



Tracking Viral Video and Controlling Online Audience Disaggregation During Live Events

OVERVIEW

For this year's Super Bowl, BayTSP was watching like millions of others, but we also were watching viewership online. Not only were we keeping an eye on where the game appeared online, we also took a special interest in the highly popular commercials aired during the game. Many of these commercials were leaked prior to broadcast and many shortly after by avid fans and video aficionados on sites such as YouTube. The volumes of users discovering and viewing this advertising content during and after the live event is very revealing and provides insight on what brand managers could and should do to better control their message to audiences - both online and "analog". In some cases going viral is what is intended, but in many others a controlled approach to viral video maximizes impact and better manages the brand's advertising. Super Bowl XLIII featured a record number 45 minutes and 10 seconds of advertising messages. NBC sold the entire commercial inventory by game day with advertisers paying up to \$3 million for a 30-second spot. The final sales tally for the entire game advertising inventory was \$206 million, a record for a Super Bowl airing. NBC aired a total of 64 paid advertisements during the game for a total of over 38 minutes. The high value of the media buy for Super Bowl viewership increases steadily each year, the challenge for marketers becomes developing and distributing ad creatives that have the greatest impact on the audience.

Internet video measurement provides content owners accurate marketing intelligence helping them to better understand and measure the online impact of promotions across all media types. Creating ways of measuring the true reach of a campaign by re-aggregating views of brand messaging and presenting a more complete picture of ad performance. One tool used to achieve this is applying BayTSP's Content Authentication Platform (CAP) to track and measure viral videos. The data BayTSP is able to gather can pinpoint a campaign down to where consumers are posting their content online, what content is most popular and the amount of viewers per segment.

SERVICE

BayTSP provides business intelligence services to the entertainment industry, advertisers and marketers to identify where movies and television shows are posted online, what content is most popular and how many people are watching. Coupled with BayTSP's enforcement

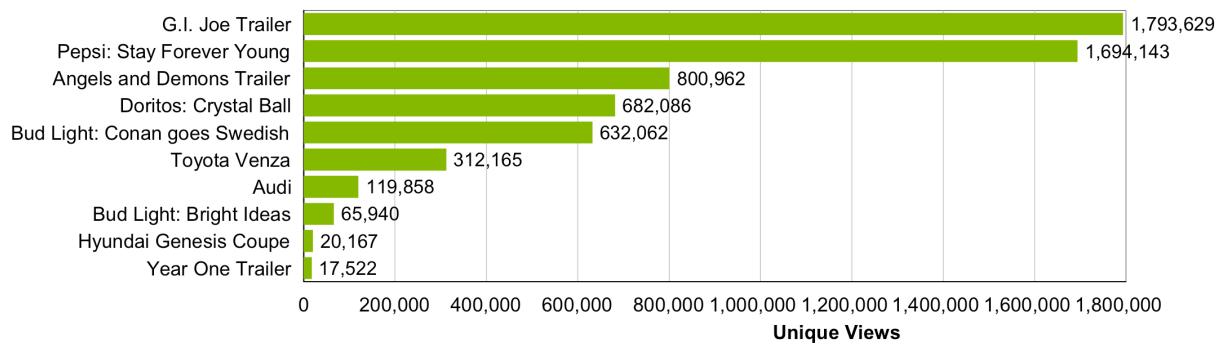
capabilities, content owners can better shape and manage their online distribution and promotional campaigns.

BayTSP tracked propagation and viewership of the entire flight of 107 commercials aired during Super Bowl XLIII across fifteen video hosting sites, including YouTube, Daily Motion and YouKu. The data collected provides a complete picture of the performance of the creatives across all media distribution channels.

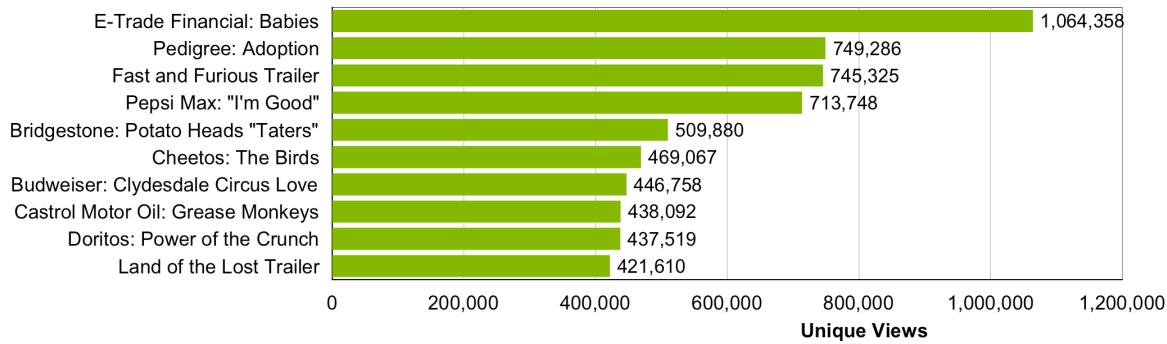
Most Viewed Ads by Quarter

Shown below are the top 10 ads per quarter. Breaking down ad views by quarter shows a staggering growth in viewership, reaching close to 4 million for the Transformers 2 trailer that ran in the 3rd quarter.

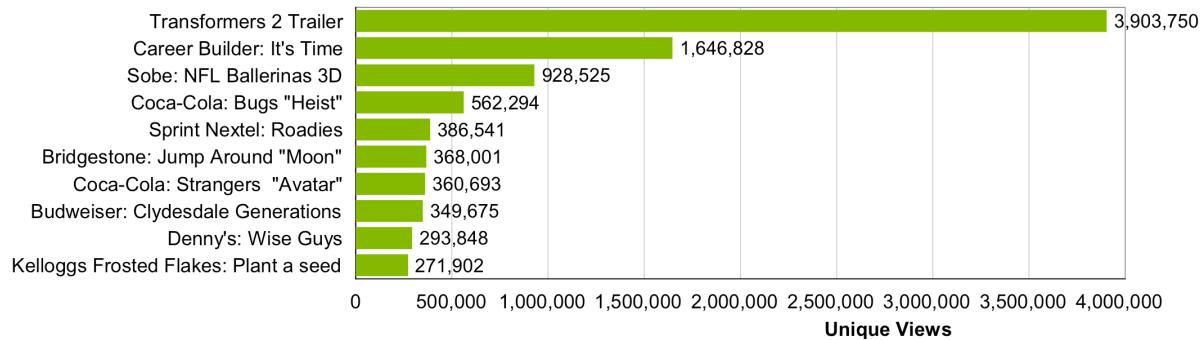
Total Views Q1= 6,138,534



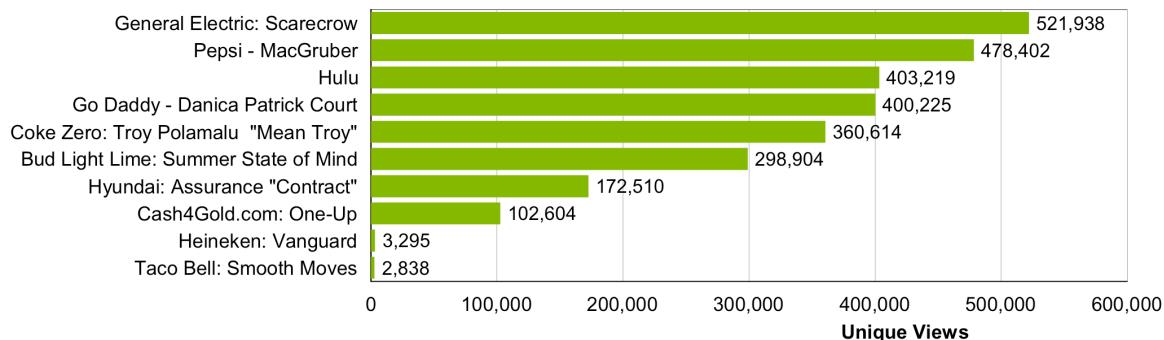
Total Views Q2= 5,995,643



Total Views Q3= 9,072,057



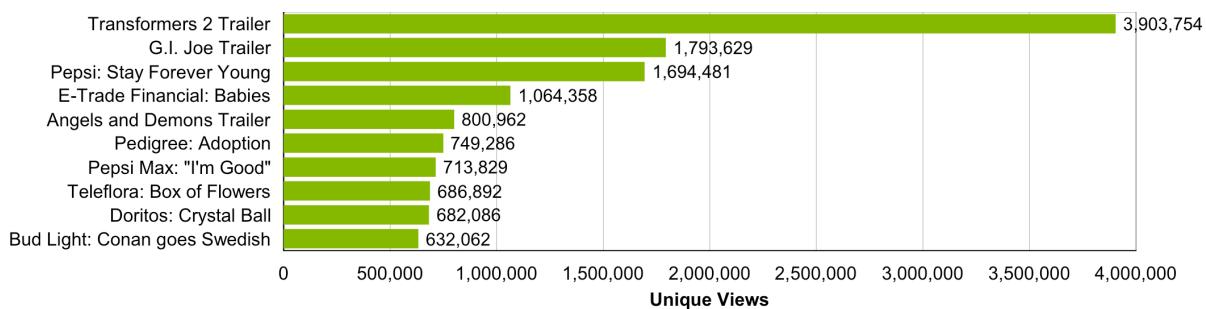
Total Views Q4= 2,744,549



Most Viewed Ads By Ad Length

Tracking ads by length gives advertisers insight into audience retention. An Online Publishers study from March 2008 found that online ad length was the primary attribute to impact most measures. In their study on ad likability they discovered length being the prominent factor (62%), followed by ad type (27%), placement (8%), and with/without companion ad (2%). Additionally in the advertising and brand metrics measured they found 30 second ads routinely outpaced 15 second ads.

30 seconds

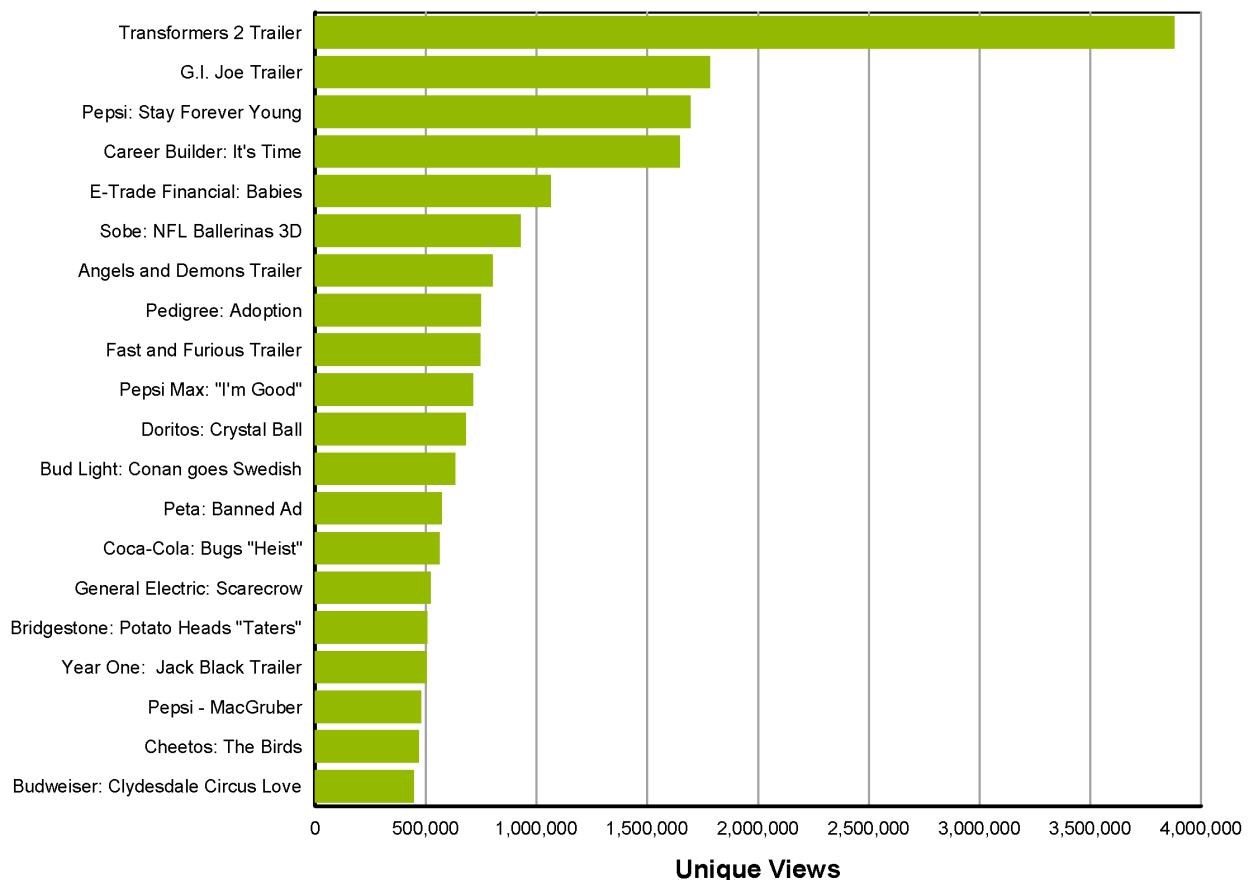


Aggregate View Count Over Time

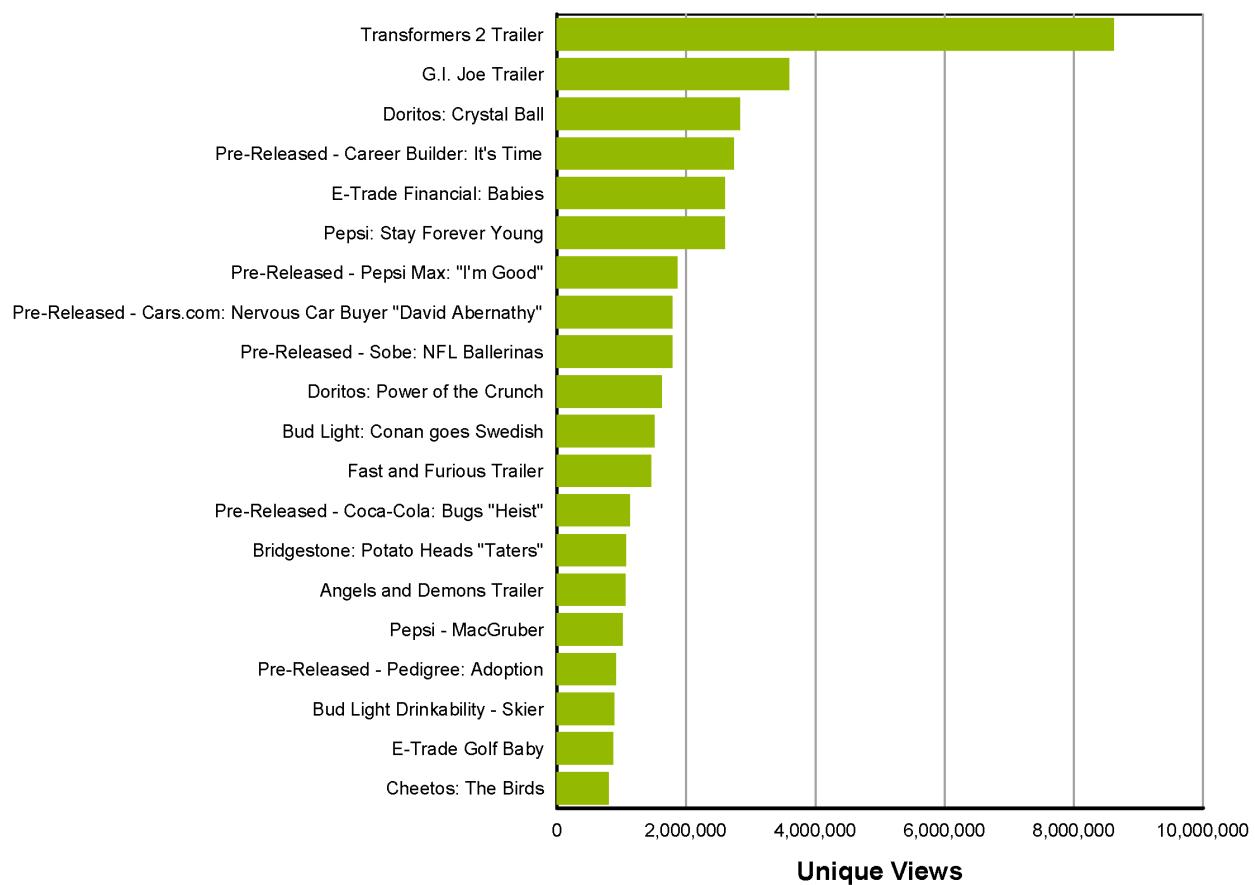
The aggregate view count over time provides a complete series of view counts for each video. One of the most interesting findings from the Feb. 4 (broadcast +3) analysis is that a commercial for People for the Ethical Treatment of Animals (PETA), which was rejected for broadcast, racked up more than 564,000 views, making it No. 13 of the top 20 most popular commercials. However the Feb. 13 (broadcast +12) shows PETA dropping off the top 20 and Doritos Crystal Ball moving from 11th to 3rd in ranking.

Top 20 Commercials

February 4, 2009



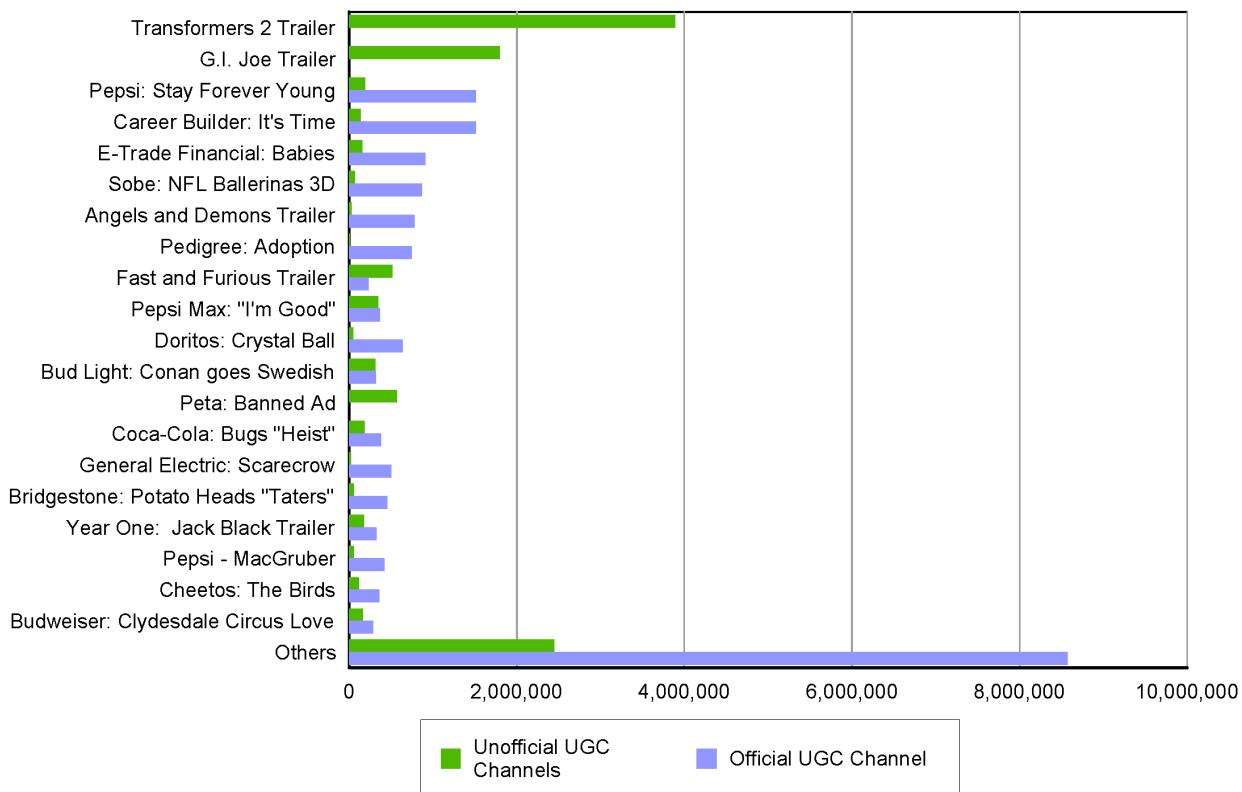
February 13, 2009



Views by Channel Type

The aggregate view count for two weeks following the Superbowl reveals a rapid increase by day with total views close to 58 million by the end of the two weeks. This dramatic increase demonstrates how ad viewership is greatly driven by online ad pass-alongs, social connections and word of mouth. Tracking viewership on YouTube, the official UGC channel details how viral each advertisement went. Additionally BayTSP tracked viewership on the remaining unofficial UGC channels, providing a much more in depth view of each viral advertisement. On February 4 the total views on the official UGC channel was 19,153,468, unofficial UGC channel was 9,968,107, and all other UGC sites were 1,326,359. Without tracking both UGC channels the data gathered does not display a complete picture of online ad viewership.

February 4, 2009



CONCLUSION

These metrics are important in harnessing media channels and enabling customers to aggregate and analyze information related to online video content while further enhancing viral distribution through superior targeting. BayTSP's Content Authentication Platform (CAP) is a centralized, open-platform system that uses multiple best-of-breed content identification technologies to track and measure viral video.