

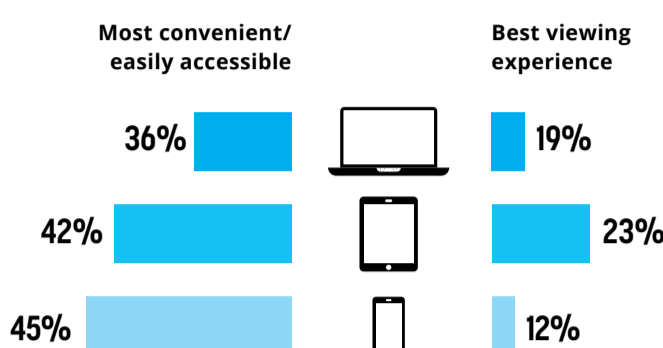
REASONS WHY MOBILE VIDEO WORKS

Video advertising on mobile can be just as effective as on other screens—as long as it's done right. Here are 5 important findings from AOL's latest research.

1. IT'S ALL ABOUT CONVENIENCE

People choose what device to watch videos on based on which one is most accessible, not which provides the best viewing experience. Advertisers need to optimize video for every screen.

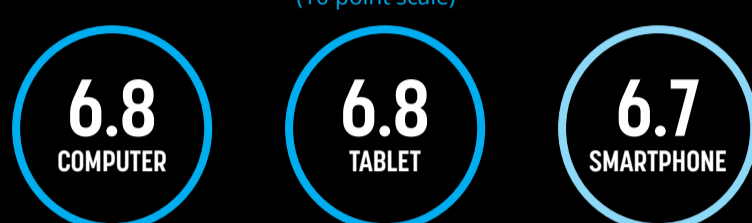
REASON FOR CHOOSING THE DEVICE TO WATCH THE VIDEO



2. SCREEN SIZE DOESN'T MATTER

Despite the smaller screens, viewers enjoy watching a video on a smartphone or tablet just as much as on a computer. Screen size doesn't affect enjoyment.

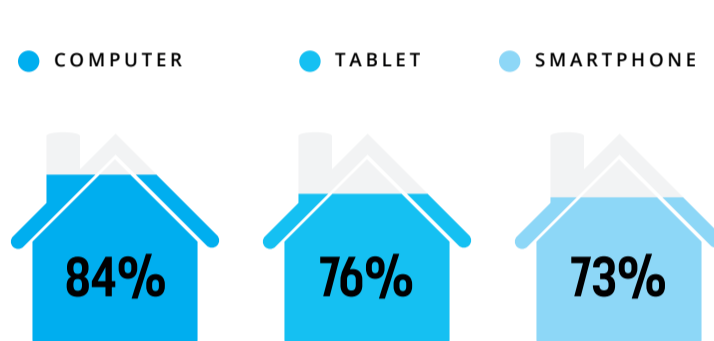
OVERALL ENJOYMENT WHEN WATCHING THE SAME VIDEO (10 point scale)



3. IT'S A LEAN BACK EXPERIENCE

Majority of video viewing happens at home whether on laptops, tablets, or smartphones. Mobile viewing is still a lean-back experience.

PERCENT OF VIDEOS WATCHED AT HOME



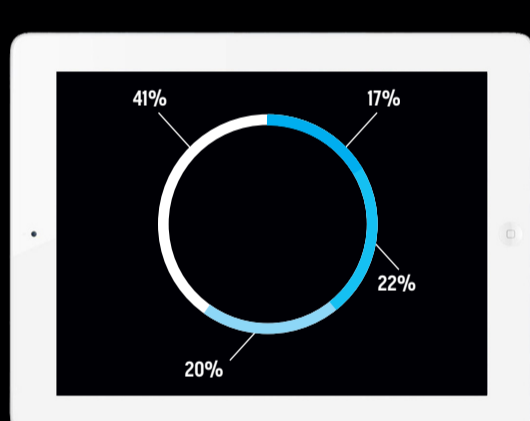
4. MOBILE VIEWS COME IN ALL FORMS

Whether short clips or long-form videos, consumers are watching it all on their mobile devices.

1-5 MINUTES 6-20 MINUTES 21-59 MINUTES 1+ HOURS

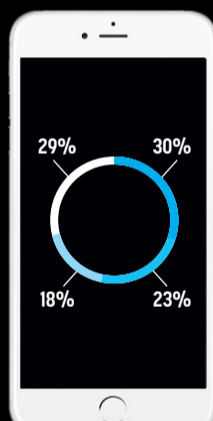
TABLET

The majority of videos viewed on tablets are over 20 minutes.



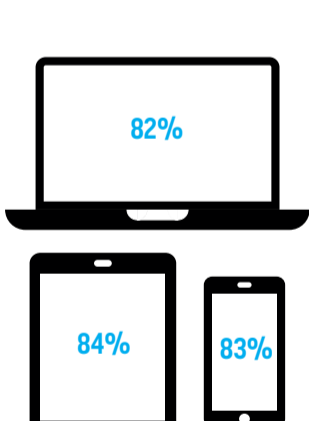
SMARTPHONE

Mobile users watch just as many short clips as they do long-form videos over an hour (30% vs 29%).

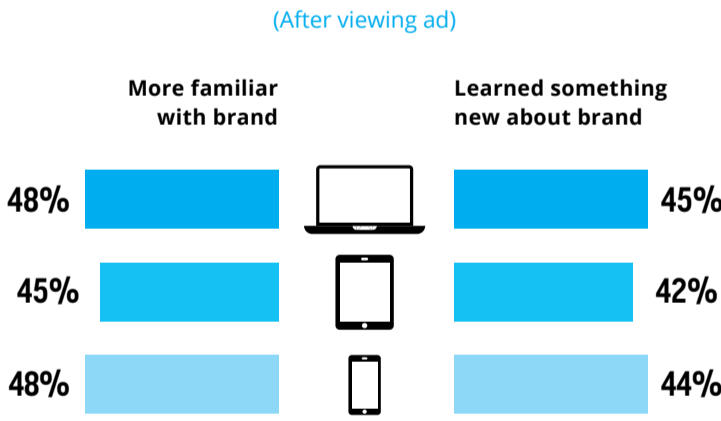


5. MOBILE VIDEO ADVERTISING CAN BE JUST AS EFFECTIVE AS DESKTOP

ADVERTISING RECALL

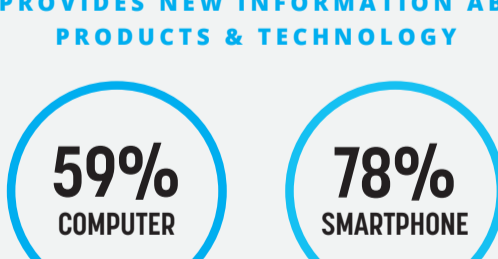


BRAND METRICS (After viewing ad)



IT CAN EVEN DRIVE GREATER PRODUCT KNOWLEDGE

AD PROVIDES NEW INFORMATION ABOUT PRODUCTS & TECHNOLOGY

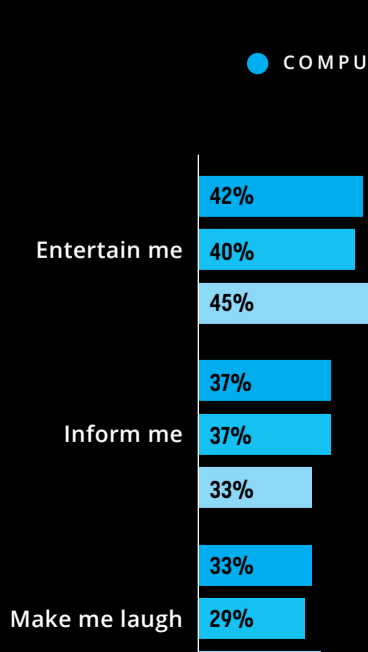


BEST PRACTICES

To be effective, tailor your mobile video strategy to consumer expectations.

BE CREATIVE

Viewers want ads to be entertaining, informative or funny.



CHANGE THINGS UP

Use a variety of creative or frequency cap to avoid ad fatigue and balance the amount and length of ads within a single video to alleviate frustration.

