

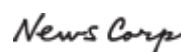
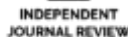
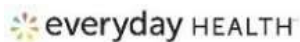


**Digital Content Next  
Video Day 2017**

# Digital Content Next

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*Digital Content Next is the **only** trade association that exclusively serves the unique and diverse needs of high-quality **digital content companies** that manage **trusted, direct relationships** with consumers and marketers.*



# Advancing the Future of Trusted Content

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“

*DCN provides us with an excellent industry association to address a wide range of **publishing** concerns across **all aspects of our business model**, and is highly **proactive and forward-thinking in practically** addressing issues of regulation, transparency and the value of editorial **environments**. That is increasingly the sort of organization we choose to support.*

”

# Advancing the Future of Trusted Content

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- **Industry Leadership**

Connect with a powerful network of your peers

- **Proprietary & Public Research**

Access business intelligence and thought leadership

- **Advocacy**

Benefit from DCN representing premium publishers in DC and the industry

- **Events & Committees**

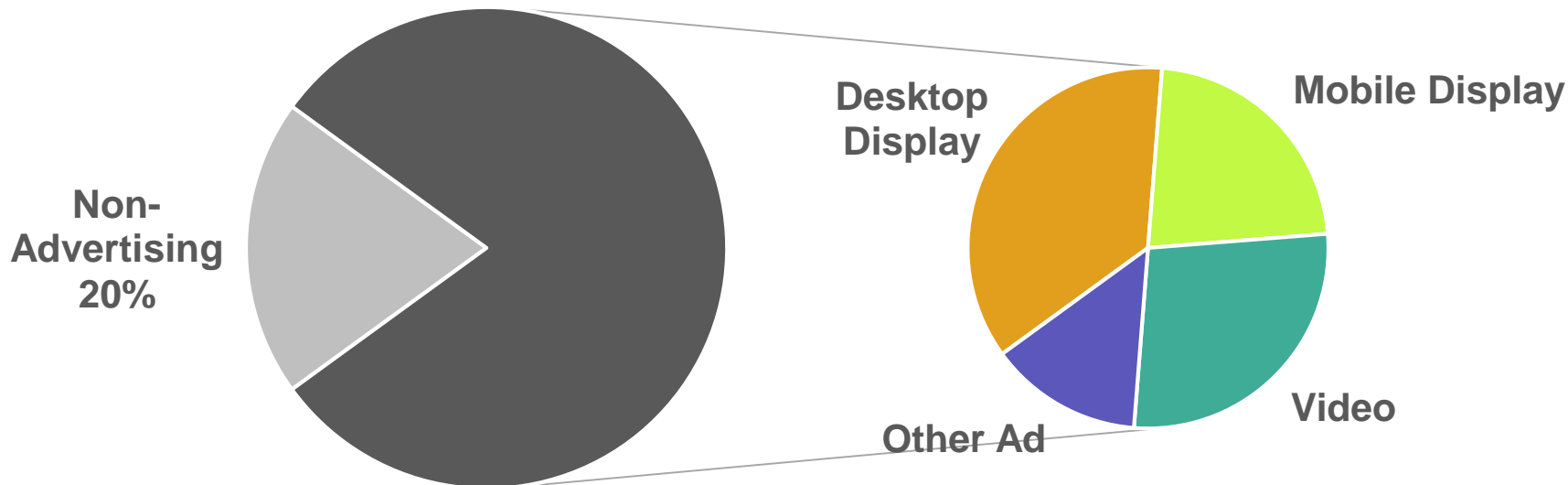
Engage across members to solve problems and share best practices

- **Marketing & PR**

Leverage DCN voice/messaging on DCN channels and in marketplace

# Premium Pubs: Advertising is 80% of Revenue

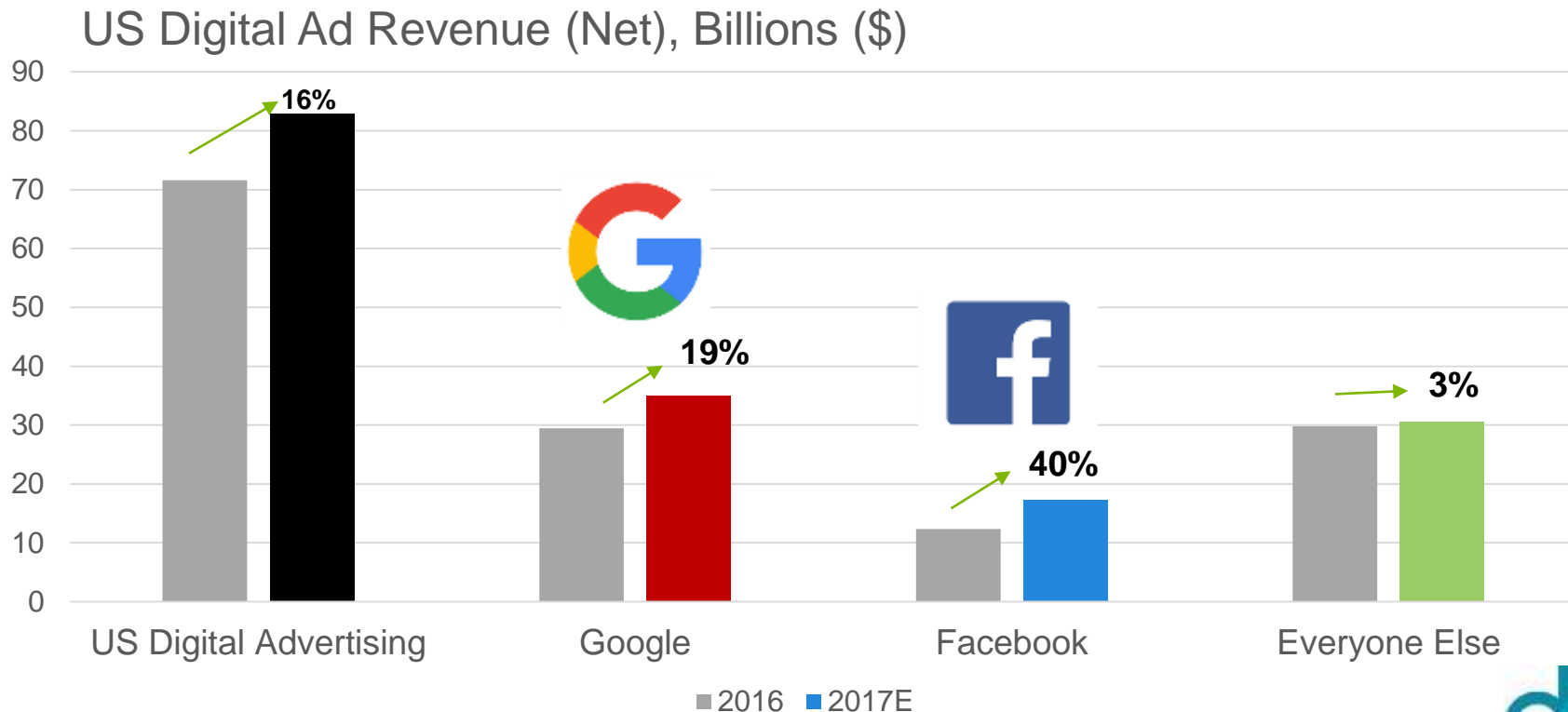
2016 DCN Member Revenue Mix



■ Non-Ad ■ Desktop Display ■ Mobile Display ■ Video ■ Other Ad

Source: DCN 2016 Member Benchmark Report (confidential). Note: 2017 research shows this data point is 81% in the EU.

# The “Duopoly” and “Everyone Else”

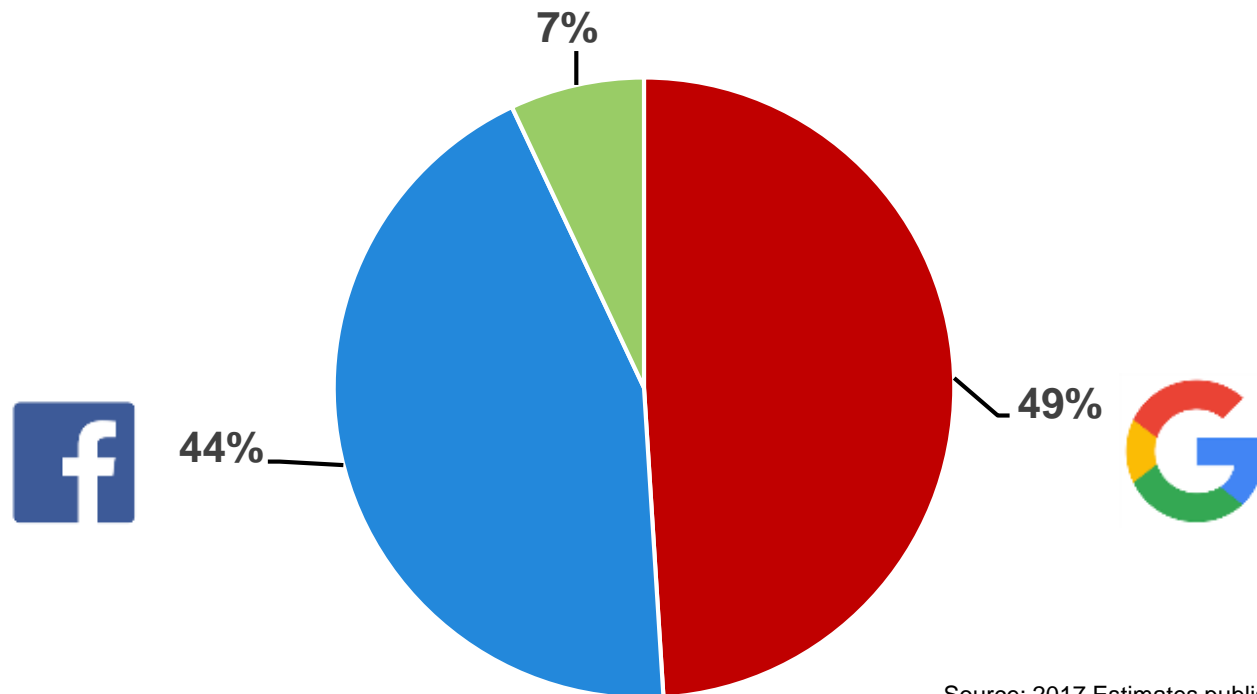


Source: 2017 estimates published September 2017

eMarketer – <https://www.emarketer.com/Article/Google-Facebook-Tighten-Grip-on-US-Digital-Ad-Market/1016494>

# The “Duopoly” and “Everyone Else”

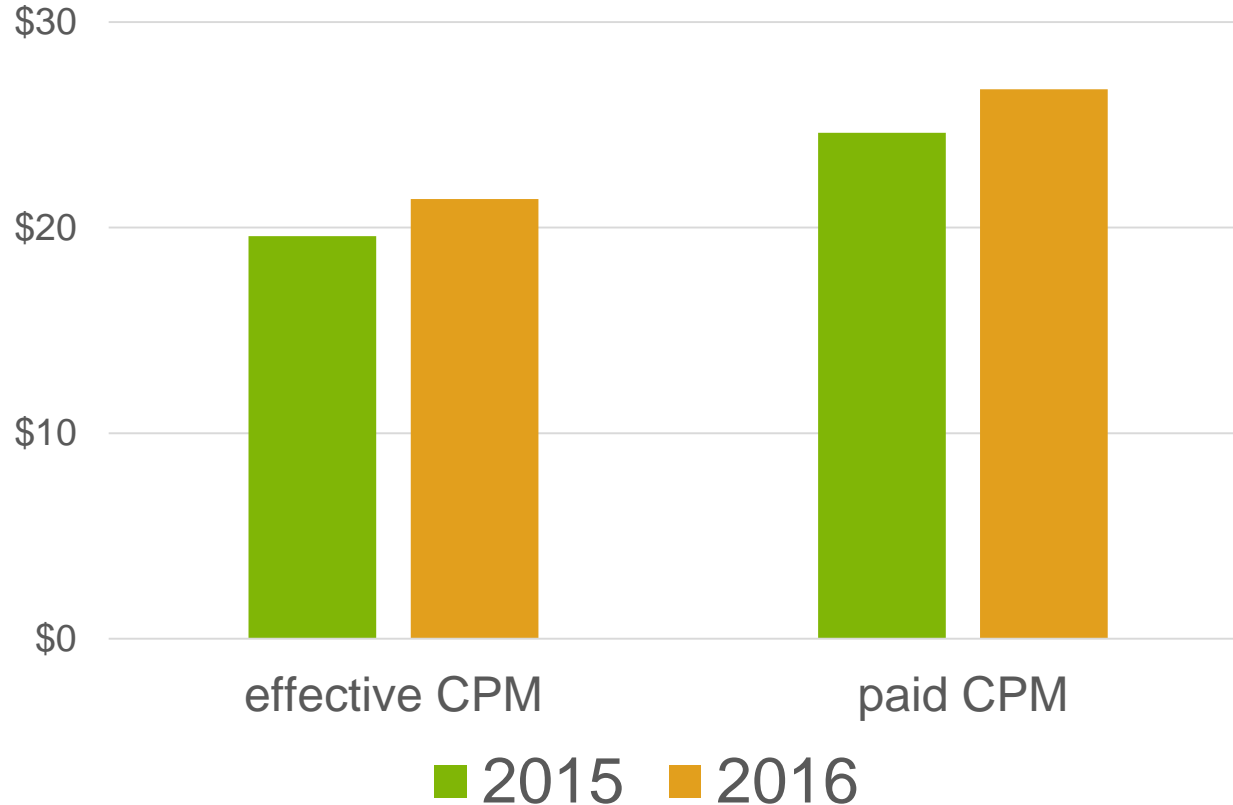
Share of 2017 Growth (Net Ad Revenues)



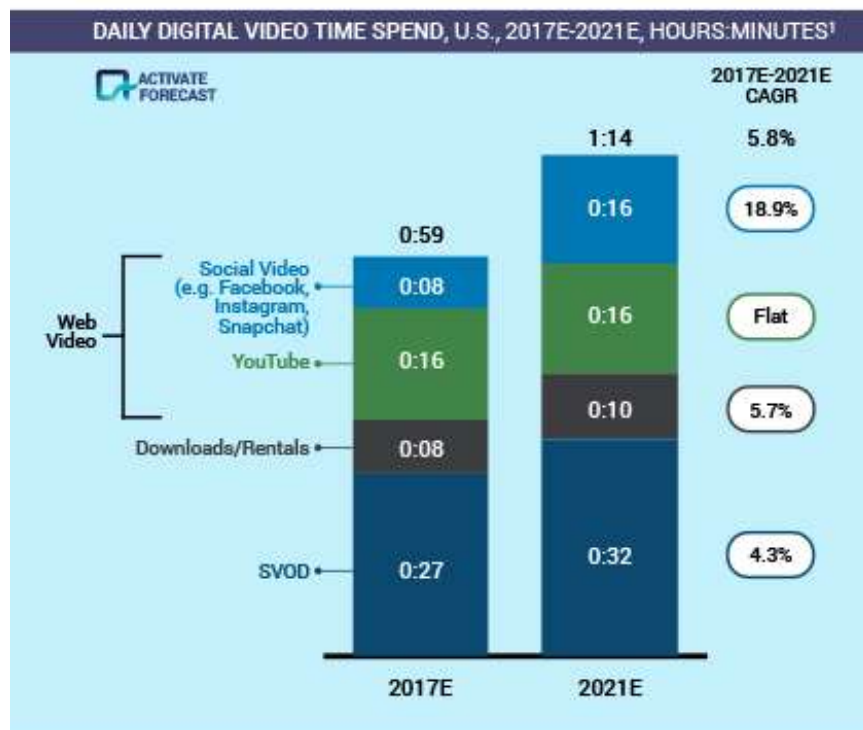
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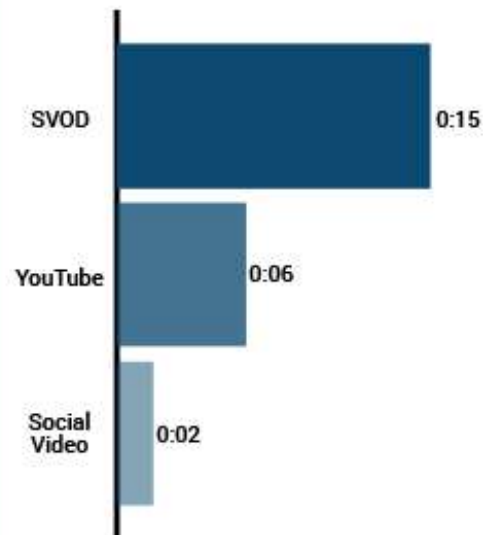
# 2015 vs 2016 Avg Video Advertising CPM



# Overall, consumers will dramatically increase their time spent watching digital video



**AVERAGE TIME SPENT PER VISIT BY PLATFORM, U.S., 2017E, HOURS:MINUTES**



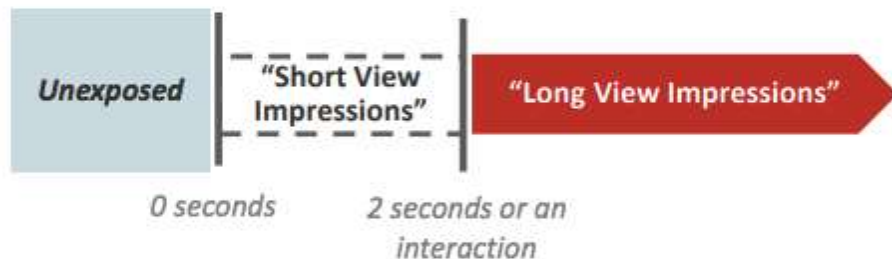
# 6 Questions To Be Answered in 2018

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1. Do advertisers care if Facebook video viewability is as low as 20 - 30%?
2. Do brands really care about environment in YouTube / YouTube Preferred? (hint: they should)
3. How can simplicity and scale of YouTube be replicated?
4. How to protect data in OTT platforms? (avoid banner pitfalls)
5. Can video be more diversified than other digital media? (licensing, subs)
6. Should TV/cable companies go it alone with strongly branded Subscription Video on Demand (SVOD) services?

# Facebook and Oracle Data Cloud partnered to understand sales lift from Short View video impressions

## What are Short View video impressions?



*Derived from industry-wide measurement guideline for impression viewability*

## How was the analysis executed?



- *Selected 14 previously measured video only or video+display campaigns from CPG advertisers*
- *Utilized standard ODC test/control methodology*
- *Control creation additionally accounted for a user's likelihood of short or long view durations*

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