

Why on-line Video eludes most DRTV marketers

Essential nomenclature for the DR executive

If you've built your business on DRTV then the points below may help you get oriented in the new world of "TV Everywhere".

Here are some of the main hurdles to overcome:

1. Confused terminology: Depending on who you speak with, there are TWO essential words that are being mixed all the time. I will spare you the confusion of definitions and get straight to the relevant part for DR marketers:

There's:

a) **CTV** 'Connected TV': this is literally a TV that is somehow connected to the internet. Some TV's have a socket for an internet cable directly, others can have an adaptor stuck into it such as: AppleTV, Amazon Fire device, Roku, Chromecast made by Google, etc.

"CTV" is the all-embracing term, but mostly refers to TV sets

b) **OTT** abbreviation for 'Over The Top': These can include the "Set Top boxes" such as DISH, Xfinity, etc. even an Xbox console viewed on a TV screen.

And it can also include content viewed using the adaptors mentioned above in "CTV" such as Amazon's Fire, AppleTV, Chromecast and many other "sticks" that you insert into a TV.

However, the difference is that the term OTT can *also* include content that gets streamed to a **mobile** or **desktop computer**.

As of writing AT&T has large window displays showing Game of Thrones being viewed on an iPad - this is "OTT"

So it has very little to do with TV as we've traditionally understood it.

Some industry professionals refer to OTT as IPTV (internet protocol TV). I don't know why - they just do.

The above are the two general divisions in Digital Video ad-media.

How you go about buying it depends on which company you deal with. Freewheel (owned by Comcast) is more a purist: they don't include content viewed on a desktop as CTV. But supplier/aggregator The Rubicon Project, does bundle desktop/mobile/tablet streamed-content as being "CTV".

Even *within companies* it sometimes depends on who you're speaking with, and how well the staffer understands the entire "TV Everywhere ecosystem". You will need to be a complete broken-record and repeat until you're certain what you want has been understood.

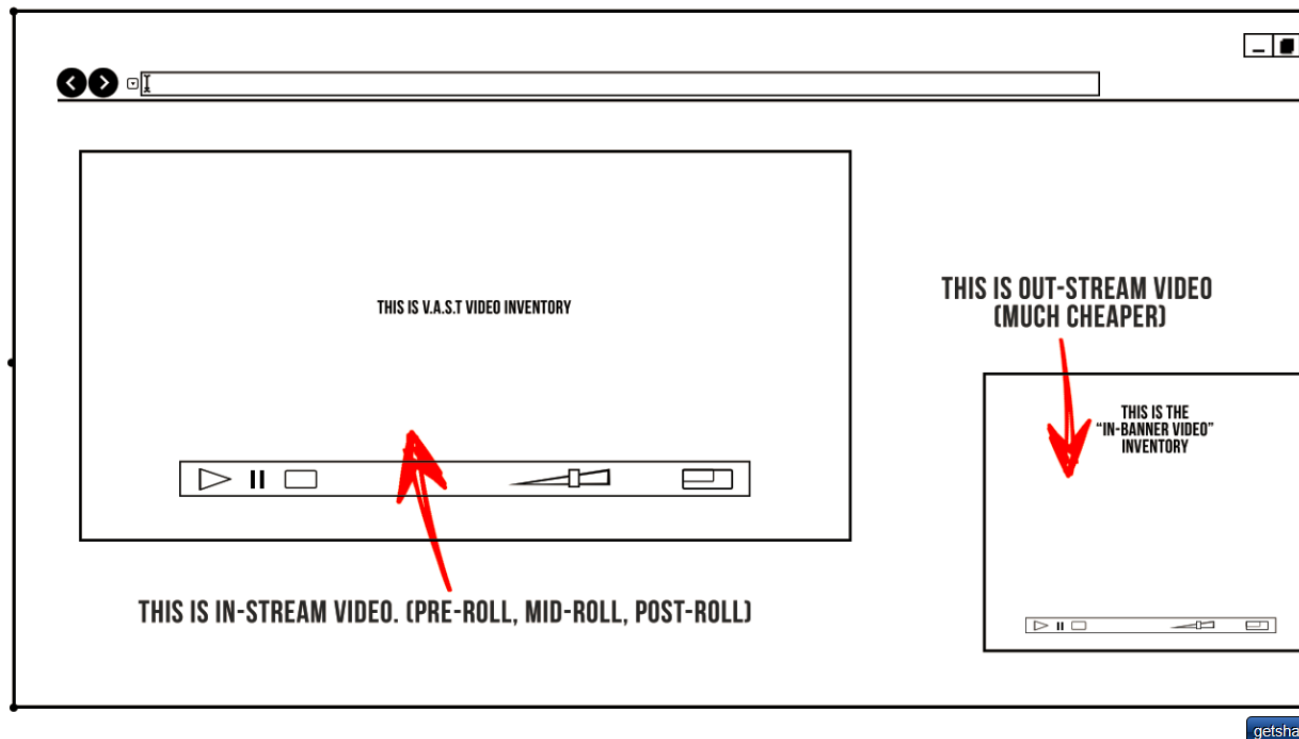
2. "In-stream" vs "out-stream"

These two terms primarily refer to mobile and/or desktop ad-inventory. I have never

heard it being used to refer to TV screens.

One is expensive, the other is cheaper. Sometimes 1/5th the price.

Here's what each means



<https://i.imgur.com/h3sl31B.png>

"In-stream": e.g.: a Bloomberg webpage that is primarily a video player. There may be some text underneath and comments section, but it is primarily a video news article. This is where you can buy "pre-roll" ads; i.e.: the ad appears in the stream of the main video content

Out-stream: Warning - this can be much cheaper, but is rife with fraudulent (non-existent) views aka "bot-traffic". This usually refers to an ordinary banner-ad inside of which a video-player gets injected, See an example here:
<http://rtb.cat/ctc/ccdebt.html>

Be on your toes when buying the so-called "out-stream" traffic. Pull reports regularly. If there are high click-rates, but no conversions/sales it's suspicious.

3. From a DR perspective the greatest opportunities lie in the remnant traffic, ie: NOT premium shows, NOT prime-time.

4. **Waste:**

Just as in buying DRTV, *some* budget is wasted - on-line it's just in different places. Yes, with Online TV you *can* measure everything down to a gnat's proverbial...

However:

a) When buying online-video media buyers should use or generate a white-list of websites & Apps that have produced clicks and sales in the past. Non-performing sites/apps/placements need to be watched for and black-listed quickly.

b) when buying OTT from adaptor-devices such as Roku the older

adaptor-devices can be switched On, but the TV can be OFF, yet it will still report a video has played, ie: you still pay.

c) cTV vendors such as DiSH don't always have the ability to report on what was actually viewed. Mention this to their sales rep and get them to deliver more to compensate for this.

5. On-line video itself is divided into two further parts:
 - a) websites (desktop or mobile websites)
 - b) mobile apps, eg: the amazon app, bloomberg's app, etcBloomberg.com viewed on Mobile is, for tracking purposes, an entirely different site than the desktop version.

There is no way of actually knowing whether or not your ad has been shown within the confines of any Mobile-App

Mobile websites, on the other hand, can be fairly accurately measured using 3rd-party analytics tools. Not the case with the Apps. Media-buyers have found out the hard way that buying placements on mobile apps require you trust the app-developers utterly.

Buying only **proven** app-traffic is the operative word here. Even "respectable brands" have dirtied their hands in ad-fraud - just Google "Newsweek Media Group ad fraud" and you'll see what I mean.

The way around this is to accurately measure clicks, conversions and sales per App.

6. On Facebook you can safely ignore CPM prices because a well-managed Facebook campaign utilises Facebook's algorithm along with a custom segment. This is not the case on "TV everywhere".

Why don't we all just buy on Facebook and be done with it, you may ask?

Because compliance-policies are changing at a maddening rate. Smaller vendors (ie: everyone except for Facebook and Google) want your business and are open to negotiation on claims made, creative-length, prices, etc.

Facebook and Google don't need your business and are therefore deaf to your requests.

When buying digital video, on the other hand, you *do* need to watch those CPM's because if the price gets too high vs low clicks, it could indicate fraudulent activity.

7. Always separate mobile and desktop campaigns. A mobile user has:
 - a different objective and frame of mind
 - a different screen size
 - less buttons and options to clickthan a desktop user.

Also, to reduce the risk of shady publishers swiping your budget, it's easier to investigate later on when you have everything split up into separate data sets.

END

For a full demo of our CTV, online-video & addressable TV platform, please contact sales@rtb.cat