

# VIDEO TRENDS



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# INTRODUCTION

**B**right! Catchy! Involving! Three strong words that describe programmatic video advertisement. Have you noticed that it doesn't matter which website or social media platform you visit Ad videos will meet you there? In the past years, the popularity of video advertising has grown, and it shows no sign of declining. Growth in video advertising has driven overall programmatic display growth.

According to eMarketer, in 2020, 96% of consumers increased their online video consumption, and 9 out of 10 viewers said that they wanted to see more videos from brands and businesses.

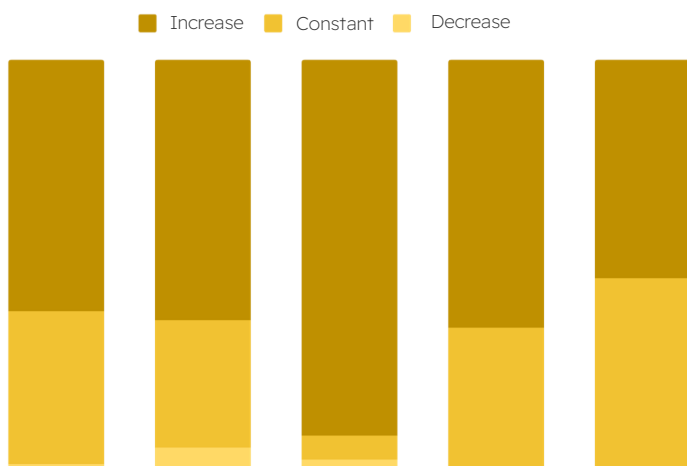


# DIGITAL VIDEO ADVERTISING SPENDING TRENDS

Marketers predict a successful year for programmatic video. But it isn't easy to understand what exactly do they mean under the word success. Let's have a look at statistics. While 52% of marketers in the US are trying to stabilize their expenses on a programmatic video ad, other countries like Canada, Australia, the UK tend to boost their programmatic video ad spending.

Compared to their global counterparts, Canadian marketers are much more optimistic, over 9 in 10 consider increasing spending on programmatic video activations compared to this year.

CHANGE IN SPENDING PROJECTIONS ACROSS PROGRAMMATIC VIDEO CAMPAIGNS



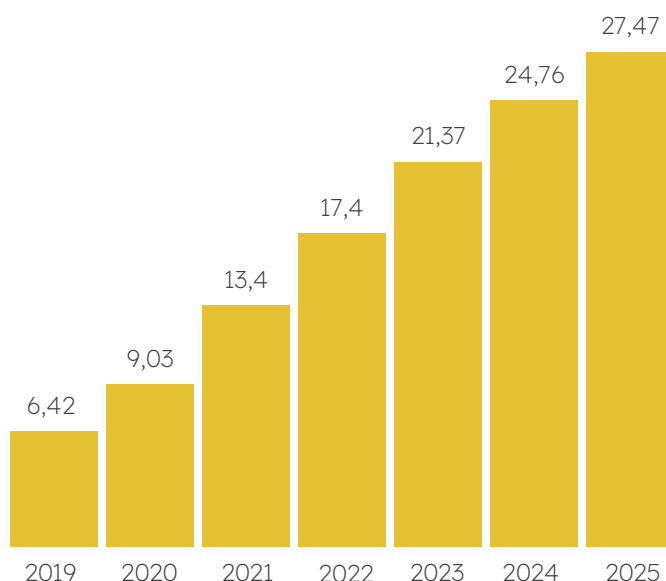
While marketers in the US are 1.18 times more likely to boost their spending, brand marketers in the UK, Australia and Canada are only planning to increase the percentage of video ad spending. Higher percentage completions( 7% lift compared to 2020 average) and enhanced viewability (+13% 2021 Vs 2020 avg) witnessed over the last year are some key factors driving the ad spending.





**F**ormats like *Pre-roll*, *super pre-roll*, *native ads*, and *OTT* were among the most popular video ad formats in 2021. As the pandemic continues it drives more and more people to pay for video services. As a result, the revenues of OTT subscription services grew by approximately **29.9%** in 2021.

**G**rowing connected TV ad spending only in the US accounts for *\$13.41 billion* in 2021, and this is a **48%** surge from the previous year. No wonder in 2022, CTV ad spending will hit *\$17 billion*, and by 2025, this number will climb to \$28 billion. Meanwhile, programmatic ad spending on CTV surged to *53% (6.9 billion)* in 2021. In 2022 this number will grow to *8.8 billion*. The stats also indicate that programmatic CTV ad spend has doubled since 2019.

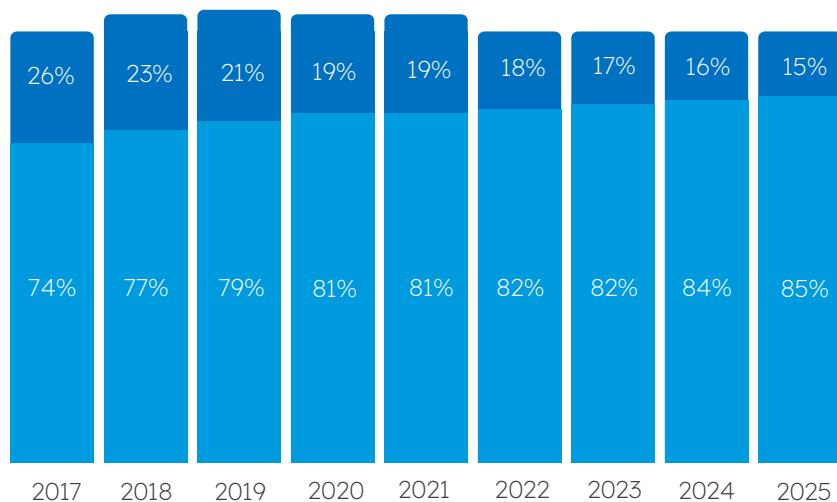


# STATISTICS

A bright future lies ahead for programmatic video. Video advertisements play a major role in brand loyalty and product patronage. A social experiment discovered that 94% of buyers made a buying decision at least once after watching a product video. It's believed that in 2022, ad videos will make up more than 82% of all consumer internet traffic — 15 times *higher* than it was in 2017. (Cisco)

In fact, 69% of consumers *prefer* to watch short videos for product/service awareness rather than reading text.(Wyzowl, 2021) The accuracy of forecasts in the future will depend on the further development of the **COVID-19** pandemic, say dentsu experts. It is expected that in a few years the global advertising market will return to pre-pandemic dynamics.

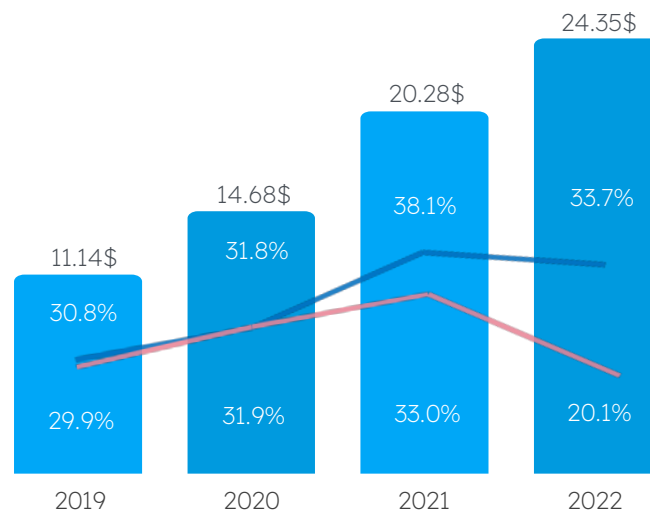
As you can see, programmatic remains the leading method for buying and selling digital ad space, with global programmatic ad spend reaching 82% in 2022. (Statista, 2021)





Video ads were considered from the side of improving advertising campaign metrics, 83% of video marketers say that video has helped increase the average time their visitors spend on the page (Wyzowl). Nowadays, more and more users spend their time using their mobile telephones that's why global video ad spend is expected to account for \$106.2 bln in 2022, 70% of which will be mobile. (Statista, 2021)

As it was mentioned earlier, 2021 was the successful year of CTV advertising and the number of CTV users in the US is projected to reach 204 million users by 2022. That's an estimated 60.1% of the population.



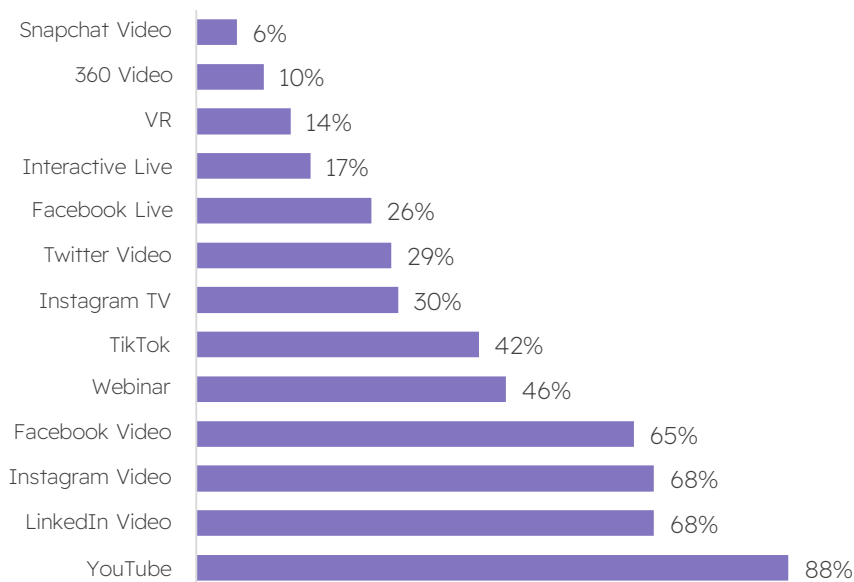
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# PLATFORMS

If you want to arrange a successful ad campaign, it's better to understand where your ad will be more viewable and converted. The COVID-19 pandemic drove more consumers than ever to pay for over-the-top video services like YouTube TV and Hulu + With TV, with OTT subscription revenue soaring 41.2% in 2020.

Besides video platforms, there are other ways for video advertisement placement. In the days of blogs and internet communication, social networks are an integral part of everyday life. The main advantage of social networks is that they're popular both among users and advertisers. The main advantage for advertisers is that they can interact with their current customers, understand their needs, find new customers, and increase brand awareness. Here you can see a list of popular channels which video marketers will use in 2022:





# TRENDS

Video advertising trends are becoming increasingly important to overall marketing strategies. In 2021, 86% of businesses indicated that they were using video as a marketing tool. To boot, 93% of them say it's a critical part of their strategy.

## SILENT VIDEOS

Marketers today are creating videos specifically to be watched silently. Sounds crazy, right? Isn't the whole point of a video to have image and sound? Not anymore. A whopping 85% of videos on Facebook are watched without sound. In fact, 80% of consumers report that they have a negative reaction when an ad plays a loud sound unexpectedly. People are watching videos on their smartphones everywhere they go — in crowded waiting rooms, on public transportation, in classrooms.

## MOBILE VIDEO ADVERTISING AND VERTICAL VIDEO

A considerable amount of time is spent on social networks and watching videos. It is expected that mobile video will become as popular as desktop videos. For the convenience of users, more and more platforms are adapting their interface for vertical videos (Facebook, Instagram, Twitter, Snapchat, YouTube, Tik Tok). The trend for vertical advertising videos will continue in the next few years.

## SHOPPABLE VIDEOS

Interactive videos involve interacting with the viewer. For this, additional elements are used: CTA, fill-out forms, links, polls, etc. The narrative of the video depends on the user's actions. At the moment, interactive videos are mainly used for educational content. But it is expected that this format will also gain popularity among advertisers.

## THE STRENGTH IN CTV

During the Covid-19 pandemic, CTV and OTT programmatic ad spend increased by 40%. And we're far from the return to normal life. Due to quarantine restrictions, people stay at home and use their CTV devices more frequently than ever and it's going to remain strong for 2022. That's why 80% of advertisers are looking to increase their ad investments across CTV compared with 2021 spending.

## INTERACTIVE VIDEOS

Social media platforms are a key platform for video ads. These platforms can provide you with a lot of reach, and video content generates around 4x the views than images do. This increases your brand's awareness and visibility on the market, plus your conversion rates.

## SOCIAL MEDIA FOR VIDEO ADS

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# CONCLUSION

**P**rogrammatic video advertising is projected to grow at an impressive CAGR of 18.4% between 2017 and 2022, reaching \$6 billion in 2022. For many digital marketers, programmatic video advertising may seem like a daunting prospect with its complex technology stack and heavy reliance on data management platforms (DMPs) for marketing campaign execution.

**T**he biggest market players are already using programmatic in their branding campaigns. You should try it too, and we can help you with that.

*Contact us* today and you will see how your ad campaign will change before and after using NT programmatic video.

**A**t NT, we provide a wide range of *programmatic video formats* that will take your ad campaign to the next level. We can power your success with unique data for precise targeting, payment for 100% video viewing, flexible campaign planning and budget management, evaluate advertising effectiveness with the Brand Lift method, flexible budget allocation between video advertising channels.





A low-angle shot of a person with voluminous, curly brown hair, wearing a white t-shirt and light blue denim jeans. They are holding a silver vintage camera with a black lens and a black strap. The background is a clear, bright blue sky. A semi-transparent horizontal bar is overlaid across the middle of the image, containing contact information.

contact us: [info@nt.technology](mailto:info@nt.technology)