



RTE Digital Day September 2013

**Video convergence.
Our consumers are there, are you?**

Carlos Lopez-Plandolit
Creative Consultant

Birju Umeria
Publisher Sales Director

A bit about us



A bit about us

September 2011...



Video isn't just for TV anymore



Global Shipments



900m



172m



Source: IDC

Global Shipments

> 1bn

mobile devices in 2013 alone
that are video enabled

PC Shipments **DOWN 13.9%!**



Source: IDC



**OVER 3/4 OF GLOBAL CONSUMERS
WATCH ONLINE VIDEO – WHETHER
PCs, CONNECTED TVs OR MOBILE**



91%

Internet Traffic will be video by 2014

(It made up about 40% in 2012!!)





laugh





cry





A man in a grey suit and light blue shirt is shown from the chest down. He is holding a smartphone in his right hand and a sandwich wrapped in white paper in his left hand. The background is a plain, light grey color.

x2

we spend eating

2.7

socializing per day

hrs





Vatican Crowd



2005



Vatican Crowd

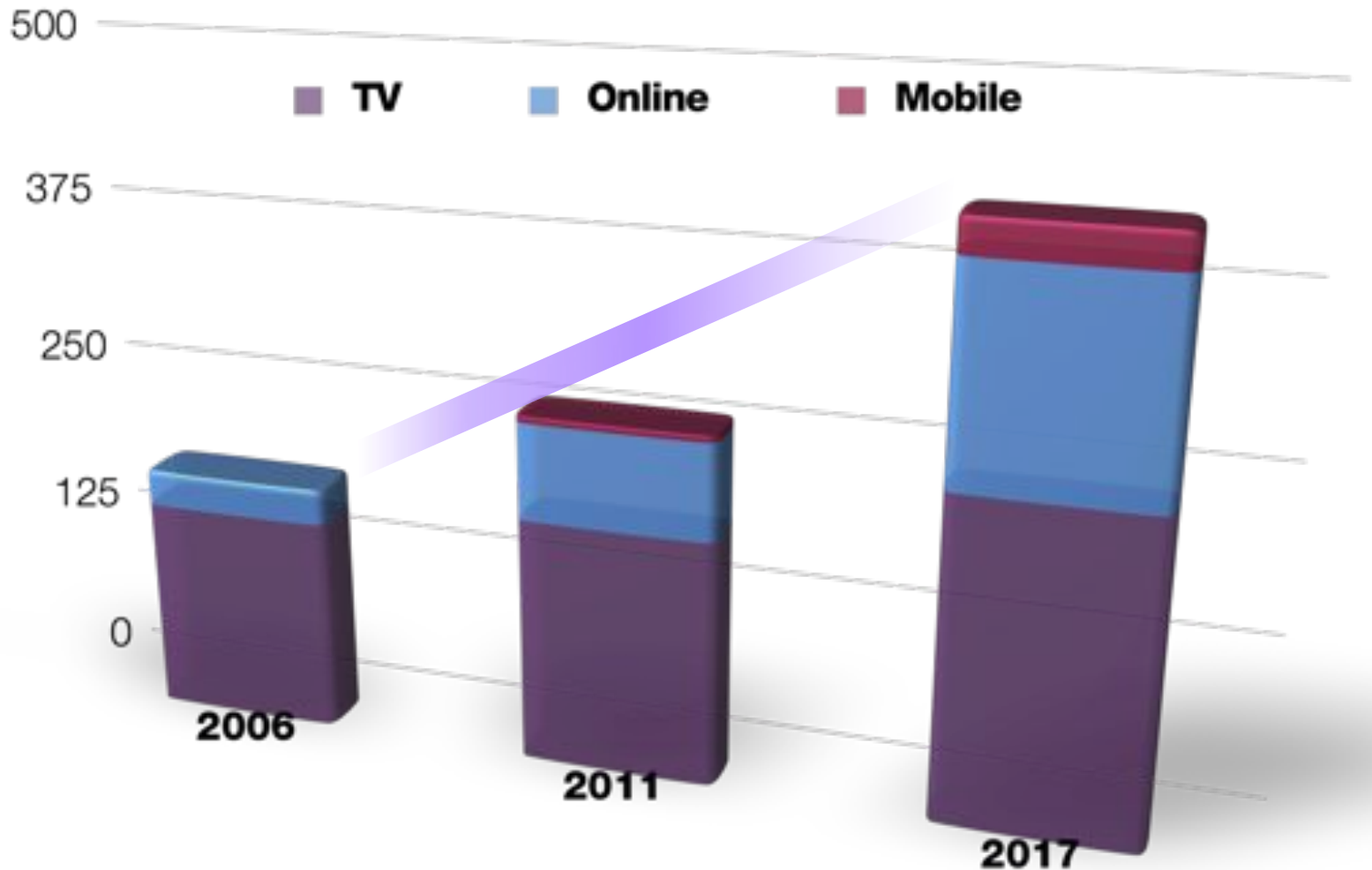


700

2013



Global Ad Economy (Billions)



- Mobile = online & online = TV
- Difference between online + TV is narrowing



Sales Lift Doubles

X2

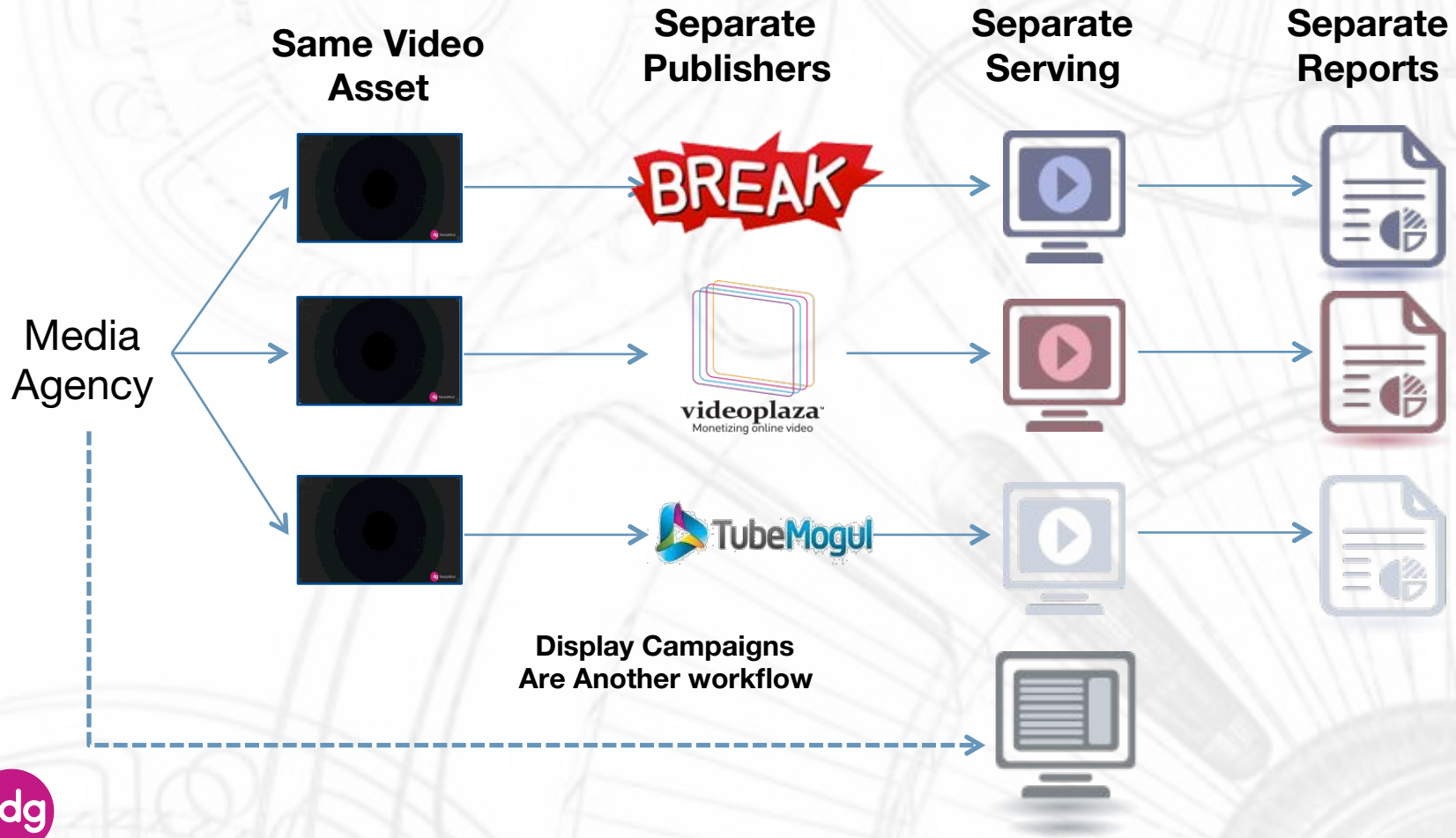
Multiscreen video vs pure TV spots

Laurent Faracci, Reckitt Benckiser's General Manager for Marketing



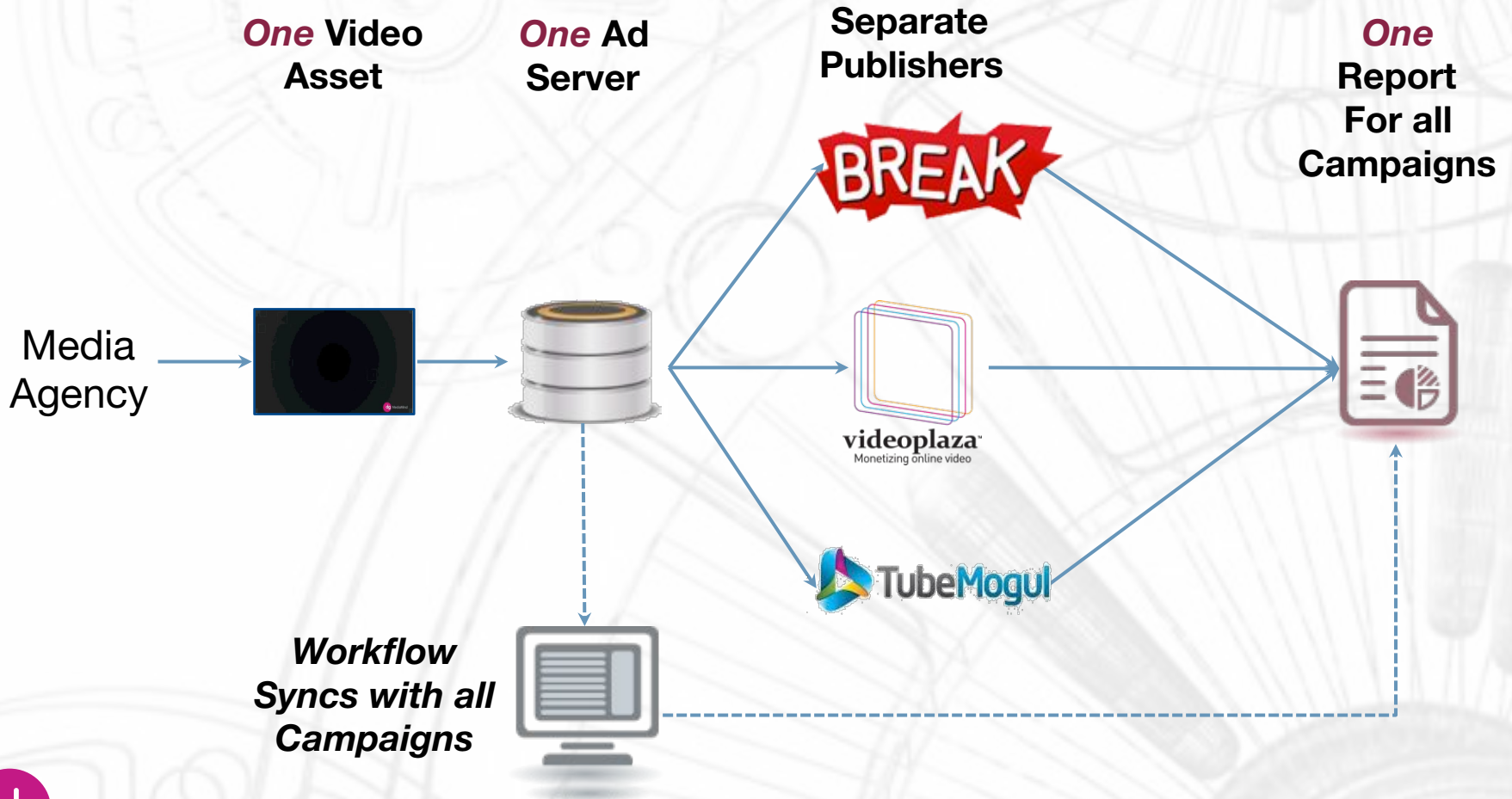
Separate Publisher Processes

Time Waste

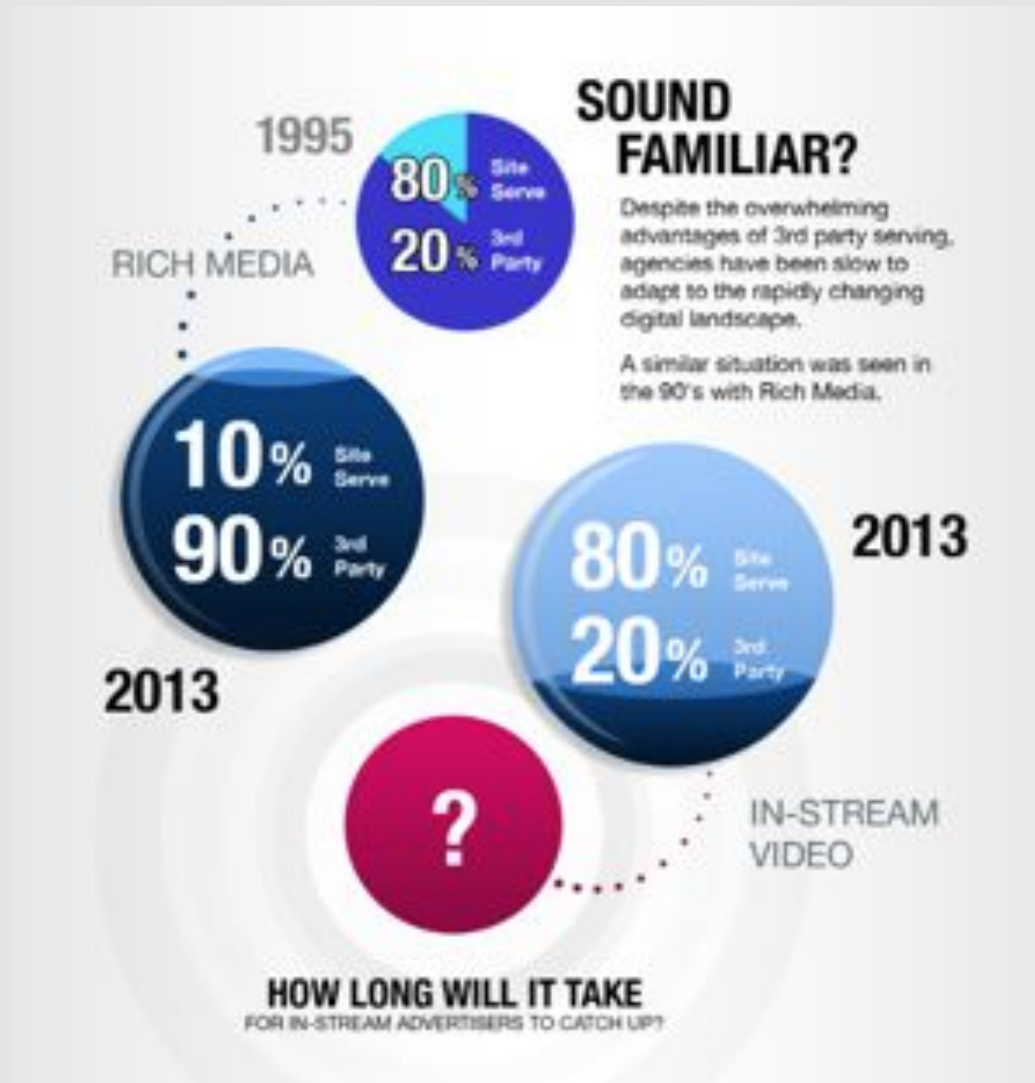


DG MediaMind

Video Workflow Simplified



We've Seen This Before...

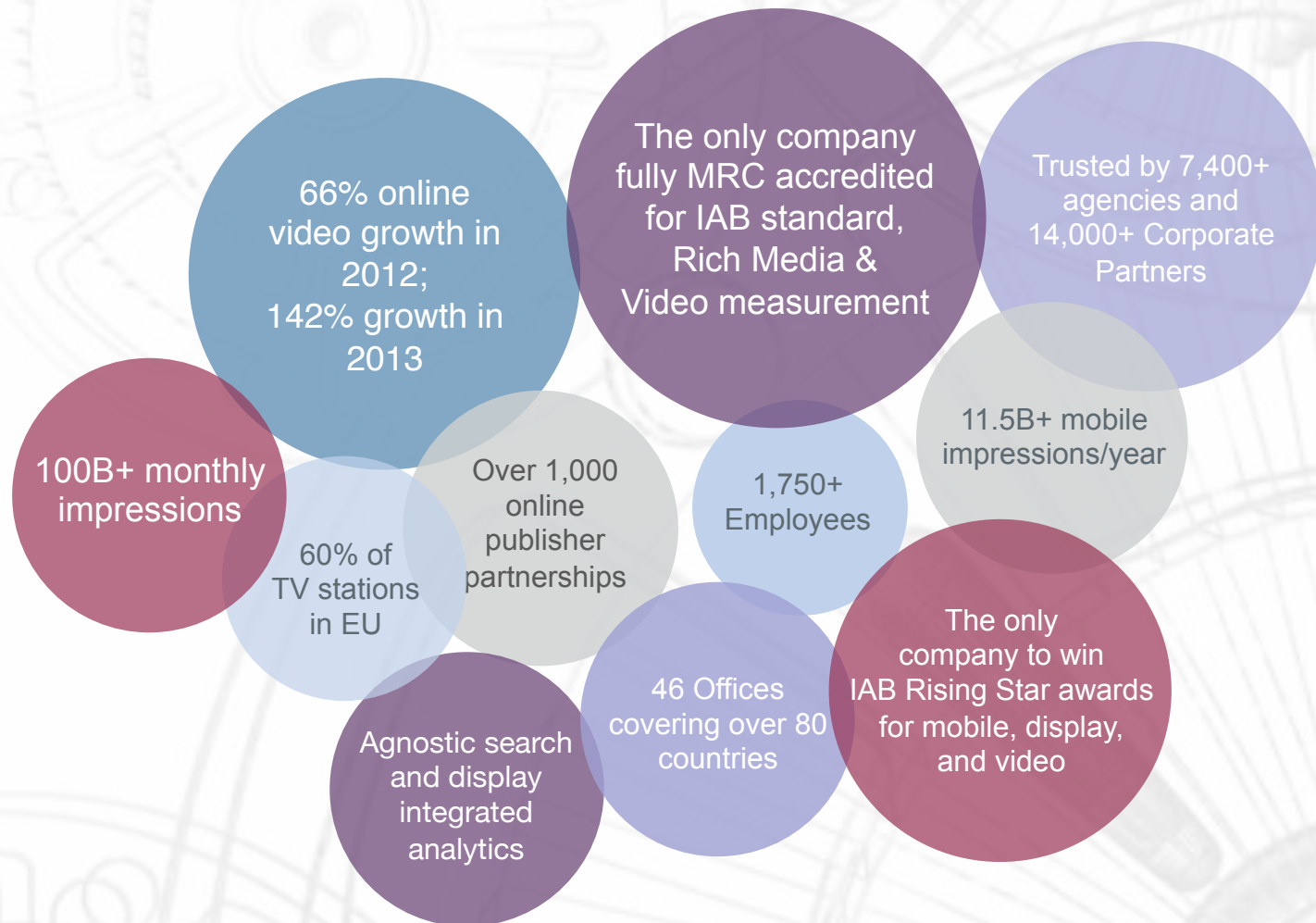


Source: Ad Age, 2010 US Advertising Spend



DG is the one video constant

The only company with video scale across TV and online



Source: Ad Age, 2010 US Advertising Spend

A Rich History in Video Innovation



1st Digital TV Ad for Toyota



1996



1st Interactive Pre-Roll 3rd Party Served



2003



First Dual Screen campaign across TV & Online



2012

1st Online Video Ad



2000

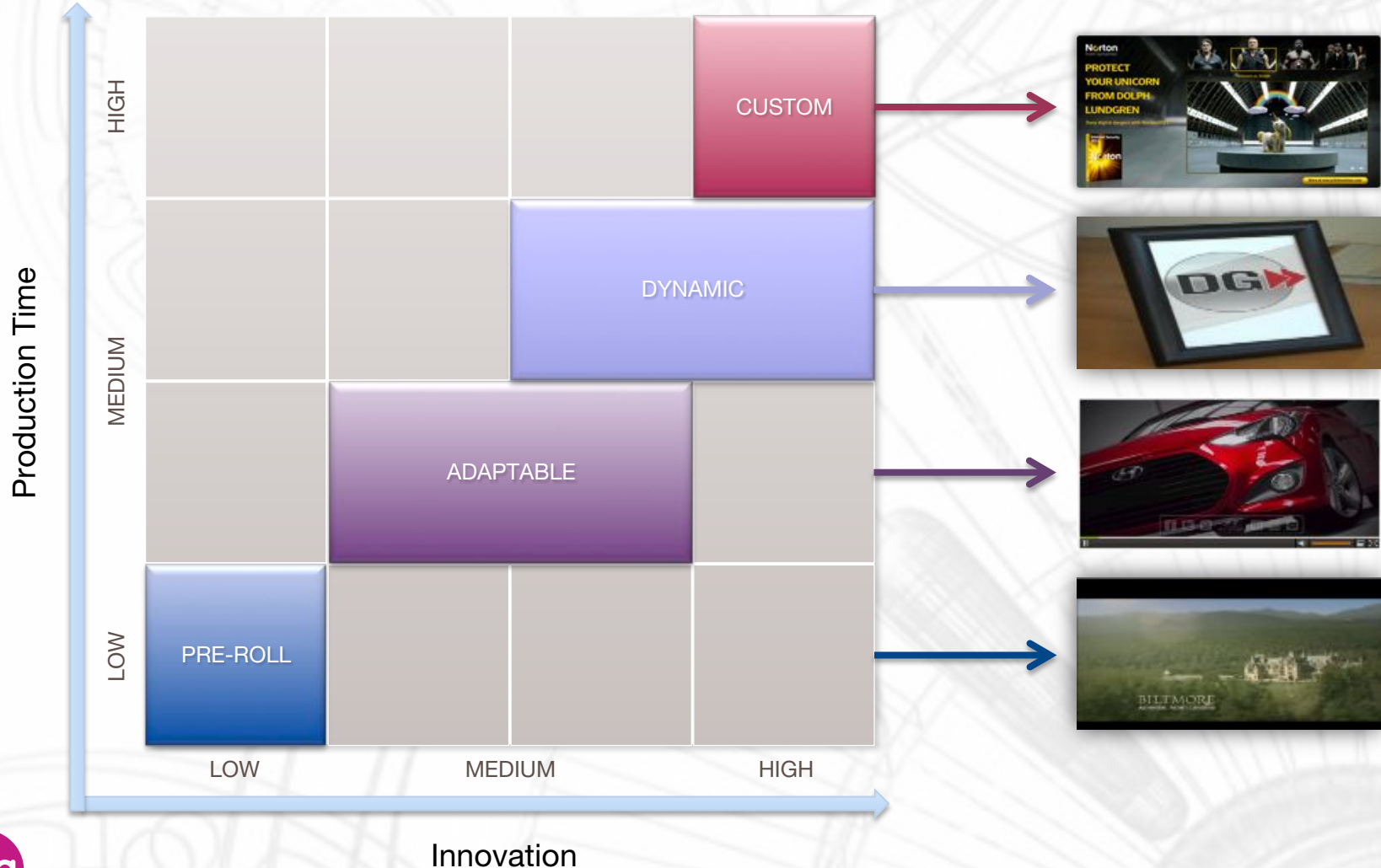
Leaders in FEP for All Major Networks



2008



Full Video Offering



Detailed and Exclusive Metrics

Non-Interactive Metrics:

Impressions	Clicks	Video Started
25% Played	50% Played	75% Played
Video Completed	Replay	Pause
Mute	Un-mute	Adjusted Unique Reach
Video Completion Rate	Video Played with Sound	Video played with sound rate
Video Replayed	Video Replayed Rate	Video Started Rate
Video Paused	Unique Video Views	Video Paused Rate
Ad Replayed	Ad Replayed Rate	Video Muted Rate



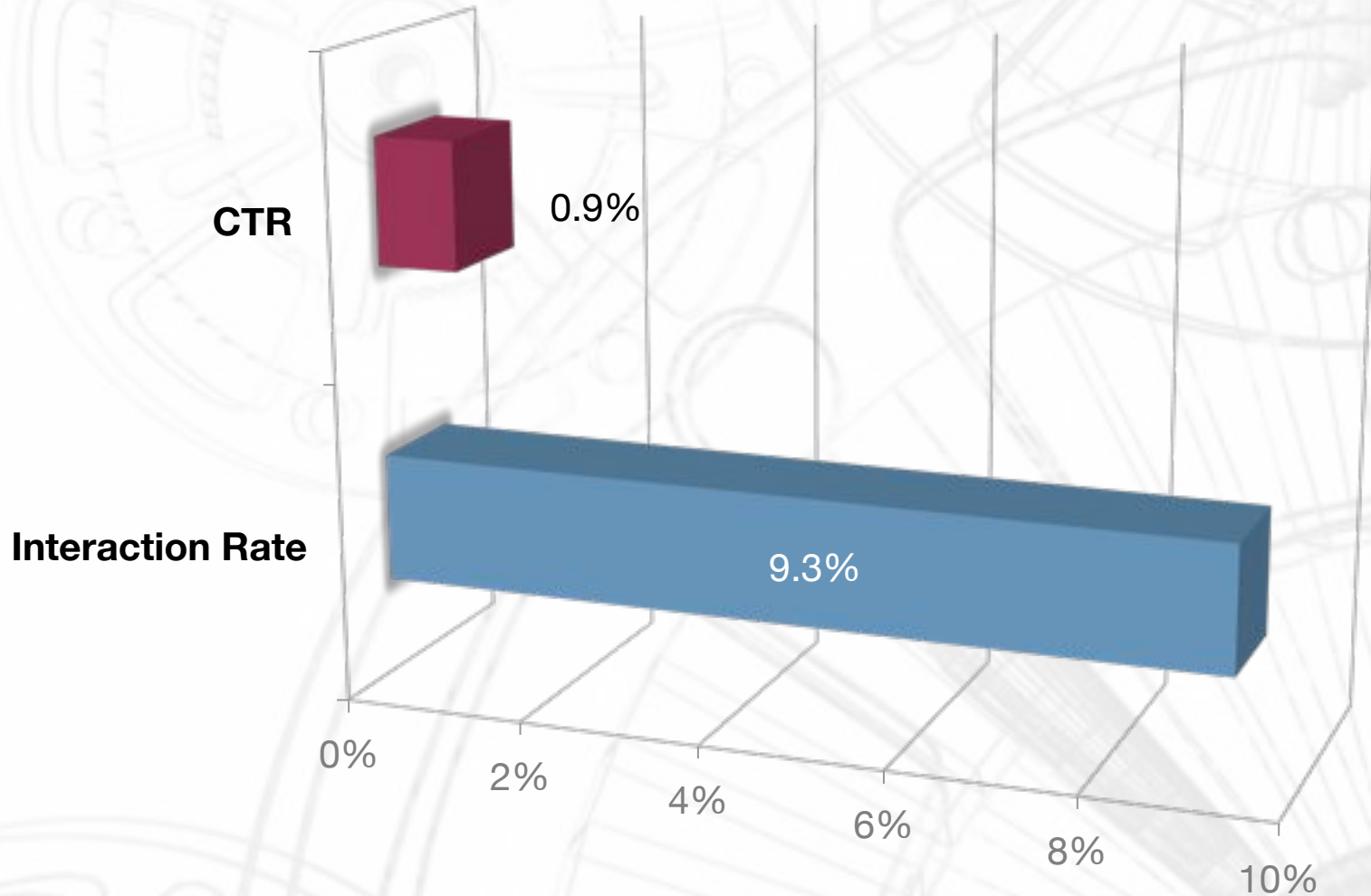
Detailed and Exclusive Metrics

Interactive Metrics:

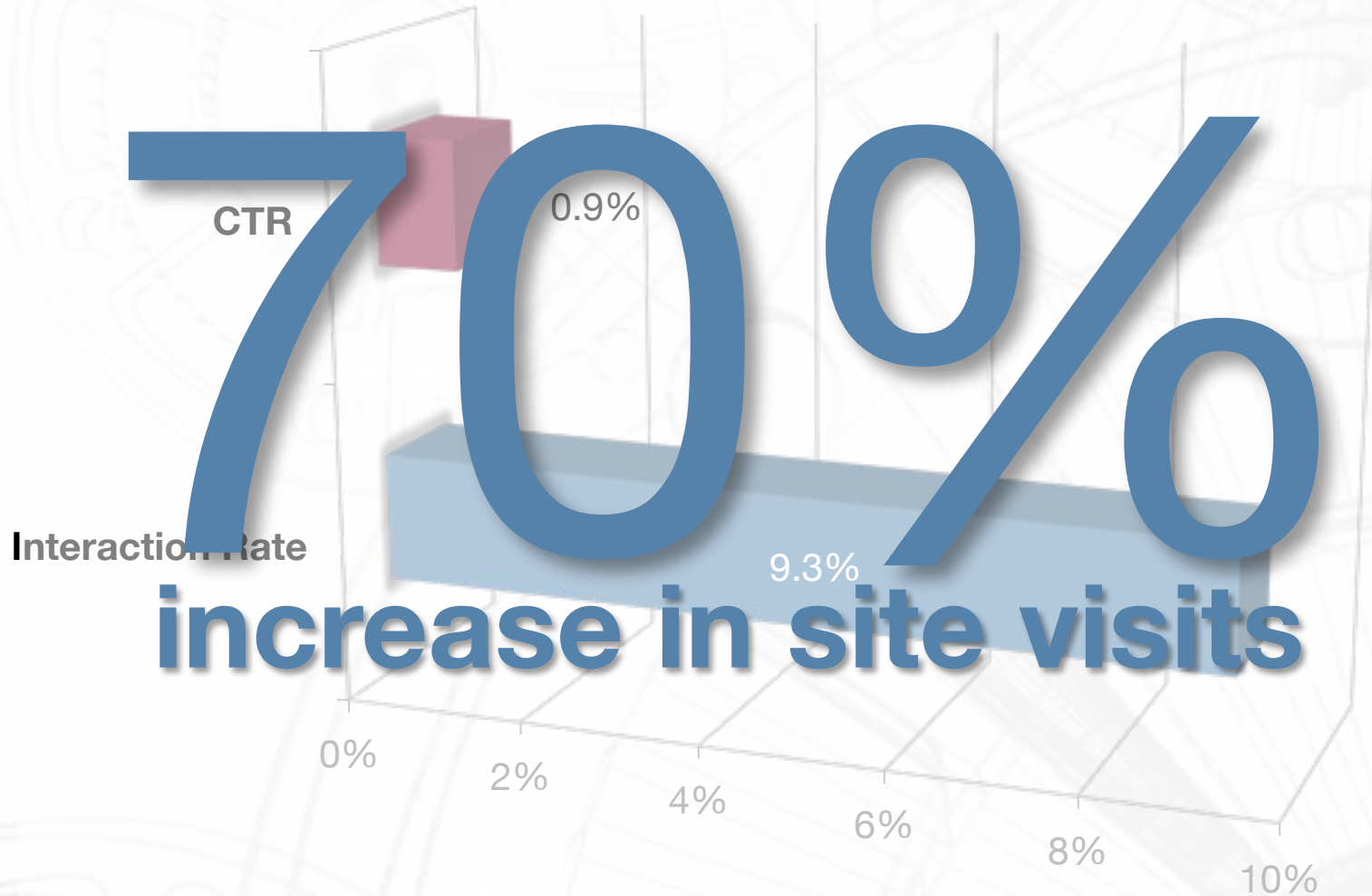
Impressions	Clicks	Interactions	Video Started	25% Played	50% Played	75% Played
Video Completed	Replay	Pause	Mute	Un-mute	Full Screen Start	Full Screen End
Full Screen Pause	Expansion	Video within video	Adjusted Unique Reach	Interaction Rate	Custom Interactions	Video Completion Rate
Video Played with Sound	Video played with sound rate	Video Replayed	Video Replayed Rate	Video Started	Video Started Rate	Video Paused
Unique Video Views	Impressions with a specific panel expansion	User initiated expansion rate	User initiated expansions	Total expansions	Impressions with a Panel Expansion	Video Paused Rate
Ad Replayed	Ad Replayed Rate	Unique Clicking Users	Unique Clicking Users Rate	Unique expanding users	Unique expanding users	Action Rate
	Video Muted	Video Muted Rate	Total Custom Interactions	Impressions w/ a specific Interaction	Impressions w/ a Specific Interaction Rate	



Interactive Video



Interactive Video



Template Based Formats

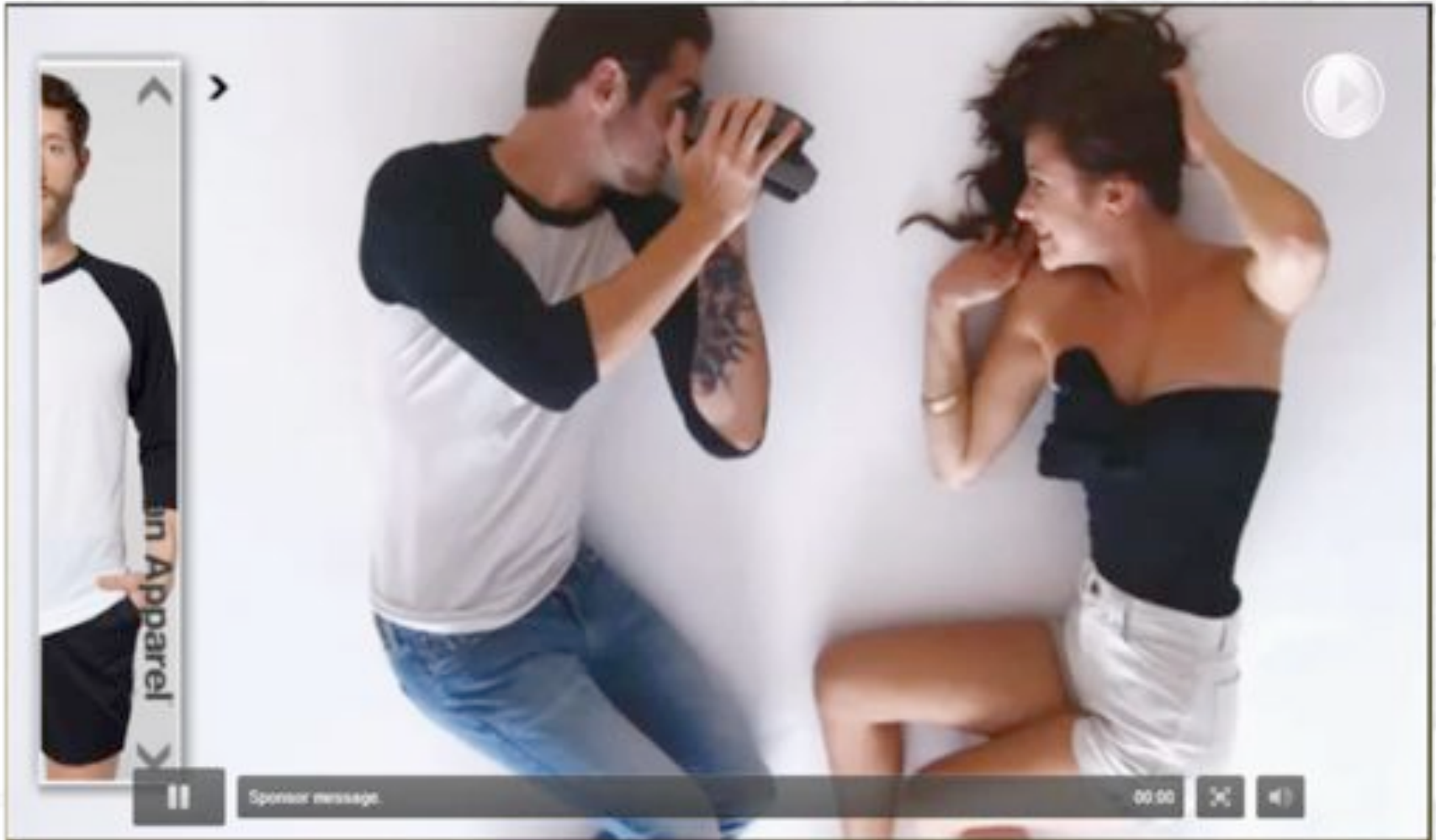
3 x IAB Rising Stars



VPAID Ad Selector



VPAID Sidebar



VPAID Timeline



Samsung AdAppter



BROADCAST: FRI 01 MAR 2013 NEXT BROADCAST: RTE ONE, FRI 08 MAR 2013 3 Episodes Available

SAMSUNG **TWITTER FEED** twitter.com/SamsungMobileIE **BACK**

Samsung Mobile @SamsungMobileIE
SamsungMobileIE: RT @Astrid_Brett: Joe.ie review the newest member of the Samsung family: Review: Samsung Galaxy S4
<http://t.co/OCBTUkEERk> @SamsungMobileIE


Samsung Mobile @SamsungMobileIE
SamsungMobileIE: RT @Darrenker: It's D-day for the Samsung Dublin Fashion Festival launch & I'm delighted to be to the Samsung Fashion Ambassador! #DFF @Sa...

Samsung Mobile @SamsungMobileIE
SamsungMobileIE: RT @inkmanagement: The launch of the

f t **SAMSUNG**  

RTE ONE 15 days remaining Duration: 1hr 47mins

Samsung GALAXY S4
Life companion

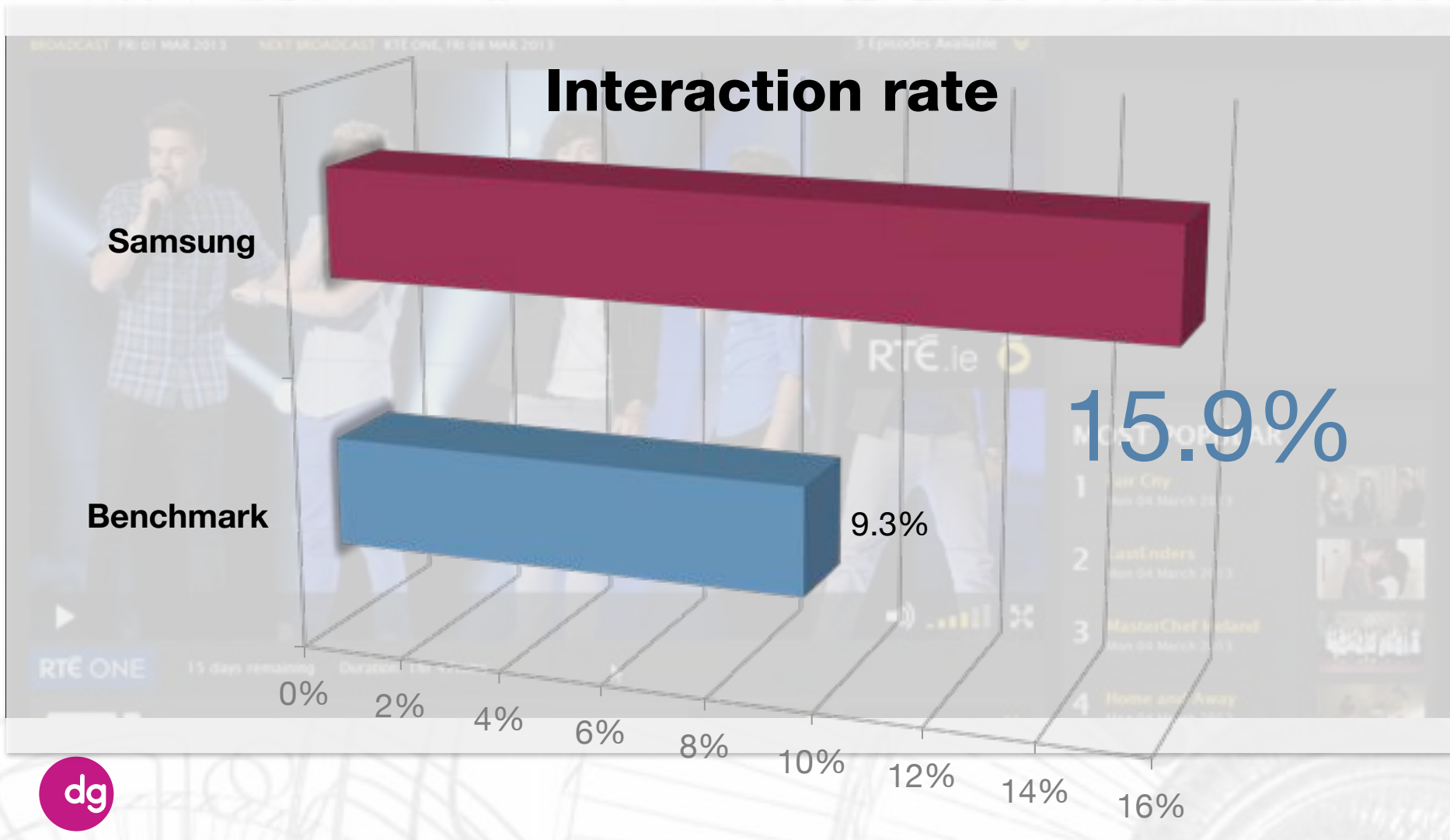


MOST POPULAR

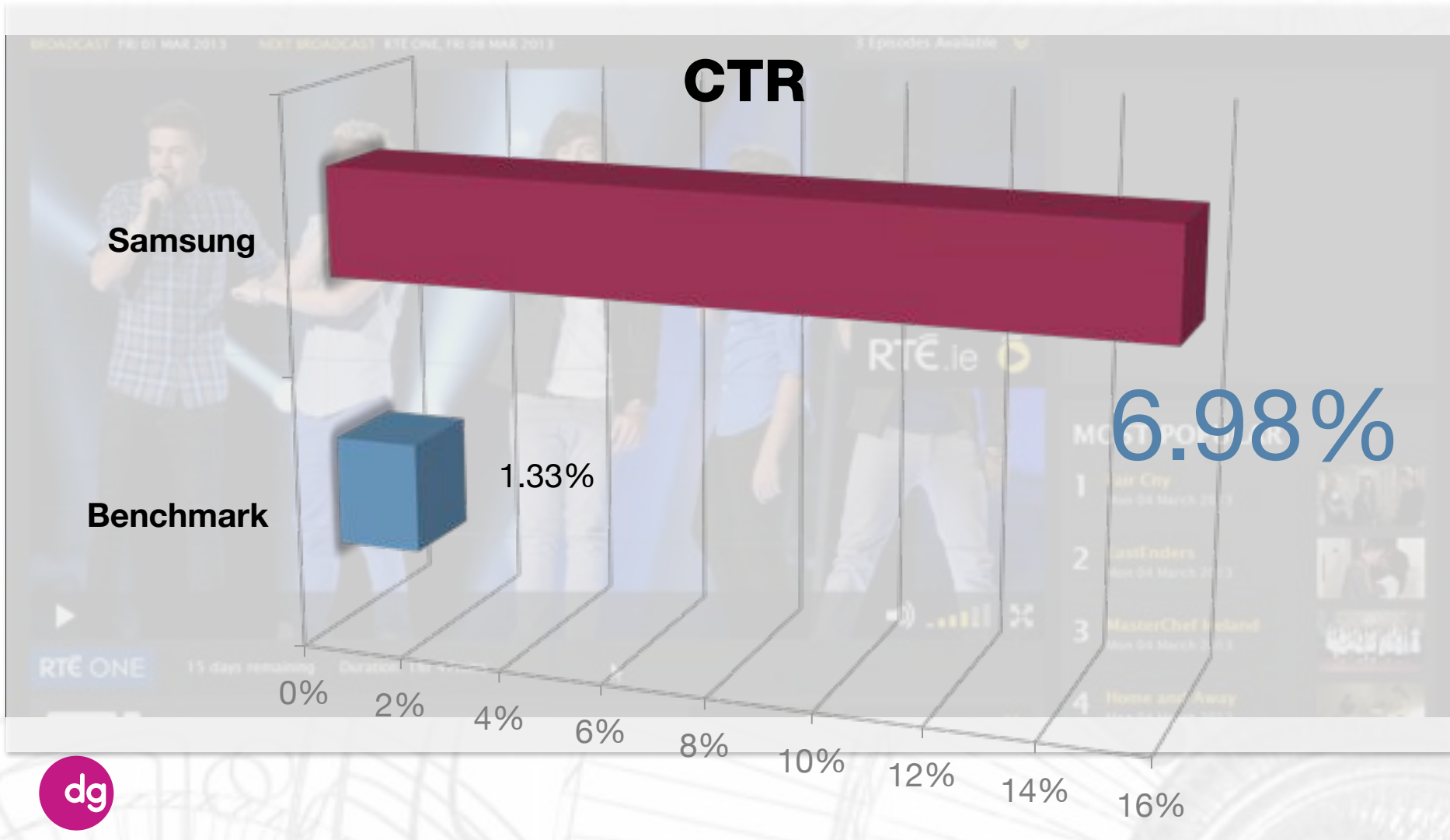
- 1 Fair City**
Mon 04 March 2013
- 2 EastEnders**
Mon 04 March 2013
- 3 MasterChef Ireland**
Mon 04 March 2013
- 4 Home and Away**
Mon 04 March 2013



Samsung AdAppter



Samsung AdAppter



Video Ad Designer

Self-service Interactive Video Ad Builder



Social	Multimedia	Contact & Info	Other
Facebook Page	Image Gallery	Contact Us	Logo
Twitter Feed	Media Gallery	Dealer Locator or Store Finder Page	Purchase Item Page
Twitter Page	More Videos Page	Landing Page	Sign Up for a Newsletter Page
Twitter Post	Video Gallery	More Info Page	Ticket and Showtime Info
YouTube Page	YouTube Video	Related Documents Page	

- No need for Flash or creative developer
- Use existing pre-roll video and easily add interactive apps



Create InStream ad in 10 minutes



VPAID Custom Build



VPAID Custom Build

NOD

Il aime l'automne aussi beaucoup que d'habitude. Nod ne respecte aucune règle et préfère voler au solo. Son individualisme et son côté fondeur heurte les idées des hommes feuilles, qui ne jurent que par l'esprit de groupe et le travail d'équipe, et il se retrouve obligé de quitter l'école. Il faut-il qu'une jeune fille entre dans sa vie et que les anges prennent soudain une tournure étrange pour que Nod découvre l'existence d'un véritable héros...

epic
La Bataille du Royaume Secret
ACTUELLEMENT AU CINÉMA - 1h 30

RETOUR ▶

The image shows a VPAID advertisement for the movie 'Epic: La Bataille du Royaume Secret'. It features a large character portrait of Nod on the right, wearing a teal helmet. On the left, there is a text box with a description of the character. Below the text box, the movie title 'epic' is written in large yellow letters, followed by the subtitle 'La Bataille du Royaume Secret' and the text 'ACTUELLEMENT AU CINÉMA - 1h 30'. At the bottom, there is a row of small character portraits and a 'RETOUR' button with a right arrow.



Dynamic Content Optimisation

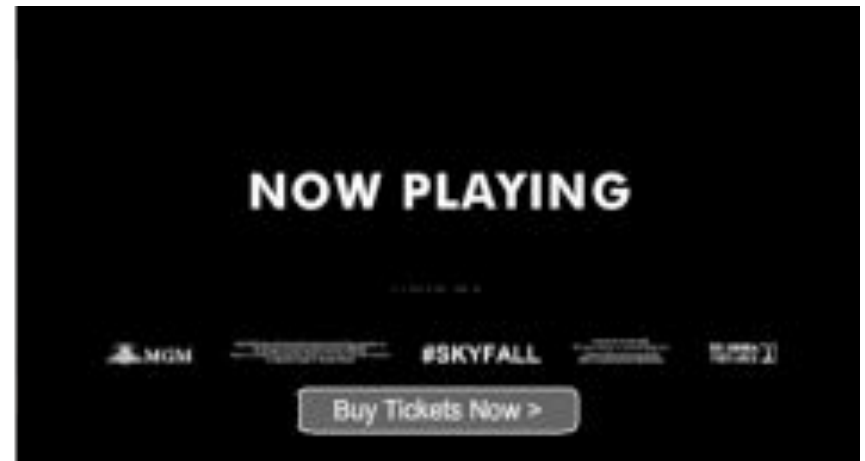
Smart Versioning... Even Smarter

- In Flash developers can make any element dynamic
- Set rules to dynamically change the ad based on any criteria

Australia



United Kingdom

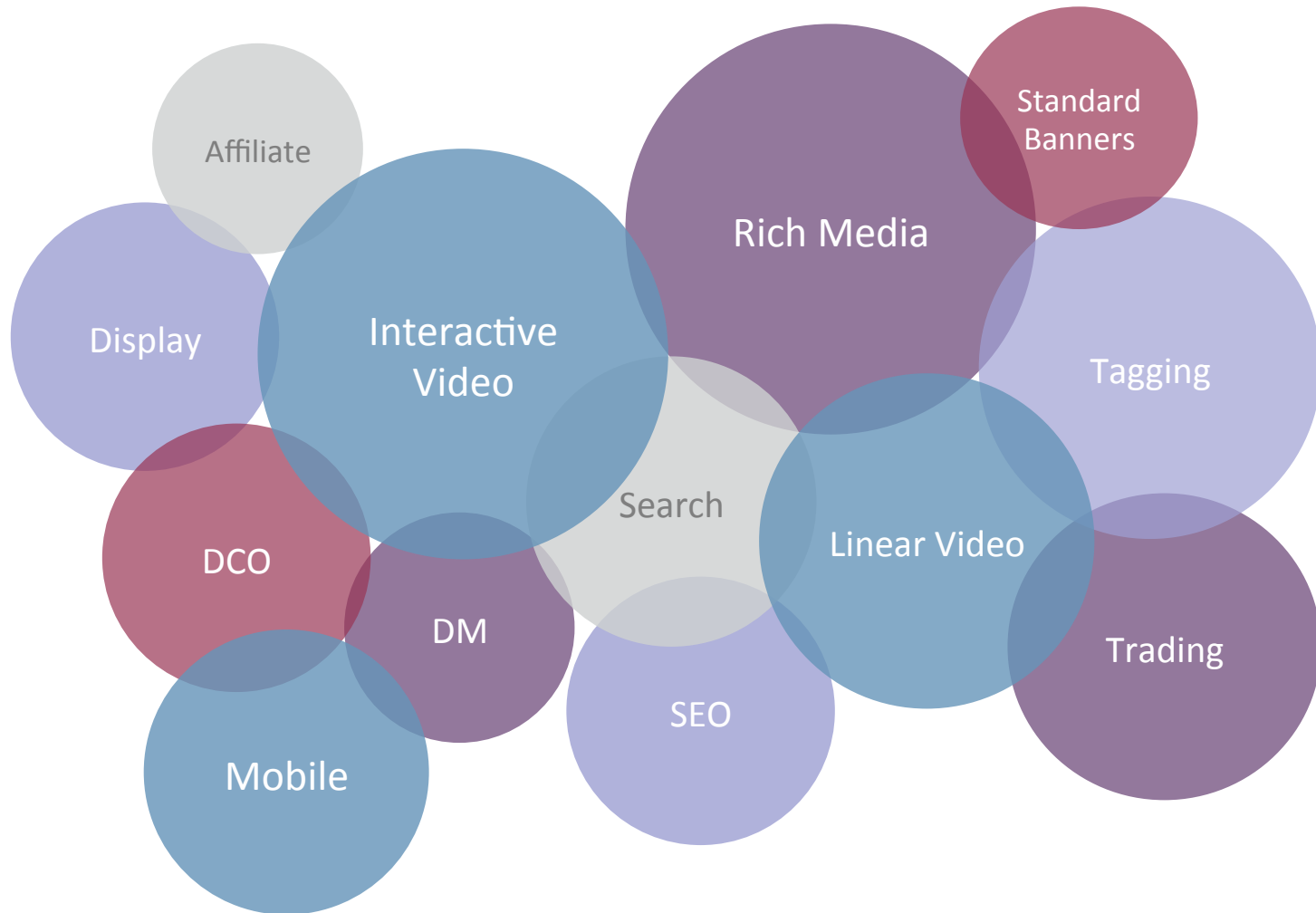


“The worst mistake businesses can make in modern marketing is allowing customers to slip off the radar”



Catch users wherever they go

With DG Mediamind, you are already there





Thanks. Your turn

www.dgit.com