

# Online Video RTB

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New technologies as Apple TV and IPTV are emerging, which eventually will close the gap between digital and offline video. These developments are going fast. Though online display still accounts for the biggest piece of the RTB (Real Time Bidding) pie budget we see the piece in that pie of Video RTB buying growing significantly. And we can help publishers and advertisers to ride this wave.

## RTB

Although it's fast growth RTB only covers a fraction of the digital media industry. But we all agree RTB is a big step forward towards a more transparent digital media buying landscape. The technique of RTB is seen as the biggest change in the display advertising market in recent years. This technique makes it possible for advertisers, based on current data to determine which individual video impression his advertising message is displayed on. A link between all the different data available, such as exchanges, publishers and advertisers is required for this.

## Buying an user instead of buying inventory

RTB has started within the digital display and the experience buyers and resellers alike have gained has laid the foundation for video RTB. But more is needed for future growth. Buyers experienced with RTB in display advertising are among the early adapters of video RTB. Knowledge of RTB and their experience with the good results is making online video RTB even a faster rising star than digital display RTB in 2012. To release the full potential of online video RTB, the digital media industry buyers who are more familiar with RTB have to share their knowledge and communicate about the added value it has. So media buyers from more traditional media branches, such as television advertisers who are used to buying GRP's, will become more familiar with RTB technology. With the almost unlimited metrics measurements, and the supply in the current market this group should be easy to convert. Using RTB for video means for advertisers that they may be present in more places with high-impact video ads. Inventory is available on the most popular websites and they have access to more than 130 million video impressions per month. The video impressions show a high 5.5% CTR (Click through rate) and offer the standard display advertising targeting possibilities as re-marketing and geo targeting. "buying an user instead of buying inventory."

## Benefits for advertisers and publishers

RTB Online video has become an important opportunity for both advertisers and publishers. But despite its advantages, such as the transparency of transactions. With video ads via RTB it is easier for advertisers to achieve high-impact online. An advertiser can reduce the cost of media buying and is up-to-date with the latest innovations. For publishers RTB is interesting because of the increase of eCPM. This means an optimization of the yield per 1,000 page impressions (RPM) for the publisher. Advertisers and publishers need to collaborate to secure the ongoing rise of RTB video.

## Need for standards

Online video RTB is not possible without the proper connections between trading desks, media agencies and publishers. And even more important is the establishment of Video Advertising Standards Template (VAST) that serves as the standard for the industry. Both buyers and sellers benefit from clarity. With this fast growing market, the need for generally accepted standards is even higher. Certainly publishers need to be more committed to be compliant with IAB VAST standard as this is the way to maximize their RPM.

## What can DQ&A Media Group do

We have inventory that targets in-stream video units shown within or immediately preceding online video content (pre-roll, mid-roll, post-roll). These are 15, 20 or 30 seconds in length (30s inventory is limited) and are built to the Video Advertising Standards Template (VAST 2.0) industry standard. The ads play within a video player hosted on a publisher website and unlike other types of display, can be re-sized depending on how the user elects to watch the video.


## How we do it

Inventory for the video impressions is available via BrightRoll, google AdX and SpotXchange. RTB video inventory campaigns support the same targeting as standard display; re-marketing, audience targeting, page category, geo-targeting. The reporting for video inventory is extensive and the VAST specific metrics are available in standard reports.

## What this means for you

Have access to global video inventory up to 130 million impressions a month served by an approved video ad server as DFA. Fully played rates for this inventory is frequently over 80% and will continue to perform well.

Take a look at our fact sheet for more information and details:



### RTB Video Buying for Advertisers

*Why Video? If you can quadruple the purchase intent of someone who sees one of your ads by using video the question has to be, why aren't you!*

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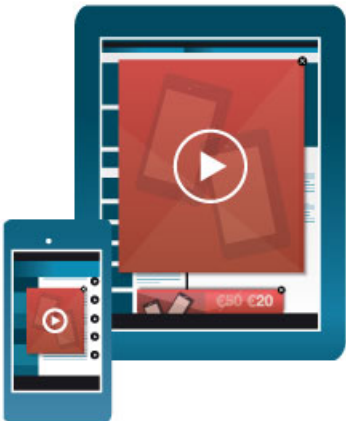
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**Targeting options include:**

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- Audience targeting
- Page category
- Geo-targeting

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- Served by an approved video ad server as DFA
- Fully played rates for this inventory is frequently over 80% and will continue to perform well.
- Click through rates are impressive, measuring around an average of 5.5% in recent campaigns.

#### Get Started

Call or email and we'll get you started

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