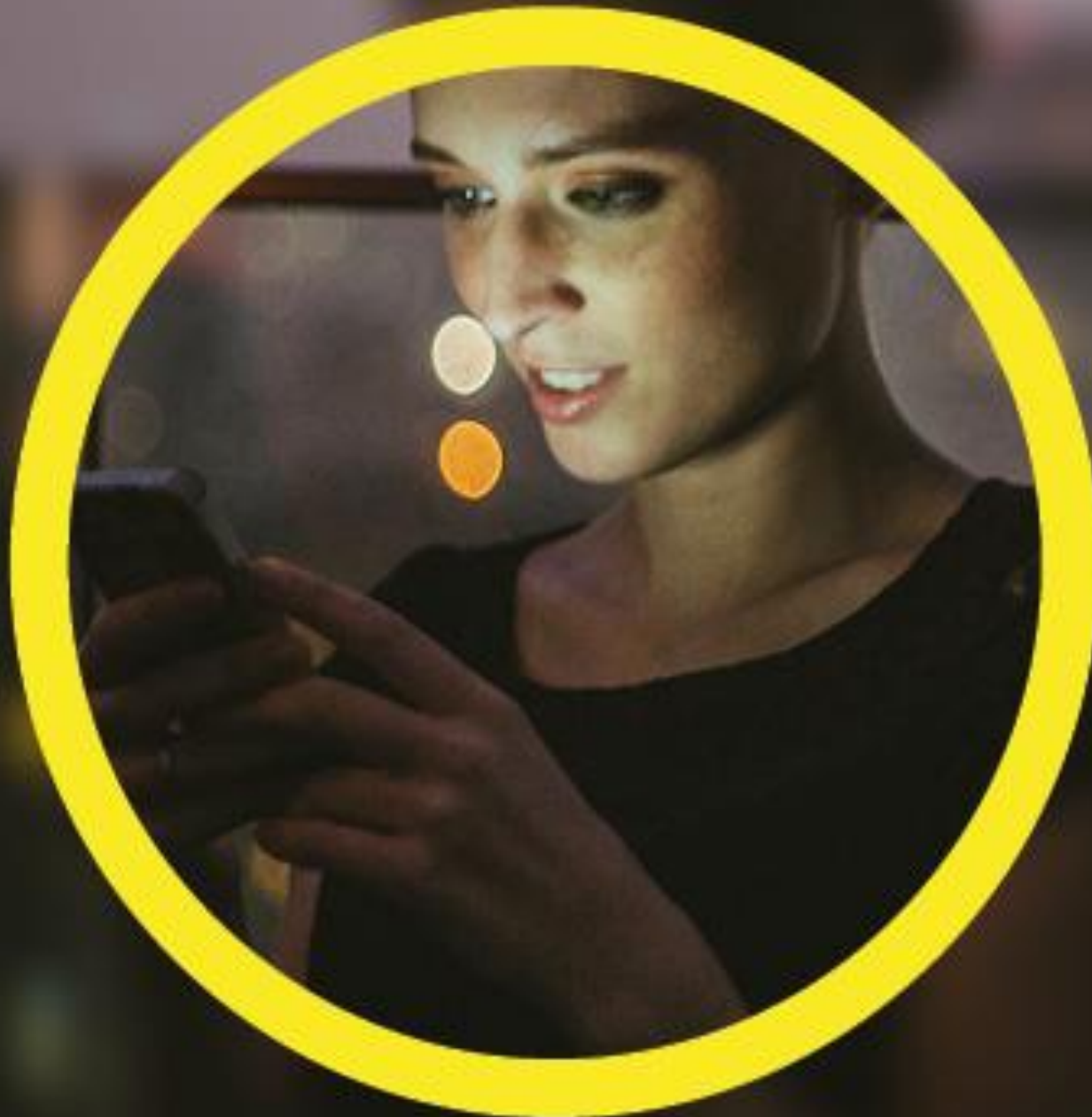




video intelligence



contextual video platform



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IAB Video Advertising Spend Report

2019 Digital Content NewFronts

April, 2019

- 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?

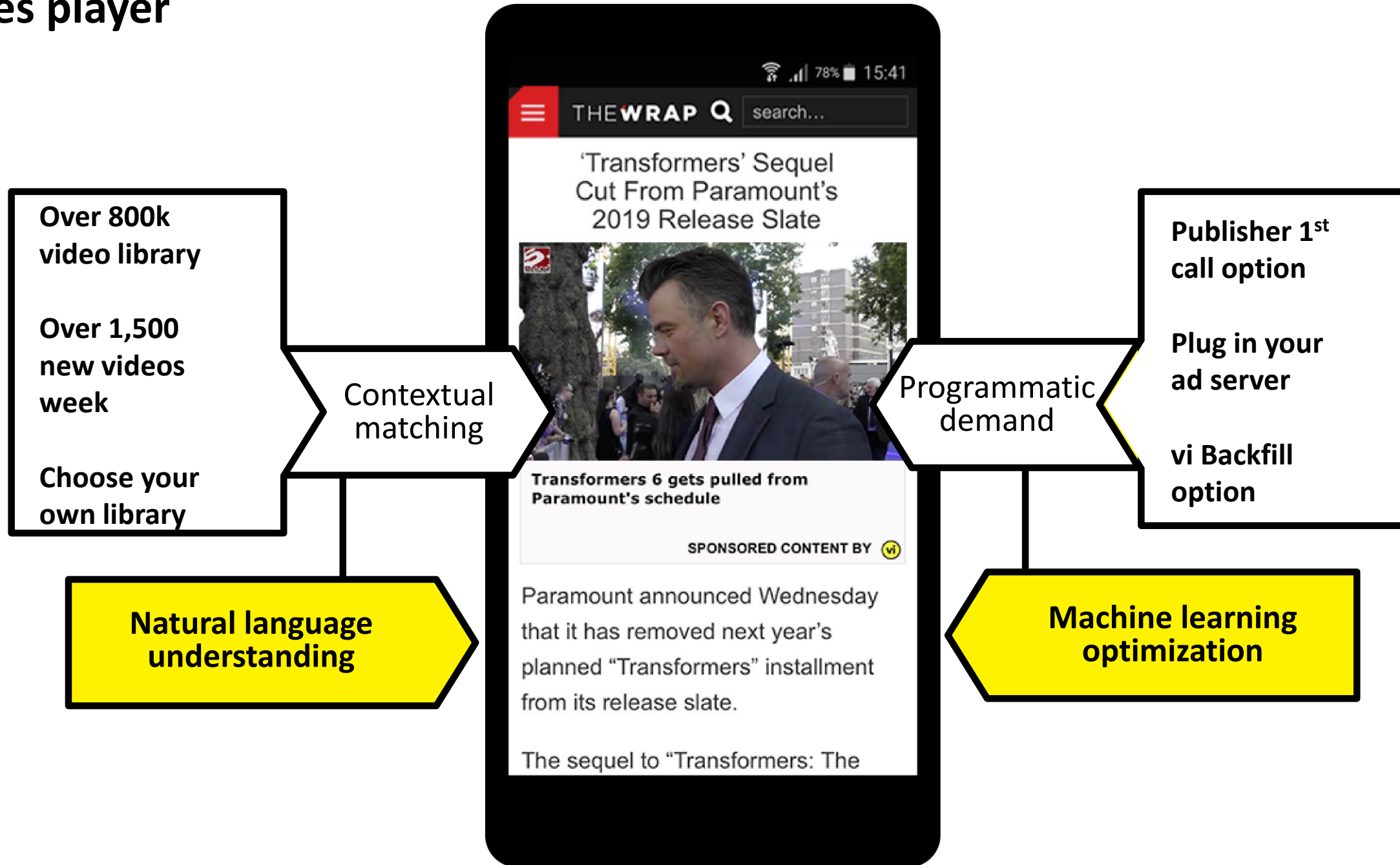
- Lack of video content
- Good quality video content is expensive to create
- Lack of resources to produce broadcast quality video
- Lack of in-stream demand



video intelligence:
connects **publishers,**
content providers
and brands
through **video storytelling.**



vi stories player





Three main applications for vi stories:

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

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

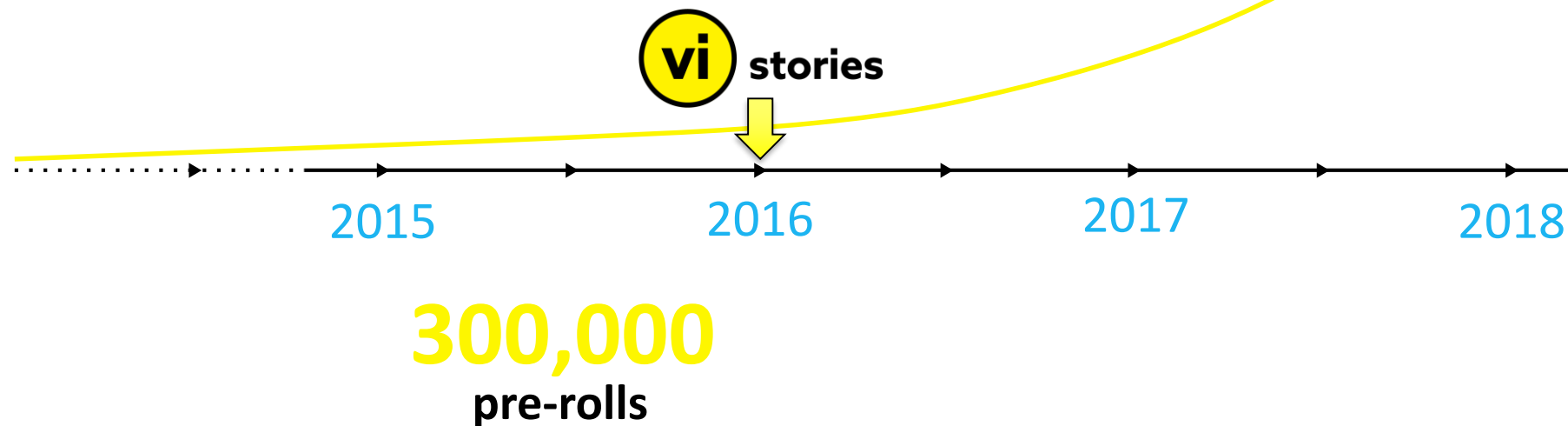
3 Incremental revenue



vi stories case study: Styria Media & Die Presse

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 it's pages.

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



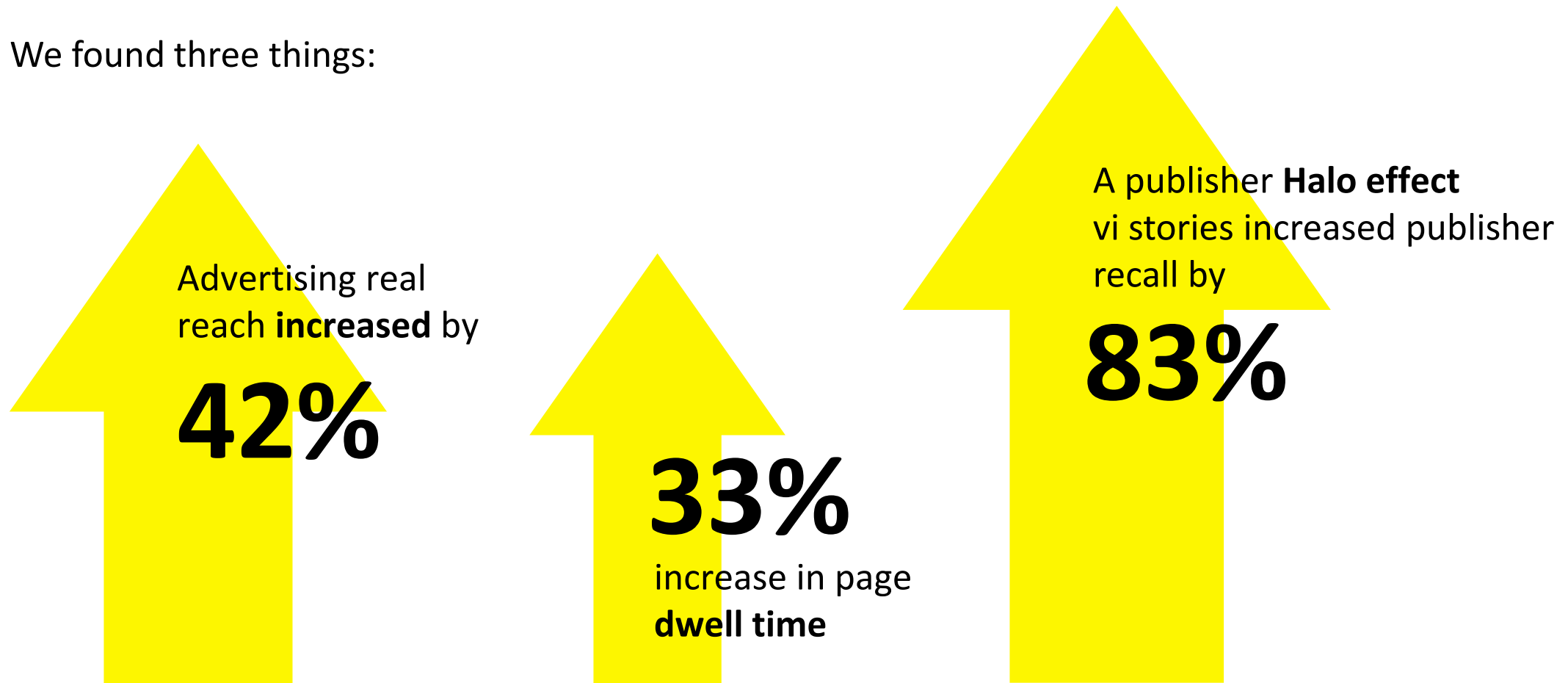


Contextual video impact research

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



We found three things:





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

Contact



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