

'TV Everywhere' Data Focus



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GigaOM

Don't Like An Ad On Hulu? Now You Can Choose Another

Hulu has worked hard to improve the amount of choice in advertising available to its viewers over the past several years, and now it's taking that innovation one step further. Hulu's new Ad Swap product will give its users even more control in deciding which ads they want to see.

It works like this: When an ad begins to play on Hulu, a user will get a prompt at the top of the video player for the Ad Swap option. Once he has decided to switch, he will get the option of three different ads that may be more relevant than the one that is currently displayed.

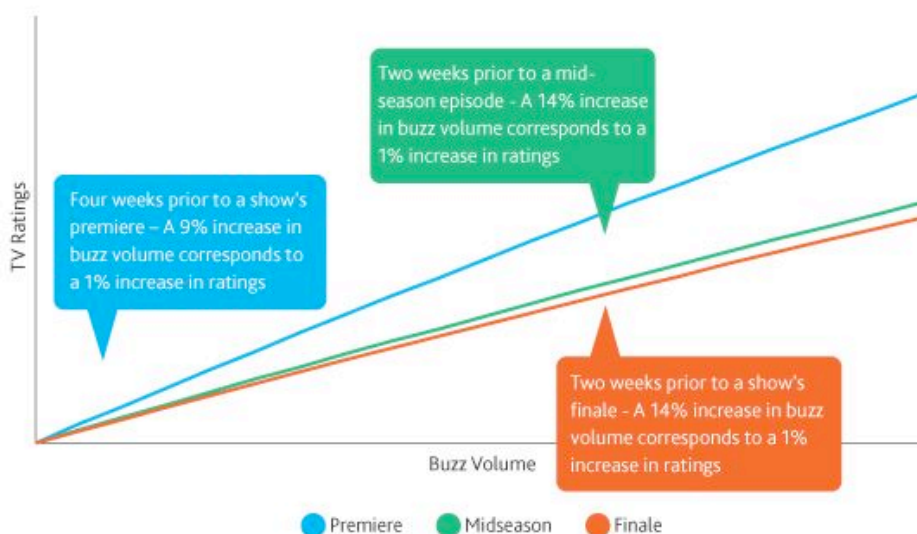
For users, Ad Swap improves the user experience by attempting to do away with non-relevant ads and providing only those that the user wants to see. But advertisers are the ones who stand to truly benefit from the new ad product. That's because they aren't charged for

advertisements that viewers opt out of watching. More importantly, those ads that viewers do choose boast significantly better performance across the board, according to Hulu:

- Unaided Recall of the brand went from 30% to 58% (+93%)
- Aided Recall became near universal, from 59% to 91% (+54%)
- Brand Favourability went from 34% to 43% (+27%)
- Purchase Intent went from 23% to 31% (+35%)
- Stated Relevancy went from 15% to 22% (+46%)

The Relationship between Online Buzz and TV Ratings

Ratings among persons aged 18-34



Source: NM Incite and Nielsen

GigaOM



5 Trends That Will Shape The Future Of Mobile Advertising

Spending in the mobile advertising space will be approximately \$4 billion worldwide this year (GigaOM, 2011). To get a clearer picture of mobile advertising's future, it helps to first explore the current landscape. Five trends in particular stand out:

More relevant behavioural targeting.

Currently, mobile advertisers use traditional methods of ad targeting: device, demographic group or context. But in five years, mobile ad targeting will become more relevant to a person's behaviour and current location.

Growing mobile search. Mobile search advertising is already a big driver of ad spending; this is where Google currently makes much of its money in mobile. In five years, this will still be the case, as people continue to use mobile devices to search for products and services. What will change is that, coupled with better targeting, search advertisers will deliver more relevant ads based not only on location and relevant keywords but also on more accurate predictability engines.

Better analytics. Right now, the tools for measuring mobile ad campaigns lack the sophistication that advertisers expect. The Mobile Marketing Association and other groups, such as the Interactive Advertising Bureau, have set up good guidelines. But these are still evolving, and not everyone plays by the same

rules. In five years, the standards will have matured. Companies will agree more about what gets measured, and analysing mobile campaign effectiveness will not be as big of a hurdle.

Greater interactivity. Most mobile ads today are delivered as relatively simple text or banner formats. They are clickable but not very interactive. Rich-media ads are available, too, but they are not as widely deployed for a variety of reasons: more cost, and not all devices render them well. In five years, interactive ads will be common, and users will be expanding, collapsing and manipulating them in ways that are still unfolding. Also, technology like augmented reality will make the interaction with brands and the world around consumers more interactive

Mobile-social as the "personal cloud." Today the mobile and social worlds already collide with services like Foursquare and Gowalla. In five years, though, this functionality will likely evolve into what some Stanford researchers suggest is the personal cloud, which will be personal data that surrounds us wherever we go. It will also be shareable with whomever we choose and will be used to make purchases, among other things. Savvy advertisers will leverage this trend with relevant offers that provide value but still respect user privacy.

Top Online Video Destinations by Unique Viewers (June 2011, U.S.)

Video Brand	Unique Viewers (000)	MOM % Change in Viewers
YouTube	108,408	-3.0
VEVO	36,029	-0.9
Facebook	25,332	-13.3
Yahoo!	23,004	-12.2
MSN / Windows Live / Bing	15,152	-15.3
The CollegeHumor Network	14,535	23.2
Hulu	13,505	-7.6
AOL Media Network	13,057	-9.4
Netflix	7,976	N/A
CNN Digital Network	7,666	-16.2

Source: Nielsen

New York Times



Microsoft's Cable Play: Verizon, Comcast, HBO and more

Microsoft has unveiled partners that will be part of a major expansion of content available through the next update of its Xbox Live service, and it's a pretty impressive list. In addition to Comcast and Verizon, which had previously been rumoured to be on board, Xbox will also add content from networks like HBO, Epix, Bravo and SyFy.

The announcement is a big step forward for Microsoft's Xbox, which is moving beyond just being a gaming console to becoming a digital media hub. Xbox Live already had streaming video available from Netflix, Hulu Plus and its own Zune marketplace, but now it's adding more traditional TV content providers.

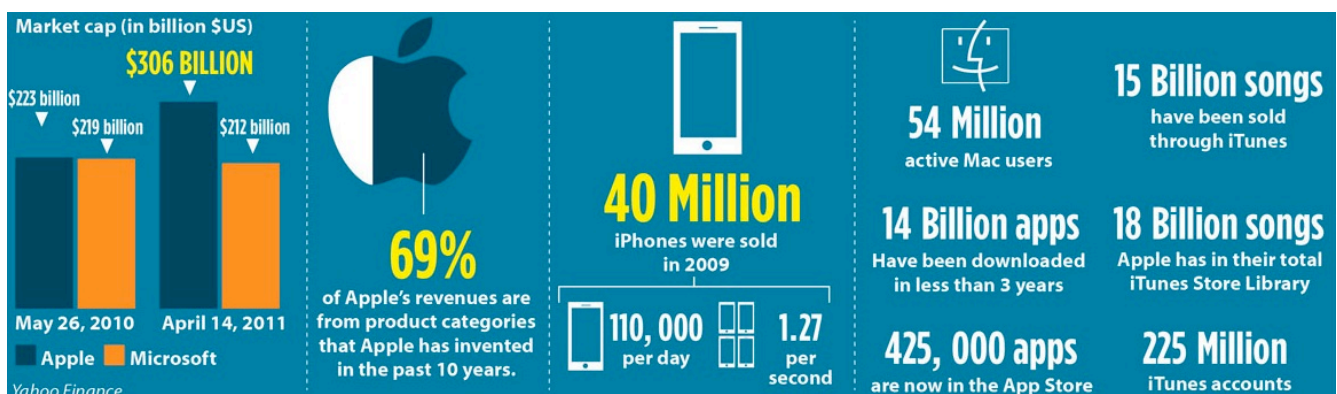
Verizon and Comcast are making their cable content available through Xbox Live, joining AT&T's U-Verse, which already allows subscribers to use the game console as an alternate set-top box. The two are taking different approaches in their implementations, however: While Verizon will have all its content available, including live video TV and video on demand, Comcast is dipping its toes in the water by making just its VOD library available.

Also joining are a number of cable networks, which are using the service as an extension of their TV Everywhere websites and mobile applications. HBO Go, the streaming add-on to the premium TV network, will let Xbox users watch every episode of every HBO Original Series on the device, as well as a number of movies from Warner Bros., Fox Searchlight and Universal Studios.

But it's not limited to U.S. content providers; there's a big international component as well. Xbox Live will have content from the BBC, Channel 4, Channel 5 and LOVEFiLM in the U.K.; Antena 3, RTVE and Telefonica in Spain; and Televisa in Mexico.

The Xbox Live update, which is expected over the coming months, not only adds new content partners but will also add a new discovery mechanism to help users navigate all that content. The new Bing universal search is voice-activated and allows users to search for the title of a movie or TV show, and the service will bring up all versions of the content you have access to. So if you're a Verizon user and search for Modern Family, it will bring up the live airing, as well as options from Verizon's video-on-demand service and available Hulu Plus videos. Having content is nice, but it's the search functionality that will be the killer app for Xbox users.

The announcement shows a growing acknowledgement on the part of cable operators and networks that their content needs to be wherever the consumer is and on as many devices as possible. A number of them have already accepted as much, putting their shows on online portals like Comcast's XfinityTV.com and creating mobile applications like the HBO Go app for the iPhone, iPad and Android devices. Creating apps for connected TVs and other devices is one more extension of that.



About Us

Visual Investments International

When you consider our 33 year history, we are probably best described as an engineering & technology development company. Although high tech is our particular bent, Vii has accrued expertise, researched opportunities & developed companies across many sectors, including healthcare, property & sporting leisure.

Since 1997 we have invested in extensive research, development and prototyping of commercial concepts and technology with many international blue-chip partners and clients.

Today we are TV 2.0 media & technology focused, using our many years of experience and a deep understanding of the opportunities available across this sector to provide optimum return for our shareholders and partners.

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eMarketer

Personalized Ads Boost Branding

Digital video advertising offers brands a dynamic way to engage their online audience and establish a brand presence.

According to online video provider EyeView and travel site KAYAK, personalised video ads can have positive brand-boosting effects for advertisers.

To test whether personalised online video ads had a brand impact, Eyeview split respondents into two groups. The first group was shown a generic KAYA ad; the second a more personalised, localised ad featuring real-time flight deals for their local airport.

The study found online video ad personalisation and relevancy resulted in a 37% lift in reported purchase intent, a 100% lift in brand favourability and 73% lift in brand loyalty. Clearly, personalisation can increase the ability to remember and relate to online video ads, ultimately creating a more powerful branding effect.

FierceIPTV

Smart TV shipments to grow 750% by 2012

Nearly 53 million smart TVs are expected to ship in 2012, more than double the 25.18 million projected for this year, according to new research. The 2012 figure of 52.85 million is 750 percent more than the number of connected TVs that shipped in 2010.

Topology Research Institute (TRI) said roughly 10.4 percent of TVs shipped globally in 2011 would be connected models, with that share growing to about 20 percent in 2012.

TRI said social networking functionality is expected to be the "killer app" for smart TVs, with other features like user interface, gaming functions, Internet browsing, OTT (Over-the-Top) Video, social networking and search tools all playing a role in market success.

While TV apps will play a major role in the "smart TV wars," TRI said the amount and quality of video content provided by TV vendors will be another decisive factor.

The research company defined three distinct "camps" it expects to form: Samsung, which has some 1,000 apps and 10 million app downloads already, will form one by itself; Google's Android likely will include Sony, Vizio and Chinese TV vendors Hisen, TCL and Konka; and, a third smart TV camp likely will include LG, Sharp and Philips and be based on the HTML5, CE-HTML, and HbbTV languages.

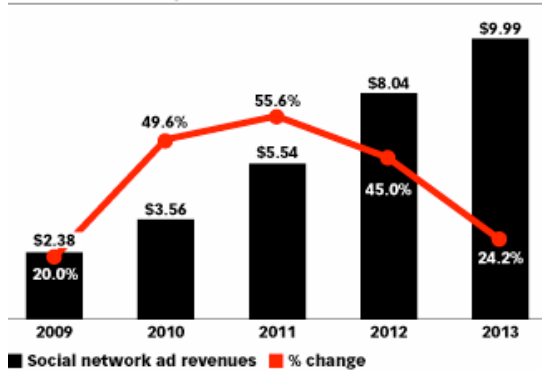
TRi said TV vendors won't be able to rely on pure TV-set sales but will need cross-industry resource integration through acquisitions or strategic alliances with partners in different fields.

eMarketer

Social Network Ad Revenues to Reach \$10 Billion Worldwide in 2013

Global social network ad revenues will hit \$5.5 billion this year and then top \$10 billion by 2013, according to eMarketer.

Social Network Ad Revenues Worldwide, 2009-2013
billions and % change



Note: includes paid advertising appearing within social network sites, social network games and social network applications; excludes spending by marketers that goes toward developing or maintaining a social network presence
Source: eMarketer, Sep 2011
132429 www.eMarketer.com

The bulk of those revenues are going toward Facebook with Twitter in second place. LinkedIn, meanwhile, will snag 3% of global social network ad revenues, with \$140.8 million.

CNet

Wireless Execs See Connected Devices As 'Next Big Thing'

Hooking up every device to a cellular or wireless connection is the "next big thing" that will drive growth in the industry, according to Glenn Lurie, head of emerging devices for AT&T.

"Everything that has a current running through it will be connected," Lurie said. "They need to be smarter."

A study conducted by Machina Research and funded by the GSM Association found that the market for connected devices could grow to \$1.8 trillion by 2020, with \$1.2 trillion as an opportunity that can be addressed by the wireless industry. There are currently 9 billion connected devices this year, a figure that could grow to 24.45 billion by 2020.

Facebook

Top 10 Consumer Brand Pages by Likes:



1. Coca-Cola:	34,511,504
2. Starbucks:	25,446,846
3. Oreo:	23,092,391
4. Red Bull:	22,427,254
5. Converse All Star:	20,780,055
6. Converse:	20,141,021
7. Skittles:	19,348,317
8. Playstation:	17,420,065
9. Pringles:	13,602,128
10. Victoria's Secret:	15,343,727

New York Times

Online Ads Are Finally Making Serious Cash

In the first half of 2011, Internet ad revenues rose to a record \$14.9 billion, according to new data from the Interactive Advertising Bureau and PwC. The rate of growth was 23.2 percent, more than doubling the 11.3 percent growth rate that online ad revenues had in the first half of 2010.

The data also shows that growth is continuing to pick up as 2011 rolls on. Ad revenues for the second quarter of 2011 increased 24.1 percent from the year-ago quarter to \$7.7 billion. For comparison, the second quarter of 2010 saw 13.9 percent growth.

And while the Internet is still a ways from attracting Super Bowl ad money, the biggest growth area for online ads is television-like content: online video. Digital video ad revenues brought in \$891 million during the first half of 2011, representing a growth rate of a whopping 42.1 percent compared to the same period a year ago.

% Share of Social Networking Visitors and Minutes by Region
Source: comScore Media Metrix, Jun-2011, Worldwide Visitors Age 15+ Home/Work

