
IAB 2015 Digital Content NewFronts

2015 NewFronts Attendee Survey

IAB

Questions?

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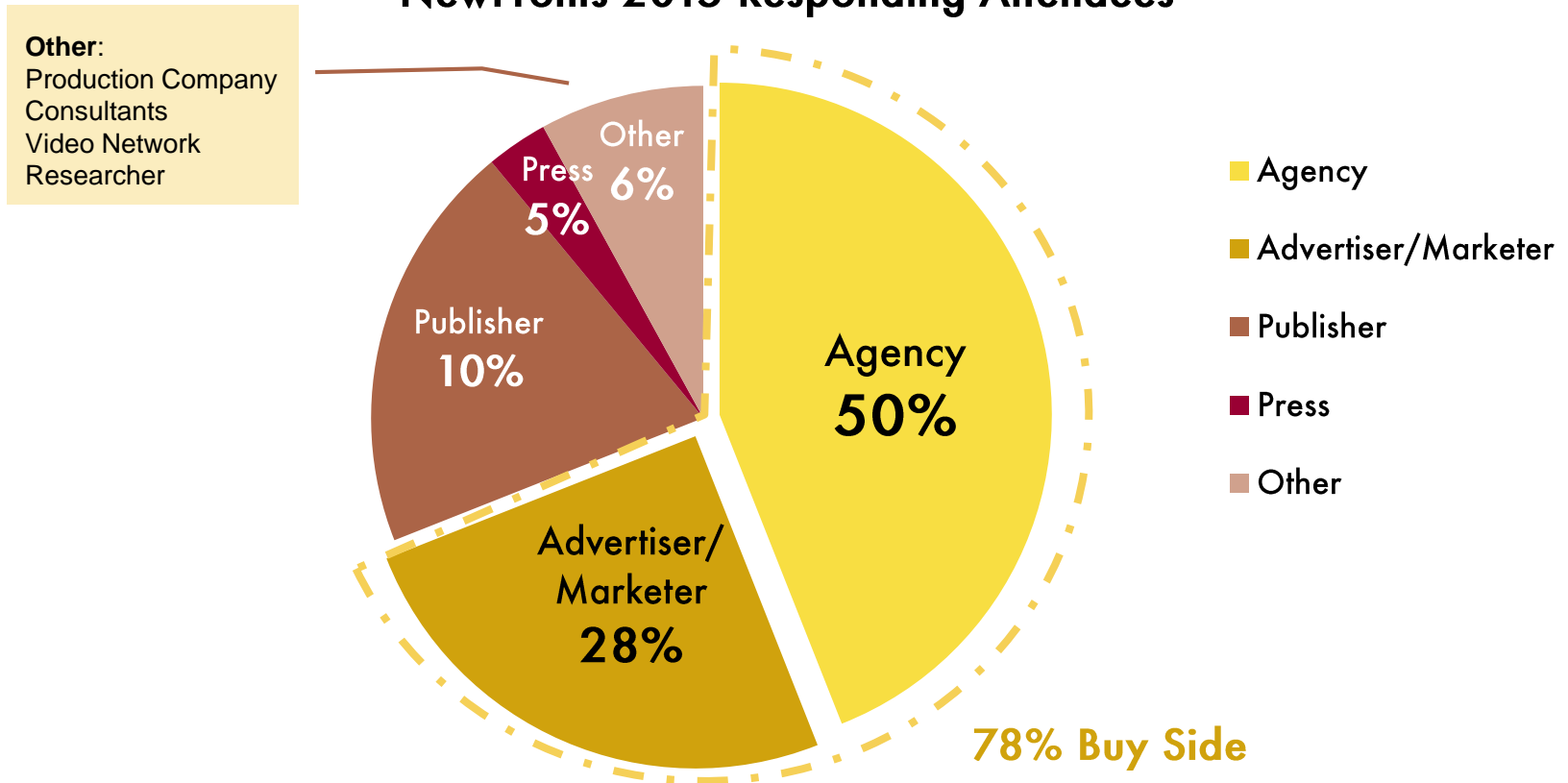
2015 NewFronts Attendee Survey

- **IAB surveyed attendees of the Digital Content New Fronts from event attendee lists provided by:**
 - AOL
 - Bloomberg
 - Conde Nast Entertainment (CNE)
 - Daily Mail
 - Hulu
 - IAB NewFronts Insights Luncheon
 - Style Haul
 - Time, Inc.
 - Vevo
 - Yahoo!
- **162 respondents answered the survey, a large majority of whom are senior executives responsible for buying ads and who hold large TV and marketing budgets.**
- **Survey was fielded in June-July 2015 and respondents were included if they attended at least one NewFronts event.**
- **As is the case with B2B surveys of large respondent pools, results are not necessarily projectable to the entire universe. Results reflect a cross section of attendees and provide directional guidance.**
- **The 2015 NewFronts Attendee survey reflects the opinions of 162 respondents, who are of a similar make up to 2014 and 2013 respondents. Due to small base sizes of all three surveys, year-over-year comparisons are not truly representative but should be used for directional guidance only.**

Three Out of Four Respondents Are from the Buy Side

- Consistent with 2014's attendee respondent base

What type of company are you with?
NewFronts 2015 Responding Attendees

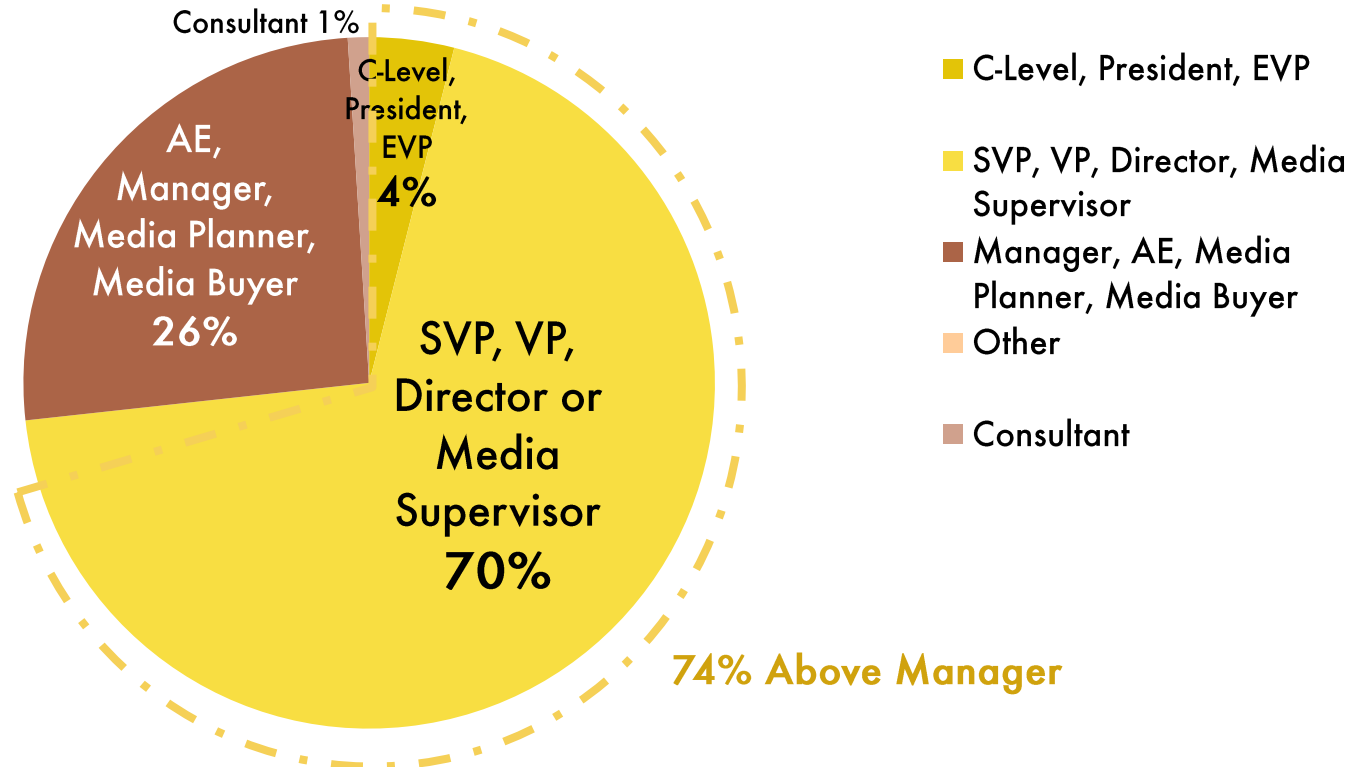


Three Out of Four Buy Side Respondents Are Media Supervisors or Above

- 26% are Media Planners, Buyers, Managers or AE's
- Slightly higher percent of 2015 respondents are Media Supervisors or above

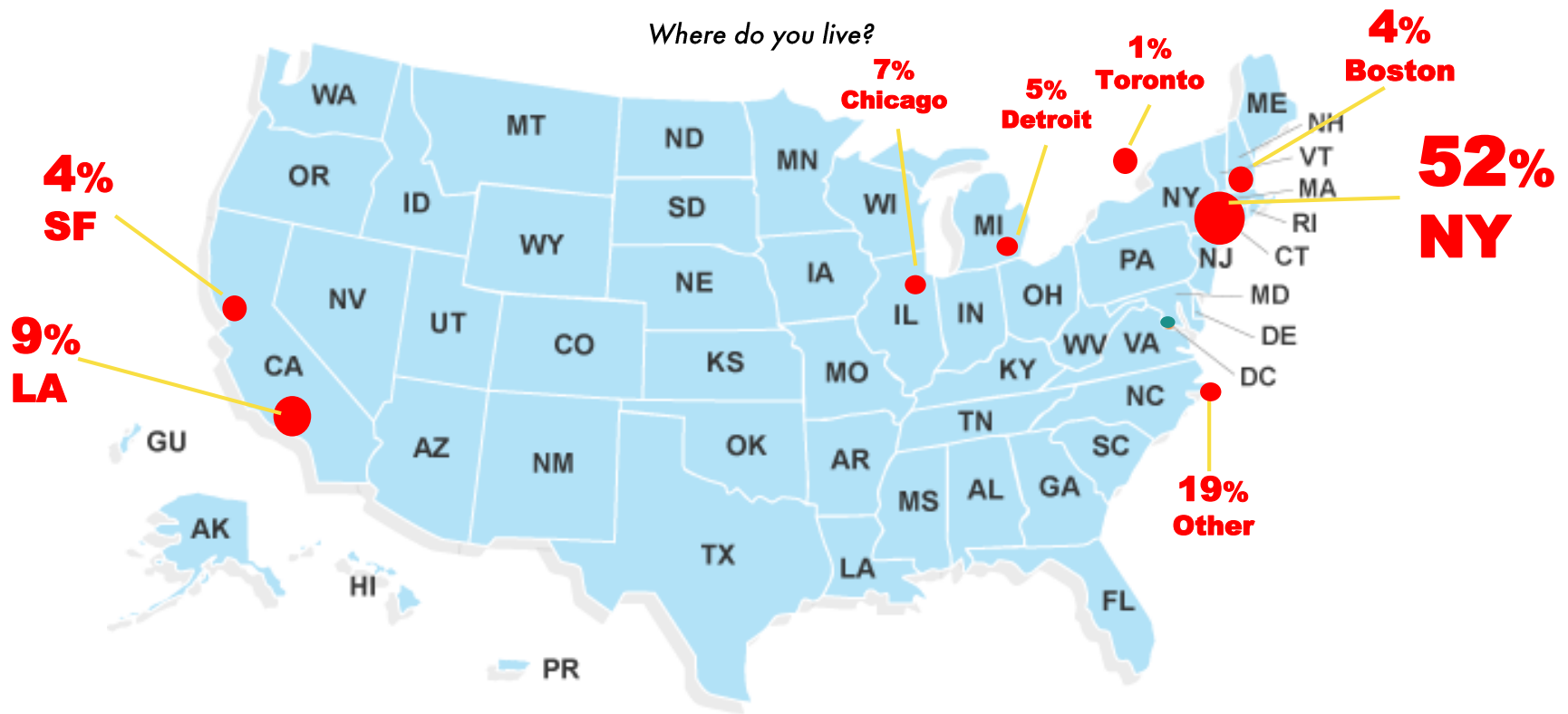
What is your job title?

NewFronts 2015 Respondent Attendees



Half of Respondent Attendees are from NY

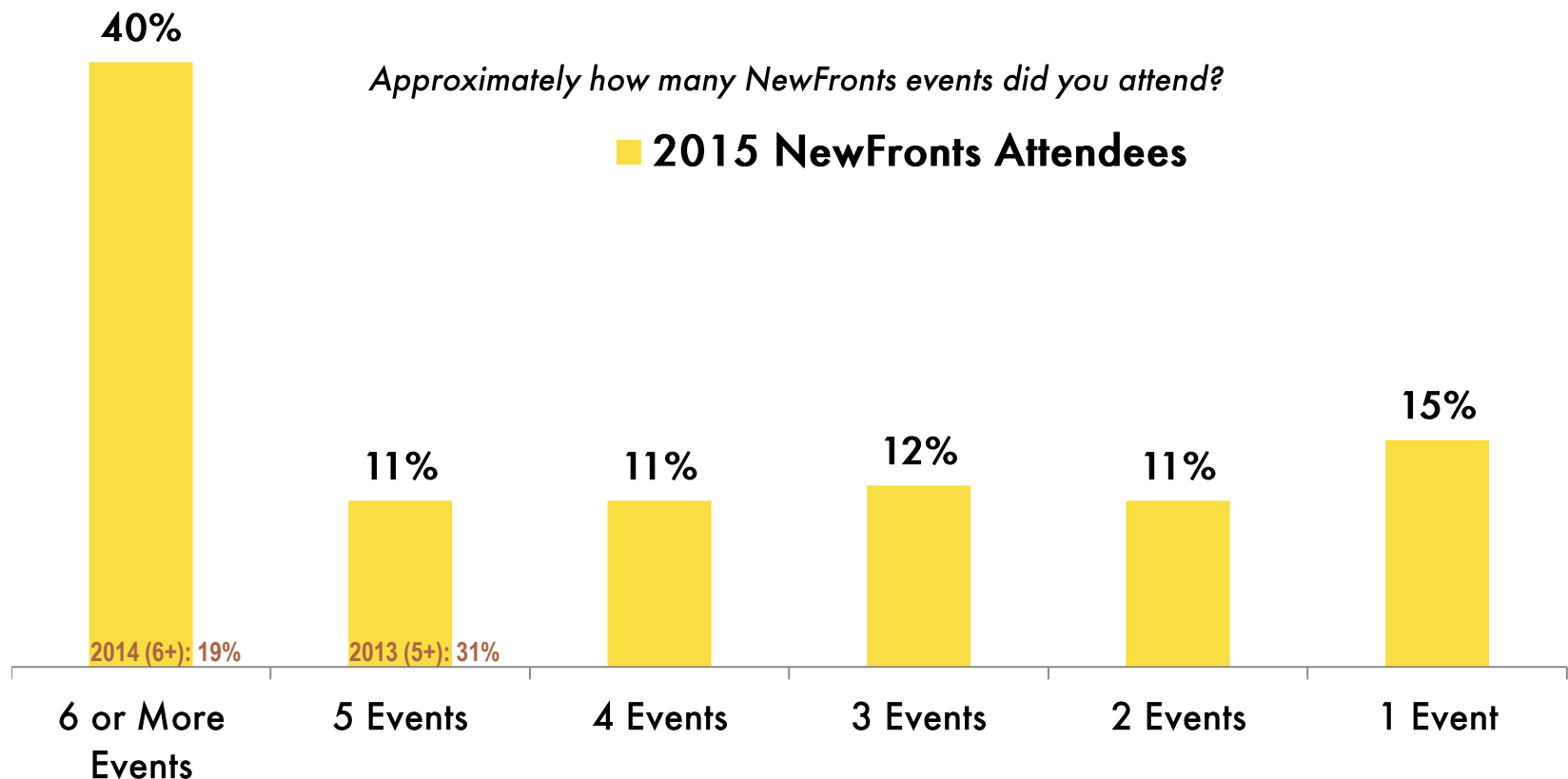
- Nearly half traveled from outside the NY area for the NewFronts



2014: 62% from NY

Uptrend in Attending More NewFronts Events

- More respondents attended 6 or more NewFronts events – likely due to more NewFronts events in 2015



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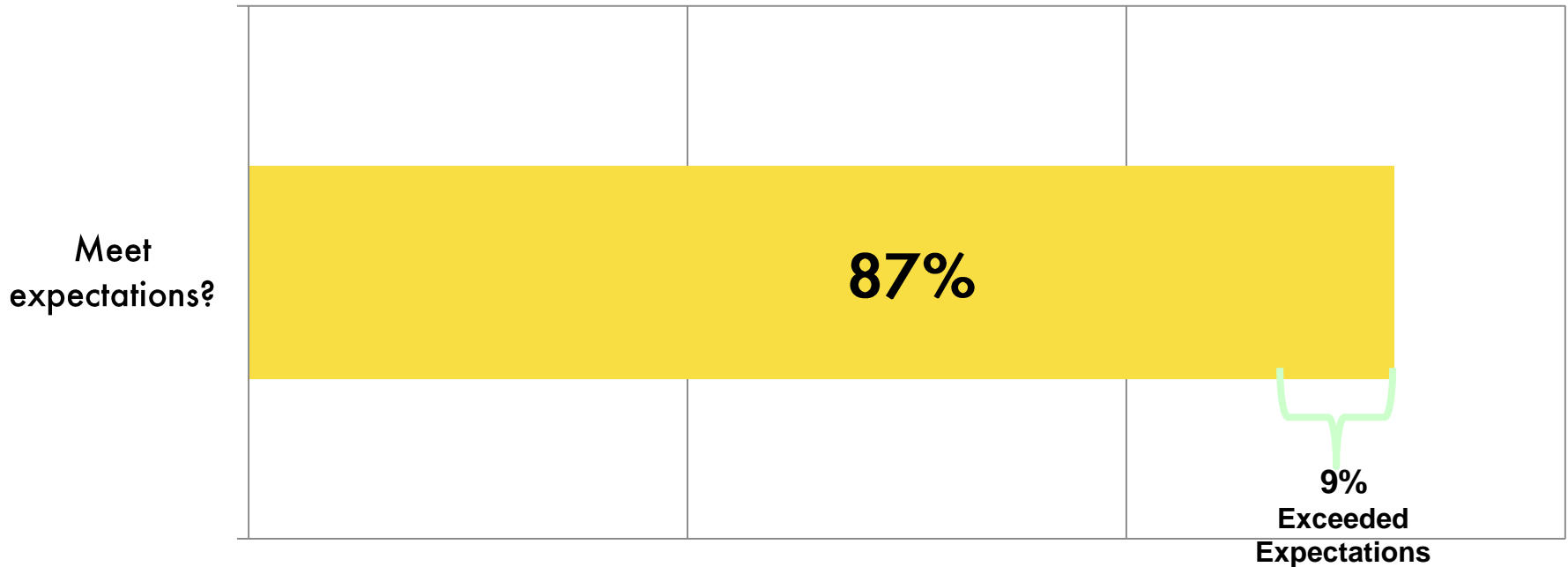
N=162



The NewFronts Met or Exceeded Most Expectations

- In its fourth year, the NewFronts has set expectations

Overall, did the NewFronts meet your expectations?
(met or exceeded expectations)

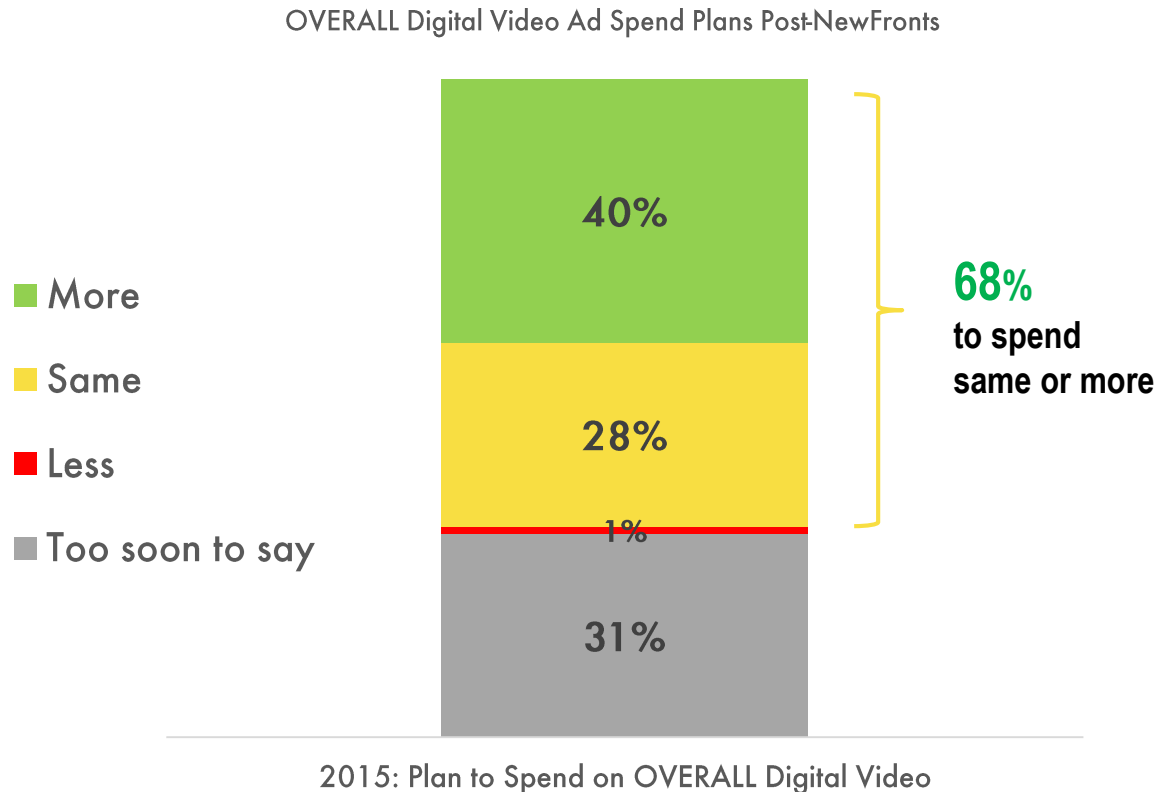


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The NewFronts Have a Positive Impact on Overall Video Spend Plans

Two-Thirds to Spend Same or More

Has attending the NewFronts had an impact on your planned ad spending on overall digital video?



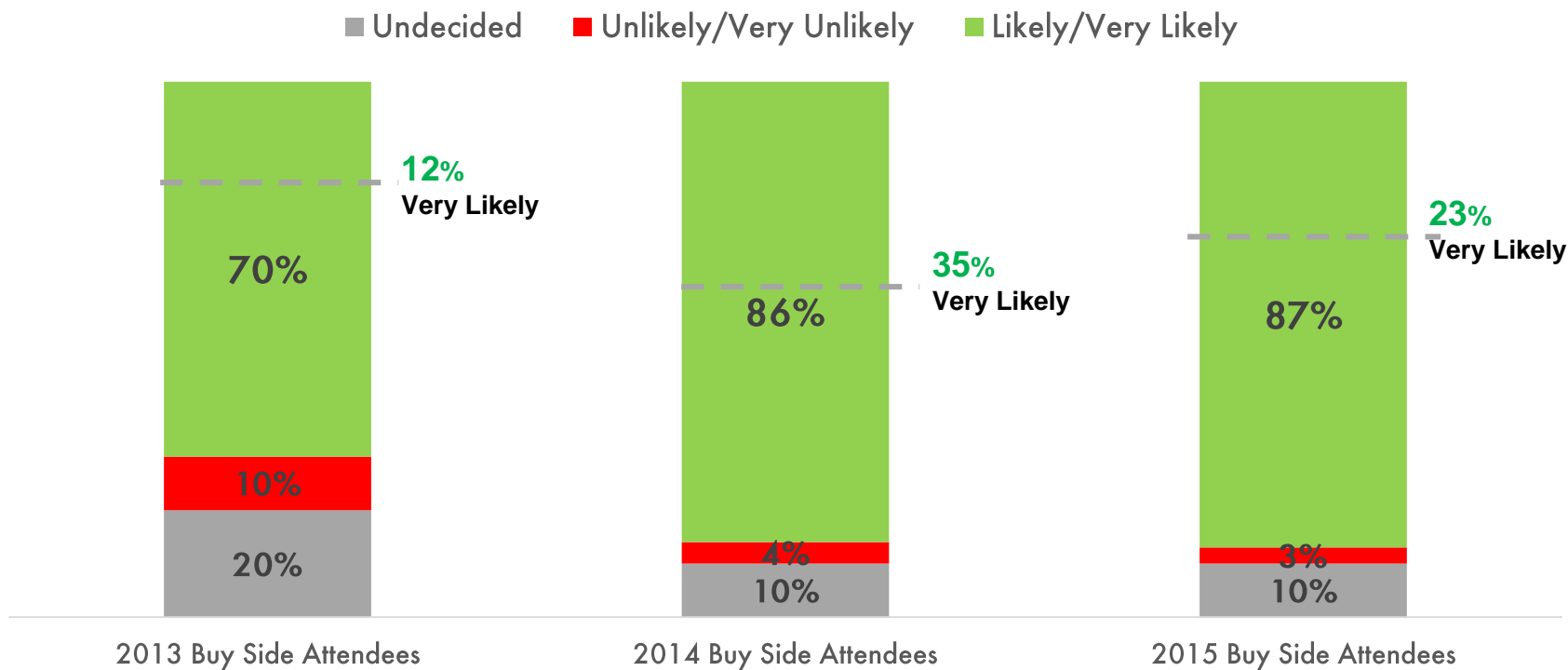
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Most Buyers Continue to Expect Dollar Shift from TV to Digital Video

- 1 in 4 think this is very likely

In the next 12 months, how likely do you think it is that media buyers will shift more TV dollars to digital video?

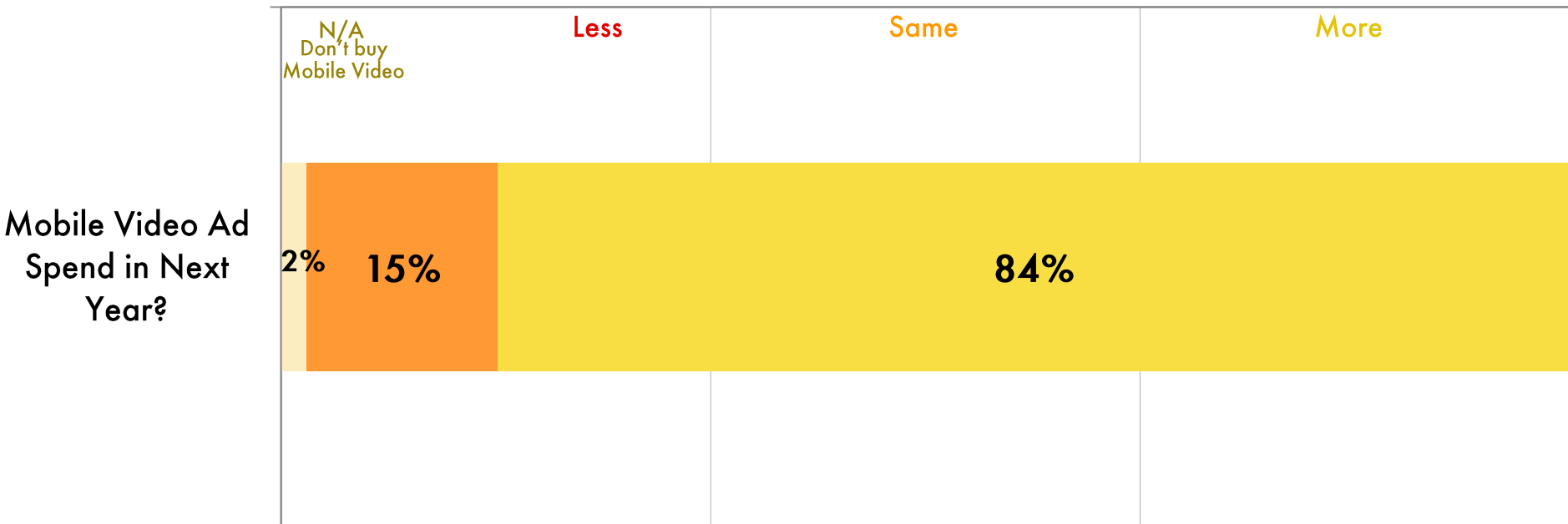
Dollar Shift from TV to Digital Video



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Most Buyers Expect to Increase Their Mobile Video Spend

Now thinking about advertising in mobile video on tablets and smartphones, do you expect to spend more in mobile video advertising in the next 12 months?
(Asked of those who answered 'yes' to 'Does your job responsibility include decision making or oversight of advertising spend?')

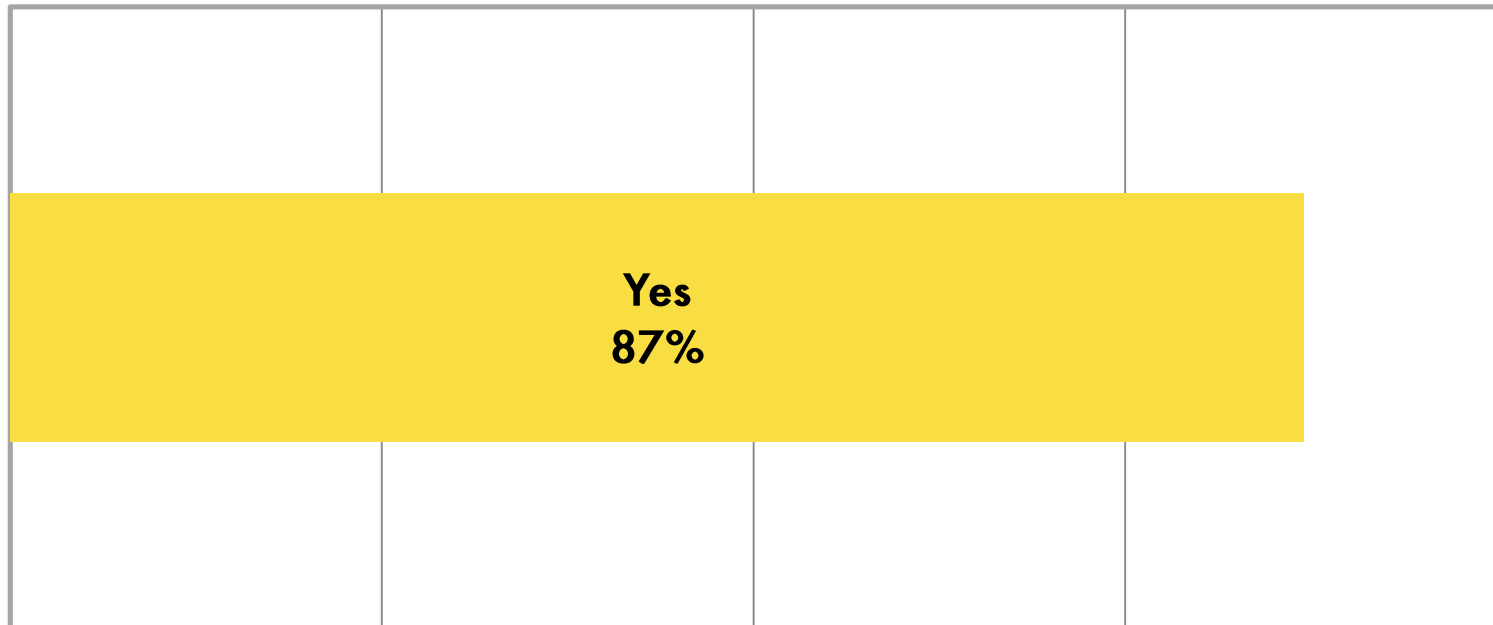


**Low base size. Use for directional purposes only.*

Most Buy Side NewFronts Attendees Picked Up a New Opportunity

Did you leave the NewFronts with at least one new opportunity that you thought would be a good fit for you or a client?

(Asked of those who answered 'yes' to 'Does your job responsibility include decision making or oversight of advertising spend?')

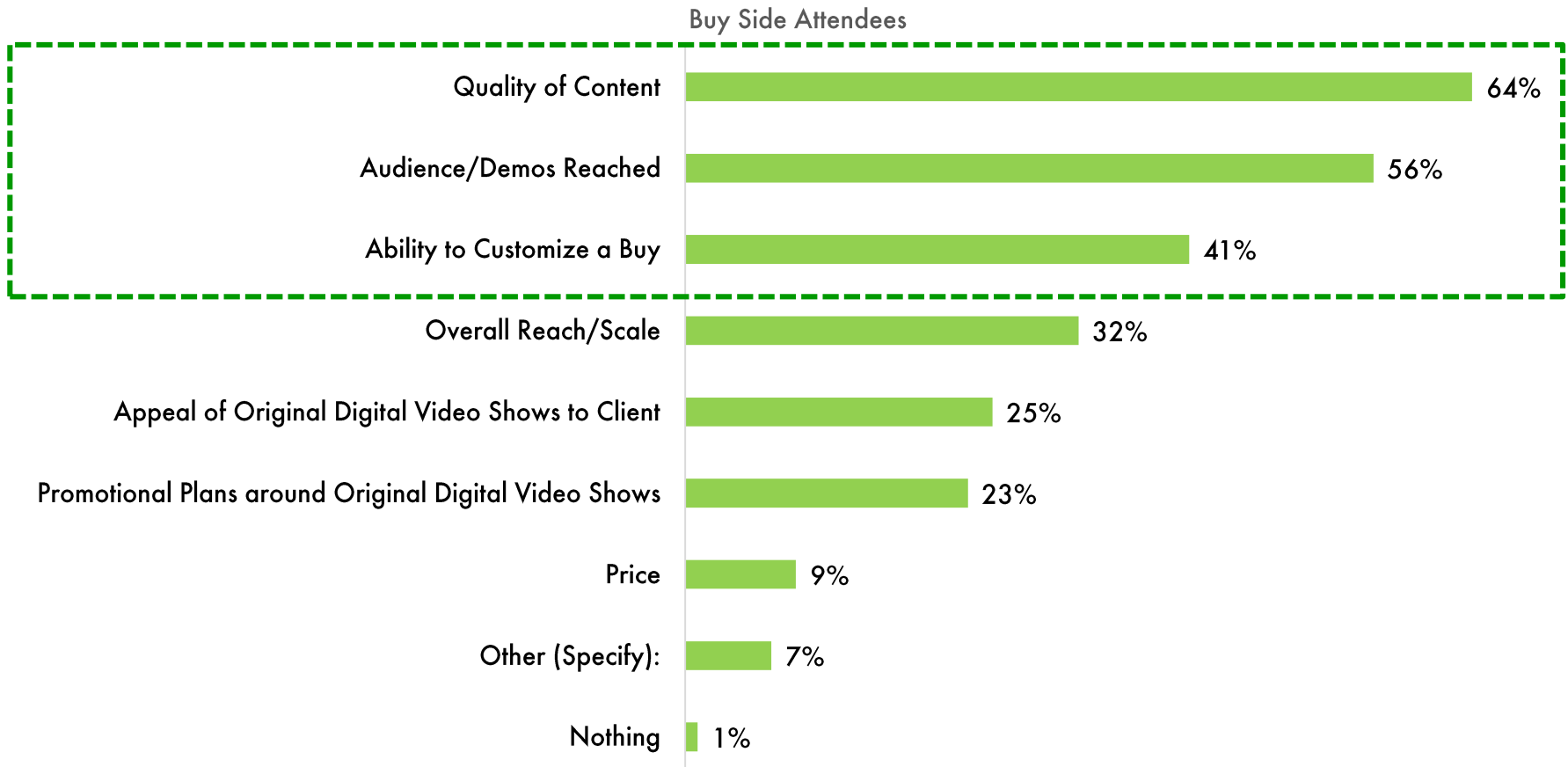


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Quality of Content is the Best Aspect of Original Digital Video Advertising

Followed by Audience and Customization

What are the most attractive aspects of advertising on Original Digital Video?
(Asked of those who answered 'yes' to 'Does your job responsibility include decision making or oversight of advertising spend?')

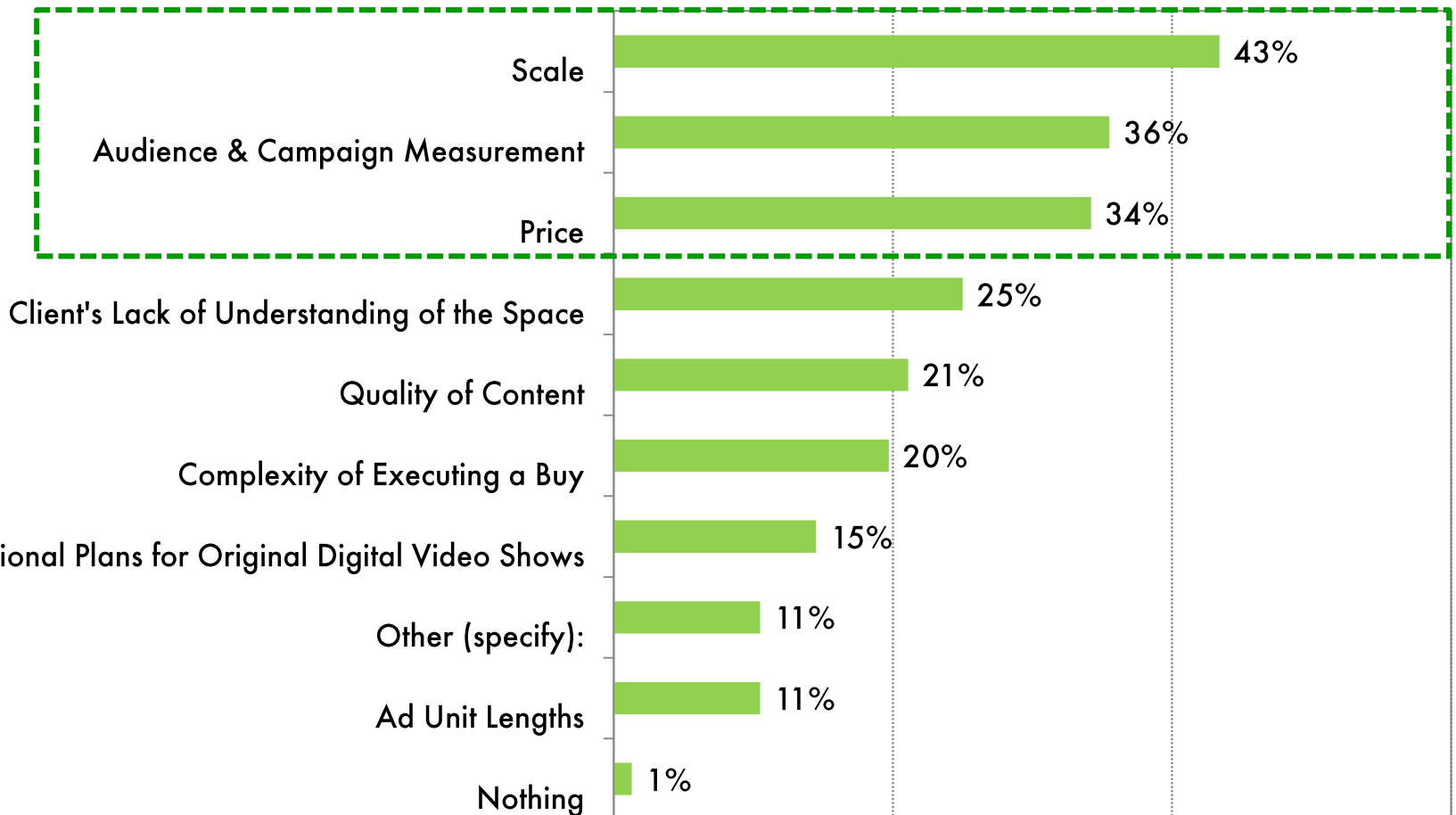


**Low base size. Use for directional purposes only.*

Scale is the Biggest Hurdle to Buying Original Digital Video, Followed by Measurement and Price

What are the biggest hurdles preventing you from spending more media dollars on ORIGINAL digital video?
 (Asked of those who answered 'yes' to 'Does your job responsibility include decision making or oversight of advertising spend?')

■ Buy Side Attendees



**Low base size. Use for directional purposes only.*

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N=76 Buy Side



Summary

Key Takeaways:

- **Positive response to the NewFronts:**

- 87% had expectations met
- 87% picked up a new opportunity
- 68% plan to spend the same or more on video as a result of attending the events

- **Original Digital Video:**

- Top benefits of buying original digital video ads: Quality of Content, Audience and Customization
- Top hurdles to buying original digital video ads: Scale, Measurement and Price.
- Demonstrating promotional plans for original digital video is very important to buyers (90%), more so than debuting new original digital video shows (73%) or highlighting existing shows (67%)

- **In its fourth year:**

- Most view the NewFronts as a one stop shop to see all original digital video offerings in one place
 - Half think NewFronts are becoming as important as Upfronts
- Quality of video content has improved and is noticed by buyers
- Production quality, event venue and talent also noted

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