ENTERTAINMENT

playbook

yıeldmo

MAKING ATTENTION ACTIONABLE

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ENTERTAINMENT INDUSTRY

The global pandemic has forced entertainment companies to quickly adapt, postpone, and adjust to an increased reliance on at-home entertainment. According to eMarketer, the US entertainment industry will increase its digital ad spend by 24.7% to $6.88 billion this year as streaming services thrive with stay-at-home COVID-19 mandates. And advertisers will spend $5.40 billion on mobile this year, and entertainment advertisers will spend $4.79 billion. About two-thirds of all media and entertainment digital ad spending will be spent on mobile.

This playbook will share how the entertainment industry has changed over the last several months and what trends will shape the coming months.

POST-COVID ENTERTAINMENT TRENDS

COVID-19 is having a remarkable impact on media supply, consumption, and advertising around the world. Demand for content - streamed, and live - is skyrocketing. Cloud raves and online streaming of concerts have also gained traction across the globe.

In Content Streaming Market Global Report 2020: COVID-19 Implications and Growth, analysts state, "the global content streaming market is expected to grow from $24.8 billion in 2019 to about $50.3 billion in 2020 as people are staying at home for self-quarantine or due to lockdown, resulting in a huge surge in subscriptions to audio and video content streaming services. The increase in the number of mobile devices, internet connectivity, and digital content providers are making it easier for consumers to access music and video content going forward."

In a recent article, Deloitte analysts state that "earlier this year, the recorded-music industry appeared to be on track to recover from a long slump, thanks to the emergence of music streaming.

More people were listening on speakers and through earbuds—and they went to shows as well: The US live music and concert industry also experienced strong growth in 2019, with trends on track for another great year in 2020. And then COVID-19 struck, postponing or canceling music events and concerts large and small, wreaking a devastating financial impact. The concert industry could lose an estimated $9 billion if COVID-19 quarantines are not lifted by the end of 2020.'"

However, many artists such as Billie Eilish, have hosted live virtual concert events. Rolling Stone stated that "high-resolution pay-per-view live streams have proved a runaway success for established artists like BTS, which generated around $20 million in a single concert."

Research and Markets published, "Home Movie Releases May Boost Demand for Streaming Services in an Increasingly Competitive Market, Accelerated by COVID-19" that states Netflix "attracted 15.77 million new subscribers in Q1 as a result of the pandemic keeping people in their homes. However, the market is becoming increasingly crowded with competition from services such as Disney+, Amazon Prime, Hulu, and HBO Max. Analysts predict that there will be greater demand for video streaming services that offer good value for money and a wide range of content as consumers affected by job losses or reduced hours may have less money to spend on multiple streaming subscriptions.

"A factor that could influence demand is the number of movie studios adding new releases to on-demand platforms. Initially, studios resorted to on-demand releases in response to movie theater closures. However, there is a growing preference among consumers to watch new releases in the comfort of their homes. Some studios, like Universal, which reportedly earned almost $100 million in on demand sales of Trolls World Tour within three weeks, have found this to be a profitable addition to theater releases, and they could consider releasing new features on both formats in the future."

CONSUMER PROFILES

A recent Dolby study found that given the limitations of in-person experiences, society has shifted to new, virtual-first ways of connecting with friends and family when watching entertainment.

The study continues that "86% of global respondents connected with family and friends virtually while enjoying entertainment together over the last six months. This included activities like talking on the phone while watching the same content (45% of global respondents), texting while watching the same content (44%), video chatting while watching the same content (43%), as well as engaging in live chats while watching streaming videos (41%).

"For a significant majority of people, within the last six months was the first time they have ever participated in virtual shared experiences while enjoying entertainment - with 87% of respondents noting this was their first time.

"Led by Gen Z and Millennials, consumers are spending more than ever on entertainment, which is fueled by the desire for human connection. People are also willing to pay more on premium subscriptions to receive a better quality experience. In fact, 64% of respondents stated they had upgraded at least one streaming service to a premium subscription within the past six months.

"Consumer spending on content has increased in the last six months and is led by Gen Z and Millennials globally, with Millennials in the U.S. increasing spending by an average of 38%.
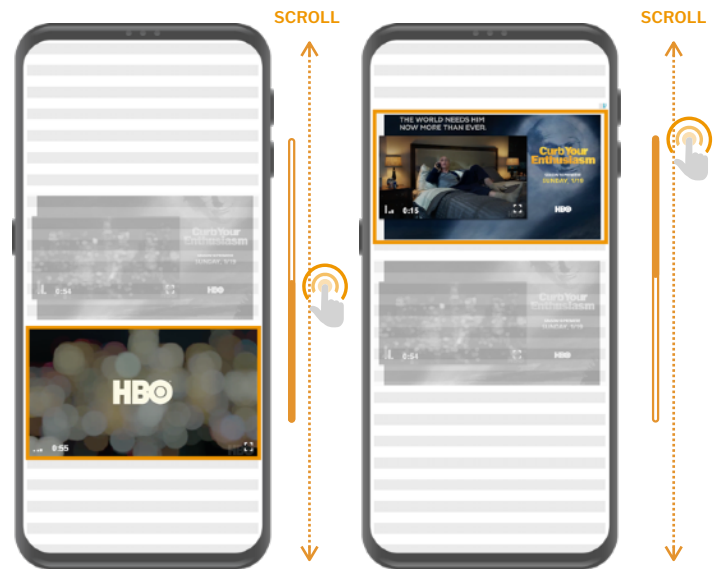
"While we have more devices than ever, television still plays a huge role – particularly with older generations in the U.S., where 65% of Boomers say that television is their primary entertainment device."

YIELDMO SOLUTIONS

The entertainment categories that Yieldmo supports are Tune-in (to gain audience viewership), Short flights (launching right before premiere date), Home Entertainment, Theatrical (focused on getting viewers to theatres), and lastly, but arguably the largest - Streaming/brand campaigns, individual titles and subscription acquisition.

Entertainment clients can utilize Yieldmo as part of their overall full-funnel approach.
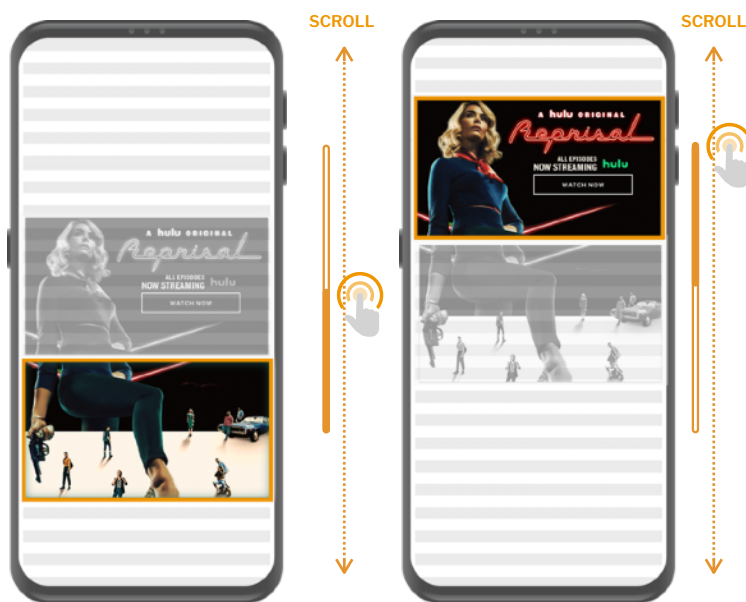

WINDOWPLAY •   DEMO LINK

This unit combines branded imagery with video. Video can be standard, vertical or square ratios.

UPPER FUNNEL

High-impact formats such as the Hyperscroller, Window, and Windowplay allow the user to get acquainted with the entertainment brand, seeing how it can fit into their lifestyle seamlessly.

WINDOW •   DEMO LINK

Standard 300x600 with a parallax scrolling effect that reveals the ad as the user scrolls up and down.
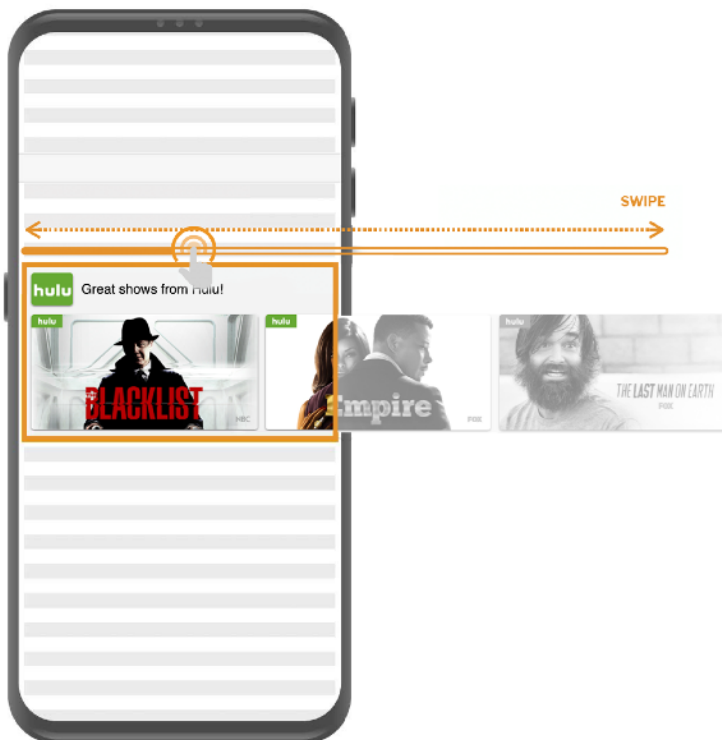

HYPERSCROLLER •   DEMO LINK

Similar to an animated GIF, the Hyperscroller is a 20 frames animation ad that utilizes user scrolling behavior.
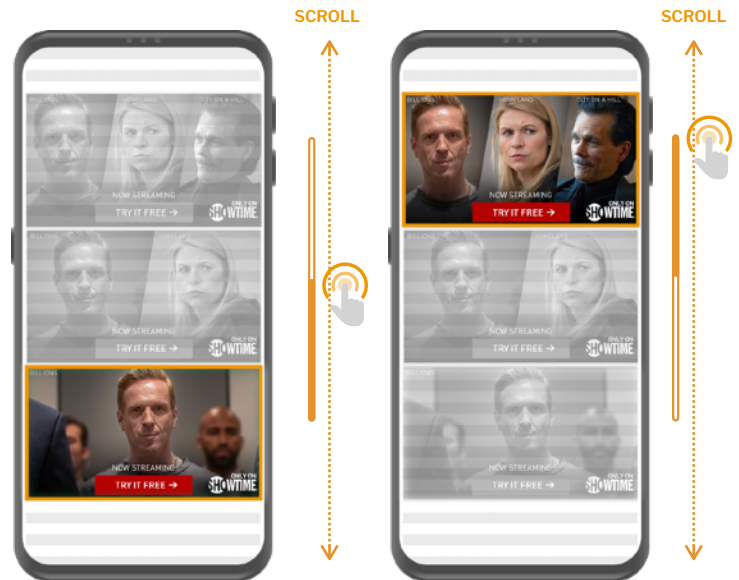
MID FUNNEL

Other high-impact formats such as the Pull, Lookbook, and Carousel give users an in-depth look into films/products and their specs - which users use to evaluate if a movie/entertainment brand is right for them.

Additionally, Yieldmo's Ticker format drives a sense of urgency around movie releases, which has done well to get users to take action immediately before the offer expires/movie premieres.
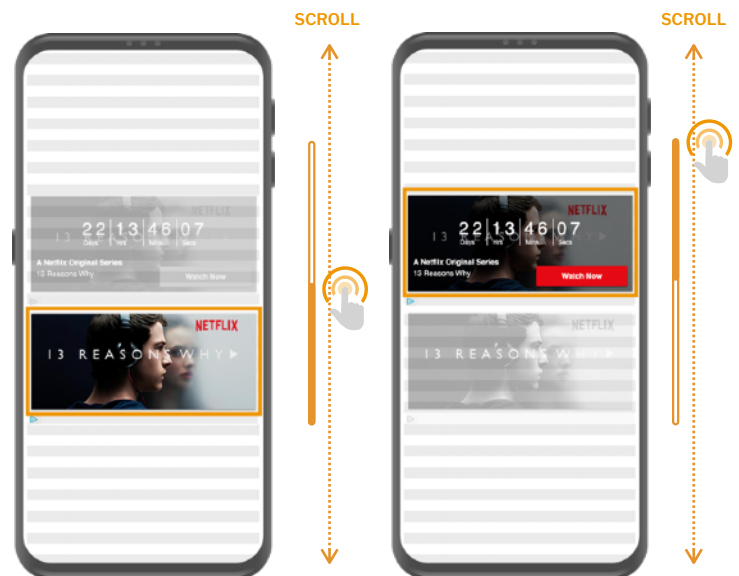
SCROLL   **SCROLL**

PULL •   DEMO LINK

Built for storytelling and sequential messaging on the smaller screen. Your natural scroll controls movement between the three panes.

SWIPE

CAROUSEL •   DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.

SCROLL   **SCROLL**

TICKER •   DEMO LINK

The ticker conveys a sense of urgency counting down to a sale product launch or special event in real time.

LOW FUNNEL

Yieldmo's native unit, the Flexcard, creates a sense of urgency with an immediate call-to-action that has driven low CPAs for our entertainment clients - with a simple text+image unit, clients have been able to drive home the importance of their products as well drive higher CTRs.

Many entertainment advertisers run successful CPA campaigns through Yieldmo. Yieldmo's Native Flexcard unit is the bread and butter for entertainment as they are trying to drive sign-ups. Although most of these campaigns utilize Flexcard, Yieldmo Video units can also be effective when AV is put into play. Some advertisers have stringent brand safety guidelines, so News/Religion verticals are not recommended. For others, Sports and News work well.

Keeping a close eye on Hourly Spending and even pacing throughout the day ensures clients hit their goals and also allows Yieldmo to tune to KPIs important to their category. Yieldmo also helps clients consistently monitor where they spend and optimize efficiency.
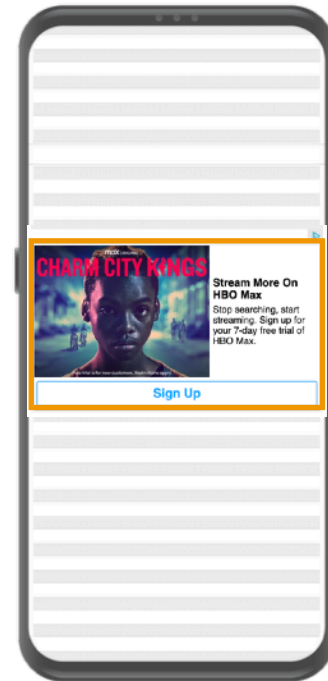
FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.
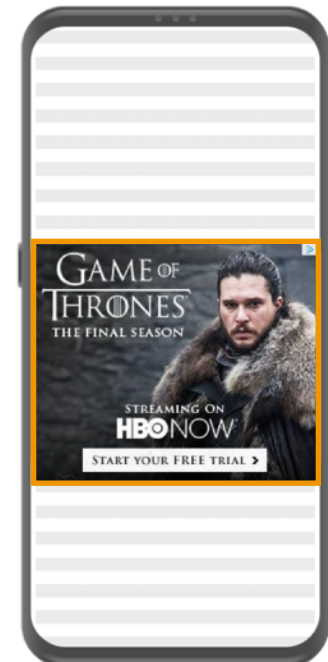
FLEXBANNER • DEMO LINK

Standard 300x250 ad with optional animation effects.
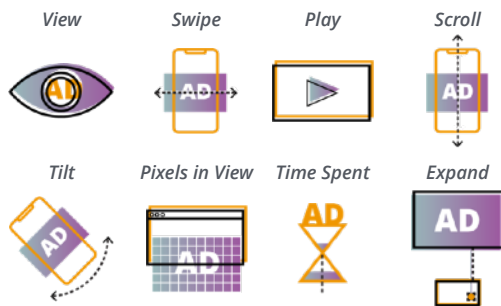
AEROS ATTENTION ANALYTICS

Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:
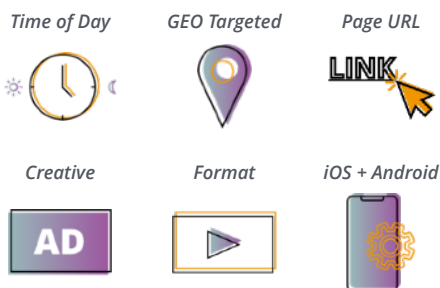
⬆ Up to **85%** average KPI lift

💰 **80%+** cost-adjusted lift

In this case study, see how we help a leading streaming service leverage our Attention Analytics to drive a 39% increase in CTR.

Consumer Attention Signals

View	Swipe	Play	Scroll

Tilt	Pixels in View	Time Spent	Expand

Content and Creative

Time of Day	GEO Targeted	Page URL

Creative	Format	iOS + Android

NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing, they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signal which gives us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message? Or simply expand on an offer or make a destination look even more visually appealing within a format? Our team provides these services for free.

SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. The Yieldmo SSP passes better traffic to the DSP - traffic that has been pre-qualified and likely to perform better. We have deep publisher integrations and tech that allows us to understand precisely which impressions will perform better for you. And we work with and without cookies - we capture actionable information in the bidstream and the impression to understand page characteristics. We then select the best impressions for our buyers.

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For more information, please reach out to your account manager
or email info@yieldmo.com.

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MAKING ATTENTION ACTIONABLE