

LIVE environments

LIVE refers to the environment in which content is broadcast in real-time, as events happen, in the present. Video advertising within the LIVE environment refers to a video advertisement appearing within the feed of the live stream. These video ads can appear before (pre-roll), during (mid-roll), or after (post-roll) the live stream.



LIVE environments typically appear across:

01 CTV | 02 mobile | 03 tablet | 04 desktop

importance of LIVE

how is it used?

- 01 Video advertising on a LIVE feed aims to capture the attention of viewers in real time, as they are watching the live stream.
- 02 The format is most similar to traditional broadcast, in that it is suitable and frequently used for live sports or news where there is a set start time regardless of viewer behaviour.

where does it sit within the marketing funnel?

The **LIVE** environment is an effective environment to capture specific audience attention, create awareness, and encourage interaction with your brand or product.

LIVE video advertising typically sits within the consideration and engagement stages of the marketing funnel.

LIVE has the ability to work across both active and passive audiences, ensuring brand messaging is always relevant.

Upper Funnel: Awareness/Reach for broad untargeted ROS buys

Mid Funnel: Consideration given the medium it is easy to demonstrate product usage to a highly captive and engaged audience.

Lower Funnel: QR Codes on creative became a trend in 2022 to attribute performance. Also 'clicks' (via the CTV remote) on links, including links that push to the secondary device.

more information on the user experience

The user experience within an online LIVE video environment is very much attributed to audience connection, interactivity and the opportunity of experiencing something in the moment. The success of the user experience depends on factors such as ad relevance, timing, creativity, and integration with the live content.

Users are able to look up which content will be playing at which time on the programming guide (EPG) and tune in live to that content. There is no option to restart content from the beginning (as this then becomes Video On Demand).

As well as an EPG, users can also look up which content will be playing at which time via the content creators they subscribe to on online video platforms.

CTV devices typically index higher than other devices for Live Streaming.

how does the format work with other buys?

- 01 LIVE is a great opportunity to drive incremental audiences across your cross screen buying. Someone watching Live sports on Broadcast is not also watching on LIVE, so viewers are incremental.
- 02 Using VOZ for Broadcast Channels - brands are now able to determine who is watching linear and who is watching LIVE Streaming for planning purposes.

key watchouts to consider

- 01 Seasonality/Programming
- 02 Potential spikes in supply during peak events - the need to adapt to real-time interactions