

A person is lying on a couch, watching a television. The TV screen displays a colorful interface with various app icons. In the foreground, a coffee table holds a book titled 'THE BAR CHIEF' by 'FREDERICK BODDIE', a small potted cactus, and a white mug. The room is dimly lit, with a blue and purple ambient light.

BEYOND THE :30

On Streaming TV

Shared commitment to learning




**UNDER THE HOOD
OF OVER-THE-TOP MEASUREMENT**

Roku | M/GNA | IPG MEDIA LAB

Quantified the effectiveness of streaming TV vs. linear TV, establishing clear benchmarks on effective frequency and diminishing returns

2019



VALUING
THE VALUE EXCHANGE

Research Study

M/GNA | IPG MEDIA LAB | Roku

Experimented with sponsorship ads on the Roku Home Page to understand their impact compared to traditional video ads

2020



**BEYOND
THE :30**
On Streaming TV

M/GNA | IPG MEDIA LAB | Roku

Take the research a step further and focus on how brands can capitalize on streaming TV beyond traditional video

TODAY

Today's questions

Q1

How can marketers make streaming TV ad experiences more engaging?



PREFERENCES



AD AVOIDANCE

Q2

What is the impact of new innovative streaming TV video ad formats?



TRADITIONAL ADS

VS



BEYOND :30 ADS

Table of Contents

FINDINGS

Section 1: Driving Ad Acceptance –
Through Improved Streaming TV Ads

Section 2: Testing & Learning –
Moving Beyond Traditional Ads

Section 3: Ad Format Deep Dive –
What Works

IMPLICATIONS



DRIVING AD ACCEPTANCE

Through Improved Streaming TV Ad Experiences

Viewers are craving new ad experiences

Ad avoidance is a surmountable industry problem

I WOULD AVOID TV ADS
LESS OFTEN IF...



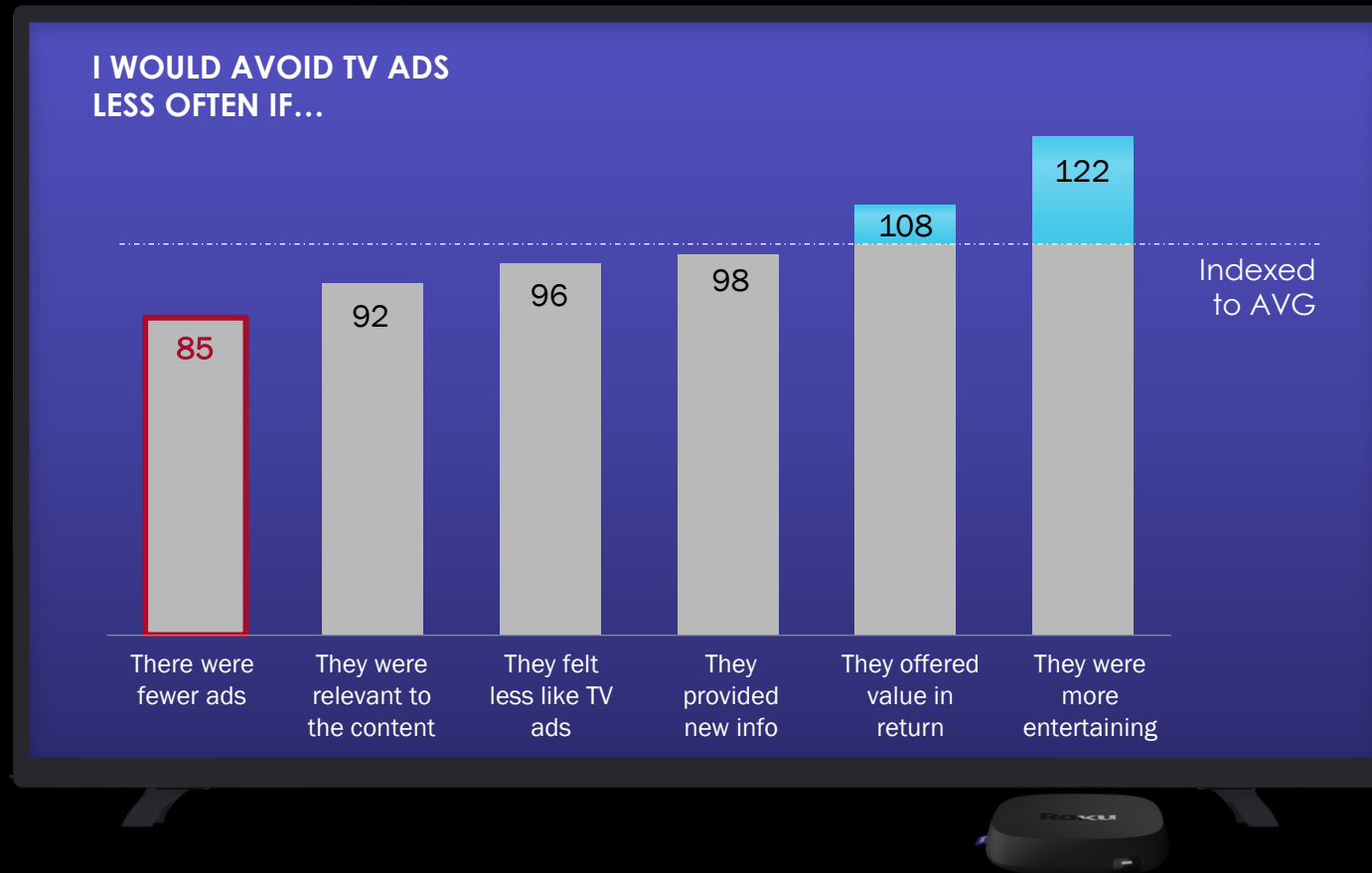
Brands should focus on providing the entertainment viewers are looking for on TV

Second most popular is getting value in return

I WOULD AVOID TV ADS
LESS OFTEN IF...



'Fewer ads' is the least popular solution



Creativity + innovation will encourage younger audiences to avoid ads less

CHANGES THAT WOULD DECREASE TV AD AVOIDANCE [BY AGE]

Age: ■ 18-34 ■ 35-54 ■ 55+

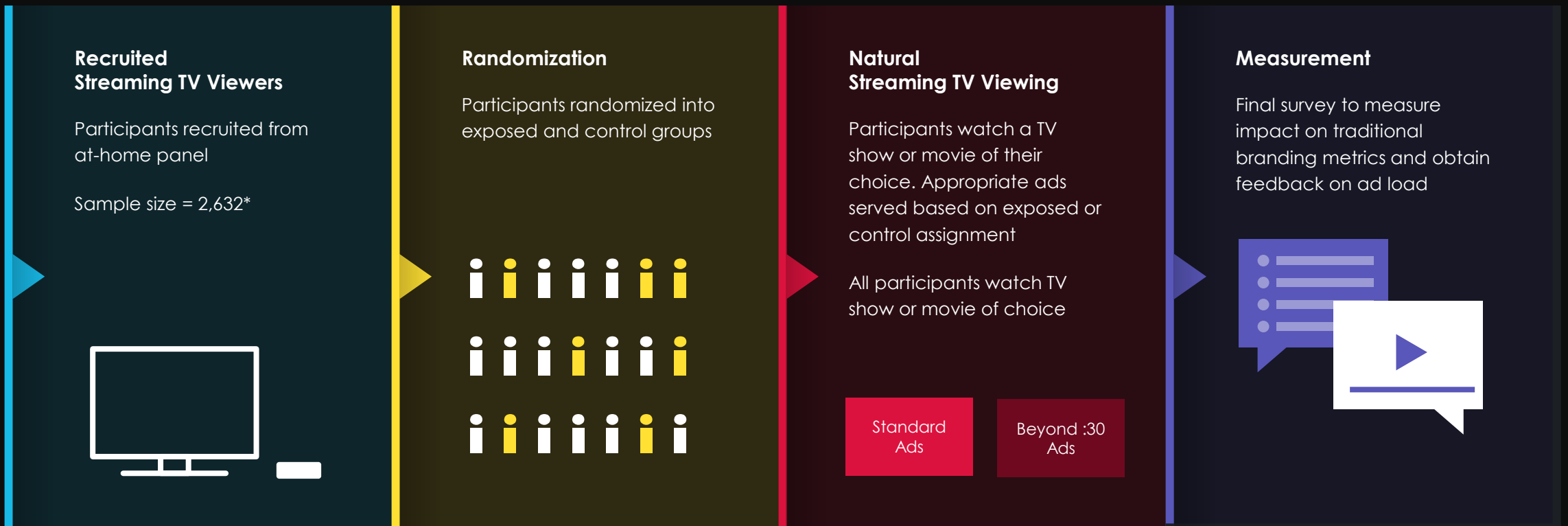


Moving Beyond The Traditional

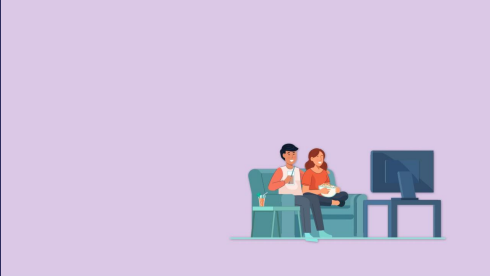



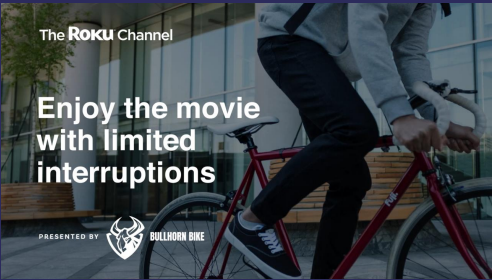
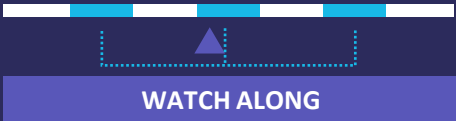
TESTING + LEARNING

Methodology

CONTROLLED, AT-HOME TESTING



Ads that go beyond :30

	THEMATIC TAGGED VIGNETTE	ROKU ORIGINAL PREMIERE TAGGED VIGNETTE	WATCH ALONGS
	<div> </div>	<div> </div>	<div> </div>
Total Ad Load	Natural streaming TV ad load	Natural streaming TV ad load	3 non-traditional ad breaks of custom short-form content tied to the featured movie
Frequency of Exposure to Test Ad	2	2	3

Test & learn across 3 verticals

T-Mobile™



TONAL

Top to bottom improvement on brand KPIs by extending beyond the :30

IMPACT ON THE BRAND - DELTAS [EXPOSED AD – CONTROL AD]

Traditional TV Ads

+43% ▲

Beyond the :30 TV Ads

+57% ▲

33% Lift

Top-of-Mind Ad Recall

+3%

+8% ▲

167% Lift

Brand Favorability

+9% ▲

+16% ▲

78% Lift

Intent to Search

FORMAT

DEEP DIVE



Thematic Tagged Vignette

Thematic Tagged Vignette is a short-form, branded piece of content with advertiser's brand/logo attached that is stitched to advertiser's video ad creative.

Produced by the Roku Brand Studio, the video asset is designed to offer brands direct adjacency to a specific season (i.e., summer hydration tips brought to you by Brand X) or theme (i.e., better sleep solutions sponsored by Brand X)

Tagged Vignettes deliver on the value viewers want

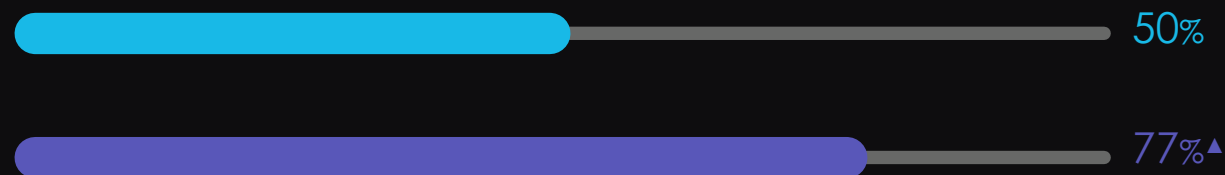
- Traditional Ads
- Tagged Vignettes

HOW VIEWERS FEEL ABOUT THE AD [% STRONGLY/SOMEWHAT AGREE]

"Taught Me Something New"

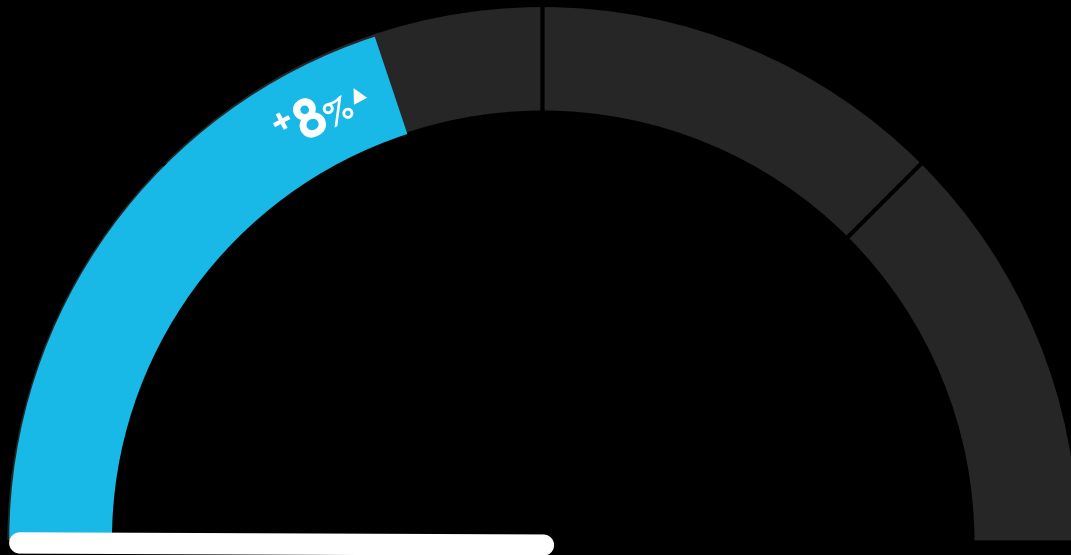


"Provided Helpful Information"

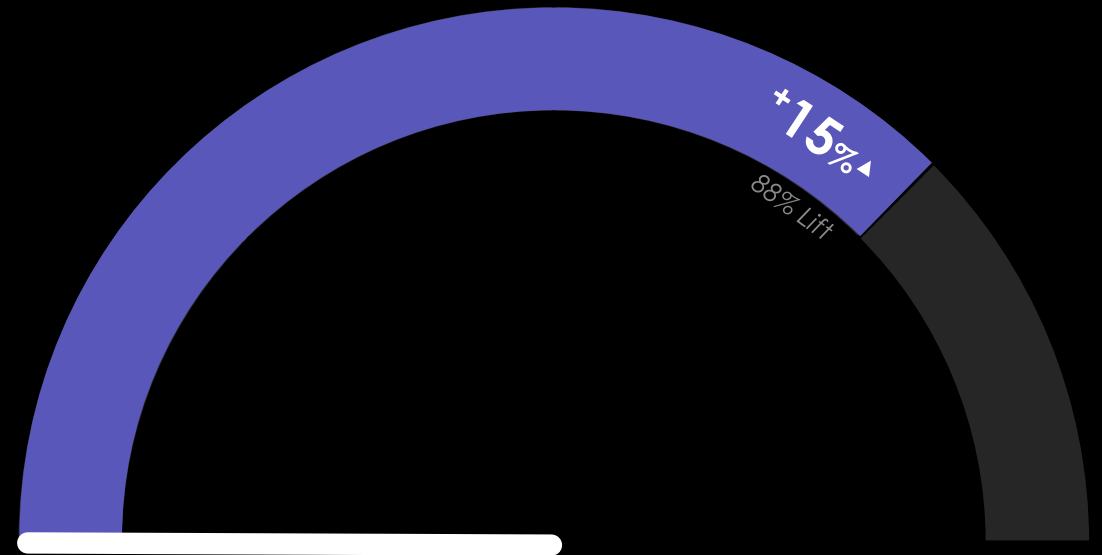


Added value creates desire to learn more about the brand sponsor

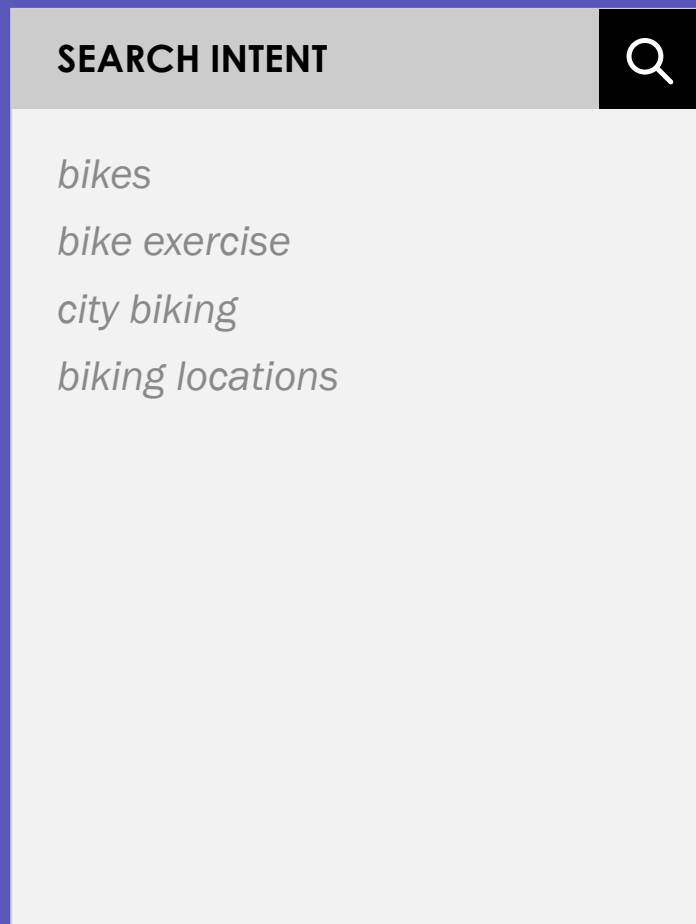
THE ADS' IMPACT ON THE BRAND - "I WANT TO LEARN MORE"
DELTA [EXPOSED AD – CONTROL AD]



TRADITIONAL TV ADS



TAGGED VIGNETTES



Beyond desire to learn more, tagged vignettes drive transactional momentum

THE ADS' IMPACT ON SEARCH INTENT DELTA [EXPOSED AD – CONTROL AD]

Traditional Ads



Tagged Vignettes



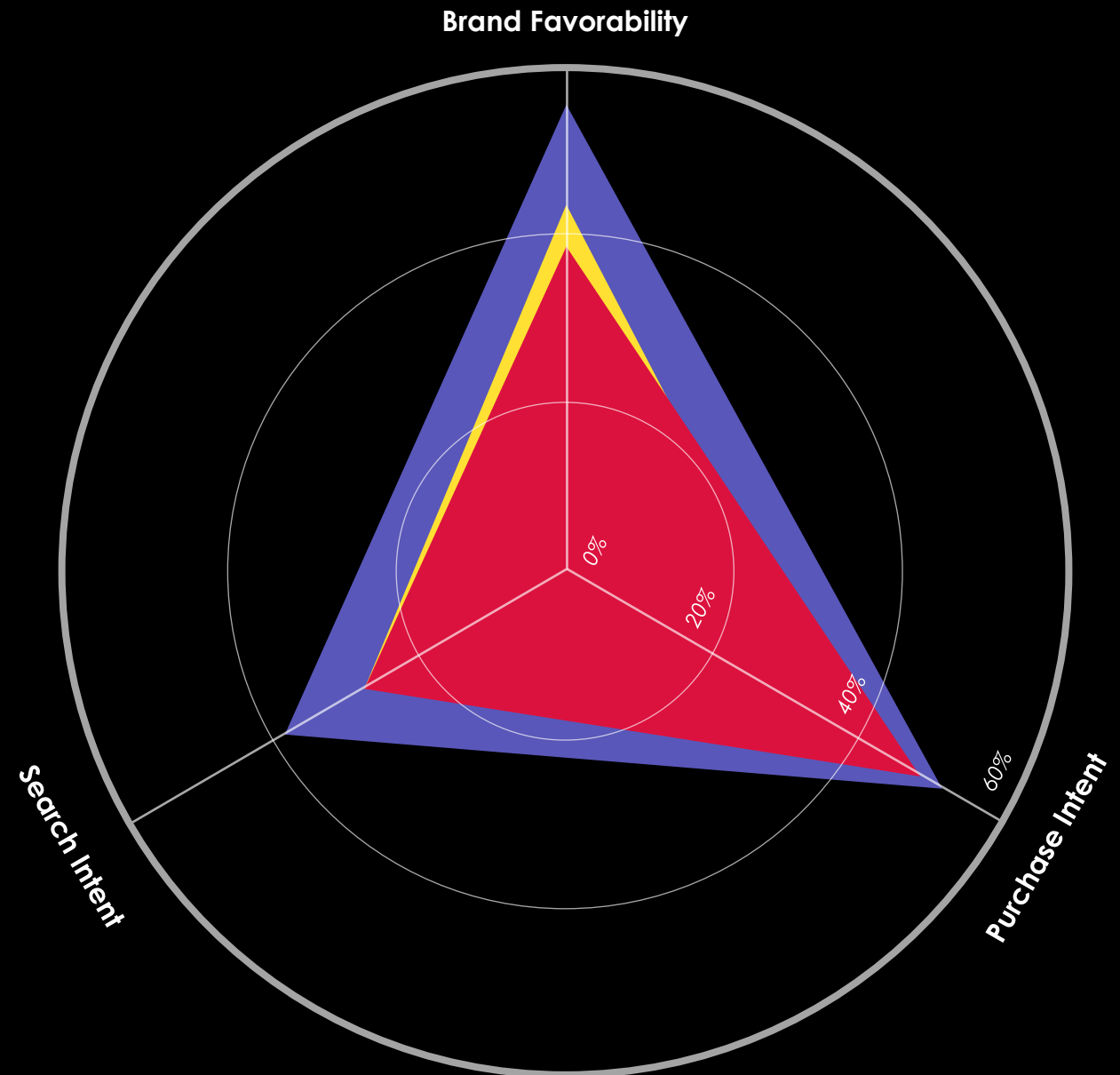
50% Lift

Perceived value is closely tied to brand KPIs

BRAND KPIs BY PERCEIVED VALUE OF TAGGED VIGNETTE
[% STRONGLY/SOMEWHAT AGREE WITH BRAND METRIC]

...TAGGED VIGNETTE PROVIDED VALUE

- Strongly Agree
- Somewhat Agree
- Neutral / Disagree





Roku Original Premiere Tagged Vignette

Roku Original Premiere Tagged Vignette is a short-form, branded piece of content with advertiser's brand/logo attached that is stitched to advertiser's video ad creative.

Produced by the Roku Brand Studio, the video asset is designed to offer brands direct adjacency to a Roku Original show that is exclusively available on The Roku Channel (i.e., Mamas, sponsored by Brand X)

Tagged Vignettes sponsoring original content amplify impact on intent to purchase & recommend

THE ADS' IMPACT ON BRAND KPIs - DELTAS [EXPOSED AD – CONTROL AD]

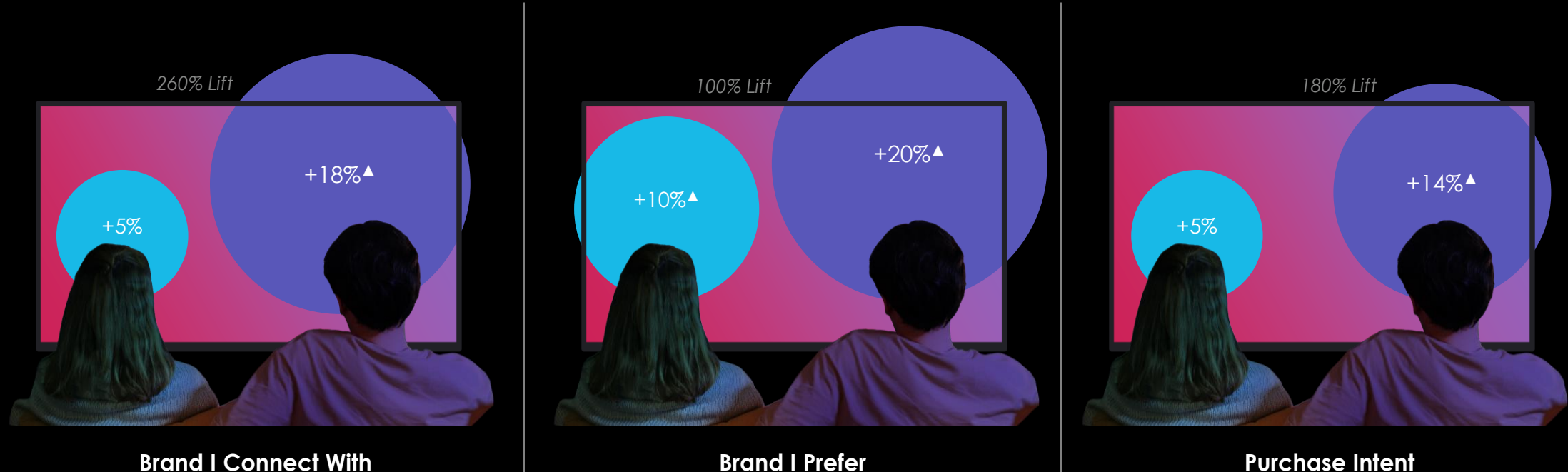
● Traditional Ads ● Roku Original Tagged Vignette

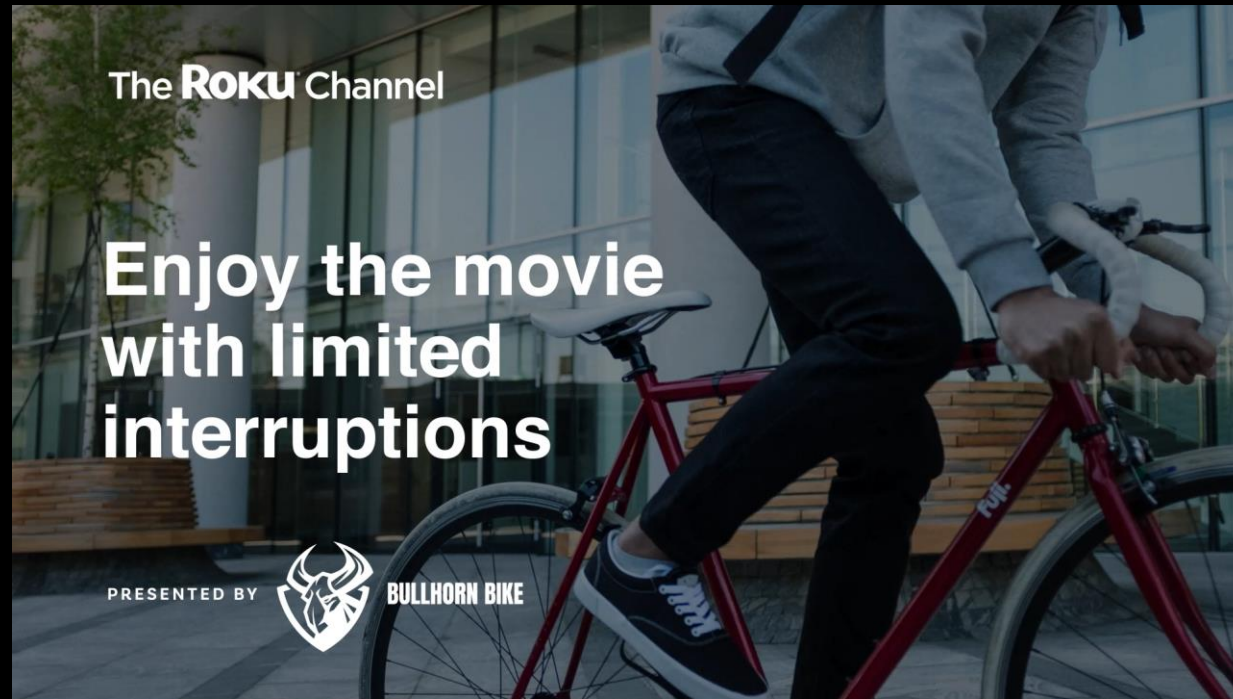


Most impact when the sponsored content naturally aligns with the viewership of your target

ROKU ORIGINAL TAGGED VIGNETTE IMPACT ON BRAND KPIS - DELTAS [EXPOSED AD – CONTROL AD]

● Not regular viewers of sponsored show's genre ● Regular viewers of sponsored show's genre





The **ROKU** Channel

Enjoy the movie
with limited
interruptions

PRESENTED BY



BULLHORN BIKE

Watch Along

Watch Along is an original, hosted short-form content series that lives within the ad breaks of a film – further elevating the viewing experience with high-energy, engaging segments all tied to the movie at hand, presented by a Brand.

Watch Alongs receive a warm response + nostalgia from some

HOW VIEWERS FEEL ABOUT WATCH ALONGS

...this felt like the family movie night shows I watched growing up with some commercial breaks scattered throughout and hosted.

...the videos were interesting and engaging

...kept me tuned in unlike other commercials.

I enjoyed the cool facts about the movie...

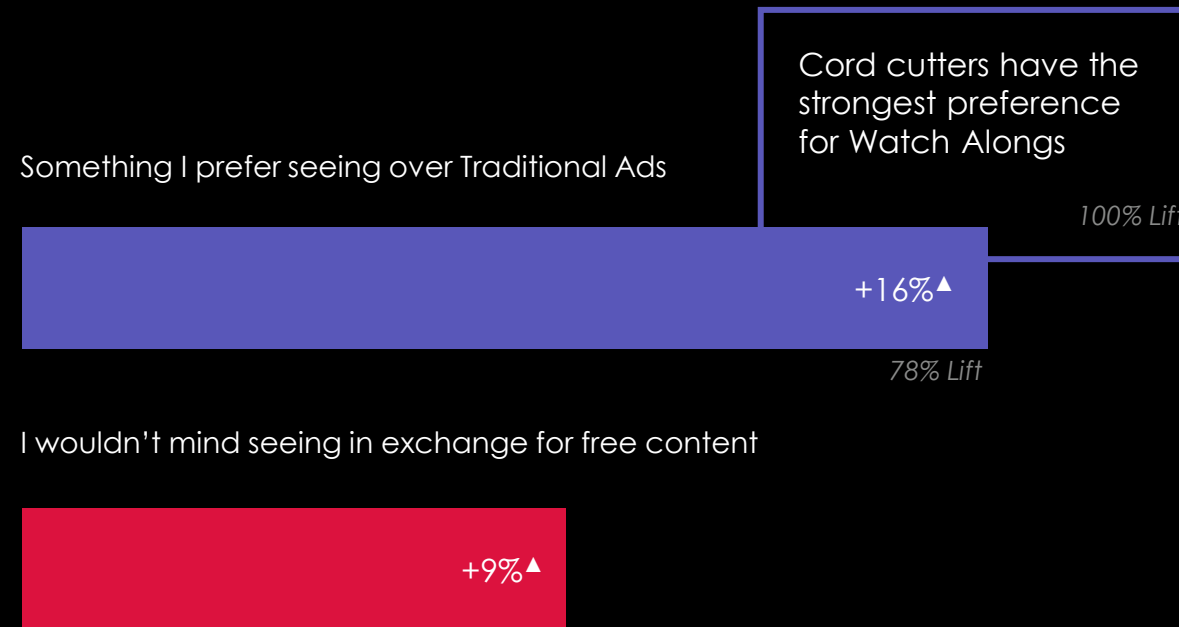
It made me not focus on the split/pause in the movie.

I enjoyed them and miss this format that was popular when I was growing up.

”

Strong preference for Watch Alongs compared to Traditional Ads

HOW VIEWERS FEEL ABOUT THE AD - DELTAS [WATCH ALONGS – TRADITIONAL ADS]



Brands are nearly 2X as effective at breaking through with Watch Alongs

THE IMPACT OF WATCH ALONGS ON BRAND KPIS
DELTA [EXPOSED AD – CONTROL AD]

TOP-OF-MIND
AD RECALL

+66%[▲]
Watch Alongs

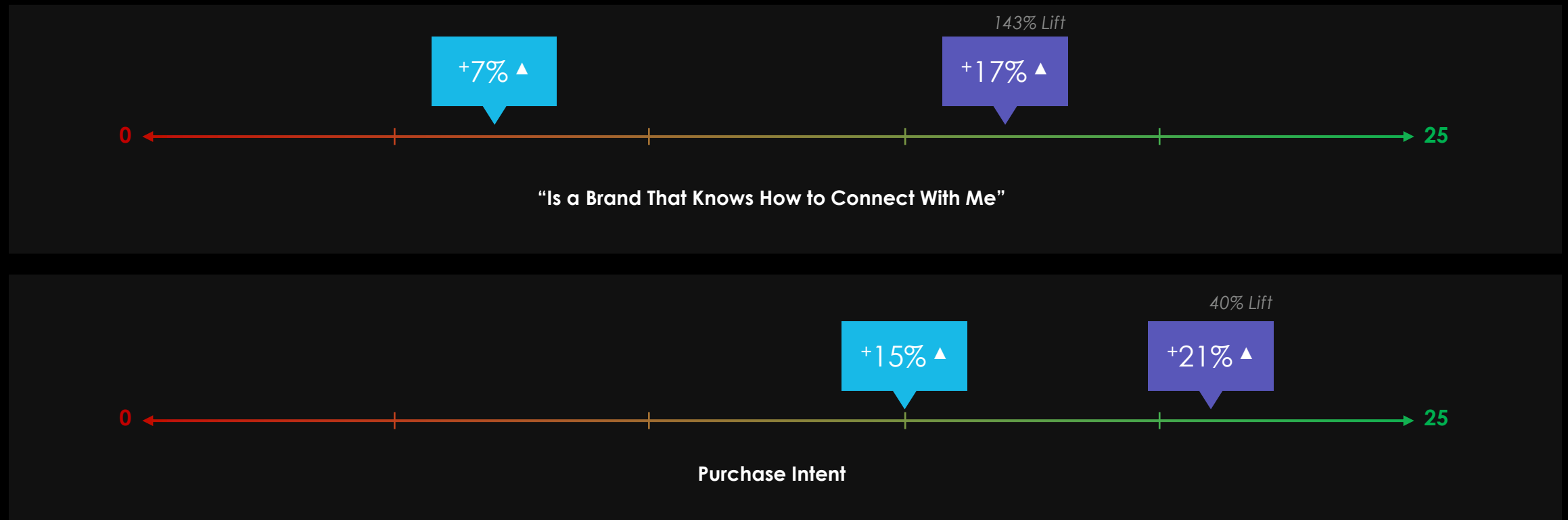
69% Lift

+39%[▲]
Traditional Ads

Watch Alongs connect with viewers & drive the bottom line

THE IMPACT OF WATCH ALONGS ON BRAND KPIs - DELTAS [EXPOSED AD – CONTROL AD]

■ Traditional Ads ■ Watch Alongs



IMPLICATIONS

Key Findings

1

Viewers are craving new ad experiences on streaming TV. 94% of viewers surveyed indicated that enhancements can improve the ad experience for them and, in turn, potential returns for brands

2

Beyond the :30 ads work above and beyond traditional video ads, resulting in higher brand awareness, as well as promoting next steps in the purchase trajectory

3

Each Beyond the :30 ad format is effective and generates different impact

- ❖ Thematic Tagged Vignettes deliver value and drive transactional momentum
- ❖ Roku Original Premiere Tagged Vignettes drive deeper connection between brand and the viewer, especially when the sponsored content naturally aligns with the viewership
- ❖ Watch Alongs are memorable, connect with viewers and drive purchase intent

Implications



MORE FUN, MORE VALUE

While ads are necessary for free content, enhancements can improve the ad experience for viewers + returns for marketers. **Marketers should lean into new ad formats that create a more valuable and enjoyable experience for maximum impact.**



AMPLIFY WITH ENTERTAINMENT

Digital capabilities available through streaming TV could be leveraged to maximize enjoyment and utility of ads that go beyond the traditional :30 spot. **Explore the advanced customization, such as tagged vignettes tailored to viewer preferences.**

THANK YOU