

VOD YOU WATCHIN'?

Speaker: Paula McCarthy



CONTENT IS KING

We just need more ways to watch it...



WELL HELLO THERE



WHAT DOES VOD DELIVER FOR VIEWERS?



HOW PEOPLE ARE WATCHING

MOBILE & TABLET
55%



DESKTOP
11%



VIRGIN PLATFORM
34%



3

It's not just Video On Demand... ...it's the TV Viewing Experience On Demand



love island



Reached 2.3 million viewers on 3e
3player delivered 2.35 million views



Live Events drive Live Streaming

WHAT DOES VOD DELIVER FOR BRANDS?



VOD delivers...

- Enhanced targeting possibilities
- Effective driver of response
- Viewers can be reached anywhere
- Creative potential is endless
- An effective supplement to linear TV advertising, providing incremental reach



3



VOD delivers
BRAND ENGAGEMENT

85% OF FACEBOOK VIDEOS
ARE PLAYED WITH THE SOUND OFF



VS. LESS THAN 1% OF USERS
ACTIVELY MUTE ADS ON PLAYERS

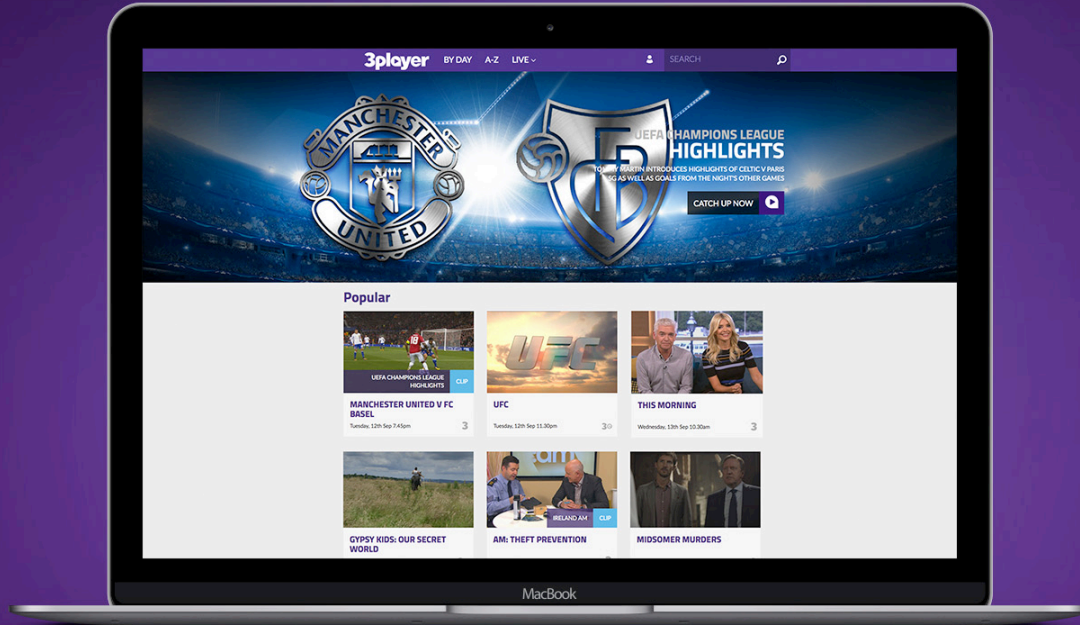


IAS STATES IRISH
VIDEO VIEWABILITY
IS @ 42%



IRISH PLAYER
VIEWABILITY AVERAGES
OVER 90%

3player has 96% ad completion rate





Do you really
know where
your ads are?

B-VOD
provides
brand safety.

WE ❤️ VOD AS MUCH AS TV

1. Promote content in all the right places
2. Offer unmissable content
3. Provide a flawless viewing experience
4. Work with great partners





autoscript
a camera picture

3

FASHION
FILES

THANK YOU

