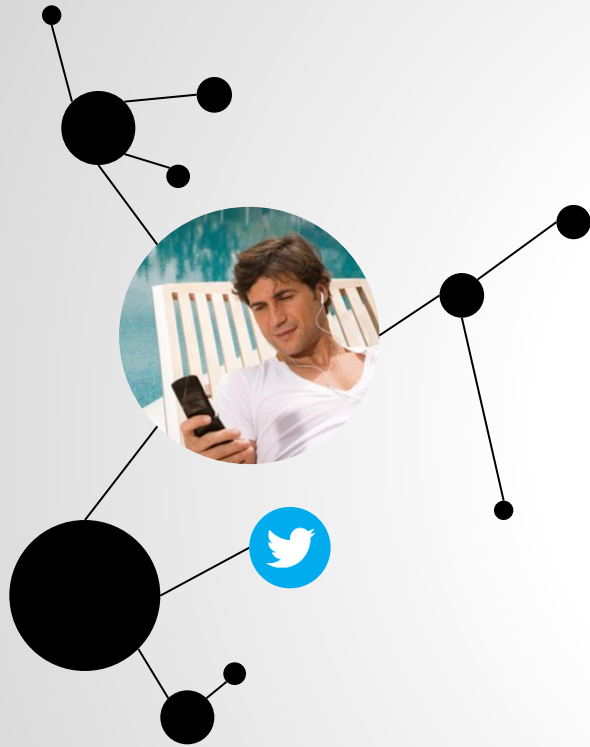




How-To:
Video Advertising for Brands
Measurement

Matt Bruce

Managing Director, Media, Nielsen Australia



The future of online video measurement

Driving confidence in large brand
advertisers

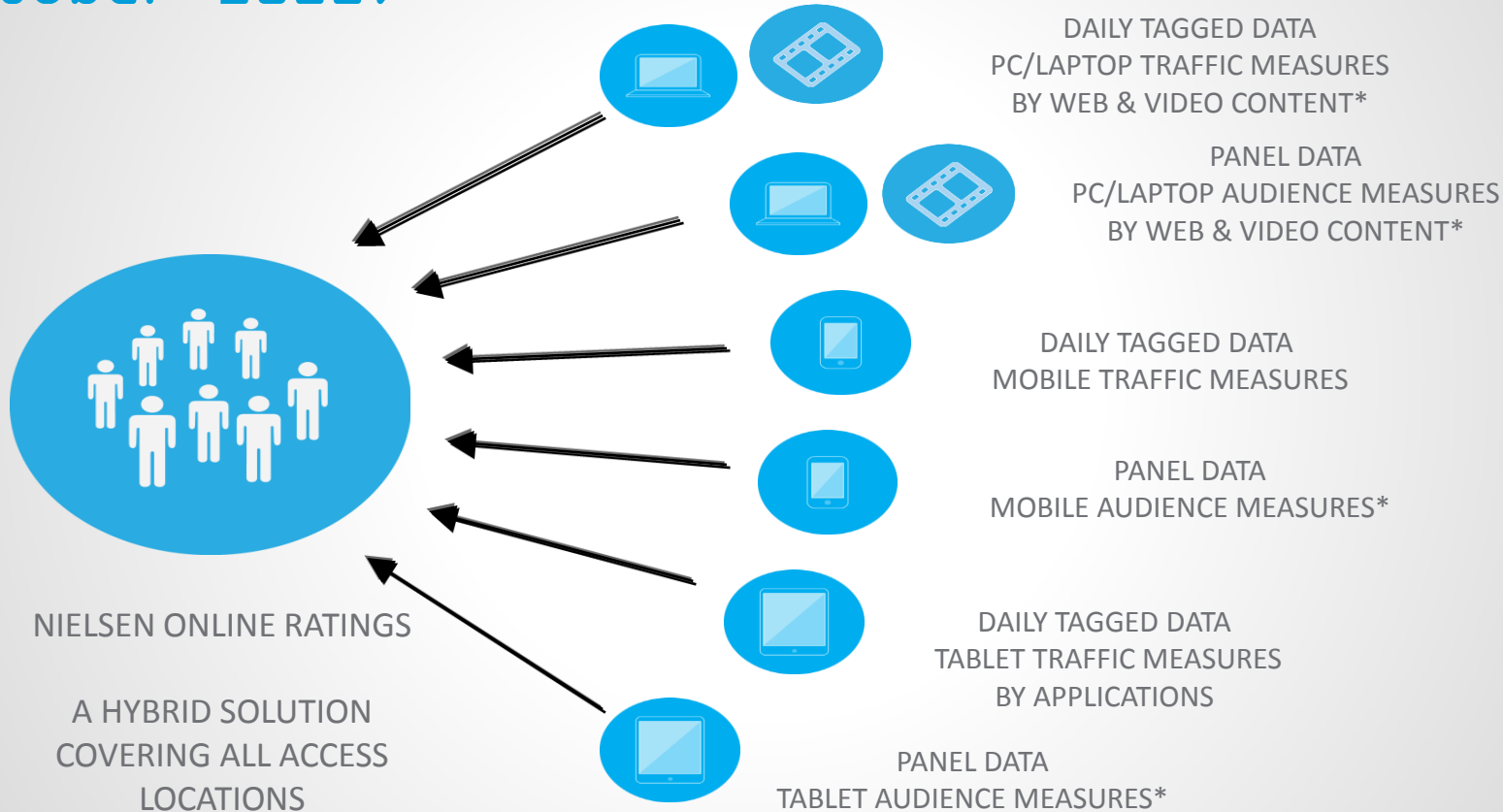
What makes Online Video Difficult To Measure?



Distributed content presents unique challenges:

- Distributed content is “de-coupled” from the traditional page view measure.
- Difficult to identify specific videos based on stream URL alone
- Content Delivery Networks (ex: Akamai & Limelight) make crediting the source of the video stream URL difficult
- Differences in file detail available (ex: program names, distribution partner)
- Many media formats, stream delivery protocols, and video player technologies
- Increasingly complex syndication models/embeddable players: who gets credit?

Nielsen Online Ratings suite (launched - October 2011)



*future vision

Announcing Video Census

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Online video audiences soar

31 October, 2012 Lucy Clark 1 comments



More than three-quarters of online Aussies are watching video content through the internet, research by Nielsen has revealed.

There is also a big gender gap, with males dominating online video consumption – they watched 63% of all video streams.

Matt Bruce, managing director of Nielsen's media group, said: "With marketers looking to quantify the efficiency of their online advertising investments, our new online video measurement tool, Nielsen VideoCensus,



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Online video streams hit a billion and a half

31 Oct 2012
By Wenlei Ma

Australians viewed 1.5 billion video streams and spent an average five hours and 23 minutes doing so in September, according to Nielsen figures.

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Video Census - methodology

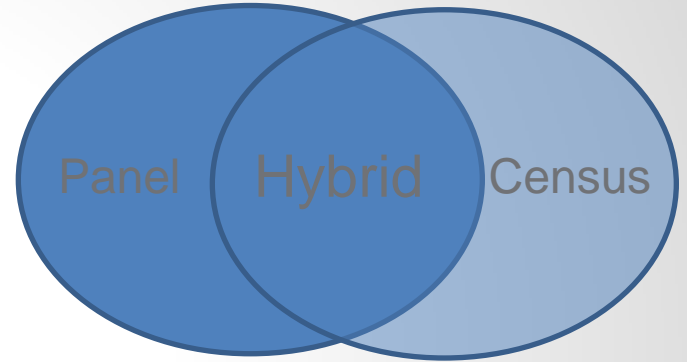
VideoCensus uses the same hybrid audience measurement methodology use in Online Ratings monthly figures to combine passive and active measurement:

1. Passive Measurement

- Collect and credit streaming video activity using panel-based stream URL observations
- Does not require client participation

2. Active Measurement: Tagging

- Collect census stream counts & granular detail on consumption by observing video player-based communication with Nielsen
- Requires client participation



Video Census - tagging

- Tagging uses a short piece of code which is implemented on or around a video player.
- This code causes the video player to send “beacons” based on various events that occur in the video player.
- For example:
 - User clicks on a video, starts playing
 - Video player says: what do I need to do?
 - The code says: send a beacon to Nielsen!
 - Player sends a request with details like:
 - Program name
 - Video title
 - MarketView entity (where to credit)
 - Other client defined (e.g. Long Form)



Announcing Video Census



Nielsen MediaView

Report Manager Report Builder **Report Viewer**

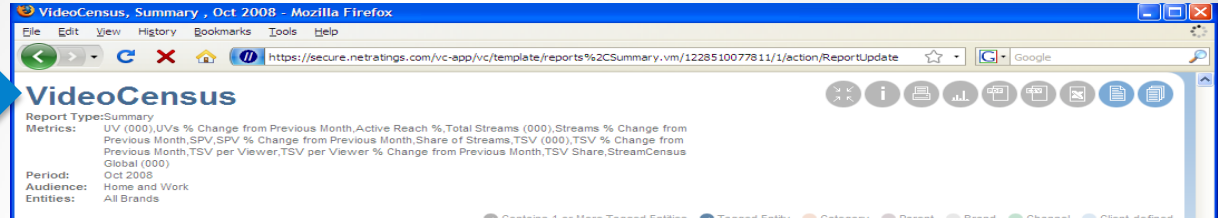
Ranking-NewReport x Standard Metrics-NewReport x Targeting-NewReport x Targeting-NewReport x

Items 1 to 56 of 56. Page 1 of 1 | Go to Page: 1

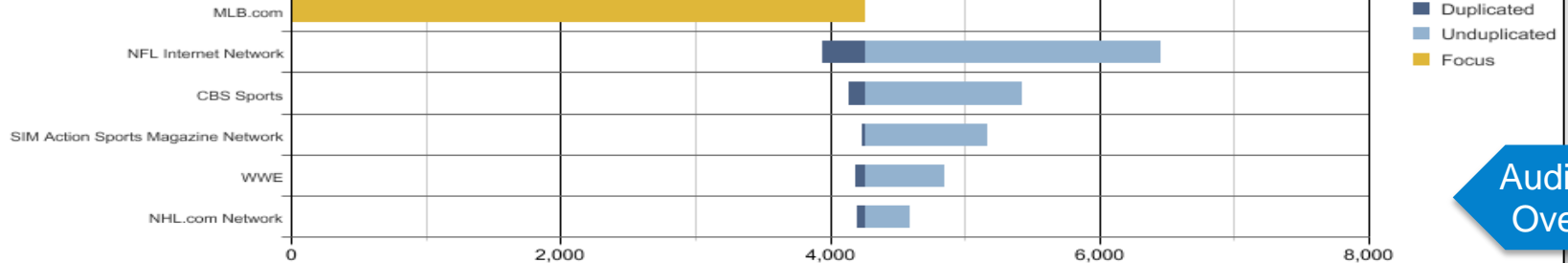
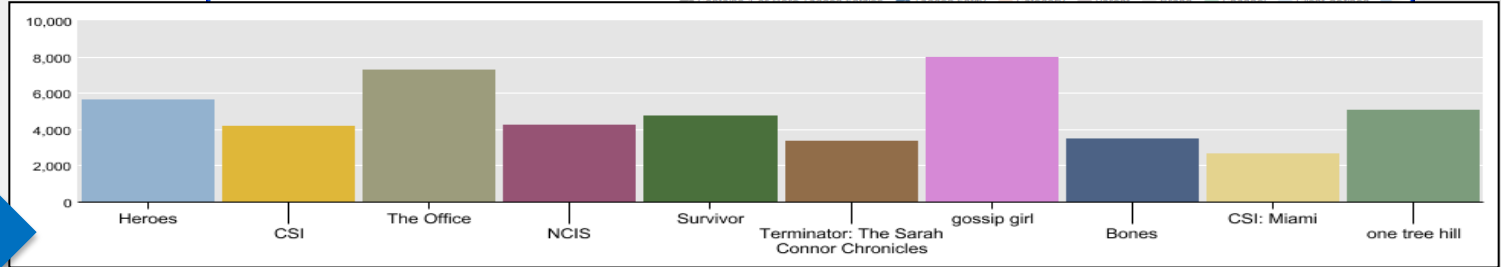
Name	Unique Audience (000)	Unique Audience Composition Index	Streams (000)	Streams Per Person	Streams Composition Index	Total Minutes (000)	Time Per Person (hh:mm:ss)
the Market	3,754	100	371,228	99	100	874,332	03:52:54
VEVO on YouTube	679	89	9,285	14	94	17,122	00:25:13
ninemsn News Websites	655	97	4,917	8	110	14,766	00:22:31
Vimeo	483	94	1,091	2	94	2,655	00:05:29
Maker Studios on YouTube	447	95	5,306	12	95	21,395	00:47:50
Fullscreen on YouTube	431	88	2,027	5	83	2,995	00:06:57
Machinima on YouTube	370	86	13,928	38	133	53,312	02:24:00
MOVIECLIPS on YouTube	343	88	352	1	86	510	00:01:29
yggent on YouTube	298	90	1,362	5	97	3,847	00:12:54
Warner Music on YouTube	286	76	2,871	10	114	6,013	00:20:59
Warner Bros (The Ellen Show) on YouTube	282	110	1,161	4	143	1,788	00:06:20
FremantleMedia on YouTube	238	82	1,517	6	119	2,639	00:11:04
ninemsn Entertainment Websites	202	102	795	4	161	885	00:04:22
Base79 on YouTube	196	88	524	3	107	1,341	00:06:49
ABC News Websites	192	126	486	3	85	1,784	00:09:16
BroadbandTV on YouTube	182	81	1,913	11	124	6,321	00:34:47
MSN Video	169	89	518	3	120	598	00:03:31
Alloy Digital on YouTube	155	89	1,014	7	119	2,298	00:14:50
Yahoo! News Websites	148	67	552	4	77	1,803	00:12:09
IGN on YouTube	130	89	1,102	9	114	2,811	00:21:41

Announcing Video Census

Full Market Coverage

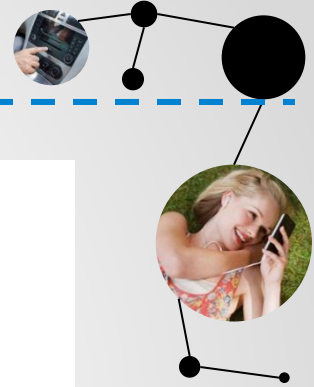


Program-level Reporting

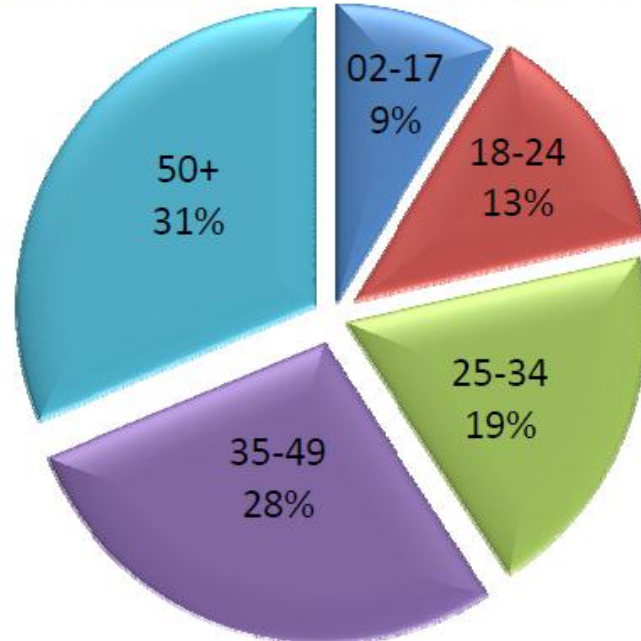


Audience Overlap

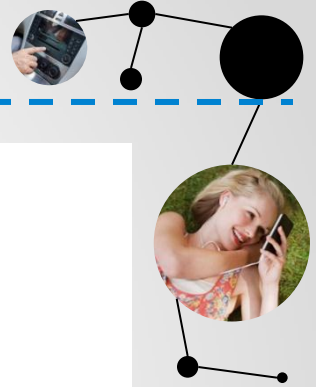
VideoCensus: 50+ love video



Unique Audience by Age Group viewing online video.
Source: Nielsen VideoCensus September 2012

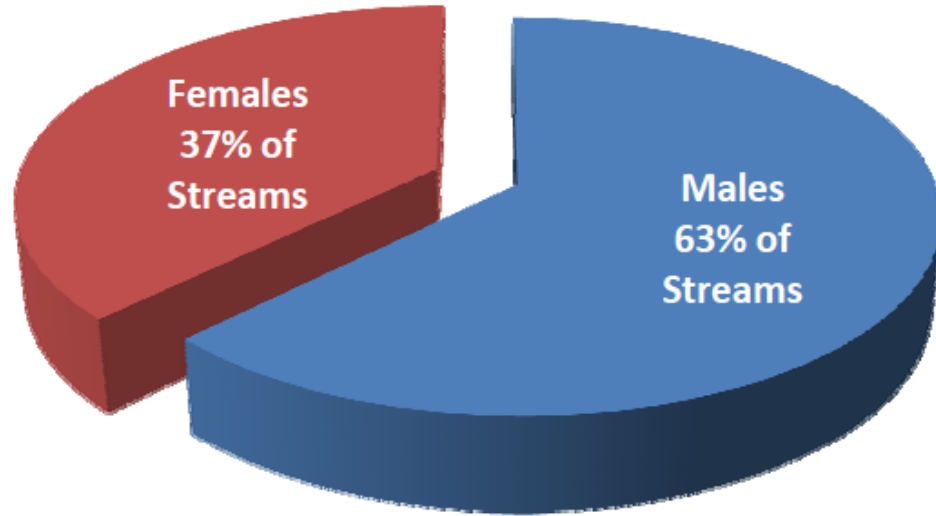


VideoCensus: Males watch more

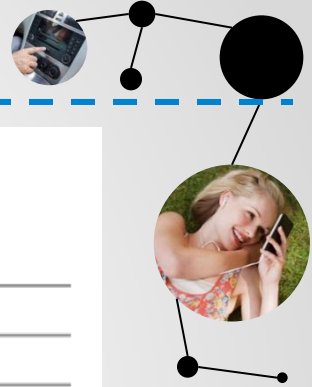


Males tend to dominate online video streams

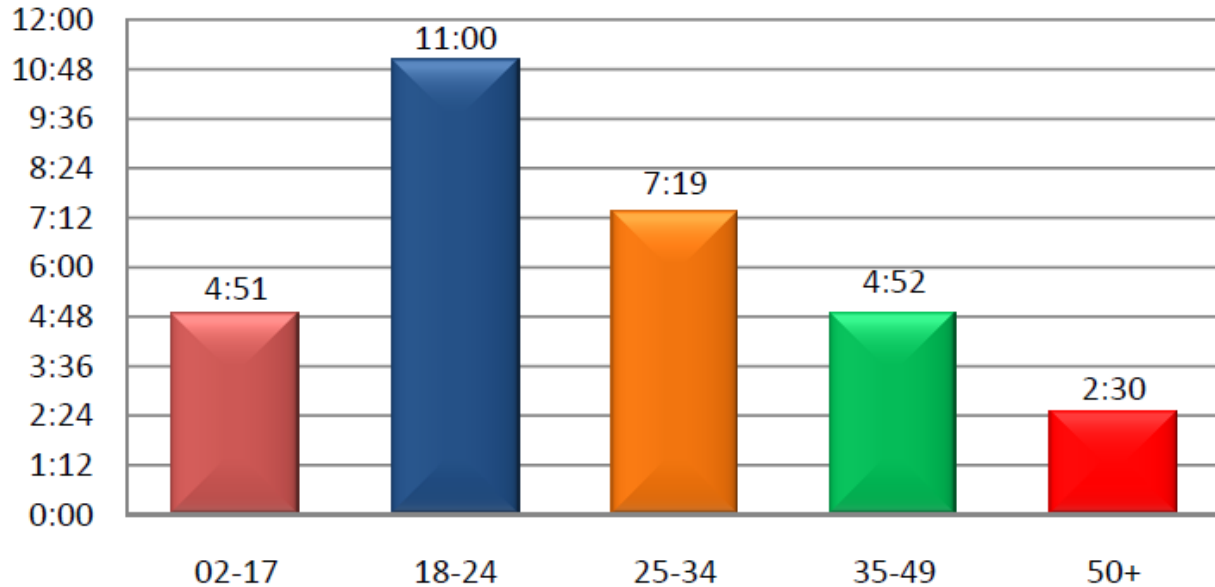
Source: Nielsen VideoCensus September 2012



VideoCensus: 50+ love video



Time Spent Viewing Online Video (HH:MM)
Source: Nielsen VideoCensus September 2012



Vision for Cross-Platform Measurement of Online Video

EXTENDING VIDEO MEASUREMENT

POST CAMPAIGN MEASUREMENT



Launching

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Video
Measurement

Tablet
Streaming
Apps

Mobile
Streaming
Apps



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Program Ratings

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Campaign Ratings