

# 20 TRENDS AND PREDICTIONS

# 22

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**JCDecaux**







It has been a year of incredible innovation. In 2021, CTV and BVOD usage grew immensely. Marketers demanded better TV measurement and turned to more accessible solutions like ACR (Automatic Content Recognition) data to fill the gap.

Privacy and identity faced never-ending scrutiny, and contextual targeting made a strong comeback, alongside advanced Brand Intelligence solutions.

The rapid increase of digital devices, as well as short snackable content also led to fragmented audiences and shrinking attention spans. However, marketers saw success from moving beyond simply measuring impressions, reach and viewability to include attention as well.

The last two years brought about more unprecedented change than ever before. And with the constant slew of changes within the industry, Amobee strongly believes that success will require deep collaborations with like-minded partners within the media, tech and data space.

Our 2022 guide features predictions from Samsung Ads, Playground xyz, JCDcaux and the Independent Media Agencies Australia (IMAA) and aims to provide brands and advertisers with trends and predictions to help them overcome uncertainty and accelerate into the future.





# 01

## Measurement is key – and the best is yet to come

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Since the early 2000s, digital media has been laser-focused on understanding impressions, unique reach, viewability and frequency.

While the evolution of digital has paved the way for greater measurement, the status quo is being challenged. Apple, Google and Safari have taken a position on privacy, which has left the future of measurement somewhat uncertain.

However, all is not lost. With change comes opportunity, and a shift in our approach to data and measurement is guaranteed. Using TV measurement as an example, I see there being an increase in the importance of using panels, samples and surveys to inform total TV viewership.

The desire to find a true 1-to-1 view of a customer could eventually be outdated, and making sense of multiple data points to tell a story will become common practice.



**Josif Zanich, Managing Director ANZ**

 **AMOBEE**



# 02

## CTV – The new battleground for the attention economy

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The TV landscape has experienced an important shift, driven by factors including the growing adoption of Smart TVs, the proliferation of new content, more streaming platforms, and of course, a global pandemic.

Australians are switching on SVOD at a rapid pace. We have the highest subscription OTT share of digital video viewers across all of APAC. As we see streaming soar, BVOD/AVOD gain, gaming time grow & linear concentrates the ability to reach these audiences only increases in importance.

On Samsung TV, gamers tend to outpace other segments when it comes to streaming. In Australia we saw gaming time increase 21% during the pandemic and on average 82% of their time was spent streaming or gaming and beyond the reach of the traditional TV market. Advertisers must adjust their strategies to connect with these audiences, and get ahead of the curve as these platforms continue to grow.

The role of TV has fundamentally changed, and the market must heavily invest in solutions that will enable advertisers to better plan, activate, and measure their total TV buys.



**Qadeer Ahmed, Analytics & Insights Manager**

SAMSUNG  
**Ads**





# 03

## Contextual targeting will take centre stage as cookies diminish

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Unless you've had your head buried in the sand and are avoiding the quickly approaching deprecation of the third-party cookie, you should already be taking proactive steps toward discovering alternative solutions. Among the group of technologies and alternative tactics, one is gaining significant traction: contextual targeting.

With the deprecation of the current cookie currency, Contextual Targeting can leverage your first-party data to offer a suite of cookieless targeting solutions that provide a reliable alternative to ID-based targets. The solution focuses on reliable performance, speed of campaign creation, and it can create highly customisable targets for a true alternative to cookie-based targeting.

In 2022 and beyond, marketers will need access to more data points than ever before to craft their audiences and reach campaign goals more effectively. Rich sources of privacy-compliant, cross-channel data allow you to have a better understanding of your targets' interests and lifestyles. These can provide a more granular understanding of where and how content is being consumed and the specific insights to inform targeting cross-channels audiences that will drive performance and scale.



**Lenten Reddy, Product Manager**





# 04

## Programmatic Out-of-Home adoption to grow with sophistication and standardisation

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The last 18 months has been a successful test-and-learn phase around programmatic Out-of-Home. Agencies, trading desks and advertisers now have a greater understanding about why, when and how they will execute Out-of-Home in an automated way. The next step in the adoption is on-going access for advertisers to quality inventory vs setting up programmatic campaigns on a deal-by-deal basis, sophisticated application of audience data and a closer relationship with campaign performance by locations and/or vendors.

Further adoption across the market will take place with some early standardisation announcements in 2022 likely to entice some new advertisers into this exciting space. At JCDecaux, we are already seeing a strong bounce-back in out-of-home in Q4 and into 2022 with audiences returning to all our brand-safe and privacy-compliant environments.



**Brad Palmer, National Programmatic Director**

JCDecaux





# 05

## **Greater reliance on artificial intelligence and machine learning for content delivery, creative optimisation and reporting**

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Data has always played an essential role in a modern marketer's toolkit, so it should come as no surprise that artificial intelligence (AI) and machine learning (ML) are gaining wider acceptance and traction across various marketing activities from planning, activation, optimisation and reporting.

While marketers were focused on acquiring data to replace cookies in 2021, 2022 will be the year when they try to make sense of that data to really understand their consumers. The talent shortage, gaps in identity and measurement, and hybrid working arrangements will drive brands to lean on automated, real-time tools and solutions that will drive relevance at scale, as well as boost productivity and revenue.



**Andrew Dixon, VP of Sales ANZ**

 **AMOBEE**



# 06

## Attention metrics will become standard throughout digital advertising

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Attention metrics and attention-based advertising have been hot topics in 2021, and the momentum continues to build. Many agencies and advertisers have spent the past year or two exploring and testing different solutions, and next year we'll witness a tipping point as brands go all-in on attention.

However, with governing bodies yet to set official definitions and standards, and many players scrambling to grab their share of the attention pie, advertisers need to carefully consider the different solutions being sold to them. There are several factors to consider but the most important is whether or not the technology considers real eye-gaze data.

If it doesn't, it can't be true attention.



**Sorrel Osborne, Head of Growth**

**PLAYGROUND**<sup>XYZ</sup>





# 07

## Interactive ads will gain more popularity on CTV

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The pandemic greatly impacted consumer lifestyles and habits, including an increase of CTV usage in the last 18 months. Brands reacted swiftly by speeding up the adoption of new technologies, mediums and solutions to accelerate engagement with consumers.

While advertisers are now more comfortable leveraging CTV, they are looking for new ways to capitalise the advanced big screen environment. By testing out different interactive ad formats through smart TVs to engage with consumers, brands will be able to bring interactivity into the user experience and drive sales and growth in 2022, beyond standard in-stream banners.

Apart from leveraging CTV for mass reach and driving brand awareness, interactive video ads will also accelerate consumer engagement, as well as give rise to 'shoppable experiences'. Some broadcasters and platforms have already started to roll out new immersive creative formats on the big screen to quicken the customer acquisition process from awareness to purchase, and we'll see more of it in 2022.



**Janice Chan, Director, Platform and Client Service**





# 08

## CTV and video set to capture larger ad spend as indie agencies set for growth

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The IMAA and our members believe that ad spend will continue to grow as long as consumer confidence is high, and that will remain until interest rates increase. Our latest November Pulse Survey showed that 84% of IMAA member agencies are predicting a slight to considerable revenue growth in 2022.

The stand outs among media channels are CTV, BVOD and video which will continue to attract spend as consumers embrace these platforms.

We will also start to see more and more pure-play digital agencies play in traditional agencies' space with the ability to buy traditional media via digital pipes. It will be more important for indies to work with partners who provide a depth of data and insights to help them grow and win new business.



**Sam Buchanan General Manager**





# Glossary of Terms

As defined by the Interactive Advertising Bureau (IAB)

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## **CTV - Connected TV**

A television set that is connected to the internet via Over The Top devices (see OTT definition), Blu-ray players, gaming consoles or is a Smart TV (featuring built in internet capabilities) and is able to access a variety of long form and short form web based content.

## **BVOD - Broadcast Video On Demand**

Broadcast quality, long form content that is controlled, enabled, and consumed at the viewer's discretion after or before it has or will be originally aired or released on broadcast television. BVOD content is consumed on a broadcaster's content catch up services across Smart TV's, set-top boxes, OTT devices, mobile apps, browsers, Smart TVs, gaming consoles etc. Content is funded through the use of both pre-rolls and mid-rolls at pre-determined ad breaks which mimic the broadcast television experience, though are generally of a much shorter duration.

## **SVOD - Subscription Video On-Demand**

Video content streamed digitally in real time as the event or program takes place. Content can be streamed on mobile devices, computers, smart TVs, or internet-enabled TVs.

## **AVOD - Ad-based Video On-Demand**

A streaming video service that offers consumers access to a catalogue of on-demand content and contains advertisements.

## **OTT - Over the Top Device**

A device that can connect to a TV to facilitate the delivery of internet based video content (i.e. streaming boxes, media streaming devices and gaming consoles).



Only Amobee makes it easy to integrate TV, CTV, digital and social into a unified strategy to optimise performance.

Are you ready for 2022?

**Let's talk.**

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