

Enhancing Mobile Advertising Performance Using New Creative Formats of Digital Video Advertising

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Abstract:

According to a recent ([Forrester report](#)), video ads expenditure is expected to reach \$102.8 billion by the year 2023. One of the video areas seeing the greatest leap in ad spend will be mobile video. Mobile video is the fastest growing video type among consumers. It is accounting for [more than half](#) of all video plays. Advertisers spent over \$30 billion on mobile video advertising alone in 2018. Advertisers are getting aware that consumers now rely on their phones for news, shopping, and a significant portion of their entertainment. Vertical, in-stream, and opt-in videos are all types of MVA that have been proven to enhance the performance through brand awareness, attention and engagement. MVA has the advantages of, reaching highly engaged content viewers, expanding reach by complementing desktop video advertising campaigns with mobile, drive up to a three times lift in viewer engagement than other [ad formats](#) and deliver highly viewable mobile video ads with full screen executions. As video consumption grows, formats and executions of mobile video advertising advance. Nevertheless, mobile video advertising is facing some challenges that are slowing down the progress. Creative formats for mobile video advertising are gaining more dominance and power. VR/AR/MR as well as 360° videos, vertical videos and esports are influencing and empowering the performance of mobile video advertising. This research looks at how the challenges facing mobile video advertising are perceived by Egyptians and which creative format could enhance mobile video advertising performance. To achieve valid credible results, documentation and survey were carried out. The research concluded that 38% of the studied sample assert that the challenges confronting mobile video advertising depends on the quality of user experience, while 35% assert that challenges are due to quality of creative content, 15% of the sample answered that challenges are due to programmatic quality and 12% answered that ad blocking is accounted for the challenges facing MVA. The sample has studied the choice of the virtual/augmented/mixed reality creative format to top the creative formats of MVA with 64% while vertical video format came with 32% of the sample. This denotes the importance of defying the challenges facing MVA to drive up the performance using the studied creative formats.

Keywords:

Mobile video ads, Mobile video advertising challenges, Formats, Performance.

Research aims:

The research aims to:

Demonstrate the growing importance of video advertising on Mobile advertising.

Examine different creative formats driving growth of mobile video advertising.

Inspect challenges facing mobile video advertising.

Research problem:

The research problem could be presented in the following questions:

What drives the growth of mobile video advertising?

Which creative formats drive the evolution of mobile video advertising?

What are the challenges facing mobile video advertising?

Research methodology:

This research uses qualitative method for its descriptive, explanatory and exploratory roles. The research aimed mainly to understand in a deep, detailed, and thorough way of the changing nature as well as the aspects of change and structure of digital video advertising that affect mobile advertising. Moreover, qualitative method enabled an analysis of the environment of the subject investigated. Documentation as well as survey is used as data collection tools to extract the challenges that affect mobile video advertising changing scene. To examine its validity, a random sample of digital users is examined. A questionnaire is used to check the validity of the challenges affecting the mobile video ads. The participants of the sample surveyed are 120 young Egyptian adults. No gender limitations are executed. The responses are of 90% credible and valid responses out of the total. The survey is done online and analyzed digitally.

1. Introduction:

Digital video advertising was controlled last year and is expected to rule with no slowing down in 2019 onwards (Clum, M. 2019). Significant percentages of advertisers are using video. New formats as well as rise in consumption continue to reinforce video as an increasingly effective, engaging medium.

Digital video platforms are defined as those settings in which video content is presented or streamed. It includes desktop, mobile devices, tablets, [Over-The-Top \(OTT\) devices](#), and Advanced TV. Technological advances raise the expectations to experience new devices and ways of consuming content. Digital Out-of-Home (DOOH) media is a clear example of changing and ever extending platforms. From large, digital billboard to screens in taxis, elevators, and gyms, we are seeing digital video content and ads, shown and consumed in unique formats, reaching audiences in common places. (TubeMogul, 2019)



Fig1: Digital Out-of-Home media



Desktop



Mobile devices

As video consumption grows, platforms such as Facebook, Instagram, Twitter, and even LinkedIn have made video advertising a major focus. In 2018, brands spent over \$90 billion dollars on video ads. According to a recent ([Forrester report](#)), video ads expenditure is expected

to reach \$102.8 billion by the year 2023. (Clum, M. 2019). The outburst of video along with advanced analytics has made video advertising vital to any online marketing plan.

Platforms are working on offering video advertising all means of dominance and excellence. Placing video advertising give the advantage of high penetration and reach to different geographies. Moreover, the ability to run dynamic creative, in other words, the ability to allow advertisers to schedule slightly modified ads as the timeline of the campaign progresses. Some platforms offer advertisers the ability to run short creative. Challenges can arise from placing and promoting long form video ads. In addition, personalization and customization of the ad is a great opportunity to the advertisers to offer tailored specific messages and execution. Other advantage of video advertising used by advertisers in different platforms is user generated content. As consumers are lead to respond better to ads that they co-do and be an active participant in them. Adding to this, the possibilities that are added through opening the interactivity door as consumers respond more positively to video ads that have interactive components. Video advertising leads to increased attention, earned media, and viral spread. People respond to ads that challenge their expectations, pull at their heart strings, and show them something they've never seen before. (Clum, M. (a) 2019).

One of the video areas seeing the greatest leap in ad spend will be mobile video. Mobile video is the fastest growing video type among consumers. It is accounting for more than half of all video plays. Advertisers spent over \$30 billion on mobile video advertising alone in in 2018. These numbers could grow even higher as content providers unveil more mobile-first platforms and experiences. For advertisers looking to take advantage of this rising chance, it will be critical to focus on creating high-value story driven video content. (Clum, M. (b) 2019).

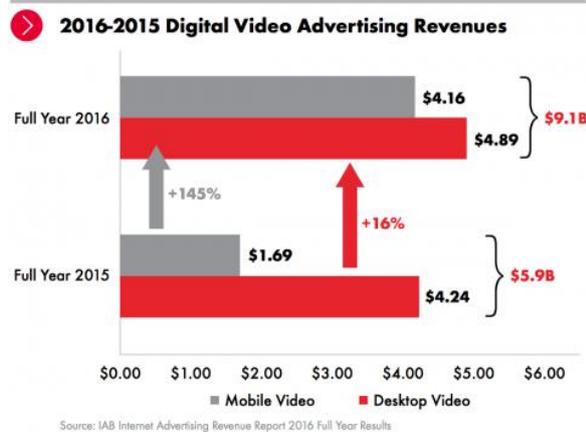


Fig2: Rise in digital video revenues

	2012	2013	2014	2015	2016	2017
Monthly digital video viewers (millions)	171.6	186.2	195.6	204.6	213.6	221.4
Monthly traditional TV viewers (millions)	283.9	286.7	285.1	282.3	278.0	272.5
Daily time spent with digital video (minutes)	50	52	57	64	70	77
—Via mobile devices	12	17	25	34	42	51
—Via desktop/nonmobile devices	38	35	32	30	28	26

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Fig3: Mobile Devices Metrics (Mobile Spreadheads, 2016)

2. Mobile Video Advertising MVA:

Smartphones have become pervasive. In 2018, mobile devices accounted for over 52% of all worldwide online action. Advertisers are getting aware that consumers now rely on their phones for news, shopping, and a significant portion of their entertainment. As a result, brands have worked to make their websites, advertisements, and even services mobile-friendly. Creating this natural user experience is critical during a time when nearly half of all online transactions are done on smartphones. (Clum, M. a: 2019).

Mobile video ads play a key role in helping advertisers meet their campaigns goals in brand marketing. Vertical, in-stream, and opt-in videos are all types of MVA that have been proven

to enhance the performance through brand awareness, attention and engagement. Vertical video delivering up to nine times completion rates compared to horizontal video. Furthermore, interactive videos with rich-media, 360° videos, and native in-feed videos help increase user engagement and conversions, and drive sales and app installs. Mobile video advertising is the standard for brand storytelling allowing advertisers to reach customers with rich content on their most personal device that rarely leaves their side.

The enormous change toward mobile and tablet video lead advertisers to focus on the user experience putting a premium on mobile. Finest content providers, or “mobile-first publishers”, were among the earliest content owners to get their assets onto mobile devices, allowing them to secure some of the first-mover advantages. However, advertisers need to draw critical insights from the data on every asset, analyzing audience, geographies, latitude/longitude data, engagement and viewing formats to guarantee positive response among all consumer ages especially the young people who their mobiles account for 40% of the time they spent watching videos. (ComScore, 2016). According to a recent study by Deloitte (2015) on average, consumers across all age groups in the check of their phones 46 times per day. Given that smartphones have now become pervasive to all ages and at all times of day, advertisers have to fully embrace mobile in order to engage and stay relevant with consumers wherever they are.

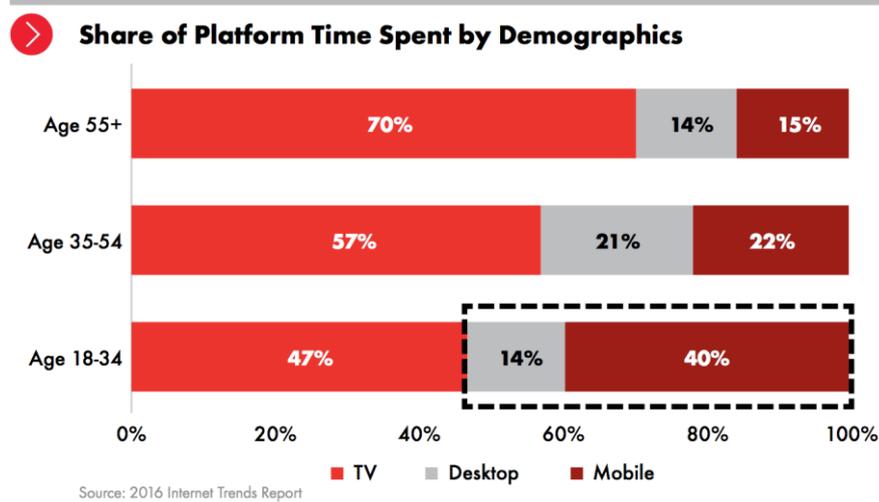


Fig4: Share of Time Spent Watching Videos: IAB

2.1. Advantages of Mobile Video Advertising:

- Reach highly engaged content viewers.
- Expand reach by complementing desktop video advertising campaigns with mobile
- Command 100% of screen real estate on a vast majority of mobile web and in-app inventory.
- Drive up to a three times lift in viewer engagement than other [ad formats](#).
- Deliver highly viewable mobile video ads with full screen executions.

2.2. Formats & Executions of Mobile Video Advertising:

- Mobile App Interactive Pre-Roll.
- Mobile Web and App Standard Pre-Roll.
- Tablet Web Tap-to-Play Medium Rectangle 300×250.
- Smartphone App Tap-to-Play Banner 320×50.

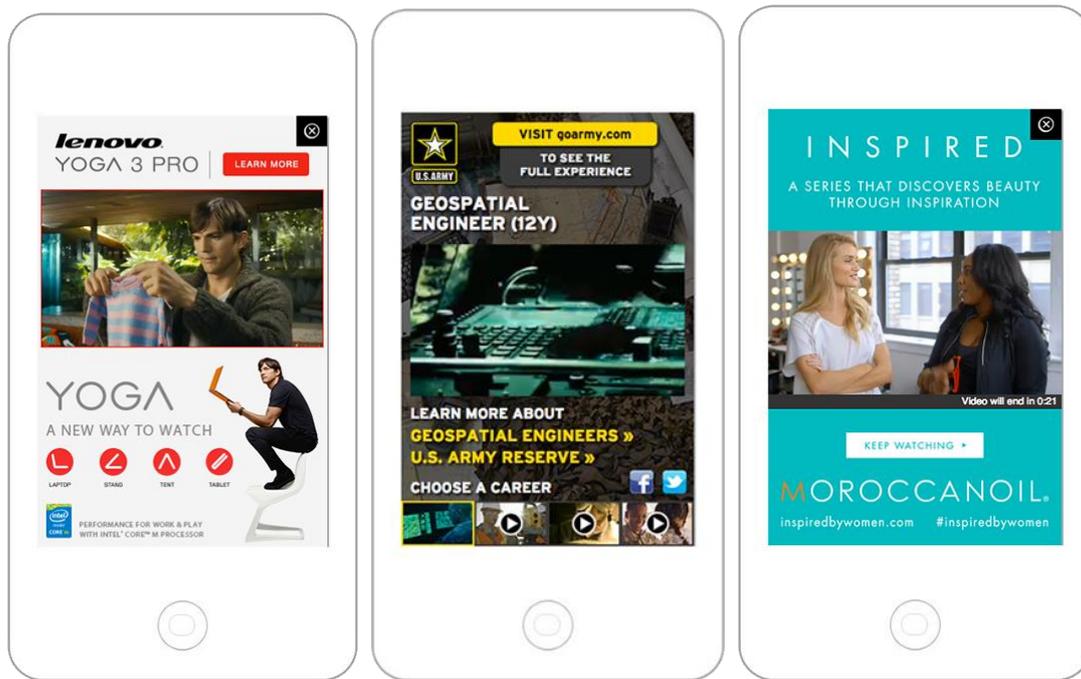


Fig 5a: Multi Touch Game + Video

Tap icons on screen to learn about the difference between FiOS vs. Cable.

Fig 5b: Ad Gallery & Social Sharing.

Video ad gallery and social sharing buttons encourage the viewers to learn more within the ad.

Fig 5c: Ad Extender

Video content extends up to three minutes in the same slate. (Tube mogul)

2.3. Mobile Advertising Spending and Revenues:

Mobile advertising spend has reached \$36.6 billion in 2016 accounting for 51 percent of overall digital ad revenue. Spend is greater than other platforms in an otherwise at media market. In fact, mobile revenue is over ten times larger than it was just five years ago.

Total Digital Video Advertising Revenue reached \$9.1B for 2016, a revenue gains of 53% across mobile and desktop. Mobile video was one of the greatest contributors to this growth with a 145% increase, amounting to \$4.2B, and is forecasted to see double-digit growth through 2019 with no signs of slowing down. (IAB: 2016). Mobile video is the main driver of digital video advertising growth in 2016 presents great branding and targeted ROI opportunities for advertisers and great revenue opportunities for publishers.

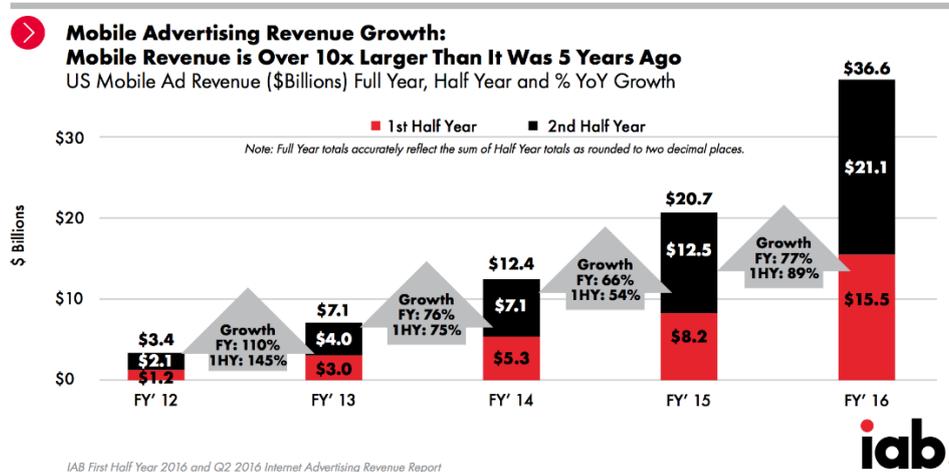


Fig6: Mobile Advertising Revenue Growth

2.4. Challenges Facing Mobile Advertising:

While mobile is one of the fastest growing areas in video advertising, it does present a number of challenges:

- Much of the friction in the mobile video marketplace comes from the difficulty of measuring the effectiveness of video on mobile. While desktop advertising has benefitted from having the cookie as its primary identifier to support measurement and interest-based ad delivery, cookies on mobile have limited applicability. On mobile, because of browser limitations and fragmented app/web environments, cookies cannot be relied on as a source of truth for identifying a user with a device.
- Organizational fragmentation: While walls between traditional and digital media are beginning to fall away, many media agencies still have separate strategies and teams for the different types of account they purchase such as mobile, video, TV, or display. Gated approaches hinder the development of more holistic (and successful) multi-platform campaign strategies.
- Viewability: (Herrmann, J. & Isaac, M. 2016) While the industry has made significant progress in measuring viewability on desktop devices, challenges remain in the mobile space. Key issues include different brands and agencies having different viewability requirements, different vendors measuring viewability differently resulting in report discrepancies, and discrepancies that result from advertiser vendors calculating viewability differently than publisher side vendors. Viewability, the Tech Lab Opens Measurement Working Group, will develop an open source SDK for measurement of viewability in in-app environments. For browser environments, the IAB Tech Lab is developing the HTML5 version of Open Video Viewability in order to standardize this metric.
- Constrained supply of high quality, professionally produced content: Media buyers looking for high-quality, TV-like content may have trouble finding scale for their campaigns. There are still a limited number of mobile publishers offering longer-form, well-produced content. However, with the rise of TV-everywhere applications and lower cost of entry to producing mobile optimized video content, this situation is improving.
- Inconsistent measurement: With so many different formats, devices and platforms including web and app, advertisers are struggling to calculate the ROI for mobile video campaigns. It's particularly difficult to measure a video campaign that spans multiple devices, due to the fact that third-party cookies have limited applicability inside apps and are natively turned off in Apple's Safari mobile browser.
- Mobile-optimized creative assets: This issue is mainly driven by reusing :15 and :30 second video spots originally created for TV and desktop without regard to mobile device and platform-specific user contexts and screen aspect ratios, or not having web versus app optimized assets.
- Fraud: it remains widespread in mobile advertising. The Association of National Advertisers (ANA, 2015) and White Ops suggest that while the mobile fraud market is reasonably immature at this point, the threat for this channel is something to watch in the coming years with significant risk affecting mobile ad revenue.
- User experience quality is essential for confronting challenges, serving the same video pre-roll multiple times during a content series, forcing long-form ads ahead of short-form videos, reusing video spots without regard to screen aspect ratios are some of the mistakes that create bad user experience and hinder the MVA performance.

The challenges could be summed up to be investigated further in the survey in the following points:

- User experience quality.
- Programmatic quality.
- Ad blocking.
- Creative content quality.

3. Creative Formats Driving the Digital Video Advertising Scene:

In addition to changing the way we consume, mobile phones have also started to influence the way we design video content. New creative formats have developed. It will be more and more vital to adapt to the changing environment. Some of the new formats gaining power are VR/AR, 360° videos, vertical videos, esports (Duffy, F. 2017). The majority of videos recorded on mobile devices today are being shot in an upright format known as vertical video. It's a trend that has led many brands to create vertical advertisements intended for platforms such as Instagram Stories, [Snapchat](#), and even Facebook. The two creative formats to be assessed in the survey are AR/VR/MR and vertical video ads.

3.1. Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR) Formats:

VR opens the door to exciting new opportunities for developing immersive content and brand storytelling. According to the [2016 IAB NewFronts Video Ad Spend Report](#), more than three in four survey respondents intend to buy, virtual reality, 360° Video, or augmented reality advertising in the next 12 months. Market estimates are large. [BI-Intelligence](#) estimates that shipments of virtual reality (VR) headsets increased by about 1047% percent year-over-year to 8.2 million in 2016 (IAB, 2019). This enabled the virtual reality space to exceed \$1 billion in revenue for the first time, according to research by Deloitte.

- Virtual reality (VR) immerses users in a fully artificial digital environment.
- Augmented reality (AR) overlays virtual objects on the real-world environment.
- Mixed reality (MR) not just overlays but anchors virtual objects to the real world.

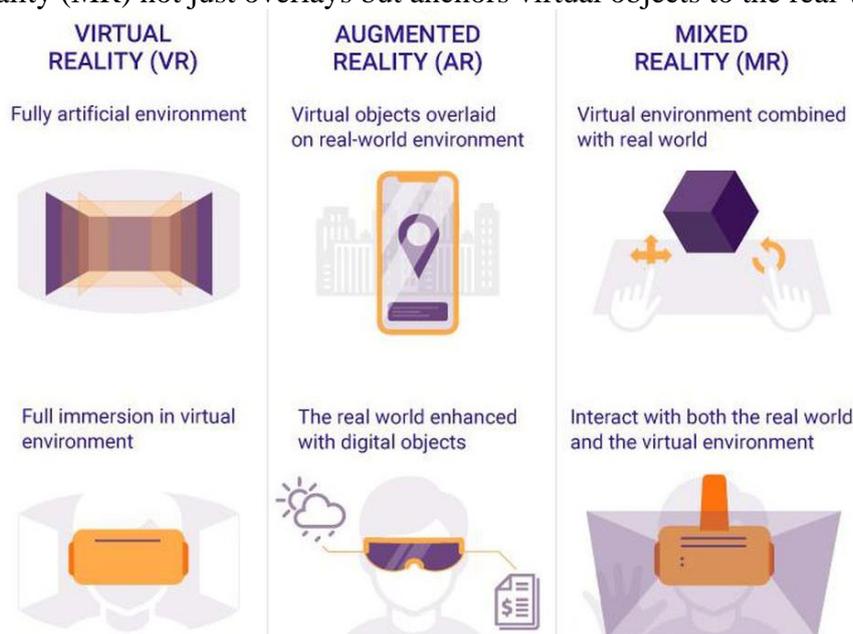


Fig7: Differences between VR- AR-MR (Forbes, 2018)

3.1.1. Virtual Reality VR:

This technology immerses users in a completely virtual environment that is generated by a computer. The most advanced VR experiences even provide freedom of movement – users can move in a digital environment and hear sounds. Moreover, special hand controllers can be used to enhance VR experiences.

A special VR headset is needed to experience virtual reality. Most VR headsets are connected to a computer (Oculus Rift) or a gaming console (PlayStation VR) but there are standalone devices (Google Cardboard is among the most popular) as well. Most standalone VR headsets work in combination with smartphones – you insert a smartphone, wear a headset, and immerse in the virtual reality.

Immersive videos work with small cardboard icon when watching videos on YouTube, it enables the 360-degree mode that means you can wear a VR headset and experience fully immersive videos. 360-degree videos are considered a form of VR.

3.1.2. Augmented Reality AR:

In augmented reality, users see and interact with the real world while digital content is added to it. If this sounds unclear, think of Pokemon Go – millions of people all over the world have been rushing with their smartphones in search for small virtual creatures. That's the most vivid example of augmented reality. This could be done using installing app on the smartphones. There's a different way to experience augmented reality, though – with special AR headsets, such as Google Glass, where digital content is displayed on a tiny screen in front of a user's eye.

3.1.3. Mixed Reality MR:

This is the most recent development in reality technologies that sometimes causes confusion, primarily because different experiences are called so. Mixed reality that starts with the real world – virtual objects are not just overlaid on the real world but can interact with it. In this case, a user remains in the real-world environment while digital content is added to it; moreover, a user can interact with virtual objects. This form of mixed reality can be considered an advanced form of AR.

Mixed reality that starts with the virtual world – the digital environment is anchored to and replaces the real world. In this case, a user is fully immersed in the virtual environment while the real world is blocked out. The digital objects overlap the real ones whereas in conventional VR the virtual environment isn't connected to the real world around a user.

3.1.4. Advantages of VR-AR-MR Formats:

“VR will change the way people travel and experience new things. You'll be testing your hotels before you go and testing out products before you purchase”

Yale Cohen, Publicis Media (IAB, 2019)

- **Immersive storytelling:** They allow for focus as viewers are totally immersed in the experience.
- **Monetization opportunities:** They will have a massive impact in shopping, real estate, and product demos.
- **Emotive:** They have the power to stir emotions and create empathy among viewers in an entirely new way, putting the viewer in the center of a situation that they might not otherwise experience.

- **Consumer as storyteller:** VR enables the viewer to control what they see as they move their head or their virtual bodies (avatars) through space, essentially turning the viewer into the storyteller.

3.2. Vertical Video Format:

Vertical mobile video ads that play in a vertical (portrait) orientation rather than the typical horizontal (landscape) orientation are growing, owing especially to the growth in popularity of Snapchat, one of the largest platforms leveraging the format. The growth is driven by the popularity of apps such as Facebook, Instagram, as well as the lip-syncing app, musical.ly (TikTok). According to the [IAB NewFronts Video Ad Spend Study](#), half of advertisers interviewed purchased vertical video ads in 2016.

Using this vertical format enables marketers to get engaging content in front of modern customers and minimize on-screen distractions. Changing consumption patterns make vertical viewing on mobile more common. Vertical stories are reportedly on track to surpass Facebook and Instagram news feeds in terms of user engagement. We can expect the use of mobile-first content to continue its spread well into and after 2019.

Most smartphones are used in portrait orientation, with the most popular size (5.5 to 6”) showing 90% portrait usage (MOVR, Q2 2017).



Fig8: Vertical Ads

Users will likely not rotate their phones to landscape mode to view an ad, but are more likely to when consuming content - therefore, advertisers should get their messages across in best way possible given natural (vertical) hand position.



Fig9: Horizontal Video versus Vertical Mobile Video

3.2.1. Creating Vertical Mobile Video Advertising:

Vertical videos should be filmed vertically (9:16) at the outset. If shooting horizontally, do so with vertical formatting in mind (i.e. action and talent in center frame). Video files should be less than 5 MB with 8-12 seconds duration recommended. Vertical video may also run as a component of an augmented reality (AR) ad or virtual reality (VR) ad. Shorter (6 seconds or less) ads are becoming more. Drop into action early and feature a simple, singular message.

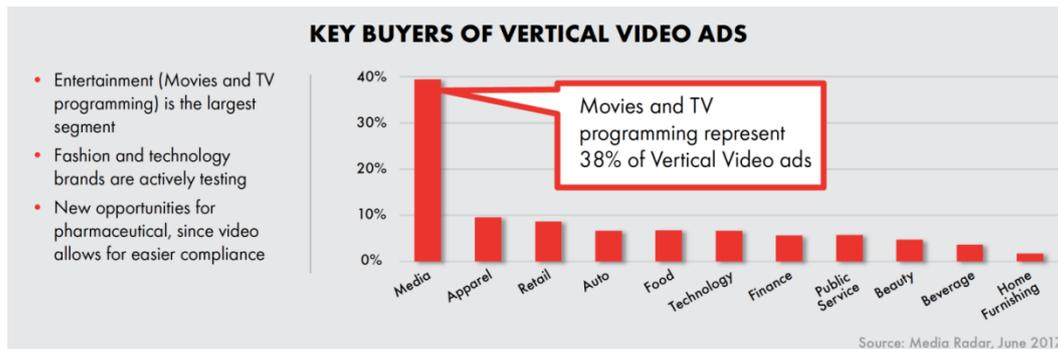


Fig10: Key Buyers of Vertical Mobile Video Ads

3.3.- 360- Degree Mobile Video Advertising:

Video ads using 360-degree technology drive 7% higher purchase intent on smartphones and a 12% increase in the belief that a brand has a "unique story to tell" when compared to traditional video ads, according to a new study by IPG's Magna and IPG Media Lab units done in conjunction with YuMe by RhythmOne.



Fig11: 360° mobile ad

"The 360° Effect: Understanding Immersive Video," whose findings analyzed consumers' perspectives on 360-degree video from brands including BMW, Royal Caribbean and PBS. It was found that 360-degree ads paired with other 360-degree content were viewed as 8% more relevant than when a 360-degree ad ran with more traditional content.

Virtual reality headset environments were the ideal platform for viewing 360-degree ads, according to the report, followed by smartphones. Such ads on smartphones had a 10% lift in purchase intent over ads delivered on PCs. (Sweeney, E: 2018).

As marketers continue to put a greater focus on mobile video strategies, 360-degree campaigns offer opportunities for sharing content that's not only visually-focused but also highly interactive. Along with BMW, Royal Caribbean and PBS, other brands have seen impressive results with the format. In November, PepsiCo's Mountain Dew used a 360-degree video teaser to promote a VR experience where viewers could compete against the street basketball player

Grayson Boucher. The campaign saw [a 63% video completion rate](#) and 22% post-video click-through rate.

According to "The 360° Effect," 69% of consumers expressed intent to interact with brand videos in the future. Consumers are also eager to experience 360-degree video, even in advertising, but they expect the content to be fun and exciting. To drive higher purchase intent with 360-degree video, marketers must balance entertainment with brand messaging, as 88% of users who found 360-degree video ads to be "entertaining" plan to interact with similar efforts in the future. Embracing 360-degree video can help brands target younger consumers (Sweeney, E: 2018).

Results:

90% of the total sample is accounted for. From the survey, the research concluded that 38% of the studied sample assert that the challenges confronting mobile video advertising depends on the quality of user experience, while 35% assert that challenges are due to quality of creative content, 15% of the sample answered that challenges are due to programmatic quality and 12% answered that ad blocking is accounted for the challenges facing MVA. The sample studied chose the virtual/augmented/mixed reality creative format to top the creative formats of MVA with 64% while vertical video format came with 32% of the sample.

Conclusion:

The research concluded that, one can expect to see more brands adopting MVA.

VR, AR, MR as well as vertical, six-second, and non-skippable ads are increasing the performance as in awareness, attention and engagement. Together, higher quality user experience that should reflect the capabilities of smartphones and programmatic quality drives the performance up as well. Optimized loading time and fraud defying are among challenges that should be confronted for capitalizing on MVA growth. Spending on MVA will increase as well as the share of ad budget will increase.

Several factors shaped these conclusions which are:

- A move towards mobile, the most personal screen experience.
- Ranking of videos as the highest revenue format.
- Growth in content, tablet, smartphone, and connected app penetration.
- Broadband advanced capabilities enabling high quality video delivery.
- Average daily time spent watching digital video on mobile devices surpassed desktop. mobile time will be almost double its desktop counterpart.
- In considering video content length, long-form video is the dominant performer, accounting for 47 percent of all mobile video plays in Q1-2016. Short-form video followed at 40 percent. (Nielsen, 2016). This is changing towards shorter immersive ads.
- Breaking this down into ad formats, we see pre-roll is still critical, accounting for 47 percent of video impressions. Mid-roll ads are on the rise, attracting users who are already engaged with the content and hence have a propensity for high completion rates.
- In terms of consumer demographics, people of all ages are keeping up with technology. Even though millennials are considered to be the biggest consumers of mobile video (Nielsen, 2016), baby boomers are now catching up in mobile device ownership. (AARP (2016).
- Mobile consumers have also grown accustomed to content that has been meticulously tailored to their tastes, and they expect advertising to be no less relevant and personalized.

- A good way to ensure a better user experience is to shoot video ad creative from the outset in different aspect ratios (9:16 and 16:9) with different story lines.

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