

The State of Digital Video Advertising

Author : Ayaz Nanji

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Marketers are reprioritizing video **advertising** budgets, shifting their spend from traditional to **digital** video, [according to](#) a recent report from [Aol](#).

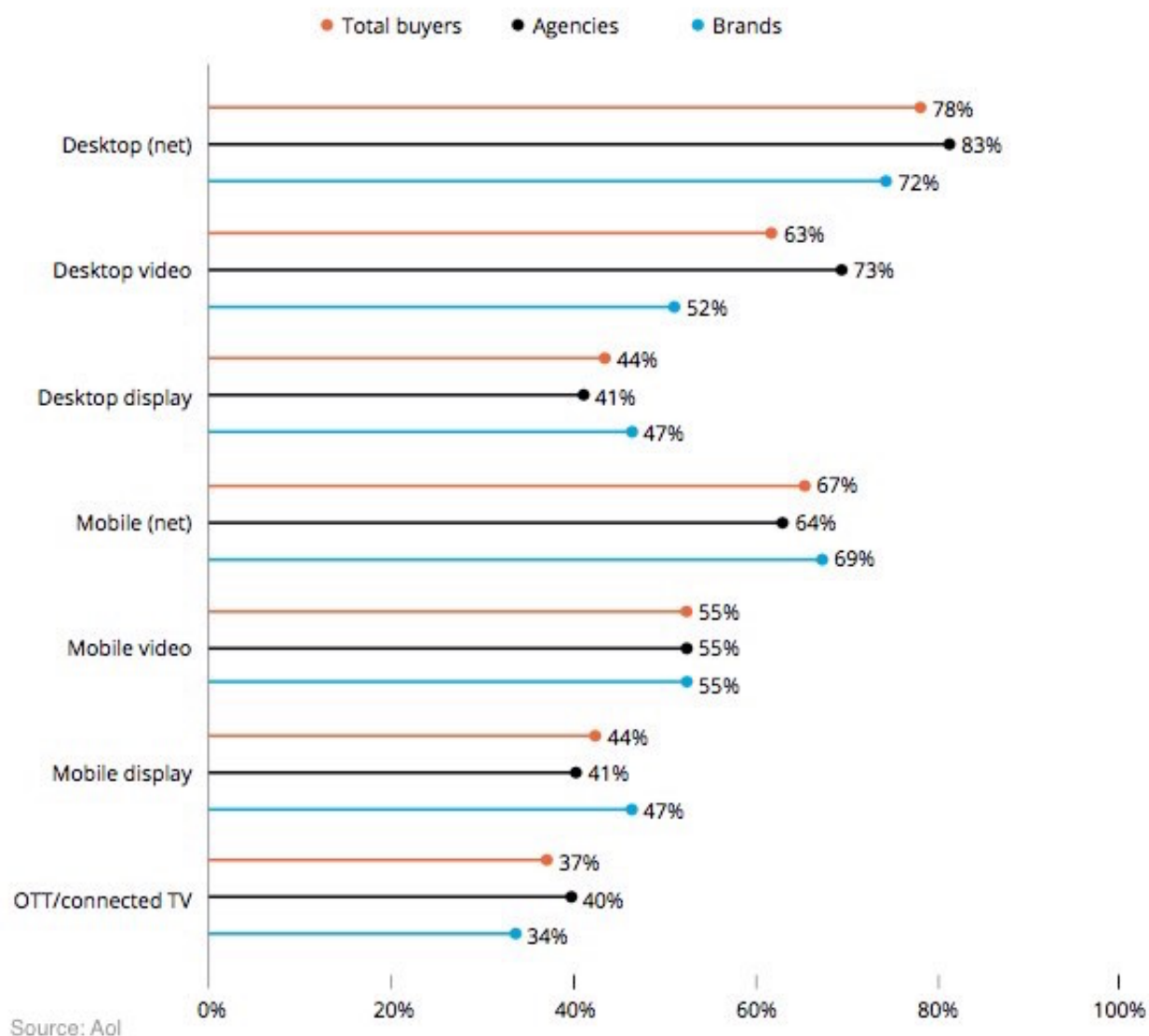
[The report](#) was based on data from an annual survey of nearly 300 **brands**, agencies, and publishers.

Nine in ten ad buyers say they are shifting spend from linear TV to **digital** channels, with 10% of television budgets being reallocated on average.

Some 88% of **marketers** who are moving TV dollars toward digital channels say they are shifting that ad spend to some form of video, such as desktop, mobile, or over-the-top (OTT).

PERCENTAGE OF BUYERS SHIFTING BROADCAST & CABLE TV BUDGETS, BY CHANNEL & FORMAT, 2015

BASE: BUYERS SHIFTING TV BUDGET TO DIGITAL



Below, additional key findings from the report.

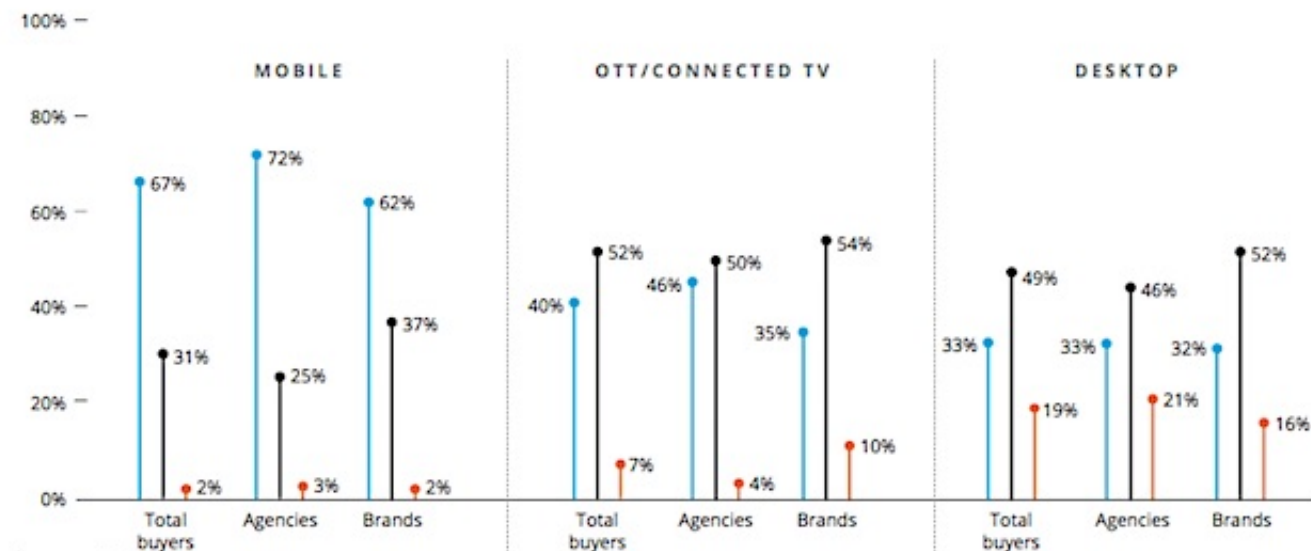
Digital Video Ad Types

Buyers, agencies, and **brands** are all most optimistic about the growth of mobile video **advertising**, with more than 60% of respondents in all three groups expecting budget increases.

BUYER DIGITAL VIDEO AD SPENDING OPTIMISM, BY CHANNEL, 2015

BASE: ALL BUYERS

● Increase ● Maintain ● Decrease

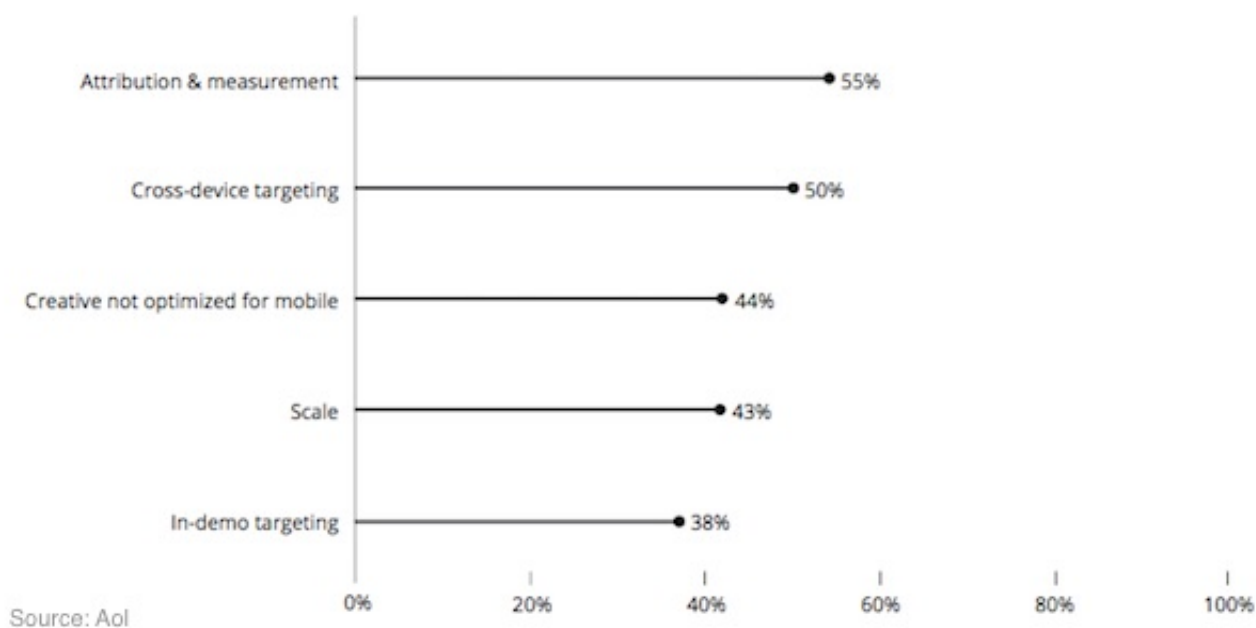


Buyers say the biggest challenges with mobile video **advertising** are attribution/measurement (55% cite as an issue) and cross-device targeting (50%).

BUYERS' CHALLENGES TO MOBILE VIDEO ADVERTISING, 2015

BASE: BUYERS USING MOBILE VIDEO

● Total buyers

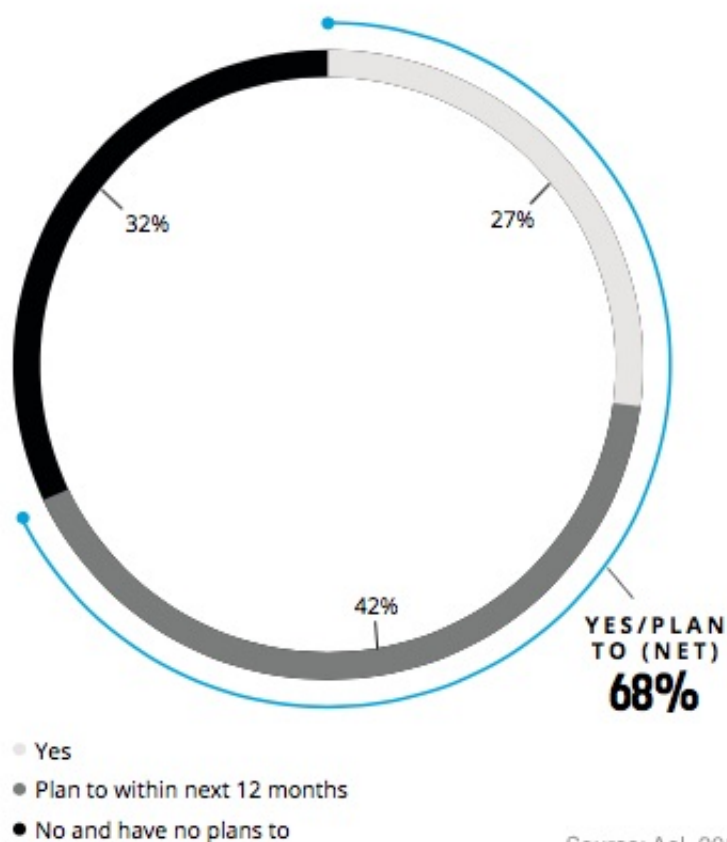


Programmatic Ad Buying

Some 27% of **brands** surveyed say they have already implemented in-house programmatic ad buying; 42% plan to do so in the next year.

PERCENTAGE OF BRANDS IMPLEMENTING IN-HOUSE PROGRAMMATIC VIDEO BUYING, 2015

BASE: BRANDS THAT BUY VIDEO PROGRAMMATICALLY



Source: Aol, 2015

About the research: [The report](#) was based on data from an annual survey of nearly 300 brands, agencies, and publishers.

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