

THE TV AD REVOLUTION 2024

# The Impact of Interactive Ads on Streaming TV

01

# Introduction

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## Streaming TV is at a turning point

as platforms make a heavy push to convert remaining linear viewers to streaming.

eMarketer forecasts that streaming subscription revenues will exceed revenues of traditional TV subscription revenues in 2025.<sup>1</sup> Streaming audience reach is expected to be about 55 million viewers in 2024, and ad spend is forecast to be an increasing \$33B in 2025.<sup>2</sup> There's no turning back towards linear, but the industry continues to largely depend on the traditional linear ad format: a 30s video.

As platforms push remaining viewers toward streaming and advertisers follow, how can advertisers utilize streaming to stand out and break through?

Source:

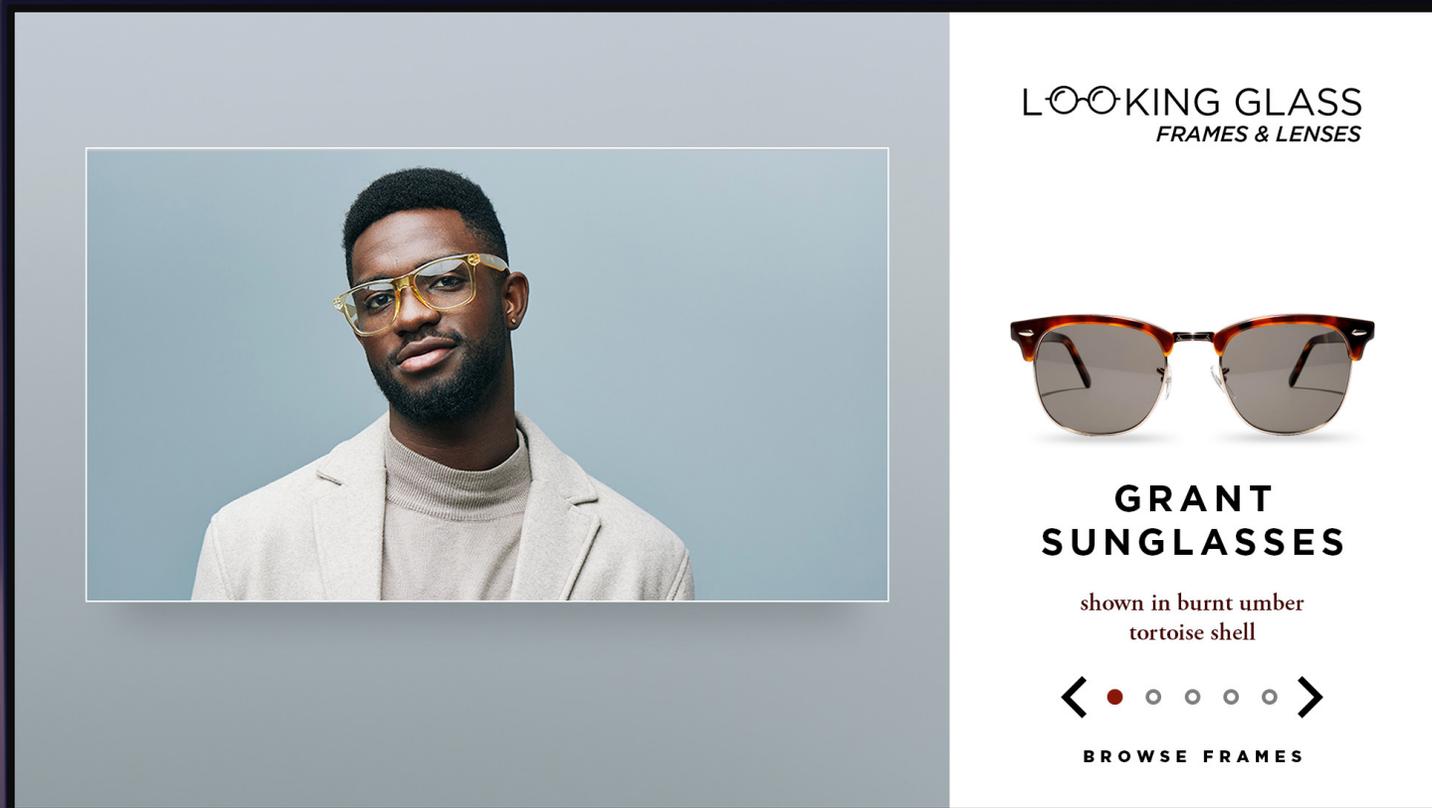
<sup>1</sup> eMarketer, Digital Video Forecast and Trends Q1 2024, February 2024

<sup>2</sup> eMarketer, US TV and Connected TV Ad Spending Forecasts H1 2024, May 2024; eMarketer, Guide to Connected TV, January 2024

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# Objective

This study explores the impact of interactive streaming ad formats to compare the impact of a single exposure to either a standard video or interactive ad and, separately, when paired together. The study also compares one interactive ad exposure to two interactive ad exposures.



# Methodology

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BrightLine partnered with MediaScience to understand the independent and incremental impact of interactive streaming overlays. Streaming users were recruited to participate in the study and invited to watch ~30 minutes of custom content on their home devices.



Throughout the viewing experience, each participant was exposed to a predetermined mix of ads representing various combinations of standard video, interactive carousel, and interactive trivia ad units.



Five distinct categories were used for the test to ensure a diverse range of brands. After the viewing experience, viewers took a survey to answer memory metrics including unaided recall, aided recall, and messaging.

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# Study Design

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## Single Exposure



Standard  
Video Ad x1

Interactive  
Ad x1

## Incremental



Standard  
Video Ad x1

Standard  
Video Ad x1

Interactive  
Ad x1

## Frequency



Interactive  
Ad x1

Interactive  
Ad x2

## STANDARD AD FORMAT

## VIDEO



Classic, non-skippable  
and non-interactive :30s  
commercial spot

## INTERACTIVE AD FORMATS

## CAROUSEL



Enable viewers to browse branded content  
like products, benefits, services, and more  
while watching the commercial.

## TRIVIA



Challenge viewers to test their  
knowledge by answering a question  
before the commercial ends.

## Unaided Recall

What brand names do you remember hearing or seeing during your session today? (Open end)

## Aided Recall

Can you identify brands that were advertised during your session from the list below?

## Message Recall

What do you remember about the message of each commercial? (Open end)

### Why do memory metrics matter?

Memory metrics, and specifically unaided recall, are one of the building blocks of growing long-term brand equity and maintaining a valuable brand. The purchase funnel begins with the ability to recall a brand at the time of purchase as "people will pick the brand that comes to their mind fluently."<sup>1</sup>

Neuroscience research conducted by FOX, Bill Harvey Consulting, and Wharton Neuroscience Initiative and presented at the 2024 Advertising Research Foundation conference suggests that brain memory encoding is one of the top predictors of sales.<sup>2</sup>

Source:

<sup>1</sup> Kantar, "What role does brand play in the consumer decision journey?"

<sup>2</sup> Advertising Research Foundation, ATTENTION 2024, "Neuro Measures of Content & Platform Impact on Sales Lift", May 2024

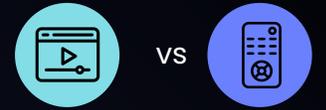


LOOKING GLASS  
LENSES  
BRIGHTLINE



07  
Results

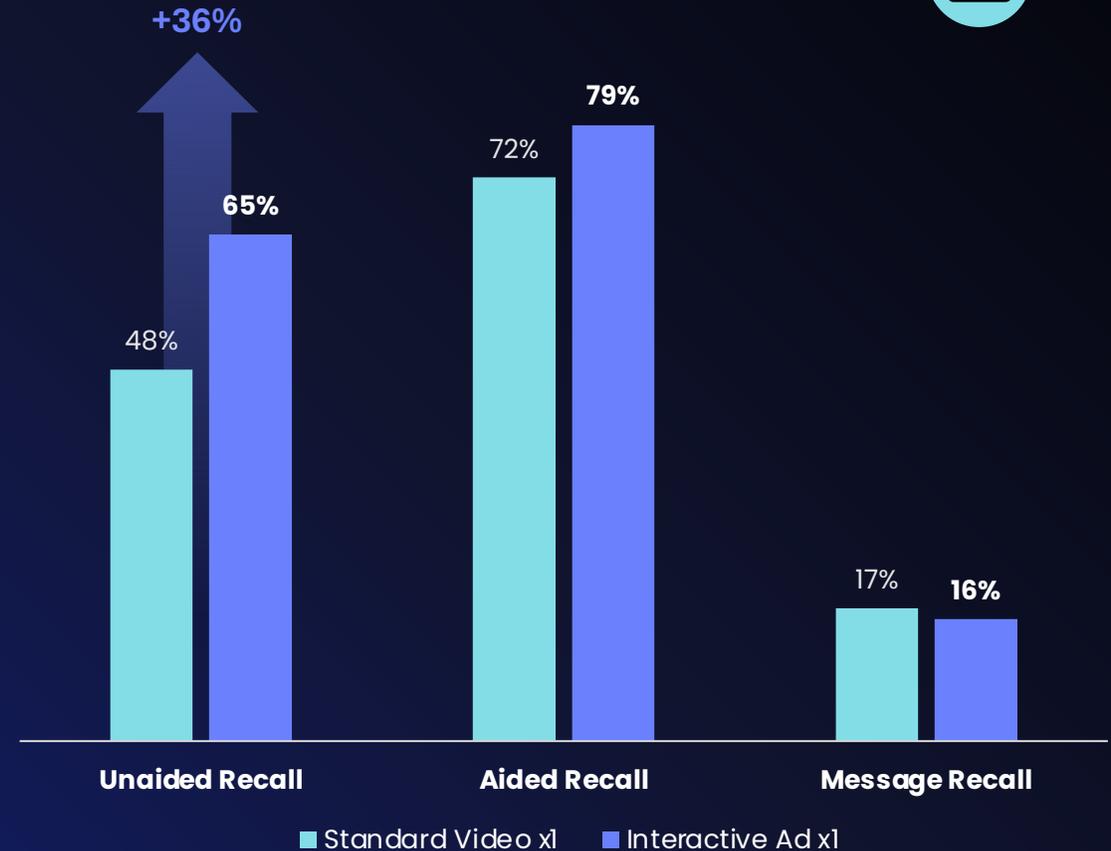
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# Standard Video vs Interactive

A single exposure to an interactive ad leads to **+36% stronger unaided brand recall** than a single exposure to a standard video unit.

Four-fifths of viewers correctly identify the advertiser.

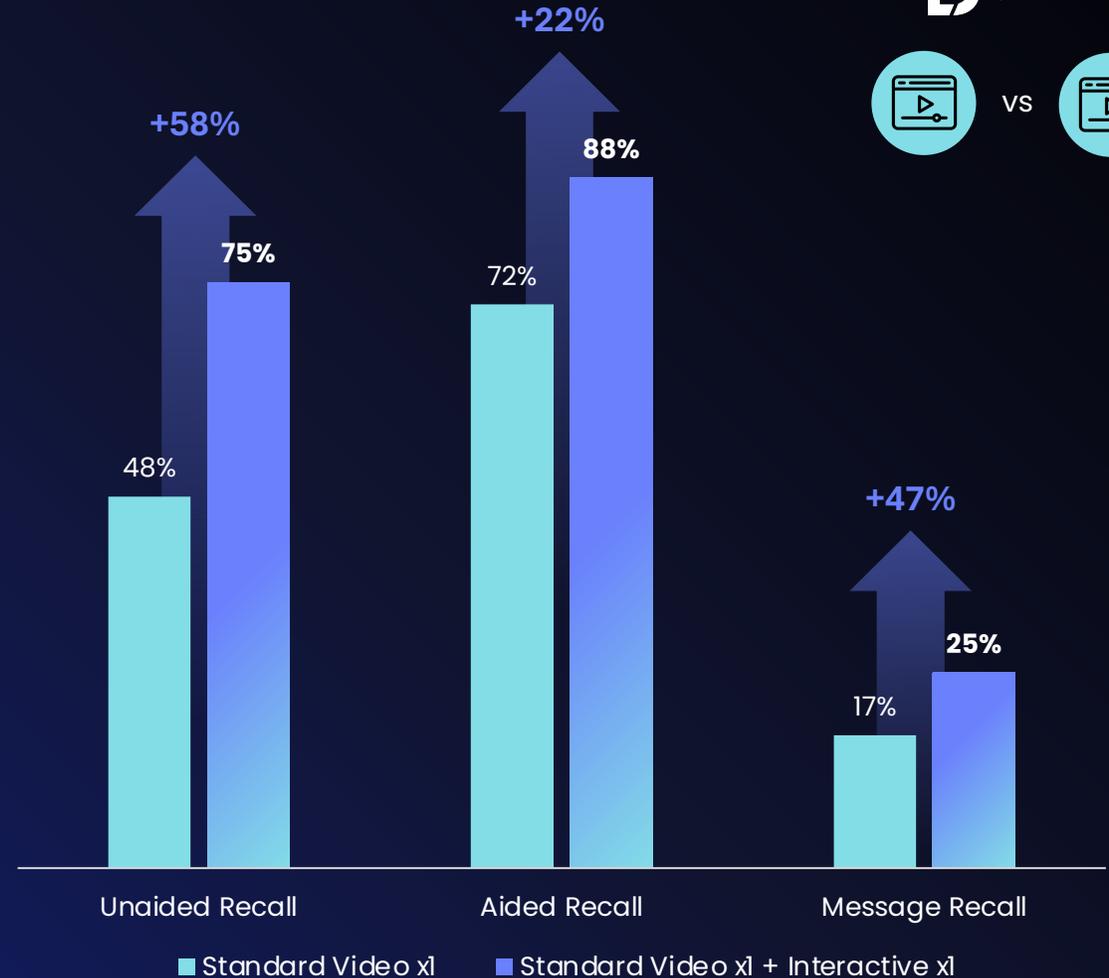


Arrow indicates statistically significant lift at 95% confidence



# Incremental Impact

When paired together, the **two ad formats lead to significant lifts in all three memory recall metrics,** including 58% stronger unaided recall and 47% higher message recall.

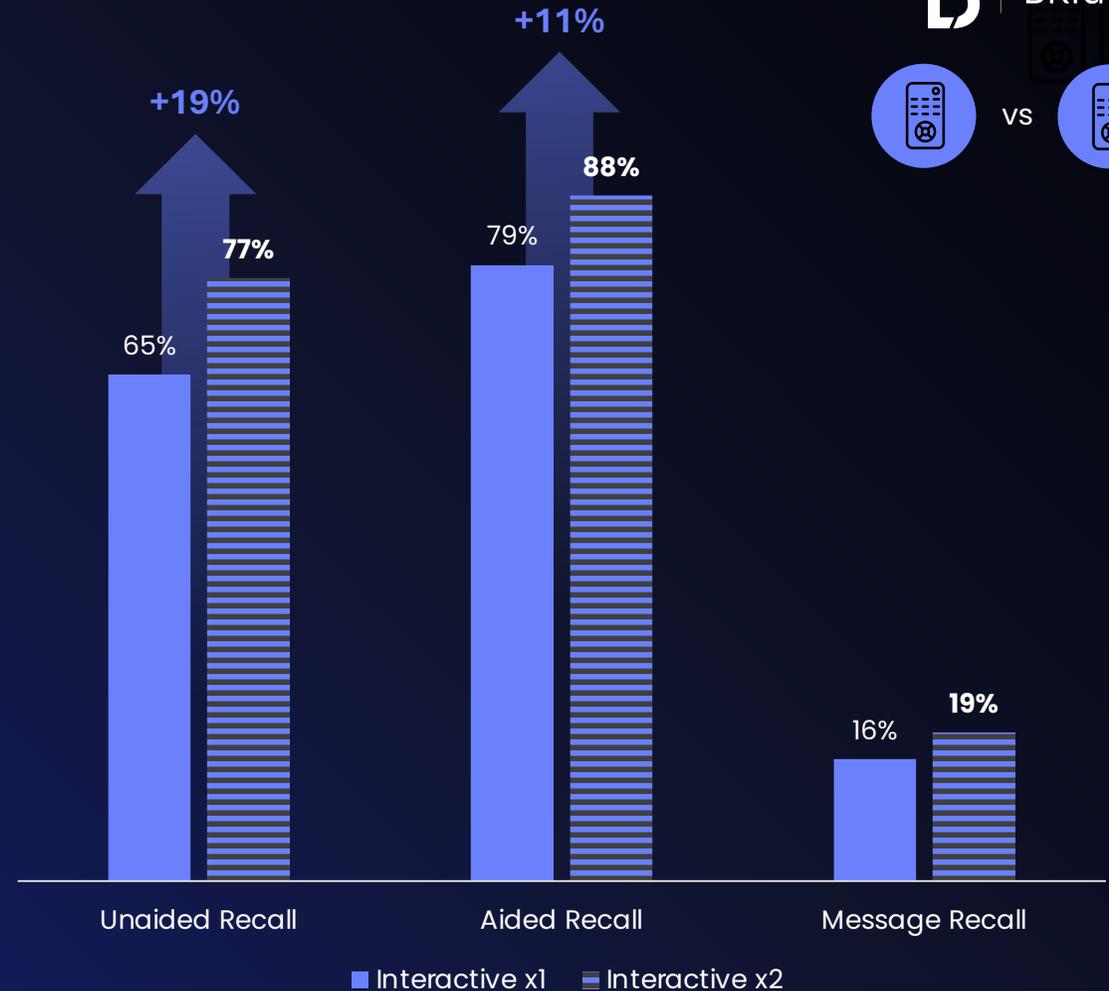


Arrow indicates statistically significant lift at 95% confidence



# Increased Frequency Impact

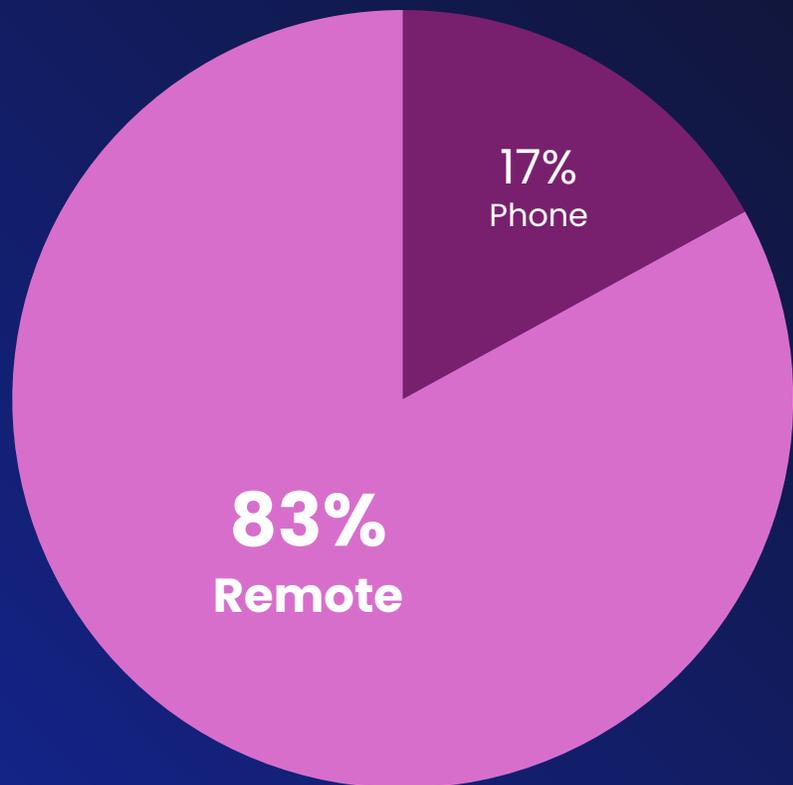
Two exposures of the interactive ad also **increase unaided and aided recall** metrics further than one alone.



Arrow indicates statistically significant lift at 95% confidence

08  
Interacting with  
Streaming Ads

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The majority of viewers prefer to interact with an ad by using their remote.

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*When asked: "If you were to interact with a commercial on your TV, what would you prefer to use to interact?"*



When shopping on TV, almost all viewers prefer to add to cart rather than buy now.

Viewers have diverse shopping preferences:

- 29%** Preference for Research Before Purchase
- 29%** Desire for Further Consideration and Time to Think
- 18%** Concerns about TV Purchasing
- 15%** Avoiding Impulse Purchases
- 13%** Convenience and Control
- 10%** Financial Considerations

When asked: "If an ad on your TV gave you the option to purchase an item in which you were interested, would you prefer to...?" Preferences are coded and grouped based on open end responses and sum to over 100% due to overlapping responses

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# Key Takeaways

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## Choose Interactive

If you're only going to choose one streaming ad format: **choose interactive**. A single impression of interactive media drives more impact than a single impression of a standard video spot.

## Choose Together or Choose More

When combined with standard video, the pairing adds an incremental impact and lifts memory recall even higher than either format individually. Similarly, two exposures to interactive media have an incremental impact, suggesting that the more you utilize interactive ads, **the more that your brand will stay top-of-mind**.

## Choose Shoppable & Interactive Ad Formats Designed for Streaming Environments

Viewers prefer to buy later, not when they're actively watching content. Use interactive streaming ads as an opportunity to keep your brand top-of-mind for when consumers are ready to make the purchase.

# How much interactive media?

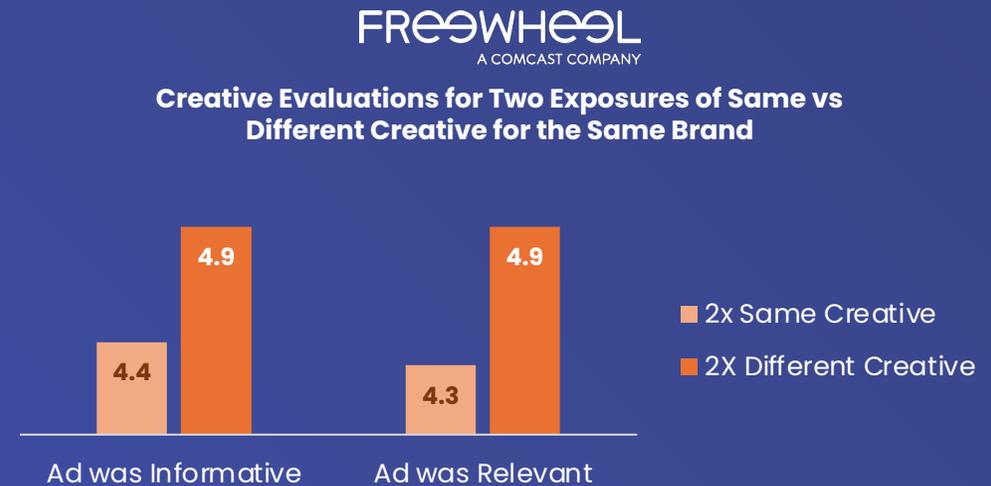
**Our research shows that BrightLine media can work independently or alongside standard video on CTV. But how much interactive media is the right approach?**

To maximize effectiveness, ideally, at least half of the media plan should include interactive overlays. This approach prevents ad fatigue and maintains a balanced rotation with standard video, even with just one interactive overlay in the rotation.

In addition to our study findings, data from our partner FreeWheel underscores the importance of diversification: 'Presenting different ads can highlight various facets of the brand and reduce the likelihood of ad fatigue.'

Source: FreeWheel, MediaScience in-lab study. Results on Frequency, November 2023, n=140.

In FreeWheel's study, viewers rated ads as more informative and more relevant when seeing multiples of different creative rather than the same creative.



*"Multiple creative variants are important for effective storytelling and do not need to be expensive. Multiple creative variants (3+) are key to avoiding consumer fatigue and creative burnout. Leverage publisher and tech partners to help create variants from existing creative in a cost-efficient way."*

- **iab**. 2021