



VERTICAL VIDEO

Vertical Video Is on the Up and Up

METHODOLOGY

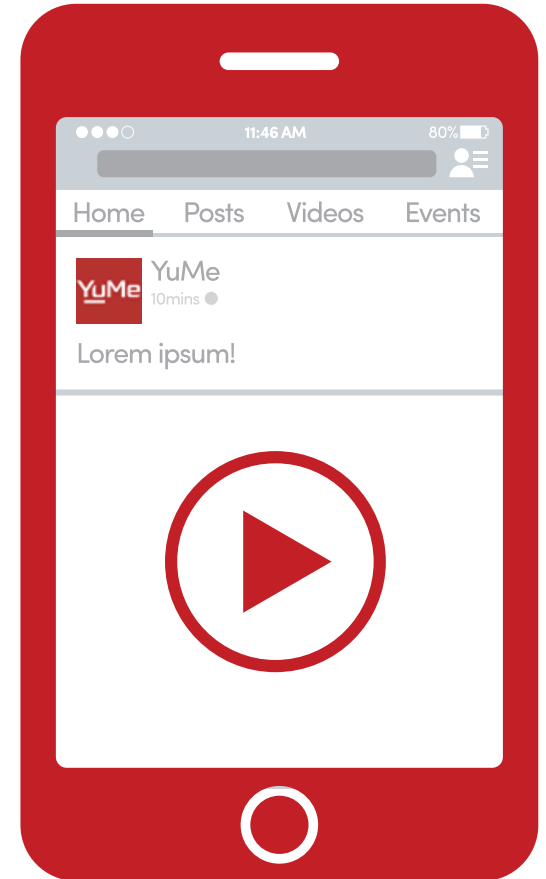
OBJECTIVE

What is Vertical Video?

Vertical video is defined as content that fills the screen fully when the phone is held upright. Vertical video is typically seen in social media feeds such as Facebook and Twitter.

Study Background

YuMe surveyed 662 U.S. respondents 18+ who owned smartphones on their experience with vertical video. A subset of respondents who reported no prior exposure to vertical video were asked to watch a 27-second vertical video clip.

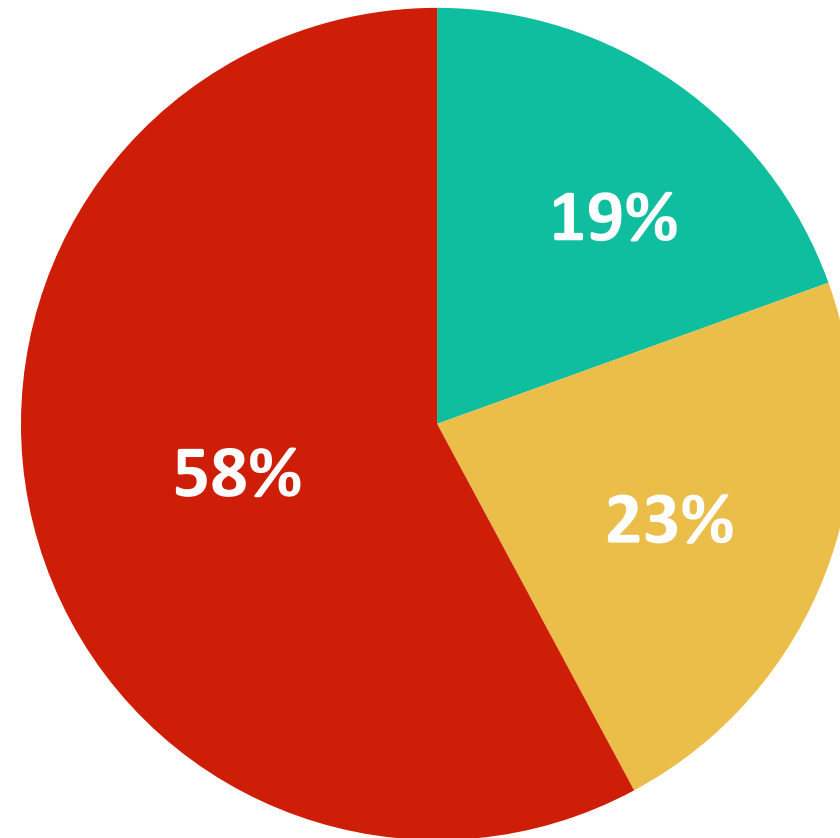


FAMILIARITY WITH VERTICAL VIDEO FORMAT

42% OF RESPONDENTS HAVE NOT EXPERIENCED VERTICAL VIDEO

Q: Have you ever watched a vertical video?

- Have heard of it and have tried it
- Have heard of it, but have never tried it
- Never heard of it

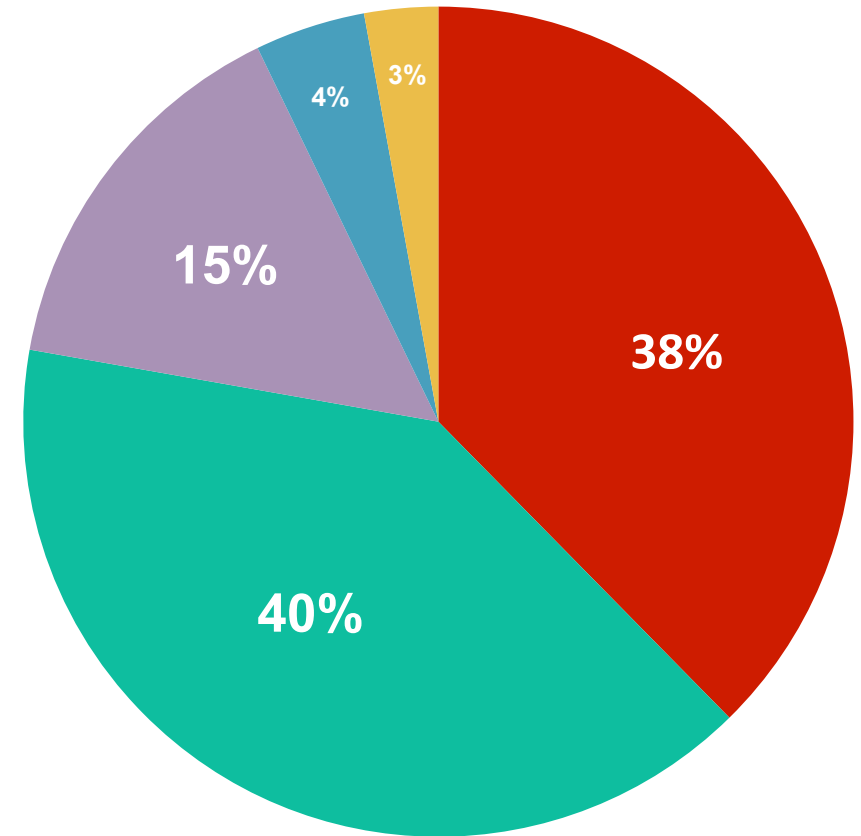


FIRST EXPOSURE TO VERTICAL VIDEO CONTENT

78% OF THOSE EXPOSED TO VERTICAL VIDEO FOR THE FIRST TIME WITHIN THE STUDY LIKED THE FORMAT

Q: You mentioned that you have never seen a vertical video before. Please watch the 27 second vertical video clip and select your level of agreement with the statement: "I like this format on smartphone and would use it in the future"

- Strongly Agree
- Agree
- Strongly Disagree
- Disagree
- Neither Agree or Disagree

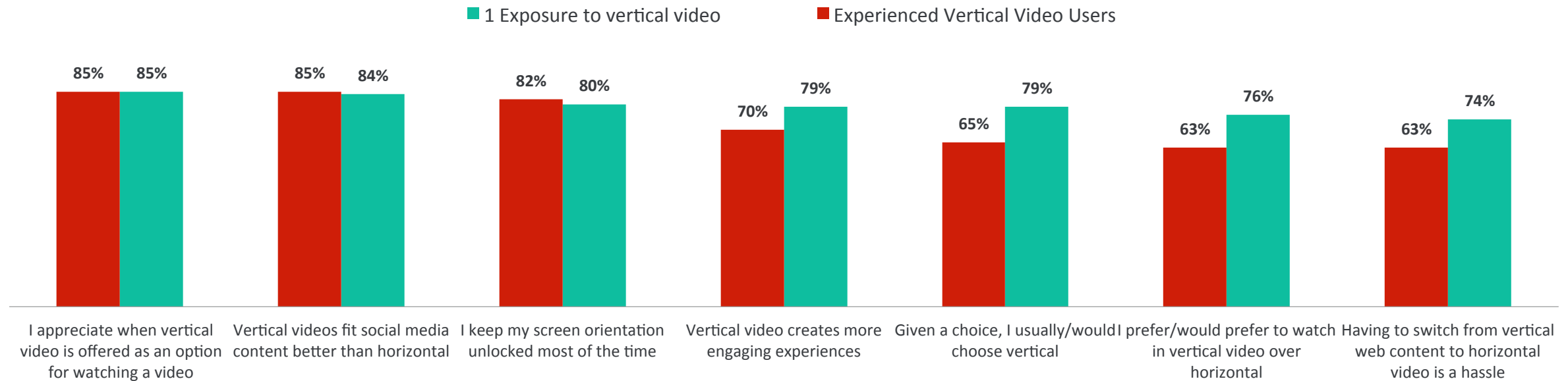


VERTICAL VIDEO CONTENT AND SMARTPHONE USAGE

BOTH EXPERIENCED AND NEW USERS OF VERTICAL VIDEO SEE IT POSITIVELY, BUT NEWLY EXPOSED USERS RATE IT HIGHER

Q: Please rate your level of agreement with the following statements about watching video (of any kind) on your SMARTPHONE: If you have just watched vertical video for the FIRST TIME today, please answer the questions on vertical video as you plan on using it in the future.

Vertical video format on Smartphone By Experience level



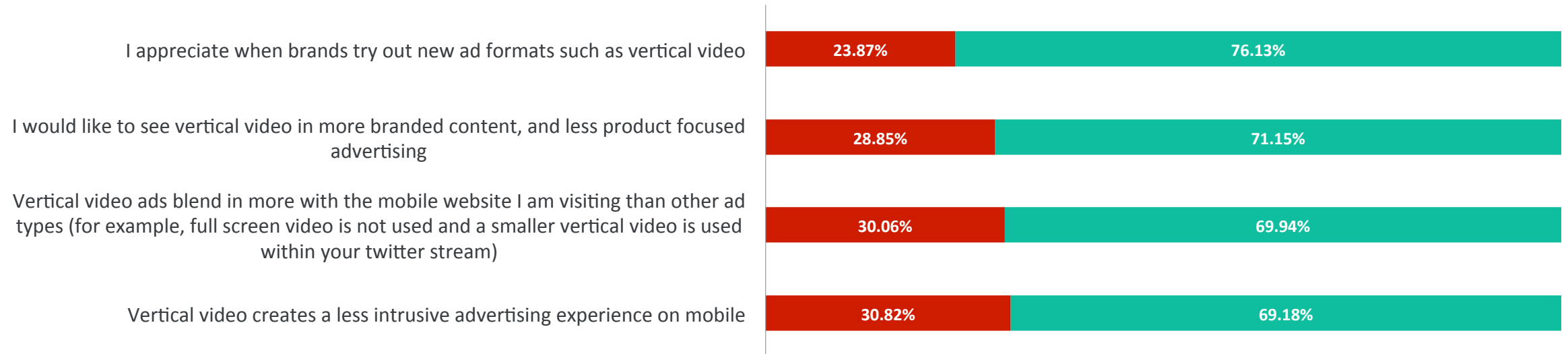
VERTICAL VIDEO ADVERTISING AND BRANDED CONTENT

MOST RESPONDENTS WATCH HORIZONTAL VIDEO ON THEIR SMARTPHONE CURRENTLY BUT STATE THAT VERTICAL VIDEO IS SEEN AS MORE COMPATIBLE WITH SMARTPHONE USAGE

Q: Thinking of vertical video advertising and branding on your SMARTPHONE, please choose true or false for each statement:

Smartphone Advertising in Vertical Video Format




False True

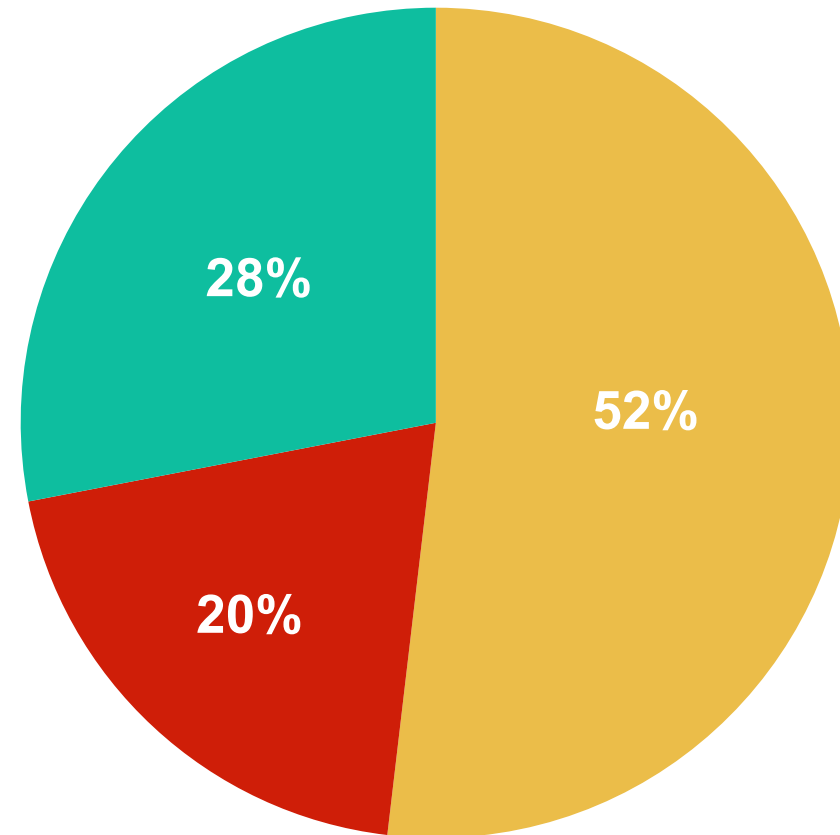


OVERALL VIDEO VIEWING TIME BY SCREEN SIZE

OF THOSE WHO WATCH VIDEO, 52% SAY THEY MOSTLY/ALWAYS USE A SMALL SCREEN TO WATCH

Q: Now thinking about how you long you watch video on a typical day, what share of that time is on a small screen, and what share is on a large screen? This question covers any type of video including movies, tv shows, short internet clips, etc. Note: Small screen is defined as smartphone or tablet. Large screen is defined as television, desktop, or laptop.

-  Share Time 50/50
-  Mostly/Exclusively Large Screen
-  Mostly/Exclusively Small Screen



TAKEAWAYS

Seeing is Believing

Vertical video proves to be an effective format for experiencing content on small screens, with 79% of first-time vertical-video viewers agreeing that the format creates a more engaging content experience, and the same percentage saying they would choose vertical viewing in most cases. Vertical video maintains its popularity as users gain more experience: 85% of both new and experienced viewers appreciate it as an option.

Optimal for Social

Both first time (84%) and experienced (85%) vertical video viewers agree that a vertical video format fits social media best and that they appreciate when a vertical video is offered as an option.

Innovation “Halo Effect” for Brands who Advertise with Vertical Video

65% say brands that advertise with vertical video are more innovative.
76% appreciate when brands try out new ad formats such as vertical video.

Vertical video ads are less intrusive

70% believe vertical ads blend in more on mobile websites and 69% say vertical video creates a less intrusive mobile ad experience.

Higher demand for branded content versus product-focused ads

71% of viewers would like to see vertical video in more branded content, and less product-focused advertising.