

# Outstream: The new wave of video advertising

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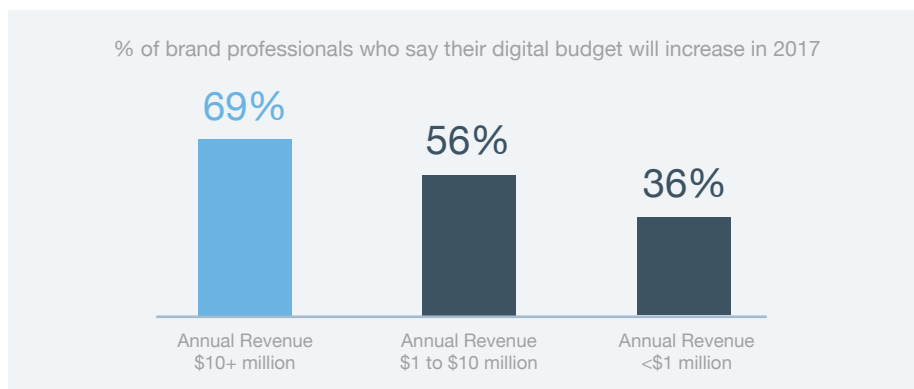
## KEY TAKEAWAYS

- 1 Nearly 3 in 4 brand professionals planning to invest more in digital next year have heard of outstream advertising.
- 2 63% of brand professionals who have heard of outstream learned about it in the last year.
- 3 2/3 of brand professionals believe outstream video will grow significantly over the next two years.
- 4 60% of brand professionals at companies increasing their digital spend agree that outstream is better optimized for mobile than instream.
- 5 60% of brand professionals increasing their digital investment agree they would invest more in mobile with the option to buy outstream within premium content.

Discover why brands are investing more in outstream

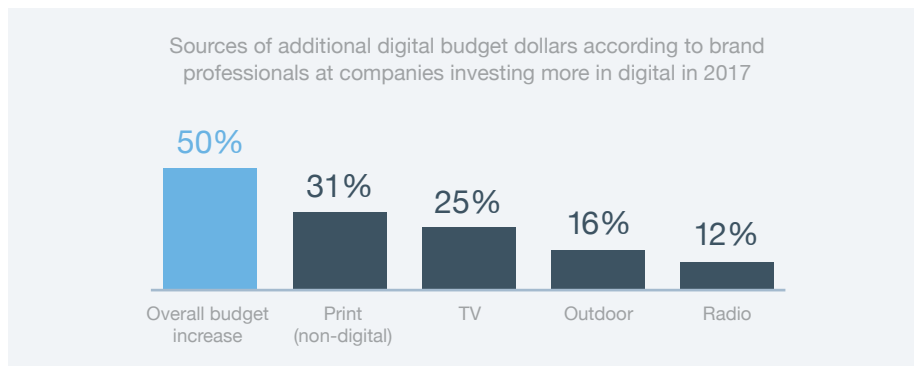
## BRAND PROFESSIONALS PREDICT DIGITAL ADVERTISING BUDGET INCREASES

Large companies are more likely to increase their digital budgets



## DIGITAL IS DRIVING OVERALL AD BUDGET INCREASES

Digital budgets are also expanding at the expense of print and TV budgets





## AWARENESS OF OUTSTREAM VIDEO ADVERTISING

More brands are seeing success with outstream video campaigns

### CURRENT AWARENESS OF OUTSTREAM VIDEO ADVERTISING

- 59%** of total brand media professionals
- 64%** of brand professionals at medium/large companies
- 74%** of brand professionals investing more in digital next year

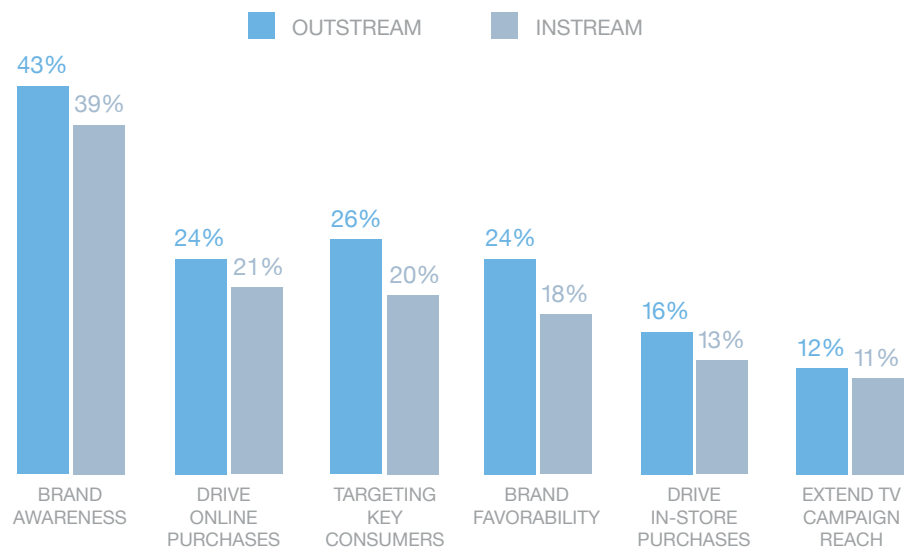
Awareness is highest among brands increasing their **2017 digital investment**

# 63%

of brand professionals heard about outstream video advertising in the last year

## OUTSTREAM IS BETTER POSITIONED TO GENERATE AWARENESS, DRIVE ONLINE PURCHASES, AND TARGET CONSUMER AUDIENCES

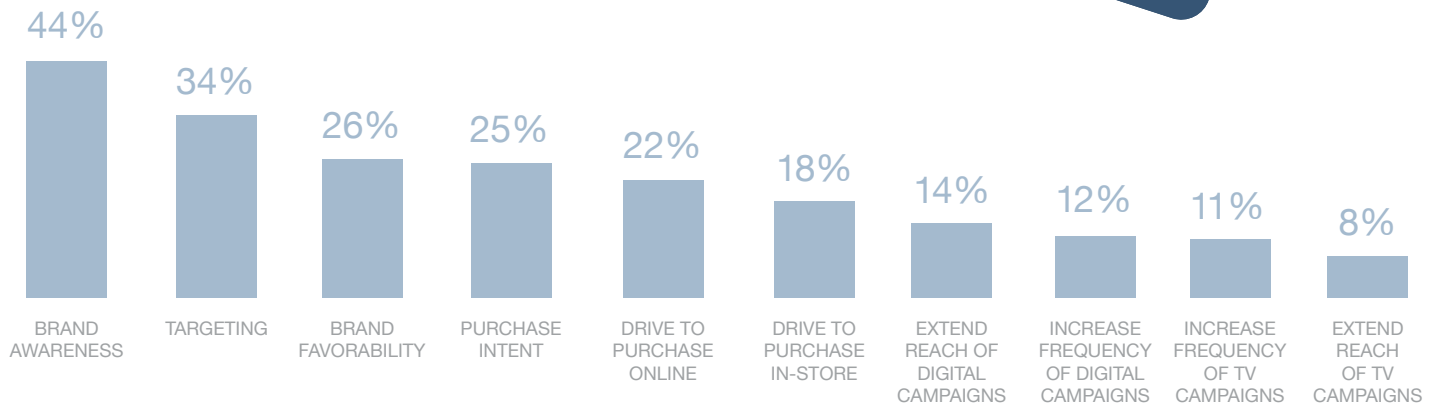
Campaign benefits of outstream vs. instream formats



# BRANDS ARE USING MOBILE VIDEO ADVERTISING TO GENERATE TARGETED AWARENESS

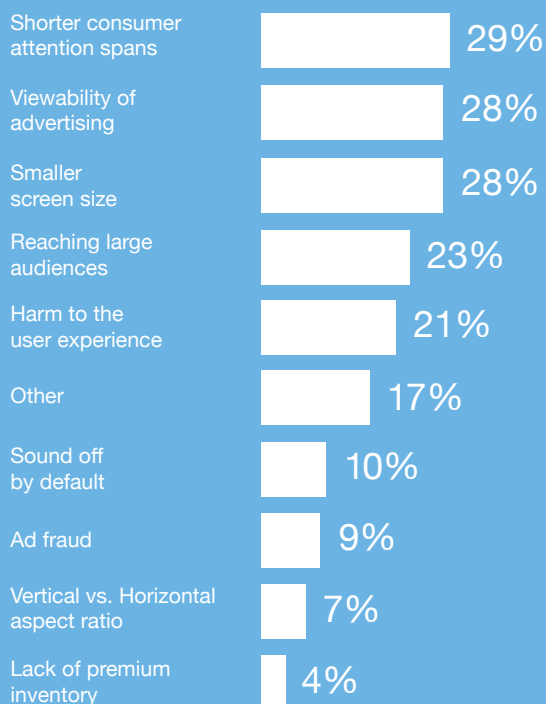


## Top advantages to advertising on a mobile device



## OUTSTREAM IS THE VIDEO SOLUTION FOR REALIZING SUCCESS ON MOBILE

### MOBILE VIDEO ADVERTISING CREATES UNIQUE CHALLENGES FOR ADVERTISING



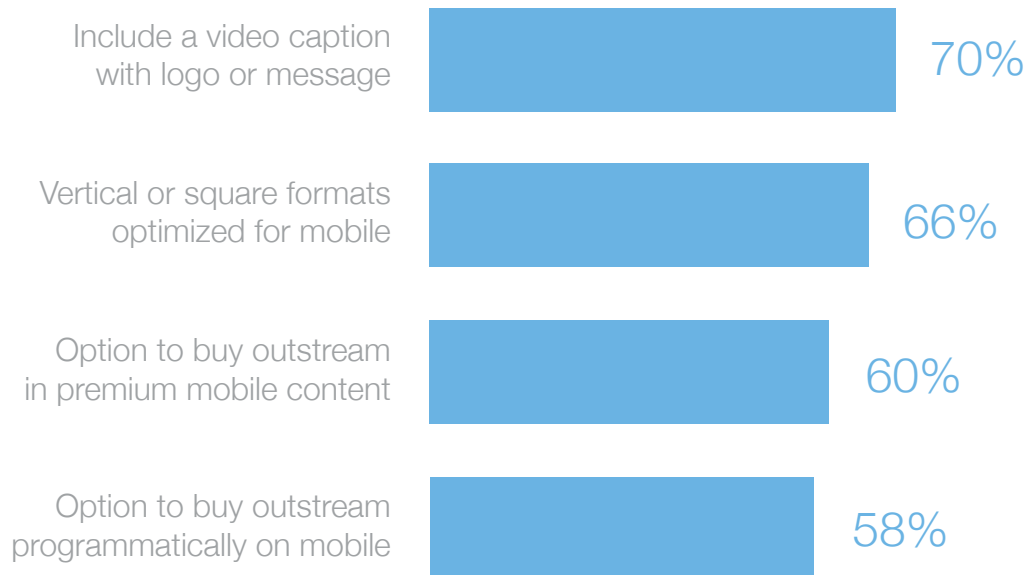
### BUT BRANDS ARE FINDING THE SOLUTION WITHIN OUTSTREAM VIDEO ADVERTISING

60%

of brands professionals increasing their digital investment believe outstream is better optimized for mobile

## OUTSTREAM VIDEO AD FORMATS INTEGRATE FEATURES THAT OPTIMIZE CAMPAIGN VALUE ON MOBILE DEVICES

Tactics that would motivate brands to invest more in mobile advertising on a mobile device  
(brand professionals increasing their digital investment)



## OUTSTREAM VIDEO ADVERTISING: BORN FOR MOBILE

### METHODOLOGY

**FIELDDED:** April 2016    **MARKET:** United States

**MEASUREMENT:** Online survey, self-reported

**SAMPLE:** n=250 brand professionals with at least some visibility into or influence over their brands media budgets