



**WHITE PAPER:** Dual-Platform Campaigns:  
Using Online Video to Enhance the  
Reach and Performance of TV

JANUARY, 2012

## EXECUTIVE SUMMARY

Advertisers and agencies typically treat TV and online as separate parts of their overall strategy, each with its own distinct spend. While this might make sense for display ads, online video is a different matter, as the close, complementary relationship between the two video platforms becomes increasingly clear. Individually, each video platform has unique strengths: for TV, unmatched reach; for online video, interactivity, engagement, and higher performance on key metrics such as brand and message recall. Combined in a single holistic campaign, TV and online video work together to deliver an impact and return on investment which exceeds that of TV alone.

To help quantify this impact, YuMe partnered with Nielsen to assess the effect of a \$500,000 online video ad buy for a major consumer packaged goods (CPG) client's \$2.6 million TV flight. The flights ran concurrently throughout September 2011. Using Nielsen's TV/Internet Fusion panel, YuMe planned an online media allocation designed to best complement the TV plan. Through this study, several key questions were answered:

- How much incremental reach is achieved through online video compared with TV alone?
- What percent of the audience is exposed to both TV and online video flights, and what implications does this have for frequency?
- Does the combination of TV and online video improve cost efficiency?

For further analysis of the performance impact of online video compared with TV, we worked with Nielsen IAG to evaluate viewer engagement and measure key brand metrics for the campaign across both screens. In this way, we were able to determine:

- Attitudinal performance comparisons between online video and TV in terms of brand and message recall
- Performance for respondents that are exposed to both online video and TV
- The performance of YuMe compared with video ad network norms

## METHODOLOGY

The YuMe-Nielsen study of the CPG client's September 2011 campaign drew on several sources of data to gain a complete, nuanced understanding of the relationship between TV and online advertising platforms. These included Nielsen TV/Internet Data Fusion, which integrates Nielsen's National People Meter Panel with the Nielsen Netview panel to obtain a clear picture of cross-platform reach, as well as Nielsen National Television Ratings, Nielsen Monitor-Plus, and Nielsen IMS software.

YuMe also incorporated a concurrent Nielsen IAG study on the same campaign. The IAG respondent pool included the following:

- 1,188 respondents who were exposed to the campaign (including 7-day post exposure)
- 96 cross-media respondents who were exposed to the same campaign on both TV and online on a previous 7-day exposure
- Over 70% of respondents were A35+

## KEY FINDINGS

Using Fusion planning to select the optimal online video allocation relative to the campaign's TV schedule, YuMe achieved the following results:

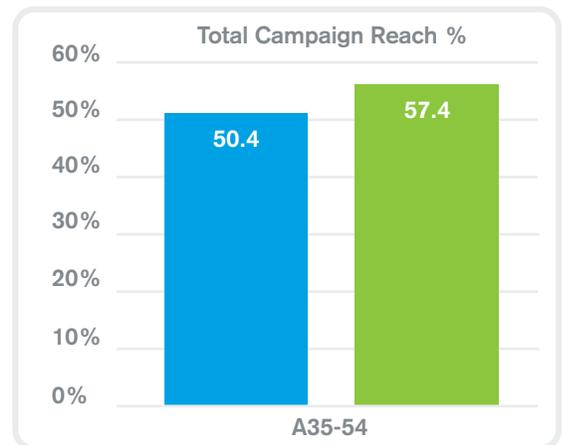
- Online video advertising on the YuMe network increased reach against the A35 – 54 audience by 7 percentage points
- Average frequency independent of screen increased dramatically: effective 3+ reach increased by 31%, while 6+ reach increased by 52%
- The eCPM of the entire campaign fell by almost 11% due to the much lower cost per point for optimized online video placements compared with the cost per point for TV.

## A DUAL-PLATFORM CAMPAIGN EXTENDS REACH

As consumers diversify their entertainment activities beyond TV and embrace an ever-wider array of platforms and screens, advertisers need to adjust their campaigns accordingly. By complementing a schedule of TV ads with a concurrent online video flight, advertisers can expand their reach on multiple screens, which can help reinforce the brand's message and substantially increase campaign performance.

In the YuMe - Nielsen study, a \$500,000 spend on the YuMe network was found to increase reach against the A35 – 54 audience by 7 percentage points. As illustrated below, over 6 million people in the target demographic were not reached by the TV schedule, and were picked up only when online video was added to the schedule.

## A35-54 reach grew 7%

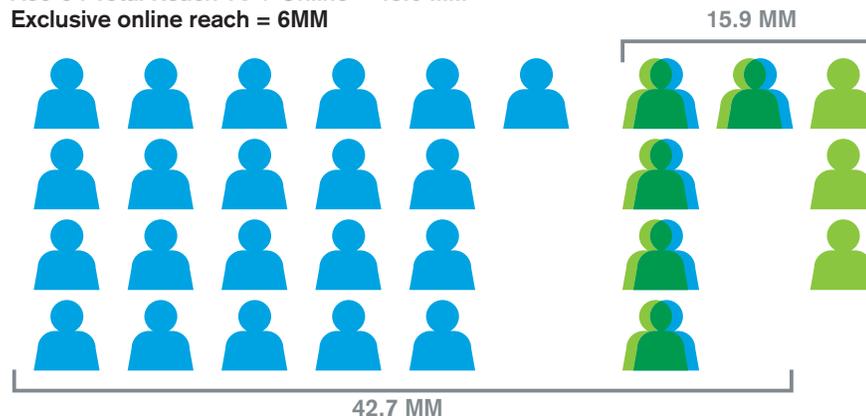


■ Original Schedule ■ \$500k YuMe Addition

Source: Nielsen IMS Campaign R/F, NPower, Monitor Plus/Agency Planned Schedule; September 2010/2011.

## Content present on multiple media extends reach

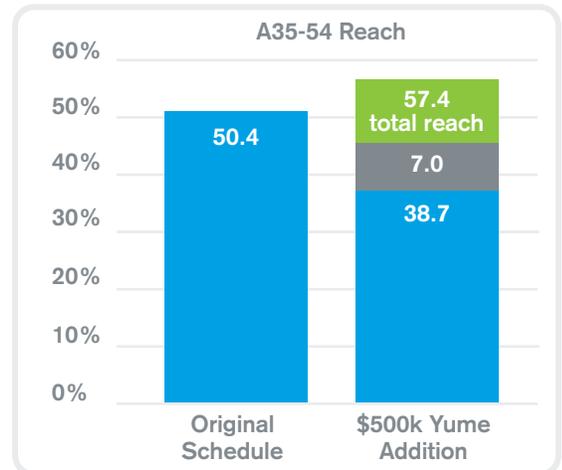
A35-54 Total Reach TV + Online = 48.6 MM  
 Exclusive online reach = 6MM



Source: Nielsen TV/Internet Custom Data Fusion September 2011

In addition, almost 9 million people, or 11.7% of respondents in the target demo, were exposed to the campaign on multiple screens.

11.7% of A35-54 were reached on both TV and Online



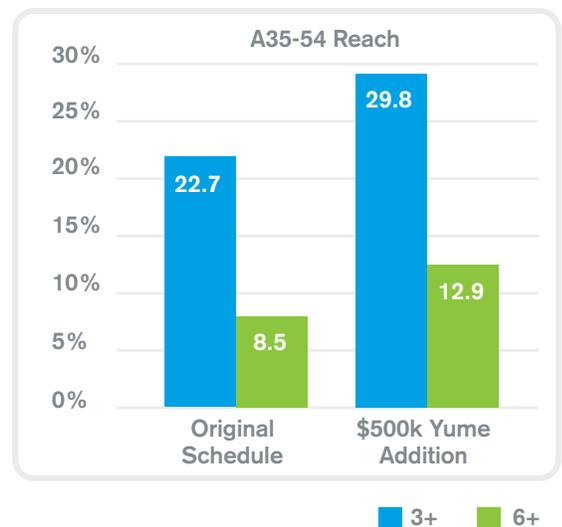
Source: Nielsen IMS Campaign R/F, NPower, Monitor Plus/Agency Planned Schedule; September 2011.

Exposed on TV Only ■  
 Exposed Online Only ■  
 Exposed on Both ■

### AVERAGE FREQUENCY ACROSS SCREENS INCREASES

The fragmentation of the media landscape can make effective frequency, often defined as the exposure of a consumer to a brand message three or more times, especially hard to achieve. A dual-platform campaign strategy had a dramatic impact on average frequency independent of screen: the number of respondents exposed to the campaign three or more times increased by 31%, while those exposed to the campaign six or more times rose by 52%.

Effective 3+ reach and 6+ reach increased



Source: Nielsen IMS Campaign R/F, NPower, Monitor Plus/Agency Planned Schedule; September 2011.

**LOW CPMS FOR OPTIMIZED ONLINE VIDEO PLACEMENTS CAN DRIVE SUBSTANTIAL COST EFFICIENCIES**

The significant incremental reach and frequency provided through the addition of optimized online video ads can also come at a lower cost than TV placements. The premium online video content on YuMe’s network enabled the advertiser to decrease the eCPM of the entire campaign by 11%. The efficiency of the online video spend was nearly double that of the concurrent TV spend: the online cost per point was approximately 57% of the TV cost per point.

Although less than one-sixth the cost of the TV schedule, the \$500,000 spend invested in the YuMe network drove 59 additional gross rating points (GRPs), an increase of 34% from the original TV schedule.

**\$500,000 Share-shift Summary**

<b>A35-54</b>	
Reach	+14%
Average Frequency	+18%
3+ Reach	+31%
6+ Reach	+52%
<b>Total GRPs</b>	<b>+34%</b>
<b>CPM</b>	<b>-11%</b>
<b>Cross Platform Reach</b>	<b>Increased from 0% to 23% of audience</b>

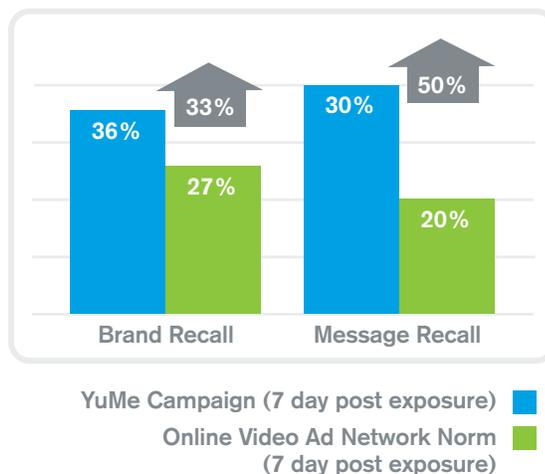
Source: Nielsen IMS Campaign R/F, NPower, Monitor Plus/Agency Planned Schedule; September 2011.

**ATTITUDINAL IMPACT**

An analysis of the Nielsen IAG data for this flight revealed the unique impact of online video advertising on the YuMe network on attitudinal performance. Impression-by-impression, YuMe greatly outperforms both TV and video ad network norms on message recall and brand recall, and works in tandem with TV to optimize brand lift among consumers reached through both platforms. This exceptional performance further illustrates the advantages of a dual-platform campaign strategy.

The media on YuMe’s Connected Audience Network outperformed video ad network norms by 50% on message recall. This is likely due to the network’s unique characteristics, which increase advertiser value by providing highly effective placements for engaging ad units on professionally produced, brand-safe, user-initiated, in-player video content.

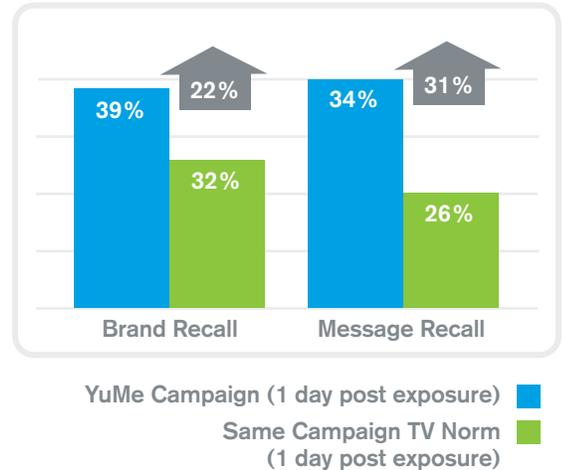
**YuMe outperforms online video ad network norms**



Source: Nielsen Internet Tracker, A35+, Online Video Ad Network Norms from September 1, 2010-September 25, 2011. Data reflects responses from August 22,2011-September 25, 2011.

Beyond outperforming its online video peers, YuMe also outperforms TV advertising on an impression-by-impression basis in terms of both brand recall and message recall.

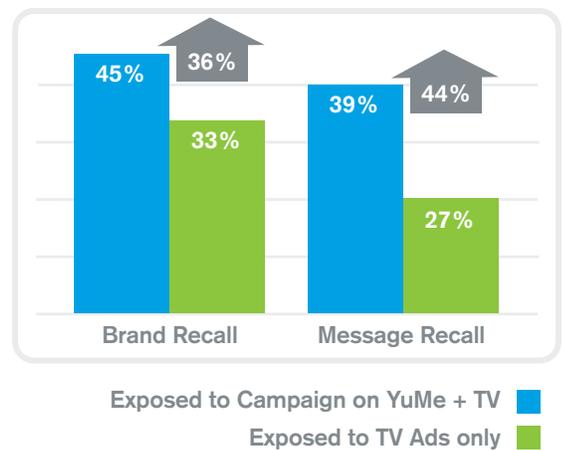
## YuMe breaks through better than a concurrent TV campaign



Source: Nielsen Internet Tracker, A35+, Online Video Ad Network Norms from September 1, 2010-September 25, 2011. Data reflects responses from August 22, 2011-September 25, 2011.

Perhaps most importantly, when consumers were reached through both the YuMe network and TV placements, brand lift reached optimal levels.

## Dual-platform exposure enhances TV campaign breakthrough performance



Source: Nielsen Internet Tracker, A35+, Online Video Ad Network Norms from September 1, 2010-September 25, 2011. Data reflects responses from August 22, 2011-September 25, 2011.

**CONCLUSION**

The YuMe-Nielsen study makes it clear: online video dollars make TV dollars work harder. Complementing TV placements with a concurrent schedule of online video ads can increase both reach and attitudinal performance—especially when run on a high-quality online video ad network such as YuMe's Connected Audience Network.

As online video continues its rapid growth in popularity and online video ad spending soars past \$2 billion, it is clearly time for media buyers to stop thinking of the platform as a separate or secondary part of their campaign strategy, and recognize the value of treating online video as a seamless extension of their TV plan. By using a single budget to allocate spend across a complementary TV 2.0 media mix of TV and online video, advertisers can get more value for their money while improving performance in the metrics that matter most.

**ABOUT YUME**

YuMe is the software infrastructure provider powering digital video and the next generation of television with its operating system for TV 2.0. Its video advertising technology and services seamlessly connect advertisers, app developers, content distributors, consumer electronics manufacturers, and publishers across the globe. YuMe's patent-pending Relevance Engine powers its premium in-stream video ad network, the YuMe Connected Audience Network, and its industry-leading advertising management solutions, ACE for Publishers and ACE for Advertisers. The YuMe Relevance Engine matches the right ad to the right audience on whatever screen they are viewing—PC, mobile, or connected TV. YuMe is a privately held company headquartered in Redwood City, CA with its European headquarters in London. The company is backed by Accel Partners, BV Capital, DAG Ventures, Intel Capital, Khosla Ventures, Menlo Ventures, Samsung Ventures, and Translink Capital.

To learn more, please contact [getresults@yume.com](mailto:getresults@yume.com).