## 3 Industry Leaders on Adapting Media Planning for How People Watch Video

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**Topics** 

Video

One question: "How should brands adapt to the blurred lines between TV and online video?" Three answers: from a researcher, a media agency executive, and a digital creator. Here's how they're grappling with and adapting to the new age of modern video consumption.

hink about the watercooler moments that have defined our culture over the last few months: the Summer Olympics, the presidential debates, and the inevitable "SNL" responses. For a lot of those key cultural moments, people probably don't even remember where they first saw them—was it live? Streaming? On a smartphone? At work on a laptop?

People don't think or care about the platforms and devices when they're watching video—they just want to watch content they love, where and when they want.

At our ninth <u>Firestarters</u> event, a series for the agency strategy and planning communities to discuss the industry's pressing questions,

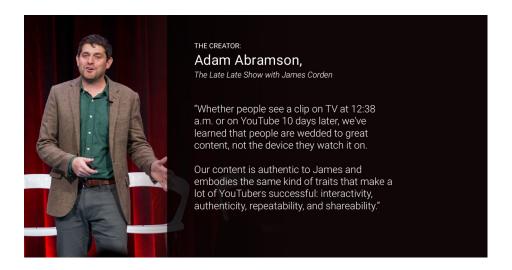


we talked about the <u>blurring of where video consumption happens</u> and how strategies to reach viewers can keep pace. Three industry experts weighed in on this question:

"How should brands adapt to viewer behavior where lines are blurred between online video and TV content?"







Planners, buyers, and strategists are knee-deep in 2017 planning conversations with your agency's clients. Now is the perfect time to make bold challenges that'll result in bold changes.

Keep in mind as you go about this process that the audience you're trying to reach is already video-neutral, and there are simple, proven ways you can buy and plan for the <u>way they're watching</u>. Success in the new digital era will come when we bring creative, data, and media together to embrace these blurred lines.

## Sources

- 1 Google/Ipsos Connect, YouTube Cross Screen Survey, U.S., n=1,621 consumers 18–54 who watch YouTube at least once a month, July 2016.
- 2 Google/Ipsos Connect, YouTube Cross Screen Survey, U.S., n=662 consumers 18–54 who watch YouTube on television at home, and n=221 consumers 18–54 who watch YouTube on mobile devices at home, July 2016.