# Marketing to Teens - US - November 2012

## Scope and Themes

*"The seven years of YouTube's history have made evident that there is a startlingly large demand for videos showcasing cats engaging with Roombas, amateur performers taking a spill off or on stage, and babies dancing to Beyoncé. While interest in homegrown entertainment may continue indefinitely, both ad sellers and ad buyers have an incentive to move consumers away from amateur content to professionally created content that brands can put their name behind."*

**– Billy Hulkower, Senior Technology Analyst**

### In this report we answer the key questions:

- **Is viewership growing?**
- **Have ad sales matured?**
- **How can monetization be improved?**
- **Is the move to the living room beneficial for marketers?**

From 2007-11, online video ad sales increased more than fivefold, to $1.8 billion in ad sales in 2011, and an 18% increase projected for 2012 will propel the market to $2.1 billion. While ad sales growth is decelerating, findings from this report suggest multiple reasons why ad buyers and ad sellers should be reigniting this relatively young media format. Mintel's research finds that online content viewers are accepting the exchange of watching ads in order to access videos they want to watch, possibly at levels that would create more revenue for distributors than transactional and subscription video-on-demand, the revenue streams typically applied to premium video content.

Due to an audience of nearly 190 million unique viewers



**DID YOU KNOW?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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per month, marketers can increasingly see online video as an essential element in brand awareness. This report assesses how consumers find online video to watch, which viewers are more likely to share links with family and friends, and how attitudes to online video ads differ across age groups. Other instrumental elements of research include analyses of the attitudes and behaviors of the heaviest users of online video, including the demographics that spend the most time with online video, the types of video they view, and the websites they favor for content.

For the purposes of this report, online video is defined as any video content delivered through the internet, including ad-supported online video and subscription-supported online video (sVOD). The focus of the report, however, is ad-supported streaming video content available at no charge (aside from internet service) to the viewer. This definition includes usage on any hardware platform, including televisions, mobile phones, tablets, and PCs. Mintel covers paid purchases of video content in Mintel's *Digital Movie Sales and Rental—U.S., August 2012.*

*Ad Sales*

Digital video ad sales are presented from 2007-12 by the Internet Advertising Bureau (IAB), which acquires sales figures directly from companies selling ads and defines digital video ad sales as: "TV-like advertisements that may appear as in-page video commercials or before, during, and/or after a variety of content in a player environment including, but not limited to, streaming video, animation, gaming, and music video content. This definition includes digital video commercials that appear in live, archived, and downloadable streaming content." The report also presents the number of ads served specifically before, during, or after online video content, as collected by comScore.

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