

CONSUMER ELECTRONICS

Mobile and TV-connected devices account for 75pc of all video views

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Mobile video is still on top, but TV-connected devices have grown significantly in ad impressions this year

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When it comes to video marketing, mobile is overwhelmingly the clear choice for reaching consumers, far beyond desktop, but television is still a player, according to a new report from Adobe.

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This data comes from Adobe's annual "State of Digital Video" report, which looked at impressions and data from more than 300 mobile applications as well as more than four billion television authentications. The data also found that TV-connected devices, such as Google's Chromecast, have increased in usage in the last year.

"Luxury brands should be exploring addressable advertising in linear and digital TV to target niche segments of specific audience," said Campbell Foster, director of product marketing at Adobe.

Mobile video

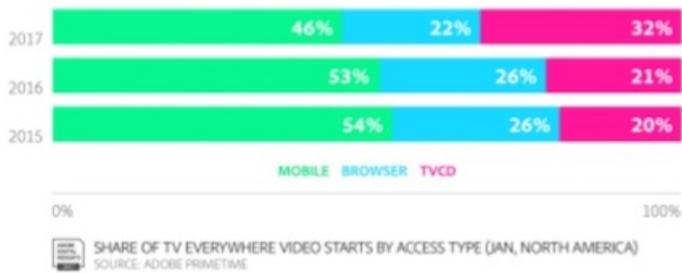
Even with all the shakeups to the marketing world by new technologies that emerge seemingly yearly, video has remained a staple of the marketer's arsenal for some time.

What has changed however is the places where people consume videos and how. Now more than ever videos are something that can be consumed anywhere and not just at home in front of the TV.

Consumers can watch videos on their smartphones, on desktop, tablets and on TV-connected devices. This means that marketers have to adjust their video content to reflect the contextual nature of where a customer is at any given time.

As a result, this has given rise to call-to-action video ads and videos that are personalized based on location.

Adobe looked at billions of data points to determine what areas of video marketers should be focusing their attention on.



Mobile still dominates but TV-connected devices are growing

What they found was that consumers, for the first time, are moving more toward connected devices such as Chromecasts or Roku, and moving slightly away from mobile in turn.

Mobile dropped below 50 percent for the first time in two years and is now resting at 46 percent share of all video viewing. Meanwhile, connected devices rose to 32 percent from 20 percent two years ago.

Mobile is still overwhelmingly the dominant video viewing device, likely because mobile is one of the most dominant forms of digital consumption in general.

Also, mobile is overwhelmingly the device of choice during the morning and day, but in the evening TV-connected devices take over as consumers come home from work and relax in front of the TV.

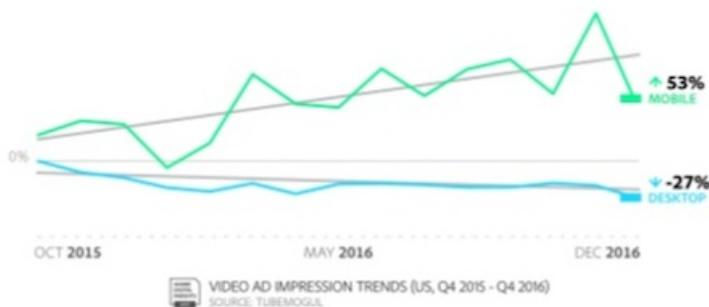
Together, these two make up 75 percent of all video views.

TV-connected devices

Mobile video is also the most dominant form for ad impressions, growing by 53 percent year-over-year while desktop is down 27 percent.

Luxury brands should shift their attention to mobile video to fully take advantage of the large number of impressions being generated on that channel.

Another important factor to keep in mind is what kind of video performs the best for luxury consumers. Another recent report from OMD AMEA showed that content that gave intimate access to the brand drove 74 percent of all luxury video engagement.



Mobile brings in more impressions than desktop

This does not mean that luxury brands must drop the high-concept films and advertising. The data only shows that luxury brands must supplement that with content that gives customers access to the luxury world in the form of fashion shows and behind-the-scenes footage which sees the most engagement from consumers ([see story](#)).

With that in mind, luxury brands should use Adobe's data as a guidepost for how to meet their customers where they are, and right now customers are getting the most out of video through mobile and TV-connected devices.

"This strategy can be used to supplement and amplify, rather than replace, existing campaigns in traditional linear," Mr. Foster said.

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