

Tracking Eyeballs: Video Analytics and Measurement

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By Glenn Hower, Research Analyst

Synopsis	Content Source as Percentage of Total Time Spent Watching Video on TV Set
<p>With margins for content shrinking in the on-demand digital video world, many digital video service providers must rely increasingly on advertising revenue to retain customers with low-price or free content services. This report evaluates current audience metrics tools being implemented in digital video, identifies key players in the audience measurement services industry, and assesses the future for digital video advertising and audience measurement.</p>	<p style="text-align: center;">Division of Video Consumption on TV Sets, by Source U.S. Broadband Households</p> <p>The chart displays the average percentage of hours watched per week for six video sources across five quarters. Broadcast TV (blue) starts at approximately 60% in Q4/2010 and declines to about 45% by Q2/2015. DVR (dark blue) remains a significant portion, starting around 15% and ending near 10%. Internet video (teal) shows a steady increase from about 5% to 20%. Pay-per-view programs (grey), Video on-demand features (light blue), and DVDs/Blu-ray discs (dark grey) represent smaller, relatively stable shares of the total viewing time.</p> <p style="text-align: right;">© Parks Associates</p>

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“With the growth of non-linear Internet video and the decline in linear video viewership, audience measurement providers must rethink the way they track non-linear viewership to provide value to both media inventory sellers and buyers. Advertisers in particular must shift their philosophy from buying media via programming to buying media via unique audience and individual viewers,” said Glenn Hower, Research Analyst.

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List of Companies

Adobe	Hulu
Amazon	Kantar Media
Android	M-GO
Apple	Modi Media
AT&T	NBCUniversal
BARC India	Netflix
Brightcove	Nielsen
BrightLine	PageFair



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Cablevision	Sky Media
ComScore	Symphony Advanced Media
Crackle	Time, Inc
DataXu	Verizon
ESPN	Yahoo
GfK	YouTube
Gracenote	

Attributes

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