



MONETIZING VIDEO INNOVATION: CONTENT AND CREATIVE

MATT CROWLEY, HEAD OF VIDEO SALES,
AOL

KEY MARKET TRENDS ARE CHANGING THE LANDSCAPE

**ABUNDANCE
OF CONTENT
CHOICES**

**PROLIFERATION
OF DEVICES &
PLATFORMS**

**BUYERS SEEKING
GREATER
FLEXIBILITY**

**EMERGING PLATFORMS PRESENTING NEW
CHALLENGES & OPPORTUNITIES FOR ADVERTISERS**

MOBILE IS THE MEDIUM

55%

Of mobile data usage
is video.

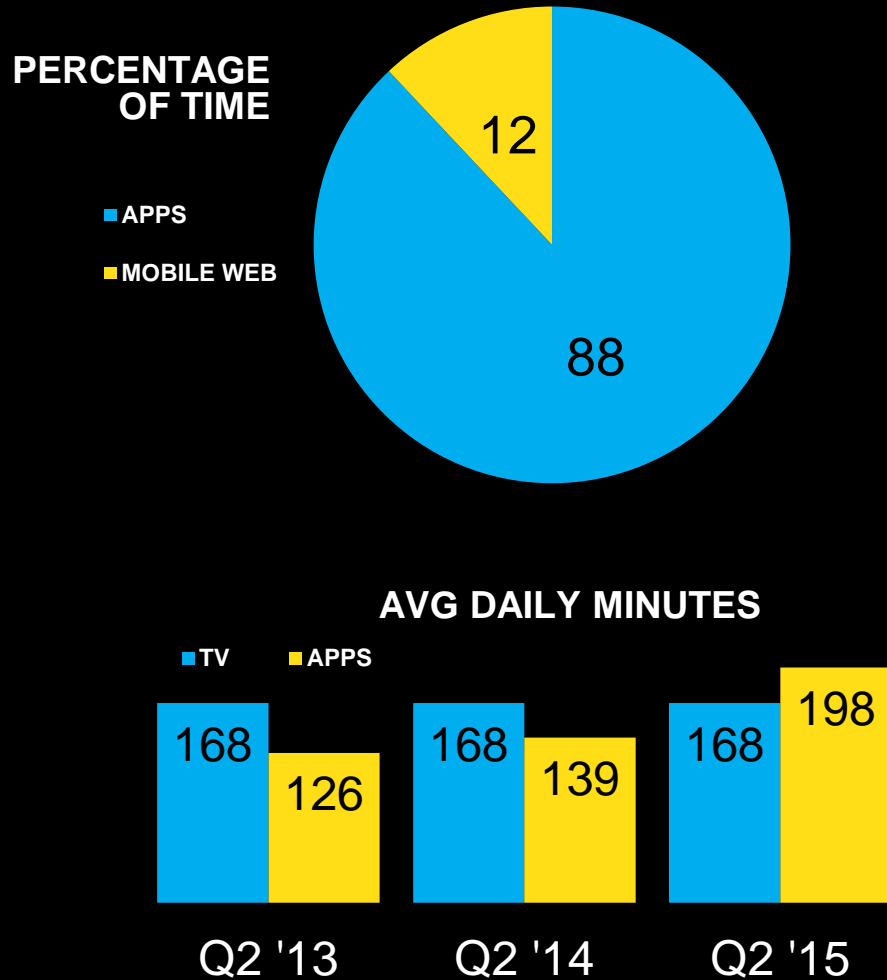
39 MIN

Time spent watching video
on mobile devices daily
among all US adults.

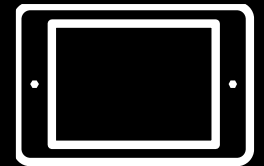
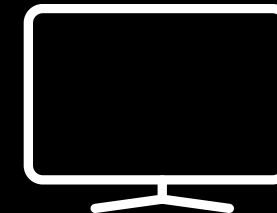
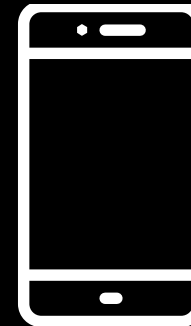
107M

Mobile video viewers in
the U.S. in 2015. That's a
year-over-year increase
of almost 14%.

WHERE CONSUMERS SPEND MOST OF THEIR TIME




3X
MORE TIME
ON MOBILE



HOW TO GET YOUR VIDEO ADS TO CUT THROUGH



**MOBILE
MENTALITY**



**THINK
OUTSIDE
THE BOX**



**360 & VIRTUAL
REALITY**

AOL MOBILE VIDEO

holistic. distinct. (n) experience



SWIPE

(aka 2 cards in 1)

18% engagement

47% said an ad would capture their attention if it had quality design



AOL MOBILE VIDEO

notable. native. (n) game-changer

83% more lift in store visits
than banners

PARALLELVIDEO

30x more interactions than benchmarks

91% of consumers say they will act if an ad peaks their attention



AOL MOBILE VIDEO

absorbing. personal. (n) narrative

30% watch TV shows

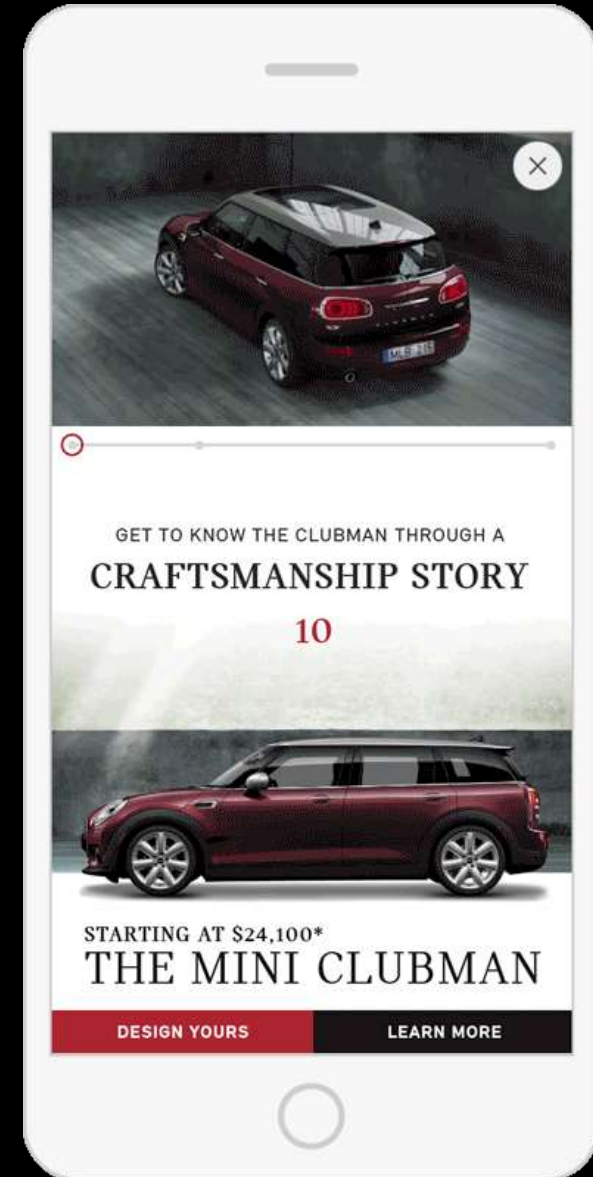
20% watch movies

LONGFORMVIDEO

unique to AOL storytelling

format specifically designed for mobile

mobile phones are 5x more likely to hold the consumer's attention



AOL MOBILE VIDEO

adaptable. relevant. (n) form

in the palm of your hand

VERTICALVIDEO

now a booming video format

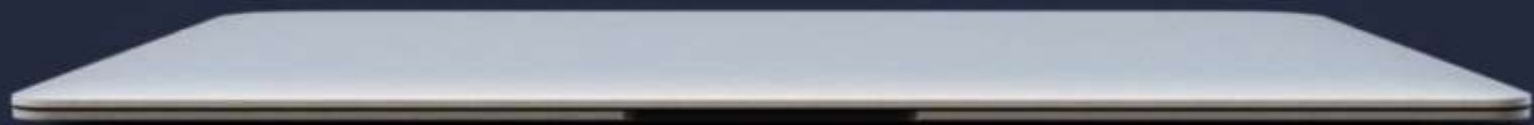
vertical video completion rates are 9x higher than horizontal video (source: snapchat)



AOL IN PROGRAM



Aol. | ebay[™]



AOL IN PROGRAM

2:1

PREFERRED



BECOME THE STORY

AOL VIDEO

immersive. genuine. (n) 360

EDITORIAL



HUFF
POST **RYOT**

BRANDED



PARTNER
STUDIO by AOL

HUFF
POST **RYOT**

ADVERTISING



PARTNER
STUDIO by AOL

HUFF
POST **RYOT**

Aol.