

A SOUTHEAST ASIA NEUROSCIENCE STUDY BY KANTAR

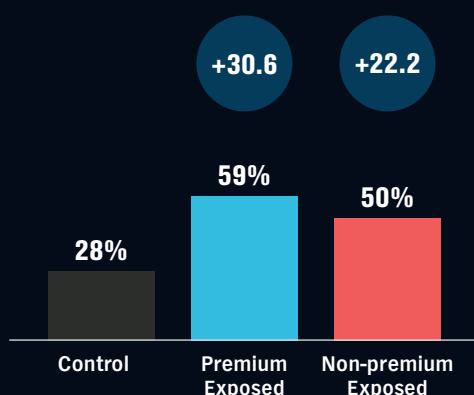
VIDEO ADVERTISING EFFICACY IN PREMIUM OTT AND NON-PREMIUM VIDEO ENVIRONMENTS

Premium video channels, like platforms serving over-the-top (OTT) content, should be an essential part of every advertiser's toolkit. Consumers trust these platforms, and as such, are more receptive to ads on them. Ads on premium OTT platforms can benefit from a halo effect — resulting in significant uplifts in branding metrics, like unaided brand awareness and message delivery.

PREMIUM OTT PLATFORMS FACILITATE BETTER BRAND AWARENESS AND MESSAGING

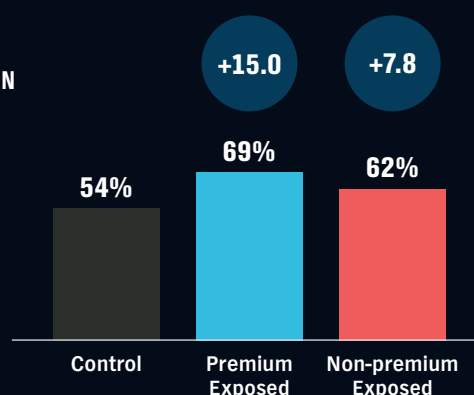
Exposure to ads in premium OTT platforms improved unaided brand awareness, delivering a 37% uplift over exposure on non-premium video

UNAIDED AWARENESS



Premium OTT delivers brand messages better than non-premium video, on average 1.9x higher

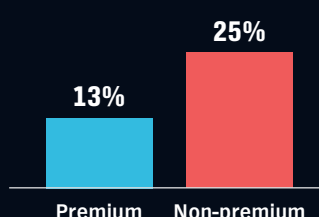
MESSAGE ASSOCIATION



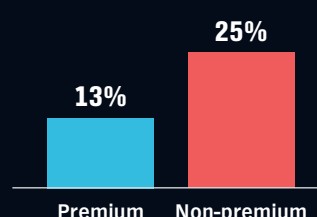
VIEWERS TRUST PREMIUM OTT PLATFORMS MORE THAN NON-PREMIUM WITH USE OF THEIR PERSONAL DATA

OTT viewers are almost 2x less likely to feel like ads on the platform are using their data in a way they do not like, or are intruding on them.

THIS CHANNEL HAS TARGETED ADS USING MY PERSONAL DATA IN A WAY I DON'T LIKE



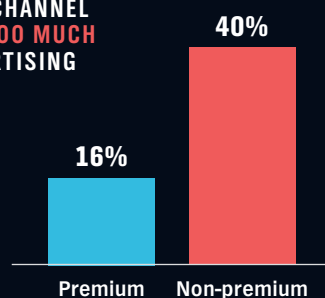
THIS CHANNEL HAS ADVERTISING THAT IS TOO INTRUSIVE



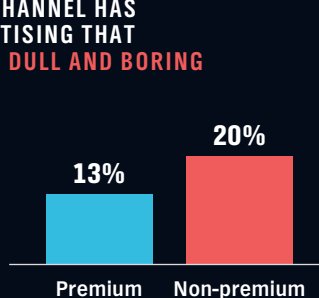
OTT VIEWERS ON PREMIUM PLATFORMS ARE MORE RECEPTIVE TO ADS

Viewers enjoy the ad experience on a premium OTT platform more than non-premium video platform

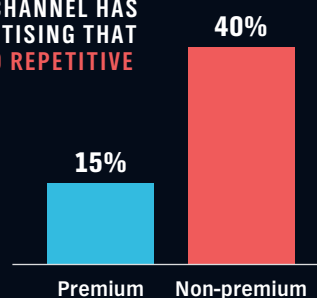
THIS CHANNEL HAS TOO MUCH ADVERTISING



THIS CHANNEL HAS ADVERTISING THAT IS TOO DULL AND BORING



THIS CHANNEL HAS ADVERTISING THAT IS TOO REPETITIVE



EXTEND YOUR EFFORTS WITH AN OTT STRATEGY

What does this mean if I'm a...

AD BUYER

“ From a planning perspective, this research certainly supports GroupM's view that OTT should be considered as part of the TV plan alongside the linear schedule as a way to driving wider marketing goals (uplift in awareness), rather than it being measured using digital metrics like completions & click throughs. ”

JOHN MISKELLY
INVESTMENT DIRECTOR, APAC AT GROUPM

Follow the OTT viewership boom in APAC

As the pandemic continues to shift viewing behaviour from linear TV to digital channels, the APAC region will see strong growth in OTT ad spending. Buyers need to ensure democratised access to all premium OTT inventory with header bidding, to get the most out of branding budgets and efforts.

PUBLISHER

“ These results do not come as surprise. Premium OTT platforms like Vidio have direct relationships with consumers and offer a lean-back TV like experience, but where and when they want it. The high quality, curated content on platforms like ours means viewers are truly engaged — and advertising on OTT benefits from being seen in this environment. ”

REZKI YANUAR
VP OF BRAND MARKETING AT VIDIO

Strengthen your multi-format, omnichannel monetisation strategy

A 2020 Forrester study¹ found that the APAC market will see the strongest growth in ad-supported OTT ad spending. While OTT adoption is a progressive trend in the market, the pandemic has shortened the amount of time to reach this rate of growth. As buyers continue to embrace premium OTT, it is important for publishers to have an effective monetisation strategy in place. Header bidding has proven to be critical to monetisation success. Unite different demand sources with header bidding to flatten the waterfall and ensure a better user experience, deliver superior ROI for buyers, and optimum yield for your inventory.

[Get in touch](#) to find out how to optimise your OTT header bidding monetisation solution.

Kantar Methodology

Research Objectives

- Evaluate the impact of mobile video advertising in different digital contexts — premium (OTT) vs non premium (YouTube) content
- Understand the reported and subconscious response seeing in these contexts has on consumer behaviour

Sample Audience

Overall audience of PPL 18-54

Environments

- YouTube was used across all markets
- OTT: Thailand LINE, Indonesia Vidio

Sample Details

- Control N=250 (125 per market)
- Exposed N=402 (~100 per cell per market), Premium N=193, Non-premium N=209
- Sample split across two markets: Indonesia and Thailand
- Cells matched on parents with children, Mums and Dads
- Fieldwork dates: 3rd November – 16th November 2020

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¹ "The Future Of Video: How to Optimize Your Video Monetization Strategy," a commissioned Forrester Consulting study on behalf of PubMatic, 2020