

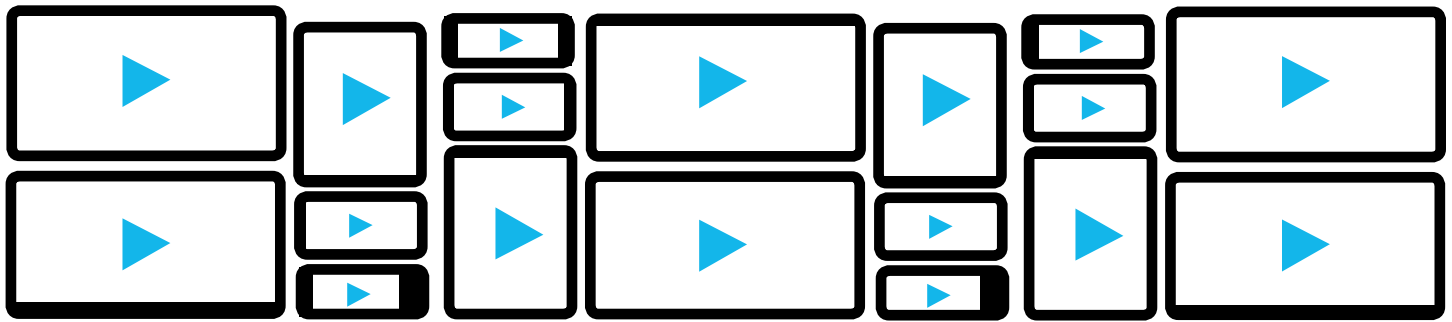
## OVERVIEW

The Auditude Video Monetization report shows how content type, length of video stream, ad format and placement affect viewers response to ads. Auditude researched a sample of over 11 billion ad impressions running through its video ad serving platform over the first part of the year.



## KEY FINDINGS

- Auditude's study shows that publishers and media companies have greater ad revenue opportunities when they evaluate the various elements of a video ad experience including content length, ad break placement, and ad format.
- Similar to television, viewers accept ad breaks in exchange for premium content with mid-roll ad formats providing the highest completion rate at 75%. With multiple ad breaks placed effectively, publishers and media companies can amplify ad revenue opportunities for their digital content.
- Live content drives increased viewer engagement with ad completion rates significantly higher (86%) than video-on-demand content (60%).
- In-stream commercial breaks are the preferred ad format for professional content.

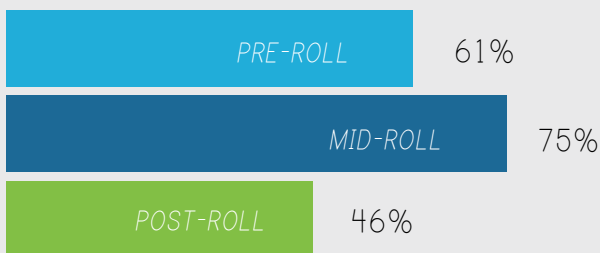


## MID-ROLL COMPLETION

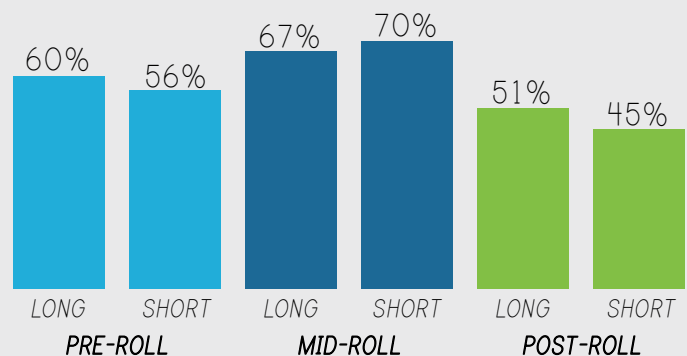
Mid-roll video ads have the highest (75%) completion rates as viewers are watching long-form content that they have likely committed to seeing through completely. These ads are the closest comparison to the TV viewing experience as they can be programmed similarly to television with multiple commercials during a single break within online viewing. This insight has strong potential ad buying ramifications given the popularity of the pre-roll ad format today.

### COMPLETION RATES BY VIDEO AD TYPE

*includes all content lengths (long, short, and unknown)*



### COMPLETION RATES BY CONTENT LENGTH AND VIDEO TYPE



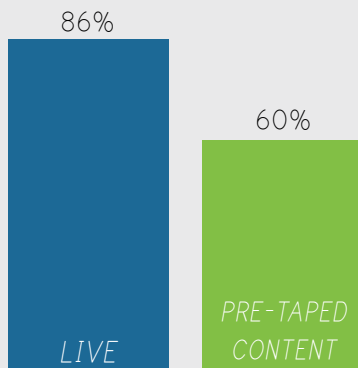
*\* short-form content length is defined as five minutes or under*

*\* completion rates were analyzed separately and do not necessarily show sequential results.*

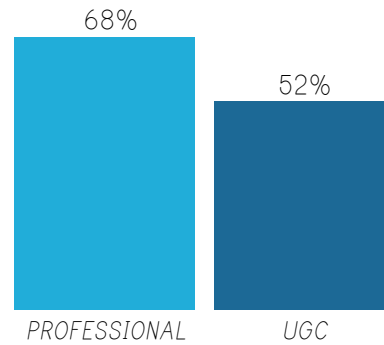
## LIVE VS. ON-DEMAND

Completion rates of ads on live content are significantly higher (86%) compared to video-on-demand content (60%). This suggests that live content actively engages viewers who know that they may not see that content again after its current availability and, therefore, are more willing to sit through digital commercial breaks.

## COMPLETION RATES: LIVE VS. PRE-TAPED CONTENT



## COMPLETION RATES BY CONTENT TYPE



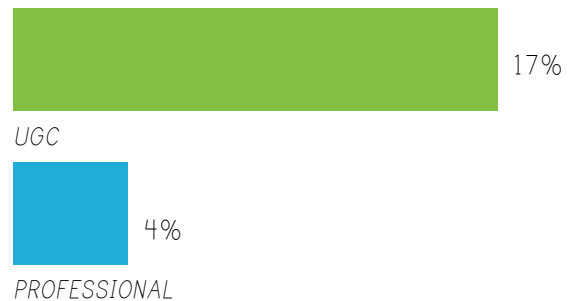
## PROFESSIONAL VS. USER-GENERATED CONTENT (UGC)

Viewers complete in-stream ads on professional content 68% of the time, versus 52% for UGC. The study also highlights that there are more linear video ad opportunities served into professional content than UGC, regardless of content length. This suggests that advertisers possibly view this type of content as safer and more brand-friendly, and are, therefore, willing to buy more of it.

## OVERLAYS ON VIDEO

There are more overlay (non-linear) ads served within UGC vs. professional content. Overlays tend to be more intrusive and are viewed as a performance- or action-oriented product for brands willing to risk exposure on UGC content.

## % OF ADS THAT ARE OVERLAYS BY CONTENT TYPE



### ABOUT AUDITUDE

Auditide provides video advertising technology and monetization solutions for premium content owners and distributors. Its platform enables content owners and publishers to rapidly scale the business requirements and ad serving needs around premium video content. Auditide works with marquee broadcast and professional content organizations in online video to help grow video ad revenue opportunities through superior technology. Clients include Comcast, Major League Baseball, Dailymotion, Dick Clark Productions, FoxNews, Major League Gaming, Lionsgate, UK's Channel 5, and Starz Media, among others. Auditide has been named one of the top private companies in America by Business Insider, Always On and The Hollywood Reporter. Auditide is based in Palo Alto with offices in London, Los Angeles, Chicago and New York City. For more information, please visit us at: [www.auditide.com](http://www.auditide.com).

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