

SVOD/AVOD

video one pager

Definitions:

SVOD: Subscription Video on demand is a streaming service that consumers subscribe to for a fee and can access a catalogue of on-demand content

AVOD: Advertising-based Video On Demand is a streaming video service that offers consumers access to a catalogue of on-demand content and contains advertisements

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SVOD/AVOD environments typically appear across:

01 CTV | 02 mobile | 03 tablet | 04 desktop

importance of AVOD environment

how is it used?

- 01 Brands incorporate AVOD as part of their branding campaigns to drive reach and attention through the living room screen.
- 02 AVOD allows advertisers to be as focused or as broad with the audience they want to speak to, and when they want to speak to them.
- 03 Programmatic makes AVOD accessible and agile.

where does it sit within the marketing funnel?

Mostly at the top of funnel, in brand building.

what about optimising to the user experience?

AVOD offers everything you love about linear TV with the added benefits of digital targeting, control, creativity, flexibility and more.

how does AVOD and SVOD work with other buys?

how does it compliment existing media investment?

SVOD/AVOD formats are viewed mainly on a Connected TV device, the format can be seen as similar formats to BVOD and Linear TV for brands with similar characteristics reaching users in a lean back premium environment.

how is it bought?

Self serve platforms, Direct IO or Programmatic.

key watchouts for AVOD

01

It is important to know the difference between AVOD and FAST. Free ad-supported TV (FAST) apps host linear channels that deliver scheduled programming to a mass audience through connected devices, while ad-supported video-on-demand (AVOD) is at the behest of the user, who initiates individual viewing sessions that generate inventory in which to serve personalised advertising.

02

Always check volume levels with supplier.