

A PIXABILITY REPORT

YOUTUBE & CONNECTED TV MEDIA AGENCY SURVEY 2022



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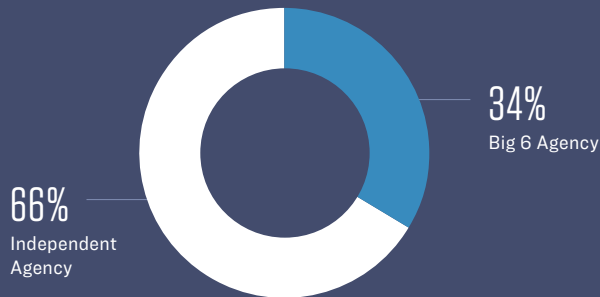


INTRODUCTION

In October 2022, Pixability surveyed 196 U.S.-based media agency professionals that work directly on YouTube and/or Connected TV campaigns for brand advertisers. This survey builds on insights from our previous year's survey to understand how strategies and perceptions around YouTube, Connected TV, and other digital video platforms are evolving, especially as consumer viewing habits continue to shift.

Agency Affiliation

Q. How would you best describe your agency?



Respondent Role

Q. Which of the following best describes your role at your agency?



36%

Media/Account Director



20%

Media/Account Planner



15%

VP/EVP



13%

Media/Account Supervisor



7%

Media/Account Buyer



3%

C-Level Executive



7%

Other



KEY TAKEAWAYS

1 Agencies are predicting that ad budgets will hold fairly steady in 2023 with slight cutbacks, but **YouTube and CTV spending will increase.**

2 Advertisers are looking for a balance of brand suitability and performance but bigger holding company agencies are more focused on safety and suitability than are the smaller independent agencies who are slightly more driven by ad performance.

3 **YouTube is increasingly being seen as a CTV platform** and agencies are continuing to decide the best alignment of teams to adjust to this reality.

4 With Netflix now in the mix of ad-supported CTV, agencies predict **most of the dollars will move over from other CTV platforms vs. coming from existing TV budgets or YouTube.**

5 **DE&I will continue to be an extremely important component** of advertising strategy, especially for big agencies supporting big brands.



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SECTION 01

YOUTUBE STRATEGIES & SPENDING GOING INTO 2023

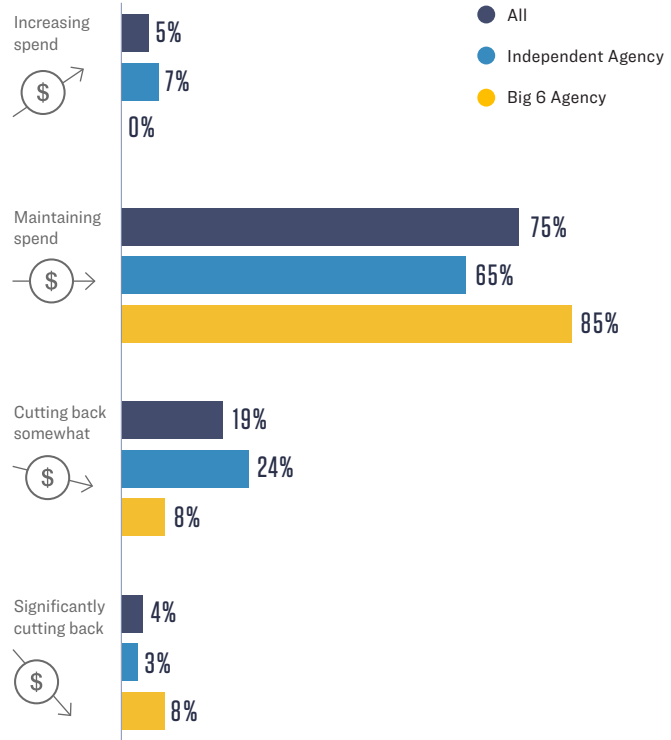


Brand Advertisers Plan To Maintain Overall Advertising Spend Despite Economic Headwinds

When we asked agencies how their brand clients were adapting to changing economic conditions, specifically whether or not they were changing spend due to expectations of recession, 71% of respondents said their clients are maintaining ad spend in the face of economic headwinds.

Most brand advertisers maintain spend despite economic uncertainty

Q. With the prospect of an economic downturn or recession incoming, how are your clients responding?



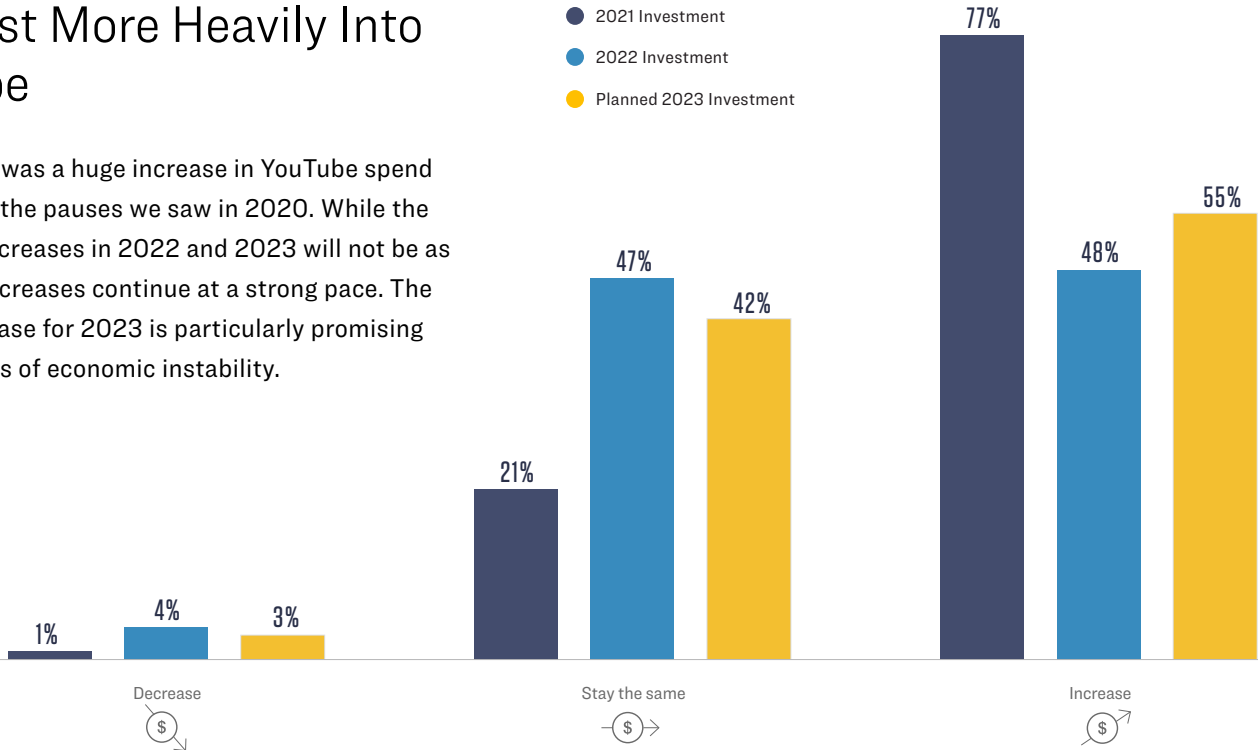
Media Agencies Continue To Invest More Heavily Into YouTube

In 2021 there was a huge increase in YouTube spend after some of the pauses we saw in 2020. While the percentage increases in 2022 and 2023 will not be as drastic, the increases continue at a strong pace. The planned increase for 2023 is particularly promising given the signs of economic instability.

How Agencies Invest, Or Plan To Invest, On YouTube, Compared To Previous Year

Q. As you plan your YouTube strategy for 2023, how does it compare to this year?

- 2021 Investment
- 2022 Investment
- Planned 2023 Investment

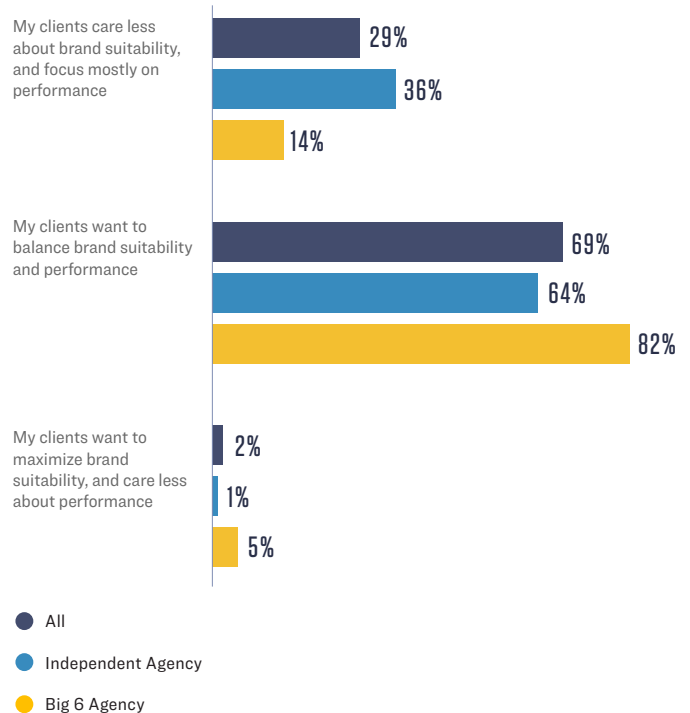


Balancing Brand Suitability And Performance Is Key For Brand Advertisers

Very few advertisers care only about maximizing brand safety and suitability without having some performance success. Overall most advertisers want a balance of suitability and performance, but there are some that are still focused mainly on performance.

Most Brand Advertisers Want To Balance Suitability & Performance

Q. Which of the following best describe your clients' priorities when executing YouTube campaigns?



Big 6 Agencies Prioritize Brand Safety on YouTube While Independent Agencies Prioritize Measurement & Performance

While we showed that advertisers in general want a balance of safety and performance, these priorities are seen slightly differently by big agencies vs smaller agencies. Big 6 agencies with big brand clients heavily prioritize safety on YouTube while Independent agencies with generally smaller clients prioritize reporting and performance.

How much does each of these objectives matter to you and your agency when executing YouTube campaigns?

(ranked 1-5, with 1 being not at all important, and 5 being very important)

Average Ranking of Each Objective On a Scale of 1-5 By Each Type of Agency

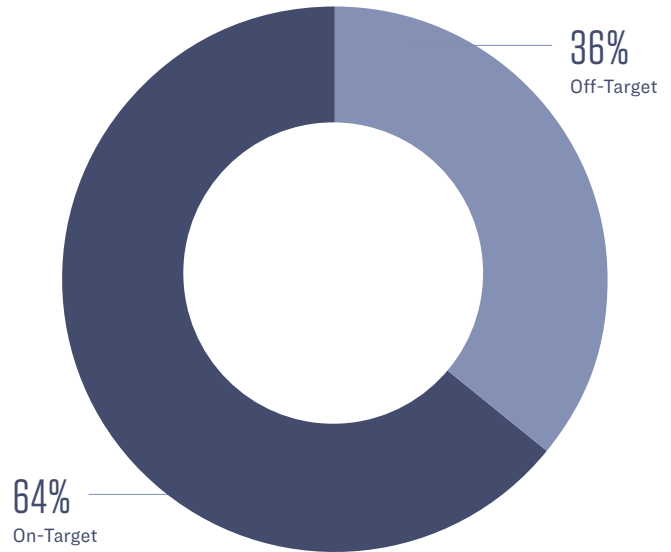
Agency Type	Objective	Average Ranking
Big 6 Agencies	Brand Safety	4.84
	Ad Performance	4.70
	Efficiency	4.70
	Measurement/Reporting	4.68
	Audience Targeting	4.68
	Brand Suitability	4.68
	Contextual Targeting	4.55
	Awareness or Brand Lift	4.50
	Reach/Scale	4.41
	Behavioral Targeting	4.39
	Business Outcomes	4.34
Independent Agencies	Measurement/Reporting	4.70
	Audience Targeting	4.64
	Ad Performance	4.58
	Behavioral Targeting	4.57
	Brand Safety	4.55
	Efficiency	4.54
	Brand Suitability	4.49
	Reach/Scale	4.38
	Contextual Targeting	4.37
	Business Outcomes	4.30
	Pacing	4.28
Awareness or Brand Lift	4.27	
Ease of Campaign Management	4.03	
Ad Frequency	4.03	
Driving Impact on Mobile	3.90	
Consideration	3.86	
Driving Impact on TV Screens	3.82	
Ease of Campaign Management	4.30	
Consideration	4.23	
Ad Frequency	4.11	
Driving Impact on Mobile	4.00	
Driving Impact on TV Screens	3.86	

Brand Suitability Alignment: Agencies Indicate The Risk Of Not Using The Right Measures

Media agency professionals estimate that roughly 36% of impressions would occur against unsuitable content if no brand suitability measures are implemented on YouTube. This is in line with last year's estimate (37%)

Percentage Of Campaign Impressions That Respondents Estimated Would Be On Content That Didn't Specifically Align With The Brand's Values If Brand Suitability Measures Were Not Used

Q. If an advertiser were to run a campaign on YouTube WITHOUT using any brand suitability measures (exclusions, inclusions or other methods), what percentage of the campaign impressions do you think would run on inventory that was NOT perfectly brand suitable for the advertiser?

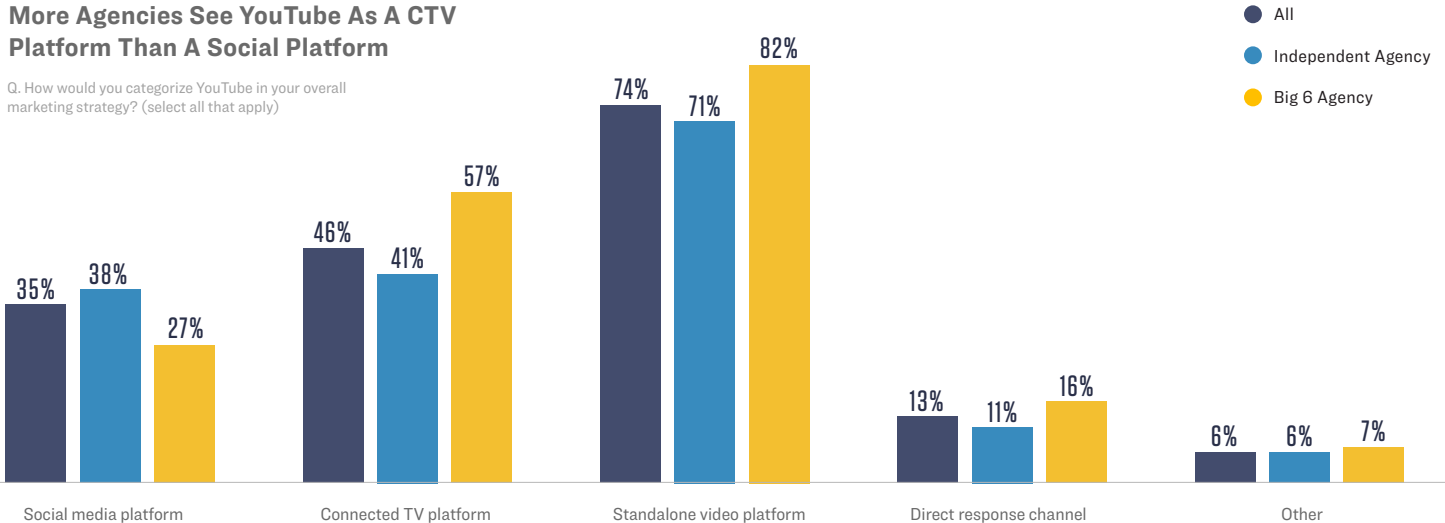


Agencies Increasingly See YouTube As a CTV Platform

More agency respondents view YouTube as a CTV platform than a social media platform, and Big 6 respondents were more likely to view it as such. This is in line with a trend of advertisers looking to incorporate YouTube into CTV campaigns because it has the highest reach on CTV.

More Agencies See YouTube As A CTV Platform Than A Social Platform

Q. How would you categorize YouTube in your overall marketing strategy? (select all that apply)



Agencies Expect To Merge CTV, YouTube, And TV Buying Teams

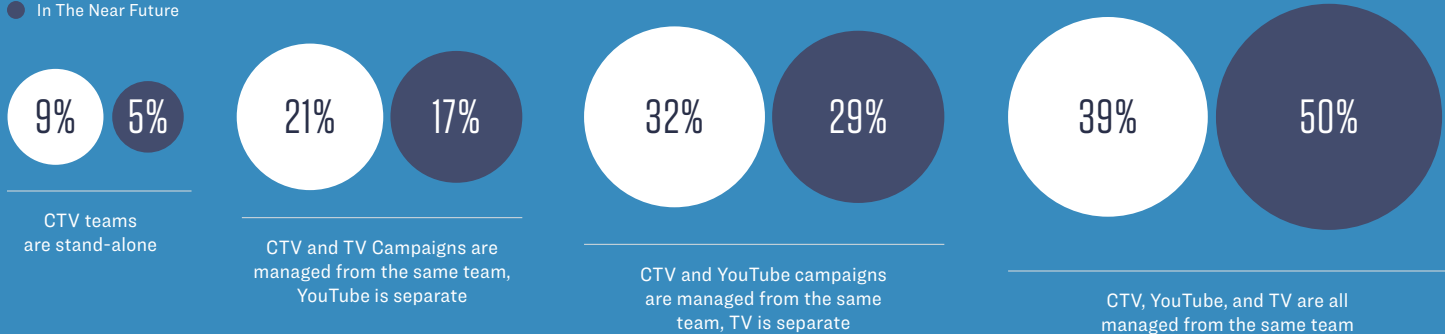
Roughly half of respondents expect their agency to merge their CTV, YouTube, and TV buying teams in the near future. 39% of respondents said their agency already has a consolidated buying team, compared to 37% of last year's respondents.

Agencies Expect CTV, YouTube, and TV Teams Will Increasingly Merge

Q. Which of the following best describes how your agency's teams are arranged currently, and which best describes how the teams will be arranged in the near future?

● Today

● In The Near Future



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SECTION 02

THE CONTINUED GROWTH OF CONNECTED TV

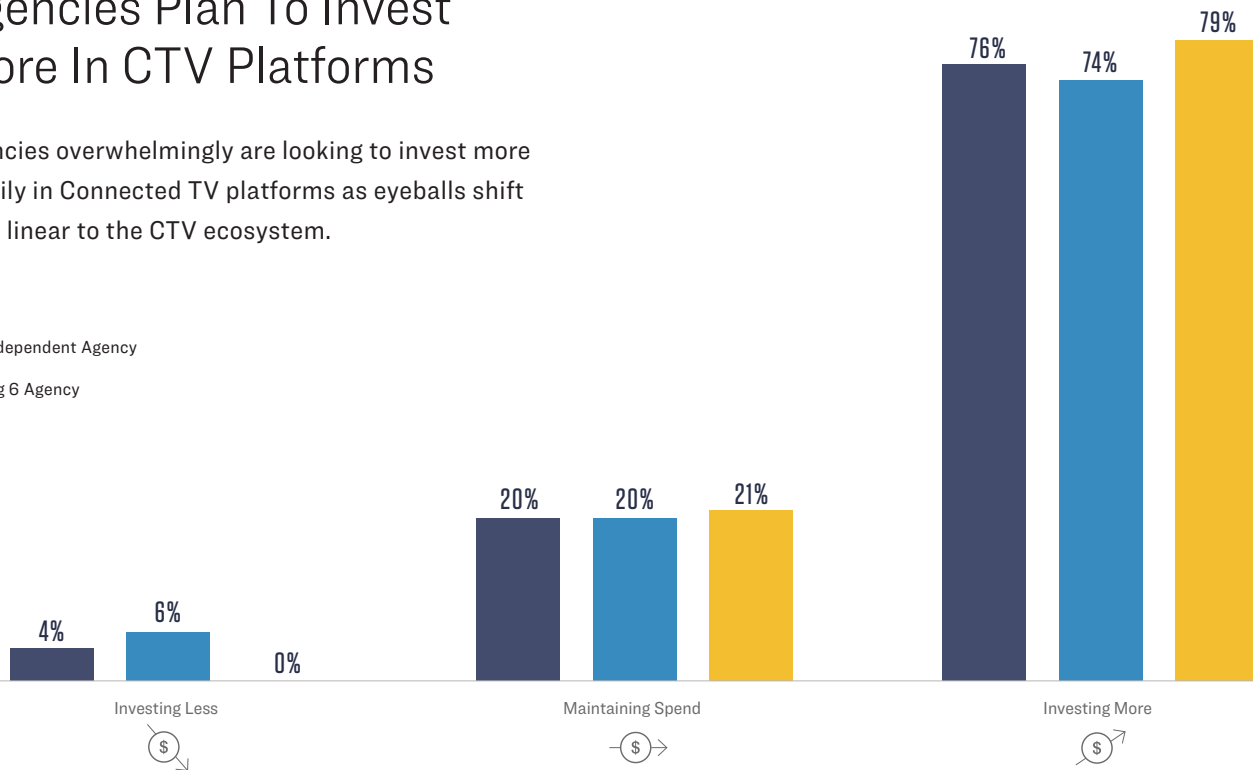


Agencies Plan To Invest More In CTV Platforms

Agencies overwhelmingly are looking to invest more heavily in Connected TV platforms as eyeballs shift from linear to the CTV ecosystem.

- All
- Independent Agency
- Big 6 Agency

Agencies Overwhelmingly Plan On Investing More On CTV



THE CONTINUED GROWTH OF CONNECTED TV

YouTube Leads In Agency Investment On CTV Platforms

73% of agency respondents invest in YouTube specifically to reach CTV audiences, more than any other CTV platform including runner-ups Hulu, Roku, and Amazon Fire TV.

YouTube Is The Platform Where Most Agency Respondents Are Investing On CTV

What CTV platforms are you investing in today?

Big 6 Agencies

YouTube	75%
Roku	70%
Peacock	68%
Amazon Fire TV	57%
Hulu	57%
HBO Max (With Ads)	43%
Samsung TV Plus	43%
Paramount+	39%
Tubi TV	36%
Disney+	32%
Pluto TV	30%
Amazon Freevee (formerly IMDb TV)	25%
Discovery+	25%
Sling TV	11%
Other	5%
None of the above	2%

Independent Agencies

YouTube	70%
Hulu	67%
Roku	55%
Amazon Fire TV	37%
Pluto TV	32%
Samsung TV Plus	32%
Tubi TV	32%
Sling TV	26%
Discovery+	25%
Paramount+	25%
Disney+	17%
Peacock	17%
Amazon Freevee (formerly IMDb TV)	16%
Other	13%
HBO Max (With Ads)	12%
None of the above	7%

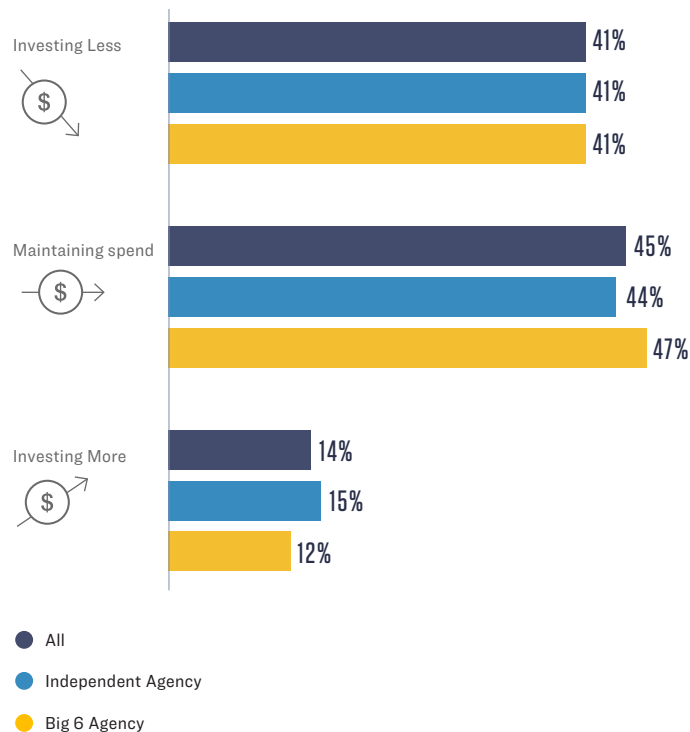


THE CONTINUED GROWTH OF CONNECTED TV

Agencies See Linear TV Budgets Declining

Agency respondents said that their linear TV buys are flat or declining this year, with few saying they were investing more in their linear strategy.

Linear TV Budgets Are Flat Or Decreasing Across Agency Strategies

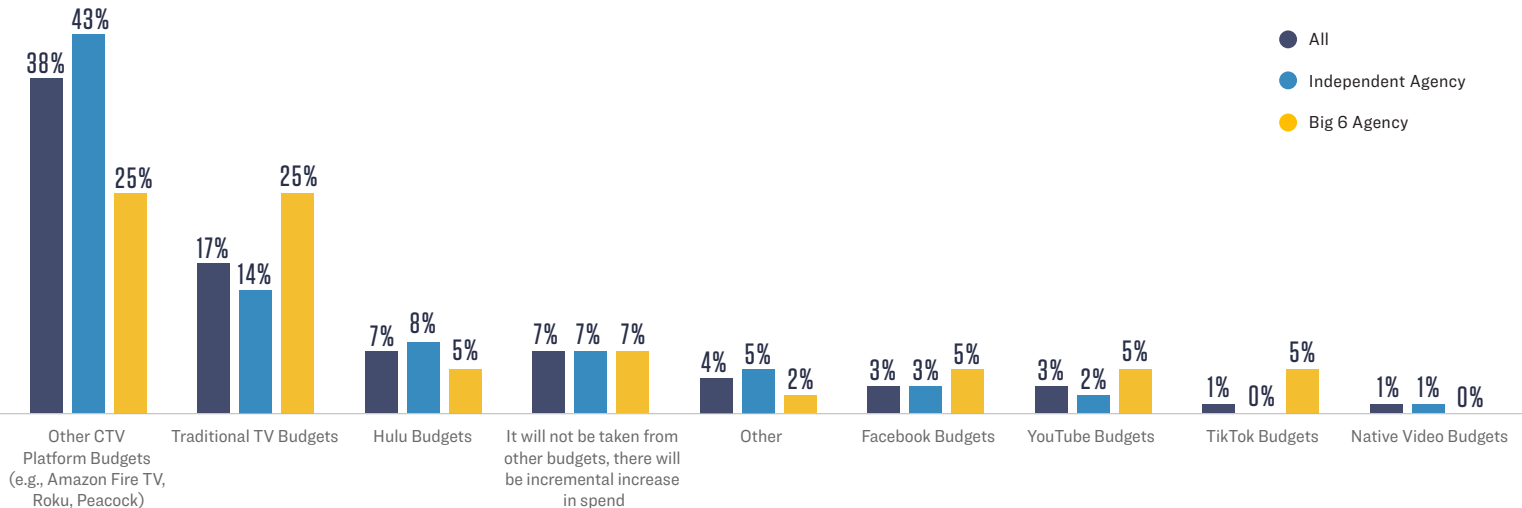


Agencies Expect Netflix Budgets Will Come From CTV And Linear

As Netflix rolls out its advertising platform, agencies expect that dollars will mostly move from existing CTV platforms and linear TV to Netflix budgets.

Agencies Plan To Pull From CTV, Linear When Planning Netflix Budgets

Q. If/when Netflix rolls out its ad-supported tier, and advertisers start to shift budgets towards Netflix, where do you anticipate the majority of this ad spend to come from?



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SECTION 03

UNDERSTANDING AGENCY FOCUS ON KEY TOPICS



UNDERSTANDING AGENCY FOCUS ON KEY TOPICS

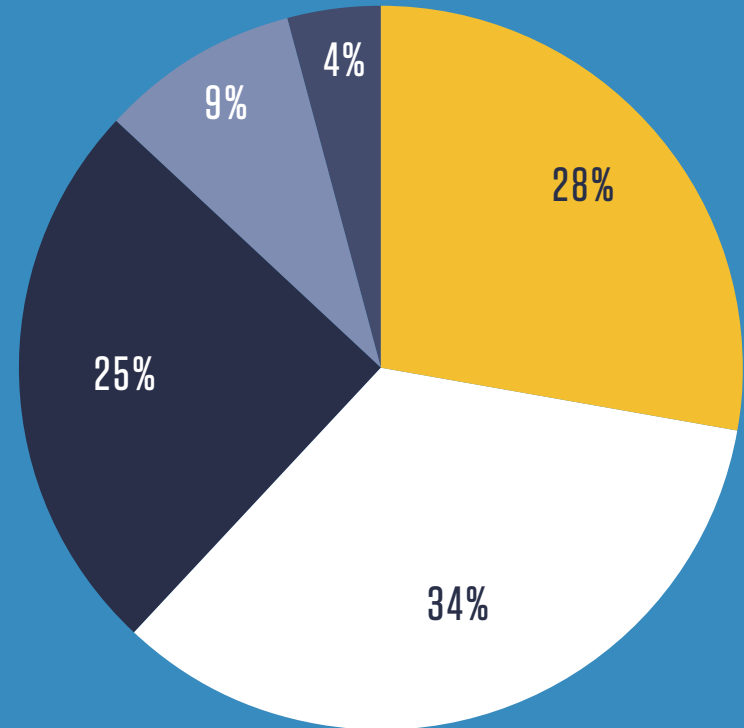
DE&I

62% of agency respondents see diversity, equity, and inclusion as very or fairly important to their overall advertising strategies, while very few respondents saw the topic as unimportant. Interestingly, Big 6 respondents were more likely to see DE&I issues as important in ad strategies than independent agency respondents.

- 5 - Very important
- 4 - Fairly important
- 3 - Somewhat important
- 2 - A little important
- 1 - Not at all important

How Agencies View DE&I As A Part Of Their Ad Strategy

Q. How much of a priority is diversity, equity, and inclusion in your advertising strategy? (Rate 1-5, with 5 being very important and highly prioritized in your ad strategy)



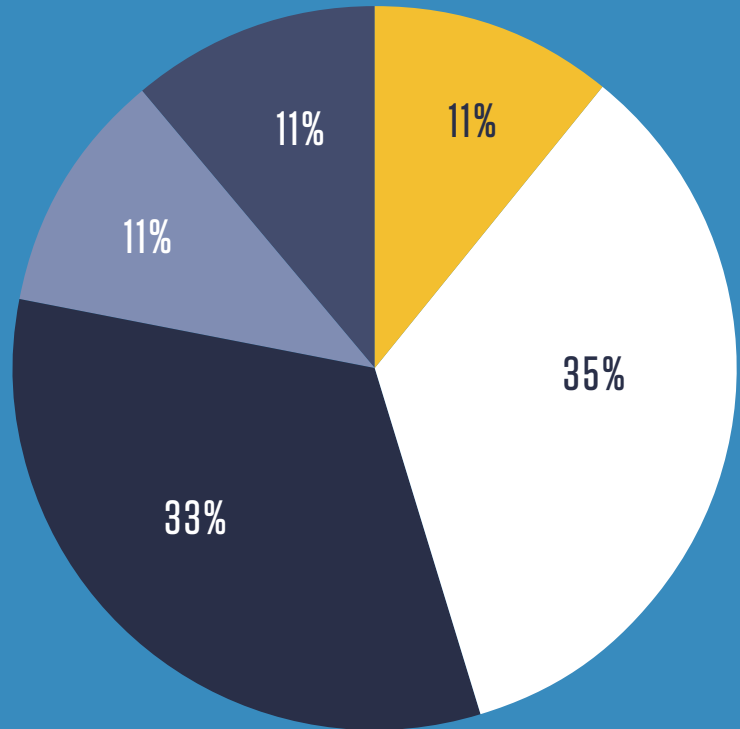
Sustainability

Both Big 6 and independent respondents saw sustainability as moderately important to their overall advertising strategies, averaging a rating of 3.25 on a scale of 1-5. Agencies could stand out from their peers by highlighting the sustainability of their approach.

- 5 - Very important
- 4 - Fairly important
- 3 - Somewhat important
- 2 - A little important
- 1 - Not at all important

Importance of Sustainability to Agency Strategies

Q. How much of a priority is sustainability in your advertising strategy? (Rate 1-5, with 5 being very important and highly prioritized in your ad strategy)



Want to Learn More?

We'd love to walk you through our approach to brand suitability, and share the full results of our YouTube Analysis that includes all verticals.

[Let's Connect](#) | info@pixability.com

About Pixability

Pixability is a technology and data company that empowers the world's largest brands and their agencies to maximize the value of video advertising on YouTube, YouTube on TV, Amazon Fire TV, and Roku. We've run more YouTube campaigns than anybody, except for Google itself and we're known as a leader in YouTube insights. Pixability is also one of seven companies worldwide that is certified by Google as a leader in brand suitability and contextual targeting and is the only one of these also certified in YouTube content insights. To learn more about developing effective YouTube and CTV strategies, or to power your own campaigns with our industry leading data solutions, contact us.



YouTube & Connected TV
Media Agency Survey 2022

YouTube Measurement Program Certifications



Measurement Program

Brand suitability & contextual targeting



Measurement Program

Content insights

Awards



Inc.
5000
2022 HONOREE

CONCLUSION

Methodology

In October 2022, Pixability's insights team conducted an online survey of U.S.-based media agencies that are involved in executing YouTube and Connected TV campaigns for clients. The goal of the survey was to understand industry pains around YouTube and CTV advertising and how agencies are shifting strategies to adjust to the changing media consumption habits and economic conditions.

Below are details on the survey base and field dates:

196 U.S. Media Agency Respondents Running
YouTube/Connected TV Campaigns for Clients



Field Dates for Data Collection
OCTOBER 2022



