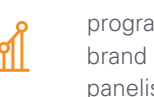


About Our Data

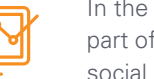
Theorem's DigitalPerspectives is a quarterly report based on a survey of leading digital media agency leaders. DigitalPerspectives was designed to uncover emerging trends, changes, developments, and concerns in the fast-moving digital media marketplace. The survey is conducted by way of a combination of face-to-face interviews and online questionnaires. Questions are designed to collect both qualitative and quantitative feedback to result in major insights.

Theorem panels across the United States, Europe, and Australia are composed of a wide range of agency types, sizes and specialties – from large, integrated agencies to smaller, independent firms. The panelists represent a range of roles as well, including senior titles (partner, executive director), mid-level roles (communications planning, associate director, programmatic trader), and more junior positions (planner/buyer, account executive.)

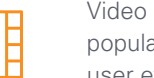
Key Takeaways



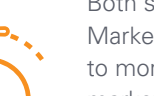
With the growing adoption of digital advertising and programmatic, advertisers have a heightened interest in brand safety, which represents the top concern for agency panelists in the US and UK markets.



In the US, digital display will continue to encompass a big part of spend, slowly opening up for video and social, while social, video and native are main growth areas in the UK.



Video is an especially effective engagement driver and popular in both the US and UK due to a growing focus on user experience.



Both sides of the Atlantic forecast an increase in Private Marketplace (PMP) over the next 12 months due to access to more efficient and premium inventory. Additionally, both markets expect to see an increase in spend in ad formats such as video, high-impact units, and native.

Brand Safety is a Top Concern

First and foremost, clients want to make sure their ads are not running around content that's considered unsafe. Once brand safety measures are in place then clients worry about things like viewability and ad fraud.

Digital Media Manager, US Agency



Solving the Transparency Issue

Transparency and brand safety. Transparency is massive, together with the use of data, where the data is coming from, can we use it, etc. Changes to EU law means we need to know and communicate to our clients as transparently as possible.

Account Director, UK Agency

Maintaining the capabilities that publishers say they will carry out throughout a campaign. Publishers tend to say that they can perform throughout a campaign and then when you go to look at the reporting of their campaigns, you see a huge discrepancy.

Digital Planner, US Agency

While both markets are unanimous in their demand for greater transparency from media owners, there is discrepancy in how media owners should go about responding. The UK market wants more robust data and safer buying methods, while the US market wants to rely on third-party tracking and viewable inventory.

Audience Behavioral Data Translates into Trust

"Audience insights which go beyond demo and location but look at their actual behaviors: what do they really like, what don't they like, how they engage with content and the brand, do they have a preference for a particular format, how do we reach that audience in the best way etc."

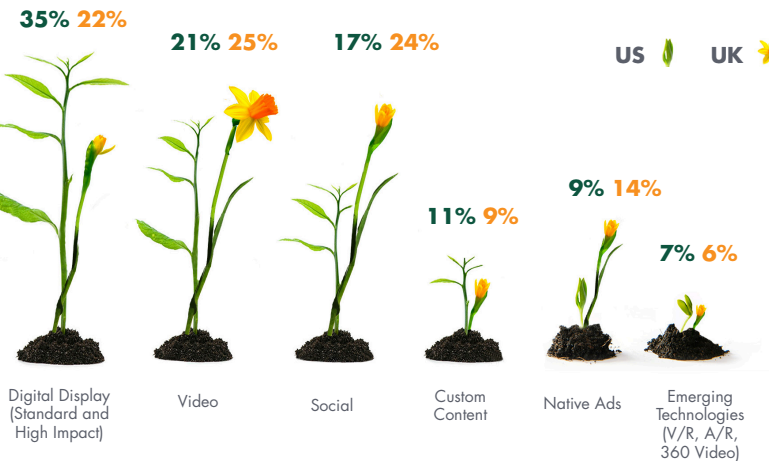
Group Digital Director, UK Agency

Audience insights are huge. Learning more about how the brand audience fits within the publishers audience is key for a successful partnership. It's interesting to tie back geo information, search history, products they are buying, frequency, etc.

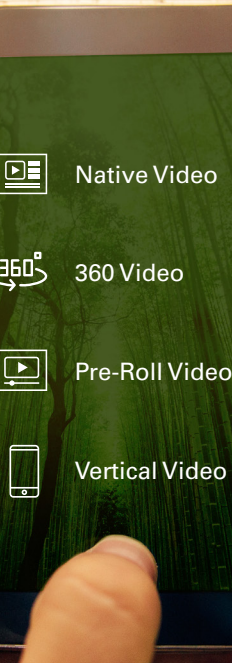
Digital Supervisor, US Agency

Delivering audience behavioral data helps media owners gain trust from the market, according to the panelists. While the US panelists indicated that they wanted competitor case studies and insights on past behavior, the UK market wants deeper insights that inform future spend.

Digital Display Still Expected to be Largest Part of Spend



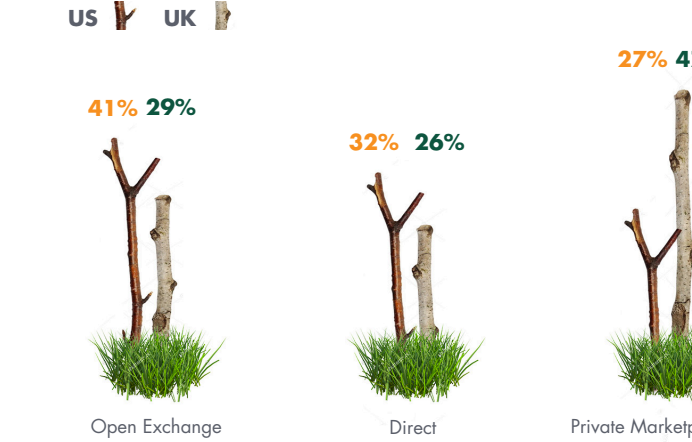
While digital display will continue to be the majority share of ad spend, 12 months from now, ad formats such as video, native and emerging technologies such as VR and AR are predicted to see growth.



Video Formats that Drive Engagement

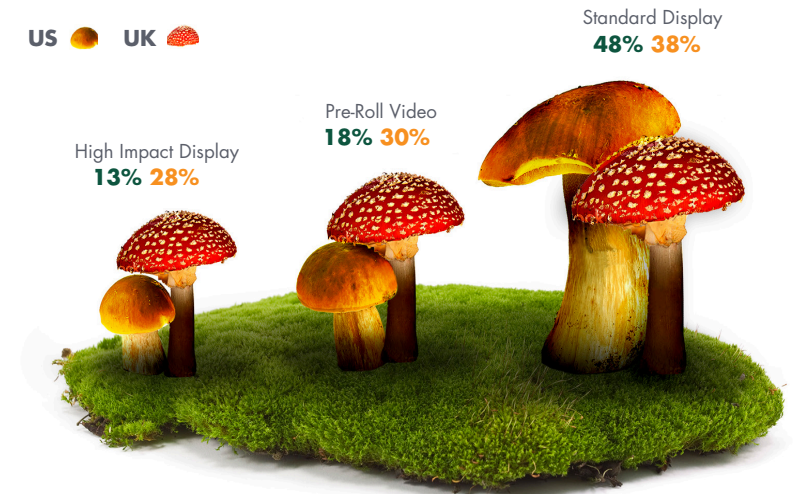
Video is an effective engagement driver and are popular in both the US and UK due to a growing focus on user experience. 360 video is not yet widely adopted but the market realizes its engagement potential.

Budgets Shifting to Private Marketplace Deals



US and UK panelists expect a decrease in spend in both digital direct and the open exchange, shifting spend – albeit at different speeds – to private marketplace (PMP) deals. Significantly, UK panelists reported a faster transition to PMP deals with more spend going toward these deals in the future versus their US counterparts.

Programmatic Spend Transitions to Video and High-Impact Formats



While the US and UK markets project a decrease in programmatic spend across standard display over the next 12 months, both markets forecast an increase in spend across video, high impact and native ad formats.

Accurate Reporting Is Crucial in Aligning KPIs



Inaccurate reporting is a common ad operation issue in both the US and UK markets, report the panelists. Accuracy of reporting is crucial in making sure all parties are aligned with Key Performance Indicators (KPIs).

Tagging Flagged As Key Campaign Management Challenge

Panelists cited problems around third-party tracking tag implementation on media owners' sites. The market requires this to be implemented correctly to measure campaigns and provide accurate reporting.

Implement the tags we give them (publishers) and give clear requirements to the media agencies on what tags they need and how they want it delivered. Some publishers don't allow you to give tags but we want a managed service so they do most of what we need them to do.

Account Executive, UK Agency

Key Attributes for Successful Campaign Delivery and Execution

While US agency panelists prefer to work with media owners with efficient workflows, proactivity and adherence to turnaround times, UK agencies focus more on data capabilities, such as insights and targeting.



About

Theorem's DigitalPerspectives monitors what's trending in digital media. We regularly engage with members of our Media Owner Panel, a group of agency executives who represent a spectrum of agency sizes and types and who provide market insights on the industry's burning issues of the day. Theorem uses the panel to take the temperature of the market and identify new and emerging digital media trends.

Contact

For more information, contact the following:
 Dominic Finney
 Vice President, Digital Strategy
 973-665-1700 x207
dfinney@theoreminc.net

Digital Perspectives Trans-Atlantic Trends Summer 2017

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