

3 KEYS TO PREMIUM SUPPLY

Consumers and advertisers weigh in on premium content and ad experiences.

yahoo!



KEY #1

TRUST

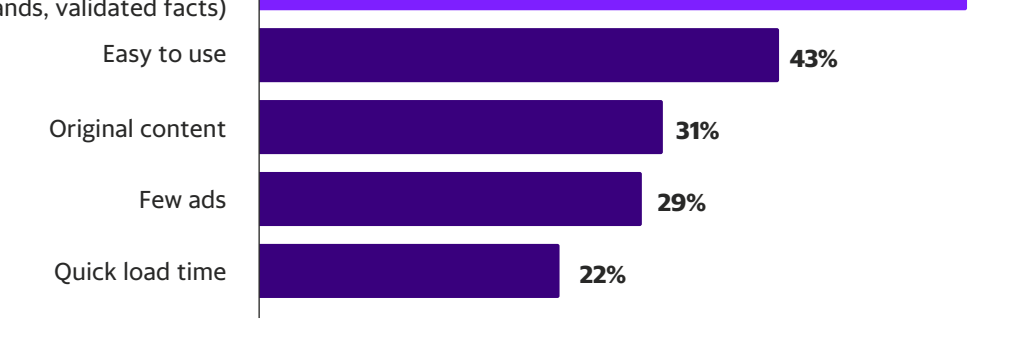
It all begins here.

Today, more than ever, a brand's success hinges on its ability to build **trusted** connections with consumers.

Research done by Yahoo this year firmly establishes that consumers value **trust** most when it comes to consuming premium digital content.

Most important qualities when consuming premium content¹

Top 5

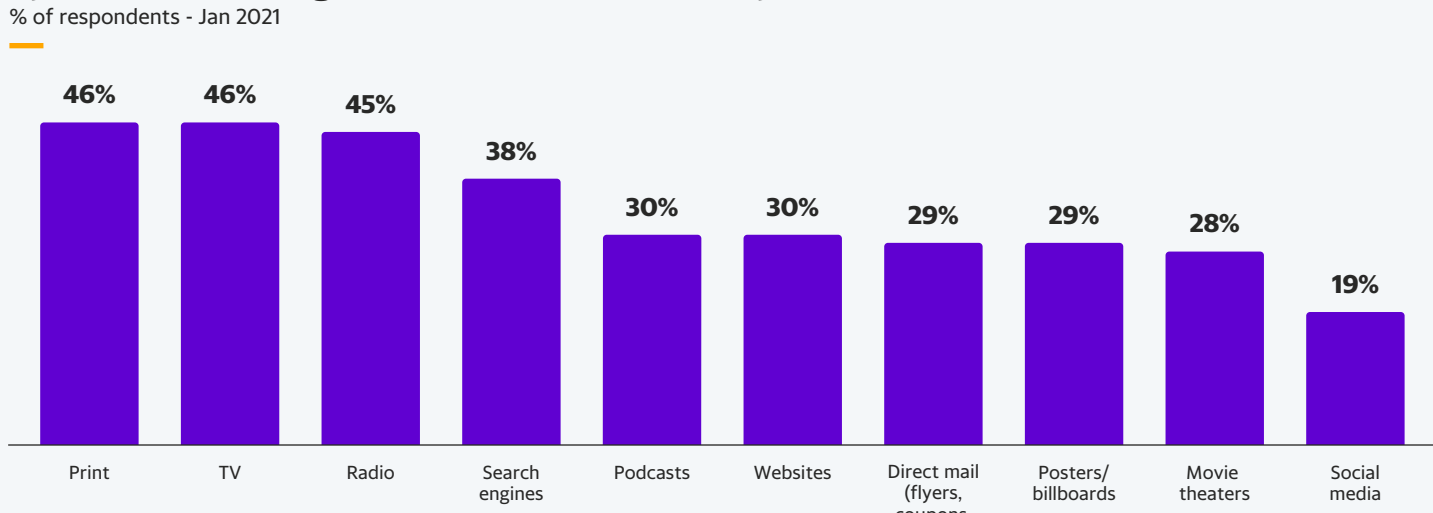


WHEN IT COMES TO TRUST, NOT ALL MEDIA CHANNELS ARE EQUAL.

Between data privacy concerns, "fake news" and otherwise harmful content, consumers have grown tired of ads they see on social media platforms.

Types of advertising U.S. adults find trustworthy²

% of respondents - Jan 2021



KEY #2

CONTENT

The content people want is here.

Professionally-generated content (PGC) is the clear winner for building trust. Advertisers recognize this and are responding.

PRO

3X

As many consumers prefer professionally generated over user-generated content (UGC).¹

✓

88%

Of brands agree that advertising next to premium content is safer than UGC.³

88%

Of brands and agencies are considering or have already shifted ad spend away from UGC toward premium channels.⁴

?

56%

Of brands and agencies are considering shifting ad spend away from UGC toward premium channels.⁴

→

32%

Have already shifted spending toward premium channels.⁴

KEY #3

PERFORMANCE

Ads do better here.

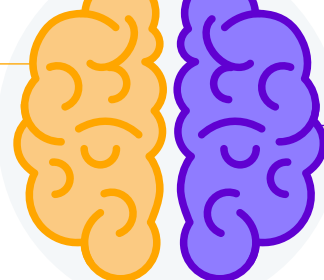
Research shows time and time again; advertising next to premium content outperforms social media ads and ads on non-premium sites. The "halo effect" of the premium contextual environment translates to a more engaged audience for advertisers.⁵

Neuroscience backs this up.

Ads on premium sites drove higher engagement and memorability compared to ads viewed on social media.

42%

Increase in left-brain memory encoding strength when participants viewed ads on premium editorial sites than those viewed on social media sites.⁷



+9%

Stronger response in right-brain memory encoding.⁷

➡

Premium publishers are

3X

more effective in driving mid-funnel brand lift metrics, such as favorability, consideration and intent to recommend, compared to other sites.⁶

BUT WHAT ABOUT AD AVOIDANCE?

Ads are welcomed here.

Consumers understand the trade-off. Publishers and advertisers need to hold up their end of the bargain. When done right, consumers are more open to advertising than marketers may think.

Across media channels, consumers are likely to be receptive to advertising if it means they can reduce or eliminate subscription costs.

💡

41%

Of U.S. TV viewers said their preferred ad model would be **free with ads**.⁸

↓

26%

Preferred a **tiered offering** with paid and ad-supported options.⁸

Ad tolerance

👁️

61%

Of U.S. consumers are fine with seeing ads "but only if they are not annoying," while 54% surveyed are fine with viewing ads to support a website.⁹

Data privacy is paramount

🔒

56%

Of consumers feel they're being tracked online more than ever. And 65% agree that online ads are more intrusive than they used to be.⁹



✓

Publishers need to be transparent with consumers about how their data may be used—enabling them to make informed decisions about their data privacy.

YOUR PREMIUM INVENTORY IS MORE VALUABLE WITH US

Start here.

As an end-to-end unified stack partner, Yahoo can uniquely support publishers in unlocking the full value of their content—all while putting consumer experiences first.



THE KEY TO YOUR SUCCESS

Being omnichannel by design, Yahoo has a monetization solution that can drive incremental yield for your business, no matter where you're reaching consumers.

Let's connect

yahoo!

Sources: 1. Yahoo, May 2021. 2. YouGov.com, Feb. 2021. 3. Yahoo, Halo study, Nov. 2019. 4. eMarketer, Dec. 2020. 5. MOAT, Commissioned by WMG, July 2019. 6. Comscore, "The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness," July 2016. 7. WARC, "Ads are more memorable on premium sites," Warc.com, 16 Feb. 2018. 8. eMarketer, "Consumer attitudes towards digital advertising," July 2021. 9. Yahoo, Sept. 2021