

# IAB: Video Conference 2017

## – London

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ANTHONY ADAMS, GLOBAL INVESTMENT EXECUTIVE 07 DEC 2017

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With online video growing so fast, it's essential that we adopt best practice and speakers at this year's IAB: Video Conference identified four key-learning points for brands.

[Evolution of Video](#)

- Views and reach are dead. To truly measure success, the key metrics are engagement and affinity, according to ThinkJam.
- It has been argued that consumers today have low attention spans, making life harder for advertisers. But is this always the case?
- People's expectations increase as technology improves.
- More competition for eyes; increased availability and avenues whereby content is accessed.
- Constant multi-screening i.e. browsing mobile whilst watching TV.
- Consumers are more time-conscious and unwilling to waste time on things that don't interest them.
- Increased FOMO (fear of missing out); consumers constantly plugged into all outlets

### Attention & Effectiveness

- Google outlined four drivers contributing to ad attention:
- Viewability & Audibility – when a video is both viewable and audible, ad recall, brand awareness and consideration all increase significantly when compared to ads that are either only audible or only viewable.
- Relevance – adverts contextually matched with content perform better than those that are not.
- Creative – is it engaging? Decisions to continue watching a video are made extremely quickly.
- Incoming attention – taking note of how people are feeling/ how much they value a video before the ad is served will help advertisers increase dwell time.

### Reshaping Marketing One Video at a Time

- Facebook identified three behaviours or arenas where mobile video is

consumed:

- On-the-go – 70% of FB mobile video views are consumed on-the-go e.g. on the train.
- Lean forward – 20% of Facebook mobile video views are consumed and shared within social environments.
- Lean back – 10% of FB mobile video views are consumed alone; searching for something in particular or during some down time.
- Facebook suggest that ad recall (+57%), brand awareness (+103%) and purchase consideration (+64%) increase the longer the viewer watches a video ad (10s vs 3s).

### Mobile Video in the era of data and automation

- A Widespace study concluded that 15-second videos are watched until the end 3.4x more than longer videos. Video effectiveness relies on: the story, content, brand and reaction – brands have to cram all that into 15 seconds.

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