



Vdopia Mobile Insights

Vol 3.1, May 2014

**MOBILE ENTERTAINMENT REPORT**

**UNITED STATES, 2014**

**VDOPIA**<sup>®</sup>  
The global leader in mobile video advertising.

# Mobile is Redefining Entertainment Consumption



**8 million\* consumers bought movie and event tickets from their smartphones in the last 3 months**

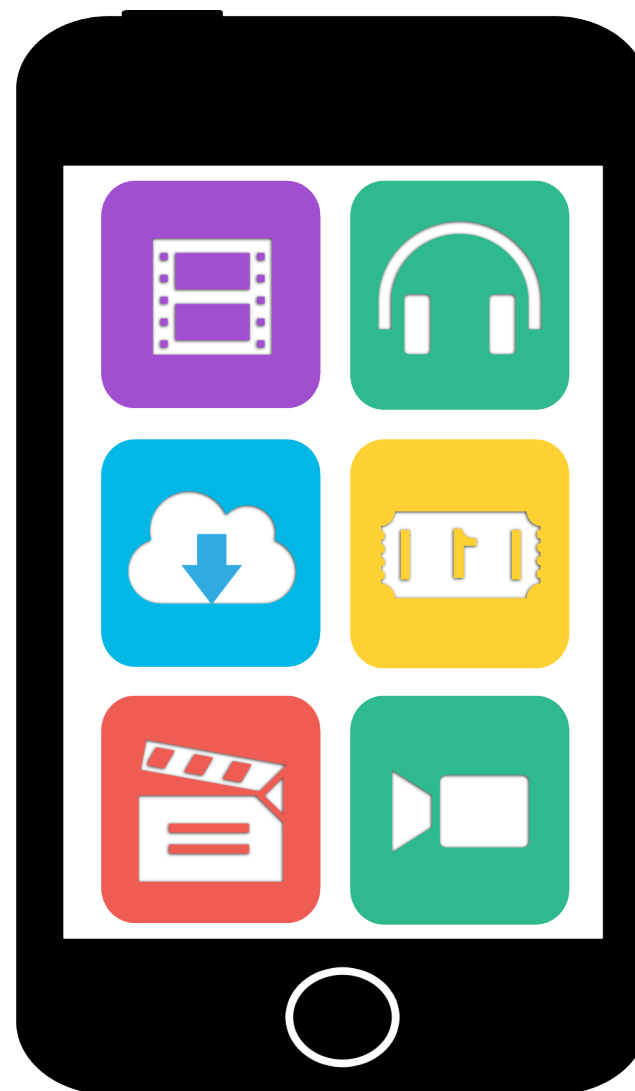
This is a 39% increase in consumers in the last one year alone. Consumers are placing greater emphasis on smartphones when it comes to buying movie tickets or doing research on movie and TV shows

**87% of moviegoers turn to mobile for more information after seeing or hearing ads for movies on other media channels<sup>2</sup>**

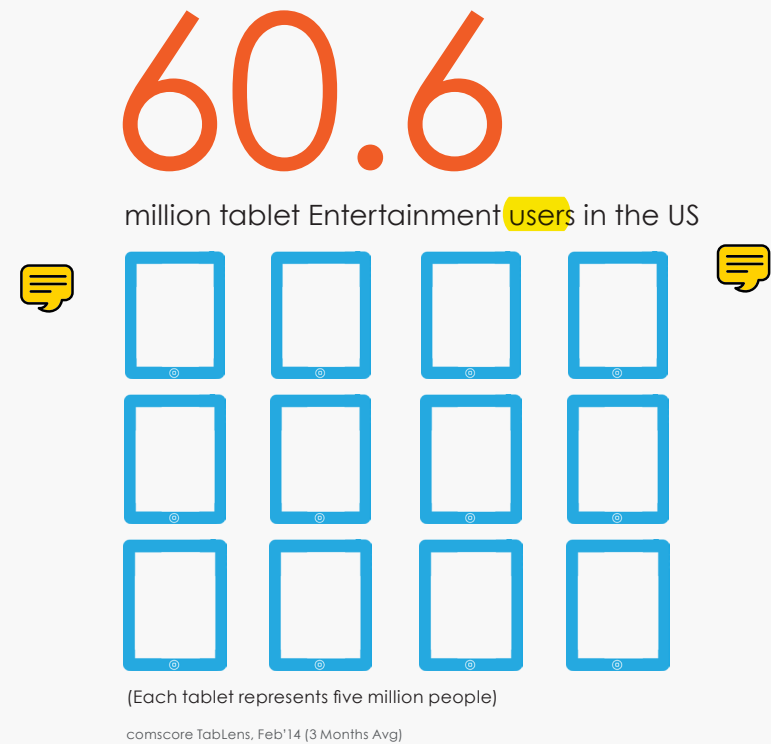
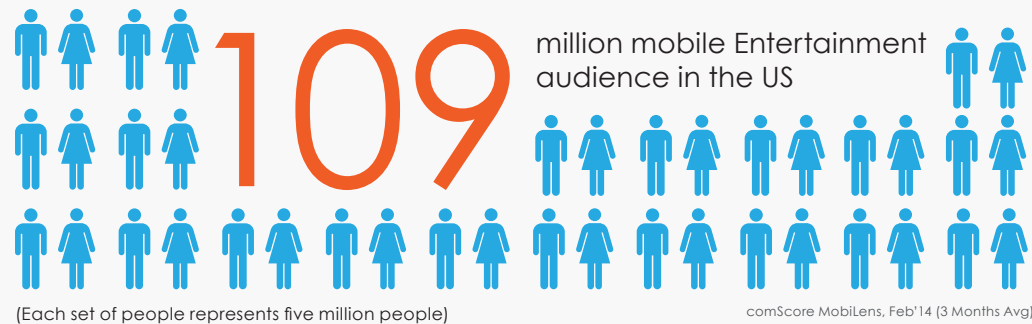
To add to that, 84% of moviegoers use their mobile phones for planning a trip to the theater

**84% of smartphone and tablet owners say they use their devices as second-screens while watching TV at the same time<sup>3</sup>**

Mobile is changing the dynamics of the Entertainment industry by taking a major share of screen time from TV



# Entertainment Market Overview




## Top Cities for Mobile Entertainment Audience by percent share of audience


7.7% New York, NY

6.8% Los Angeles, CA

3.5% Chicago, IL

comScore MobiLens, Feb'14 (3 Months Avg)

 **78%**  
of frequent moviegoers own a smartphone. Frequent moviegoers are the ones who attend movies once a month or more

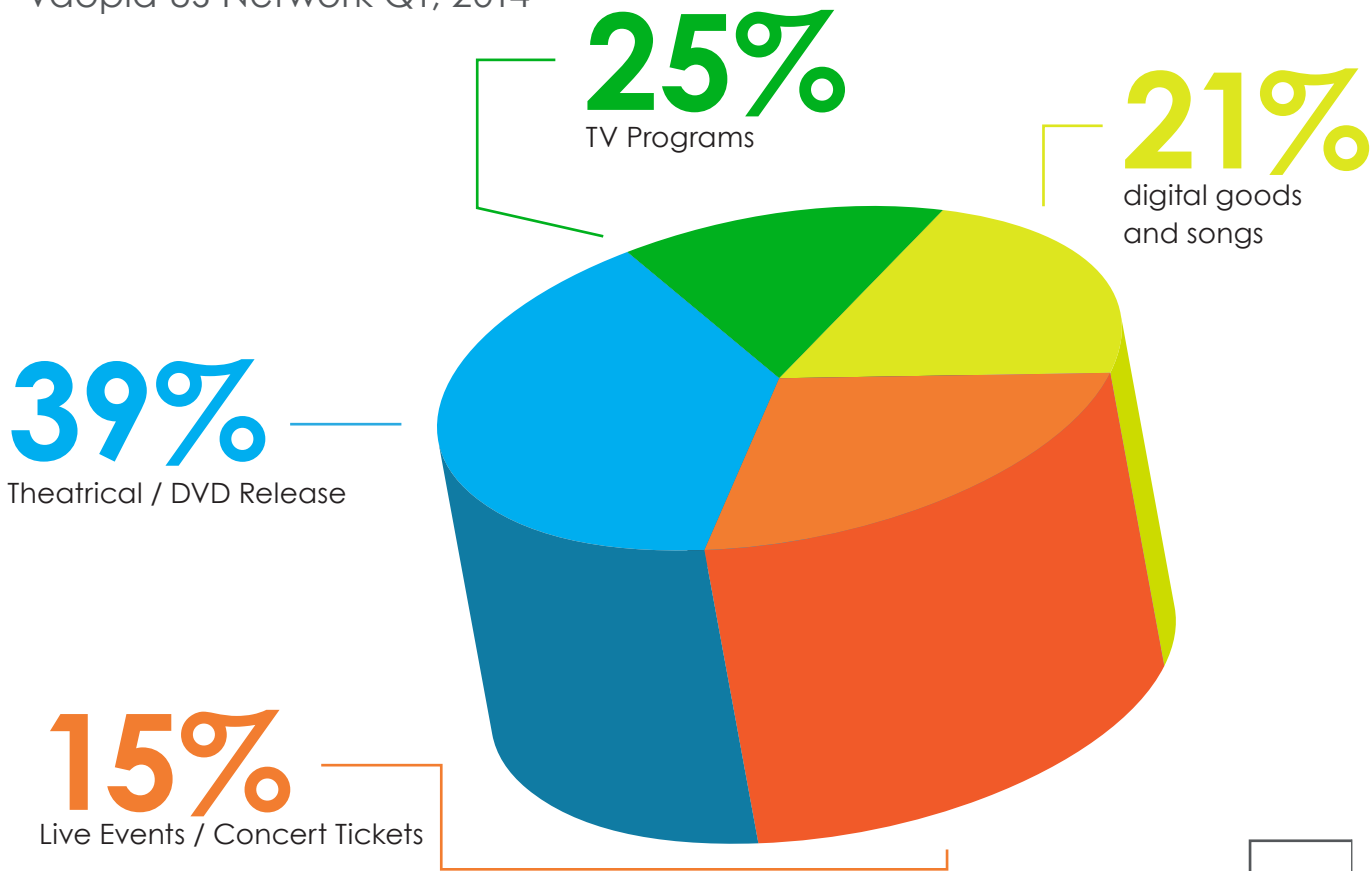
 **45%**  
of mobile entertainment users recall seeing an ad on their smartphones

comScore MobiLens, Feb'14 (3 months avg.)

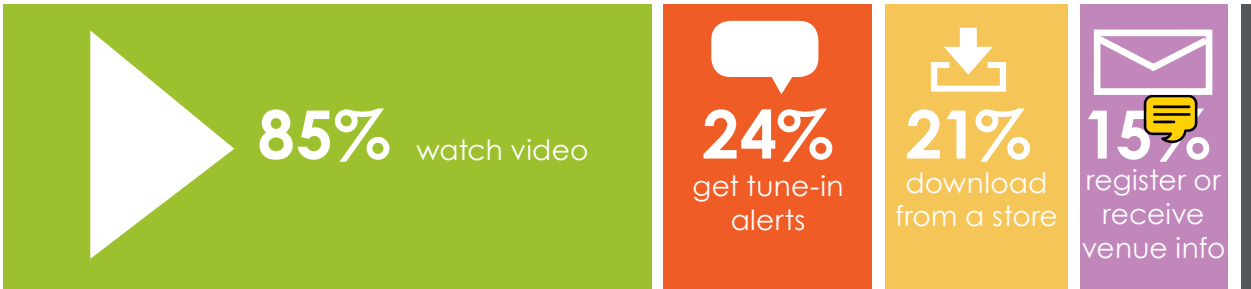
MPAA, Theatrical Market Statistics, 2013

# Ad Spend by Entertainment Brand Type

Vdopia US Network Q1, 2014



## Smartphone Ad Engagement



\*% Share of Ad Spend. Primary CTA, some campaigns have multiple CTA points.

Vdopia US Network Q1, 2014



Average time spent per day by US adults watching video on smartphones  
eMarketer, April 2014

84% of Entertainment ad spend on the Vdopia network goes to video and rich media

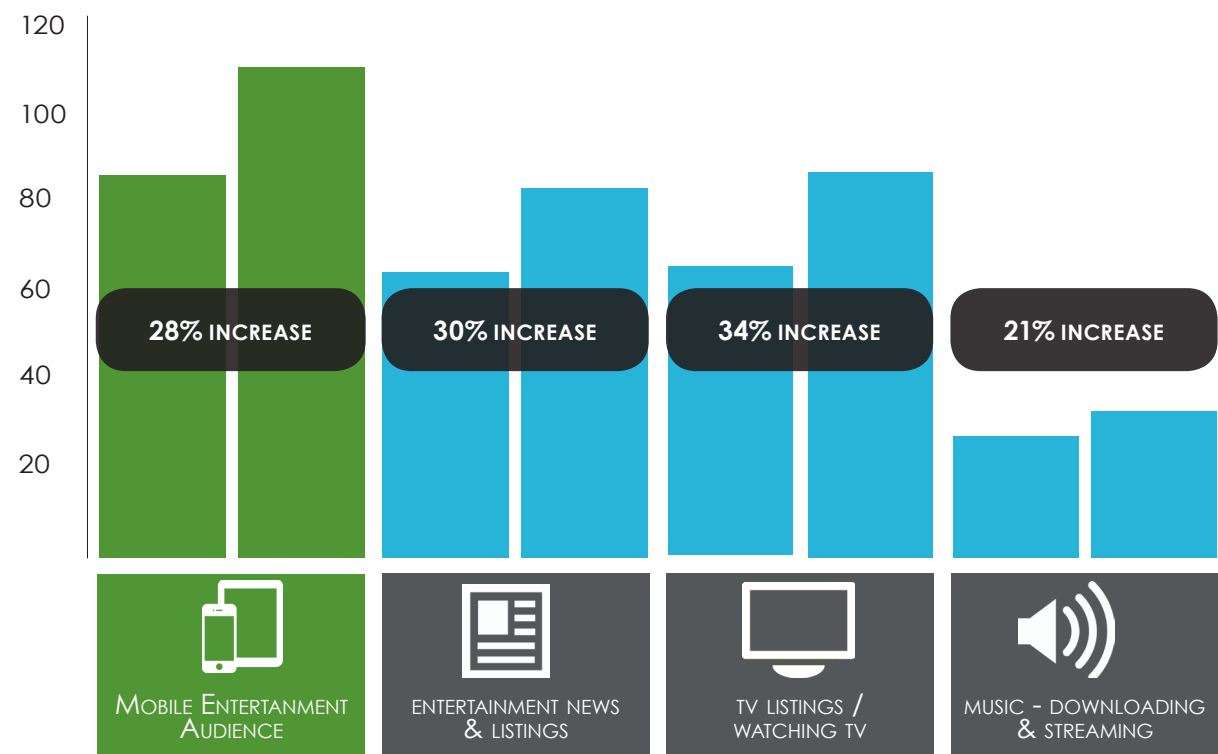


and just 1% of CTA engagement is distributed to like or share on social media

Video & Rich Media

Banner

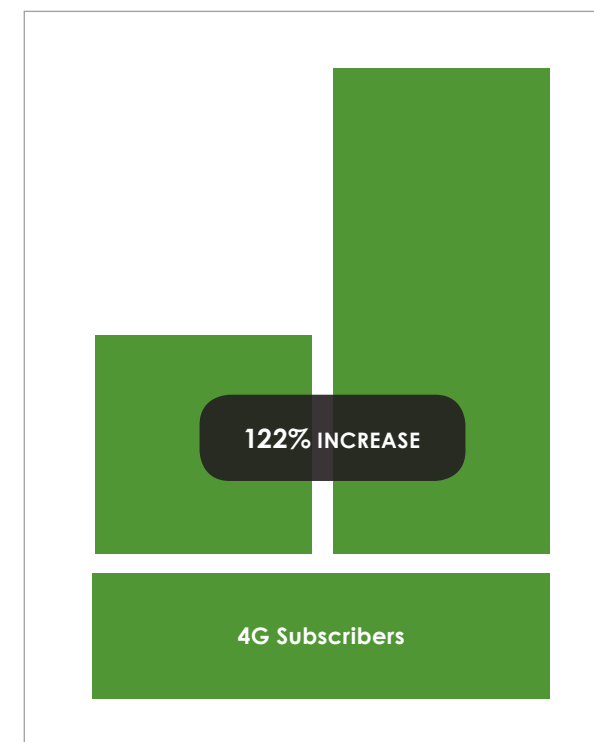
## Growth in the Mobile Entertainment Audience (IN MILLIONS)



February, 2013 vs February, 2014 - Three Month Average

There are more than 109 million people in the US who access entertainment content on their smartphone devices ever in a month. This is a 28% increase in mobile entertainment audience in just one year. Among the mobile entertainment audience, smartphone owners looking for TV listings or watching TV on their smartphone devices have shown the strongest growth (34%) in the last one year.<sup>4</sup>

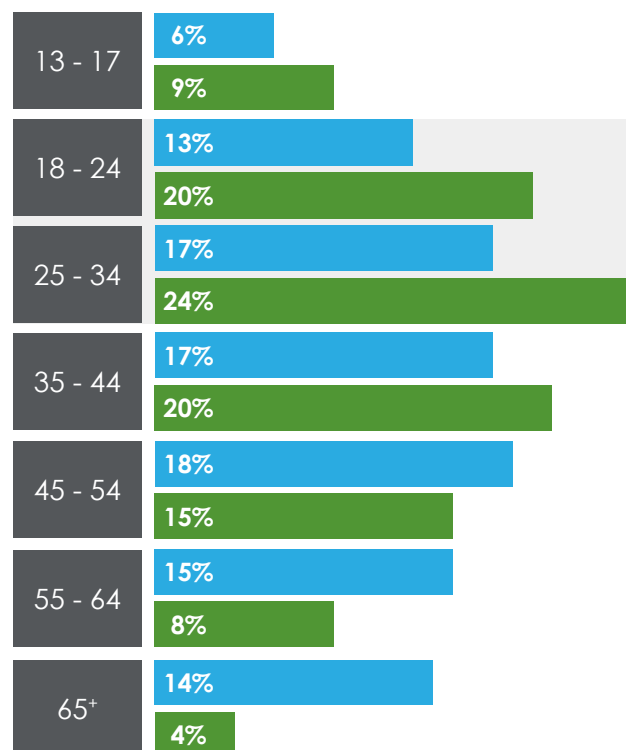
## Growth in 4G Subscribers



February, 2013 to February, 2014  
Three Month Average

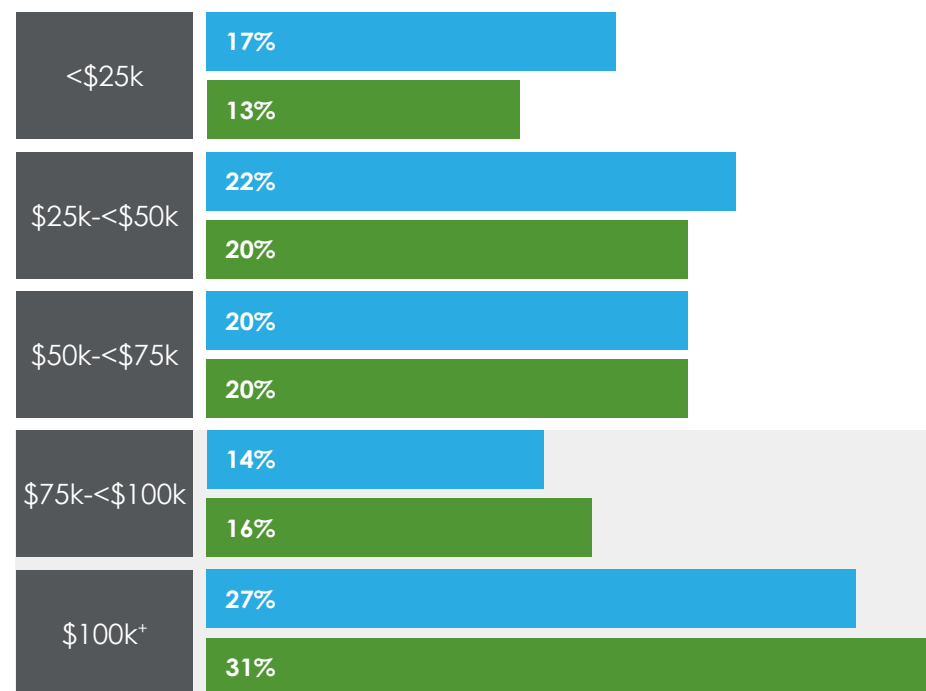
The entertainment audience of today is early adopters of technology and demands access to entertainment content at all times. The recent trend in 4G adoption rates is a positive sign for the entertainment industry which relies heavily on video & sound to engage with the mobile entertainment audience.<sup>4</sup>

### Age Distribution



**44%** of the mobile entertainment audience is between the 18-34 age group

### Household Income



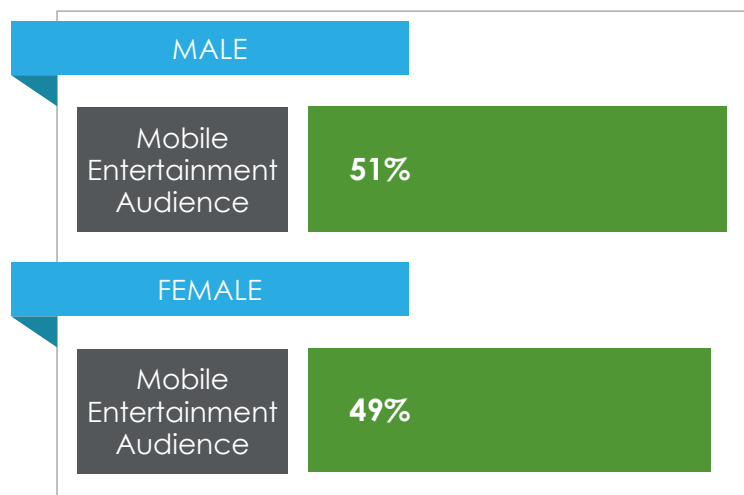
**47%** of the mobile entertainment audience belongs to households with greater than \$75k income

A majority of the mobile entertainment audience is young and rich. As seen in the charts above, 44% of the mobile entertainment audience belongs to the 18-34 age group and more than 47% belong to households with income greater than \$75k.<sup>4</sup>

Total Smartphone Audience

Mobile Entertainment Audience

### Gender Distribution

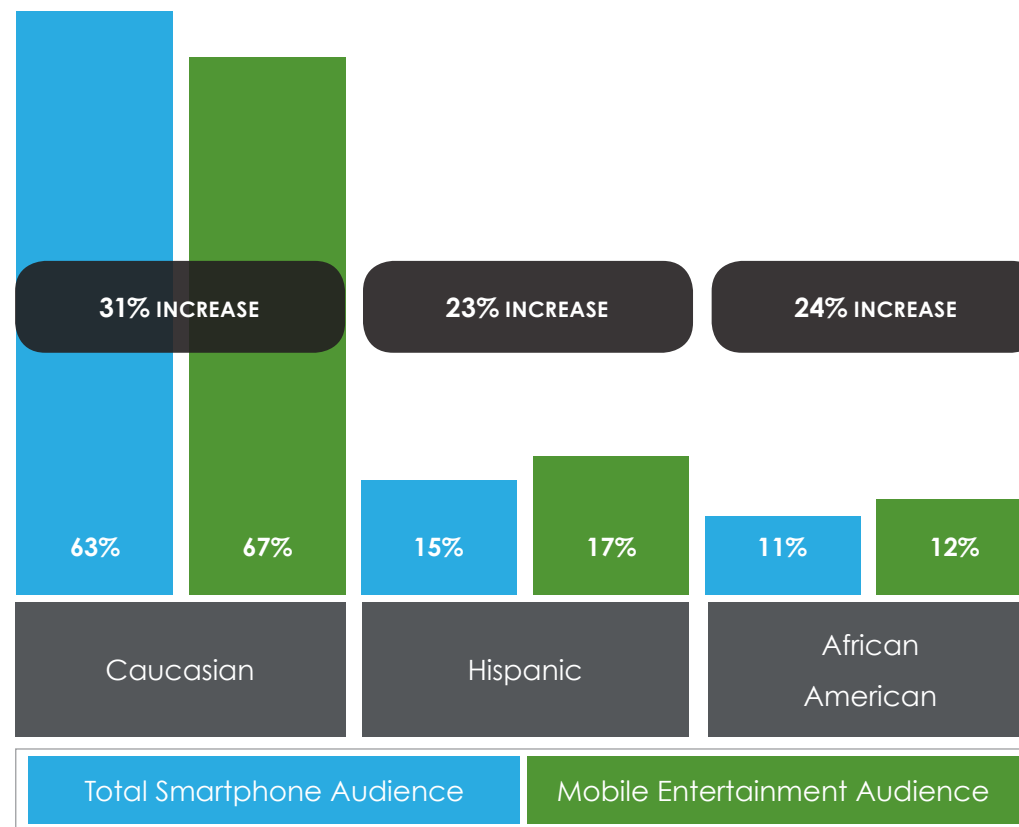


Males are slightly in the lead when it comes to Mobile Entertainment Audience. There are 51% male smartphone owners who access entertainment content on their device ever in a month.<sup>4</sup>

### Smartphone vs Tablet<sup>4,5</sup>



### Multicultural Distribution



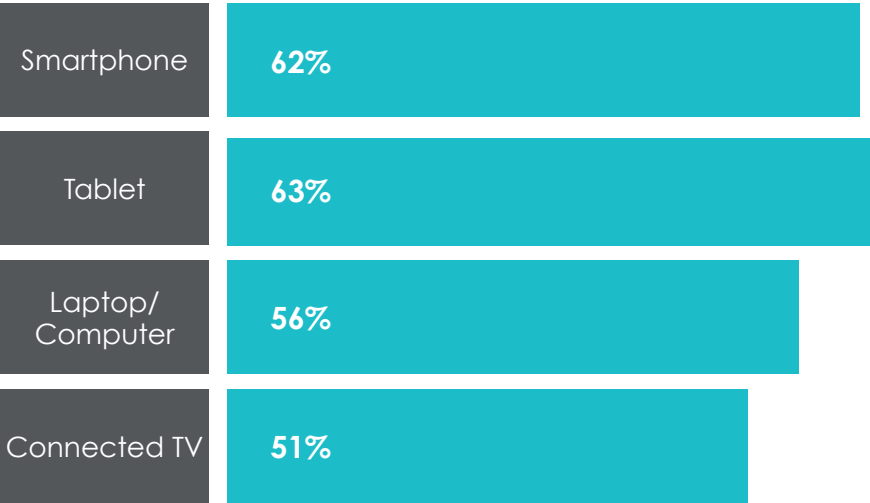
Hispanics and African Americans together comprise more than one-third of the total mobile entertainment audience. This is interesting considering both of these multicultural groups are growing significantly and for marketers they are proving to be an integral audience segment to watch out for in the near future.<sup>4</sup>

Recall Seeing an Ad



45% of the mobile entertainment audience can recall an ad seen on their smartphones. This is an impressive stat for Entertainment brands considering mobile entertainment audience is 1.8x more likely to recall an ad compared to the overall smartphone audience in the US.<sup>4</sup>

Percent of Users comfortable with 15-30 seconds commercial if they get to stream TV/Movies for Free<sup>6</sup>

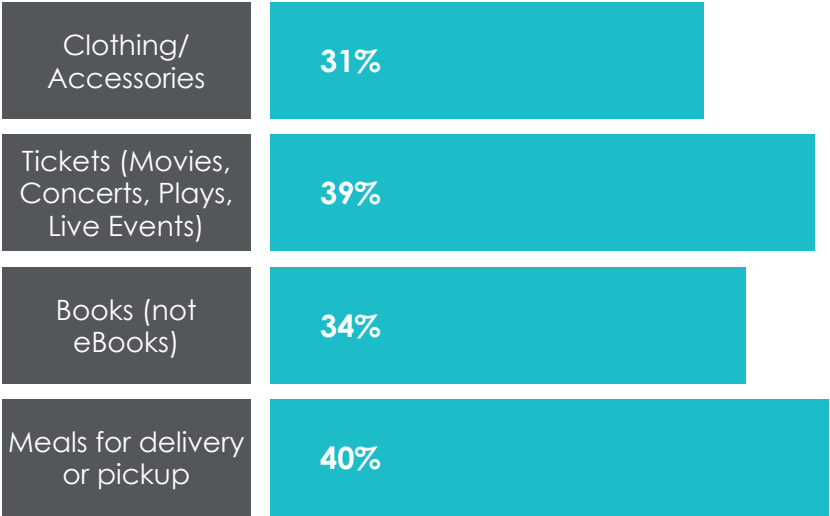


Tapped on an Ad



Mobile Entertainment Audience is two times more likely to click on a mobile ad than the total smartphone audience in the US.<sup>4</sup>

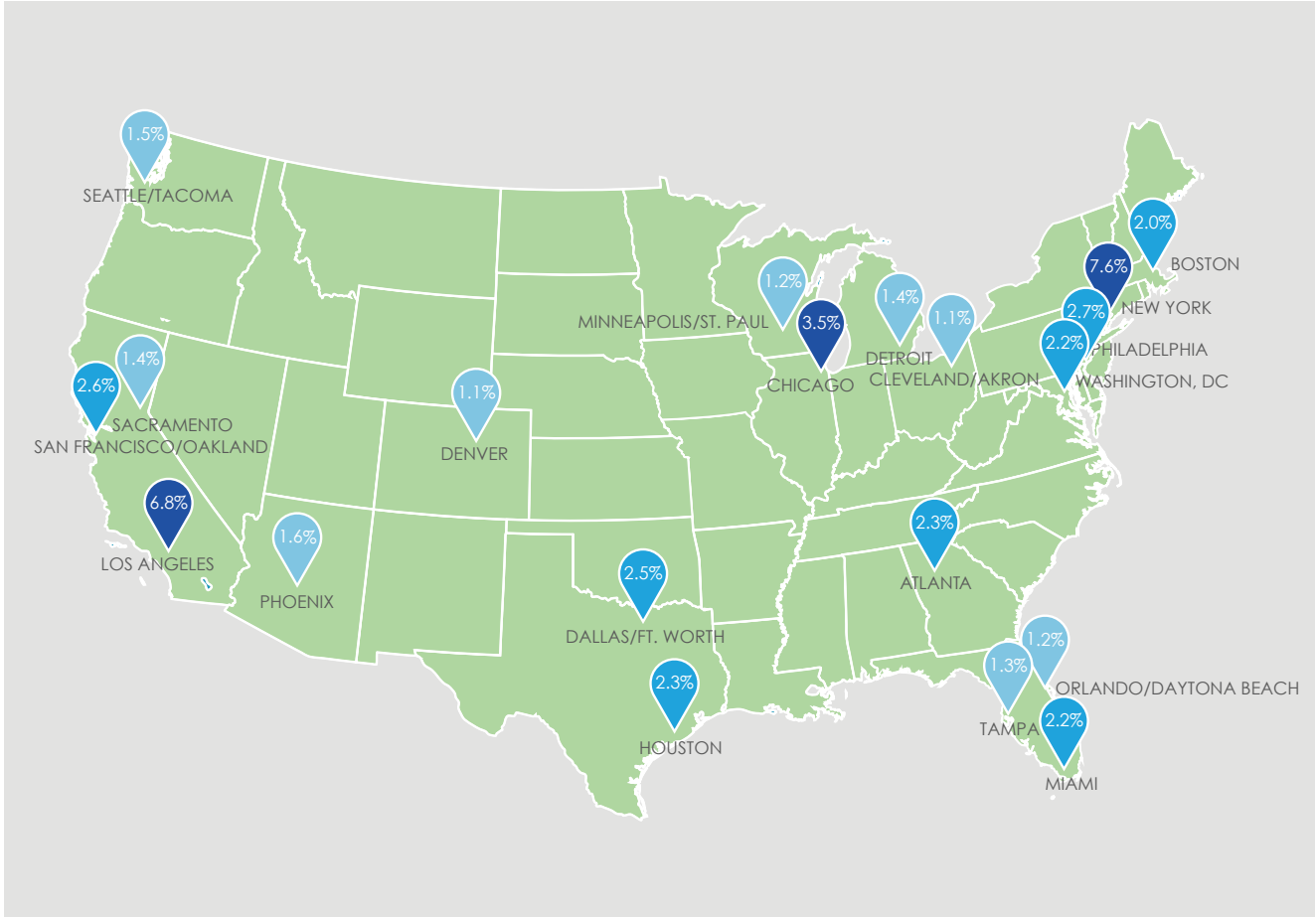
Types of Goods/Services Purchased via Smartphone



<sup>4</sup> % growth in smartphone owners in the last one year

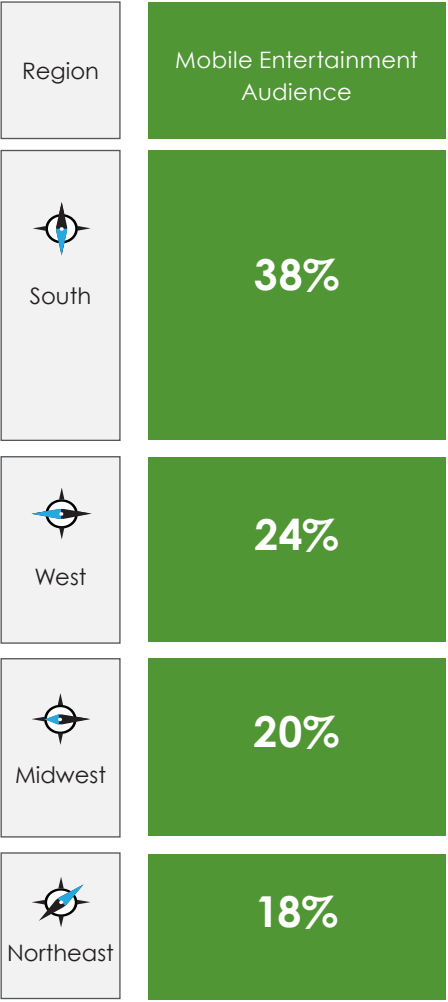


Top Local Markets for Mobile Entertainment Audience



New York, Los Angeles and Chicago are the top three local markets with the highest concentration of the mobile entertainment audience. When it comes to regions, the South dominates comprising 38% of the total mobile entertainment audience in the US.<sup>4</sup>

Regional Distribution



Top Verticals Based on Ad Spend\*

- 1 AUTOMOBILES
- 2 FAST-MOVING CONSUMER GOODS
- 3 RESTAURANTS
- 4 TRAVEL & TOURISM
- 5 ENTERTAINMENT & MUSIC**
- 6 CONSUMER DURABLES
- 7 RETAIL
- 8 FINANCIAL SERVICES
- 9 TECHNOLOGY
- 10 GAMES / ONLINE GAMES

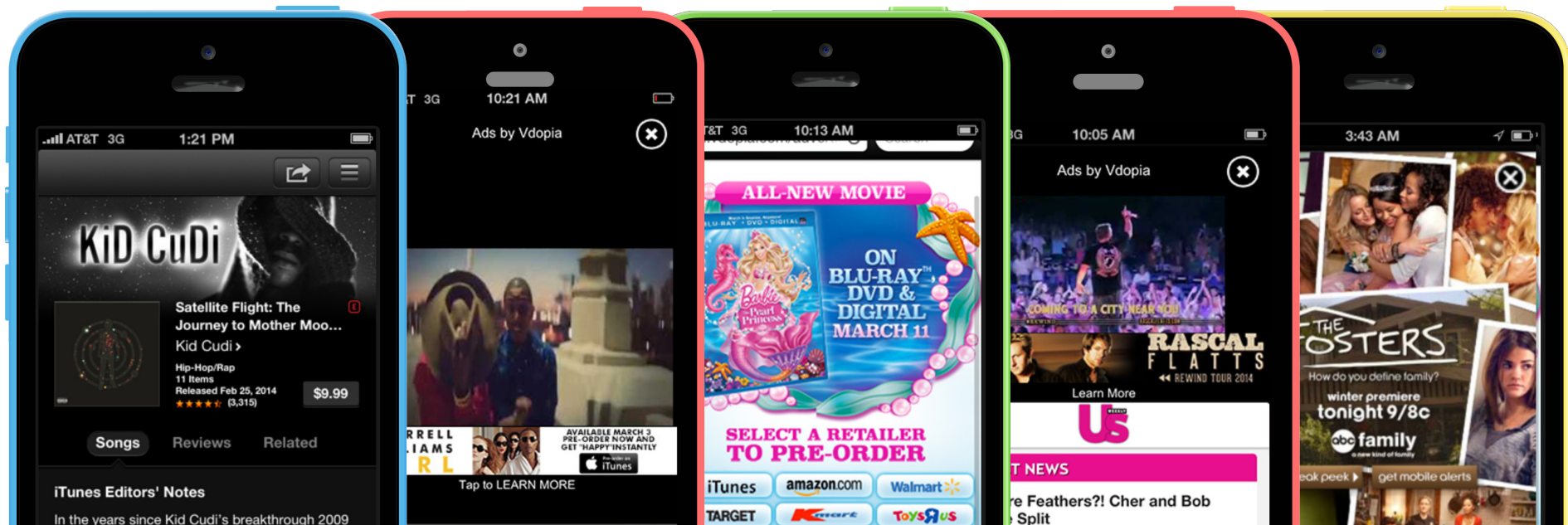
Film Studios

Music Publishing Houses

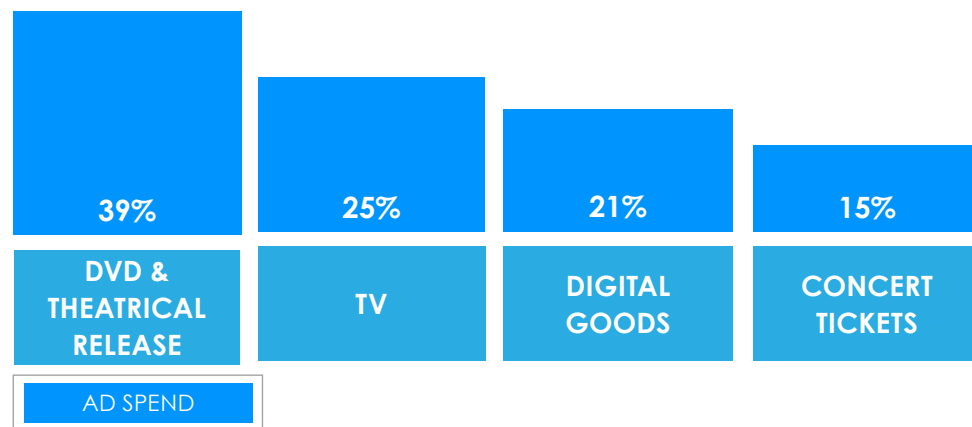
Live Events Companies

Home Entertainment Studios

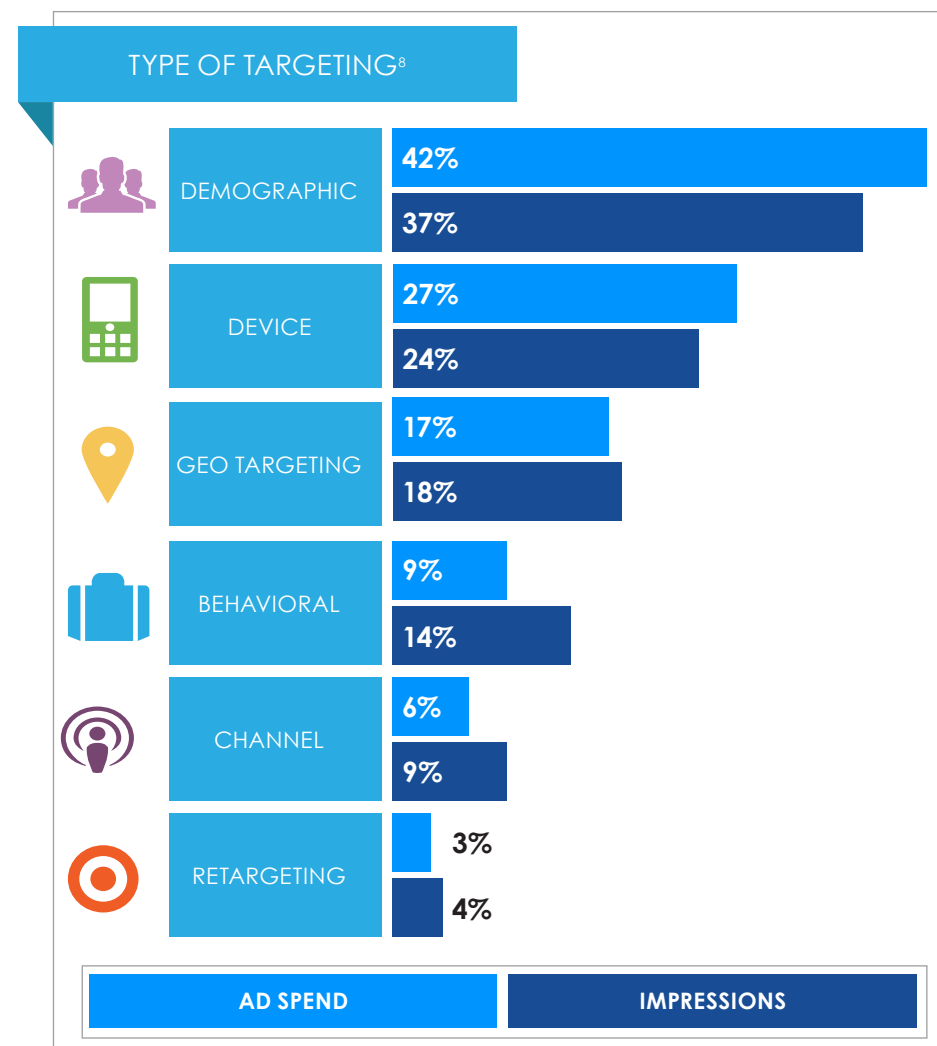
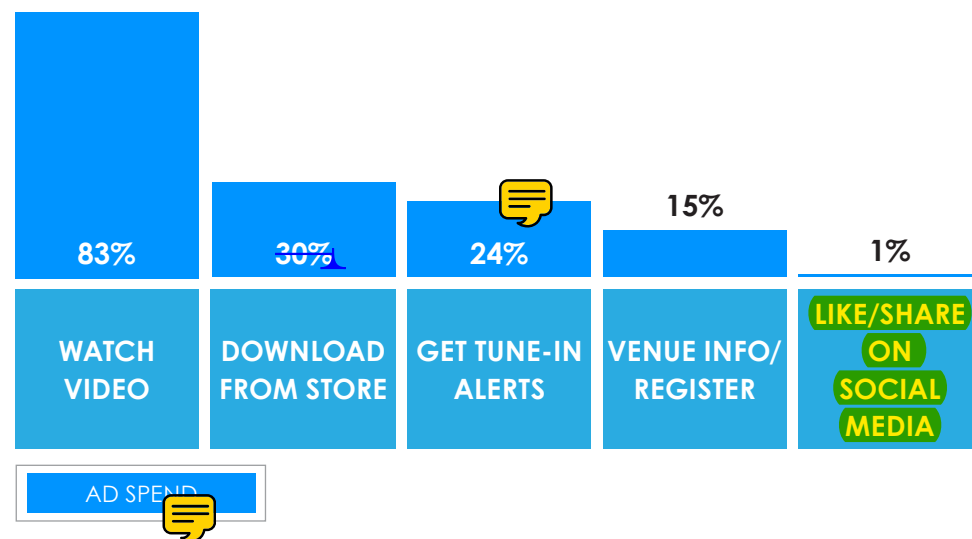
TV Channels



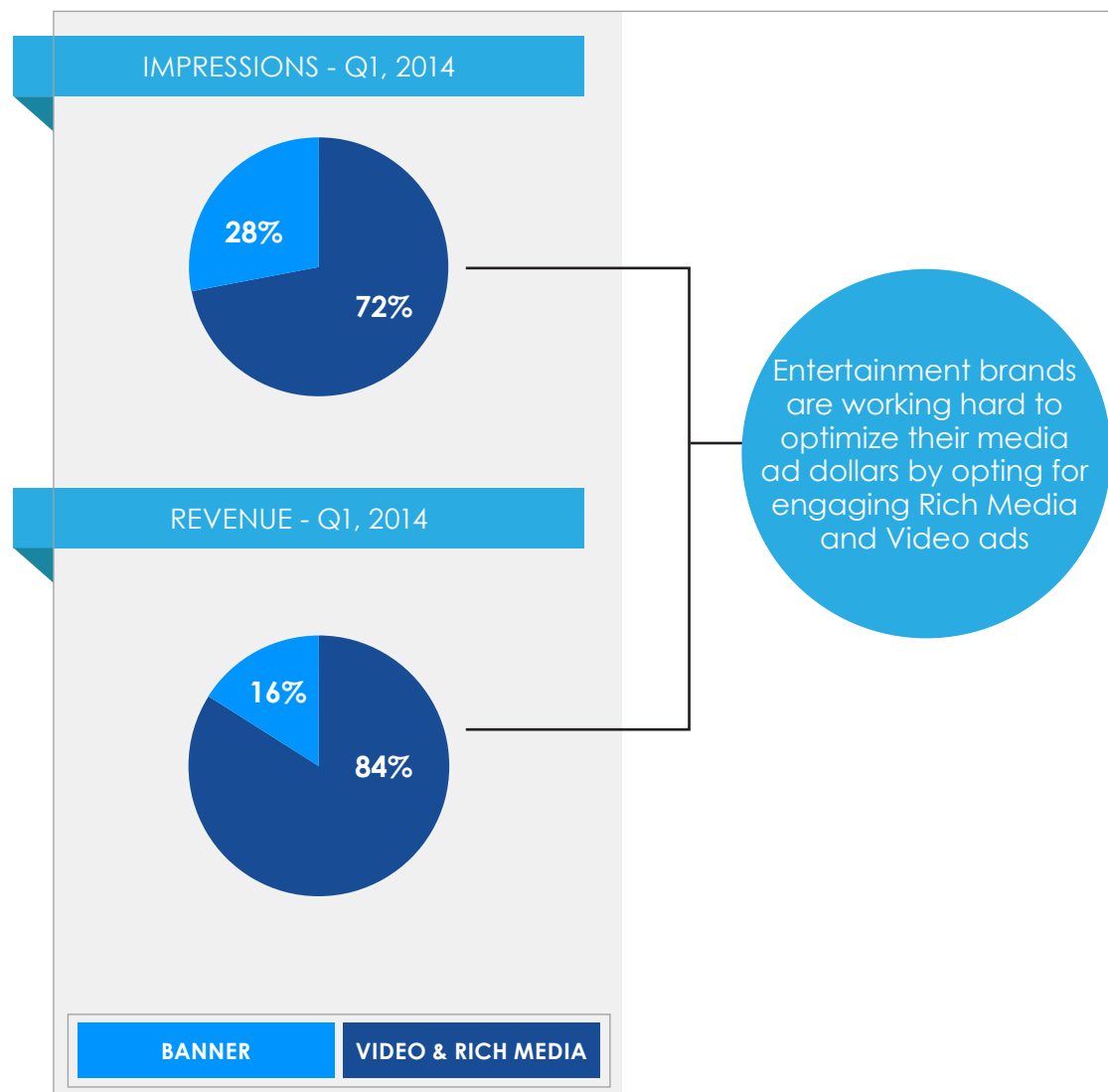
## Campaigns by Entertainment Type<sup>8</sup>



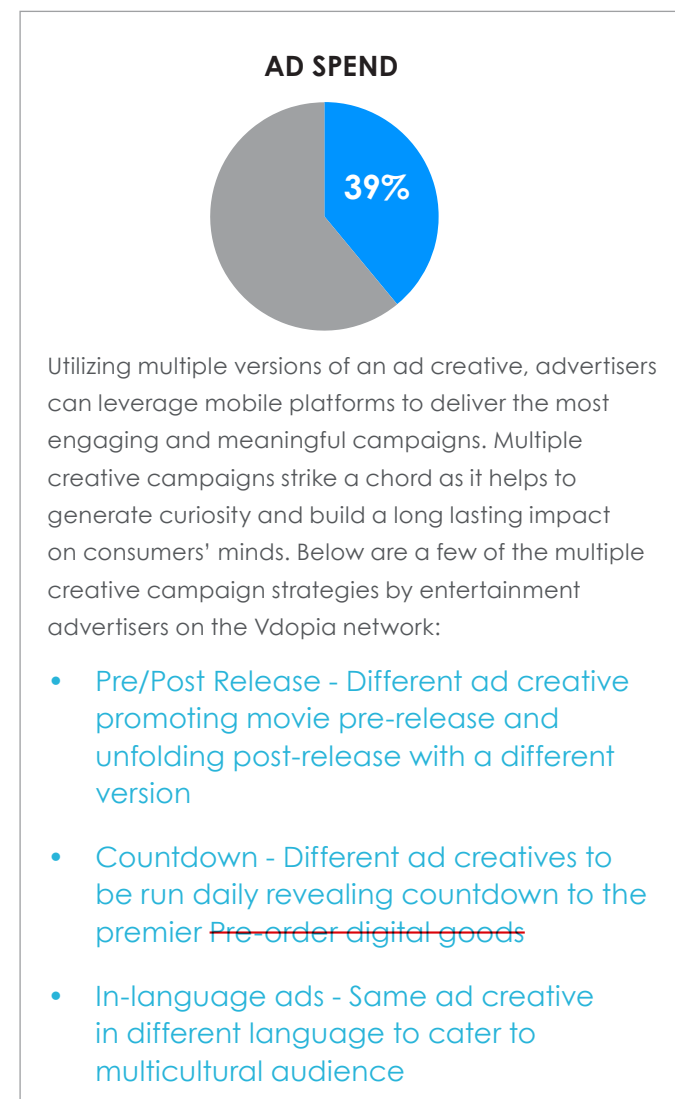
## Campaigns by Click To Action<sup>8</sup>



## Entertainment Campaigns by Ad Units<sup>8</sup>



## Multiple Creative Ad Campaigns<sup>8</sup>



## Insights from Entertainment Campaigns on Vdopia Network in the US

### Entertainment Brand Type

- Theatrical and DVD release campaigns (39%) are the top advertised sub-category among entertainment brands in terms of total ad spend. TV campaigns (25%) aimed to drive tune-in business and Digital Goods (21%) campaigns targeted to drive song downloads from app stores make the top three most advertised entertainment categories in Q1, 2014 on Vdopia network in the US.

### What content to include in the Ad?

- 85% of the total ad spend by entertainment brands had Video as an integral part of the campaign ad unit. A majority of the entertainment brands prefer showcasing their product/service via highly engaging videos & sound effects. 25% of the ad spend on entertainment campaigns had the intention of directing consumers to sign up for tune-in alerts for TV programs.

### Which ad format is most engaging?

- Video & rich media comprises 72% of total ad impressions for entertainment campaigns on Vdopia network in US in the Q1, 2014. Banner ads now hold less than one-third of total impressions and are constantly decreasing.

### How to drive user loyalty and engagement?

- Using multiple creatives in a single campaign proves to be a winning strategy for entertainment brands. Nearly 40% of total ad spend on entertainment campaigns involved multiple customized creatives in a single campaign. Different creatives help in engaging consumers and building a relation when it comes to generating awareness about countdown to a TV Premier or different creatives before and after the Theatrical release or using same creative in multiple languages (English, Spanish) to cater to multicultural audience.

### How to reach my target audience?

- 37% of ad impressions were targeted to a certain demographic, thus making Demographic targeting as the preferred form of segmenting users. Device targeting is the next most opted form of targeting users as entertainment advertisers intend to direct consumers to download songs from stores which are different for iOS, Android or Windows smartphone users.

## Terms and Definitions

**Mobile Entertainment Audience.** Consumers who have accessed entertainment related content (it includes Entertainment News & Listings, TV Listings, Music Streaming, Downloading songs) on their smartphones or tablets at least once a month

**Impressions.** Number of smartphone and tablet ads served on the Vdopia network

**Ad Spend.** Total amount spent by advertisers

**Ad Unit/Ad Format.** Different types of ads which appear on smartphones and tablets. These are categorized as follows: Banner, Rich Media and Video

**Banner Ad.** A rectangular static advertisement placed either on top or at the bottom of a mobile webpage or mobile app screen

**Rich Media Ad.** An interactive expandable advertisement which includes animation or complex user interactions like swipes, rollovers, social media interactions, etc.

**Video Ad.** An ad unit whereby the primary purpose is to deliver a video advertisement to mobile devices.

**Interactive.** Any dynamic user interaction within the ad content such as: Photo Viewing Gallery, 360 View, Store Locator Map and more

**Geo Targeting.** Targets users based on location such as: country, state, region, city, DMA and zip code. It also includes geo fencing and hyper-local targeting



**Demographic Targeting.** Targets users based on: gender, age, ethnicity, household income and language

**Behavioral Targeting.** Targets users based on interests and behaviors. Uses third party data to specifically target user segments such as: sports fans, in-market auto shoppers, news readers and more.

**Hispanic.** People originating from Latin America or the Iberian peninsula

**African American.** American citizens of African descent

## Sources

- 1 comScore Mobilens, Feb'14 (3 months avg)
- 2 IAB, InMobi, Decision Fuel, 2014
- 3 Nielsen, US Digital Consumer Report, Feb 2014
- 4 comScore Mobilens, Feb'14 (3 months avg)
- 5 comScore TabLens, Feb'14 (3 months avg)
- 6 Crackle: The New Living Room: Connected TV Guide, Nov. 2013
- 7 comScore Mobilens, Feb'14 (3 months avg)
- 8 Vdopia US Network, Q1, 2014

For further questions or feedback  
please email: [marketing@vdopia.com](mailto:marketing@vdopia.com)