



Beyond the Screen

The New Rules of Video Engagement

UPA Advanced TV
9th Oct



Audio-visual culture is still in its infancy, but is the cultural product of our time



THREE BIG SHIFTS





#1

CURATION





Viewers are no longer **passive recipients...**

**But now, engaged curators.
Building their own personal
media universes.**



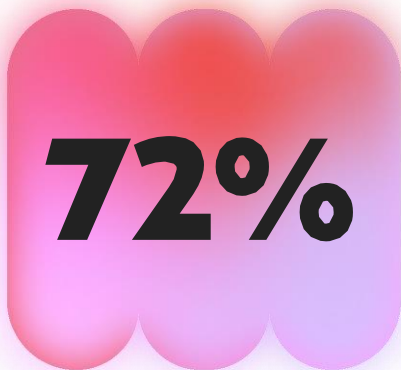
“ You can now watch when you want and watch what you want. You are in control and can decide the content, usually based on my needs and desires. ”

MALE, 25-34



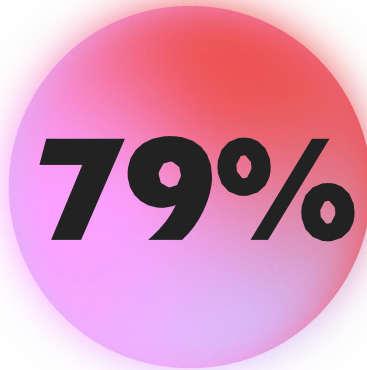
Viewers are embracing the power of agency and control, becoming the masters of their own media universes

CHOICE



of video viewers feel **empowered** by the possibility to **choose** the videos they want to watch **across platforms, formats, and devices**

CONTROL



of video viewers say they enjoy the **freedom of building their own schedule** and watching what they want, when they want.

CONVENIENCE



of video viewers watch content across devices and formats depending on what's **best and most convenient** in that moment.



#2

QUALITY IS

PERSONAL





We choose what we want to watch, but we **also want to see quality.**

It isn't always an easy thing to define, but we seem to instinctively know it when we see it.

82%

of viewers agree that high-quality content means content that makes them feel their **time was well spent**



Audiences give equal weight to technical and emotional markers of quality

Emotive markers

High-quality video content means it has emotive markers of quality

97%

People who feel emotive markers are the only indicators of quality: 6%

Emotive AND technical markers of quality

91%

Technical markers

High-quality video content means it has technical markers of quality

91%

People who feel technical markers are the only indicators of quality: < 1%

U
TUBE

ONE MOMENT IN
POP CULTURE IS A 1,000
MOMENTS ON **YOUTUBE**

YOUTUBE





#3

YOUTUBE ON THE BIG SCREEN



Streaming TV has transformed how we define and experience the big screen

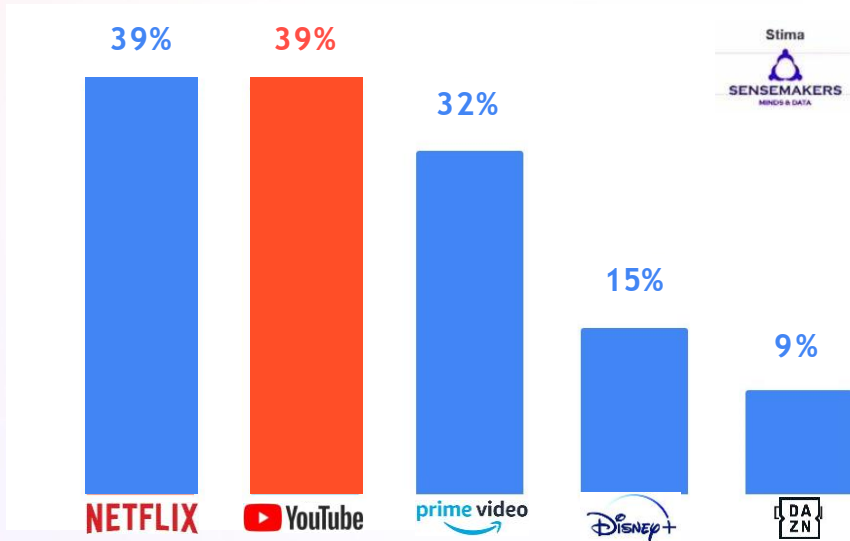


OF RESPONDENTS IN ITALY
SAY THEIR DEFINITION OF
“TV” NOW INCLUDES
STREAMING SERVICES
LIKE NETFLIX, AMAZON
PRIME, AND YOUTUBE.

The cTV is a new reality: new players are joining the big screen

Over **20M** people
streamed YouTube on their TV screens.

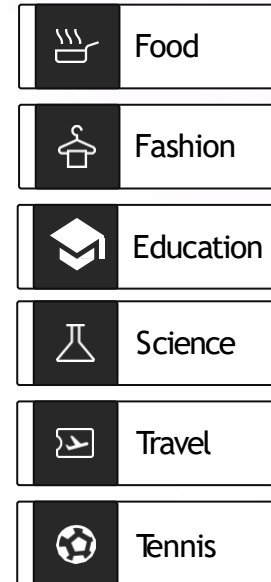
Monthly reach on total Italian population - Sensemakers estimation



Source: Sensemakers Comscore estimation on Aug 2024

Watch-time

double digit growth across verticals



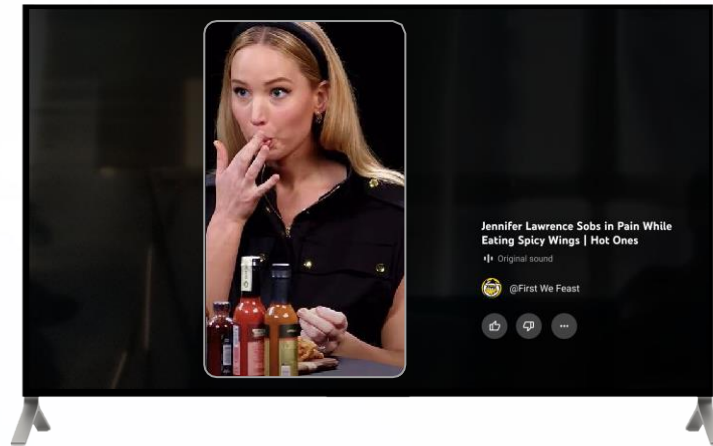
Streaming TV has brought Gen Z back to the big screen, offering a new way to enjoy video content, across formats

GEN Z

62% of Gen Z respondents in Italy say they **watch more content on the TV device** now compared to 3 years ago.

GEN Z = 18-24 years old

MULTI-FORMAT / MULTI-DEVICES



Long form but also **Short form** is watched on the the big screen

WHAT MAKES YOUTUBE CTV UNIQUE

AI

AUDIENCE



FORMATS

MEASUREMENT

WHAT MAKES YOUTUBE CTV UNIQUE

AI

AUDIENCE



 YouTube

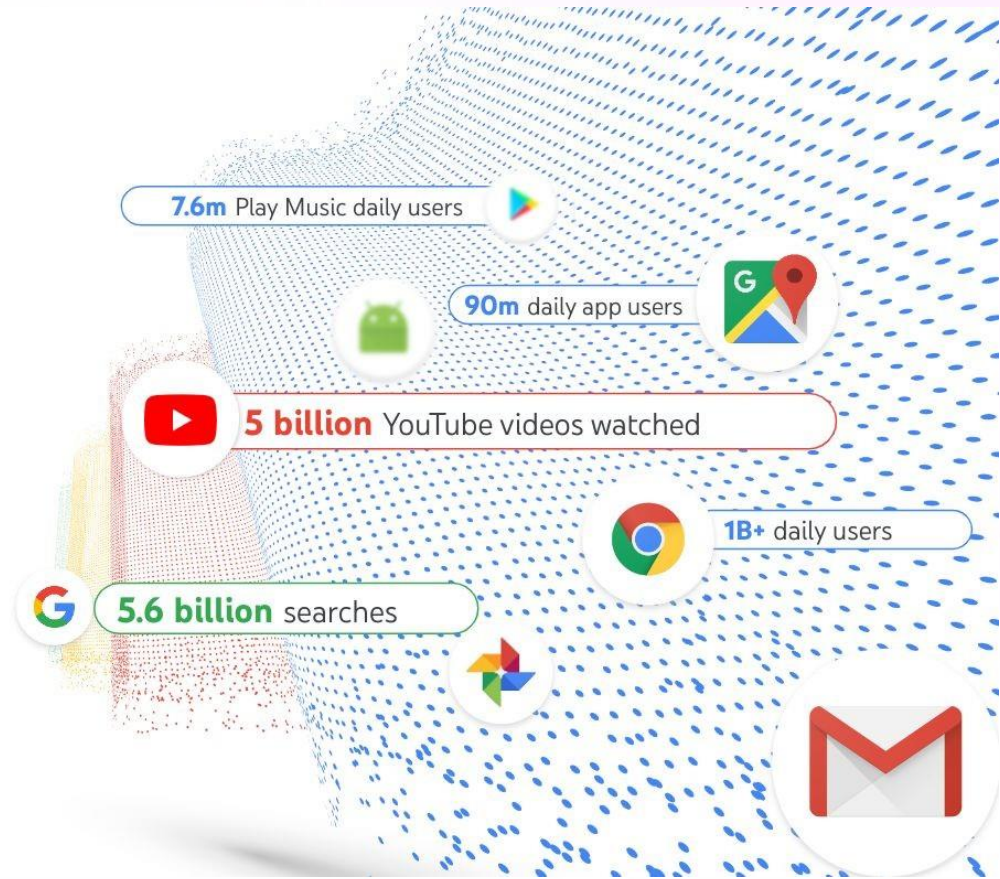
FORMATS

PRICING

Google audiences: the best available in the market



1 BILLION USERS



Leverage google audiences to engage your core audience on the TV screen too



Demographics

- Geo
- Device
- Parental stages
- Marital Status
- Household Income
- Homeownership Status
- Education
- Employment



Interests & habits

Advanced audience segments

- Affinity
- Custom Affinity
- Consumer
- Patterns



Intent & action

- Life Events
- In-market
- Remarketing
Videos · Website · Similar Audiences
- Customer Match
Email · Address · Phone

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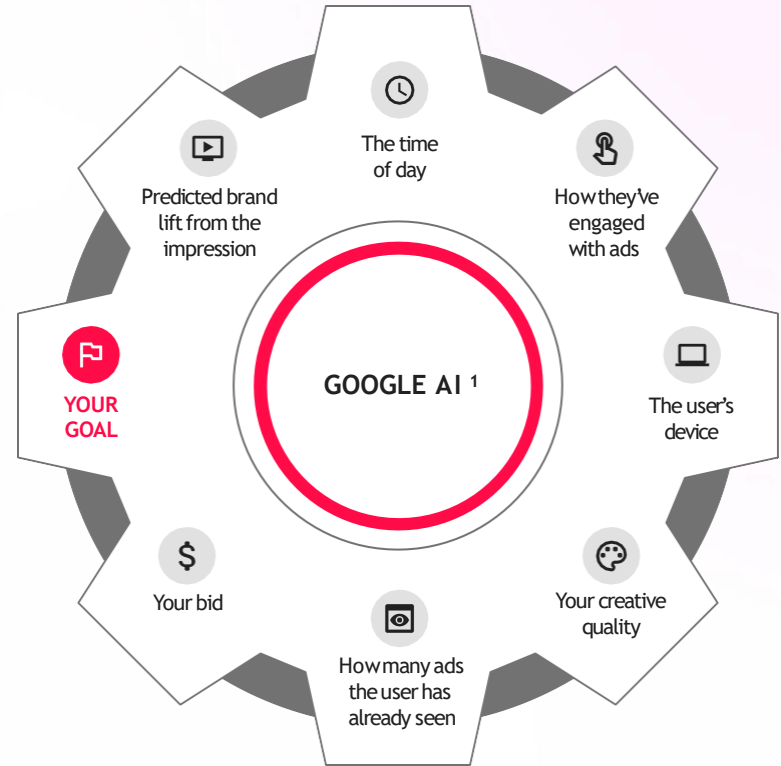


FORMATS

MEASUREMENT

AI-powered solutions drive simplicity

THE RIGHT **FORMAT**
TO THE RIGHT **PERSON**
AT THE RIGHT **TIME**



(1) These are just examples of some of the signals used to inform Bidding & Serving, but list is not exhaustive.

And when the AI gets combined with Audience = EFFICIENCY

CPM or COST per GRP

AUCTION

Google Ads
Dynamic Auction Platform



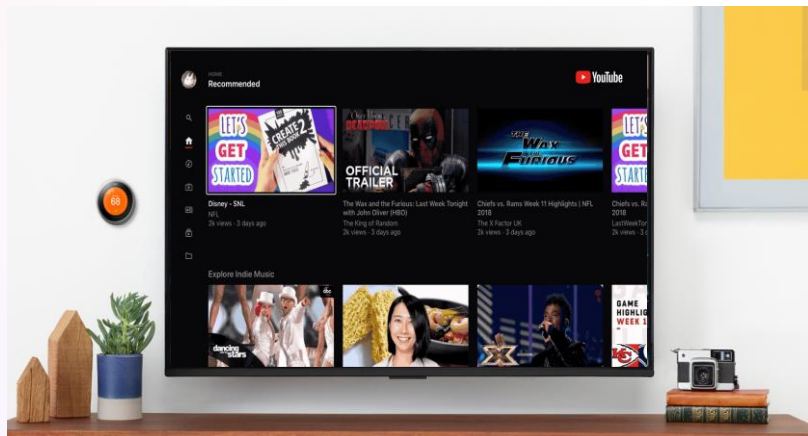
Pre-roll video

PREMIUM
PLACEMENT

Reservation
Guaranteed Advanced Booking



CTV Masthead



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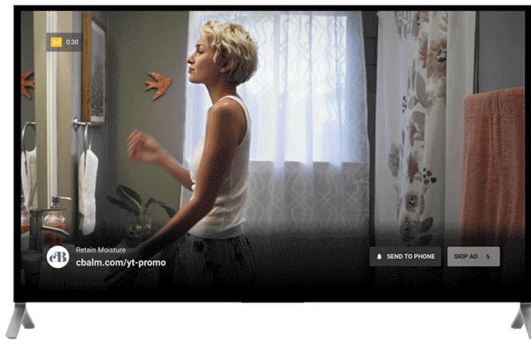
FORMATS

MEASUREMENT

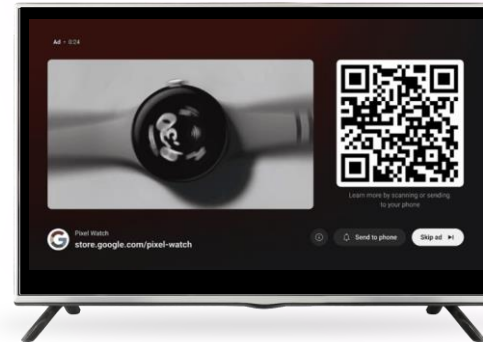
New formats to explore the potential of interactive ad experiences on the big screen



30" non-skip in Auction



CTV Brand extensions



Video Action Campaigns with QR code on CTV

WHAT MAKES YOUTUBE CTV UNIQUE

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AUDIENCE



FORMATS

MEASUREMENT

3rd Party CTV measurement

Today

Nielsen DAR measures
**deduplication between CTV and
YouTube mobile/desktop** (aka
3-Screen deduplication)

=> to certify YouTube CTV
incremental reach vs
mobile/desktop

Next step

**CTV inclusion into Nielsen TAR
studies**
(aka 4-Screen deduplication)

=> to certify YouTube incremental
reach vs linear TV both on CTV
and on mobile/desktop

CTV proved its value in driving sales thanks to an MMM meta-analysis

ON AVERAGE, YOUTUBE CTV ROI WAS

x3.4

**TIMES GREATER THAN LINEAR TV ROI, ACROSS EUROPEAN CPG MMMs
THAT MEASURED BOTH YT & LINEAR TV**



The rules of Video Engagement have changed.
Are you ready to catch-up?



Thank you

