video intelligence
contextual video platform

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• Advertisers will spend 25% more on digital video than they did last year, and year over year

• Nearly 3 in 4 buyers are planning to increase their digital video ad spend in next 12 months

• Nearly two-thirds of digital budgets are allocated to video—with Mobile and Desktop video evenly allocated
What are barriers to in-stream video revenue for local news publications?

• Lack of video content
• Good quality video content is expensive to create
• Lack of resources to produce broadcast quality video
• Lack of in-stream demand
video intelligence: connects publishers, content providers and brands through video storytelling.
Natural language understanding

Contextual matching

Programmatic demand

Machine learning optimization

Publisher 1st call option
Plug in your ad server
vi Backfill option

Over 800k video library
Over 1,500 new videos week
Choose your own library

‘Transformers’ Sequel Cut From Paramount’s 2019 Release Slate

Paramount announced Wednesday that it has removed next year’s planned “Transformers” installment from its release slate.
The sequel to “Transformers: The
Three main applications for vi stories:

1. Sourcing & matching **new, relevant content** to your site

2. Ingest & match your own **content** to your web pages

3. Incremental revenue
Die Presse, Austria’s oldest newspaper, increased its inventory from 300,000 pre-rolls per year to 31,000,000 pre-rolls per year within 2 years of running vi stories on its pages.

31,000,000 x 100 increase in pre-roll within two years

300,000 pre-rolls
Contextual video impact research

We wanted to know how contextually placed video affected publisher’s sites and advertising. So we commissioned research by Lumen using eye-tracking technology.

We found three things:

- Advertising real reach increased by 42%
- 33% increase in page dwell time
- A publisher Halo effect: vi stories increased publisher recall by 83%
Five factors to consider when choosing a contextual video partner

1. Integrations / reliability
2. Quality and Breadth of Content
3. Editorial Approval
4. User Experience
5. Demand Layer
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