Q3
2018

Q3 2018 Video Benchmarks

Our Video Benchmarks Report for Q3 2018 shows that connected TV is the dominant ad platform, having overtaken mobile in Q2. Ads on CTV continue to show high performance and as a result 30-second spots are back in vogue. Premium publishers continue to yield higher performance than media aggregators.

This report tracks performance metrics for video ads served by Extreme Reach for major brands across multiple categories.

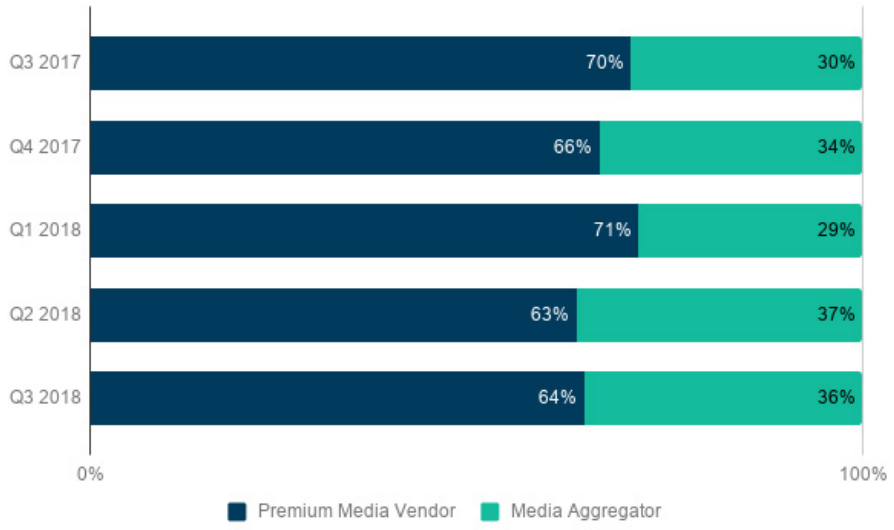
Extreme Reach

Percent of Impressions

A look at how all video impressions served by Extreme Reach break down by ad length, media type and device

Percent of Impressions by Media Type

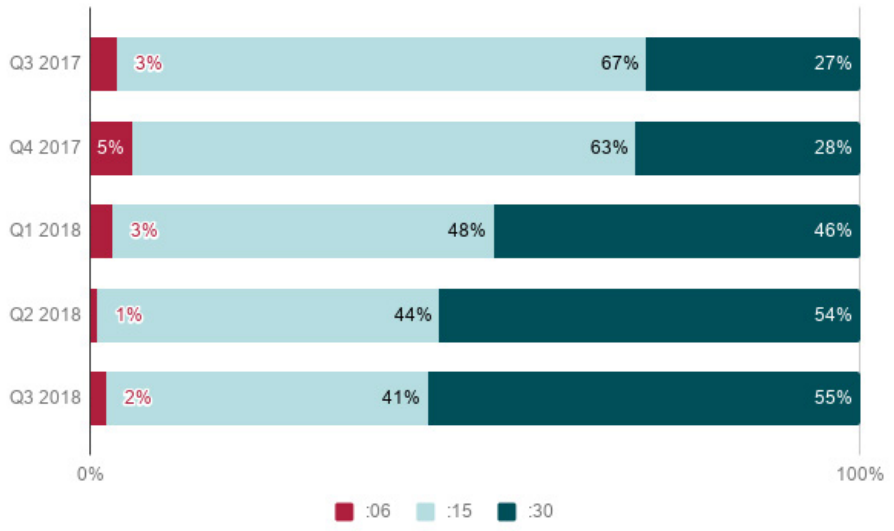
In Q3, premium publishers led aggregators in the percentage of overall impressions served 64% vs. 36%. This is close to Q2, when premium publishers took 63% of impressions versus 37% for aggregators.



Percent of Impressions by Ad Length

After a surge in Q2 in which 30-second ads took the lead over 15-second spots, these longer spots have increased slightly once again. The increase aligns with the tremendous growth in CTV, which includes OTT. The format is effective for marketers looking to reach audiences in a lean-back, TV-like mode of viewing.

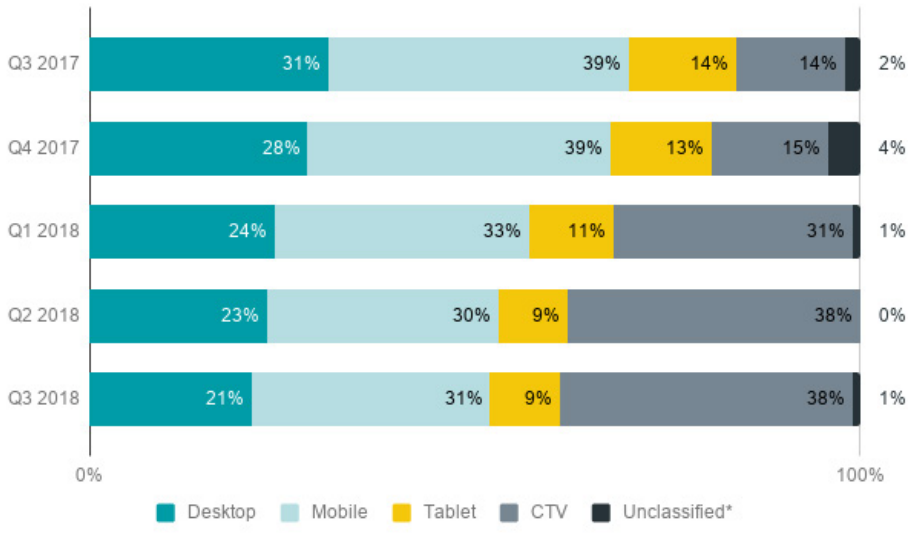
Note: small data sample sources for other ad lengths have been excluded, hence the rows in this chart do not total 100.



Percent of Impressions by Device

After gaining the lead on mobile in Q2, CTV remained steady at 38% in Q3, continuing its dominance as the leader in devices. Desktop continued its decline, slipping from 23% to 21%.

*Unclassified captures impressions from user agents who are known to be valid, as per industry sources, but whose platform or device we are unable to identify.

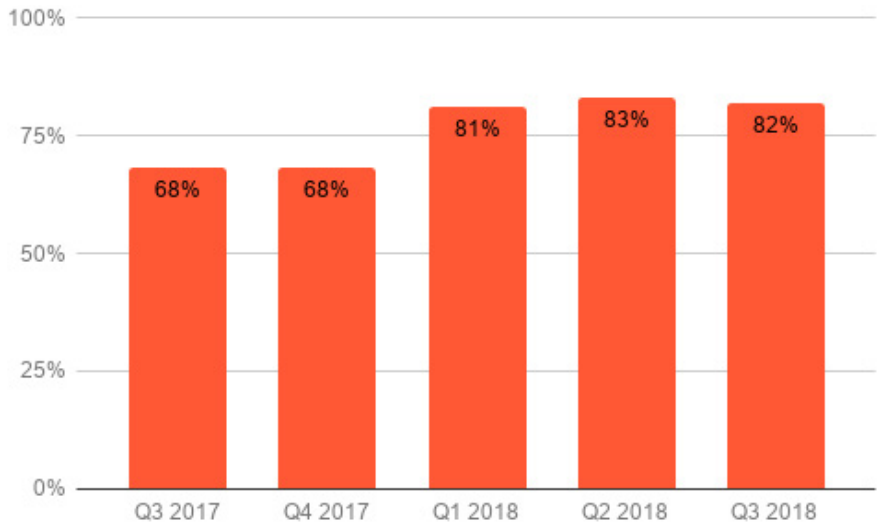


Video Completion Rate

Percent of Impressions where video played all the way through

Average VCR

The average Video Completion Rate remained steady at 82% in Q3 after reaching a high of 83% in Q2. The rate has remained very high for seven quarters with little fluctuation. For advertisers emphasizing viewer completion over click through rates, this is welcome news.



-1.2%

Quarter / Quarter

Q2 2018 / Q3 2018

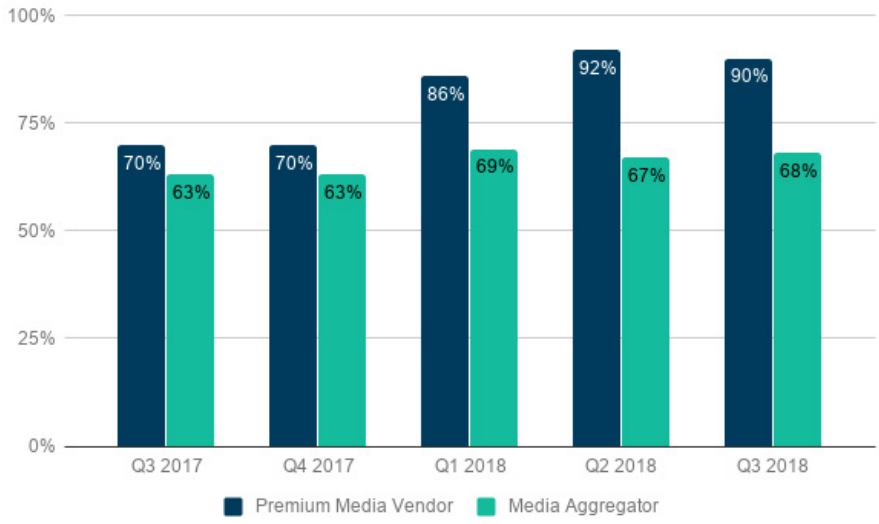
+20.6%

Year / Year

Q3 2017 / Q3 2018

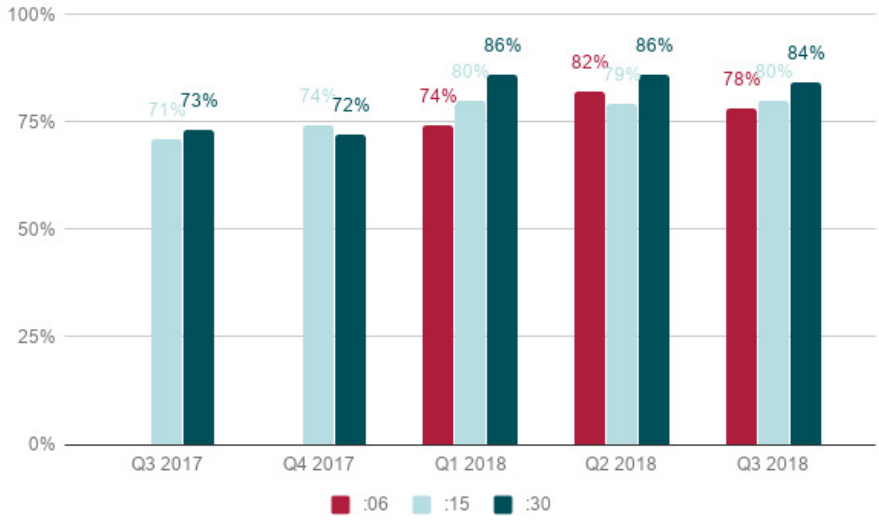
VCR by Media Type

The Video Completion Rate for premium sites decreased slightly in Q3 to 90% after hitting an all time high in Q2 of 92%. The rate for aggregators increased from 67% to 68%, quarter over quarter. The high completion rate on premium sites is among many metrics that point to the ongoing strength of premium publishers and their ability to engage consumers in a reliable, brand-safe environment.



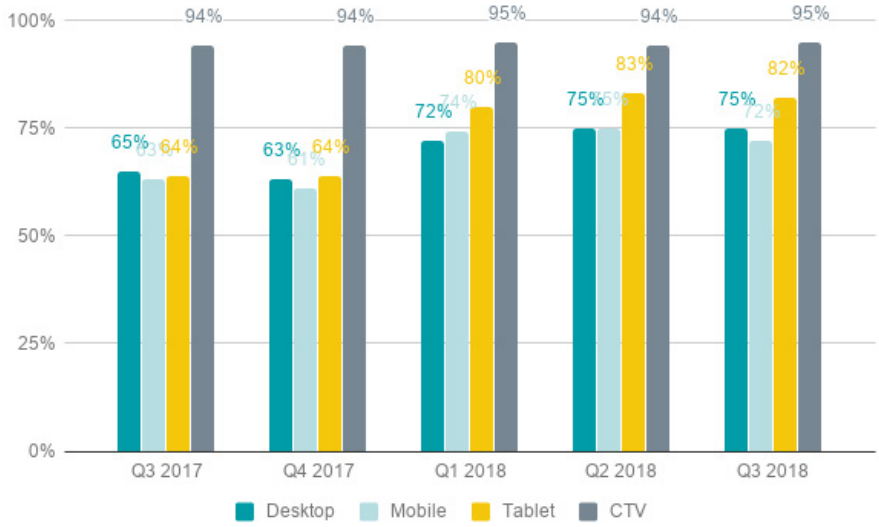
VCR by Ad Length

Video completion rates for 6-second, 15-second and 30-second ads remained high in Q3, though a bit lower than in Q2. 6-second ads saw the biggest change from Q2, a decrease from 82% to 78%. 15-second ads were up very slightly from 79% to 80% and 30-second spots decreased a bit from 86% to 84% from Q2 to Q3.



VCR by Device

The Video Completion Rate for desktop held steady at 75% quarter over quarter and the rate for tablets decreased just slightly from 83% in Q2 to 82% in Q3. Mobile (smart phones) declined from 75% in Q2 to 72% in Q3. CTV, the star of our Q3 video benchmarks report, increased to 95% from 94% in Q2. Viewers tend to be committed to the content they choose to watch on connected TV and they often do not have the option to skip the ads.

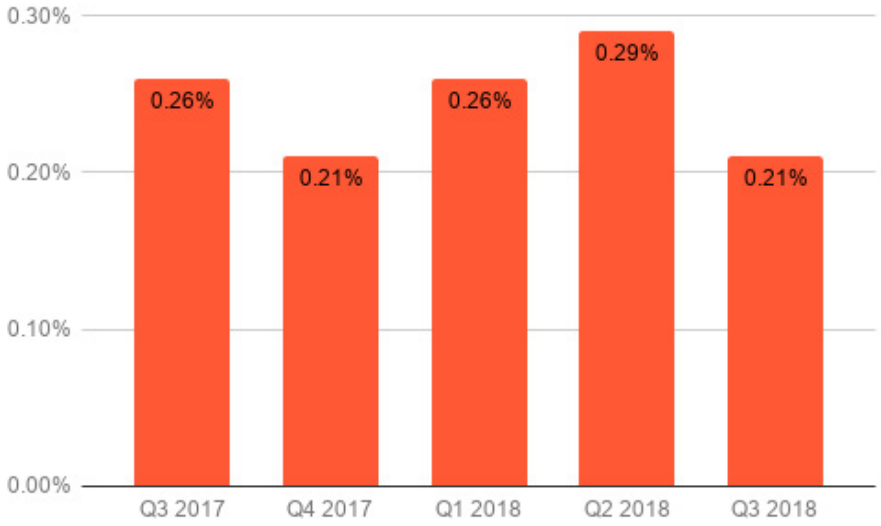


CTV = Connected TV, e.g., Roku, Apple TV, Playstation, Amazon Firestick and Smart TVs

Click-Through Rate / Engagement

Number of clicks divided by the number of impressions

Average CTR



-27.6%

Quarter / Quarter

Q2 2018 / Q3 2018

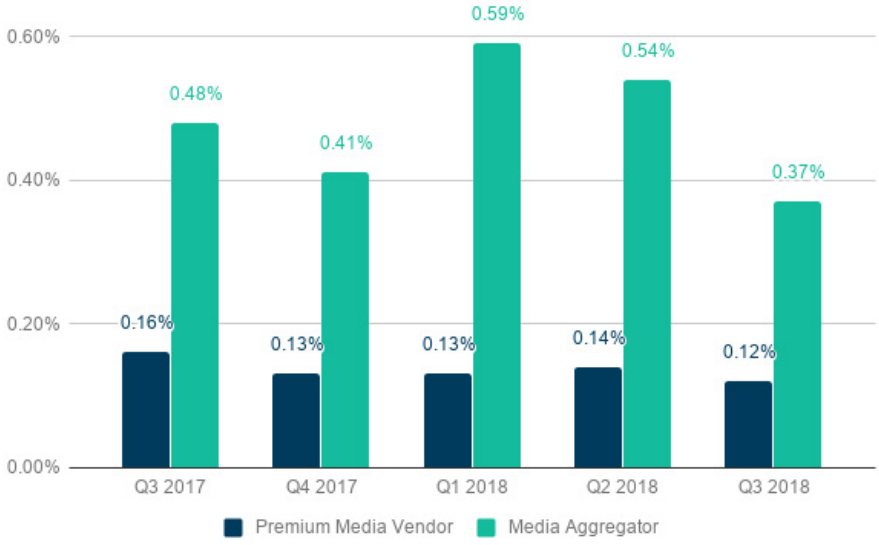
-19.2%

Year / Year

Q3 2018 / Q3 2018

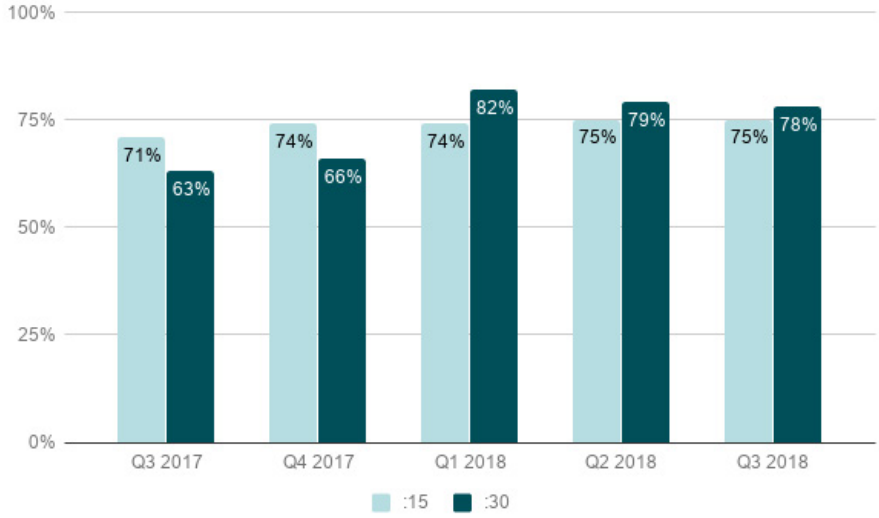
CTR by Media Type

The Click-Through Rate remained quite steady for premium publishers in Q3 with a very slight decrease from Q2, landing at 0.12%. The rate for aggregators, while much higher than that of premium sites, saw a significant decline to 0.37% Q3 from 0.54% in Q2 and from a high in Q1 of 0.59%. Click-Through Rate is generally not a KPI that most marketers prioritize for video advertising. Keep in mind that the fluctuation in these numbers is small, given that all percentages are under 1%.



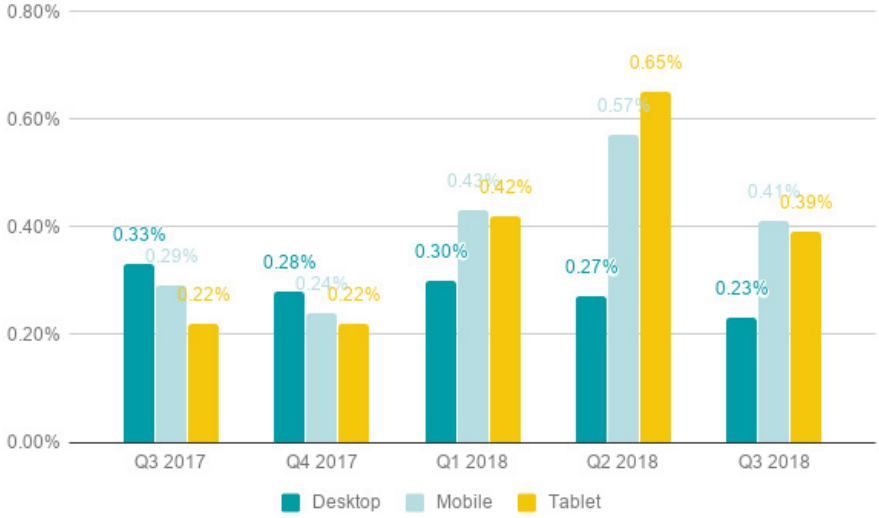
CTR by Ad Length

Click-Through Rates for both 15-second and 30-second ads decreased in Q3. 15-second ads are down from a high of 0.40% in Q2 to 0.30% and 30-second spots fell from 0.20% in Q2 to 0.14% in Q3. What's consistent from Q2 is that viewers are less likely to click away from ads during longer spots.

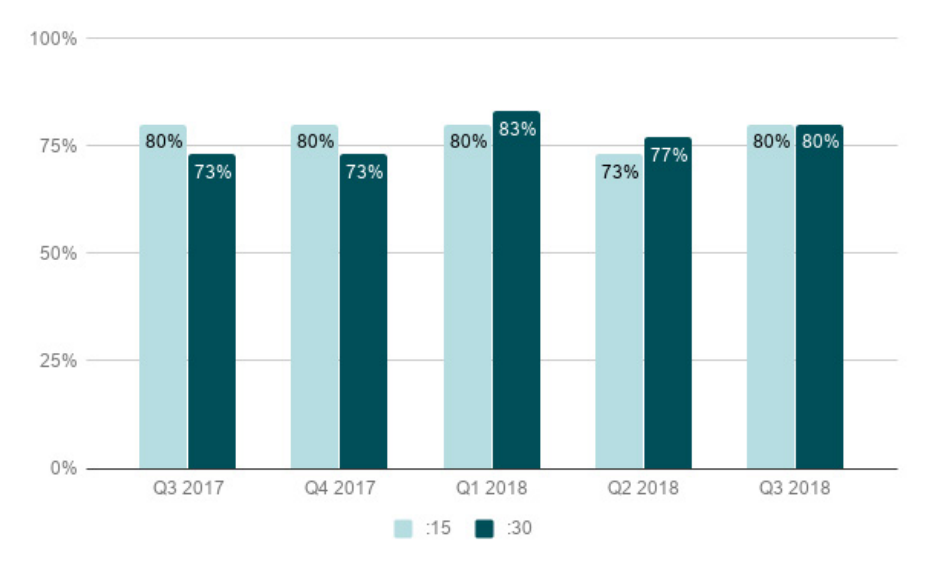


CTR by Device

Click-Through Rates on all devices declined in Q3 versus Q2. At 0.23%, desktop showed the lowest rate and the smallest decline from Q2. Rates on mobile and desktop fell significantly, landing at 0.41% and 0.39% respectively.



Average Percent Time Spent



Average Time Spent by Seconds

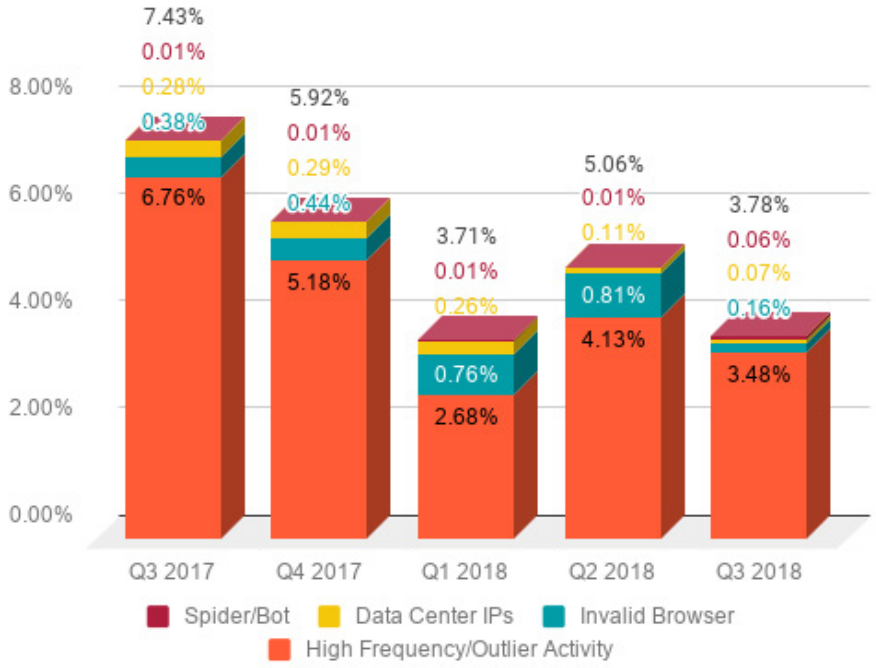
	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018
:15	:12	:12	:12	:11	:12
:30	:22	:22	:25	:23	:24

General Invalid Traffic (GIVT) Filtered Rate

Percent of Impressions filtered from gross counts

Average GIVT by Reason

The filtered rate for General Invalid Traffic is trending down overall versus 2017. Q1 of this year saw a significant decline from the two previous quarters to an average of 3.71% for all GIVT. After bouncing up to 5.06% in Q2, the average in Q3 settled back at 3.78%. High Frequency/Outlier Activity continues to top the list of reasons for the vast majority, 3.48%, of filtered GIVT across the board.



-25.3%

Quarter / Quarter

Q2 2018 / Q3 2018

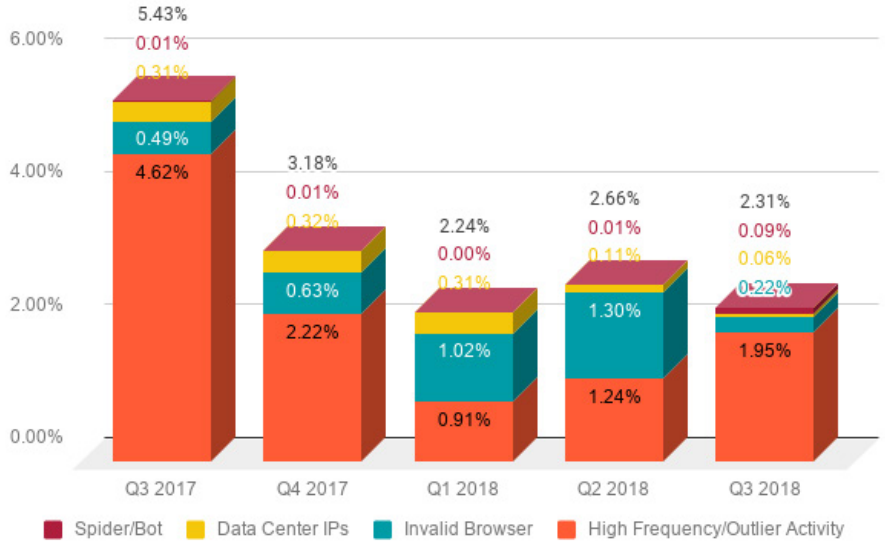
-49.1%

Year / Year

Q3 2018 / Q3 2018

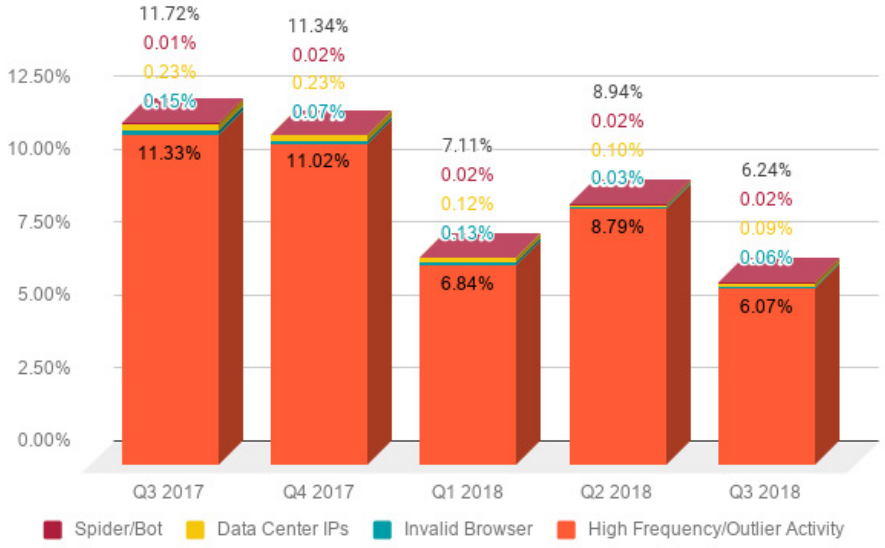
Premium Media Vendor GIVT

Among premium publishers, invalid browser activity decreased significantly in Q3 as a reason for filtering General Invalid Traffic. Hitting a high in Q2 of 1.30%, invalid browsers fell to just .22% among premium publishers in Q3. High Frequency/Outlier Activity resumed its place as the leading reason for GIVT. While it is trending up this year, High Frequency/Outlier Activity is down considerably from levels seen in 2017.



Media Aggregator GIVT

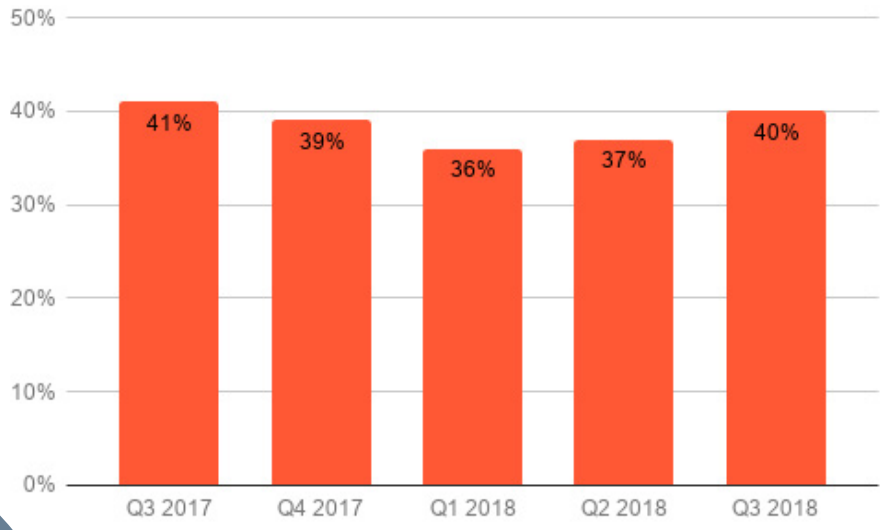
High Frequency/Outlier Activity is consistently the leading reason for GIVT among media aggregators by a large margin. For the last year, GIVT has been on a downward trend for media aggregators, from a high of 11.72% in Q3 2017 to a new low of 6.24% in Q3 2018. Last quarter was the exception with an increase to 8.94%.



Small Player Rate

Small player size rate captures impressions on video players <400x300 wxh in pixels

Average Small Player Rate



+8.1%

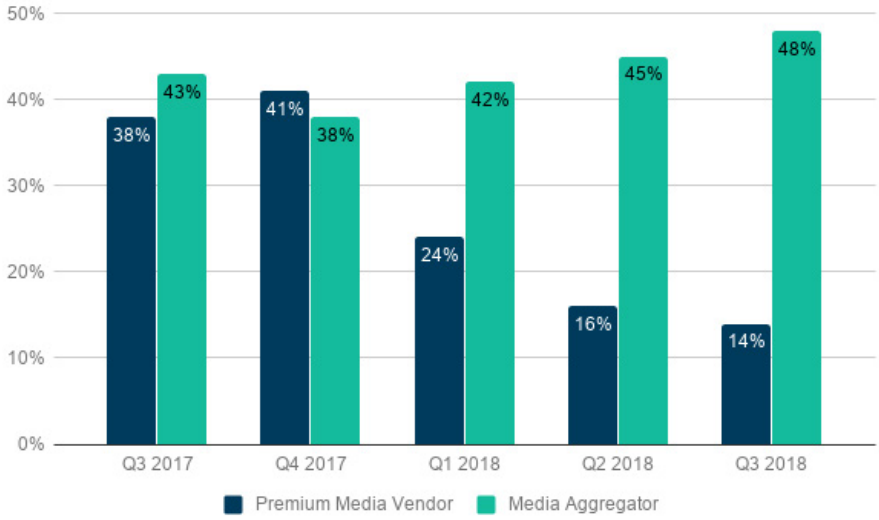
Quarter / Quarter
Q2 2018 / Q3 2018

-2.4%

Year / Year
Q3 2018 / Q3 2018

Small Player Rate by Media Type

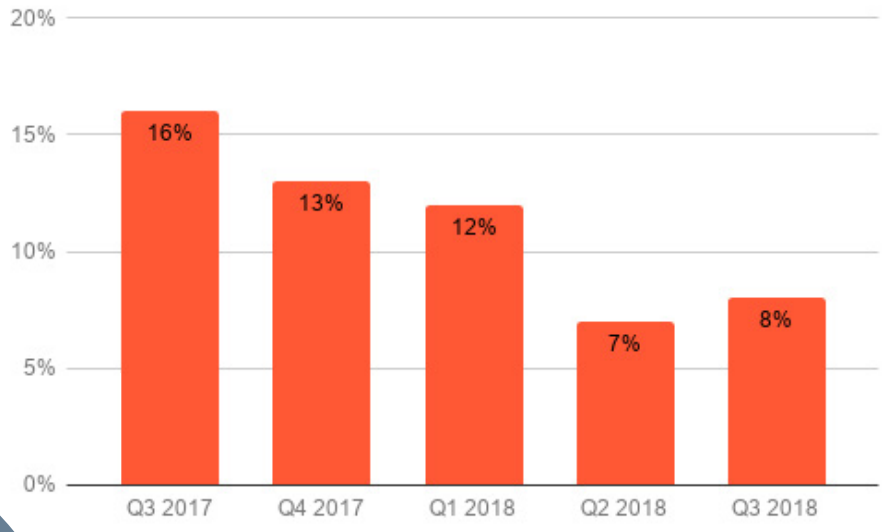
The Small Player Size Rate continued its downward trend for premium publishers and it's upward trend for media aggregators in Q3. Premium publishers hit a new low of 14% and aggregators reached a high of 48%, bringing the average of the two back up to 40% in Q3.



In-Banner Video Rate

In-banner video rate captures impressions on video players
300x250 wxh in pixels

Average In-Banner Video Rate



+14.3%

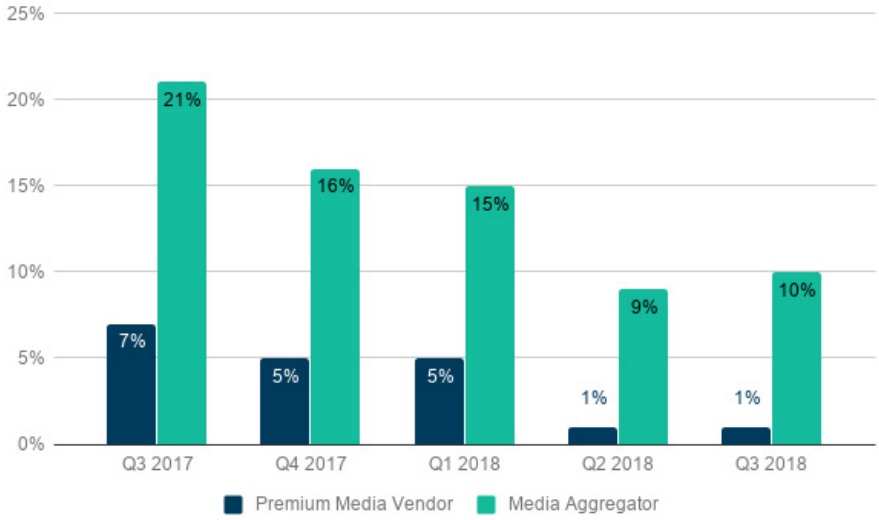
Quarter / Quarter
Q2 2018 / Q3 2018

-50.0%

Year / Year
Q3 2018 / Q3 2018

In-Banner Video Rate by Media Type

In-Banner Video Rates, that have been on a steady decline, are up just slightly overall due to a rise among media aggregators. The use of in-banner video ads is not yet gone, but is certainly on the way out. While true pre-roll video lives in the center of the page, in-banner video is inserted in a display ad at the bottom or side of the page and is far less expensive than other video ad placements. Since Q3 2017, the rate among aggregators has declined from 21% to 10% in Q3 2018.

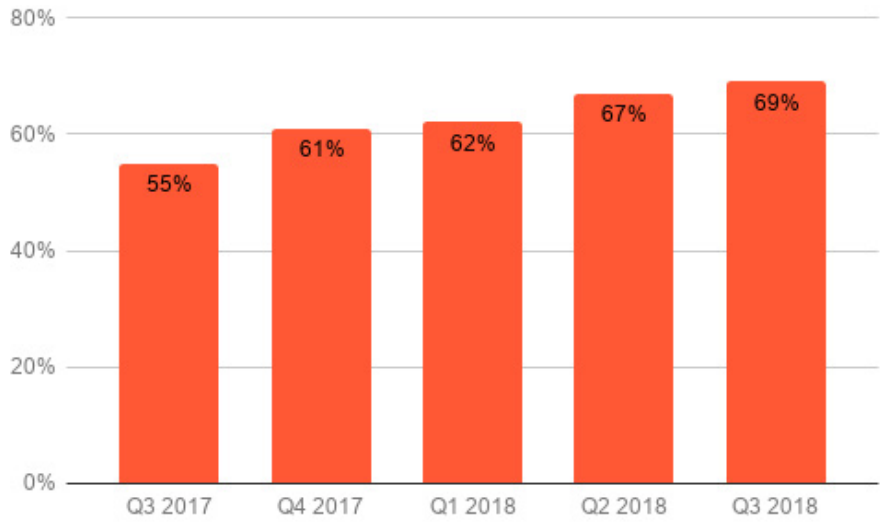


Viewability

Percent of impressions, minimum 50% in view for minimum of 2 consecutive seconds

Average Viewability

Viewability rates continue to increase quarter over quarter and year over year, an indication that viewability remains an important metric for brands and agencies.



+3.0%

Quarter / Quarter

Q2 2018 / Q3 2018

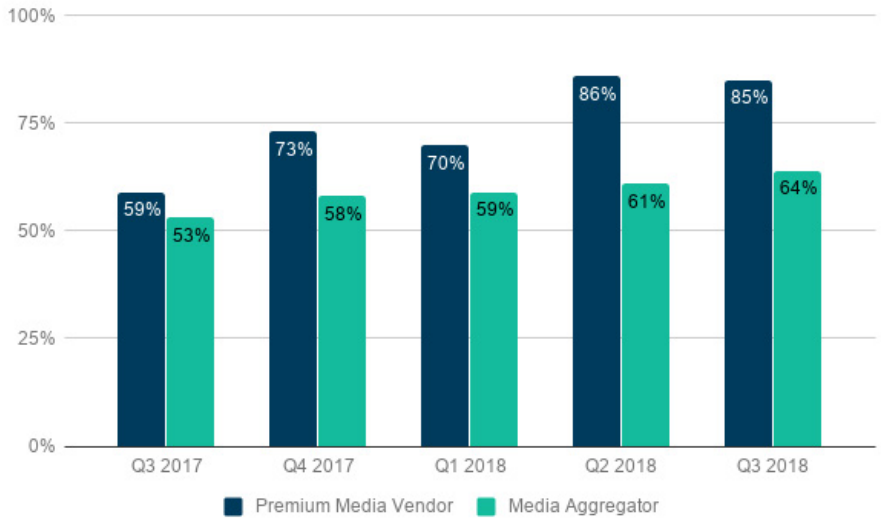
+25.5%

Year / Year

Q3 2018 / Q3 2018

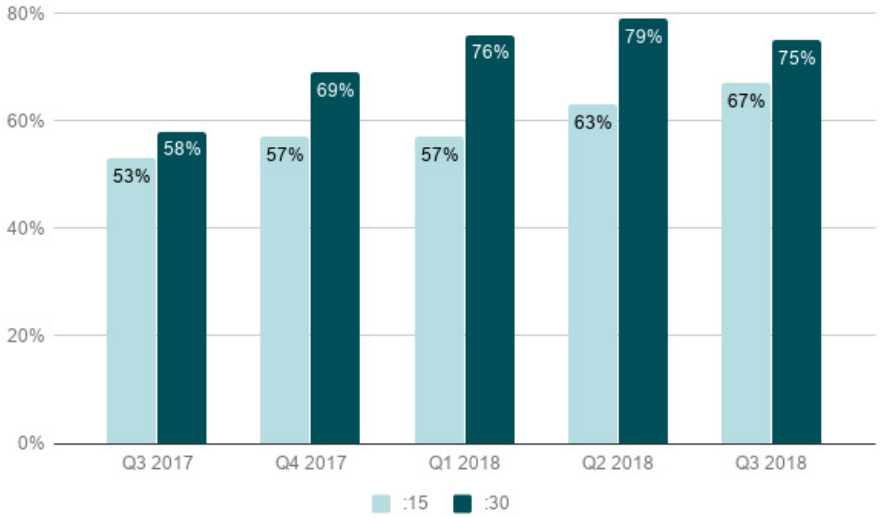
Viewability by Media Type

The largest viewability increase year over year was for premium publishers that saw an increase of 44% from Q3 2017 to Q3 2018, reflecting similar gains to those seen in Q2 of this year.



Viewability by Ad Length

Viewability rates for 30-second ads continued to top those of 15-second spots in Q3, but the gap is closing between the two. Viewability for 15-second ads saw an increase over Q2 of this year, while the rate for 30-second ads decreased from 79% in Q2 to 75% in Q3.

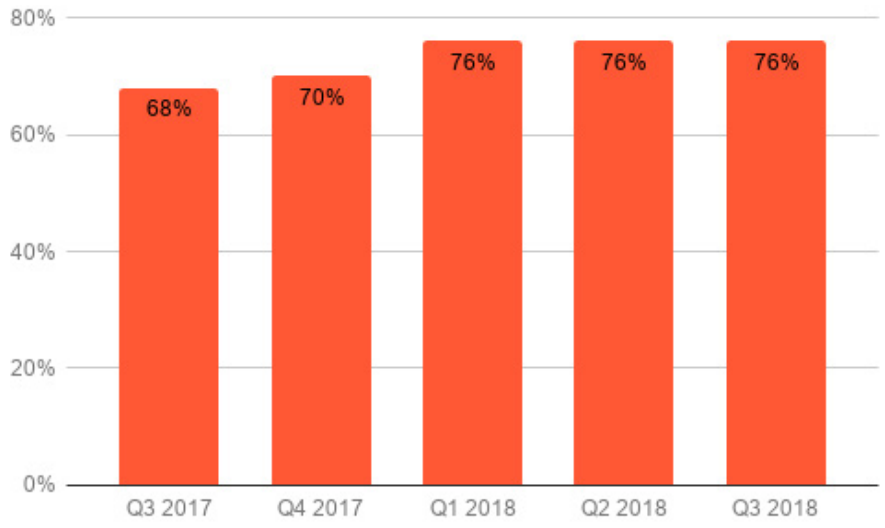


Viewable Completion Rate

Percent of impressions, both viewable and played all the way through.
Viewable Completion Rate is a subset of Viewability.

Average Viewable Completion Rate

The average Viewable Completion Rate, the proportion of impressions that are both viewable and completed, has remained steady for Q1, Q2 and Q3 of this year at 76%. This is an 11% increase from Q3 2017.



+0.0%

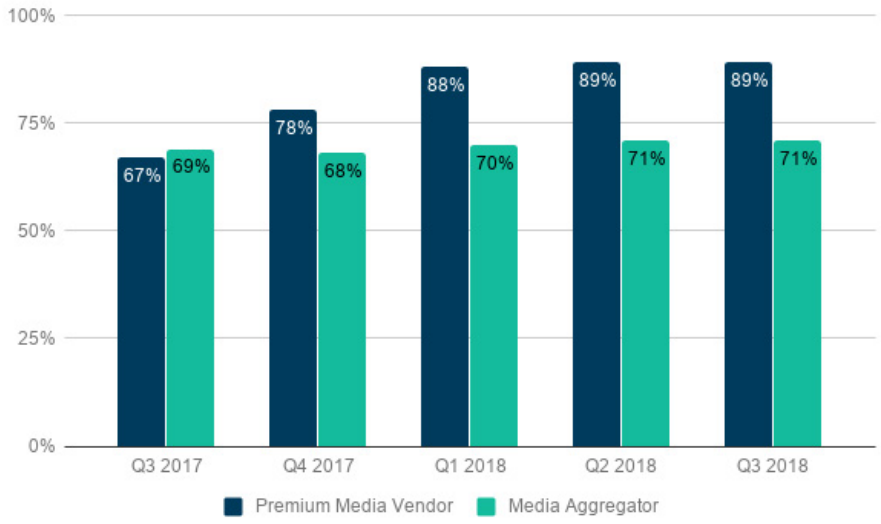
Quarter / Quarter
Q2 2018 / Q3 2018

+11.8%

Year / Year
Q3 2018 / Q3 2018

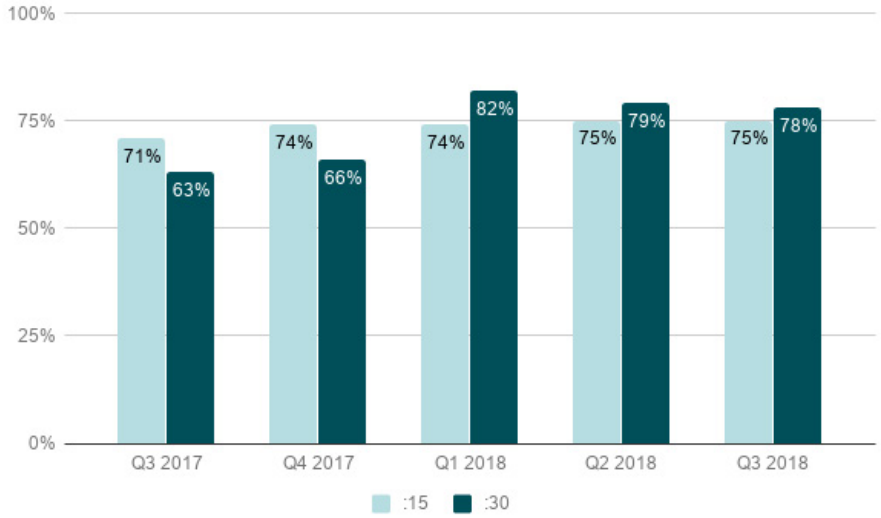
Viewable Completion Rate by Media Type

The Viewable Completion Rate for both premium publishers and aggregators remains very steady for the three quarters of 2018 with the rate for premium sites at 89% and aggregators at 71% in Q3.



Viewable Completion Rate by Ad Length

While 30-second ads continue to surpass their 15-second siblings in Viewable Completion Rate, the distance between the two is shortening. The rate for 30-second ads decreased from 82% in Q1 to 78% in Q3, while the rate for 15-second spots moved from 74% in Q1 to 75% where it held steady for both Q2 and Q3.



The new way creative gets everywhere.

Brands and their agencies need the creative assets. Most likely we already have them. Our video ad server is ready to get that creative everywhere it needs to go. To learn more, contact us at your-team@extremereach.com

Extreme Reach revolutionized the way advertisers control the deployment of their creative and how the media sources those ads to execute campaigns. The company's creative asset workflow platform, AdBridge™, is built upon a decade of innovation and integrates all the paths and processes required by today's complex media landscape.

The company proudly serves the best and biggest brands, agencies, production companies, media destinations, performers and rights owners. With over 200,000 registered users and nearly four million creative assets in its care, ER connects the creative flow between the buy and sell sides of the advertising ecosystem.

Extreme Reach