

# YOU DOWN WITH ADVANCED TV?



## A VDX.tv Survey On The State of Advanced TV Buying

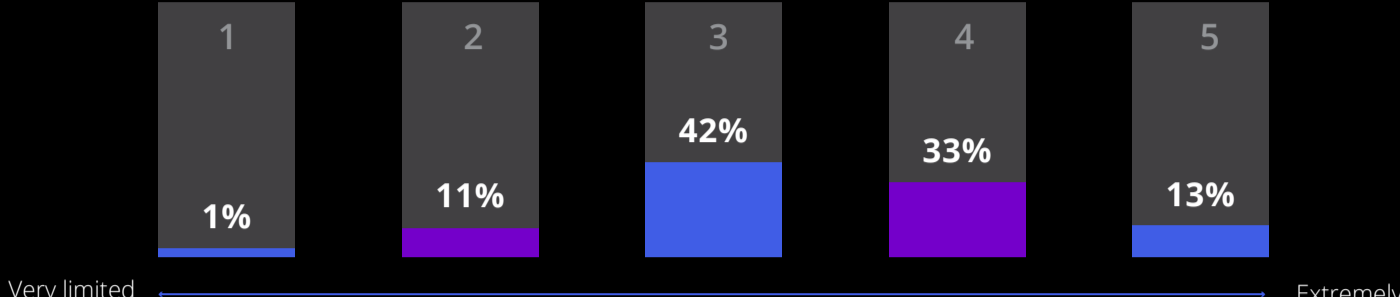
One of the most buzzed-about topics to hit the advertising world over the past few years is Advanced TV. According to the IAB, nearly 60% of advertisers reported that they will increase their budgets for Advanced TV in 2019. Though still in its early days, Advanced TV is starting to take a serious hold in the minds (and budgets) of advertisers.

To gain a better understanding of the Advanced TV landscape and the challenges it poses for advertisers, VDX.tv developed a client survey. Participants included individuals from brands to media agencies, with titles ranging from Media Planner to VPs of Digital.

We've compiled the most interesting survey results below, to illustrate the role that Advanced TV plays, and will continue to play, in the digital advertising efforts of our fellow advertisers and the industry at large.

## —KNOWLEDGE—

On a scale of 1-5, what is your general knowledge around non-linear TV / Advanced TV advertising, with 1 being "very limited knowledge" and 5 being "extremely knowledgeable"?

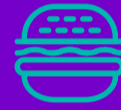
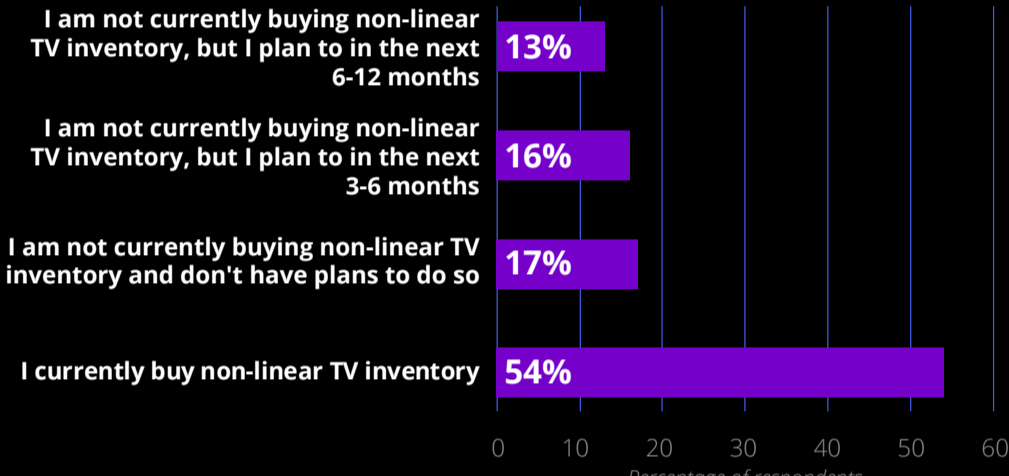


How do you learn about non-linear TV / Advanced TV?



## —BUYING—

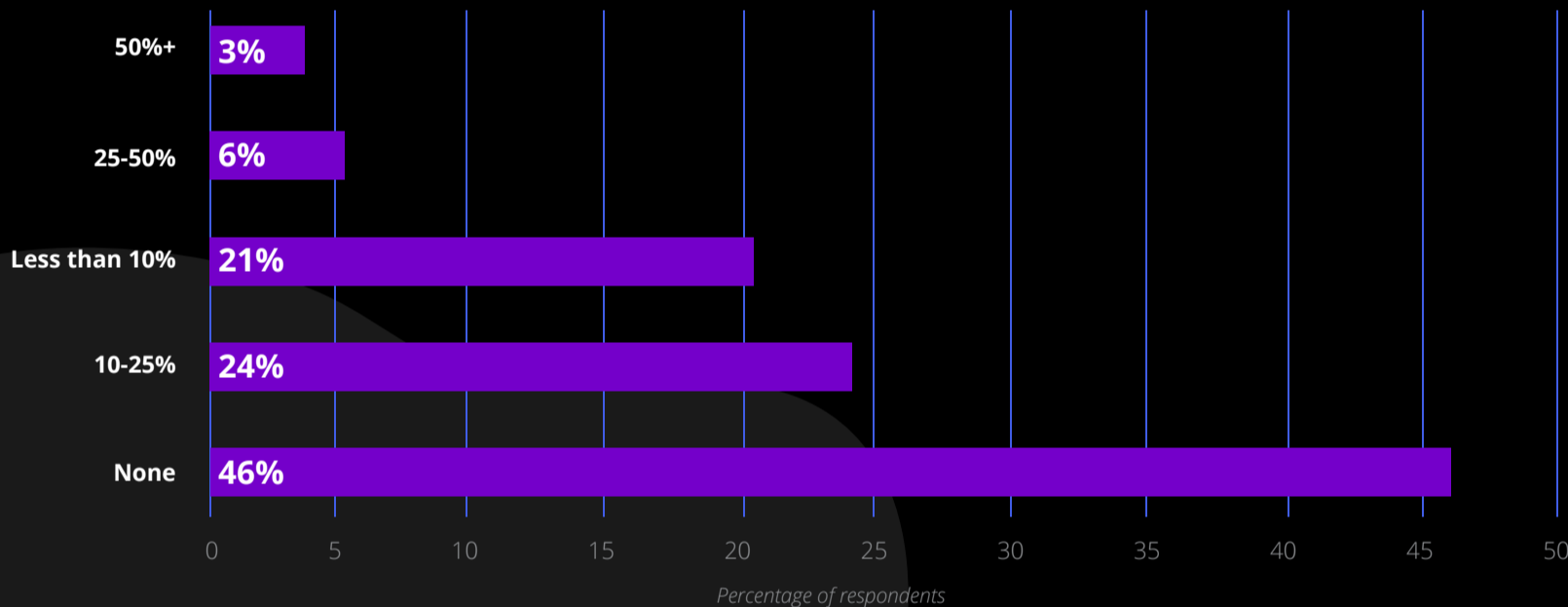
Which of these statements best describes the role non-linear TV plays in your media buying plan?



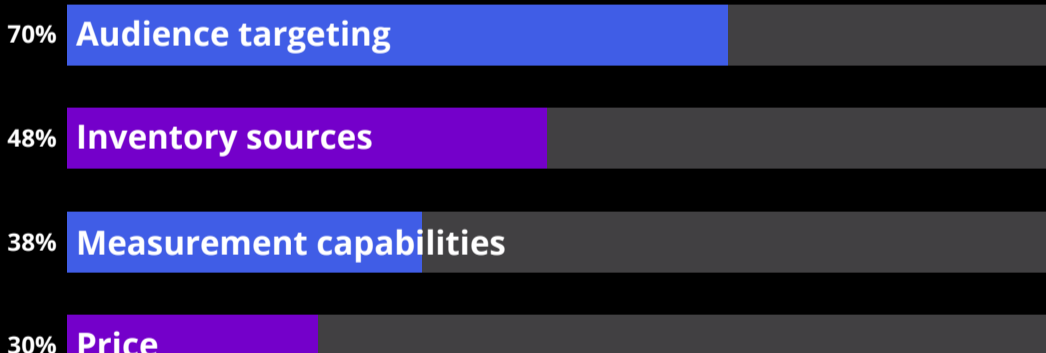
### INDUSTRY VERTICAL INSIGHT:

Among survey respondents, 57% of advertisers working with the **quick-service restaurant (QSR)** industry say that they dedicate more than 10% of their media mix to Advanced TV.

What percentage of your media is dedicated to non-linear / Advanced TV?



When making non-linear TV buying decisions, what is the most critical driver of your decision? (Respondents were asked to select up to 2 choices)

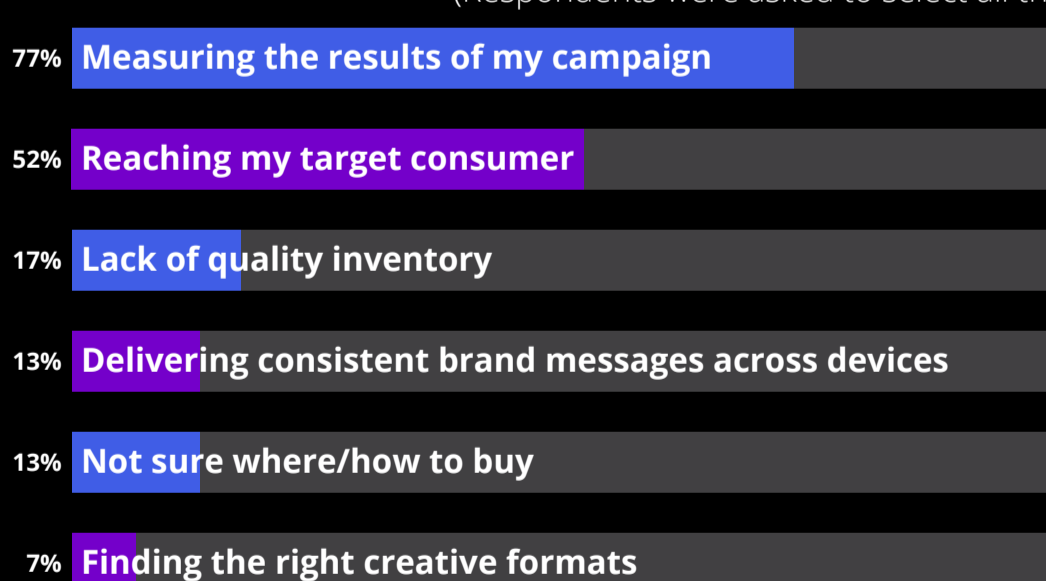


### INDUSTRY VERTICAL INSIGHT:

The majority of survey respondents (37%) who worked with **healthcare** companies claimed that "Audience Targeting" was the most critical driver of their Advanced TV buying decisions. This was followed by "Inventory Sources" (26%), "Measurement Capabilities" (21%), and "Price" (16%).

## —CHALLENGES—

What are the biggest challenges you face when it comes to non-linear TV advertising? (Respondents were asked to select all that apply)

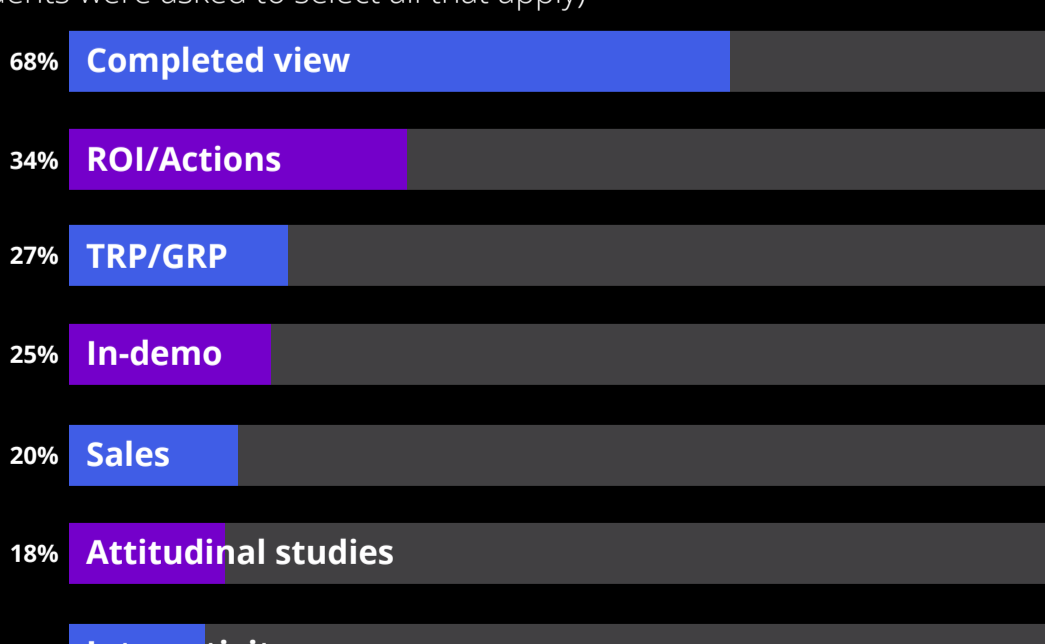


### INDUSTRY VERTICAL INSIGHT:

Survey respondents working with **retail** companies found "Measurement" (48%) to be the biggest challenge with Advanced TV advertising, followed by "Reaching my target consumer" (29%).

## —MEASUREMENT—

How do you measure the success of you non-linear TV / Advanced TV campaigns? (Respondents were asked to select all that apply)



### INDUSTRY VERTICAL INSIGHT:

Among survey respondents working with **travel** companies, 50% said they measured the success of their Advanced TV campaigns by "Completed View" This was followed by "ROI/Actions" (27%) and "Sales" (23%).



## CONCLUSION

Based on the survey responses, it seems Advanced TV has already started to carve out its niche within the media plans of advertising industry decision-makers. What remains to be seen is how advertisers will address the challenges presented by this budding channel. Questions of inventory, measurement, and ultimately, the best way for a brand to connect with its most relevant customers, will warrant further exploration.

For information on how you and your brand can captivate audiences across all screens using the power of Video-Driven Experiences, please contact [sales@vdx.tv](mailto:sales@vdx.tv)