Q3 2021

Video Benchmarks Report

AdBridge™ Insights

Three-quarters of the way through 2021, we're seeing only minor shifts in the share of impressions across the major destination types, signaling that viewer habits and advertiser strategies may be reaching a new baseline.

At ER, we've seen tremendous growth in the volume of impressions served — a year over year increase of 128 percent in Q3 — yet the share of impressions by platform and media type remained steady, with CTV continuing to garner the largest share.

Key insights of the report include:

- Connected TV accounted for 35% of total ad impressions for the second straight quarter, and for the third time in the past four quarters.
- Mobile app, at 25%, accounted for the second largest share of impressions followed by desktop at 21% and mobile web at 17%.
- Media aggregators and premium publishers have been alternating as the leader in share of impressions over the last few quarters. At 53% in Q3, media aggregators led premium publishers for the second consecutive quarter — the highest share aggregators have commanded since the start of 2016, when ER began publishing quarterly benchmark reports.
- Video completion rates remained steady, and the overall average completion rate was up 1% from the previous quarter, despite a greater percentage of media going to aggregators, which historically have seen lower completion rates.

If you're interested in exploring ER's data going back to Q1 2016, check out our trend file for a quarter-by-quarter snapshot of impressions served through ER's AdBridge.

Extreme Reach acquired Adstream in June 2021 and stands today as the only global activation platform that integrates execution across all forms of TV — traditional and digital. Look out for global TV and video ad serving trends from ER in 2022.

If you have questions or comments stemming from what you read here, we'd love to hear from you at marketing@extremereach.com.

Table of Contents

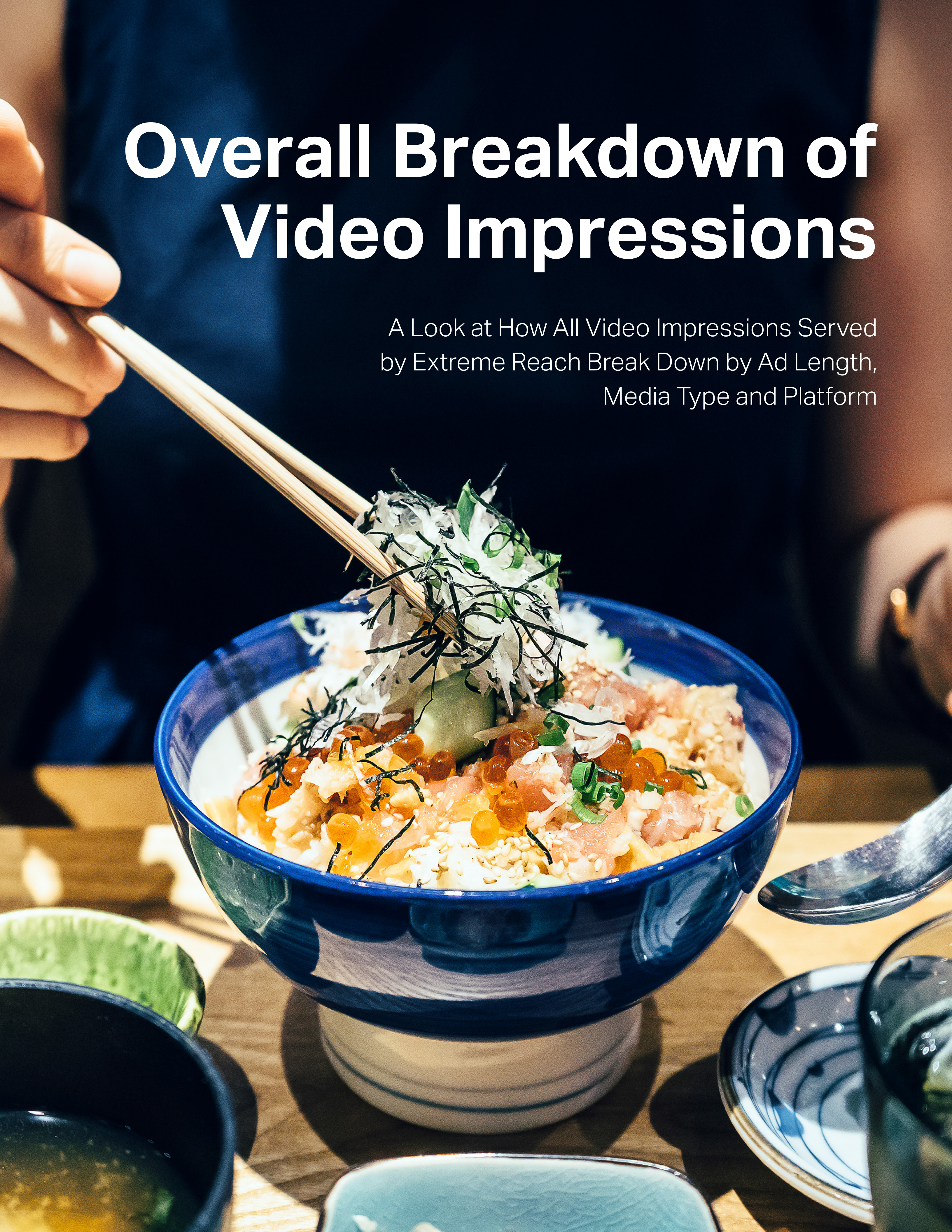
Definitions

Premium Publishers
Direct sellers of digital inventory; generally broadcast networks or content providers.

Media Aggregators
Sellers of inventory from multiple sources including programmatically sold traffic. These are generally ad networks, DSPs, or agency trade desks.

Overall Breakdown of Video Impressions

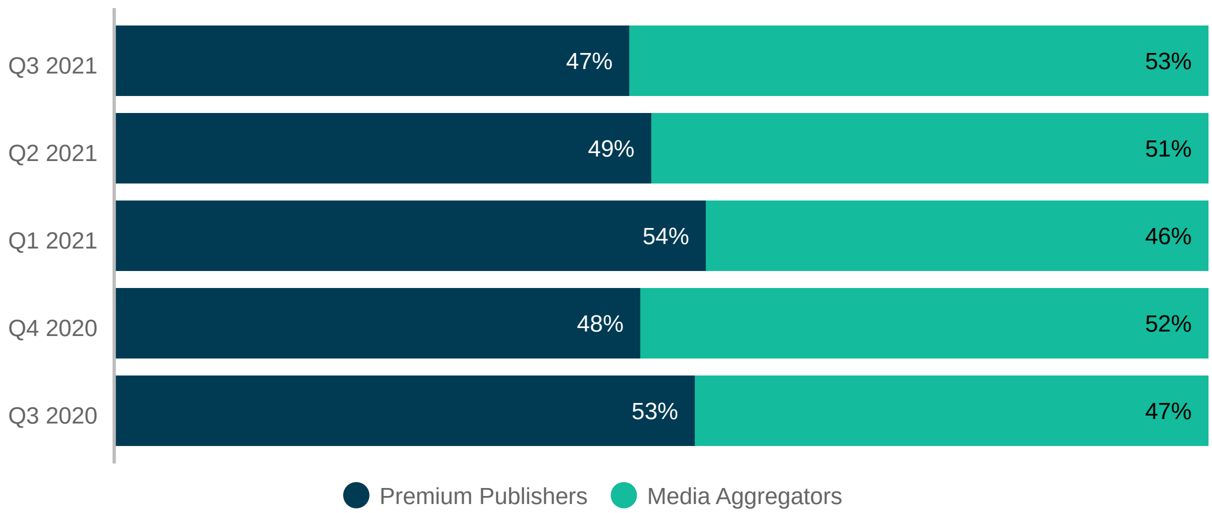
A Look at How All Video Impressions Served by Extreme Reach Break Down by Ad Length, Media Type and Platform



Impressions by Media Type

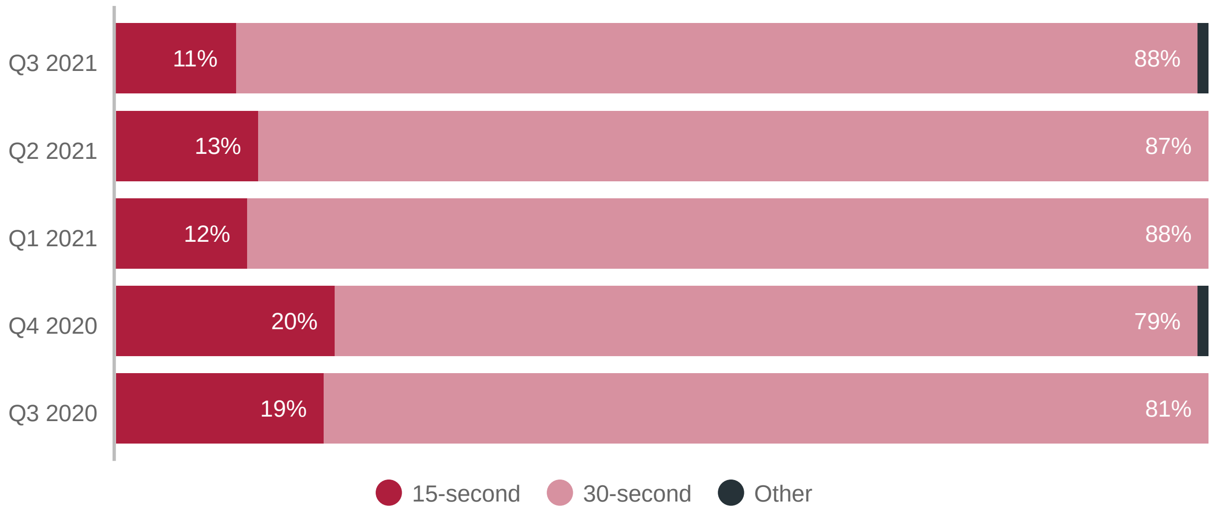
Aggregators and premium publishers have been alternating as the leader in share of impressions over the last few quarters. At 53% in Q3, media aggregators led premium publishers for the second consecutive quarter, and the highest share aggregators have commanded since the start of 2016 when ER began publishing quarterly benchmark reports. This total share has been trending higher and is now a total inverse from Q3 2020 when aggregators accounted for 47% share of impressions.

Conversely, the share of impressions going to premium publishers has been trending down for the past three quarters. In Q3, it was 47%, down 2% from the previous quarter.



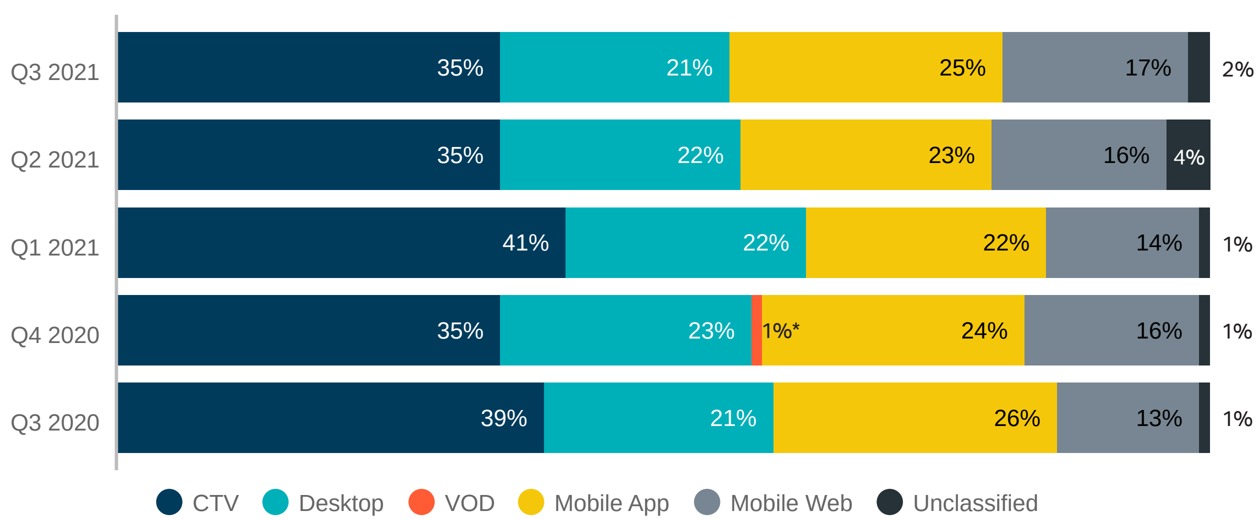
Impressions by Ad Length

In Q3, the 30-second ad returned to 88% share of impressions, which was an all time high in Q1. Despite an array of ad lengths to choose from, marketers continue to opt for the familiar 15- and 30-second length, with the latter getting the lion's share of impressions.



Impressions by Platform

CTV continues to lead other platforms at 35% share of impressions in Q3, the same percent seen in three of the last five quarters. Mobile app and mobile web saw small increases in Q3, while desktop declined by one percentage point. Overall, impressions across all platforms have stabilized in recent quarters even while the volume served by ER continues to grow rapidly with a year-over-year increase of 128%.

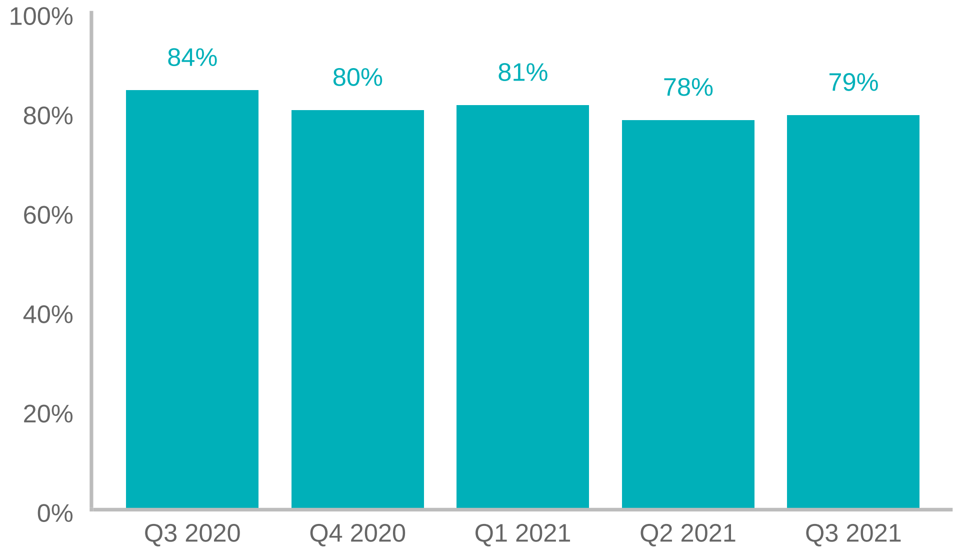


Video Completion Rate

Percent of Impressions Where Video Played All the Way Through

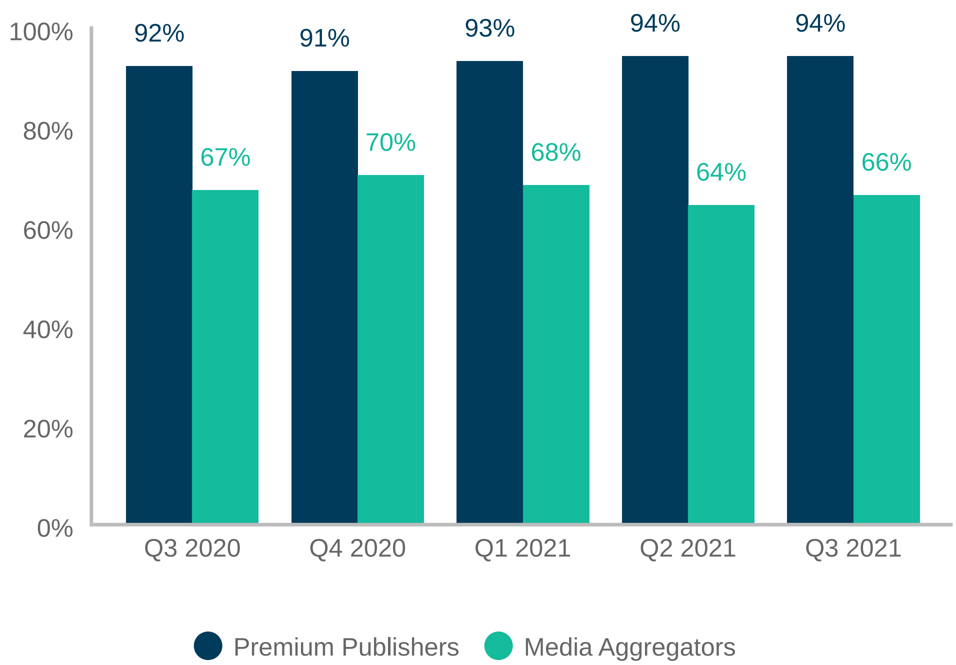
Average VCR

Over the last four quarters, the average video completion rate has settled in the range of 79% to 81%. It is impacted, of course, by the distribution of impressions between premium publishers and media aggregators because aggregators tend to have lower completion rates than premium publishers. It is interesting to note, however, that in a quarter when media aggregators led premium publishers, the average VCR increased by one percentage point.



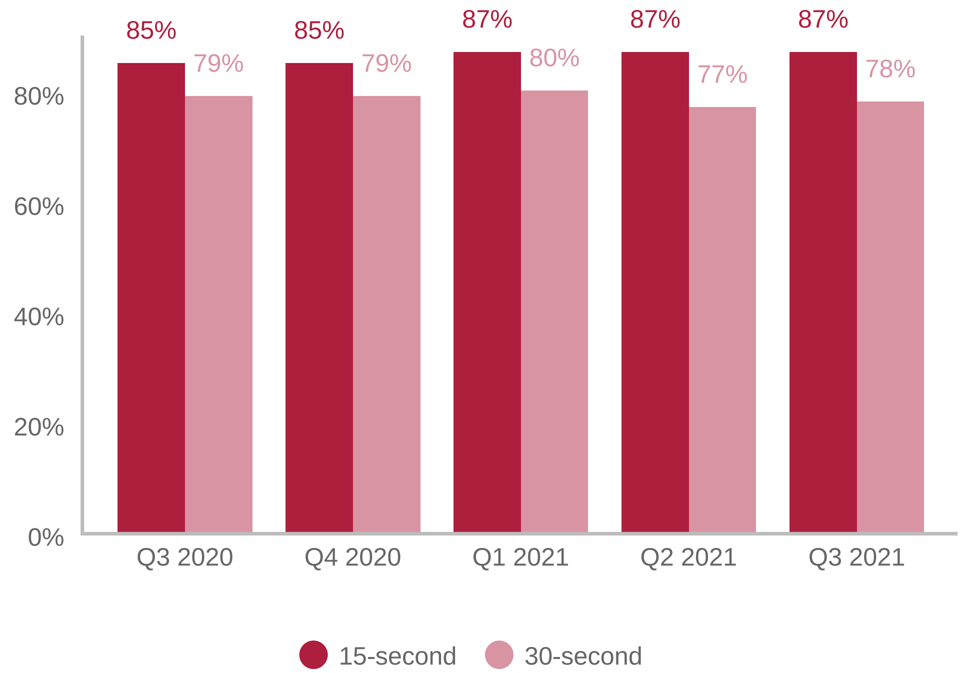
VCR by Media Type

VCR for premium publishers has remained strong over the last five quarters, hitting 94% both in Q2 and in Q3. The rate for aggregators increased by two percentage points over Q2, landing at 66%.



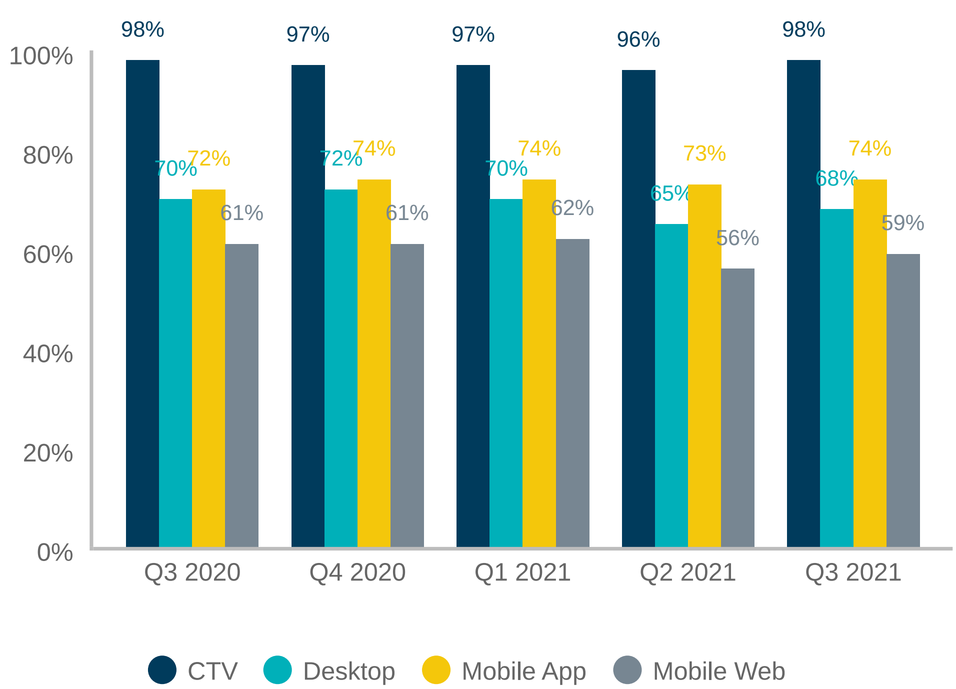
VCR by Ad Length

Viewers continue to complete 15-second ads at a higher rate than 30s. Across five quarters, the rates for both lengths look quite consistent with swings of just two percentage points, up or down, over that period.

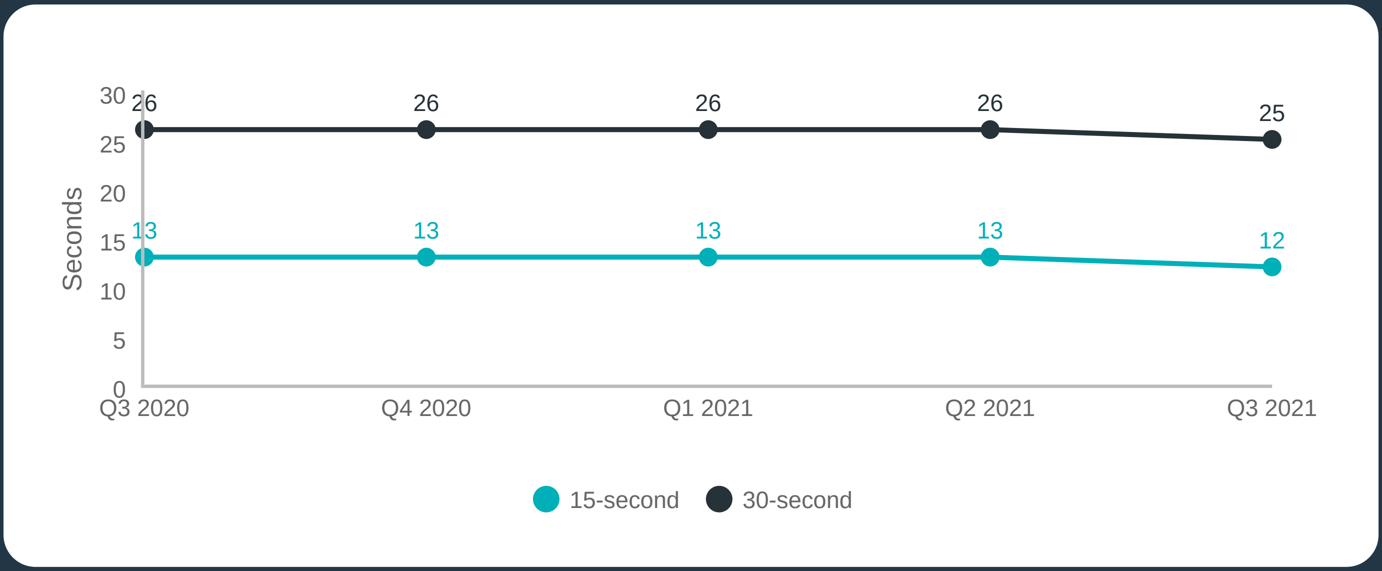


VCR by Platform

In complete contrast to Q2, completion rates across all platforms saw an increase in Q3. The rate for CTV was 98%, seen only twice before in ER's report, first in Q2 2020 and then in Q3 of that year. VCR on desktop increased by three percentage points over the previous quarter, having fallen by five points from Q1. Similarly, the rate for mobile web rose after seeing a significant decline from Q1 to Q2. At 74%, VCR on mobile app returned to its highest level seen in three of the past five quarters.



Average Time Spent by Ad Length

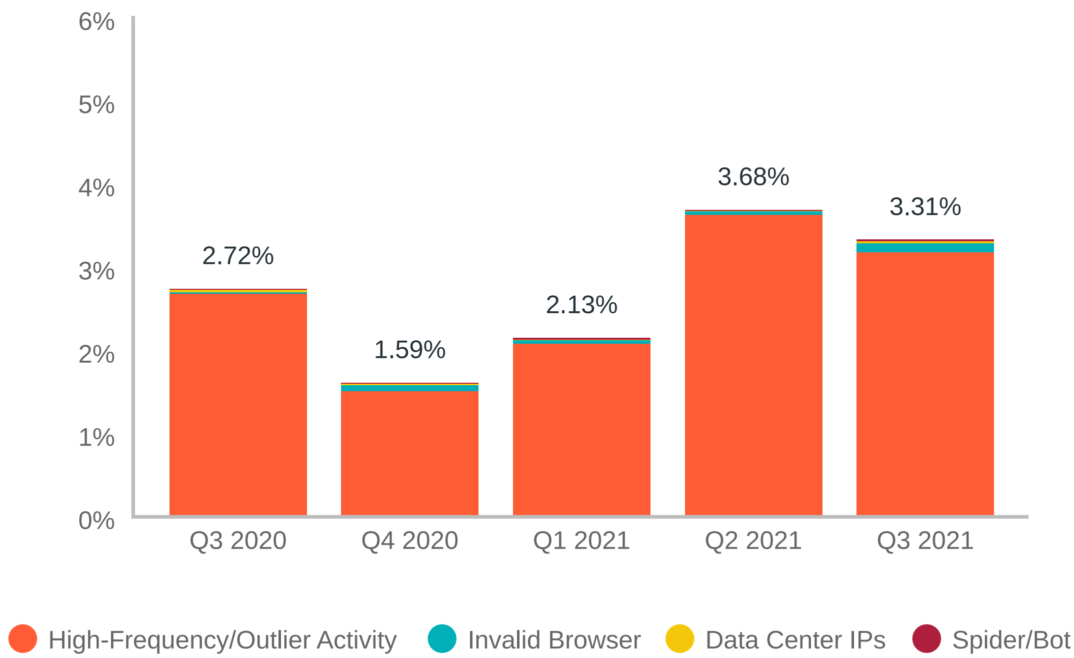


General Invalid Traffic Filtered Rate

Percent of Impressions Filtered from Gross Counts

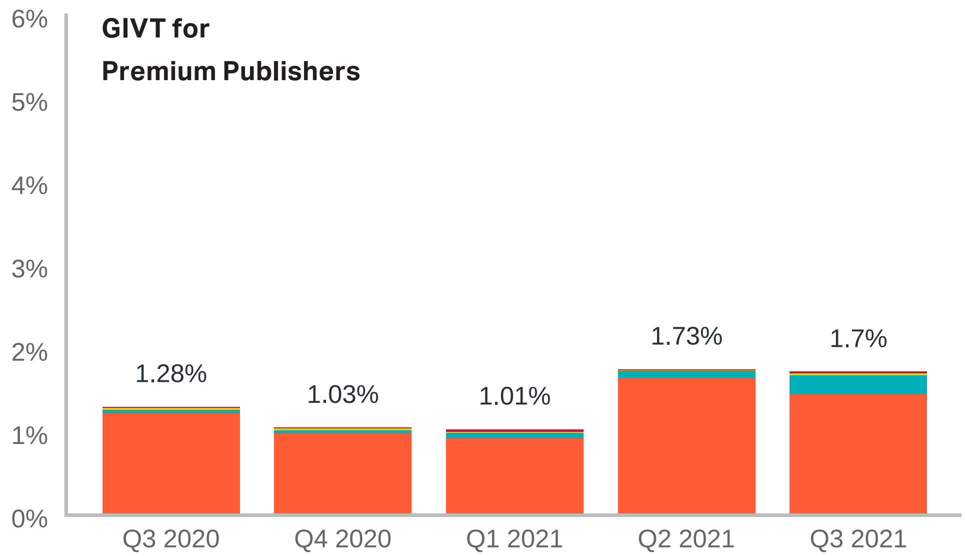
Average GIVT by Reason

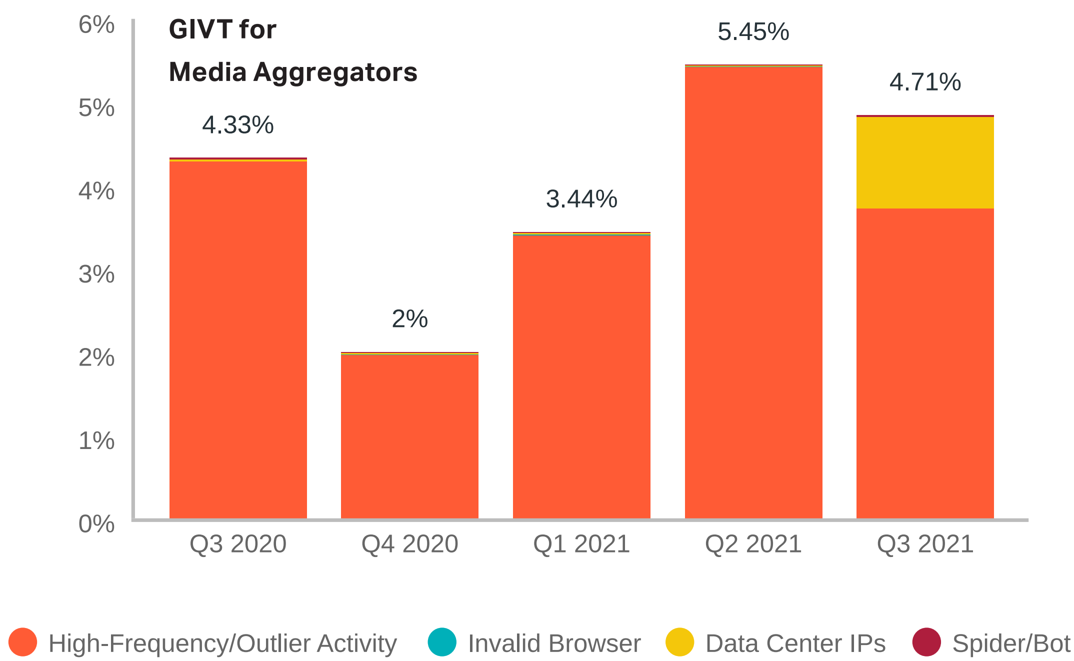
The overall invalid traffic rate across all media types in Q3 2021 declined from 3.68% in Q2 to 3.31%. High frequency traffic remains the largest contributor to IVT.



GIVT for Premium Publishers vs. Media Aggregators

GIVT rates tend to be higher among media aggregators than premium publishers, so it is notable that the rate has declined overall in a quarter when aggregators accounted for the greater share of impressions. Quarter over quarter, the rate for premium publishers declined just slightly from 1.73% to 1.70%. Among aggregators the change was more significant, moving from 5.45% to 4.71%.





About Extreme Reach

Extreme Reach is the global leader in creative logistics. Its end-to-end technology platform moves creative at the speed of media, simplifying the activation and optimization of omnichannel campaigns for brands and agencies with unparalleled control, visibility and insights.

One global creative-to-media supply chain answers the challenges of a complex marketing landscape and an equally complicated infrastructure under the global advertising ecosystem. The company's groundbreaking solution integrates all forms of linear TV and non-linear video workflow seamlessly with talent payments and rights management. Now, brands and agencies can optimize campaigns as fast as consumer consumption shifts across linear TV, CTV, OTT, addressable TV, mobile, desktop, and video-on-demand.

Extreme Reach connects brand content with consumers across media types and markets, fully illuminating the marketing supply chain for a clear view of creative usage, waste, performance and ROI.

With the acquisition of Adstream, Extreme Reach operates in 140 countries and 45 languages, with 1,100 team members serving 90 of the top 100 global advertisers and enabling $150 billion in video ad spend around the world. More than half a billion creative brand assets are managed in ER's creative logistics platform.