From viral video to
branded content distribution
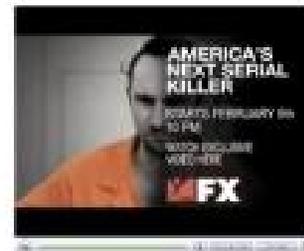
Agenda

About goviral

Key facts on goviral

Company Info: Founded 2005

50+ Employees

Offices in London, Paris, Copenhagen & Frankfurt

Partners in Moscow, Tokyo & Milan

Global reach / EMEA focus (80% of campaign volume)

Network Info: 1,000+ campaigns conducted

12,000+ active paid publishers

129,000 unique websites reached last 12 months

+460mil target views delivered

Transactions: 25+ million targeted views/month delivered

10+ million views in verticals/month delivered

Key facts on goviral

| Electronics	Handsets	Networks	Awareness	Auto	Lifestyle	FMCG	Gaming	Ents

Current campaigns in Hungary

European Commission

Unicredit

Magnum

Nissan

The online video market

|	Pre/post roll	In-stream	In text	In banner	As content
EXPERIENCE	Video ad before or after content	During, over, within content	Video activated on mouse-over text	Video ad served as a banner	User consumes video as content
ACTIVATION	Automatic	Automatic	Automatic	Automatic/Roll over	User Initiated click
DURATION	15s MAX	15s MAX	30s MAX	30s MAX	+30s & long form
AIM	Awareness	Awareness	Awareness	Awareness	Engagement/post view action & sharing

Push ← → **Pull**

The video opportunity

The explosion of online video

Video	1905%
Social networks	883%

2000   2003   2006   2009
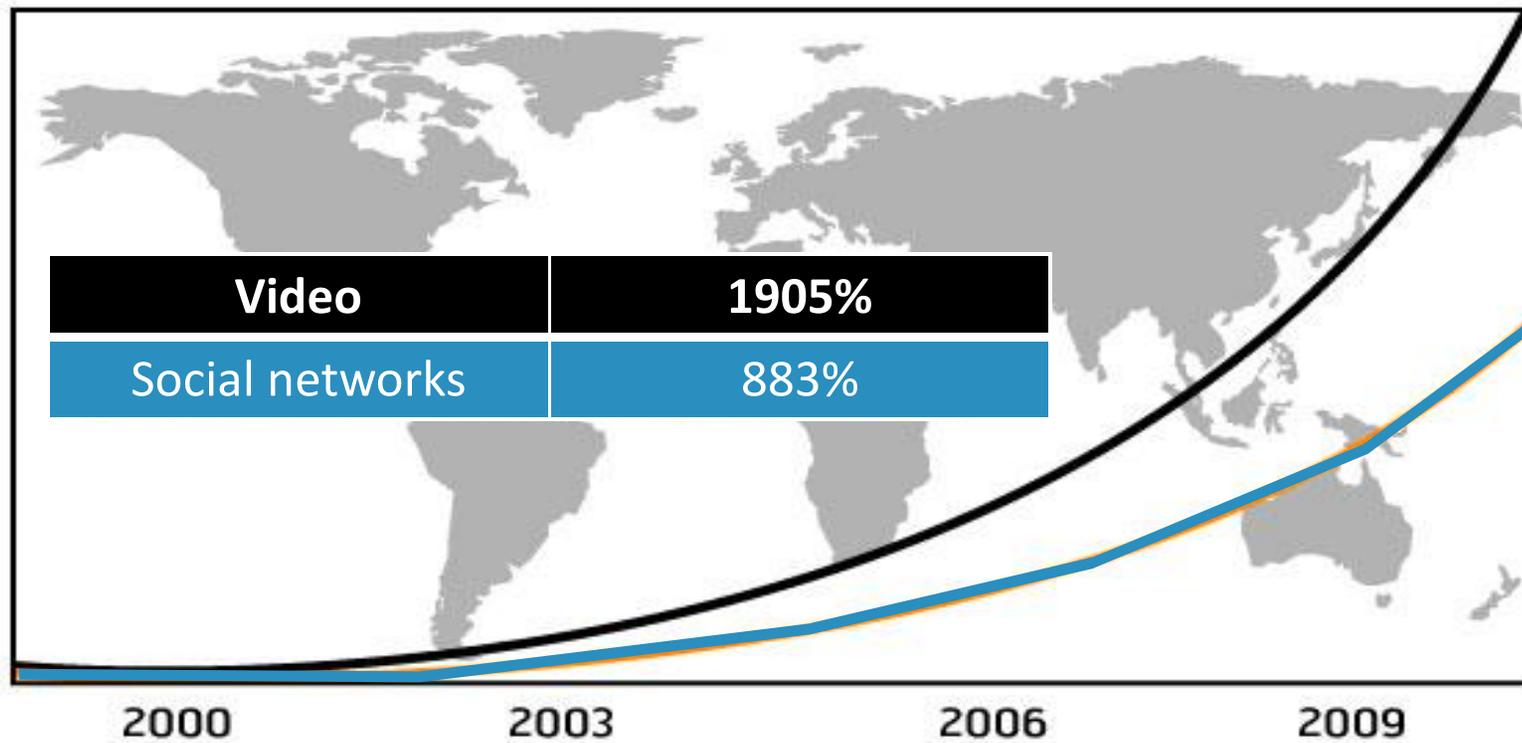
*Source: Quotes from Nielsen Online, page 1-8. The Global Online Media Landscape, April 2009

While social networks have been garnering impressive audience numbers for the last five years, **video audiences** have been growing at meteoric rates

Video viewing is now significantly bigger than search

Total searches: 23BN

Total video streams: 34BN

Google

YouTube Broadcast Yourself

10% YoY growth

9,7 bn searches (feb 2010)

32% YoY growth

110% YoY growth

3,7 bn searches (feb 2010)

12bn bn streams (feb 2010)
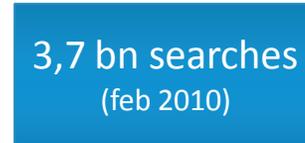
…and with more than 3,7bn search queries, Youtube is clearly the 2nd biggest search engine in the US, now accounting for 17% of all searches.

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Youtube is the tip of the iceberg
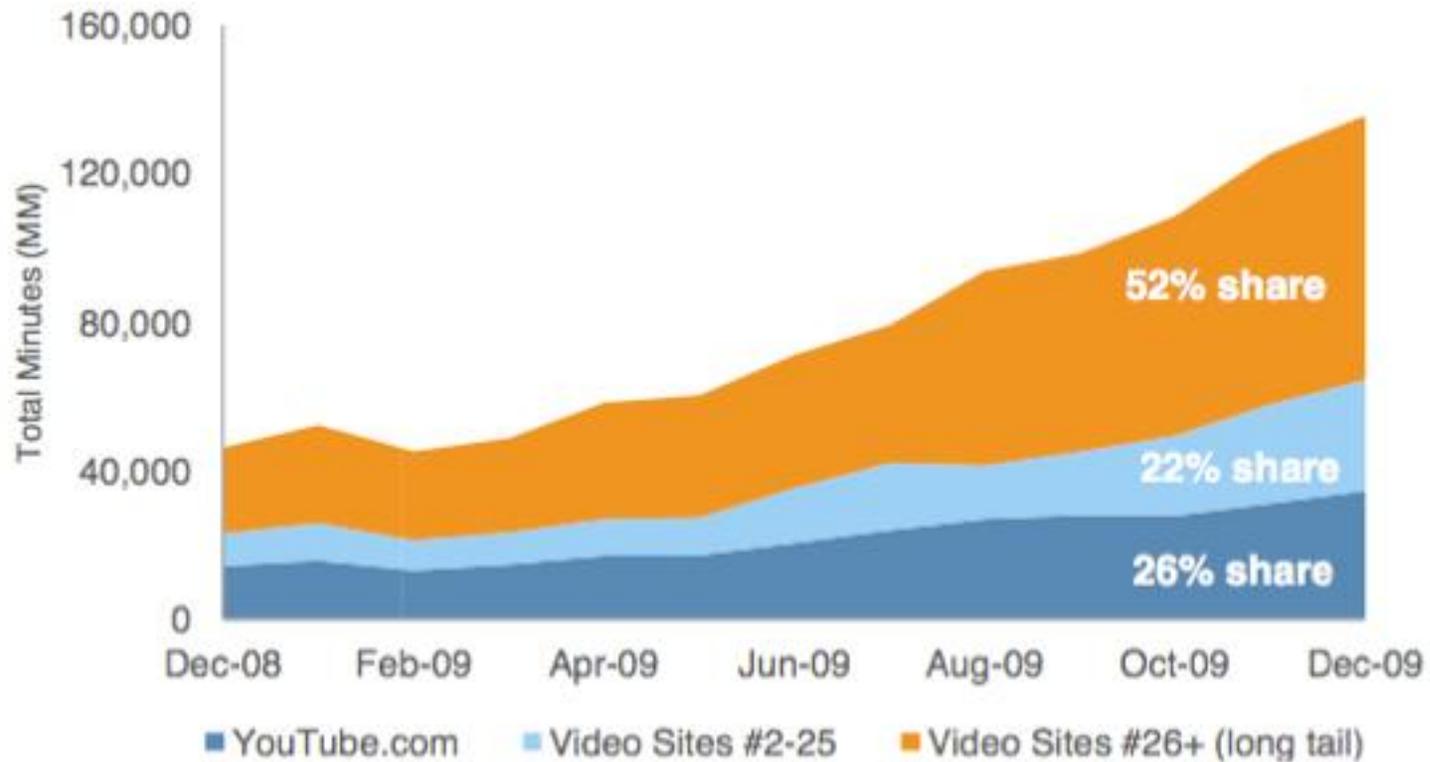
Source: comScore Video Metrix (U.S.)

Why it is relevant?

Click to play video create engagement and build brand preference

Click-through rates by IAB format and country:

ad size	Europe Ø	UK Ø	DE Ø	CH Ø	SE Ø	DK Ø	F Ø
Pop-up/Layer	0.5	1.23	0.33	0.17	0.15	0.51	0.49
Video ads	1.7	1.75	2.61	1.82	0.95	1.42	1.93
Skyscraper (120x600)	0.3	0.16	0.1	0.12	0.1	0.17	0.26
Wide Skyscraper (160x600)	0.2	0.19	0.13	0.2	0.14	0.17	0.31
Medium Rectangle (300x250)	0.2	0.15	0.24	0.11	0.04	0.14	0.17
Fullsize (468x60)	0.2	0.08	0.07	0.01	0.04	0.12	0.15
Halfsize (234x60)	0.5	0.15	0.48	0.35	0.22	0.1	0.05
Leaderboard (728x90)	0.1	0.09	0.17	0.23	0.15	0.15	0.09

Source: Adtech – February 2009

Video creates engagement

Across Europe, users are on average 8,5 times more likely to engage with a video player than traditional display formats.

Audiovisual content is superior to build brands

Online video generates significantly better results throughout the engagement funnel (awareness, favourability and intent)

Figure 17   Branding Goals where Rich Media with Video Excels over Simple Flash
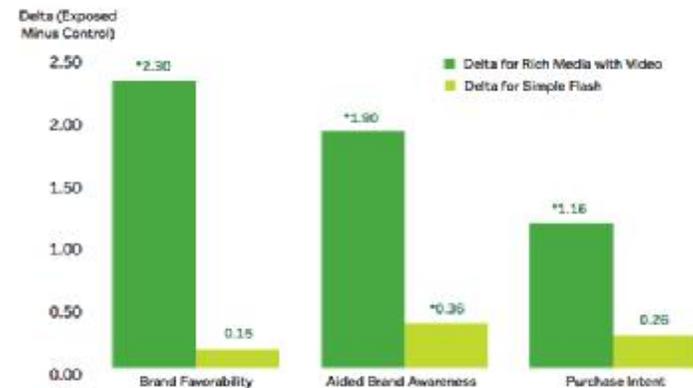
Source: Doubleclick – June 2009

Video revenues are untapped

Monthly usage

Video (6.5 hours)

Online (50 hours)

13%
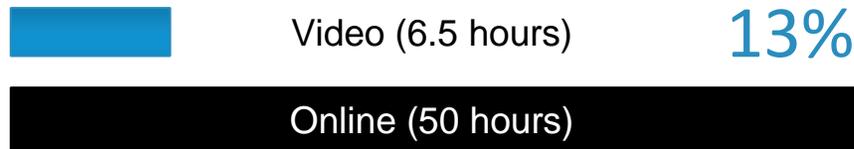
Online video now accounts for around 13% of all European internet time

Yearly advertising spend

Video (€79mil)

Online (€9.8Bn)

1%

Online video advertising Accounts for **less** than 1% of total online ad spend

"The current trend towards watching more online video should drive more advertisers towards this medium"
Nielsen, 2009

*Source:** Nielsen Online, The Global Online Media Landscape, April 2009 and Jupiter European Advertising Forecast 2007-12

Working with branded content

# From viral to many types of video content

**Strong TV ads**

Brand channels
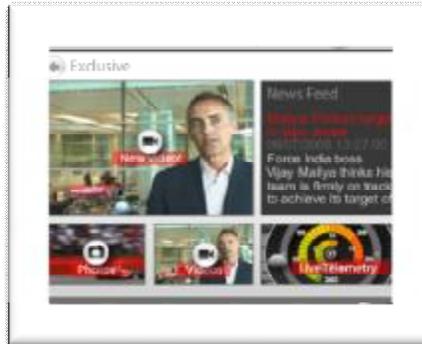
Tutorial & Product

Branded content
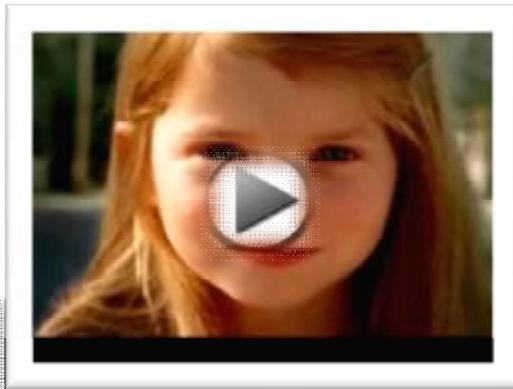
Episodic Content

Interactive Video

Awareness　　　　**Engagement**　　　　**Learning**

Content score card

No.	Evaluation Criteria	Score (1-5)			
1.	**Outstanding story** - It's got to be funny, provocative, amazing or otherwise capture the users attention				
2.	**Originality** - It must be new and interesting; something the user hasn't seen before or it need to do it better than previous content in same genre				
3.	**Relevance** - Great viral campaigns aren't overt product pitches. The association need to be subtle and integrated...relevant content builds engagement.				
4.	**Share ability** - The execution needs to be done in a format and tone that users want to share on their blog or with their social network. Humans are natural story tellers, so they will share and create conversations				
5.	**Audience hook** - Is there something in the video that will give it extra mileage with users and webmasters. A celebrity, an awesome soundtrack, exclusive footage, sex appeal or just an intriguing title.				
6.	**Instant attraction** - Can the first 10-15 sec create curiosity? The "pay-off" must come quickly or otherwise be communicated clearly; users don't want to waste time				
7.	**Overall campaign** - The user journey and depth of a campaign has a lot to say for engagement and organic media. Do we have multiple content pieces and many channels in place?				
Total score		**23**

goviral have developed a simple content scorecard that help brands evaluate content potential upfront, improve quality and benchmark campaigns.

How rating can help

Tactical level

Goviral rate final content

→

How rating can help:
- Optimize approach
- Set expectations
- Benchmark

Strategic level

Goviral is involved from storyboard to final execution

→

How rating can help:
- Optimize content
- Choose most suitable content for production

Optimize for engagement

Audience hook:

Behaviour: The internet offers users a wealth of opportunity and behaviour is very non-linear.

Look for: Audience hook - make sure first 15 seconds intrigue users and keep them watching. Biggest dropout always occurs in the beginning
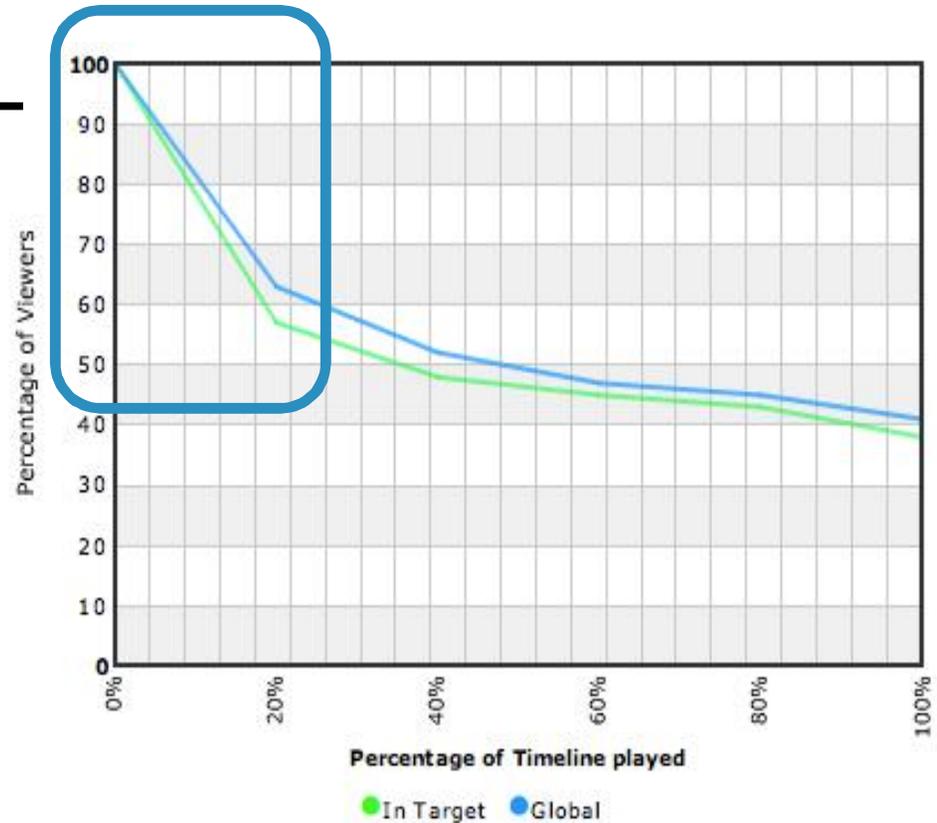
Optimize for view to end

Length:

Behaviour: Average viewing time for online video is app 2 mins (which includes long-form premium content)

Look for: Length - ideal video length for branded content is between 45 and 90 seconds. This leaves room to tell a powerful brand story and still get most users to the end of the clip.
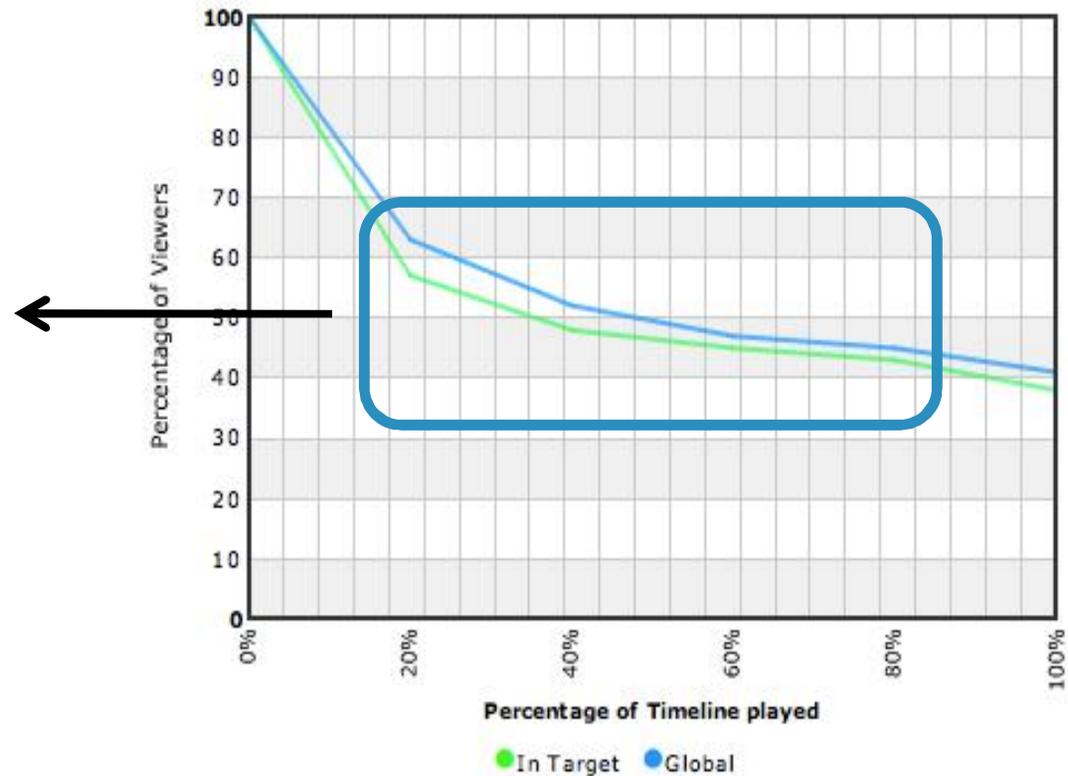
Optimize for user action

Call to action:

Behaviour: Users don't plan their journey ahead. Any relevant opportunity for interaction may attract attention.

Look for: Call to action - Having more content to explore (videos, website, ratings, comments etc.) creates richer campaigns, help maximize click through and keep users engaged.
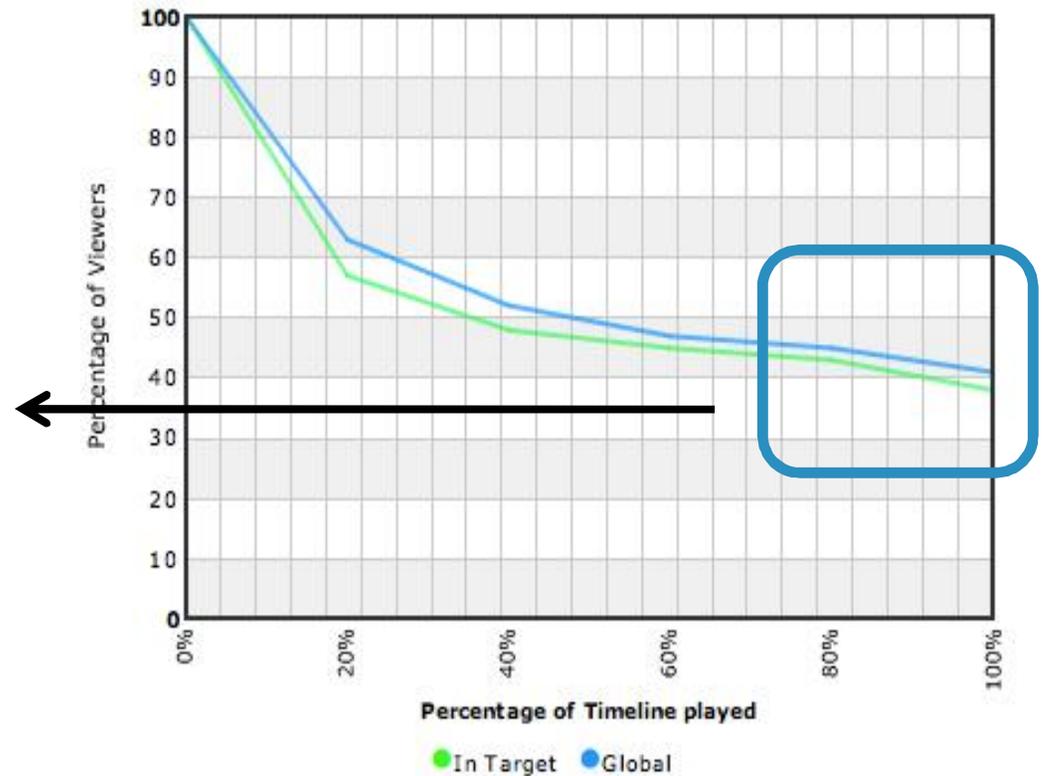
# The score should determine the approach
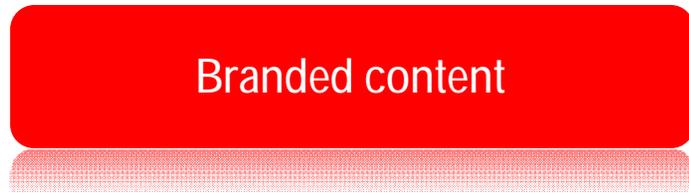
Branded content ←
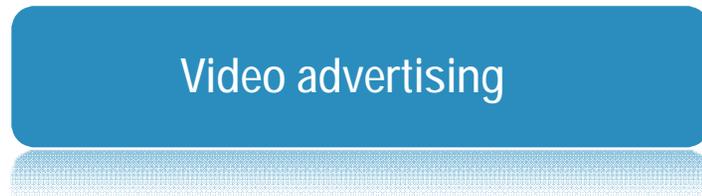
Video advertising ←

Hot...
Great content!

Warmer..
Mediocre content!

Cold...
Overly product
focused content!

How content assesment helps:
Because goviral have no vested interest in content production, we can act as an independant adviser – using the pre-evaluation of content to **improve quality**, determine the **suitable distribution** approach and establish **benchmark KPI's** for the activity.

9 of 10 campaigns are
not "real" branded content
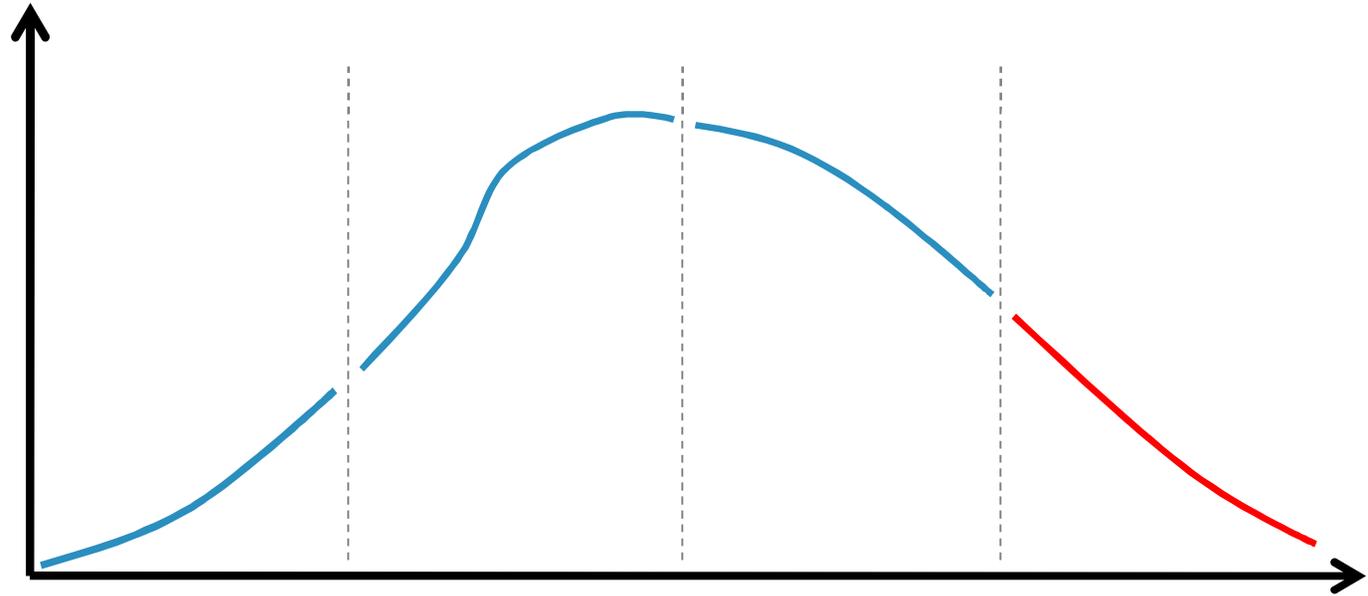
Rating	0-15	15-20	20-25	25-35
# campaigns	38	575	314	101

Out of the 1028 campaigns goviral have launched, only 101 has scored +25 to qualify as "real" branded content. Content that rates between 15-25 often attract less editorial coverage and fewer users are sharing. This means less "earned/organic" over delivery.

Distribution techniques

The opportunity
From drive to site to content distribution

From drive to site...
Traditional banner
advertising fail to engage the
audience and is ineffective
as a brand medium

...to content distribution
Distributing audiovisual
content to where users
already spend their time on
the internet increases
engagement and build brands
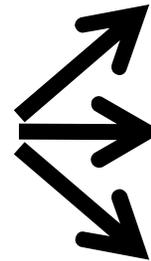
From impressions to guaranteed engagement

Impressions/Display – TV
Opportunity to see

Inactive user

-

Interactions/views
Userinitiated video views

+

Post View Engagement
Watch more videos, rate, comment, share

++

Post View Engagement
Click through, etc

+++

Active user

Level of engagement
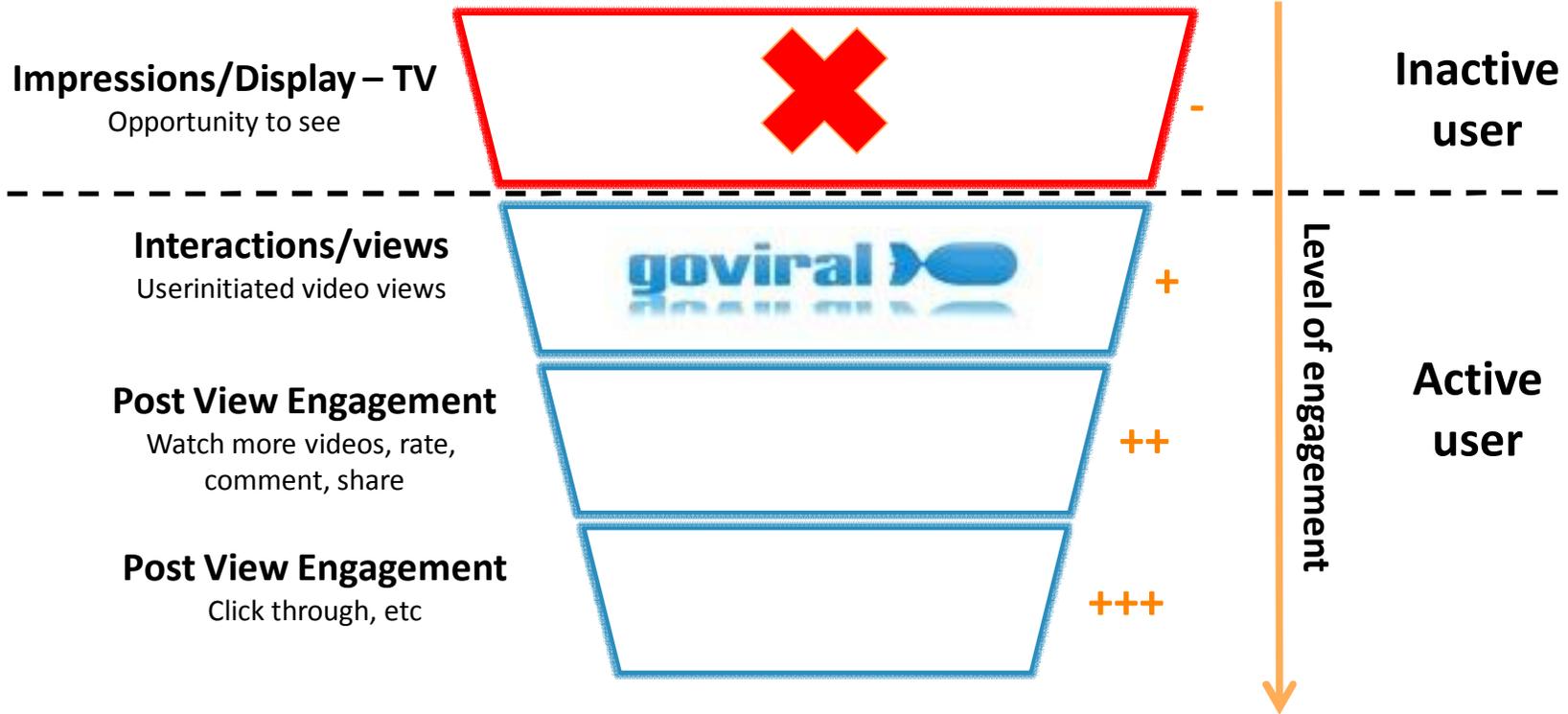
Impression based media buying:
Activation: As advertising (banner)
Buying model: CPM
Aim: Take users to landing page

Content distribution:
Activation: As content (video player)
Buying model: CPV + Upside
Aim: Engage users where they spend their time

Distribution in short

Branded content → **Goviral network** → **Distribution partners**

0:30 – 10:00min video
Single/multiple assets
Customized skin & end screen

18 vertical categories
+7000 paid publishers in Western Europe

+165mil UU per month
in the 13 markets

Preparation
- Compression of video
- Creation of different formats
- Embedding of tracking
- Selection of player (standard, branded or interactive)

Network
- Upload of video to Goviral network
- Selection of relevant categories
- Application of price per view
- Release for distribution
- Uploading to all relevant video destinations

Publishers
- Receive embed codes
- Implement on site
- Tracking and reporting

How publishers post campaigns

Publishers are notified when a new relevant campaign is live.

Content is posted where it has the greatest chance of generating interest from users

Distribution formats

Editorial Formats	Content Formats	Commercial Formats
Integration: Editorial promotion of content on contextual websites & blogs	**Integration:** Promotion in local and international video and entertainment environments	**Integration:** Commercial formats in relevant lifestyle websites & social networks

From 'Push' to 'Pull'

Step 1:
Owned Media

Step 2:
Paid Media

Step 3:
Earned Media

From website

From TV, Print, Display

From PR and journalists

To multiple channels and long term participation

To distributing multiple content pieces ongoing

To blogs and social sharing
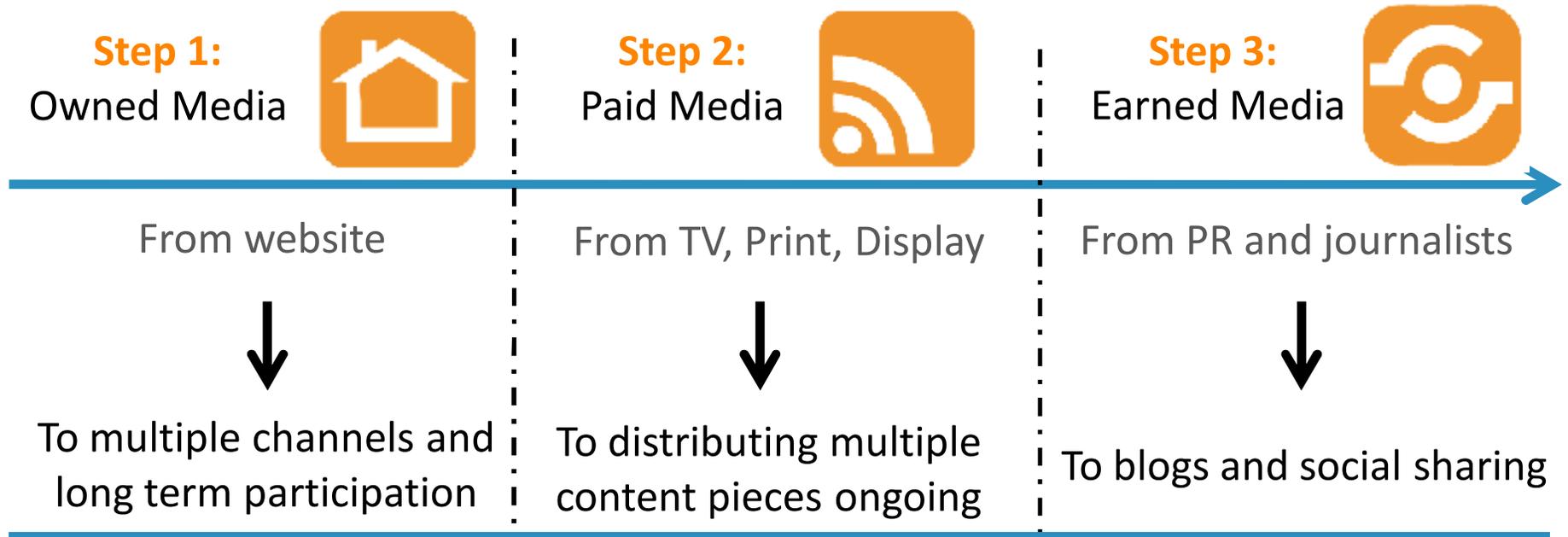
Master all three elements of change to build a strong online presence with the target audience

How the ecosystem works

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Owned Media

Paid Media

Visit website

Distributed content engages the target audience in the environments where they are looking for content

Organic Media

Rating, commenting and sharing

Distribution technology

Branded and interactive player
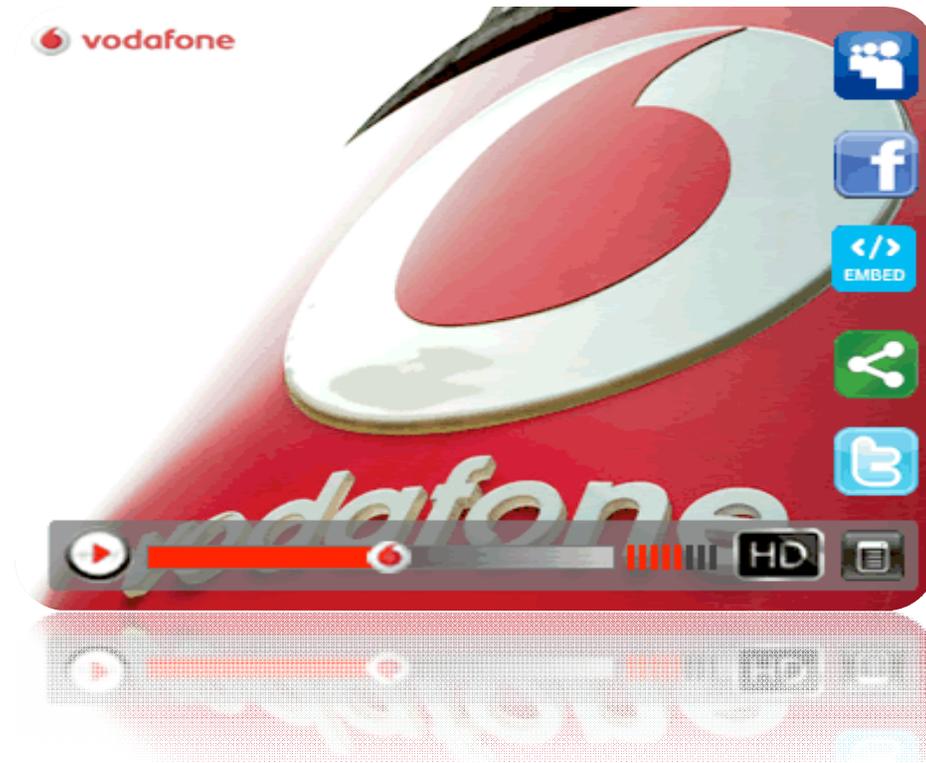
Video player end screen
Maximize sharing and conversion after the video has played
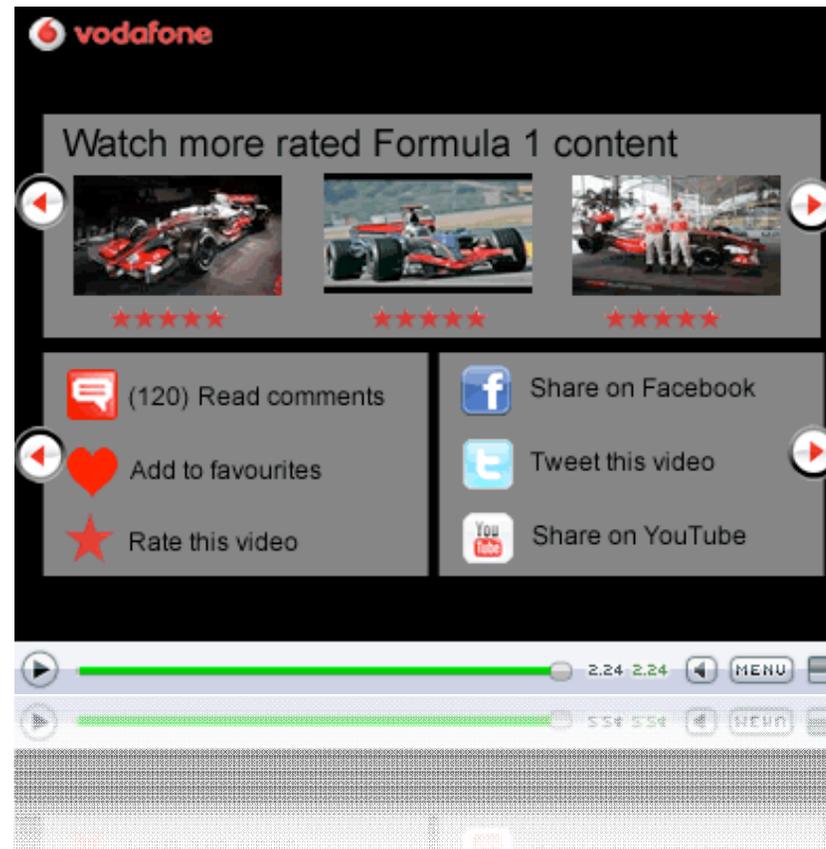
Distributed channel

Bring the entire universe to the users and be "always on" with key publishers
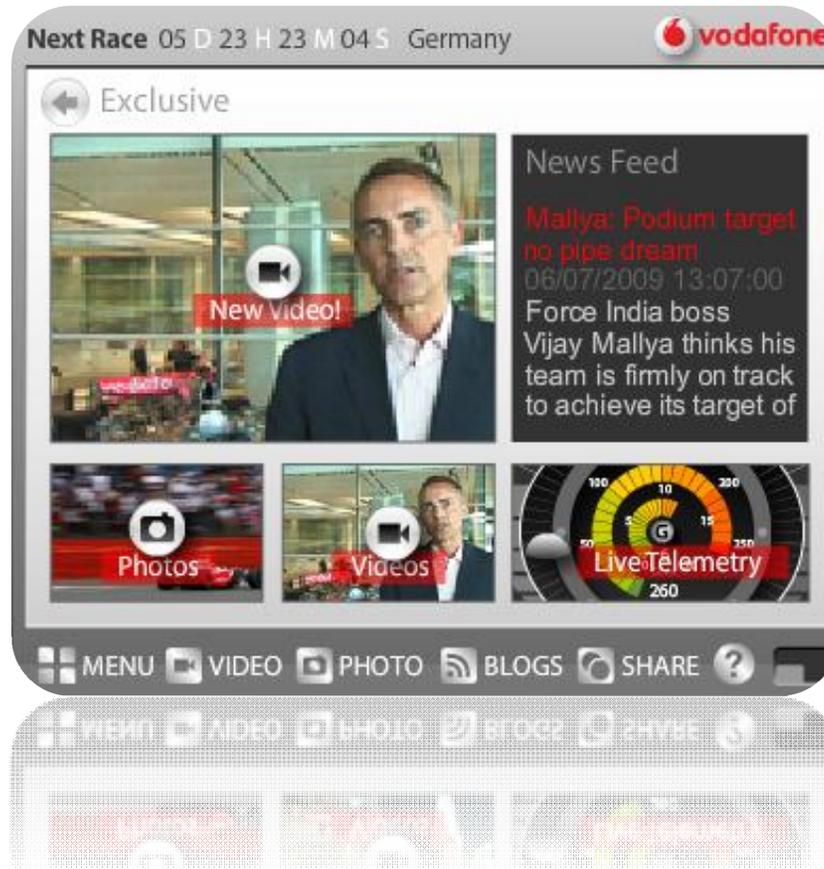
Reporting is key for learning
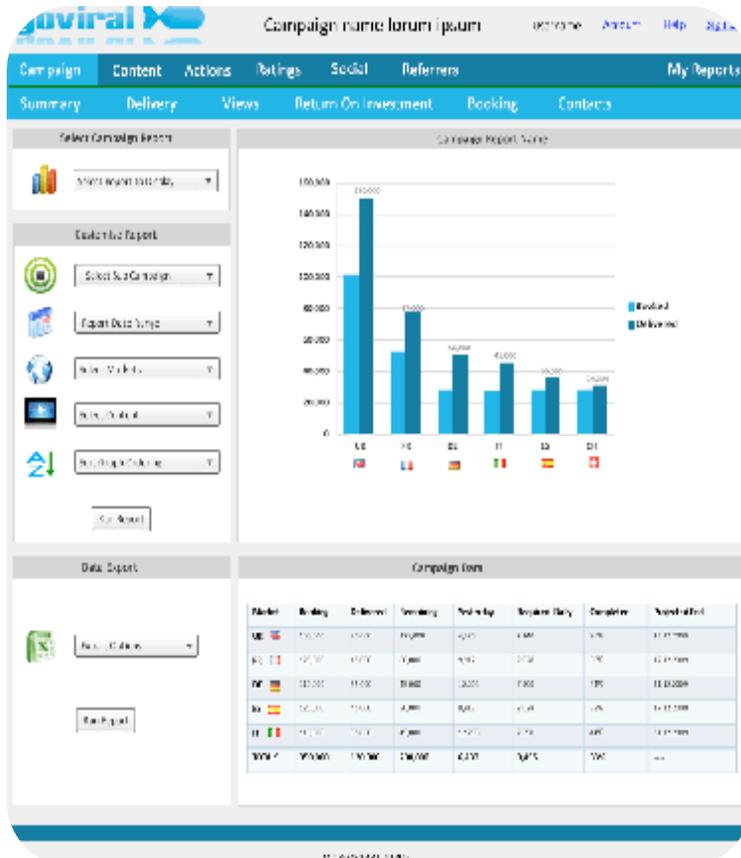
- Unrivalled campaign analytics

- KPI summary report

- 120+ fully customisable reports

- 30+ campaign performance reports

- 25+ Content evaluation reports

- 15+ twitter and facebook reports

- 10+ earned media reports

- 100+ social platforms tracked

- Dedicated client API and data export

- Seamless white label solution for agencies

goviral analytics
Twitter

goviralanalytics Twitter

See cumulative campaign Tweets over any time period and identify key social trends and patterns in the social buzz of your campaign and content by market

Drilldown in to individual Tweets about your campaign, see what was Tweeted, when it was Tweeted, how many followers the Tweet reached, in real time

Post campaign sampling via data capture

Group	Votes	Average Rating
Overall:	1188	★★★★☆
By gender:		
Male:	88.2%	★★★★☆
Female:	11.8%	★★★★☆
By age:		
12 and under:	9.0%	★★★★☆
13-17:	9.1%	★★★★☆
18-29:	27.1%	★★★★☆
30-45:	29.9%	★★★★☆
46-64:	17.6%	★★★★☆
65+:	7.3%	★★★★☆

Group	Votes	Average Rating
Overall:	466	★★★★☆
By gender:		
Male:	73.6%	★★★★☆
Female:	26.4%	★★★★☆
By age:		
12 and under:	41.6%	★★★★☆
13-17:	11.1%	★★★★☆
18-29:	16.8%	★★★★☆
30-45:	15.2%	★★★★☆
46-64:	3.8%	★★★★☆
65+:	11.4%	★★★★☆

+ 80% above 18y.
+ 88% male

Mercedes-Benz

Campaign aiming at young boys , gamers and parents in that order.
+40% below 12y
+27% 13-29y
+ 70% male

The Do's and Don'ts
Of branded content and distribution

Do's

- Use rating to make sure content is "fit" for channel
- Organize to produce more content and have many channels
- Get feedback and clear KPI benchmarks on all activities to learn

-Don'ts

- Avoid content that is overly product focused
- Focus too much on getting users in to a single destination

Do's

- Distribute video as content, buy on CPV instead of CPM
- Optimize player to support key KPI's and re-enforce user journey

-Don'ts

- Don't expect virality, plan for success
- Integrate conversion instead of investing in it

Thanks

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