

media snapshot

IN THIS ISSUE | VOL 2, ISSUE 2

- 1 | ONLINE VIDEO AD MODEL MAKES AN IMPRESSION
- 2 | NBC HAILS AN INNOVATIVE PROGRAMMING VEHICLE
- 3 | LINING UP TO READ ADS
- 4 | A POSITIVE OUTLOOK FOR WORD-OF-MOUTH SHOPPERS

Online Video Ad Model Makes an Impression

As online video streaming gets more popular, online advertising gets more complex—and, of course, more expensive. What do advertisers get out of the deal? Guaranteed views through impression-based models.

Unlike broadcast T.V., once a commercial or video is initiated on the computer, it's an actual impression as opposed to an estimated one. But viewers need not fear: greater advertising expenditures do not necessarily mean bombardment. Along with a shift to impressions-based pricing, some sites are moving to a time-based model. Currently, viewers are exposed to a new ad with each click on a different video. Under the new plan, ads are served up every three minutes...no matter how many videos the viewer clicks through. With fewer ads and better streaming, more viewers are turning online and staying there.

In 2007, online video ad spending was 775 million. In five years, that number is estimated to shoot to 7.1 billion. That kind of growth calls for a serious structure change—the kind that abc.com and msnbc.com have already begun. And with 70 percent of men ages 18-24 watching web video, it's hard to argue with Cable Television Advertising Bureau statistics that as trends are moving toward online, so too must the advertising dollars.

WHAT IS HOT IN MEDIA TODAY
PROVIDED BY HMH



It is easy to watch TV on your computer these days; just go to your network website, download the player and, voilà, you are watching last night's episode on your computer.



Online video player.

Lining Up to Read Ads



Next time you're lining up to take your shoes off at airport security, you may discover a message at the bottom of your key tray or luggage bin. Florida-based SecurityPoint Media received the okay to roll out ads at airport security checkpoints. The airports are set to reap much-needed revenues. So far, ad content has been airport business-based, although Rolodex got in on the space at the Los Angeles International Airport launch. While some advertisers question whether or not it's the most ideal attention-grabbing location, others have speculated on the potential for insurance companies and other security-related products. Talk about a captive audience.

NBC Hails an Innovative Programming Vehicle

Forever seeking innovative ways to expose their brands to the masses, NBC television and Clear Channel Taxi Media have found what they consider the perfect vehicle: the inside of New York City taxi cabs. The network



If advertising outside the cab isn't enough, soon you can advertise on LCD screens inside the cabs.



installed Passenger Information Monitors (LCD screens) that feature a mix of local and national news, weather, sports and entertainment programming, plus the ability to track trip routes and pay cab fare with a debit or credit card. Should be pretty attention-grabbing despite the sights and sounds of the Big Apple right outside the window.

A Positive Outlook for Word-of-Mouth Shoppers

It seems a substantial number of shoppers rely on word-of-mouth these days: 60% of all consumers according to a recent Forrester Research report. The report, conducted via mail to 5,000 Americans, found Baby Boomers are the biggest talkers at 44 percent, with the 18-40 year old bracket racking up another 34 percent of the buzz. These product name-droppers listen to advertising messages across various media,



are image conscious, and are more willing to try image products than their counterparts. Turns out they also have a positive outlook. Brand-loyal word-of-mouth consumers say they "try to make the best of every situation" 90% of the time, while those less likely to spread the word only claim to "make the best" 50% of the time. So marketers: use offline avenues, traditional media channels and social computing to spread the word about your best products.