QUANTIFYING THE CONNECTION:
PREMIUM VIDEO & BRAND BUILDING
OBJECTIVES

+ DEVELOP A BETTER UNDERSTANDING OF CONTENT’S IMPACT ON ACCEPTED BRAND METRICS & SALES

+ QUANTIFY ADVERTISING ROI VALUE IN:
  + PREMIUM VIDEO
  + SOCIAL MEDIA
  + SHORT-FORM VIDEO
### STUDY SCOPE: CHANNELS & METRICS

<table>
<thead>
<tr>
<th>+ MEASURED MEDIA CHANNELS:</th>
<th>+ KEY METRICS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>LINEAR TV</td>
<td>BRAND AWARENESS</td>
</tr>
<tr>
<td>PREMIUM DIGITAL VIDEO</td>
<td>AD AWARENESS</td>
</tr>
<tr>
<td>SHORT-FORM DIGITAL VIDEO</td>
<td>CONSIDERATION</td>
</tr>
<tr>
<td>(EXCLUDES PREMIUM SHORT-FORM)</td>
<td>QUALITY</td>
</tr>
<tr>
<td>PAID SOCIAL MEDIA</td>
<td>PURCHASE INTENT</td>
</tr>
<tr>
<td>PAID SEARCH</td>
<td>SALES</td>
</tr>
<tr>
<td>DIGITAL DISPLAY</td>
<td></td>
</tr>
</tbody>
</table>
METHODOLOGY

+ **ANALYTICAL PARTNER**: Accenture Media Analytics
+ **METHODOLOGY**: Econometric modeling analyzing different media investment strategies and outcomes

**30 LEADING BRANDS**
(AUTO, RETAIL, TELECOM, FINANCIAL SVCS, CPG)

**$12B MARKETING SPEND**
(2014 - 2016)

**1500+ OUTCOME MODELS**

**DATA SOURCES**:
+ **ACCENTURE CLIENT BASE**: Proprietary media investments & sales data
+ **STANDARD MEDIA INDEX (SMI)**: Supplementing Accenture media channel data with real agency spend data
+ **YOOGOV’S BRAND INDEX**: Consistent brand metrics across categories & brands
ROI METRICS: DEFINITIONS

“AVERAGE ROI”:
The return on ad spend generated by a single media channel, relative to the average of all media channels.

“MARGINAL” ROI: WHERE SHOULD I SPEND MY NEXT DOLLAR?
The return on incremental investment generated by a single media channel, relative to the average of all media channels.
KEY QUESTIONS

+ IS PREMIUM CONTENT WORTH THE COST?
+ HOW DOES BRAND IMPACT VARY BY MEDIA CHANNEL?
+ HOW DO MEDIA CHANNELS WORK TOGETHER?
+ WHAT IS THE VALUE OF SINGLE-PUBLISHER PREMIUM VIDEO BOUGHT ACROSS PLATFORMS?
+ WHAT IS THE RELATIVE VALUE OF DIFFERENT CONTENT TYPES & MEDIA CHANNELS ON FUTURE BRAND & SALES GROWTH?
PREMIUM & NON-PREMIUM VIDEO: DEFINITION, FORMATS & DISTRIBUTION

+ DEFINITION
- User-Generated
- High-Quality UGC
- Live
- Scripted & Unscripted
- Big Events

+ FORMATS
- Short-Form
- Short-Form
- Live Program Short-Form Clips
- Long-Form Episodic Short-Form Clips
- Live Event Short-Form Clips

+ DISTRIBUTION
- YouTube
- Facebook
- Twitter
- Snapchat
- CNBC
- AMC
- TBS
- Bravo
- FX
- ABC
- NBC
TOP-LINE OBSERVATION

Advertising in premium video content consistently delivers higher ROI, throughout the purchase journey, relative to advertising in other media channels.
**PREMIUM VIDEO GENERATES SIGNIFICANTLY HIGHER BRAND ROI vs. SHORT-FORM OR SOCIAL**

<table>
<thead>
<tr>
<th>Stage</th>
<th>Premium Video (Linear TV + Premium Digital Video)</th>
<th>Short-Form Video (Excludes Premium Short-Form)</th>
<th>Paid Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>11.6X</td>
<td>4.1X</td>
<td></td>
</tr>
<tr>
<td>Consideration</td>
<td>4.3X</td>
<td>2.5X</td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>2.5X</td>
<td>1.8X</td>
<td></td>
</tr>
</tbody>
</table>

Source: Accenture
THE PATH-TO-PURCHASE: AWARENESS TO INTENT

PREMIUM DIGITAL VIDEO OUTPERFORMS SHORT-FORM VIDEO

PREMIUM DIGITAL VIDEO

VS.

SHORT-FORM DIGITAL VIDEO
(Excludes premium short-form)

SHORT-FORM VIDEO
ROI = 1.0

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Premium Digital Video</th>
<th>Short-Form Digital Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>6.0X</td>
<td>2.0X</td>
</tr>
<tr>
<td>Buzz</td>
<td>2.0X</td>
<td>3.1X</td>
</tr>
<tr>
<td>Consideration</td>
<td></td>
<td>2.4X</td>
</tr>
<tr>
<td>Quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td></td>
<td>1.1X</td>
</tr>
</tbody>
</table>

Source: Accenture
REDUCING TV INVESTMENT RESULTS IN -27% LOSS IN SEARCH ROI OR -22% LOSS IN SOCIAL ROI

CUTTING TV BUDGET = ROI LOSS IN OTHER CHANNELS

<table>
<thead>
<tr>
<th>BRAND AWARENESS</th>
<th>QUALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>POTENTIAL LOSS IF REDUCING TV INVESTMENT</td>
<td>-27%</td>
</tr>
<tr>
<td>POTENTIAL LOSS IF REDUCING TV INVESTMENT</td>
<td>-22%</td>
</tr>
</tbody>
</table>

Source: Accenture
PREMIUM CROSS-PLATFORM WORKS EVEN HARDER

INVESTING ACROSS PLATFORMS (TV, LONG-FORM AND SHORT-FORM DIGITAL VIDEO, SOCIAL) WITH A SINGLE PREMIUM PUBLISHER IMPROVES ADVERTISING EFFECTIVENESS

CROSS-PLATFORM ADVANTAGE

VS.

SILOED PLANNING

+28%

BRAND LIFT

+16%

SALES LIFT

Source: Accenture
PREMIUM VIDEO DELIVERS THE BEST VALUE FOR YOUR NEXT MEDIA DOLLAR

<table>
<thead>
<tr>
<th></th>
<th>ABOVE-AVERAGE RETURN</th>
<th>BELOW-AVERAGE RETURN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PREMIUM VIDEO</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRAND ROI</td>
<td>110</td>
<td>46</td>
</tr>
<tr>
<td>SALES ROI</td>
<td>128</td>
<td>72</td>
</tr>
<tr>
<td><strong>LINEAR TV</strong></td>
<td>143</td>
<td>99</td>
</tr>
<tr>
<td><strong>SHORT-FORM DIGITAL VIDEO (EXCLUDES PREMIUM)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PAID SOCIAL MEDIA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDEX vs. Avg. Media Channel ROI</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOO MUCH SHORT-FORM/SOCIAL IS LIKE A TAX ON YOUR MEDIA PLAN!

Source: Accenture
KEY INSIGHTS

+ Advertising in premium video delivers significantly greater ROI throughout the path-to-purchase

+ Cross-platform investment with a single premium publisher yields greater campaign impact than siloed media planning

+ Premium video delivers the best value for your next media dollar

+ Short-form and social reach saturation at low investment levels