



How-To:

Video Advertising for Brands

Future of video advertising

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Future of Video Advertising

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Eyeblaster. Evolved.

What's happening with online video?



Content is King



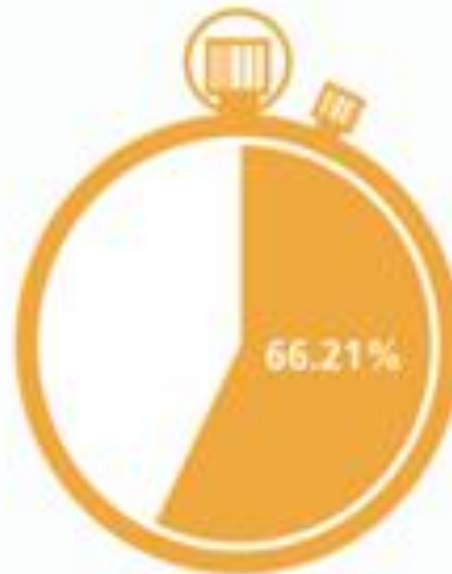
mediamind™

Why invest in online video content?

Video completion rate by format



Rich Media with Video



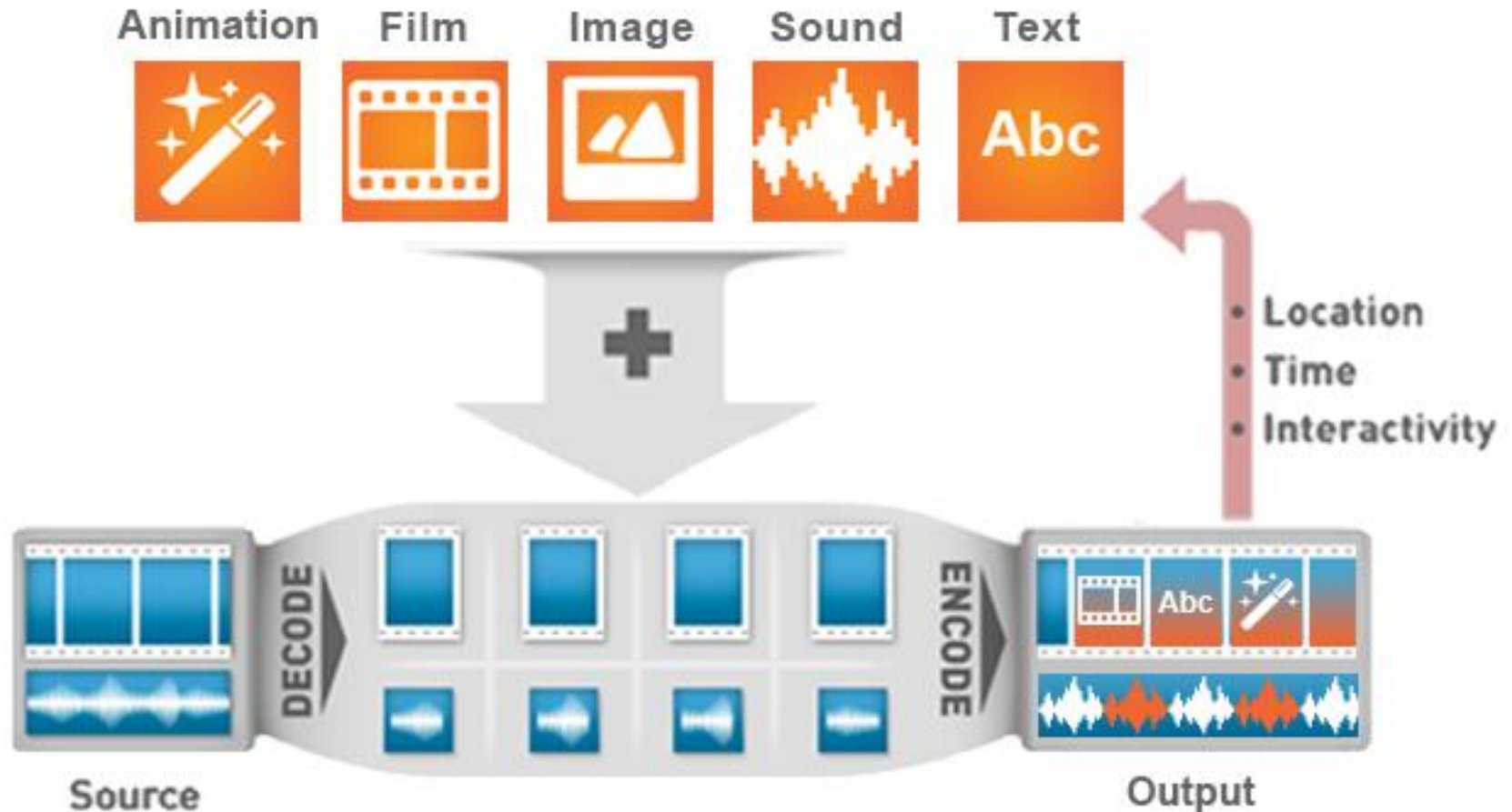
In-stream VAST



In-stream VPAID

Source: Mediamind: Video is everywhere in-stream benchmark research 2012

Dynamic Video



Dynamic Video

Northern California



A brown Ford Escape SUV is shown in a scenic outdoor setting with trees and a sunset. A dark grey overlay box contains the following information:

 **Ford Escape**
Starting at \$22,470

Visit Crown Ford
555 West Cypress
Redding, CA 96001
(530) 241-4321



[Schedule a Test Drive >](#)

Southern California



A yellow Ford Mustang is shown driving on a road. A dark grey overlay box contains the following information:

 **Ford Mustang**
Starting at \$22,200

Visit Raceway Ford
5900 Sycamore
Canyon Blvd
Riverside, CA 92507
(800) 218-7885



[Schedule a Test Drive >](#)

Dynamic Video Insertion



VPAID



**[Link to video:
http://salesdemo.ad-
samples.com/vla/ass
et/demo/8018_143111/
index.html](http://salesdemo.ad-samples.com/vla/asset/demo/8018_143111/index.html)**

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What next? Death of TV? Connected TV?



Dual screen media consumption



What next?

[Link to video:](http://www.youtube.com/watch?v=Ljs0Mv-bBvs)
[http://www.y](http://www.youtube.com/watch?v=Ljs0Mv-bBvs)
[outube.com/](http://www.youtube.com/watch?v=Ljs0Mv-bBvs)
[watch?v=Ljs](http://www.youtube.com/watch?v=Ljs0Mv-bBvs)
[0Mv-bBvs](http://www.youtube.com/watch?v=Ljs0Mv-bBvs)



What next?

[Link to video:](#)

<http://www.youtube.com/watch?v=7ftyEUIYcJ8>



What next?



To download our latest in-stream benchmarks:

www.mediamind.com



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