

# SERVING UP ONLINE VIDEO ADS

**NOW PLAYING:** A "STREAMING" HISTORY OF ONLINE VIDEO ADVERTISING AND HOW THE FORMAT CAME TO FLOURISH

## CONTENT KEY

- Video Ad Technology
- Growth Statistic
- Creative Video
- Video Distribution

1999  
2000  
2001

**VICTORIA'S SECRET**  
First Victoria's Secret Fashion Show streamed online  
**1.5M** Viewers crash server

**Flash Player 6 released, allows live video streaming**

2004  
2005

**YouTube**  
YouTube is born

**NCAA**  
All NCAA college basketball games available online

2006

**Blendtec's "Will It Blend" video series debuts on YouTube; monthly sales quadruple**

**Launch of DoubleClick's DART Motif for In-Stream makes managing video ads easy**

**50M**  
Number of YouTube users worldwide upon Google acquisition

2007

**TV Everywhere broadband streaming pioneered by Warner Bros. and HBO**

**3.8 MBPS**  
Average speed of consumer Internet connection

**YouTube**  
First live online presidential debate

**2%**  
Percentage of total online ad spend for digital video

2008

**Web-based viewing portals for TV content surge in popularity**

**YouTube LIVE**  
First live-streamed event takes place, to celebrate YouTube's community

**VAST, the first initiative to standardize video advertising, is created**

**YouTube**  
Pre-roll ads debut

2009

**evian**  
Evian's "Roller Babies" video ad goes viral  
**#1** Most-watched brand-made video to date

**VPAID guidelines create a common language for interactive video ads**

**Orabrush tongue cleaners launched with YouTube ads**  
**1M+** Sold in 40+ countries

**VAST 2.0 launches third-party video ad serving**

**\$1B**  
Amount of revenue video advertising reaches per year

2010

**6%**  
Percentage of total online ad spend for digital video

**Old Spice**  
"The Man Your Man Could Smell Like" video ad debuts  
**6M+** Views on day 1

2011

**Hulu employs Ad Swap to complement its Ad Selector**

**5.2 MBPS**  
Average speed of consumer Internet connection

**ROME**  
First interactive music video pushes technology boundaries with HTML5

**23.9M**  
Monthly mobile video views (U.S.)

**DoubleClick launches next-gen video ad serving and exchange for publishers**

**50%+**  
Percentage of N.A. population reached by video ads

**YouTube**  
TrueView gives viewers control over ads on the Google Display Network

2012

**YouTube's Ad Blitz releases Super Bowl ads before the game**  
**30M** Viewers of teasers ads

**AdWords lets advertisers of all sizes promote their video ads**

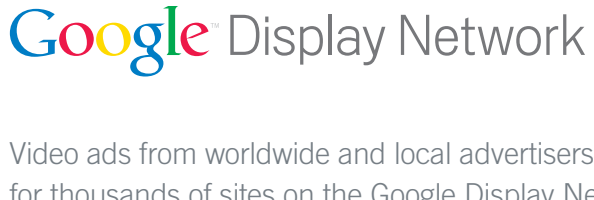
**600M**  
Mobile views on YouTube daily

**VAST 3.0, VPAID 2.0 and VMAP 1.0 standardize advanced video ad scenarios**

## VIDEO ADVERTISING WITH GOOGLE



DoubleClick provides the foundation for video publishers to grow their online business with a sophisticated ad management platform and open ad exchange.

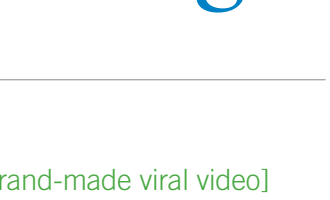


Video ads from worldwide and local advertisers drive results for thousands of sites on the Google Display Network.



YouTube's content creators reach a global audience and fund their passion with viewer-friendly advertising programs.

[google.com/videoads](http://google.com/videoads)



### Sources:

- 1999 Feb 3 • 1st Victoria's Secret Fashion Show streamed online [1.5M viewers]
- 2002 March • Flash Player 6 released, allows live video streaming
- 2005 Feb • YouTube is born
- 2006 March • All NCAA college basketball games available online
- DoubleClick's DART Motif for In-Stream makes managing video ads easy
- Oct • Blendtec's "Will It Blend" video series debuts; monthly sales quadruple
- Oct • [50M] YouTube users worldwide upon Google acquisition
- [2%] Percentage of total online ad spend for digital video
- [3.8 MBPS] Average speed of consumer Internet connection
- 2007 • First live online presidential debate
- July/Nov • TV Everywhere broadband streaming pioneered by Warner Bros. & HBO
- Oct • Hulu officially available to the public
- 2008 Jan • Web-based viewing portals for TV content surge in popularity
- July • VAST, the first initiative to standardize video advertising, is created
- Nov • First live-streamed event takes place, to celebrate YouTube's community
- Nov • "Pre-roll" ads debut
- 2009 Feb • VPAID guidelines create a common language for interactive video ads
- July • "Roller Babies" video ad goes viral [Most watched brand-made viral video]
- Sep • Orabrush launched with YouTube Promoted Videos [1M+ sold 40+ countries]
- Nov • VAST 2.0 launches 3rd-party video ad serving
- 2010 Q4 • [\$1 Billion] Amount of revenue video advertising reaches per year
- Feb 4 • "The Man Your Man Could Smell Like" video ad debuts [6M+ views on day 1]
- 2011 • [6%] Percentage of total online ad spend for digital video
- [5.2 MBPS] Average speed of consumer Internet connection
- First interactive music video pushes technology boundaries with HTML5
- April • [23.9 Million] Monthly mobile video views (US)
- Sept • [50%+] Percentage of North American population reached by video ads
- Oct • Hulu employs Ad Swap to complement its Ad Selector
- Oct • Next-gen video ad serving released for publishers
- Oct • TrueView gives viewers control over ads on the Google Display Network
- 2012 • AdWords lets advertisers of all sizes promote their video ads\*
- Jan • YouTube's Ad Blitz releases Super Bowl ads before the game [30M views]\*
- Nov • [600M] mobile views on YouTube daily\*
- April • VAST 3.0, VPAID 2.0 & VMAP 1.0 standardize advanced video ad scenarios\*

\*SOURCE: Google internal data