

Live Streaming & Brand Opportunity

MoVi
2018



ODR: WINNER of the 2018 IAB Europe Brand Effectiveness Award

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on device
research

Unparalleled expertise, unrivalled experience

8

STELLAR YEARS

6

ON-THE-GROUND

94

COUNTRIES
COVERED

36

MILLION MOBILE
SURVEYS

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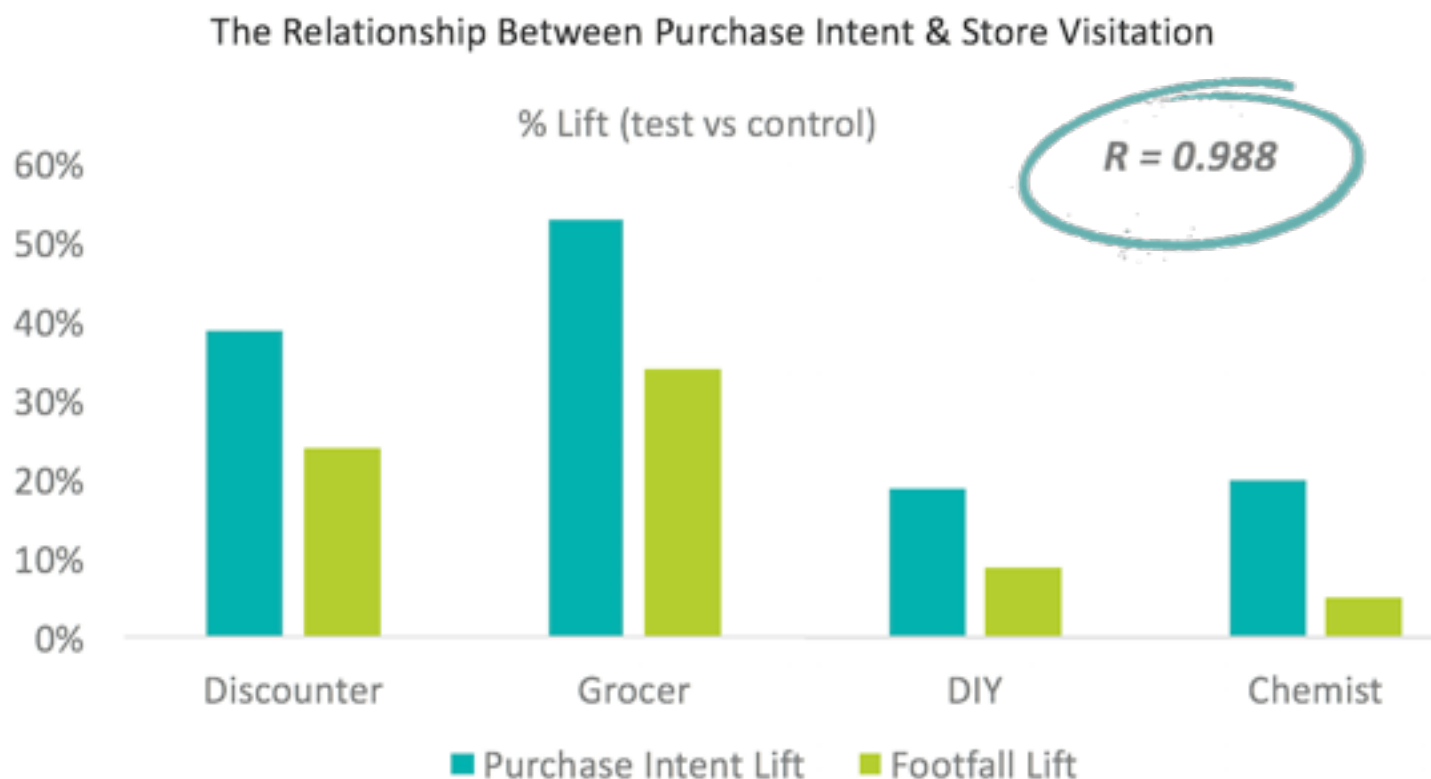
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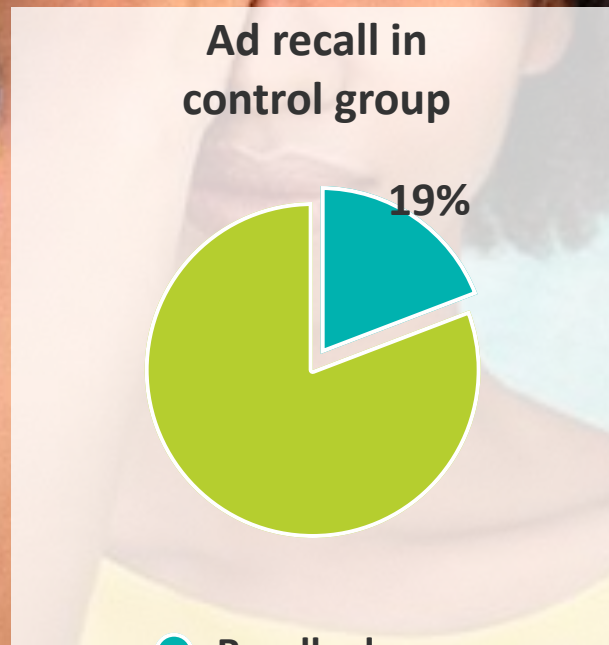
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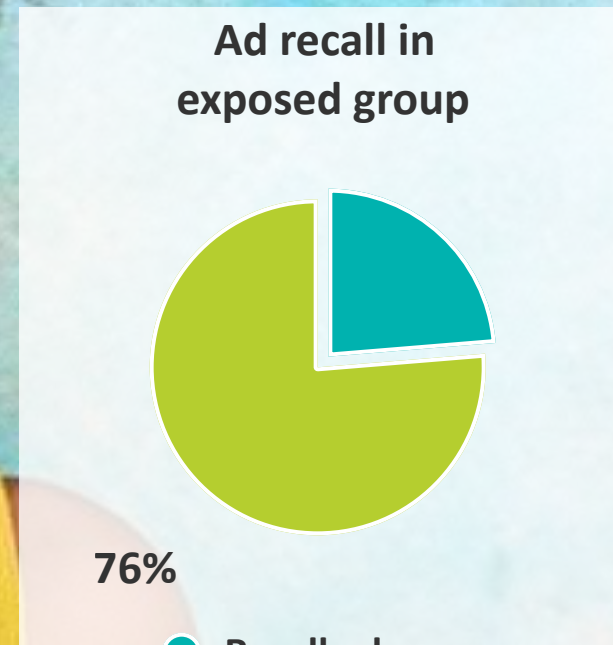
An almost perfect correlation between self-reported intention on mobile surveys and actual action taken



The human memory is imperfect ... and research based on claimed recall or OTS is just as faulty



- Recall ad
- Don't recall ad



- Recall ad
- Don't recall ad

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Research: Live Streaming & Brand Opportunity

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- **Mobile survey, focusing on live streaming experience and habits**
- **200+ respondents, 50/50 m/f, 18+, all streaming live video**
- **20-minute interactive survey using our 6x-faster ansr.io platform**
- **This is Irish data**



Snapshot

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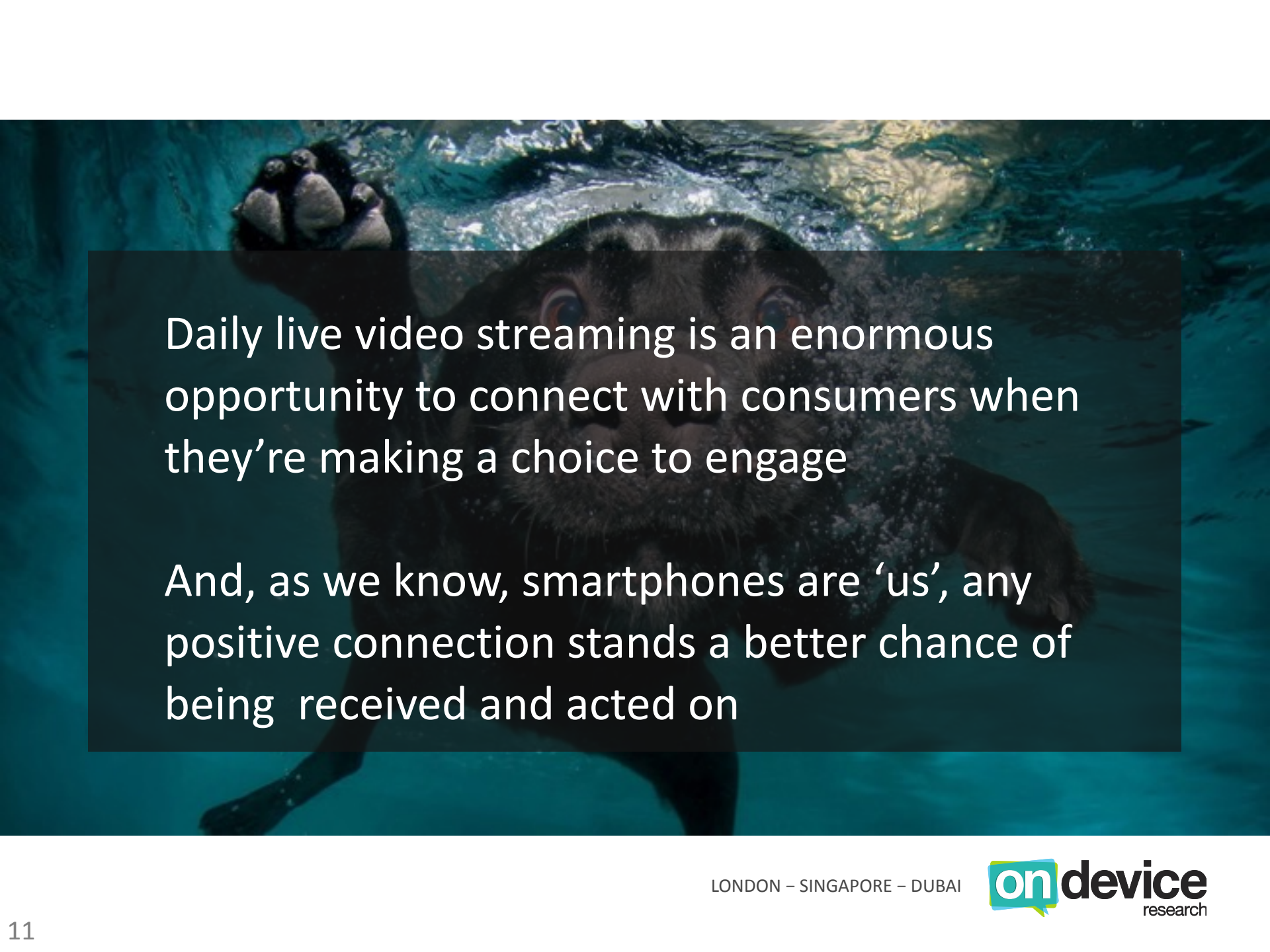


- **The consumers**
- **Their habits**
- **The implications**

**How often do they
stream live video?**

**84% say daily, and
mainly (64%) on
their smartphones**






Daily live video streaming is an enormous opportunity to connect with consumers when they're making a choice to engage

And, as we know, smartphones are 'us', any positive connection stands a better chance of being received and acted on

**And for how long,
on average?**

**Around 1/10 watch
for under 10
minutes or from
30-60 minutes, but
almost a third
watch for 10-30
minutes**





That 10-30 minute duration captures a lot of attention


Without knowing the impact of that duration (for which you need a cool agency like ODR), it appears it could be (or should be) a key target for brands



Do they stream alone?

No, not at all. More than half (53%) say they always live stream video with friends and family

LOUISIANA - SINCE - DE

The background of the slide is a warm, orange-toned photograph. It features several pumpkins, some of which are carved into jack-o'-lanterns with glowing faces. The background is filled with out-of-focus, glowing yellow and orange lights, creating a bokeh effect that suggests a festive Halloween atmosphere.

Ever since the inception of the original NPS score many Halloweens ago, the importance of socializing brands has been recognized as fundamental to growing a brand franchise

Appears that live video streaming can play a key role here




**You
Tube**

Where do they stream from?

**Half of those (49%) that
stream live video do so from
social platforms**

**Others come from subscription
sites (40%), gaming sites (33%)
and TV networks (33%)**

**And, as usual, between
6-11pm**

A black and white dog is swimming underwater, facing the camera. A small, round, silver camera is mounted on its head, positioned between its eyes. The dog's mouth is slightly open, and its paws are visible. The water is clear and blue, with some bubbles visible. The background is slightly out of focus, showing the surface of the water and some light reflections.


Social sites remain key focal points for consumer engagement, and agencies like ODR have created a specific Social Media Impact solution to help companies understand the impact they get via Facebook and friends



What drives choice of what to stream?

Top 3:

Content quality	42%
Speed of d/load	39%
Time of day	39%



While we liked to have seen 'Just the mention of my brand name!' top that list, it's encouraging to see a need for quality in content

Balancing quality and speed is always fundamental; understanding how time of day impacts as response appears also key

A group of Fortnite characters standing in a row against a purple background. From left to right: a character with an orange pumpkin head, a character in a blue and yellow suit, a character with a blue and white wolf head, a character with a black and white dog head, and a character in a black and white outfit with a red scarf. The word "FORTNITE" is written in white capital letters in the top left corner.

FORTNITE

Most streamed?

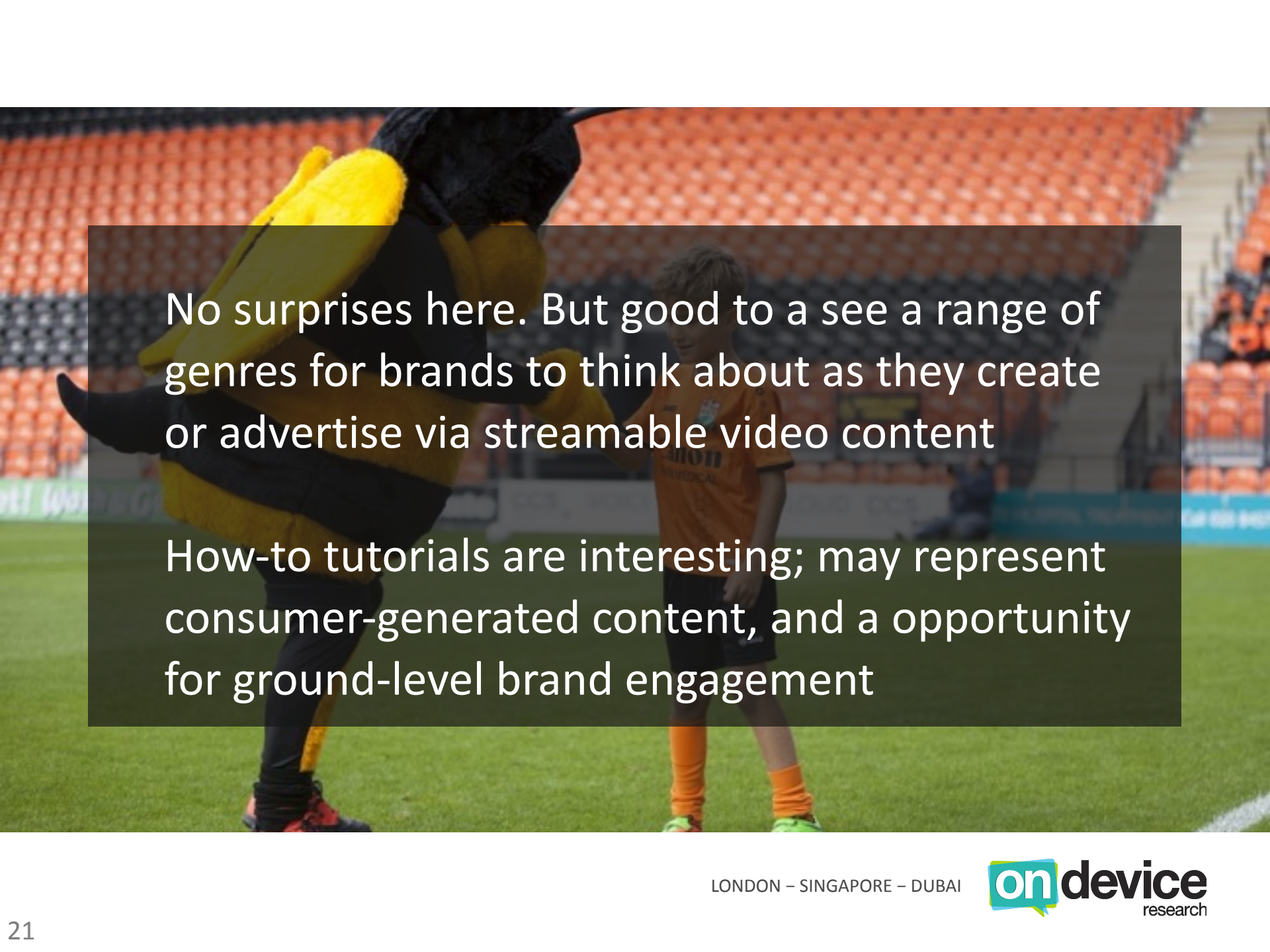
TV series/episodes 40%

Gaming sessions 35%

Sports 30%

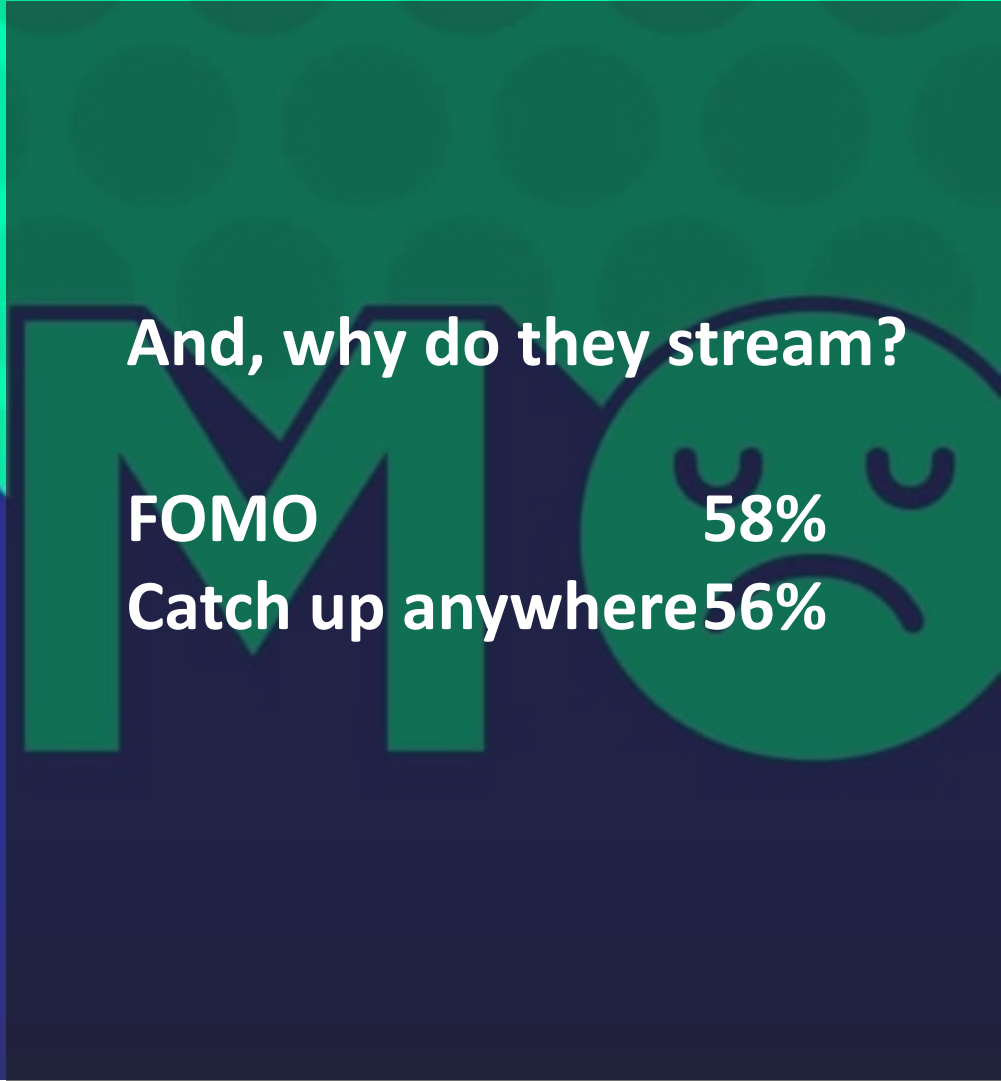
How-to tutorials 25%


**And they do this while
sitting at home (70%), and
checking other social
media (43%)**



No surprises here. But good to see a range of genres for brands to think about as they create or advertise via streamable video content

How-to tutorials are interesting; may represent consumer-generated content, and a opportunity for ground-level brand engagement



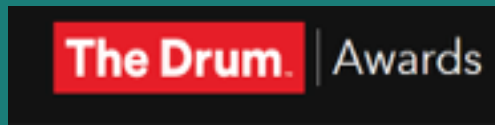


FOMO is great to see, because that's a tangible hook that brands can use to engage and retain share-of-voice

Apple do this brilliantly; the real question is when your brand isn't that innovative what can you do to keep with bated breath?



Winner 2018 Brand Effectiveness



Winner 2018 OOH Attribution Effectiveness



Shortlisted 2018 Research Innovation Award