

Video Killed the TV Star?

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zig

The changing landscape

- Canadians 18-34 spend **more time online** (14.7 hours per week) **than watching TV** (11.6 hours)

Source: Inter@ctive Reid Report, 2006

- Phenominal growth:
 - YouTube **reaches 41%** (9m) of Canadians online each month
 - Sympatico / MSN Video's **streams have grown 6x** in a year (+5m)
 - Visitors to Google Video **have doubled in a year** (+3m)

Source: comScore Media Metrix, February, 2007

- Canadians spent **1 billion minutes** (17 million hours) **collectively watching YouTube last month**

Source: comScore Media Metrix, February, 2007

But...

- **Canadian YouTuber's watch 111 minutes each month**
 - That's only 4% of their total time online, and done over 7 sessions
- **Consumers complain that...**
 - It's too commercial (31.8%)
 - Inconsistent quality (20.7%)
 - Hard to find what I'm looking for (19.3%)

Source: comScore Media Metrix, February, 2007

Source: Synovate commissioned by ClipBlast!, February 2007, US Adults 18+

It may not be great, but it's growing...

- **2 in 5** Canadians have watched the news online
3 in 10 have watched a TV show
1 in 5 have watched sports, music videos or movies

Source: BBM Analytics CyberTrends, September 2006

- All major broadcasters put assets online & non-broadcast media now entering foray
- Fox, NBC Universal launching service for full-length ad-supported content this summer, promoted on MSN, AOL, Yahoo, MySpace

So how do you breakthrough?

3 Strategies in 6 minutes...

1. Buy Advertising

- :15 Pre-roll & :30's
- Highly targeted
- Guaranteed impressions
- Great brand awareness & lift, strong CTR on associated ads

2. Leverage Cross-Media

- **22% of Canadians with internet access watch TV and browse at same time**

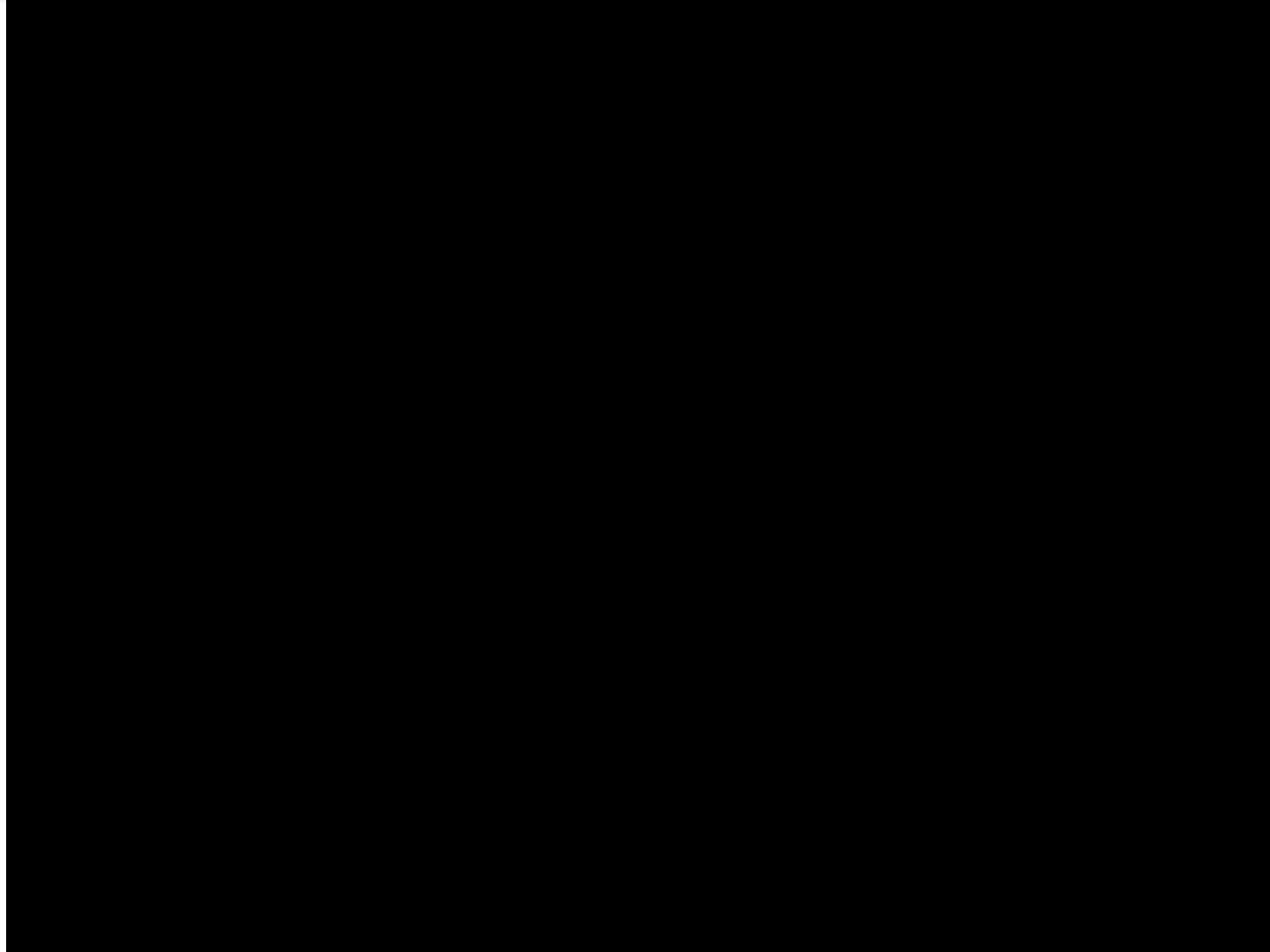
Source: BBM Analytics CyberTrends, September 2006

- Extend the campaign: Use banner space to run :15's, :30's or longer...
- Use 3rd party rich media (DART Motif, Eyeblaster, Pointroll)
- Leverage Cross Media, High Brand Awareness & Engagement, Best use of Banner space

3. Create Content aka “Viral”

- High risk, high reward (“Dove Evolution” generated hundreds of millions of \$\$\$ in “free” media)
- There are hundreds of commercials posted each day that will never see more than 1,000 views
- How to break through? No silver bullet, but:
 - Entertain us (Subservient Chicken)
 - Fool us (Air Force One, Bridezilla)
 - Leverage a social topic (Dove)
- Leverage networks that do this well (Heavy.com, N3)

Case Study: The “Ghost” Video



In Summary...

1. Plan digital up-front (rights, creative)
2. Extend the broadcast :30
3. “Roll the dice” on viral & maybe you could be the next Dove or Bridezilla



Digital Advertising - What's Next?

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