



MASSMOTIONMEDIA

5 HOT TOPICS ABOUT VIDEO ADVERTISING

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FIRST OF ALL, THANK YOU

FOR THE INVITATION !

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VIDEO ADVERTISING / WHAT'S HOT #1

CUSTOMIZATION REMAINS A MAJOR ASSET

AS RTB MEDIABUYING IS GROWING, TAILORED FORMATS & FEATURES HELP TO STAND OUT IN A FRAGMENTED MARKET

- INNOVATIVE FEATURES (GEOLOCALIZATION, SHOPPABLE, SOCIAL ADD-ONS...) TRIGGER MORE USER ENGAGEMENT
- VAST / VPAID FORMATS BASED ON TECHNICAL KNOW-HOW, NOT ON MERE CREATIVITY
- FOR PUBLISHERS, BETTER VALUATION OF THE INVENTORY & HIGHER CPMs
- ADVANCED ENGAGEMENT METRICS
- HUMAN MANAGED SERVICES

NEXT CHALLENGE : SCALABILITY

VIDEO ADVERTISING / WHAT'S HOT #2

DCO IN VIDEO ADS IS COMING VERY SOON

SFR (FRENCH TELECOM PROVIDER) ANNOUNCED FIRST DCO VIDEO ADS BASED ON GEOLOCALIZATION

- **FIRST, DYNAMIC VIDEO ADS WITH CUSTOMIZED OVERLAYS, CTA, PREVIEW THUMBNAILS... ACCORDING TO 1st AND 3rd PARTY DATA**
- **THEN, VIDEO CHUNKS DYNAMICALLY PUT TOGETHER LIKE A PUZZLE, CREATING A UNIQUE VIDEO FOR EACH USER**
- **DCO IN MOBILE / DESKTOP / IPTV / OTT / DOOH VIDEO ADS**

NEXT CHALLENGE : DCO AROUND THE CONTENT ⇒ DCO WITHIN THE CONTENT

VIDEO ADVERTISING / WHAT'S HOT #3

LIVE VIDEO IS CONVERSATIONAL ADVERTISING

YOUTUBE ANNOUNCED THE LAUNCH OF 360° LIVE VIDEO, BUT BRANDS JUST IGNORE HOW TO CAPITALIZE ON IT

- LIVE VIDEO ADS : PLUG & PLAY TECHNOLOGY BASED ON RTMP FEEDS OR AN EMBEDDED PLAYER
- A NEW SOURCE OF INCOME, MONETIZING ACCESS TO EXCLUSIVE EVENTS & CONTENTS
- A NEW WAY TO ENGAGE WITH CUSTOMERS : LIVE SHOPPABLE ITEMS, CHAT ROOMS...

NEXT CHALLENGE : QUALITY



VIDEO ADVERTISING / WHAT'S HOT #4

VIRTUAL ADS FOR EVERYONE

VR HEADSETS ARE NOT ONLY GADGETS FOR GEEKS, BUT ALSO POWERFUL SERVICE-BASED BRAND CONTENT PLATFORMS



OPENING A WORLD OF OPPORTUNITIES FOR BRANDS



NEW WAY TO ADDRESS AUDIENCES : CROSS-MEDIA OPERATIONS (CARDBOARD INSERTIONS), CO-BRANDING, PRODUCT PLACEMENT...

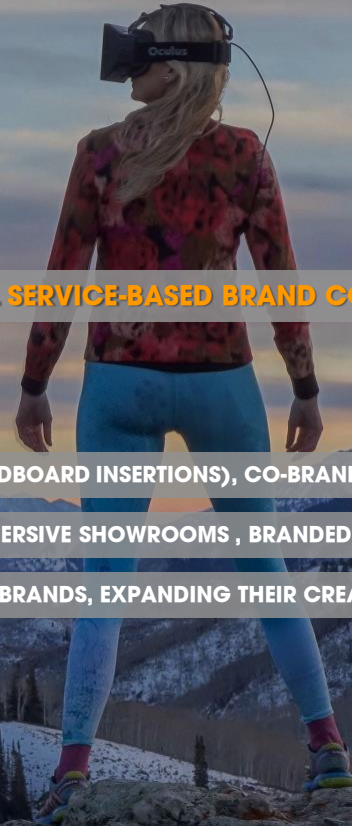


SERVICE-BASED ADVERTISING : EXCLUSIVE CONTENT, ADGAMING, IMMERSIVE SHOWROOMS , BRANDED CHATROOMS...



OPEN PLATFORMS SUCH AS SKETCHFAB MAKE VR 'READY TO USE' FOR BRANDS, EXPANDING THEIR CREATIVITY

NEXT CHALLENGE : MASS MARKET ADOPTION & CONTENT CREATION



VAST 4.0 RESHUFFLES THE CARDS

VAST 4.0 STREAMLINES VIDEO AD INSERTIONS ACROSS ALL SCREENS... AND BYPASSES ADBLOCKERS

- ADS ARE PRE-STITCHED INTO THE VIDEO STREAM : SEAMLESS VIEWER EXPERIENCE + ADBLOCKERS WON'T RECOGNIZE ADS DISTINCTLY FROM THE CONTENT
- SINGLE UNIFORM REPORT FOR THE PUBLISHER TO ADVERTISERS SPANNING ALL AD SERVERS, REGARDLESS OF EACH ADSERVER REPORT
- AD EXPERIENCE IS CONTROLLED BY THE PUBLISHER OR CONTENT OWNER, THEY CAN THUS IMPOSE FREQUENCY & DAY CAP
- PLATFORM-AGNOSTIC AD INSERTION (EX. NO SPECIFIC SDK INTEGRATION NEEDED)

NEXT CHALLENGE : TECHNICAL DEPLOYMENT



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THANK YOU

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