

Online video advertising - stats and status

My latest article for [The Industry Standard](#) is now up online: [Three online video formats for the future](#). In the article, I take a look at the current state of online video advertising, and make some suggestions about where video advertising might be able to head in order to stay relevant to the medium and to move beyond traditional ad formats.

In the course of researching for the article, I came across a lot of great online video stats. These are in addition to some earlier articles about online video that I posted to this blog. Those articles are here:

[Online video stats for September 07](#)

[Video is not going to kill the Internet in 2010](#)

[Some more YouTube stats](#)

The new data covers a wide variety of information, from online video usage to online video advertising metrics. I just am going to include it here because it's great information for anyone who is following online video. I'll also include links to all the sources so that you can explore the information in context.

[Online Publishers Association - Online Video Advertising, Content and Consumer Behavior \(PDF\)](#)



This report contained a great deal of useful data, particularly about audience reception to online video advertising, including the following statistics:

- Over 40% of U.S. online video users watch online video on at least a weekly basis; over 70% at least monthly.
- 80% of U.S. online video users have watched an advertisement in an online video. Of those people, 52% took action after watching that video; 28% looked for more information; 19% clicked a banner ad that accompanied the video; and 16% bought something as a result of the ad.
- 56% prefer that the advertisement is related to the video content.
- Both 15- and 30-second pre-roll ads are effective at lifting brand awareness; 30-second ads outpace 15-second ads in "likeability."

[Advertising.com - Bi-Annual Online Video Study: First-Half 2007 vs. Second-Half 2006 \(PDF\)](#)



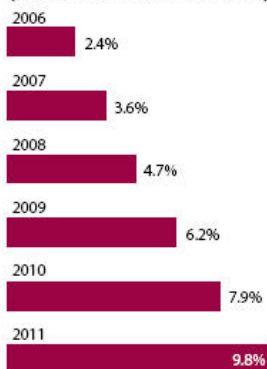
This study bills itself as the "who, what, when and what works of online video consumption and advertising." The most surprising data from this study is the age range of online video consumers.

- 31% of 18 to 34 year olds watch streaming video; 69% stream video more than once per week
- 69% of consumers 35 and over watch streaming video; 47% stream video more than once per week
- 95% of those surveyed are streaming video at home (vs. 4% at the office and 1% at school); 45% of streaming takes place in the evening.
- 42% of consumers have forwarded a video clip to a friend
- 94% of consumers would prefer to view ads than pay to watch a video
- 63% of consumers would prefer ads that are shorter than television ads
- Consumers are 8% more likely to view a 15-second advertisement through to completion (vs. a 30-second advertisement)
- The 30-second pre-roll slightly outperforms the 15- and 5-second ads when measured in terms of click-through rate

[BtoB - Interactive Marketing Guide](#)

U.S. ONLINE VIDEO ADVERTISING SPENDING, 2006-2011

(% OF TOTAL ONLINE AD SPENDING)



Note: eMarketer benchmarks its U.S. online advertising spending projections against the Interactive Advertising Bureau (IAB) PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2006; online video includes in-page and streaming video.
Source: eMarketer, June 2007

[comScore - More than 10 billion videos viewed online in the U.S. in February \(08\)](#)

This is the most recent data that I could find - the highlights:

- U.S. Internet users viewed more than 10 billion videos in February; this is a 3% gain vs. January, and a 66% gain from February 2007
- 135 million U.S. Internet users spent an average of 204 minutes watching online video in February
- 72.8% of U.S. Internet audience viewed an online video
- The average online video duration was 2.7 minutes
- The average online video viewer consumed 75 videos

