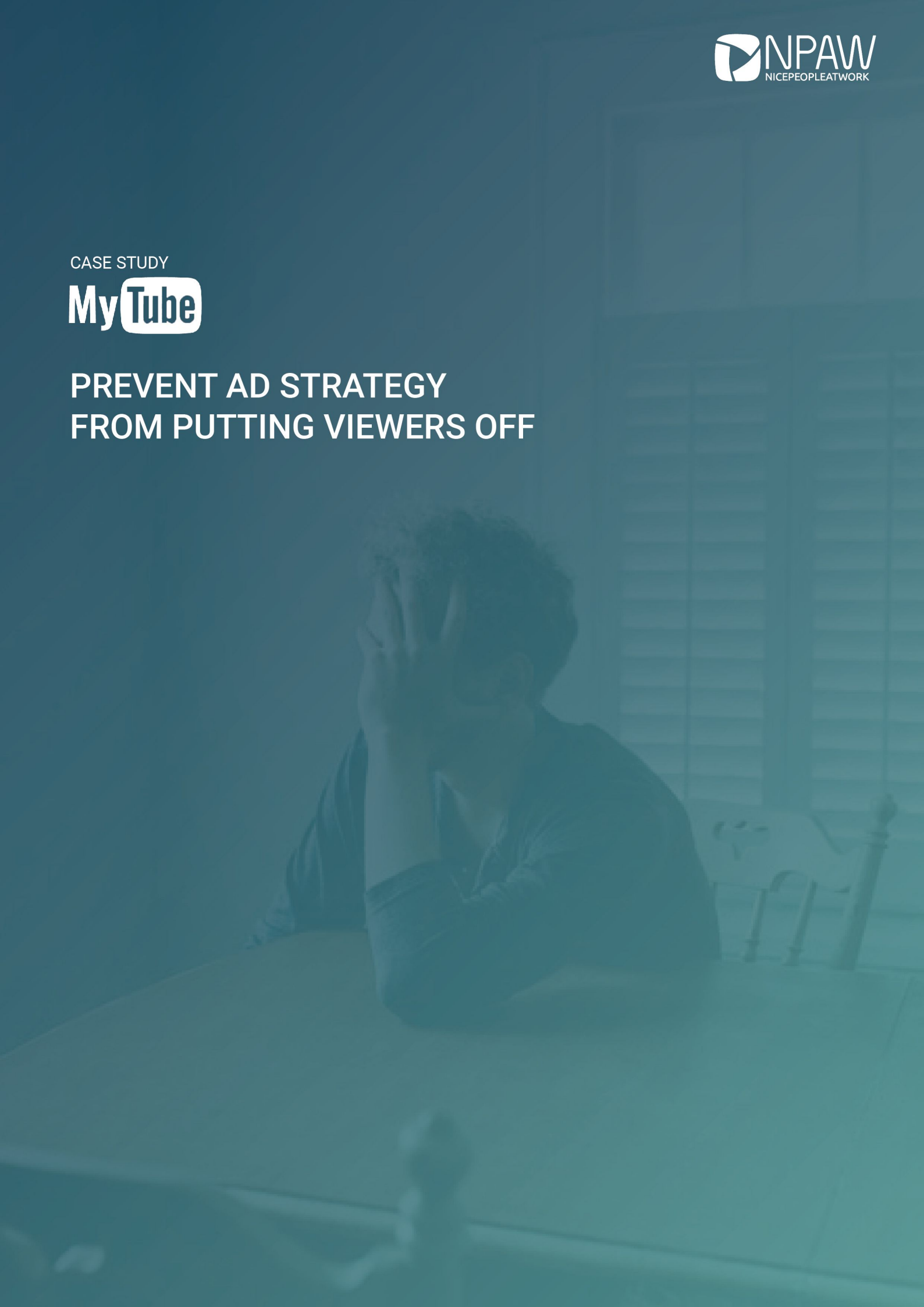


CASE STUDY

MyTube

PREVENT AD STRATEGY FROM PUTTING VIEWERS OFF



ABOUT MYTUBE:

MyTube is a fictitious company created for the sake of this case study. It is meant to be a worldwide well-known video platform sustained by an AVOD platform and content creators. Users can upload their own content and create a sustainable profile in the platform with the advertisement system. Companies can offer their ads to be inserted in the videos and managed by MyTube. There are three types of ads available:

In-stream: full ads that are seen before the video plays. These can be skippable (12 seconds up to 6 minutes) or not (15-20 seconds). These are pre-roll, but when the video they appear in is longer than 10 minutes.

Discovery ads: appear as recommended videos whereas in searches or recommended segments for the users.

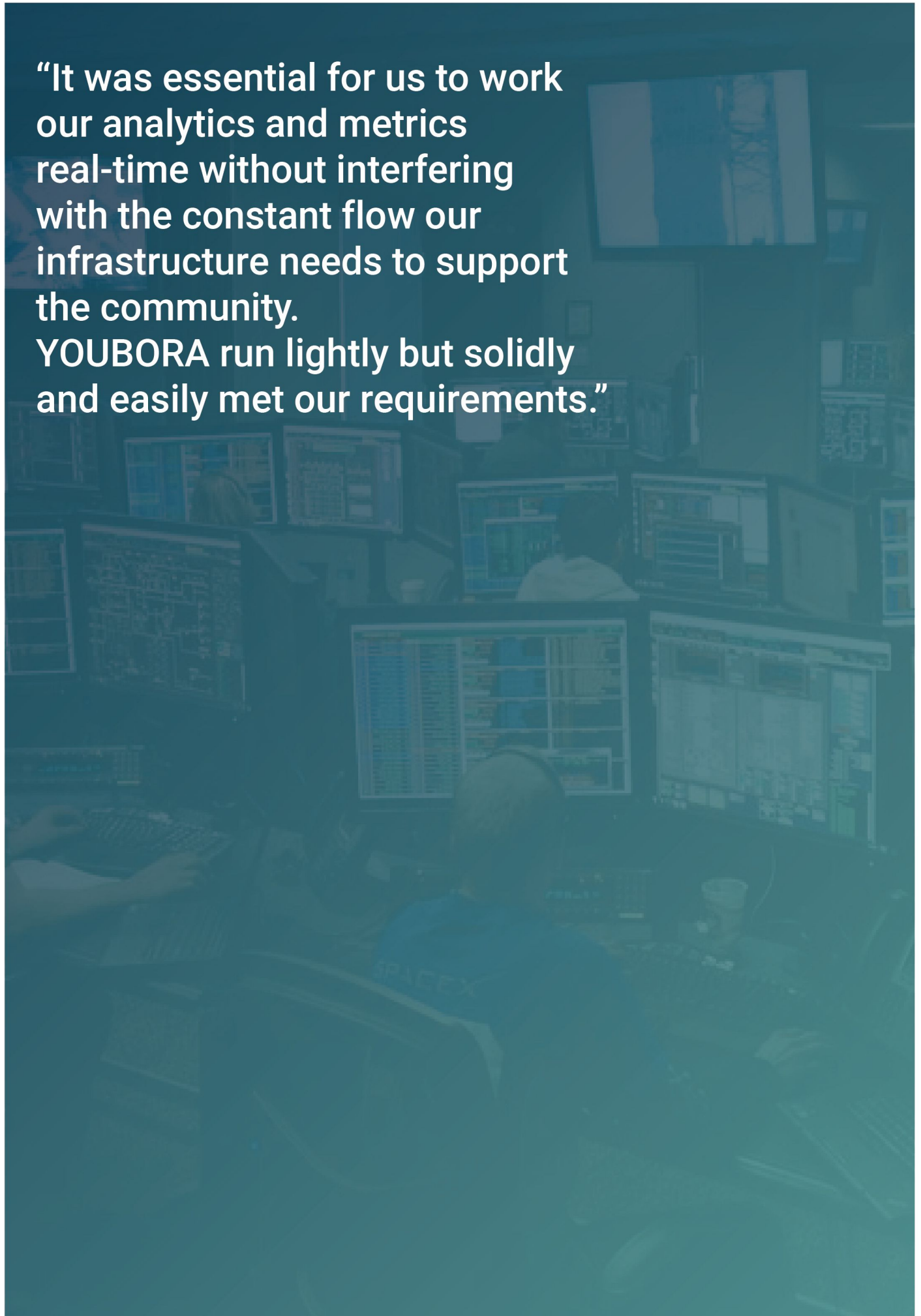
Bumpers: Six second non-skippable ads, perfect for mobile devices and perfect to complement larger video campaigns.

The advertisers can target their desired audiences by location, demographics and interests. There is an advanced targeting system based on keywords, topics or websites. Audiences that already had contact with the brand can be remarketed.

Whit this premise, this fictitious case study develops how MyTube, fake company, developed a supposed relationship with NPAW and their product, YOUBORA, in order to improve the ad performance on their platform.



“It was essential for us to work our analytics and metrics real-time without interfering with the constant flow our infrastructure needs to support the community. YOUTBORA run lightly but solidly and easily met our requirements.”



THE SITUATION:

As a service provider, MyTube is really concerned about delivering a great and cohesive performance that satisfies everyone: content creators, viewers and advertisers. It is difficult to smoothly join all of their worlds. Giving for example creators the capability of managing the number of mid-rolls in their longer videos makes for bad habits such as some trying to place fifteen ads in a ten-minute video. This frustrates the viewers and reverberates in the results shown by ad campaigns.

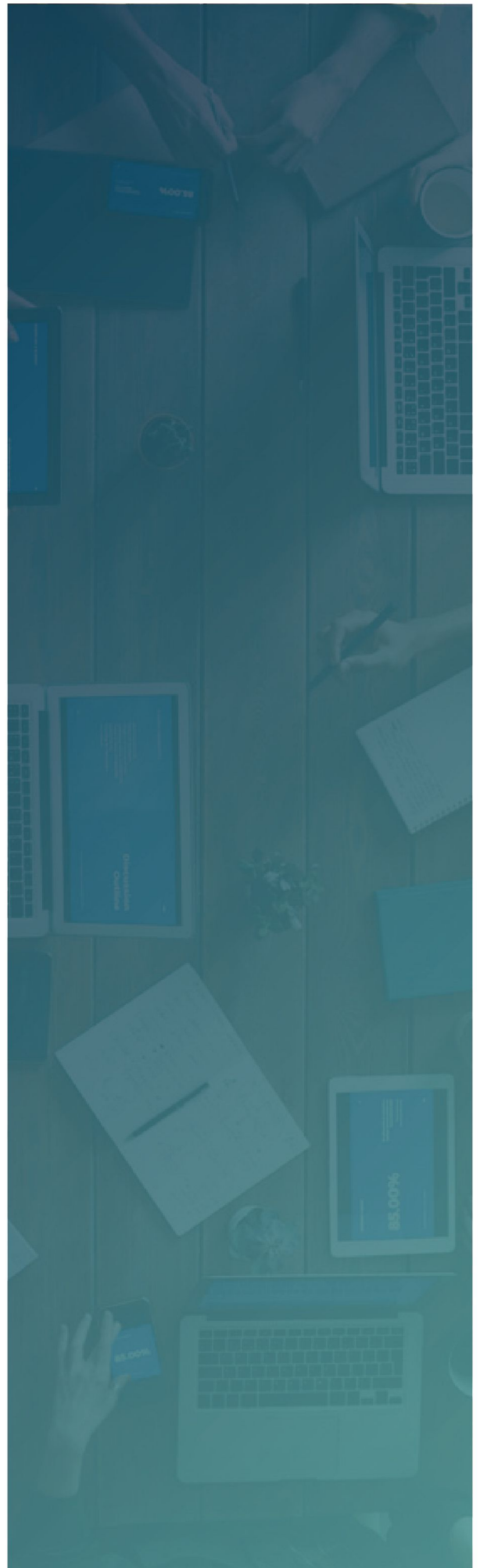
There are many parties involved and so, it becomes essential to understand the whole picture and comprehend correlations on how actions and actors affect each other. MyTube's challenge was to monitor real time how the rendition of ad campaigns was doing and look from every angle specific dimensions of their service. That was the only way for them to take actions and make information centered decisions based on metrics and with the help of their desired metrics and the analysis of sudden changes.

THE PROCESS:

When MyTube contacted NPAW about YOUTUBORA Ads, their initial intention was to gain understanding on the role mid-rolls played in their service. They knew these performed better than pre-rolls and were interested in sleek their insertion.

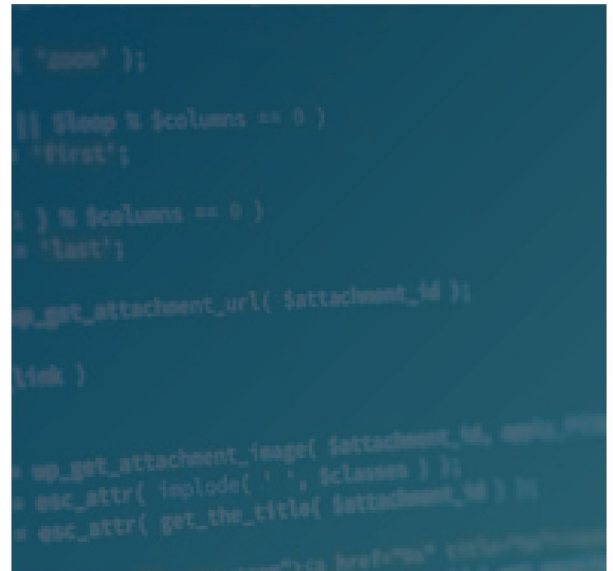
One of their initial moves consisted in converting mid-rolls into ad-pods, packing mid-rolls scattered around the length of the video in blocks and studied how did these create a sense of acceptance on viewers, that assumed this longer pause as a change of state, a moment to do something, instead of a sudden, constant and fleeting interruption in their experience. They knew that the ad performance could be improved, as this interruption was still sudden and alienated especially casual users, so they continued exploring deeper into these. Adding features such as highlights in the timeline marking the ads encouraged users to avoid them and had effects on the ROI and visibility of the ads, also made it more difficult to target audiences, so they eventually learnt that it was better to prevent the user a few seconds before-hand the insertion of the ad, in order to ease their entry.

Thus, the range of possibilities widened. What about optimizing the ad positioning? Would it be better playing two pre-roll ads at the very beginning and leave it there? Working hand in hand with real information there were plenty of opportunities to learn: "It was just easier to understand what threw users off and pinpoint moments we did good and bad" says Liam Nelson, CTO at MyTube.



THE RESULT:

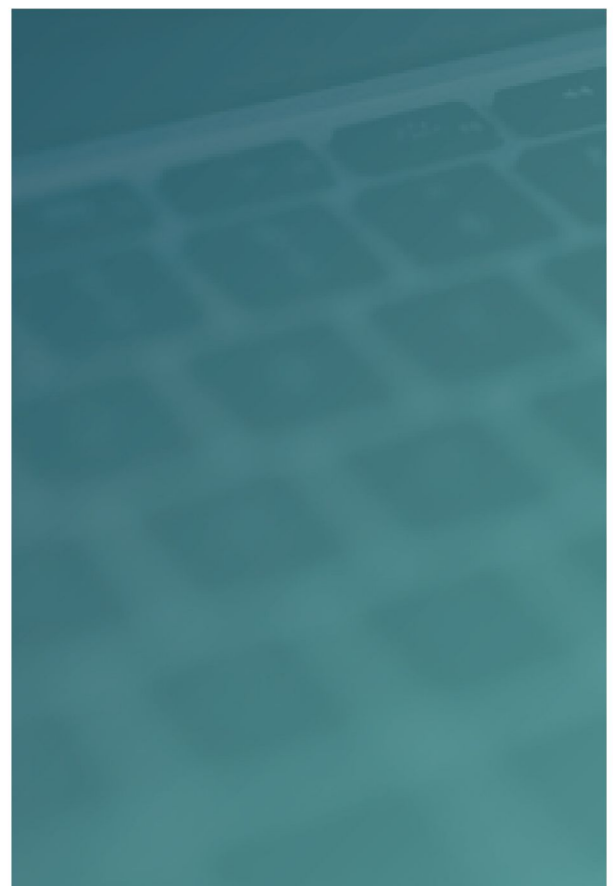
Eventually, MyTube decided that the best way of making sustainable and efficient ad campaigns was to rooting for high rates of watch time per video, instead of per session. That way, the users' commitment with the content was increased, creators were satisfied of their work being fully valued and the revenue per ad was increased, making advertisers confident on the platform.



“As a worldwide service with many people and interests involved, we really valued the contribution YOUTUBORA Ads offered as an unbiased and transparency-based tool. We managed all the information with complete freedom and placed every tree in the forest.”

“We tilled the field and eventually growth was noticeable. But that was only the start. We decided to improve the way we targeted ads and relied on many factors: ad preferences, dynamics of auction, advertiser demand, remarket of users with previous contact on the brand... We had to come clear with how our system was doing” continues Liam. In the fight for retaining audiences, it was essential to understand their behavior and tolerance to ads. Transparency was a must: network, content type, errors, renditions... It was all about working with reliable business information.

“We did it. Now we have developed an advanced targeting for our ad campaigns that is able to learn and react during that same session to changes on user behavior”.



CONCLUSION:

The relationship between users and ads is difficult, even if they understand these are needed to sustain free services. It is a constant fight as a service provider, one that can become a fight for the survival of the platform.

There is no reason to get into it blindfolded, and that is where NPAW can help. As an unbiased third party, the only goal is to get efficient measurements and work with full transparency. We remain objective to the data without impacting the users in order to provide understanding and control over the ad performance and the efficacy of monetization strategies. NPAW was born in the video landscape and understands the needs of AVOD companies and the insights of the online media industry. We know how difficult it is to ensure a sustainable business model, but it is all about finding the right balance for your users. And the only way to reach that equilibrium is being able to measure with high granular precision every piece in the scale.



ABOUT NPAW:

Nice People At Work is a video intelligence company helping online streaming services grow. A global leader in its space, NPAW has a decade of experience developing groundbreaking and scalable analytics solutions to optimize performance and user engagement to build media experiences that maximize revenue. YOUBORA, the company's flagship solution, provides OTT, broadcasters, telcos and media groups with advanced visibility of platform performance, audience behavior, advertising and content efficiency in real-time to support informed, data-driven decisions. NPAW serves more than 150 video services and processes 100 billion plays per year worldwide. Established in 2008 by co-founders of video streaming service RakutenTV, NPAW has offices in Barcelona, New York and Hong Kong with teams throughout the world.

For more information visit www.npaw.com.

OTHER CASES:



