

关于视频广告，你所需要知道的一切

Everything You Need to Know about Video Advertising

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生活曾经相对简单... Life used to be simple...



Step 1.

$$I_n \geq 0.00\%$$

$$I_1 + I_2 + I_3 + \dots + I_{n-1} + I_n = 100\%$$

Step 2.



如今... 哪部剧？独播？首播？哪儿买？受众？...平台？

内容？



媒体？



爱奇艺



腾讯视频
V.QQ.COM



乐视

YOUKU 优酷

搜狐 视频
tv.sohu.com

受众？



平台？



...哪个广告位？

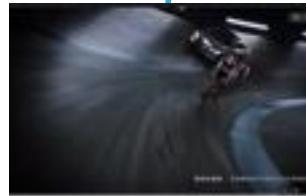
?



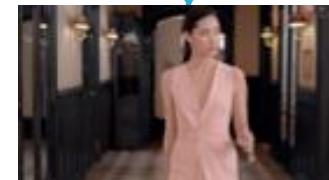
?



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?



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Transparency



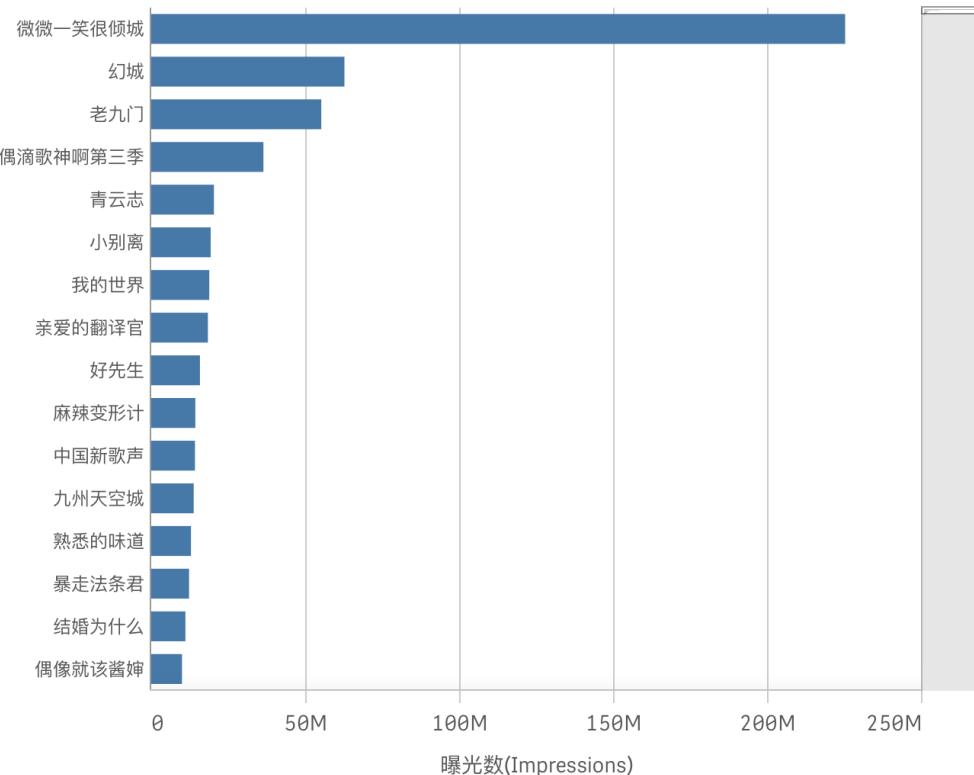
在八月的某一天
One Day In August

媒体和内容的故事

媒体投放概况(Media Delivery Overview)

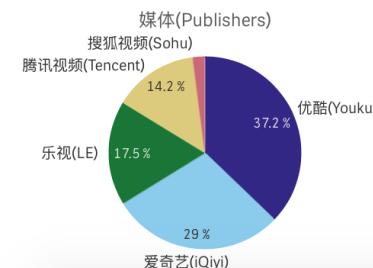
曝光数(Imps): 1,148,883,413; 曝光人数(UV): 62,986,893; 频次(Freq): 18.24

节目(Program)

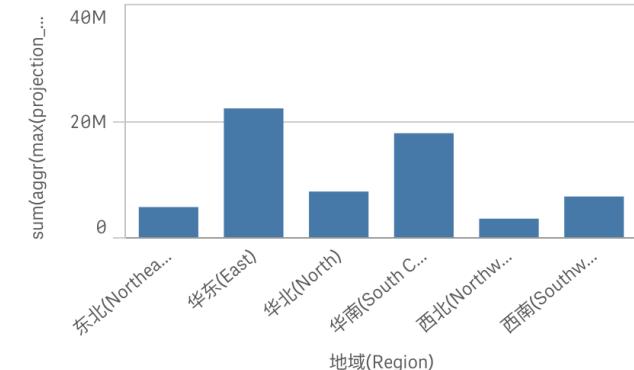
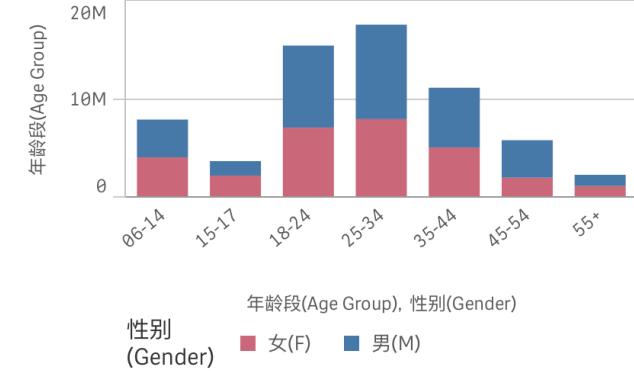
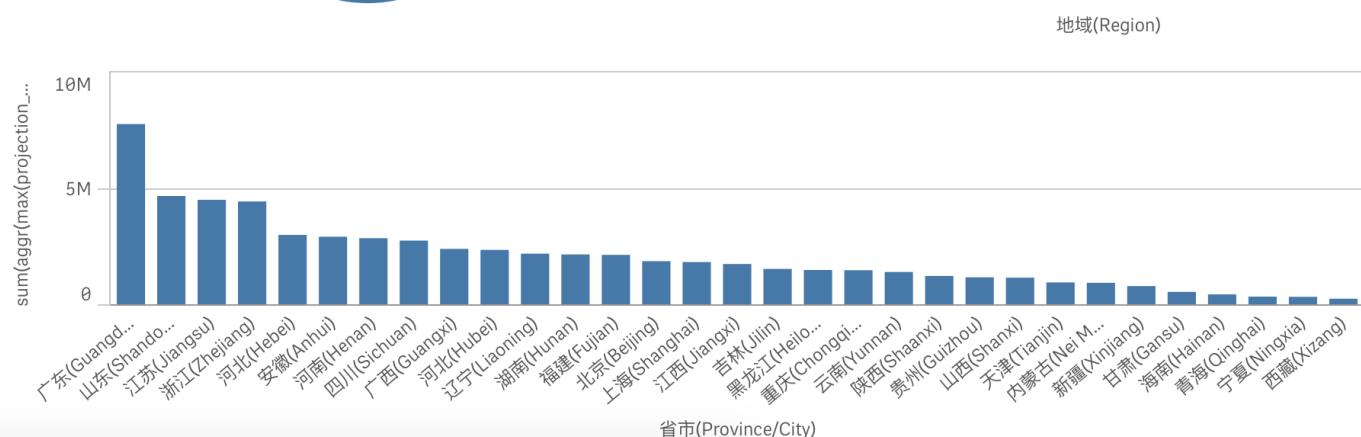
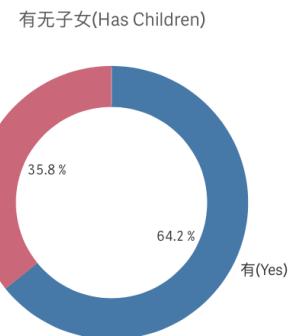
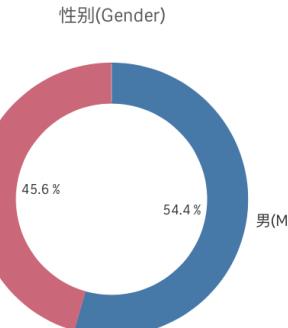


类别(Channel)

- 电影
- 电视剧
- 综艺



来源: comScore Video Ad Metrix (Beta)



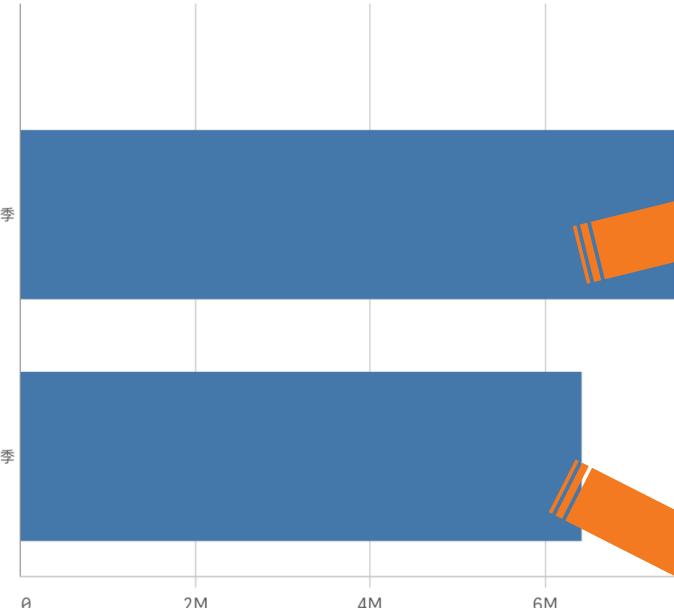
同类的内容，类似的播放量... 不同的受众群体

媒体投放概况(Media Delivery Overview)

曝光数(Imps): 13,917,064; 曝光人数(UV): 1,925,397; 频次(Freq): 7.23

节目(Program)

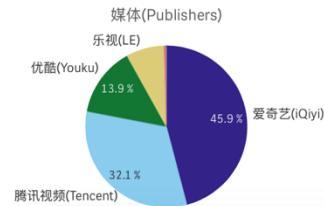
笑傲江湖第三季



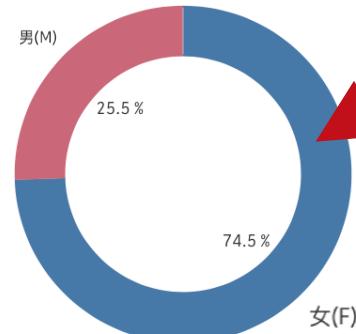
类别(Channel)

综艺	✓
电影	✓
电视剧	

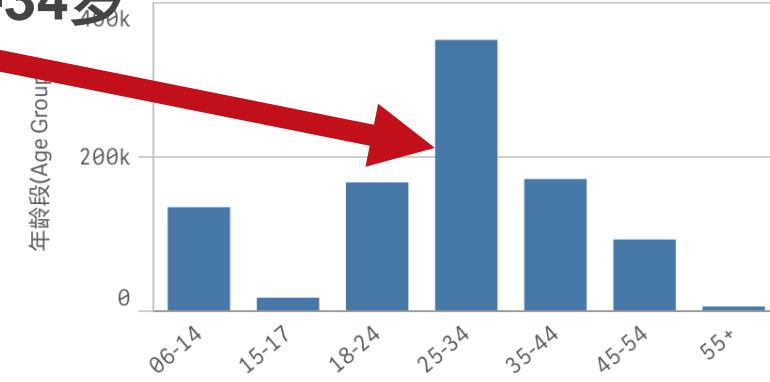
曝光数(Impressions)



性别(Gender)

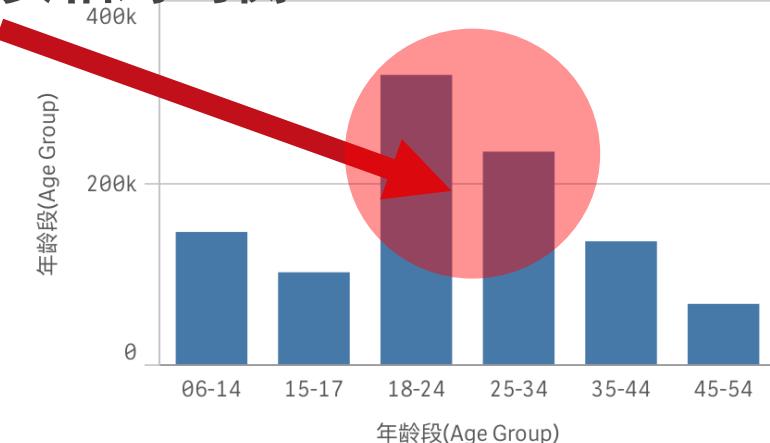
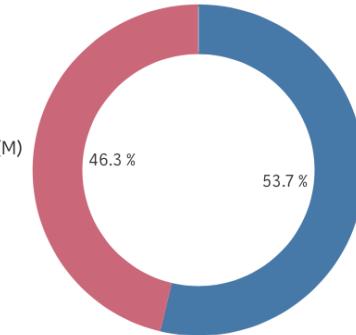


男性, 25-34岁



18-34岁, 男女相对均衡

性别(Gender)



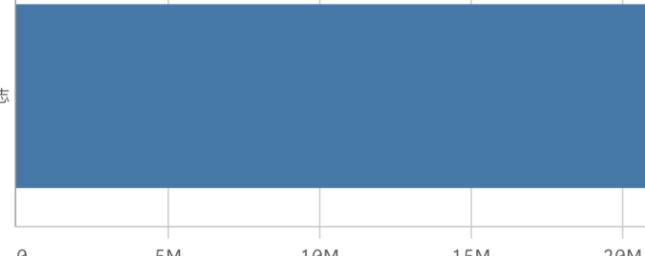
同样的内容，不同媒体... 不同的受众群体

媒体投放概况(Media Delivery Overview)

曝光数(Imps): 20,813,053; 曝光人数(UV): 1,472,947; 频次(Freq): 14.13

节目(Program)

青云志



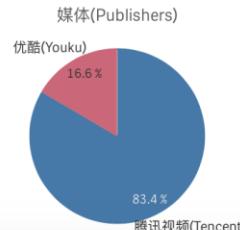
类别(Channel)

电视剧

电影

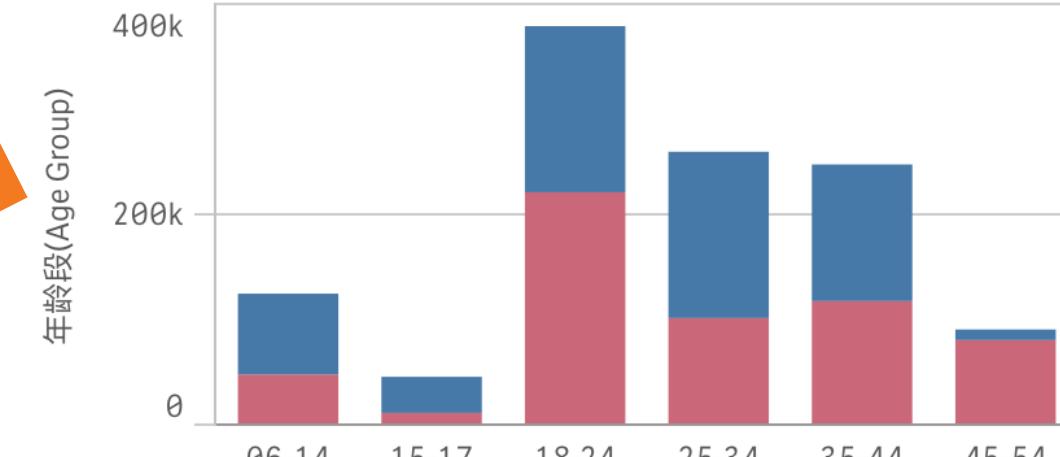
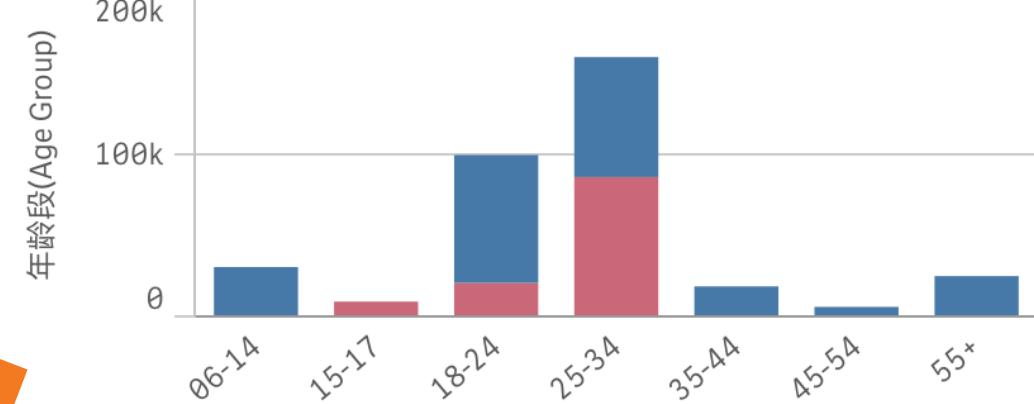
综艺

媒体(Publishers)



优酷

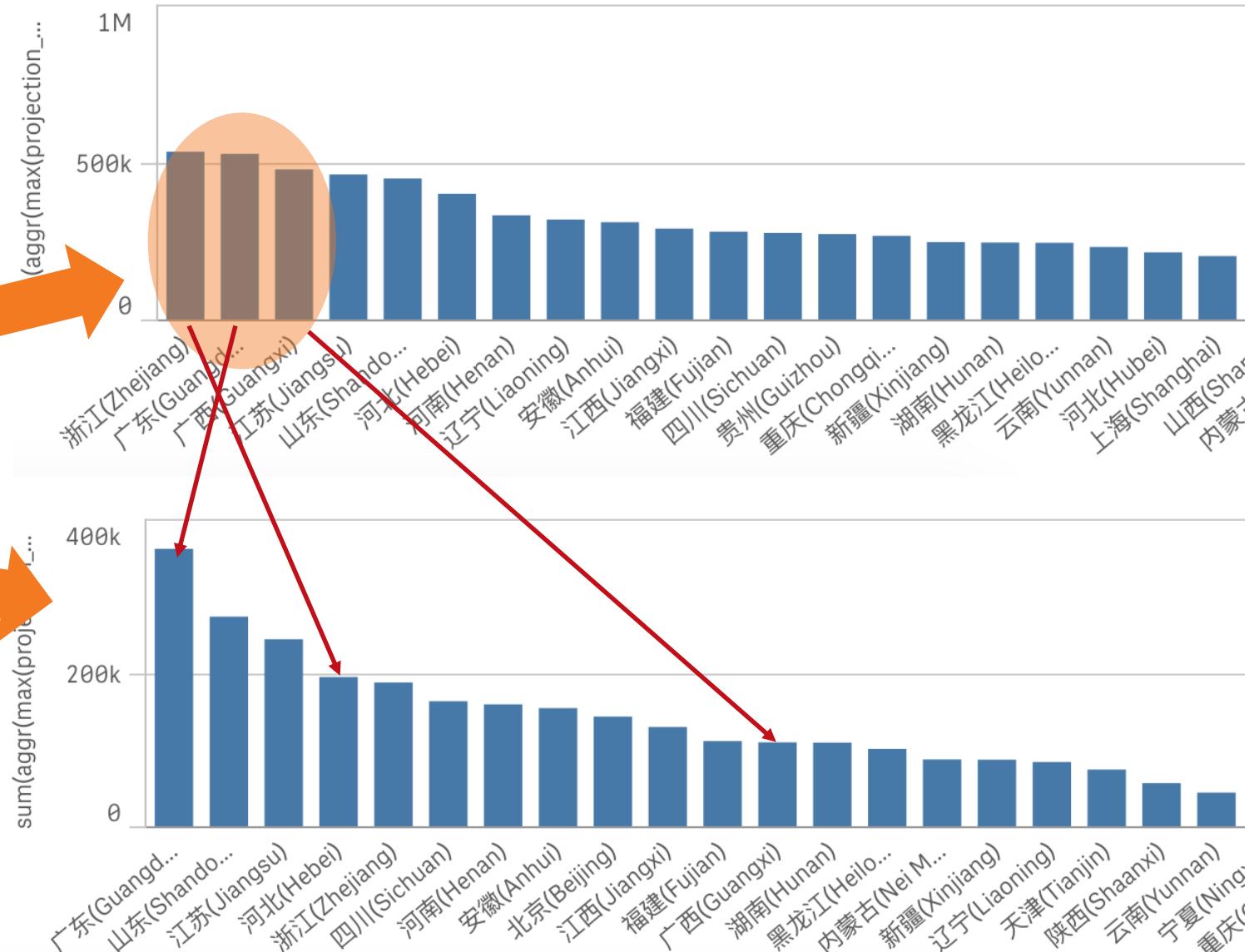
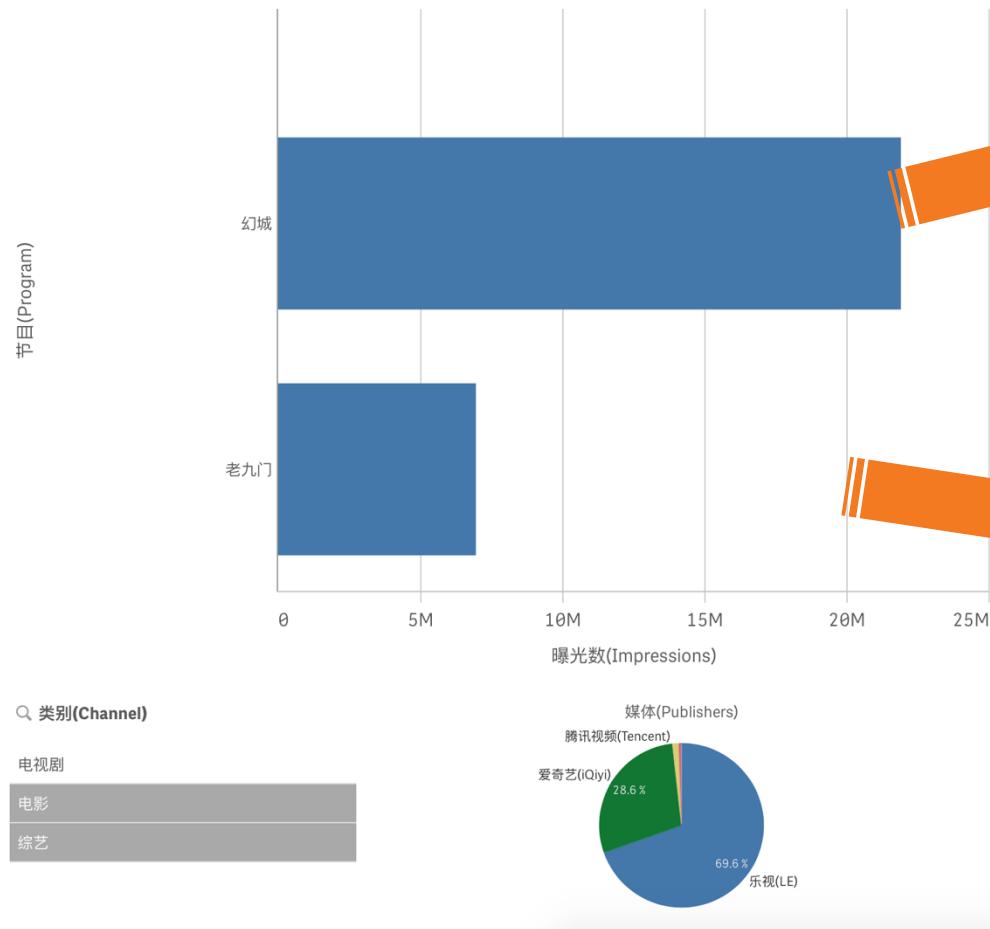
腾讯视频



地域的差别，特别是长尾的区别

媒体投放概况(Media Delivery Overview)

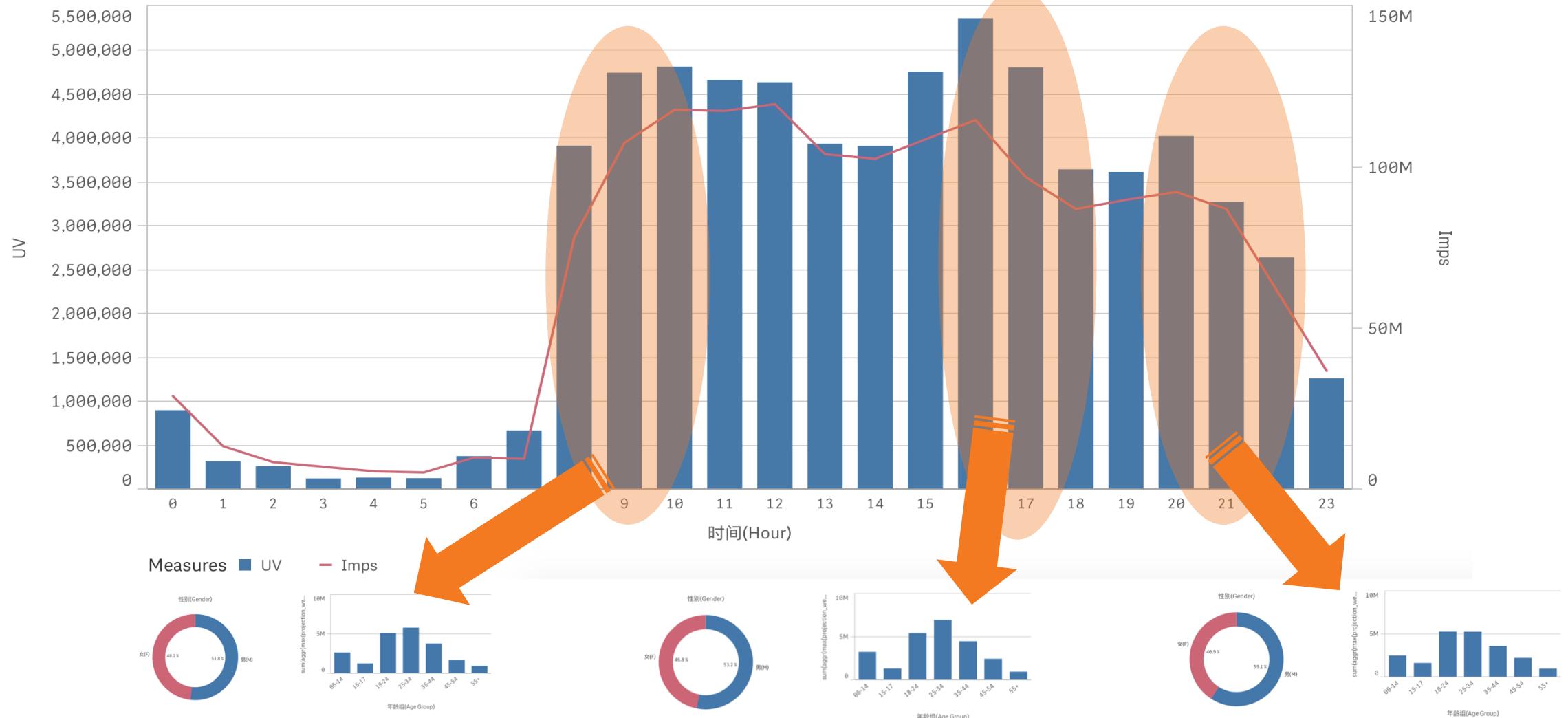
曝光数(Imps): 28,917,622; 曝光人数(UV): 10,145,590; 频次(Freq): 2.85



来源: comScore Video Ad Metrix (Beta)

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一天24小时内，各个受众群体不同的特点（在八月某几天）



一天24小时中，各个受众群体不同的特点（在八月某几天）



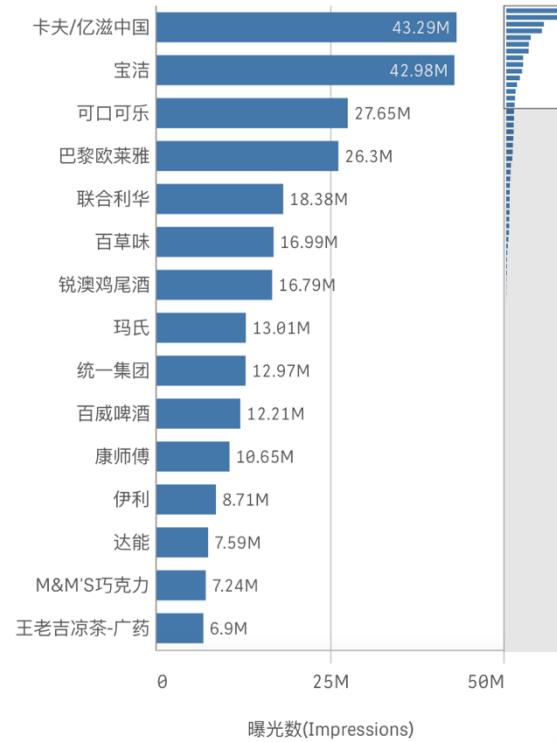


在八月的某一天
One Day In August

广告主和品牌的故事

广告主投放概况(Advertiser Campaign Overview)

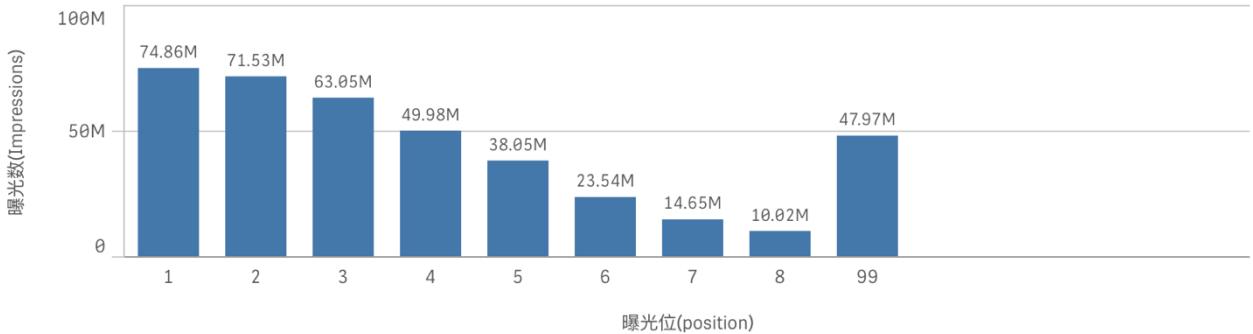
广告主(Advertiser)



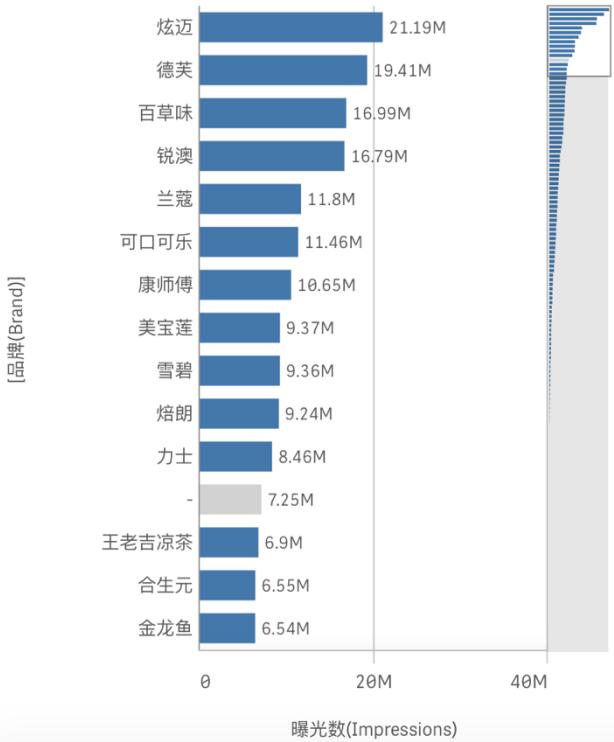
行业(Industry)



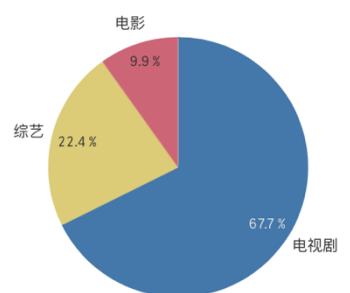
广告位 / 排序(Ad Position/Order)



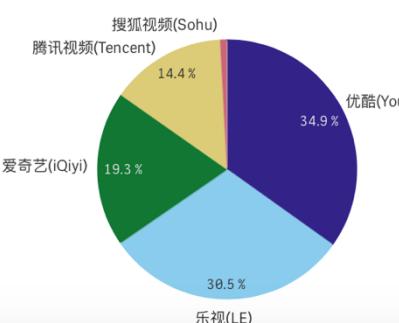
品牌(Brand)



[类别(Channel)]



[媒体(Publishers)]



投放节目(Delivered Content)



广告主投放概况(Advertiser Campaign Overview)

广告主(Advertiser)



1. 广告主

行业(Industry)



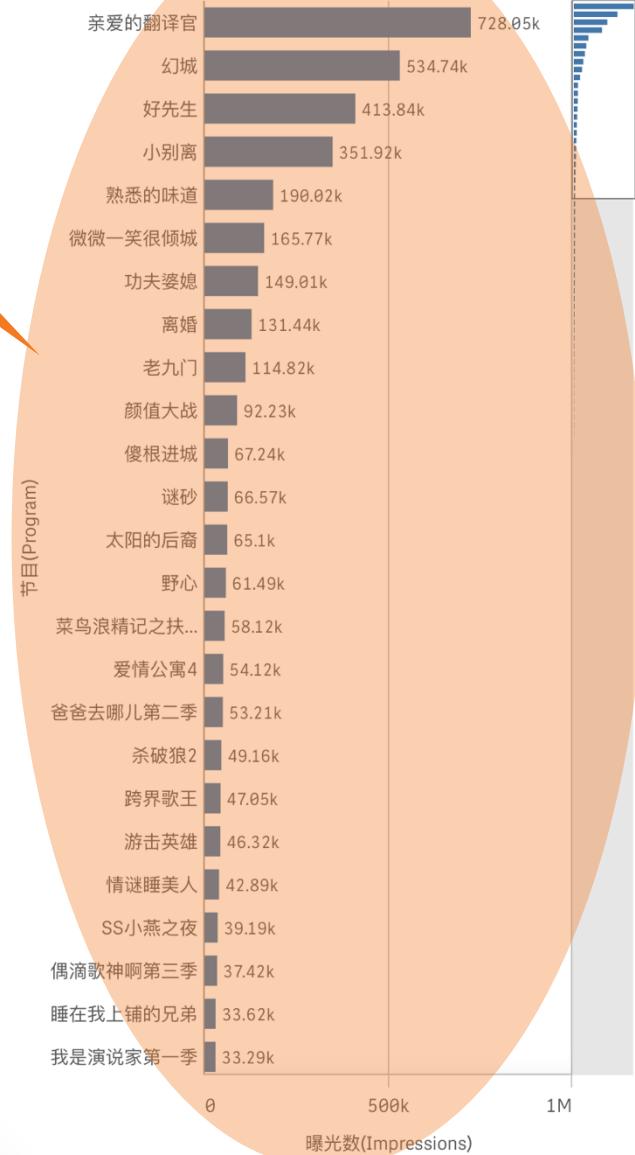
2. 品牌

广告位 / 排序(Ad Position/Order)

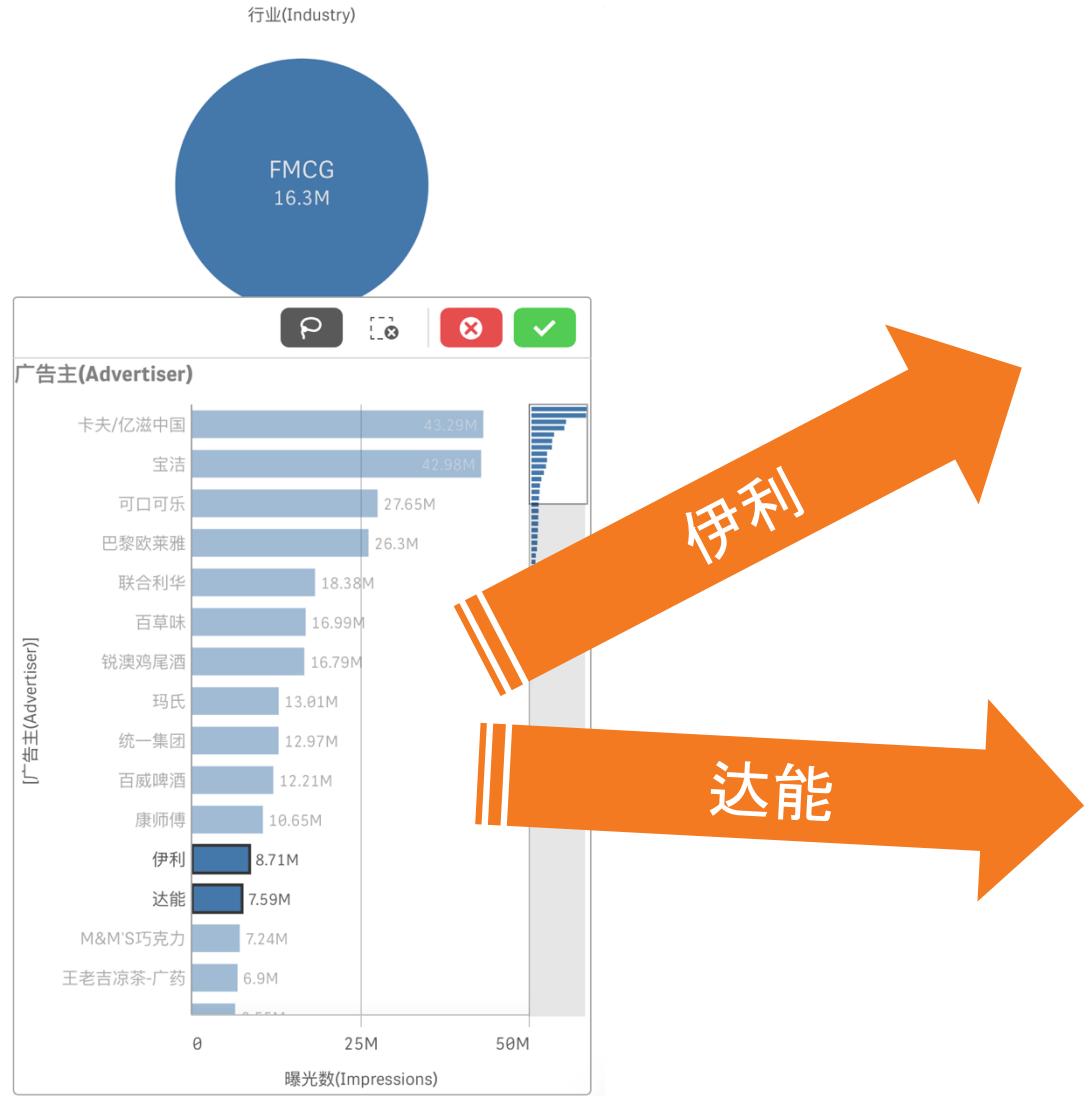


4. 投放的内容

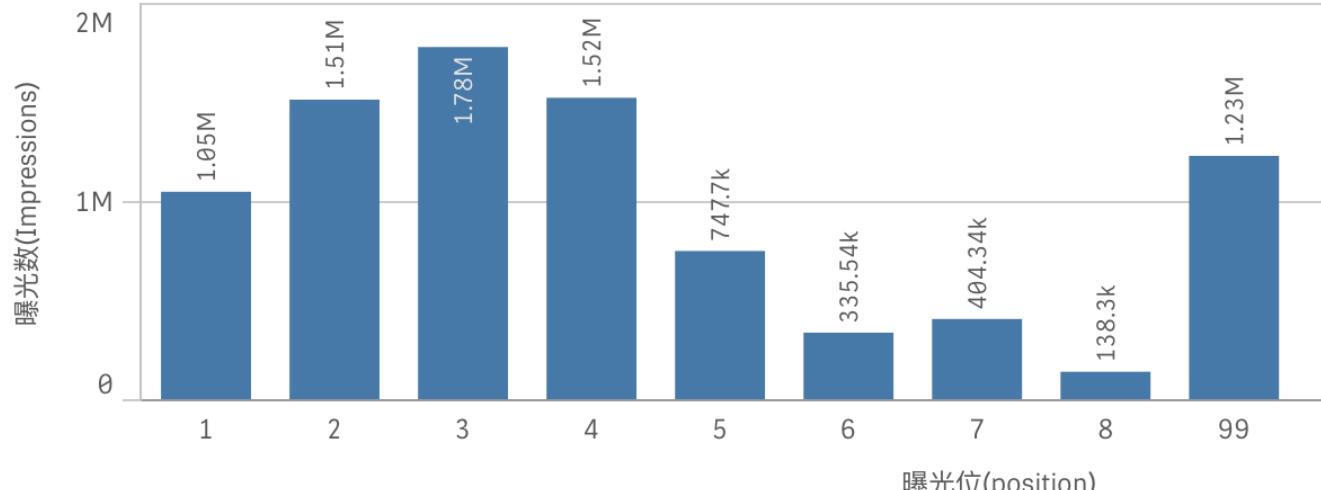
投放节目(Delivered Content)



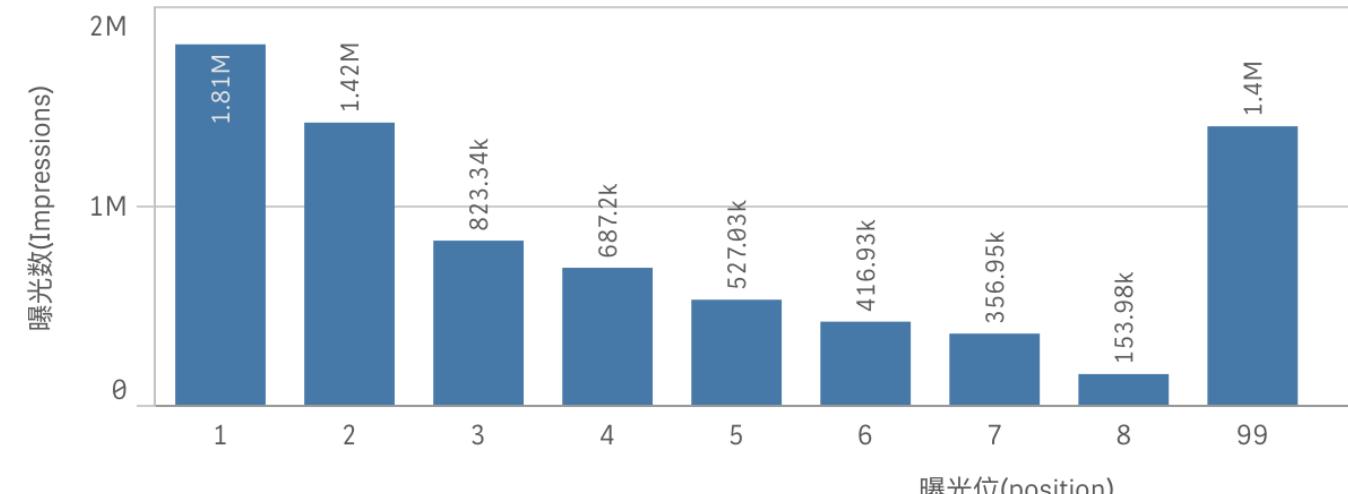
不同的投放位置- 不同的效果？



广告位 / 排序(Ad Position/Order)

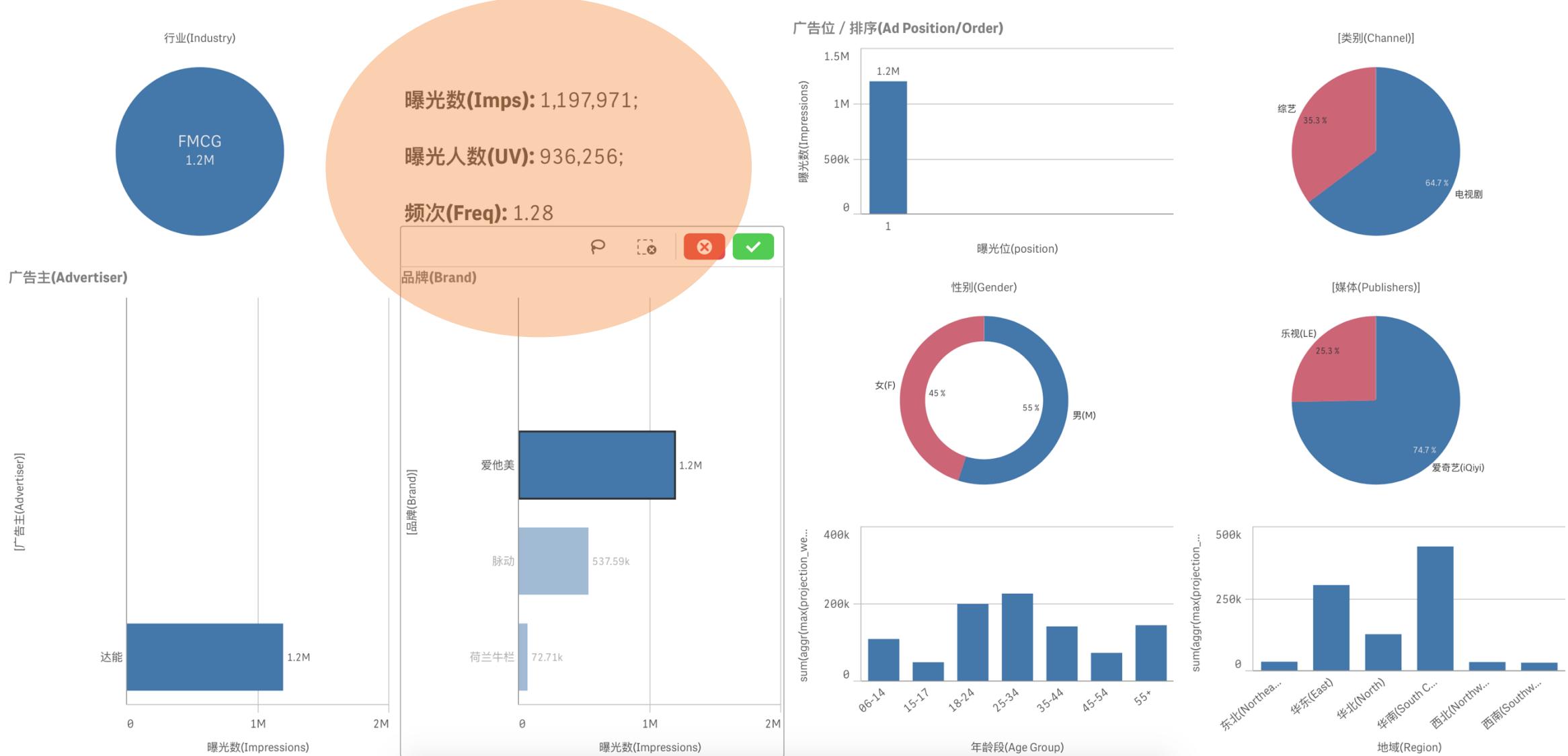


广告位 / 排序(Ad Position/Order)



受众到达 – 每一个品牌／产品、每一个广告位

广告主投放受众概况(Advertiser Campaign Audience Overview)



为什么要了解这么多细节？Why Are We Doing This？

更好、更有效地规划、实施、衡量视频广告活动：

- 在相关的节目内容
- 适当的时间
- 投放到相关的受众群体中
- 达到合理的频次
- ROI! ROI! ROI!

谢谢！

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