

Television and Online Video Ads - US - April 2014

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“The television ad industry is quietly being reshaped to include superior audience metrics, to provide addressable ads, and to escape from DVR-based fast-forwarding.”
– Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- Is the DVR really killing television ads?
- How will the TV ad market adapt to time-shifted viewing?
- When will targeted TV ads be commonplace?

Online video is becoming interchangeable with traditional television usage, with internet connectivity widely available on televisions, and television content widely available via laptops, tablets, and smartphones. This report explores response and engagement not only with online video ads but also standard broadcast commercials. Subjects include commercial avoidance, reach of ads, purchasing based on ad viewership, the path to purchase between seeing the ad and making a purchase, and how second-screen usage is changing the television experience.

For the purpose of this report, Mintel defines television ads as those seen via broadcast, on DVR after broadcast, and those seen while watching video on demand content from satellite, cable, and telco subscription services, even if these ads are seen on a smartphone, tablet, or computer.

Online video ads are those seen while watching programming from a website or app not affiliated with a television service subscription, and includes ads that occur before, during, or after content seen through these formats, including overlays. Sales data, however, includes only online video not seen on a phone or tablet.

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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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