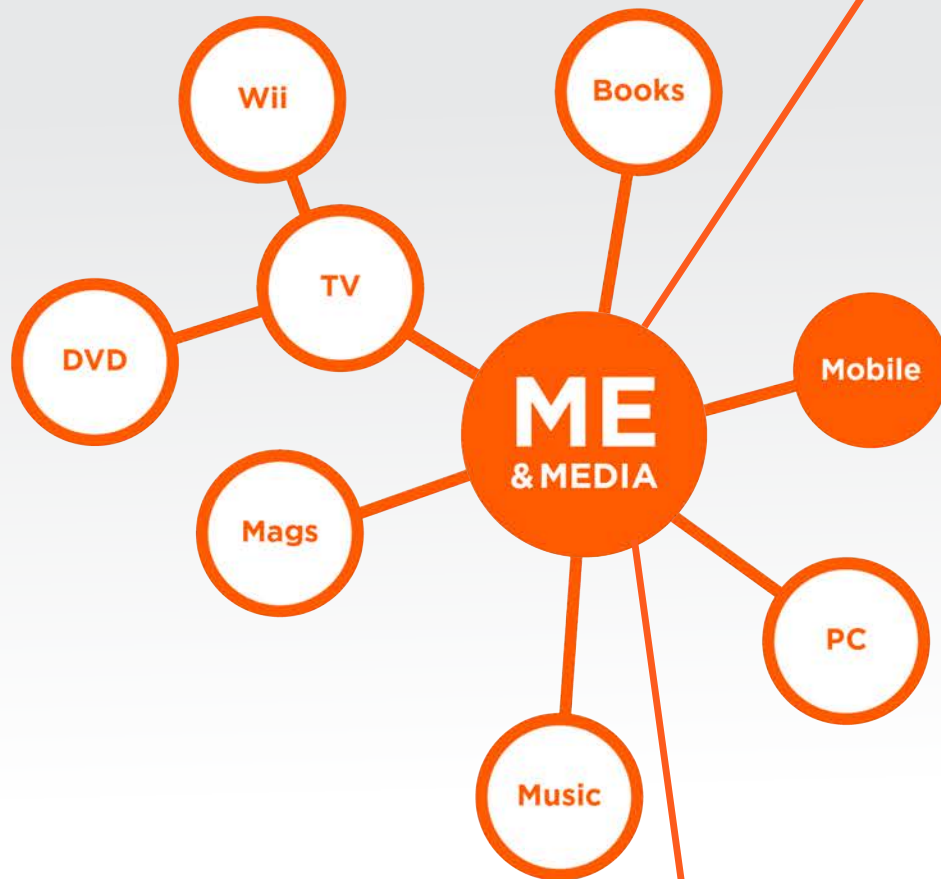
SEOUL



SEOUL

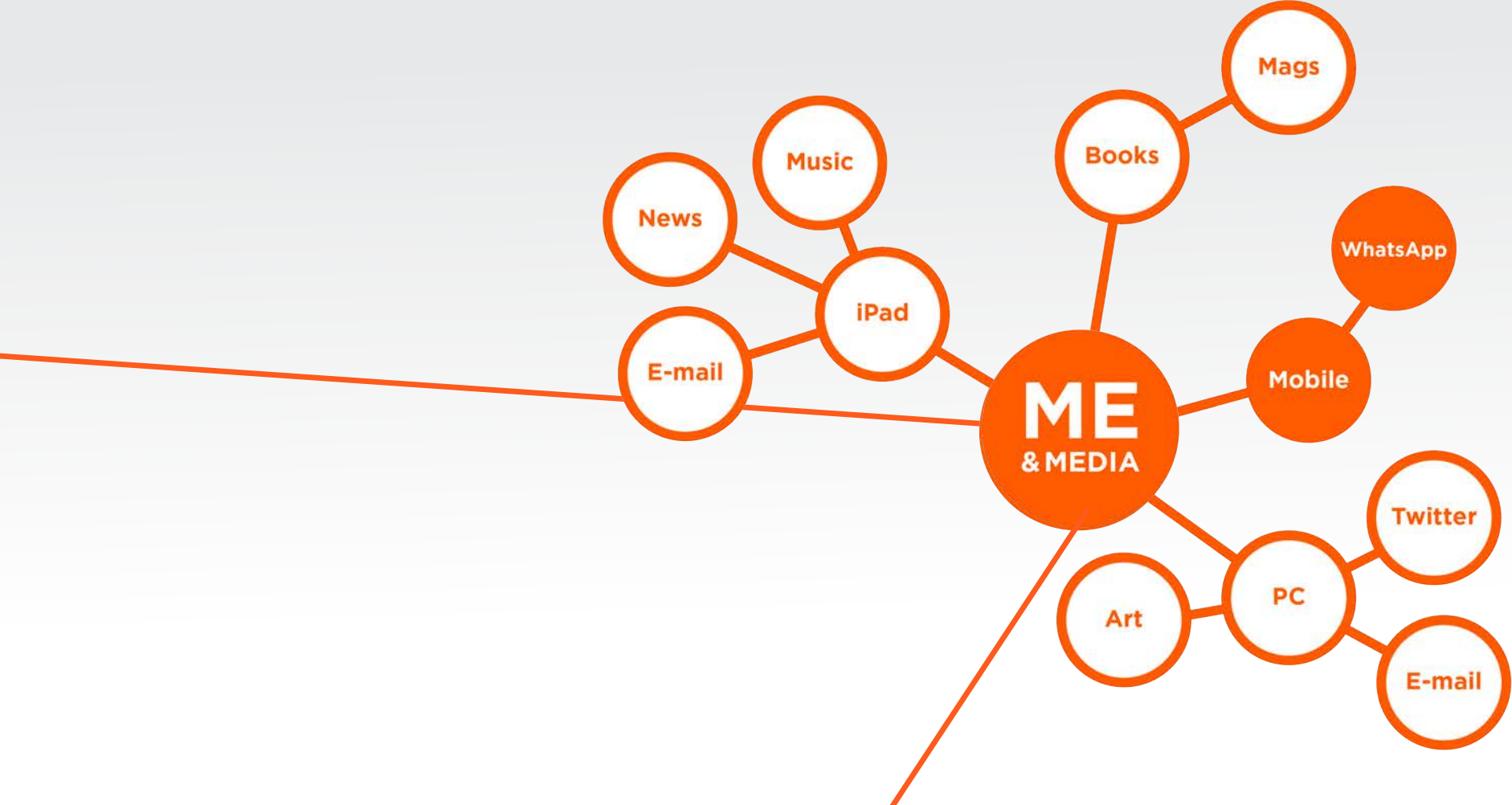
SEOUL

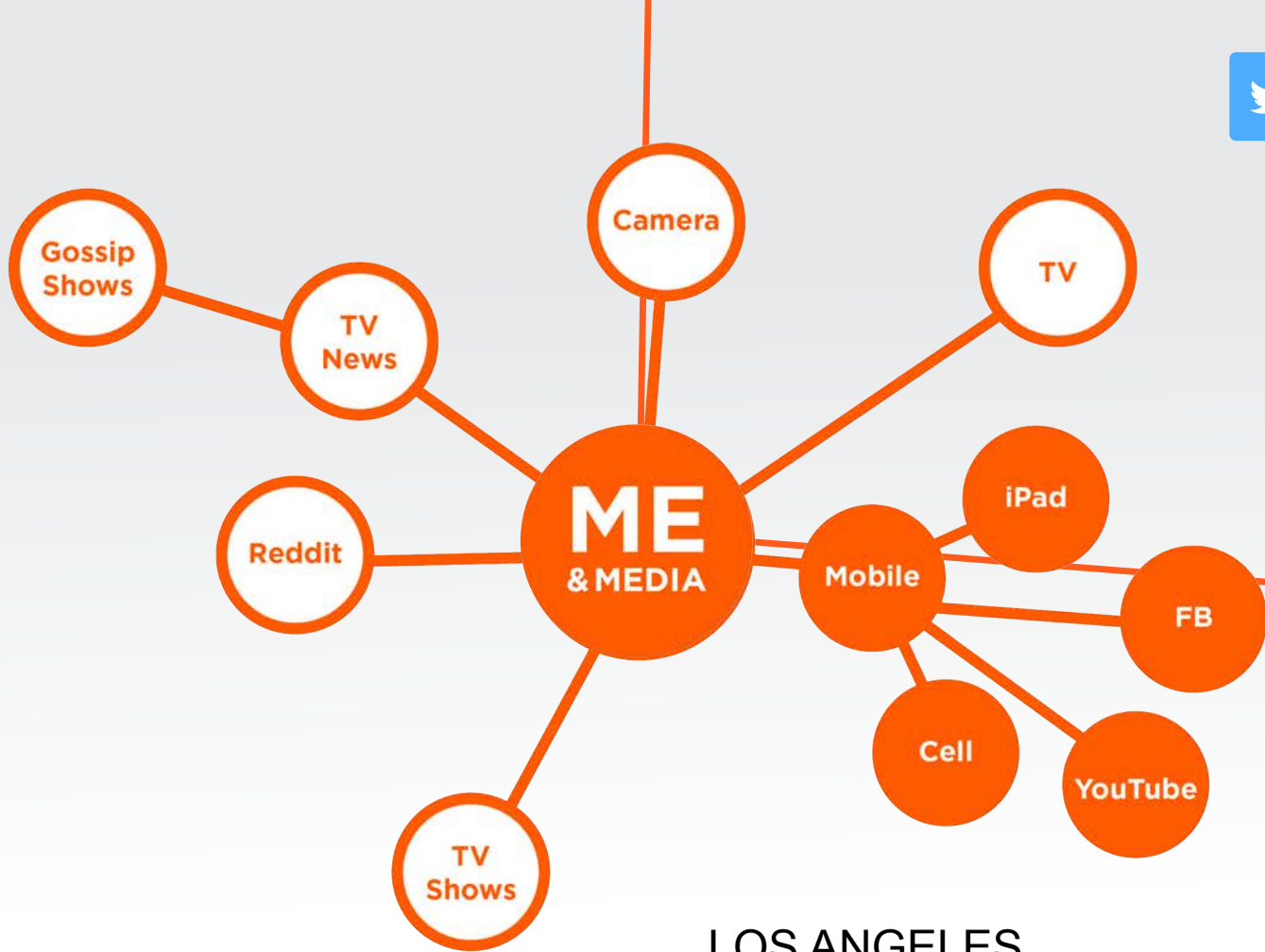




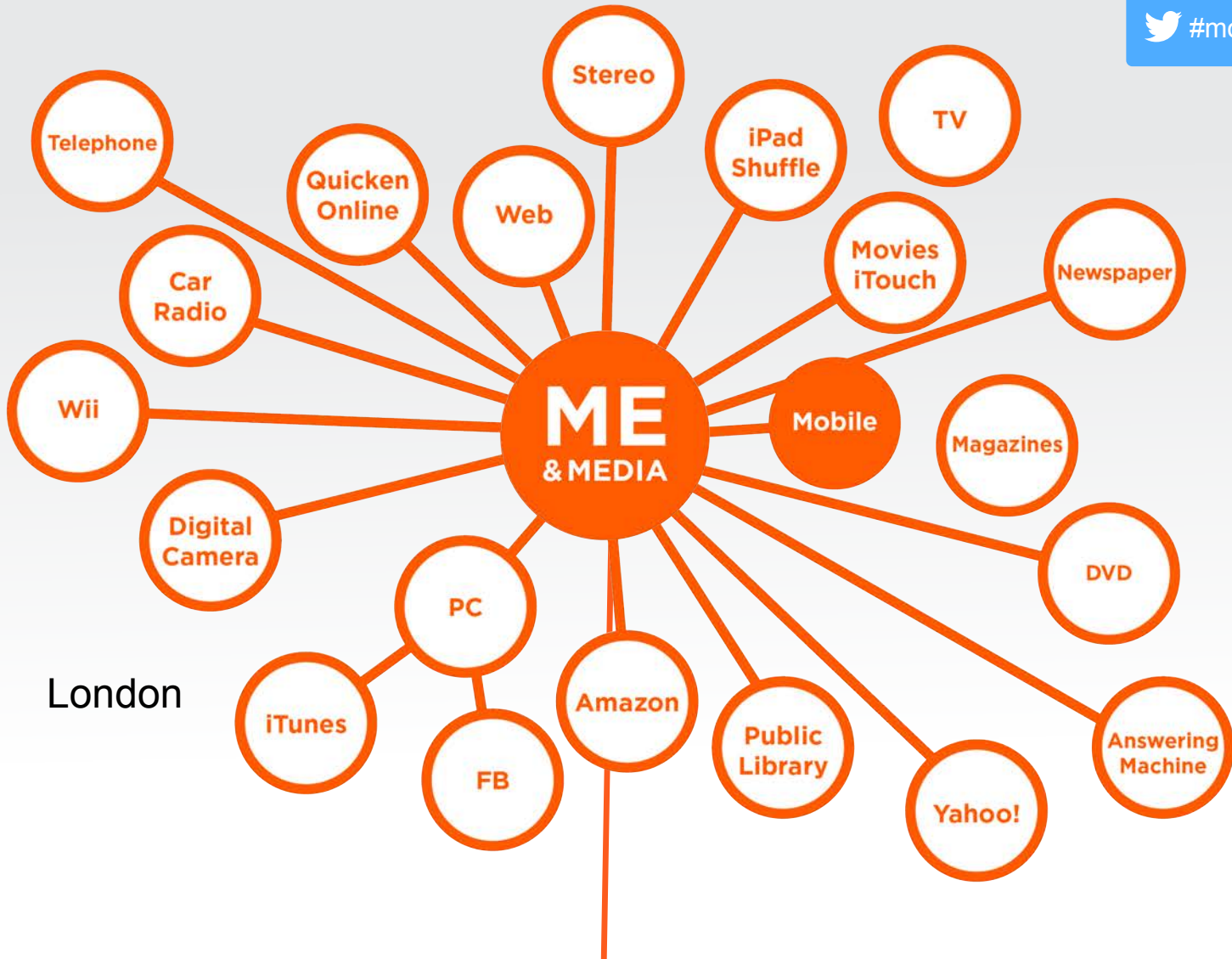
CHICAGO

LOS ANGELES





LOS ANGELES



London

PRIMETIME USAGE + TV BREAKS

 #mobilegaga

AM



0

2

4

6

8



10

12

4

6

8

10

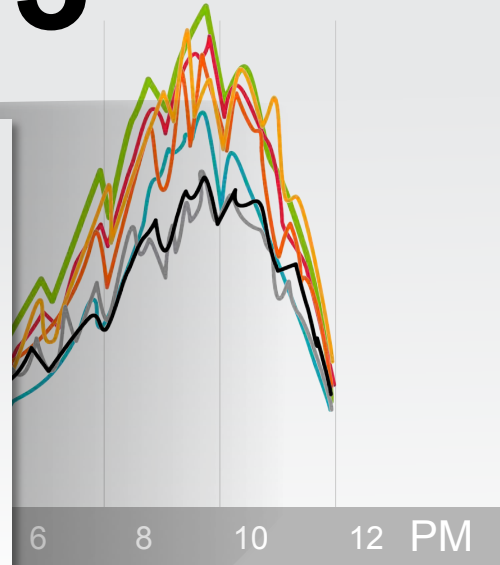
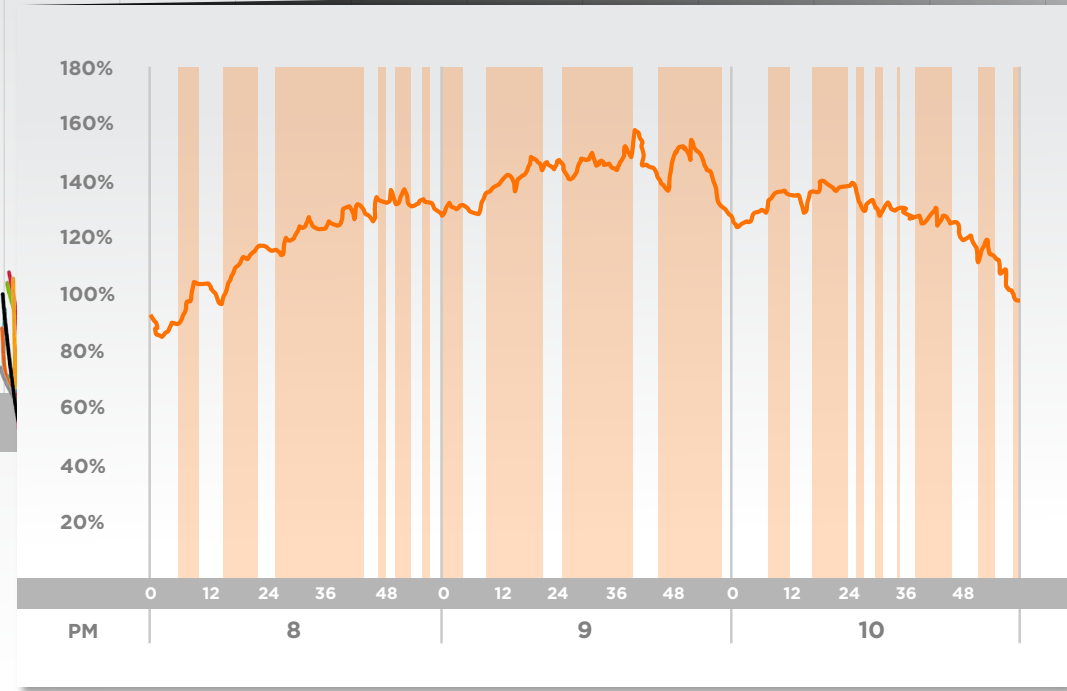
12

PM

MONDAY, 3.4.13

#mobilegaga

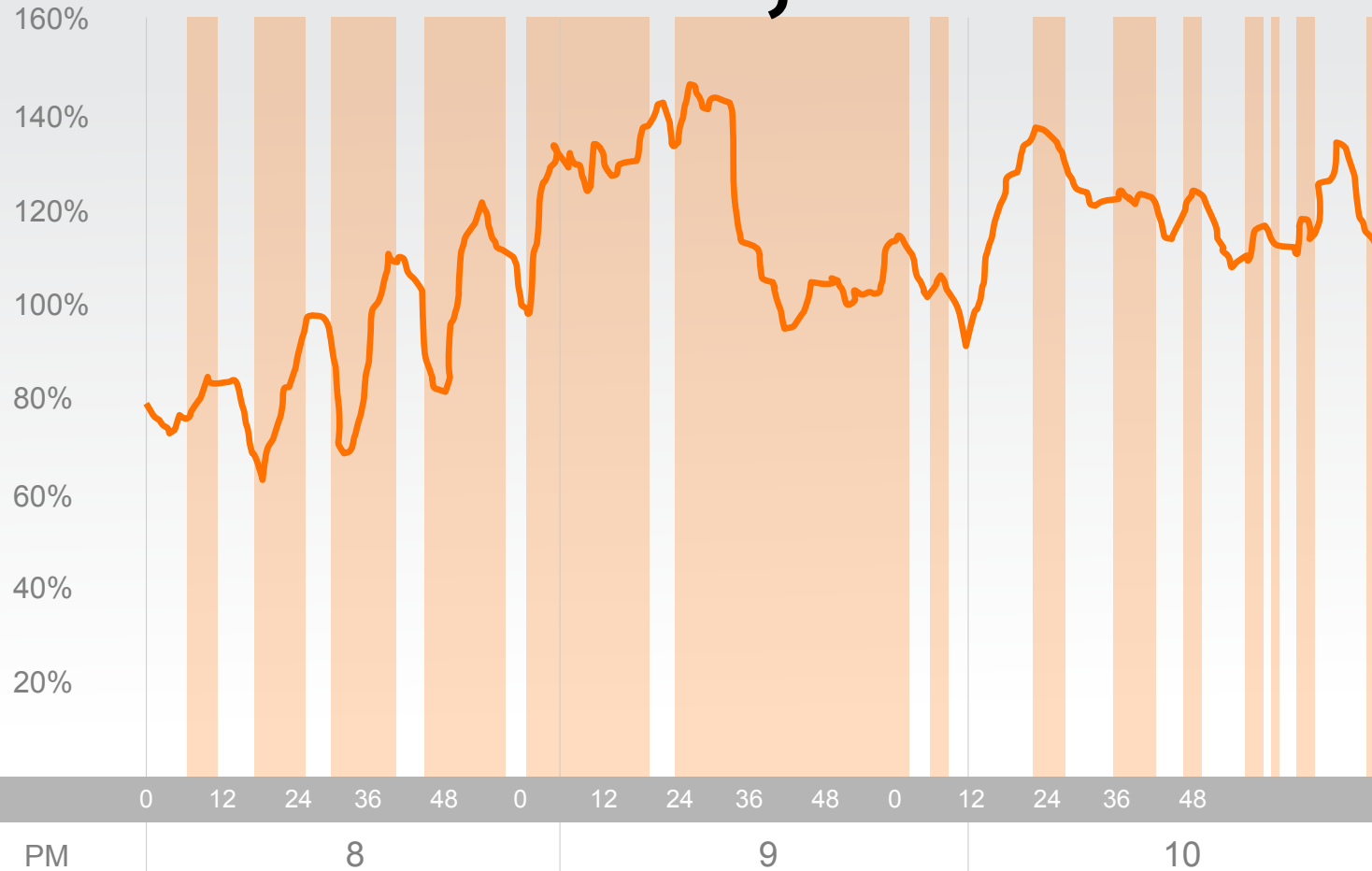
150%
100%
50%
-50%
-100%



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

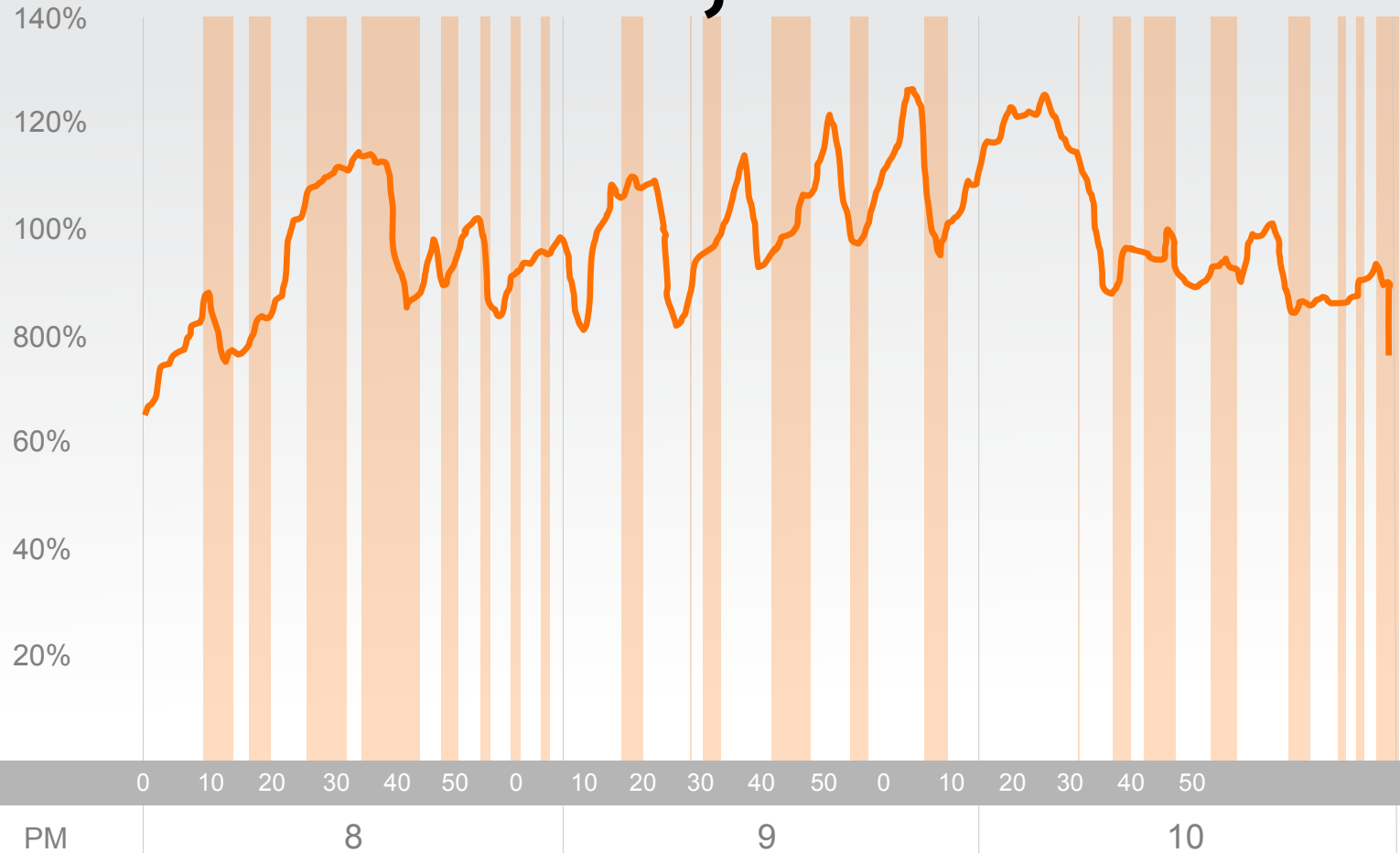
MONDAY, 4.15.13

#mobilegaga

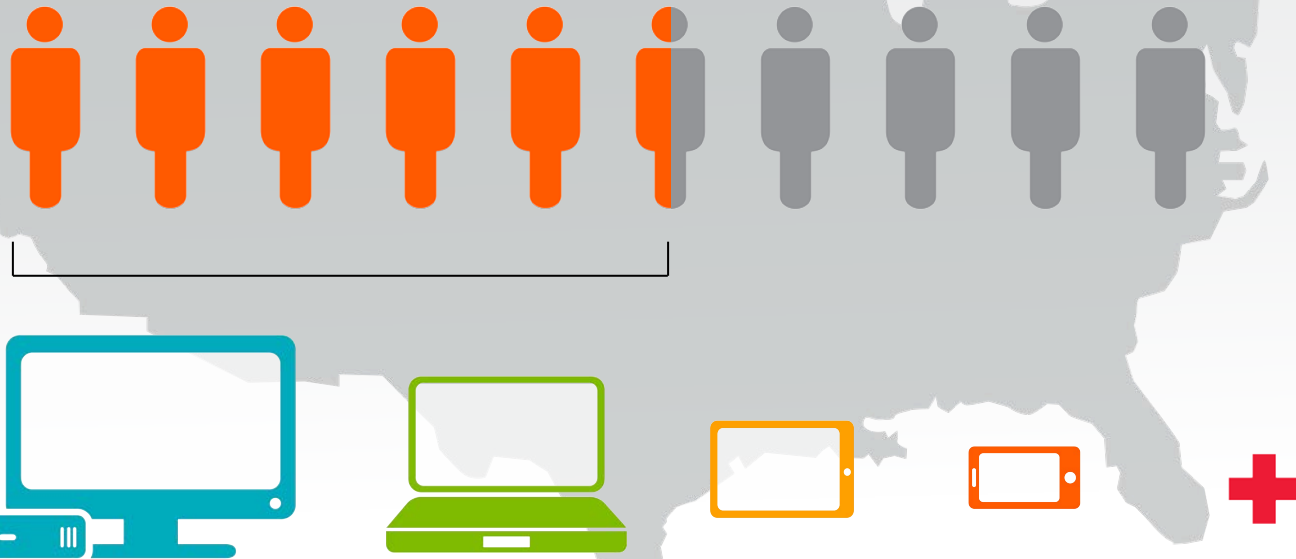


FRIDAY, 4.19.13

#mobilegaga



POPULATION WITH 4+ SCREENS



WHEN IT COMES TO...



Source: Frank N. Magid Associates, n=1,363, June 2014

What is your primary medium for entertainment/shopping and researching products? Which medium is the best way for you to discover products and brands?

+ ESCAPE



SURVIVAL + ESCAPE



Source: Magid Mobile Study, n=1,837 (phone), 1,301 (tablet), 2013

About how often do you use your smartphone/tablet? In a typical week, what percentage of time do you spend using your smartphone/tablet in the following locations?

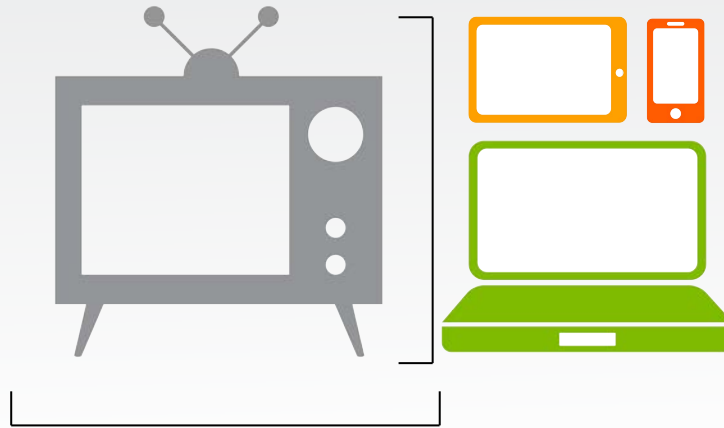
SURVIVAL + ESCAPE



Source: Frank N. Magid Associates, n=1,154 (phone), 833 (tablet), June 2014

What percentage of videos you watch on a smartphone are watched in home versus out-of-home? What percentage of videos you watch on a tablet are watched in home versus out-of-home?

MULTI-TASKING?



40% of TV viewing
is background noise

55% of the time, people
are using other devices
while watching TV

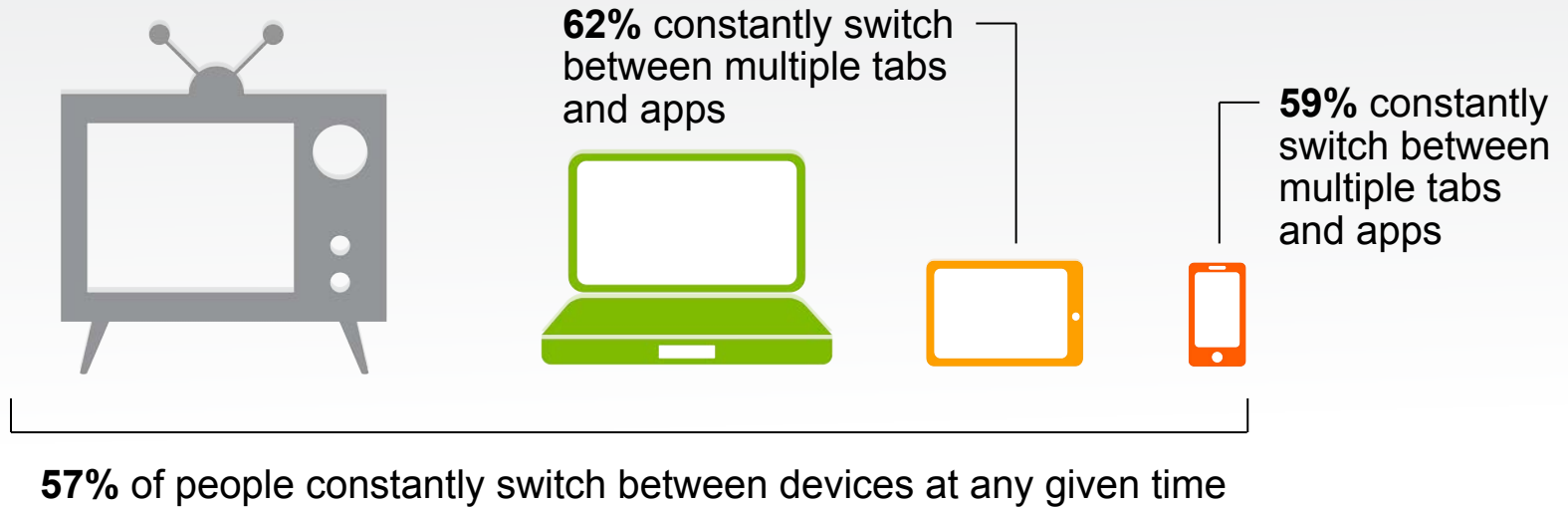
MULTI-TASKING? MULTI-SWITCHING



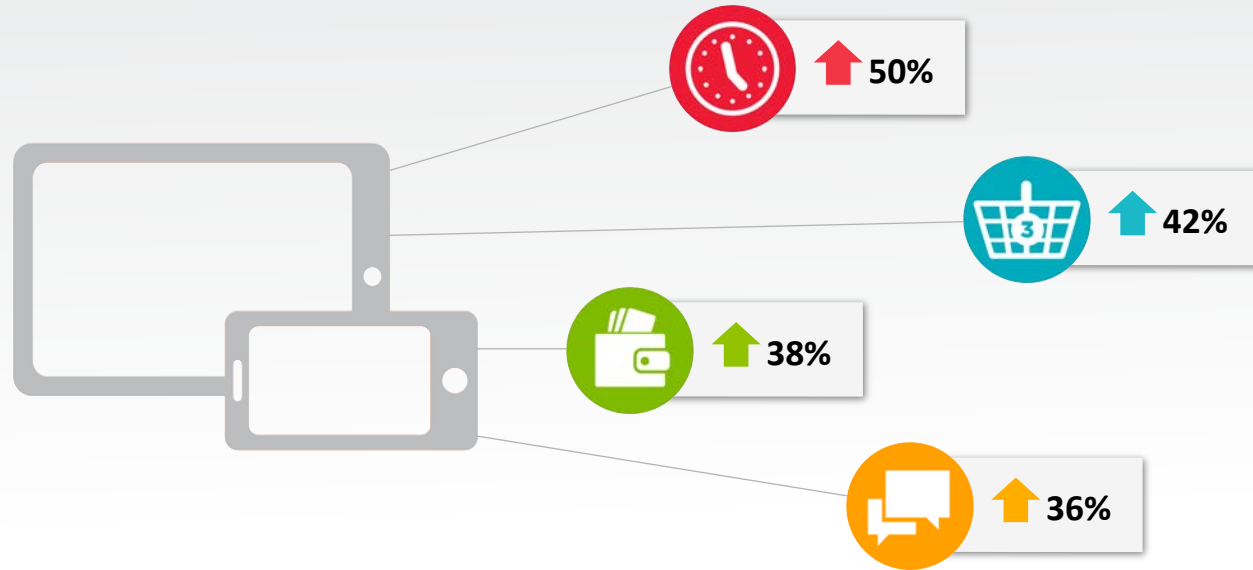
40% of TV viewing
is background noise

55% of the time, people
are using other devices
while watching TV

MULTI-TASKING? MULTI-SWITCHING



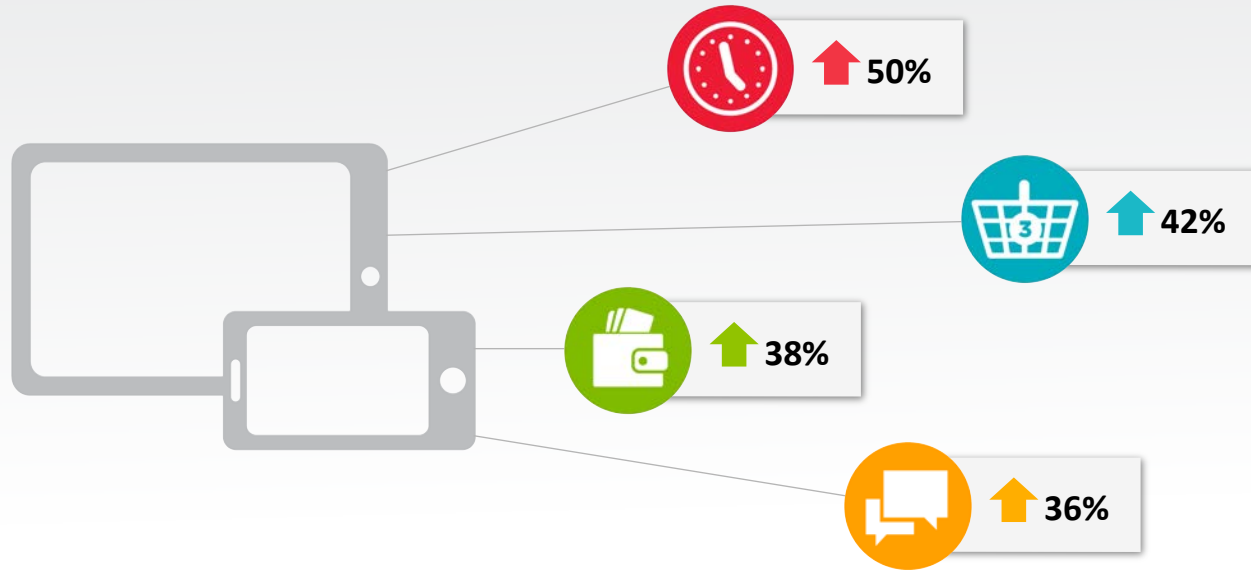
MORE OR LESS RESEARCH?



Source: Frank N. Magid Associates, n=1,363, June 2014

Thinking about the amount of video available on mobile (smartphone/tablet) devices, are you _____, compared to 5 years ago?

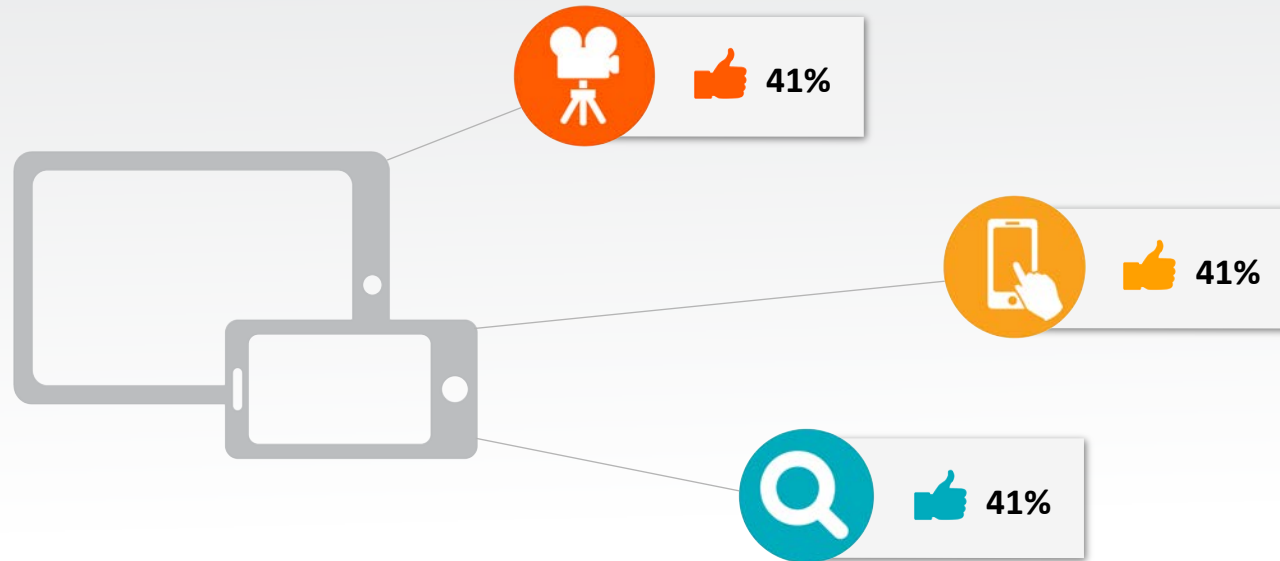
MORE OR LESS RESEARCH?



Source: Frank N. Magid Associates, n=1,363, June 2014

Thinking about the amount of video available on mobile (smartphone/tablet) devices, are you _____, compared to 5 years ago?

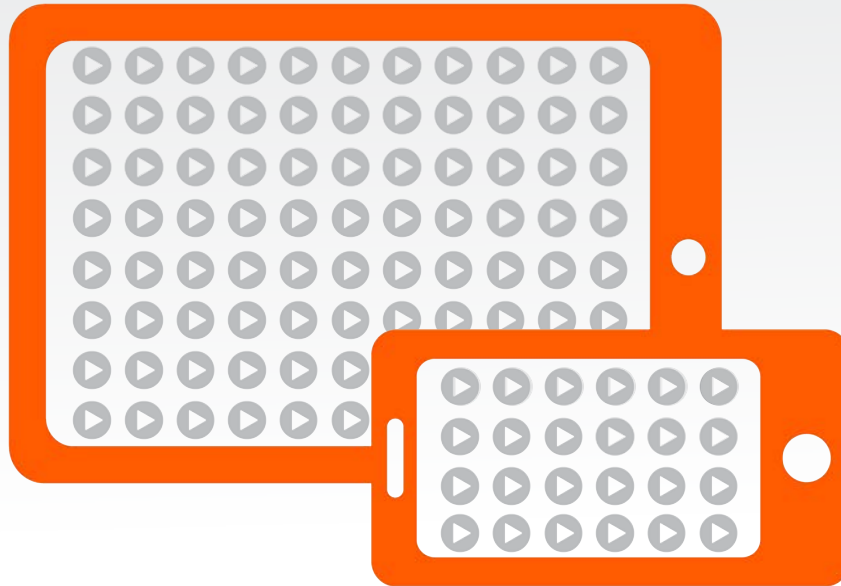
BRAND CONSUMPTION



Source: Frank N. Magid Associates, n=1,363, June 2014

How much do you personally agree or disagree with each of the following statements about your usage on mobile (smartphone/tablet)?

WHAT CONSUMERS WANT



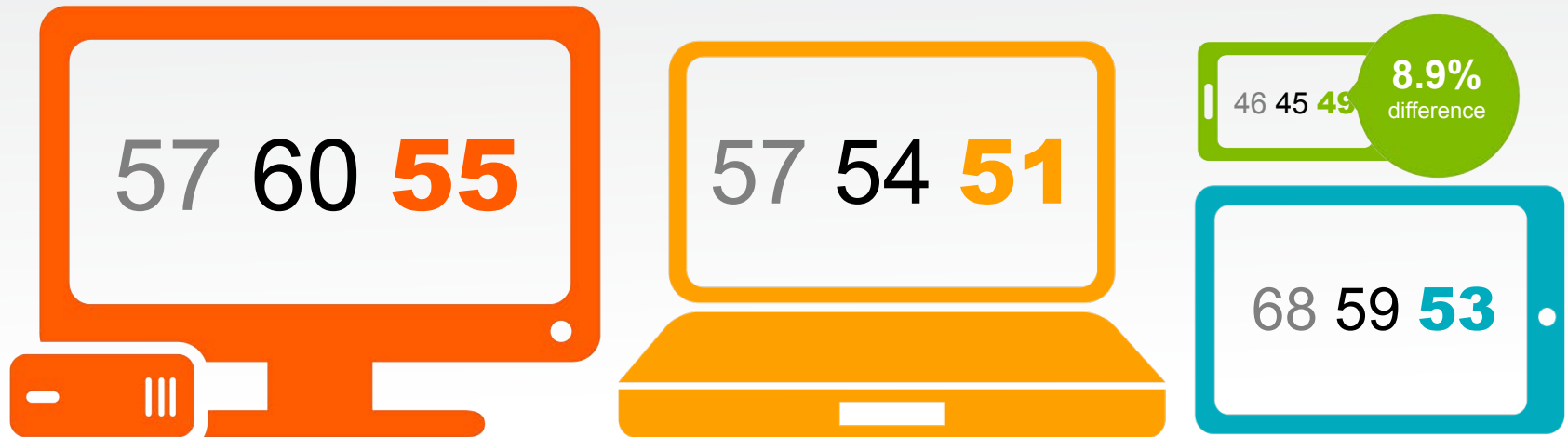
An ad less than 10 seconds with option to continue watching



Ads with social media sharing capability

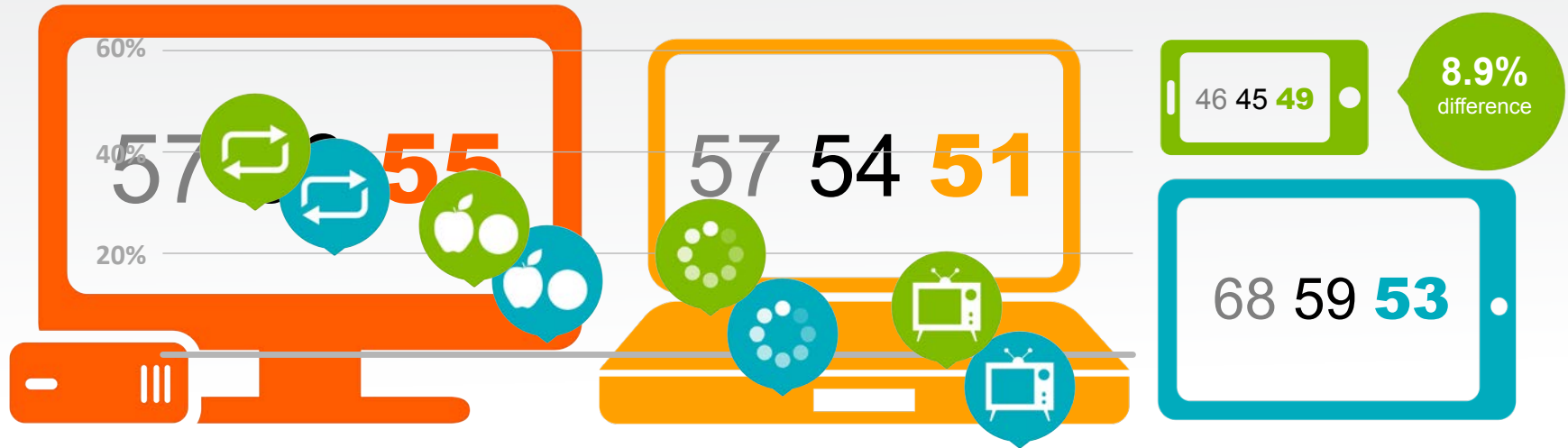
GETTING SATISFACTION

HALF ARE SATISFIED WITH VIDEO AD QUALITY



GETTING SATISFACTION

WHAT ARE YOU SATISFIED WITH? VIDEO AD QUALITY



TIME SPENT



Frank N. Magid Associates
Presents

FREQUENCY MATTERS BENCHMARKS

MOBILE + TABLET

CTR

ENGAGEMENT

COMPLETION

SIGNAL	SEGMENTS	SIGNAL	SEGMENTS	SIGNAL	SEGMENTS
Publisher	NA	Publisher	NA	Publisher	NA
Frequency	3	Frequency	11	Time of Day	2 a.m. 6 p.m.
OS Type	iOS Android	OS Type	iOS Android	Geo	Hawaii Texas California
Time of Day	2 p.m. Midnight	Time of Day	2 a.m.	OS Type	Mac OS (iPad) iOS
Day of Week	Monday	Day of Week	Sunday	Frequency	11
Geo	Oregon Tennessee California	Geo	Connecticut Nevada Hawaii	Day of Week	Wednesday

FREQUENCY MATTERS BENCHMARKS

TABLET ONLY

CTR

ENGAGEMENT

COMPLETION

SIGNAL	SEGMENTS	SIGNAL	SEGMENTS	SIGNAL	SEGMENTS
Frequency	3	Publisher	NA	Publisher	NA
Publisher	NA	Frequency	1	Time of Day	7 p.m.
OS Type	Android iOS	OS Type	iOS Android	OS Type	iOS Android
Day of Week	Sunday	Geo	California New York	Geo	California New York
Time of Day	Midnight 6 a.m.	Day of Week	Wednesday	Day of Week	Thursday
Geo	Ohio Florida	Time of Day	1 a.m.	Frequency	11

KEEP IN MIND:

- IMPORTANT:** Can't live without it
- USAGE:** Extension of our brain; our TV, our book, our stereo, our computer, our newspaper
- ETIQUETTE:** New social rules are being formed
- BIG SISTER:** Advise and guide
- WHERE:** At home over half of the time
- WHEN:** 40% consumed during primetime, especially during TV breaks, peak @ 9:33 p.m.

WHAT DRIVES PERFORMANCE:

- COMPLETION:** Publisher and Time of Day
- CTR & ENGAGEMENT:** Publisher and Frequency

DORON WESLY

E-mail dwesly@tremorvideo.com

Follow [@sabredutch](https://twitter.com/sabredutch)

THANK YOU ●