

Digital Video in South-East Asia



Digital video is the fastest growing advertising medium, outpacing growth in television and digital spend in general.

Digital video spend is forecasted to grow by 21.1% globally in 2015,¹ reaching nearly \$5 billion in 2016.² Conversely, traditional TV ad revenue will decline by nearly 3% per year during the same timeframe.³

Looking to South-East Asia (SEA) and programmatic video specifically, there is even more projected growth. SEA has seen a continued surge in programmatic video supply across desktop and mobile since 2014 – a trend that has continued in 2015.⁴ By the end of 2015, 40 to 45% of all online video will be delivered programmatically in the region.⁵

Mobile video is showing even stronger signs of growth within the programmatic space. Singapore and Thailand grew seven and fivefold in terms of available mobile inventory respectively,⁶ while more than 79% of Singaporeans said they have watched videos in the last month.⁷ Furthermore, two thirds of Singaporeans are watching videos on a mobile device.⁸

With such an increase in video consumption – and thus increased inventory supply – the time is ripe for ad spend to shift in the same direction.

The most successful marketers are using more non-click related metrics to buy and assess video campaign performance and brand impact. Moving away from click-based buying metric also helps combat click fraud. SEA has yet to adopt this mobile video measurement best practice.

This paper serves as a guideline of all key terms you need to get started on programmatic video. Considering video is traditionally a branding strategy for advertisers, branding metrics and measurement should be at the forefront.

COMMON TERMS AND DEFINITIONS

Term	Definition	Type of Metrics
Completion rate	The number of times the video played to the end over the total number of impressions served, as a percentage. Benchmark: 70% video Desktop, 60% Mobile video (Singapore) ⁹	Analysis metric
Quartiles of video viewed	Video length is divided into quarters, the number of time each quartile (25%, 50%, 75%, 100%) is viewed is recorded. (eg. For a one minute video, first 15 seconds viewed 100%, second 15 seconds viewed 80%, showing drop off rate at in second 15 seconds)	Analysis metric

COMMON TERMS AND DEFINITIONS

Term	Definition	Type of Metrics
Impression	Number of times ad was served	Buying metric
CPM	Cost-per-thousand impressions	Buying metric
Sessions	A single period of user interaction with your app	Buying metric
Viewability of ad	When 50% of the ad's pixels are visible in the browser window for a continuous one second (display/in-banner video). For in-stream video ads, 50% of the ad's pixels must be visible in the browser window for two continuous seconds. Defined by the IAB and MRC (Media Ratings Council) ¹⁰	Buying metric
Cost Per Completed View (CPCV)	The price an advertiser pays every time a video ad runs through to completion. Rather than paying for all impressions, some of which may have been stopped before completion, an advertiser only pays for ads that finished [CPCV = Cost ÷ Number of Completed Views]	Buying metric
CPC	Cost-per-click CPC varies based on platform, industry, audience and creative execution so refer to your publisher or agency for relevant benchmarks	Analysis metric
Average view time	Total time viewers spent watching the video, divided by the number of views. For example, if one person views a 20-second ad for 20 seconds, then a second user views the same ad for 10 seconds, the average view time is calculated as 15 seconds (20+10/2). The event is logged when a user plays the ad to completion, stops play of the ad, or rewinds the ad. View time can't be longer than the duration of the ad.	Analysis metric
Average view rate	Percentage of the video watched by users. For example, if users watch an average of 20 seconds of a 30-second ad, then the average view rate is reported as 66.7%.	Analysis metric
Mute	Number of times video player was in Mute state during play of ad clip. If player is muted before ad plays, it's counted the same as if user mutes player while ad plays. Event is logged once per view.	Analysis metric
Unmute	Number of times a user unmutes the video.	Analysis metric

COMMON TERMS AND DEFINITIONS

Term	Definition	Type of Metrics
Pause	Number of times user paused ad clip. Event logged once per view.	Analysis metric
Resume	Number of times the user unpaused the video.	Analysis metric
Rewind	Number of times a user rewinds the video.	Analysis metric
Collapse	Number of times a user collapses a video, either to its original size or to a different size.	Analysis metric
Full screen	Number of times ad clip played in full screen mode.	Analysis metric
Average interaction rate	Number of user click-based interactions with a video, on average, such as Pause, Full screen, Mute, etc.	Analysis metric
Skip button shown	Number of times the Skip button appears in the video ad. This metric helps identify how many skippable ads were shown, regardless of whether the user clicked Skip.	Analysis metric
Video scrub	Number of times a user moves to another point in the video. Eg. User moved from 5 second mark to 30 second mark in video.	Analysis metric
Video skipped	Number of times a user clicked Skip in the video ad.	Analysis metric
% Audience Reached	The number of unique viewers (UV's) that a campaign reached divided by the total population of the target audience – this can be used as a performance metric especially for branding.	Analysis metric
Non-Human Traffic (NHT)	A type of fraud where artificial web traffic is generated by bots, unknown browsers and automated impressions. When undetected, non-human traffic artificially drives up impression counts. Fraudulent impressions, infringed content, and malvertising cost the U.S. digital marketing, advertising, and media industry \$8.2 billion annually. ¹¹ Video buying platforms should have technology in place to screen for NHT. The IAB, in conjunction with ABC, offers a bot list to help exclude such fraudulent sites from your campaigns: http://www.iab.com/guidelines/iab-abc-international-spiders-bots-list/ . Also see: https://www.iab.net/wiki/index.php/Web_crawler	Analysis & Buying metric

RECOMMENDED METRICS TO CONSIDER – HOW TO PUSH THE ENVELOPE FOR DIGITAL VIDEO IN SEA:

Term	Definition	Type of Metrics
Brand Lift	A percentage increase in brand awareness, purchase intent or favourably as a result of seeing the video ad. This is measured using a survey whereby the responses to a questions from a control group (who haven't seen the ad) and an exposed group (who have seen the ad) are compared.	Analysis metric
Online GRP	A digital Gross Rating Point is a unit of measurement that represents the percentage of online viewers reached within a total targeted audience population Eg. Females 18–34 in Singapore, multiplied by the number of times they were reached. ¹²	Buying & Analysis metric
Video GRP	A combined GRP, online and offline including TV, which is a unit of measurement that represents the percentage of video viewers reached within a total targeted audience population, deduplicated across screens Eg. Females 18–34 in Singapore, multiplied by the number of times they were reached. ¹³	Buying & Analysis metric
vCPM	Only pay for impressions that pass the Viewability Threshold (see below)	Advanced Buying Metric
Viewability Threshold	Determine and agree to a minimum of overall campaign impressions that must be met (as defined by the Media Rating Council MRC) ¹⁴ and only pay for those.	Ask the inventory sellers and platforms for the average in each market
Dynamic Viewability Threshold	Viewability threshold to be adjusted based on video duration, for example 50% of video. This stems from the argument that it takes users on average 6 seconds just to realize that a video is an ad so viewability around 2 seconds is not a sufficient measurement for brand lift as the user is not aware that the video is associated to a brand. Advertisers expect high viewability to equate to lift for other brand metrics.	Advanced Buying Metric

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