

# Bewegtbildwerbung

## Mehr als nur ein Pre-Roll

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**Bewegtbild wirkt!**

# Bewegtwerbung Mehr als nur ein Pre-Roll



## Agenda

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*Vermarktungsarten im Bewegtbildumfeld*

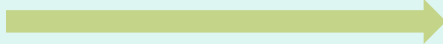
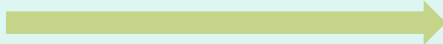
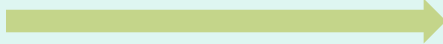
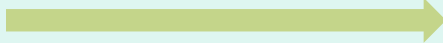
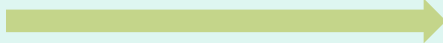
**Erfolgreich nur im Team: Werbetreibende, Vermarkter & Publisher**

**Zukunft der Bewegtbildwerbung**

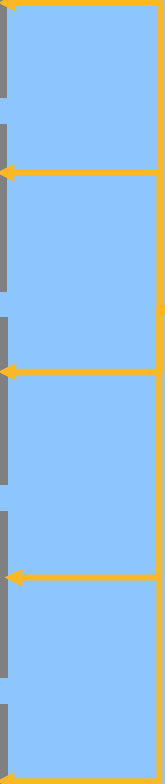
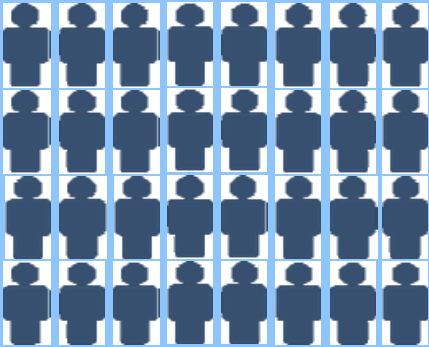
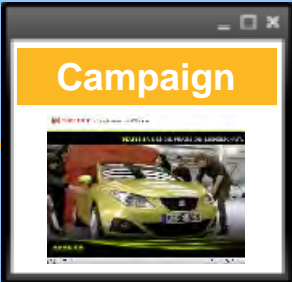
# Bewegtbildvermarktung



## Premium / Branding



## Netzwerkvermarktung



# Bewegtwerbung Mehr als nur ein Pre-Roll



## Agenda

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**Vermarktungsarten im Bewegtbildumfeld**

*Erfolgreich nur im Team: Werbetreibende, Vermarkter & Publisher*

**Zukunft der Bewegtbildwerbung**

# Erfolgreich nur im Team



- Inhalte am liebsten kostenlos
- Keine Werbung – oder nicht aufdringlich

- Reichweite des Contents erzielen und/oder ausbauen
- Monetarisierung des Video Contents – Refinanzierung von Produktions-, Hosting- und Streaming-Kosten

- Kampagnenerfolg

**Die Herausforderung:**

**Eine Win-Win-Win Situation für User – Publisher – Werbetreibenden**

# Erfolgreich nur im Team



## Erfolgsfaktoren:

- Professionell erstellter Bewegtbildcontent
- Monitoring des User-Verhaltens
- Erstellen von User-Session-Templates

## Erfolgsfaktoren:

- Für das Internet produzierte Werbeclips – keine einfache Verlängerung von TV Kampagnen
- Länge der Werbeclips bis maximal 15-20 Sekunden
- Frequency-Capping

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## Agenda

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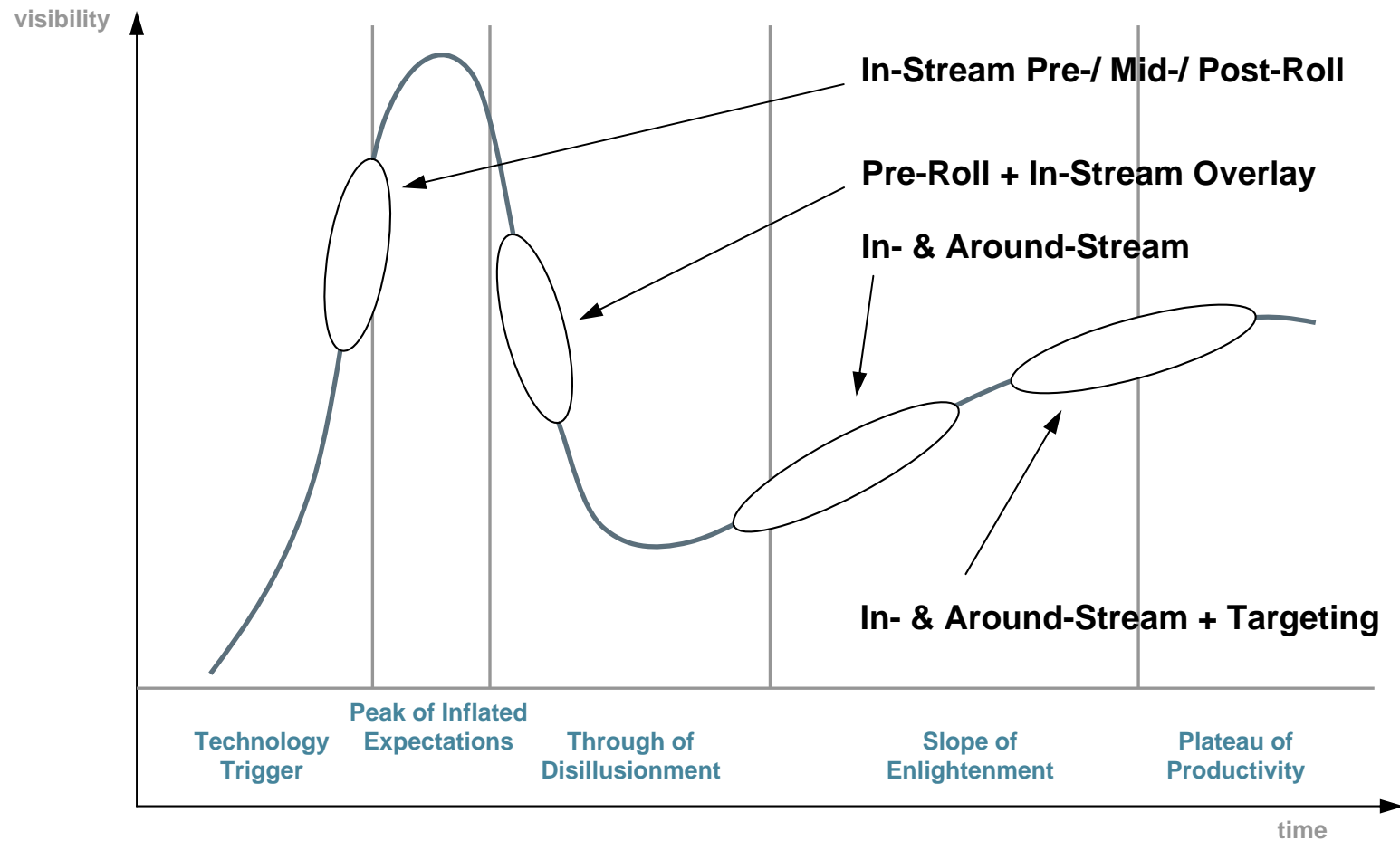
**Vermarktungsarten im Bewegtbildumfeld**

**Erfolgreich nur im Team: Werbetreibende, Vermarkter & Publisher**

*Zukunft der Bewegtbildwerbung*



# Hype Cycle für aufkommende Technologien



# In- und Around-Stream Advertising



## Fallbeispiel Around-Stream Werbung: tape.tv

tape.tv

360° Motion Ad  
Kunde: \_dus/deibel  
Interactions: 11 %  
Rückfragen zu Erstellungskosten und  
Buchungsmilimum bitte an:  
landschulz@tape.tv

A 360-degree motion advertisement for tape.tv. The main visual is a man standing in a forest, holding a large orange sign with white text. The sign reads: "FKK BEI DUC WICHTIG FLATRATES KNALLHART KALKULIERT". The background is a lush green forest with fallen leaves on the ground. The advertisement is presented in a dark interface with a "tape.tv" logo in the top left and technical details in the top right.

# Vielen Dank!



## Kontakt



# Erscheinungsformen Bewegtbildwerbung



**In-Stream Video**

# Erscheinungsformen Bewegtbildwerbung



A screenshot of the AOL Video website interface. At the top, there is a search bar and the AOL Video logo. The main content area features a large video player for a car advertisement titled "Corsa C'MON!". The video player includes a progress bar and a "Click here" button. To the right of the video player is a "Companion Banner" for the same car, featuring the text "0% finance for 3 years 20% deposit." and a "Click here" button. Below the video player are sections for "Today's Videos", "Music Downloads", and "Top Film Searches".

In-Stream Pre-Roll

Companion Banner

# Erscheinungsformen Bewegtbildwerbung



Expands upon mouse-over, allowing users to engage with an even bigger **brand experience**. We offer services such as video to flash conversion and integration into Vibrant's proprietary in-

deliver and optimize your Vibrant in-text ad campaigns. Find out more about our media planning services.

requently asked

**Advertisement** **VIBRANT**

**Super Mario Galaxy**  
The ultimate Nintendo hero is taking the ultimate step ... into space.

CLICK TO LEARN MORE

nintendo.com

Vi  
Vi  
de  
Deliver the ultimate user-initiated **audioVideo** experience. We offer services such as video to flash conversion and integration into Vibrant's proprietary in-text video player

A screenshot of a website interface. A video player window is overlaid on the page. The video player has a title bar that says 'Advertisement' and 'VIBRANT'. The video content shows a scene from Super Mario Galaxy. Below the video is a 'CLICK TO LEARN MORE' button and a 'nintendo.com' link. The background shows a webpage with text and a sidebar.

# Abgrenzung Videowerbung



	In-stream video (linear)	In-stream video (non-linear)	In-banner video	In-text video
<b>Core ad products</b>	Pre-rolls, mid-rolls, post-rolls, takeovers	Overlays, ticker strips	Rich media	Rich media
<b>Consumer experience</b>	Ads take over full video experience for a period of time	Ads run parallel to video experience, do not take it over	Video triggered within banner, often expands outside it	Video shown when users roll mouse over key words
<b>Ad placement</b>	Before, between or after video content	During, over or within video content	Within Web page with other content around it	Linked from highlighted word in relevant context on Web page
<b>Additional ad products</b>	Text, banners, rich media, video player skins surrounding the video experience		None	None

Distinguishing In-Stream Video, In-Banner Video, In-Text Video  
 Source: IAB Digital Video Committee

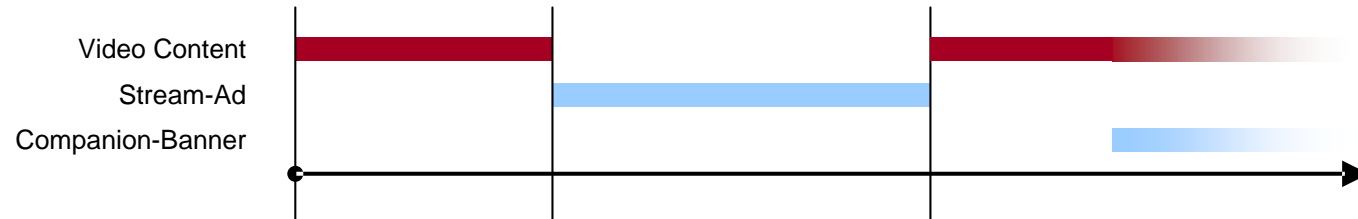
# In-Stream Video Formate



## Pre-Roll



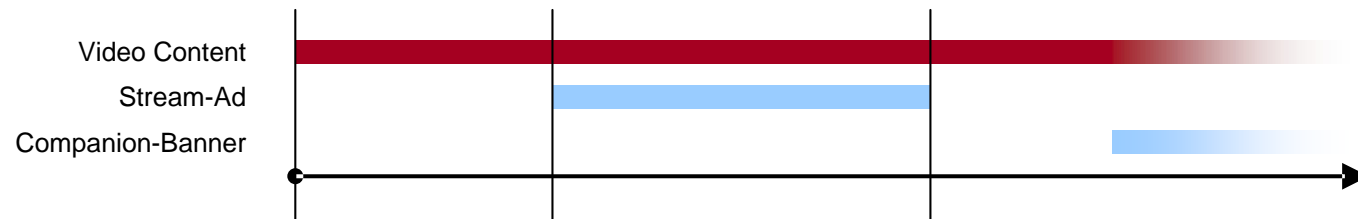
## Mid-Roll



## Post-Roll



## Overlay





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