



IAB SUMMIT
AD OPERATIONS

The Future of Digital Video:

Standards, Measurement & Beyond

Presenter

Joey Trotz, Senior Director, Advertising & Digital Strategy
Turner Broadcasting System &
Co-Chair, IAB Digital Video Committee

Panelists

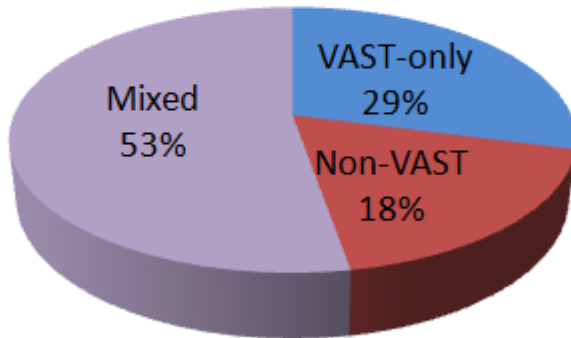
David Cohen, Executive Vice President, US Director of Digital Communications, UM
Max Goodberg, Director, Technical Services, FreeWheel
Nick Johnson, Senior Vice President, Digital Media Sales, NBC Universal

IAB Video Standards Survey

- Methodology
 - 16 questions
 - Respondents
 - Digital Video Committee
 - Ad Operations Council
 - 59 qualified responses
 - Survey fielded in July 2010

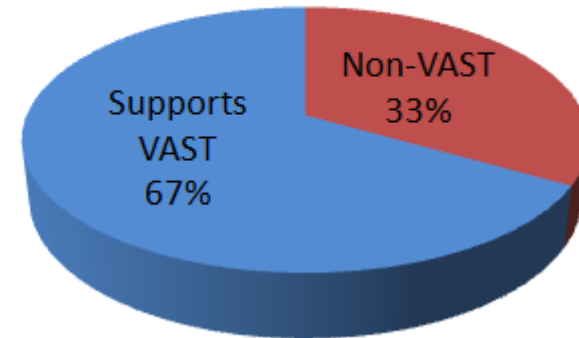
Survey finds that over 80% of respondents are using VAST

All Responses



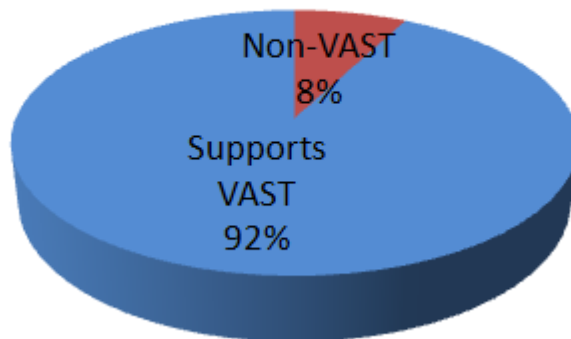
N=56

Publishers



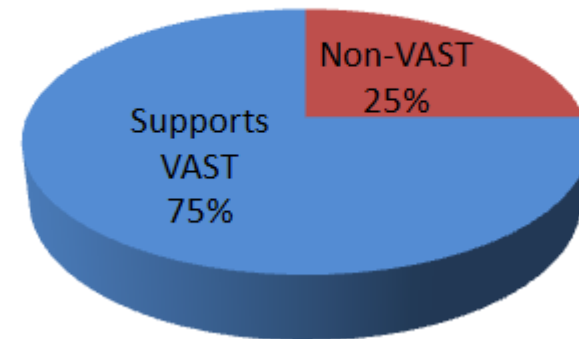
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Vendors



N=13

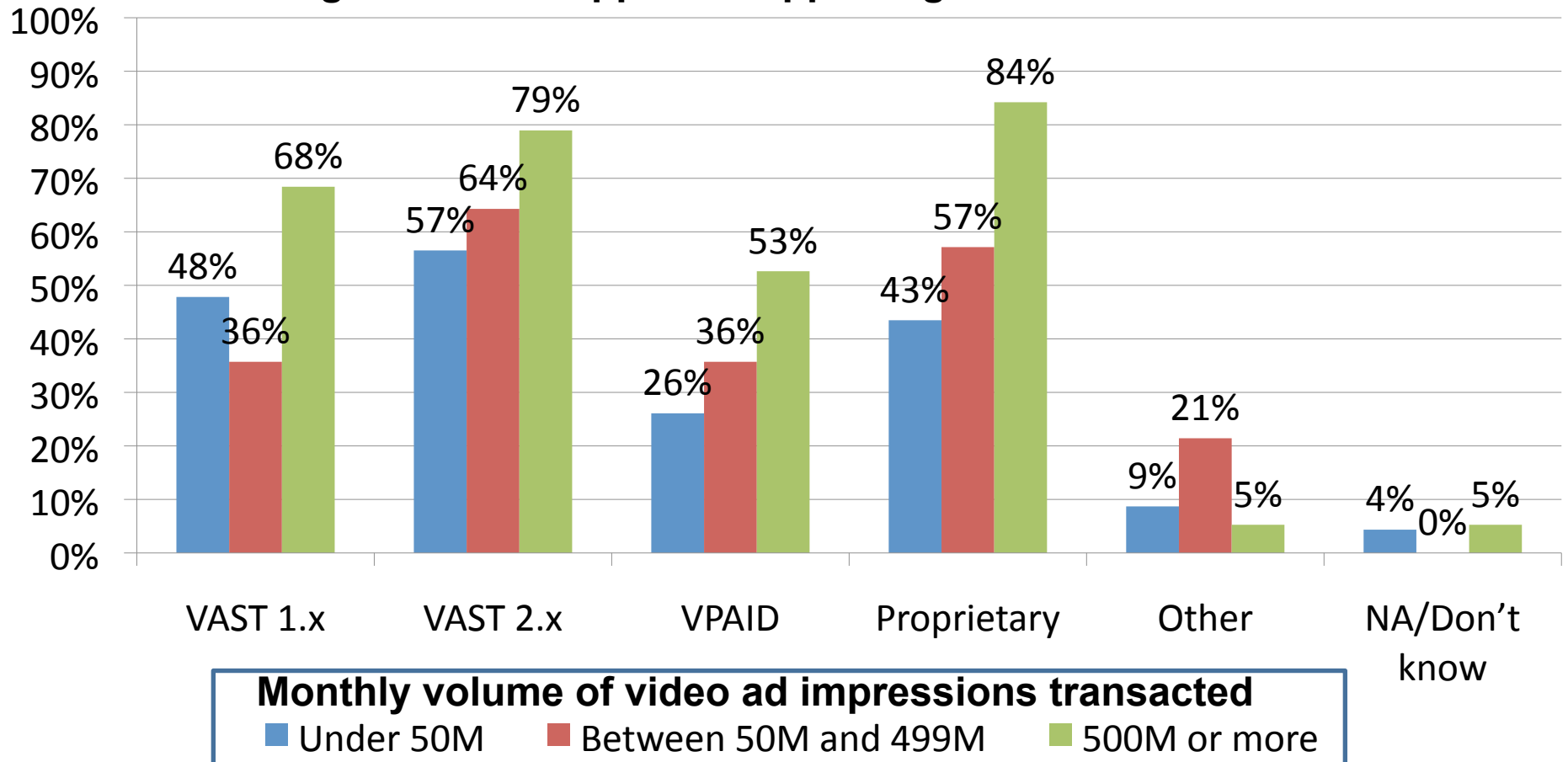
Networks



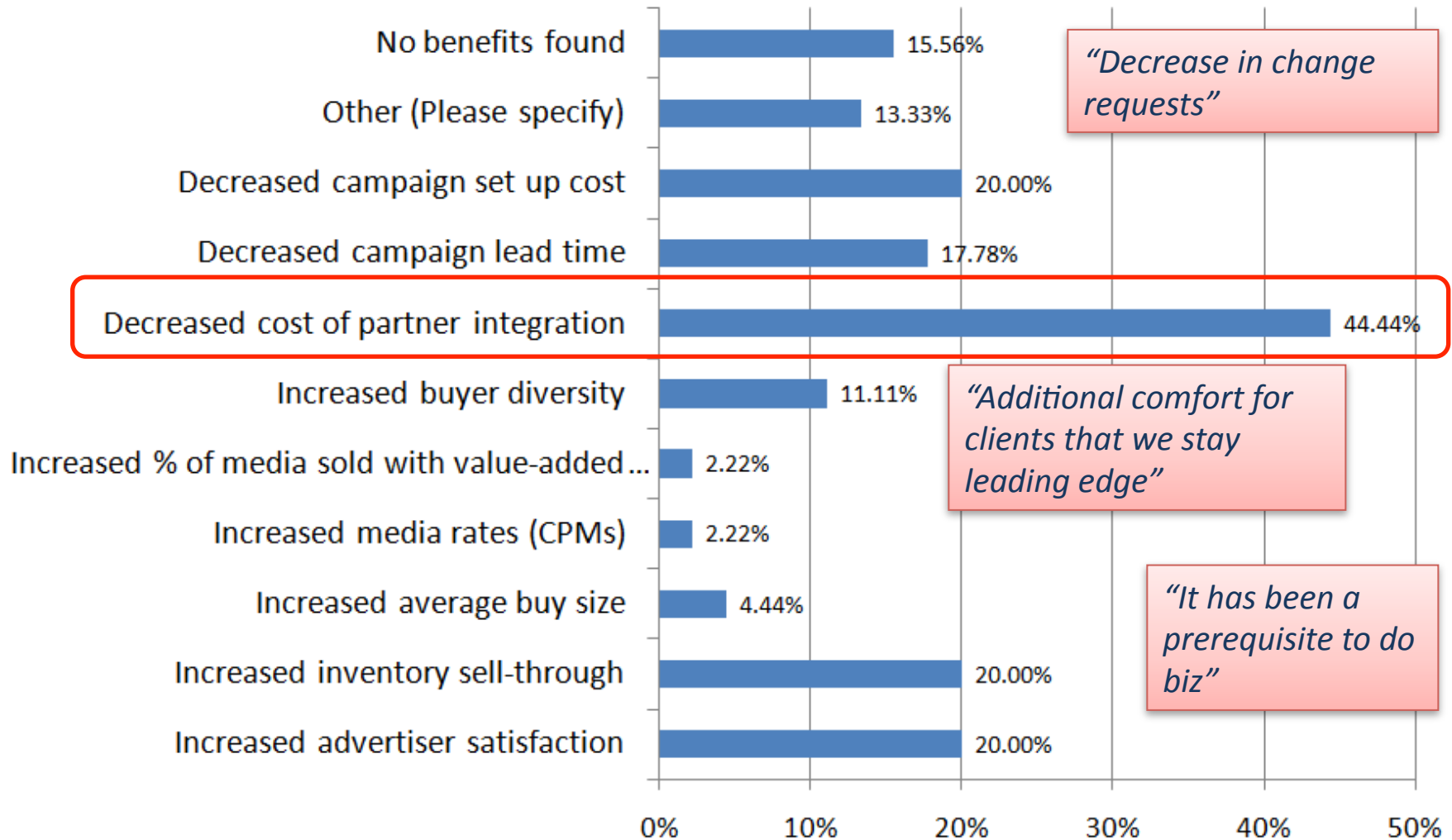
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Larger Video Suppliers More Likely to Support Video Standards

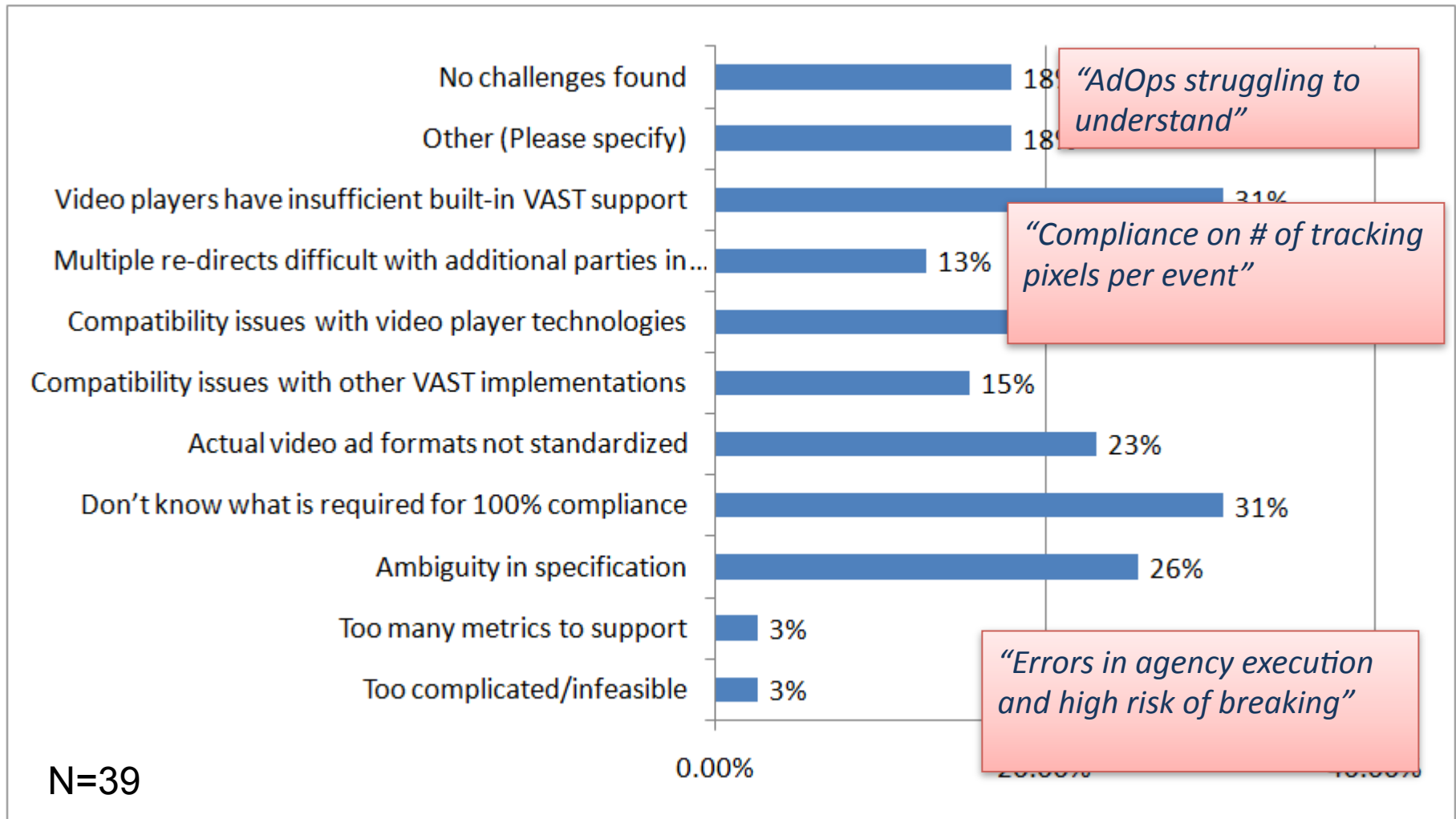
Percentage of video suppliers supporting each video standard



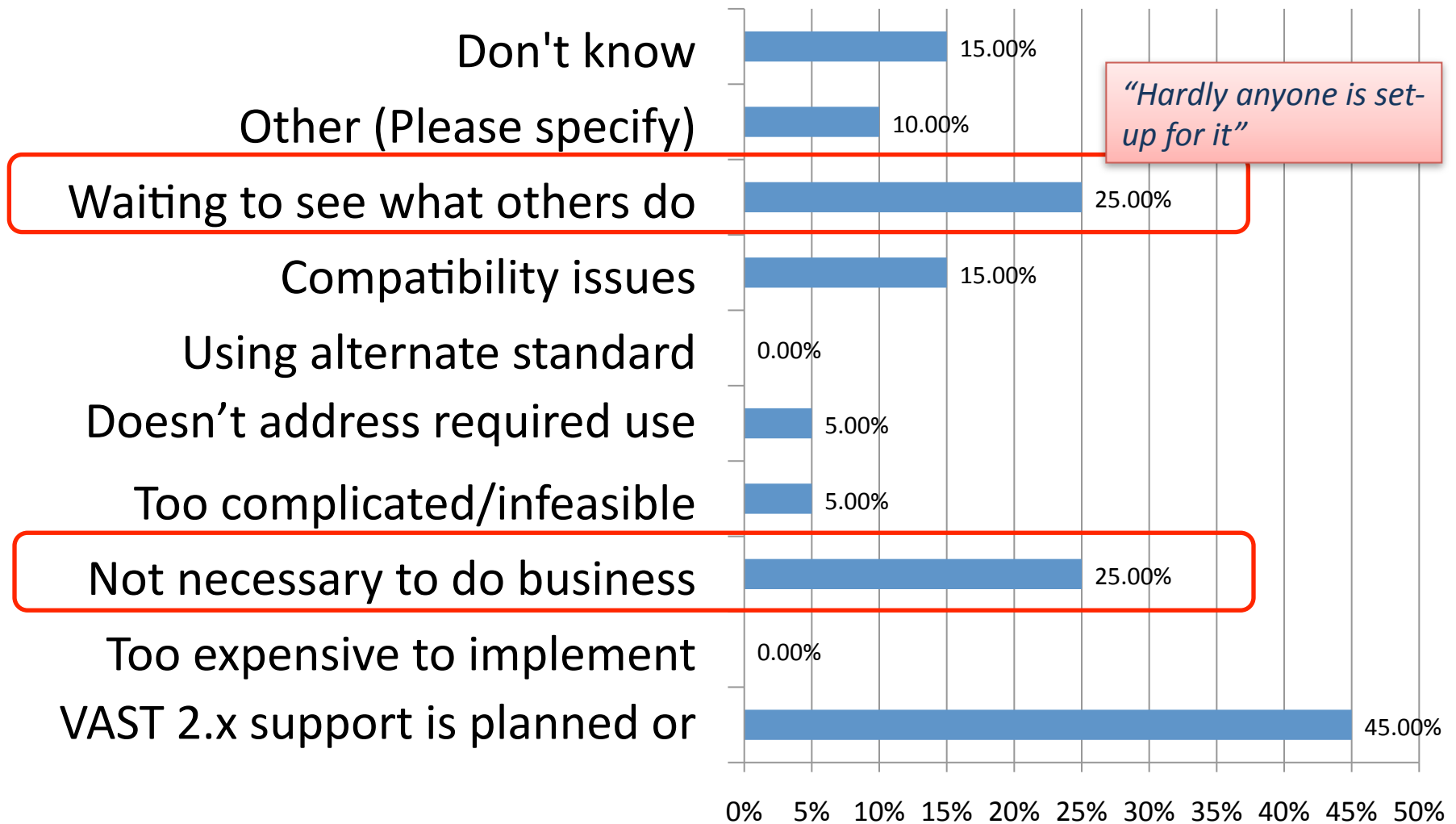
Reported Benefits of Adopting VAST



Reported Challenges of Adopting VAST



Why haven't you adopted VAST?



Key Takeaways on VAST/VPAID

- Great success story in adoption among major publishers, ad networks and tech vendors
 - But we need greater education for advertisers & media buyers
- The standards need more capabilities
 - Daisy-chaining, HTML5
- Publisher awareness is incomplete
 - Especially among smaller companies
- Compliance needs to be more robust
 - Needs to be quantified and clarified

Digital Video Committee 2011 Working Groups

- Making Measurement Make Sense
 - Provide inputs for the IAB *Making Measurement Make Sense* initiative and work with the larger committee to communicate measurement progress to it and the buying community at large.
- VAST/VPAID Specifications
 - Update the standards to reflect more current use cases.
- Video Standards Compliance & Education
 - Tackle a deeper dive into the survey of IAB members on adoption, propose solutions to lack of adoption and to compliance issues, & expand the POV to the buying community,
- Narratives
 - Develop the narratives and a communication plan to seed the marketplace. This group will also conduct due diligence on identifying the collective narratives that are needed.

We need you!

- Making Measurement Make Sense
- VAST/VPAID Specifications
- Video Standards Compliance & Education
- Video Market Narratives

**Please contact us if you would like to join
any of these working groups!**

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