Videology

AUSTRALIAN VIDEO MARKET AT-A-GLANCE
Q1 2015
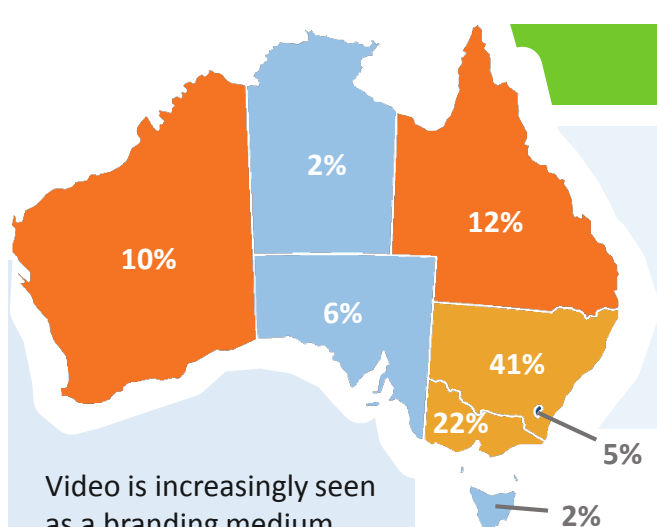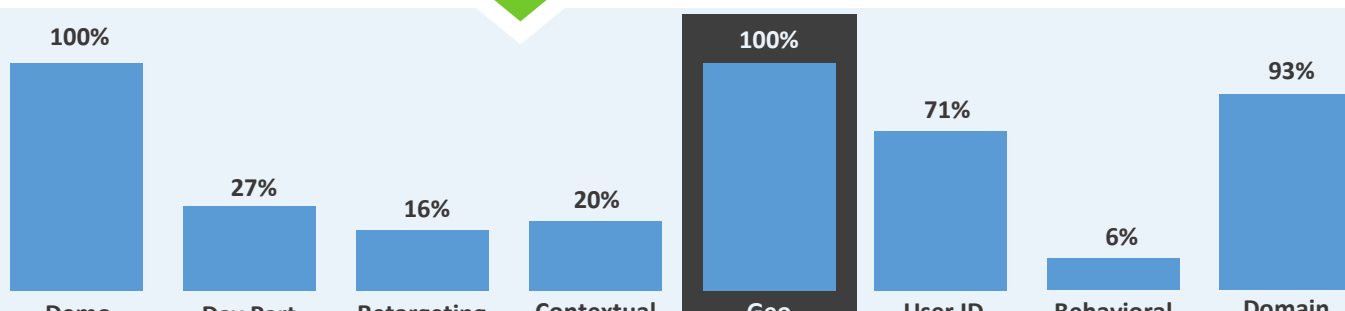
VITAL STATISTICS

102 BRAND ADVERTISERS

UP 14% vs. Q4 2014

528 CAMPAIGNS RAN ACROSS OUR PLATFORM

Delivering **229,055,911** impressions between 1 January and 31 March 2015

CAMPAIGN BY DEVICE

One of the trends that stood out the most in 2014 was the increase in advertisers choosing to run their campaigns on multiple screens. At the start of 2015, the trend continued; **69%** of all campaigns ran on more than one device in Q1 2015, compared to **60%** in Q4 2014. A year ago, in Q1 2014, just **24%** ran cross-screen.

- Desktop & Mobile 69%
- Mobile 3%
- Desktop 28%
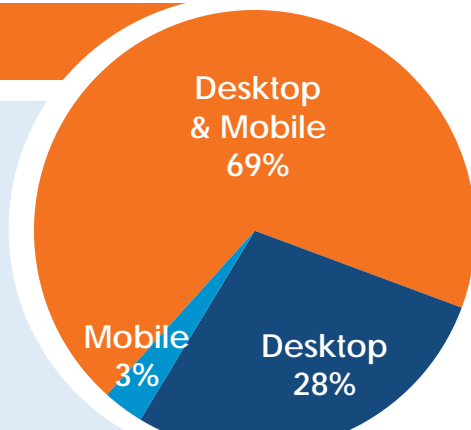
nielsen

At **23.6%**, almost one quarter of all campaigns in Q1 were delivered against Nielsen OCR audits, **up 6%** from Q4 2014.

CAMPAIGN TARGETING

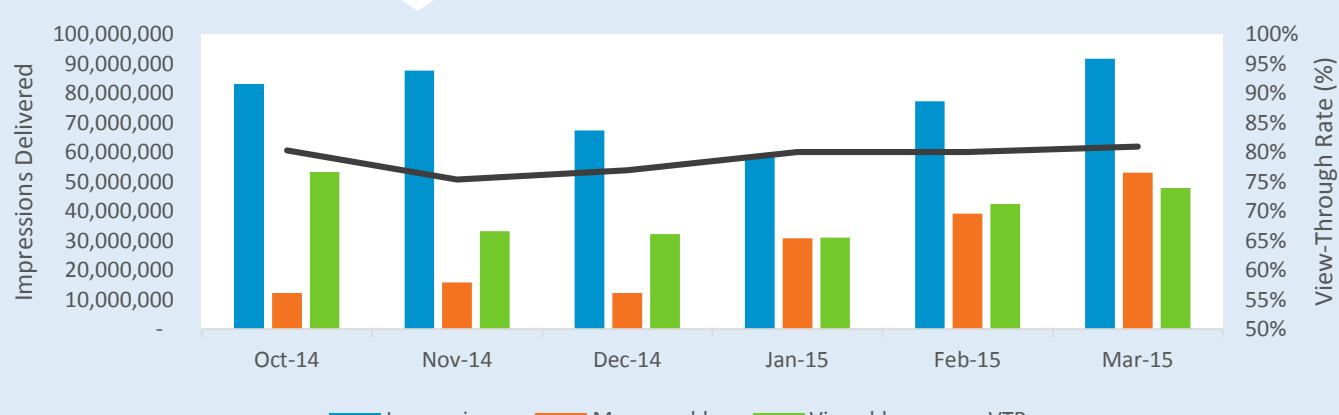| Demo	Day Part	Retargeting	Contextual	Geo	User ID	Behavioral	Domain
100%	27%	16%	20%	100%	71%	6%	93%

GEO HEAT MAP

All campaigns run in Q1 included geo-targeting. **82%** of all geo-targeted campaigns run in Q1 were targeted as National. Of the campaigns targeted by city or territory, New South Wales accounted for **41%**.

- 10%
- 2%
- 12%
- 6%
- 41%
- 22%
- 5%
- 2%

Video is increasingly seen as a branding medium, which is reflected in the way it is bought across our platform. Videology combines the familiarity of TV-style demo and geo targeting with the granularity and insight of digital.
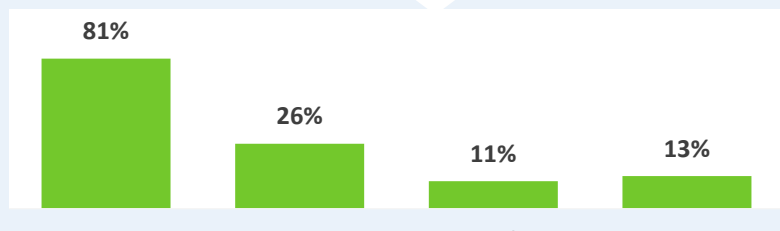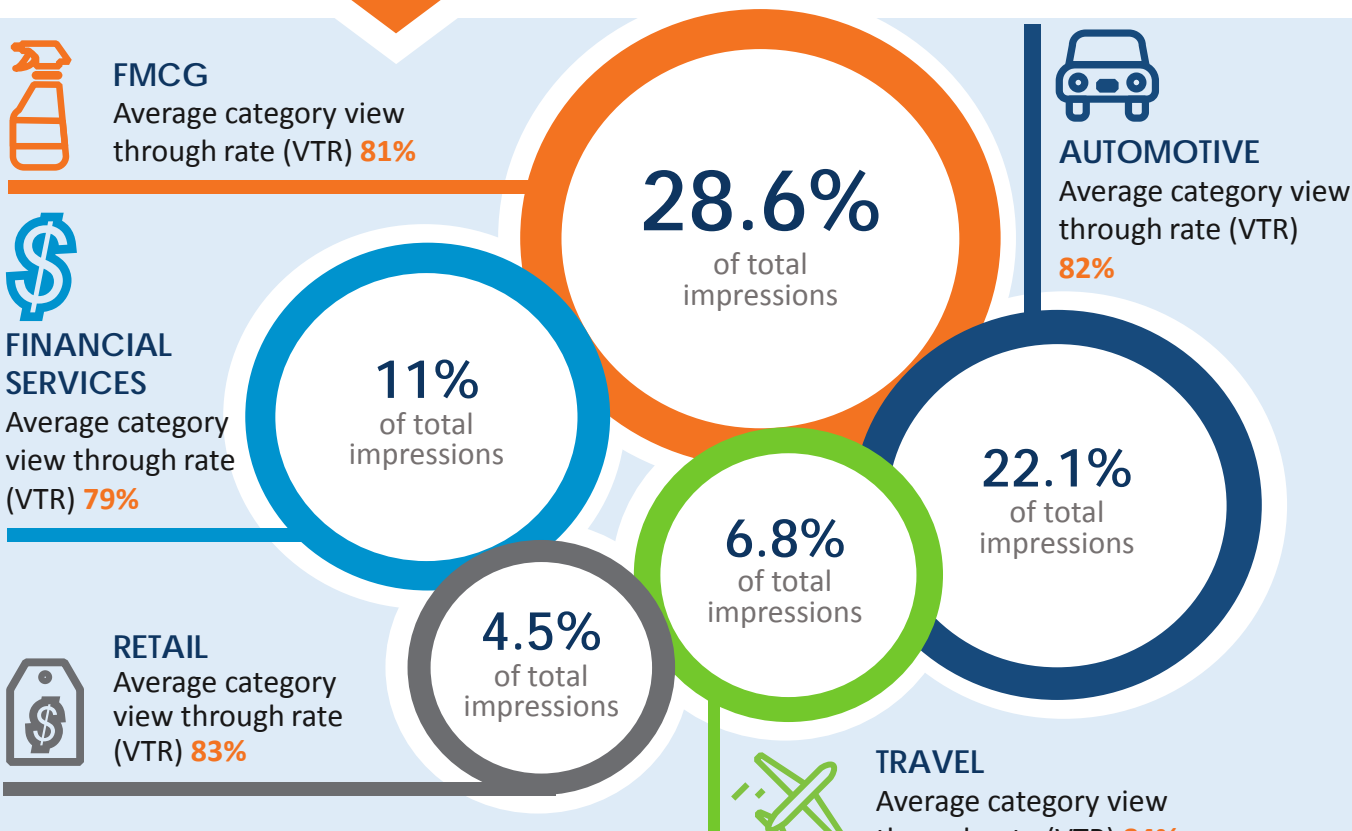
TOP THREE MOST REQUESTED AUDIENCE SEGMENTS

- **18-24 YEARS**
- **25-54 FEMALES**
- **18+ YEARS**
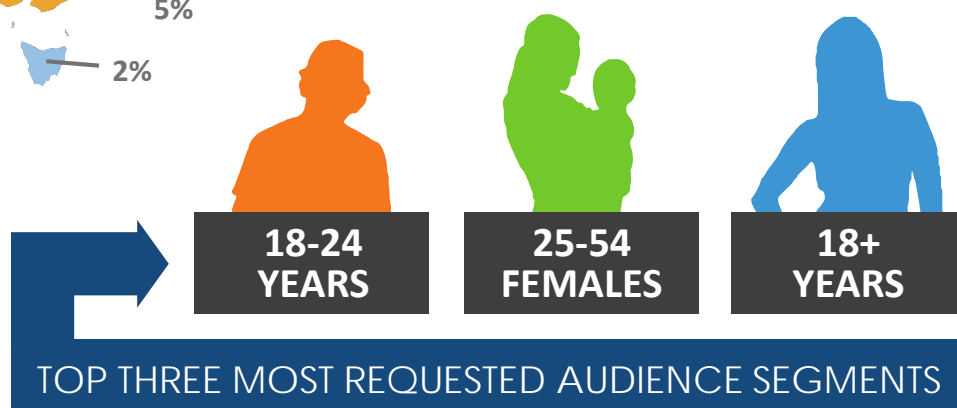
66.3% of campaigns ran on **VAST** inventory, **33.7% on VPAID, a 7% increase on Q4 2014**. With the introduction of VAST 2.0, we are seeing more VPAID creative being served through VAST placements, which makes distinguishing between the two increasingly difficult. Ultimately however, the increase in VPAID creative entering the market, regardless of how it's delivered, shows that brands are embracing the interactivity and creativity of digital.

VTR / MEASURABILITY / VIEWABILITY

Impressions Delivered / View-Through Rate (%) — Oct-14, Nov-14, Dec-14, Jan-15, Feb-15, Mar-15
- Impressions
- Measureable
- Viewable
- VTR

Continually improving our measurable impression count, removing the smallest player sizes and identifying publishers with the best video placements, has seen Videology significantly improve our viewability score, currently at **74%**. Although an industry benchmark for video viewability is yet to be agreed upon, Videology is leading the way to ensure we deliver above market and client expectations, which currently sit between 50 and 60% for video viewability.

CAMPAIGN OBJECTIVES

At **81%**, view through rate (VTR) was the most frequently requested campaign KPI in Q1, which is consistent with Q4 2014, at 79%. As advertisers increasingly see video as a branding medium, we expect this trend to continue throughout 2015 and beyond.

VTR	CTR	Reach	No KPI
81%	26%	11%	13%

TOP FIVE AD CATEGORIES

FMCG Average category view through rate (VTR) **81%**

FINANCIAL SERVICES Average category view through rate (VTR) **79%**

RETAIL Average category view through rate (VTR) **83%**

AUTOMOTIVE Average category view through rate (VTR) **82%**

TRAVEL Average category view through rate (VTR) **84%**

- 28.6% of total impressions
- 11% of total impressions
- 6.8% of total impressions
- 22.1% of total impressions
- 4.5% of total impressions

Over **28% of all ads in Q1 were from the FMCG category**, beating last quarter's leader, Automotive, into second place. We also saw Financial Services advertisers increase spend in Q1, making up 11% of all impressions, compared to 6% in Q4 2014. We expect Financial Services advertisers to remain strong in Q2 2015, as Australian consumers get ready to pay the tax-man at the end of June.

PLAYER SIZE

65% of all video impressions served in Q1, ran in Large formats, increasing slightly from 61% in Q4 2014. Videology's continued focus on removing small formats to boost viewability and advertiser confidence in online video has seen these decrease from 9% in Q4 2014 to just 7% in Q1.

- Medium 28%
- Small 7%
- Large 65%
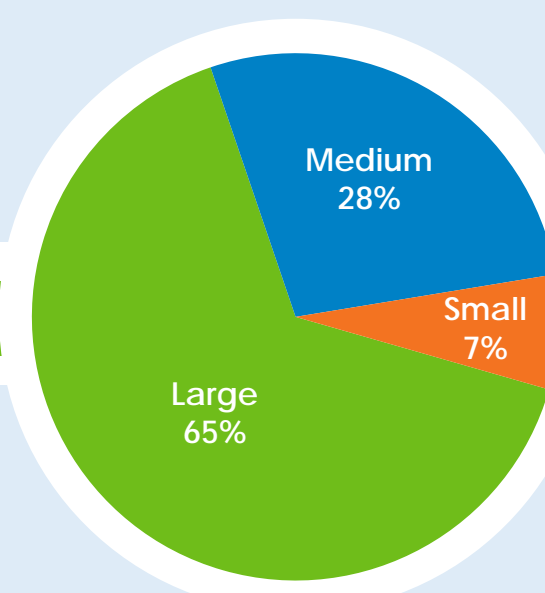
CREATIVE LENGTH

15 second creative continues to grow in popularity, accounting for **68% of all video impressions** served in Q1, as advertisers embrace shorter spots. 30 second spots account for 32%, down 5% vs. Q4 2014.

CLIENT BUY TYPE

TV has been the dominant advertising medium for decades. Now that TV advertisers are increasingly taking advantage of digital video for branding campaigns, it's natural they'd like to buy in the same, guaranteed way. In Q1, on the Videology platform, **100%** of advertisers bought their video inventory on a CPM basis.

VIDEOLOGY INVENTORY ACQUISITION

Almost **70%** of all placements utilised for Q1 campaigns were taken from upfront traded inventory, as advertisers continue to lock in premium inventory due to Australia's supply-constrained market.

Upfront/Traded	RTB/Auction
69%	31%
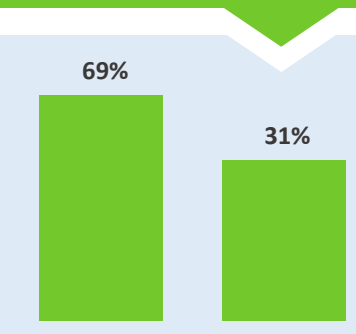
Videology (videologygroup.com) is a leading software provider for converged TV and video programmatic advertising. By simplifying big data, we empower marketers and media companies to make smarter advertising decisions to fully harness the value of their audience across screens. Our science-based technology enables our customers to manage, measure and optimise digital video and TV advertising to achieve the best results in the converging media landscape.