

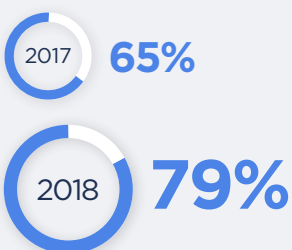
AN AMOBEE AND ADVERTISER PERCEPTIONS' STUDY

Understanding the future of Advanced TV in a converging digital world

To better understand the rapidly converging world of Advanced TV, Videology (now Amobee) commissioned Advertiser Perceptions to survey advertisers on industry trends, buying patterns and the outlook for the future of Advanced TV, comparing benchmark results from 2017 to new discoveries from 2018.

Advertiser's use of data and automation in TV Advertising continues to scale.

Advertisers who reported using programmatic TV:



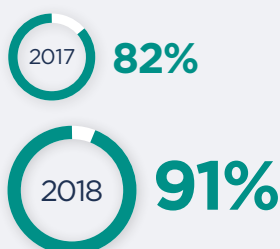
In the next year...

79% expect to use Advanced TV

71% expect to use OTT

Converged planning across screens and devices is growing.

Advertisers who plan holistically across TV and video:

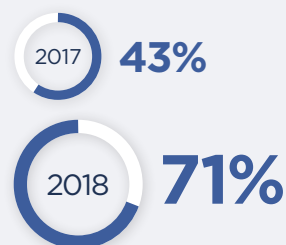


36% of campaigns are planned cross channel.

Despite the holistic planning trend, converged budgets are not the norm, with separate TV and Digital budgets maintaining industry standards.

The understanding of Advanced TV differentiators has increased significantly year-over-year.

Advertisers who said they understand how Data-enabled TV and Addressable TV differ:



Data-enabled TV uses data to identify the right linear TV programming to reach a target.

Addressable TV uses data to reach consumers at the household level.

Improved targeting was ranked the greatest advantage of Advanced TV

Highest ranked benefits of Advanced TV

52% Targeting

35% Cross screen targeting and measurement

33% Optimized media plan

But cross screen measurement still has room for improvement

8% are “extremely” satisfied

52% are “somewhat” satisfied

57% said their organization *buys* agnostically across screens

47% *measure* across those screens, comparatively

56% of advertisers are optimistic that both TV and video will be measured by the same metrics within three years

Source: Advertiser Perceptions Study commissioned by Videology (Now Amobee); April 2018. Based on interviews with 171 Marketers and Advertisers from top companies in the US.

Premium audience access is a key consideration when working with an advanced TV provider

Highest ranked Advanced TV capabilities

74% Cross screen capabilities

70% Access to premium audience buying

67% Transparency

64% Scale

57% Cross channel measurement

Upfronts are going strong, audience based TV buying will now be part of the plan.

Advertisers who plan to attend the
TV upfronts:



Advertisers who plan to attend the
NewFronts:



Within their upfront strategies:

53% will include audience based TV *Buying*

43% will include audience based TV *Planning*