



# Outstream video in Advertising

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# What is an Outstream video?

- ▶ An ‘outstream’ video ad unit, also commonly referred to as ‘in-read’ or ‘native video,’ is a new video advertising unit that **auto plays in a large format player whenever a user navigates to it within text content (typically an article)**, even if the publisher doesn’t have its own video content. (AppNexus)
- ▶ It’s called outstream because the video ad exists outside of online video content – also known as instream video content – where the ad plays either before (pre-roll), during (mid-roll), or after (post-roll) the publisher’s video content. (AppNexus)

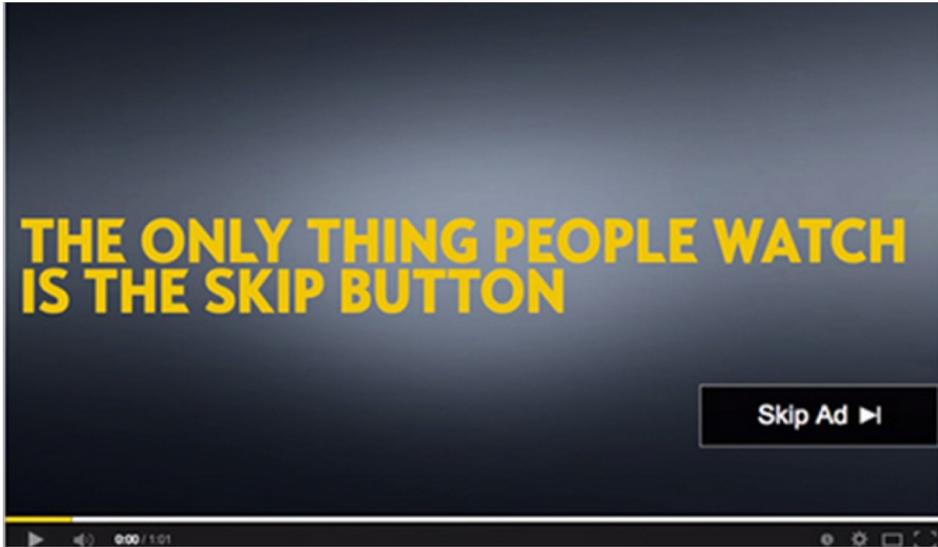
plenty of water would have remained underground, he said.

▼ Advertising ▼



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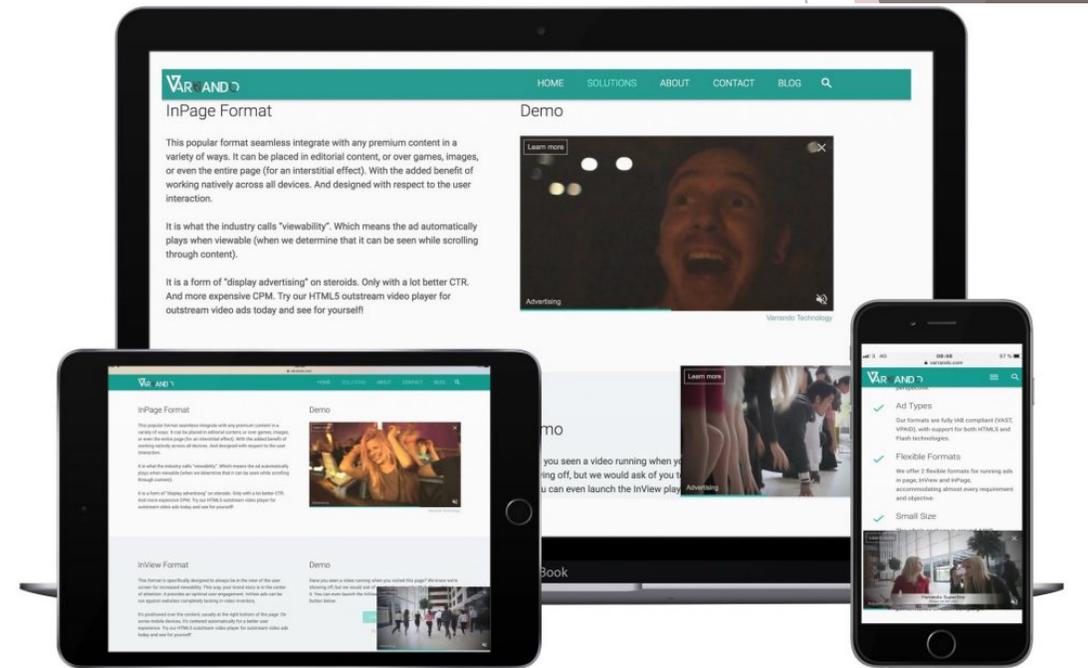
# Pre-roll Ads vs. Outstream



- ▶ **Pre-roll:** the ads that occur before video content- like YouTube
- ▶ Viewers often have the option to “skip” after 5 seconds
- ▶ 62% of viewers are annoyed with pre-roll ads (Adweek)
- ▶ Can be problematic with YouTube an ad posted before a controversial video can cause reputation issues

# Pre-roll Ads vs. Outstream

- ▶ **Outstream**: ads placed along the side or integrated throughout
- ▶ Only plays when the ad is in direct sight
- ▶ A way for Google to please more advertisers and give more platforms for video advertising



# Why Outstream Ads emerged?

- ▶ YouTube (owned by Google) was becoming known for having extremist views
- ▶ YouTube doesn't protect brands from having their ads appear before controversial videos
- ▶ YouTube hired 10,000 people to do a better job policing content, but it has still had controversy around having openly adult content on the site
- ▶ Google was losing advertisers because, so it created outstream video advertising

# Reasons why Outstream Ads are gaining popularity?

- ▶ **They can be monetized on all platforms-** not just video platforms
- ▶ Since they are **seen as native and less intrusive**, viewers don't have a negative opinion (especially millennials) of them like they do with traditional advertisements

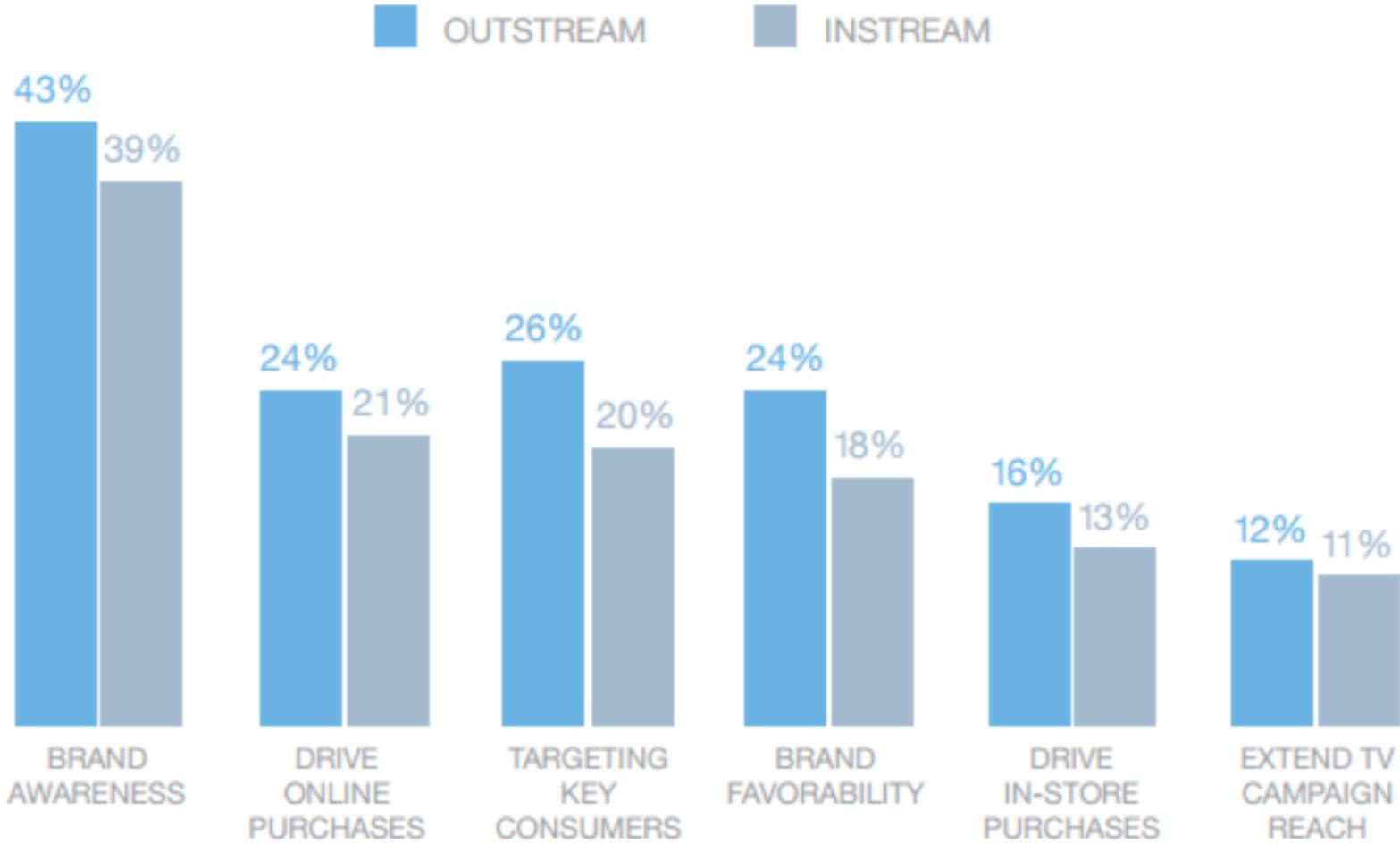
- ▶ By 2019, online videos are expected to generate \$15.4 billion and take up 80% of all internet traffic (Cisco Study)



# Benefits of Outstream Ads

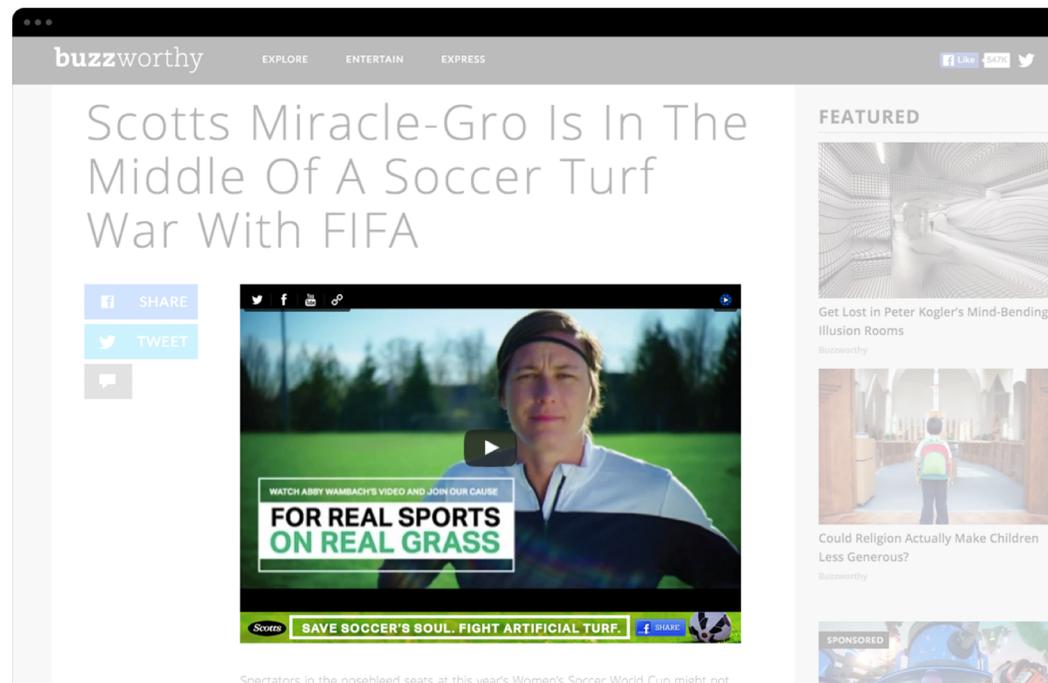
- ▶ People view outstream video for **25% longer** than pre-roll
- ▶ Advertisers can expand their reach past video content and into more editorial content (ex: CNN.com), meaning ads get **more reach**.
- ▶ Advertisers **only pay when their ad has been viewed** for a certain amount of time (generally 30 seconds)
- ▶ Some advertisers claim outstream ad bidding is 10-25%, which is **cheaper than pre-roll placement**
- ▶ **Better targeted ads** because Advertisers **have more control** over the placement of ads

## Campaign benefits of outstream vs. instream formats

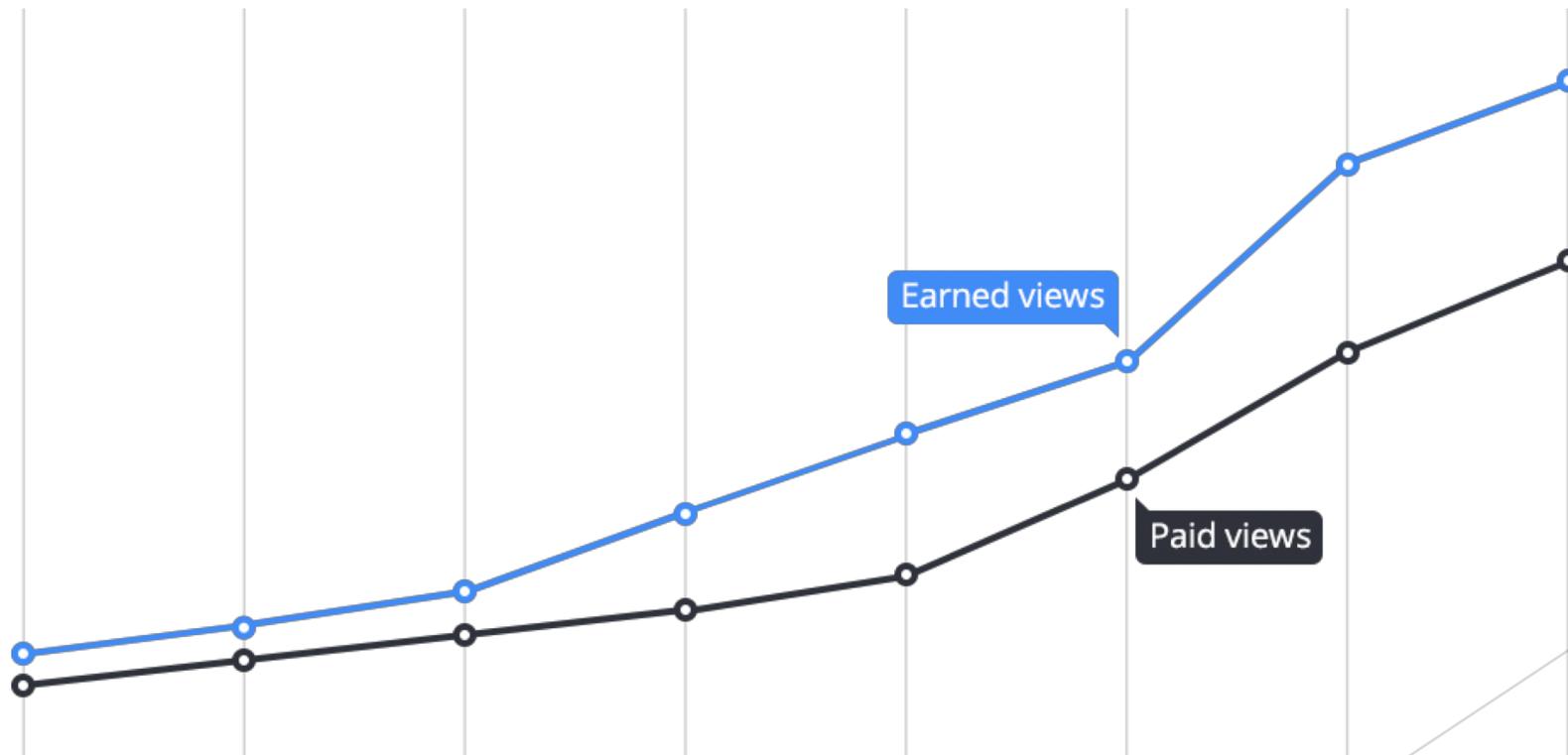


# Example of success

- ▶ In 2018 Revolocity Creative partnered with video ad publisher Viroot in an outstream campaign for Scott's Miracle Gro brand during the Women's World Cup
- ▶ Revolocity paid for 200,000 impression across 200 sites
- ▶ Including top-tier sports sites, like USA Today Sports



- ▶ After the campaign was over, Revolocity found that **8% of the audience shared the ad to Facebook**, generating an extra 290,000 views
- ▶ A **33% increase** in views that Revolocity didn't have to pay for



# What can you take away from this example?

- ▶ Revolocity didn't have to pay for the extra reach it received
- ▶ Proved that outstream media can be more effective because people view them longer than traditional pre-roll ads
- ▶ Earned media can be gained from outstream ads, which gives a positive image to consumers

# Sources

- ▶ <https://www.adweek.com/digital/googles-youtube-workaround-outstream-video-ads/>
- ▶ <https://www.emarketer.com/Article/Understanding-Out-Stream-Video-Advertising/1016127>
- ▶ <https://instapage.com/blog/what-is-outstream-video>
- ▶ <https://searchengineland.com/google-launches-outstream-ads-to-boost-video-reach-beyond-youtube-296470>