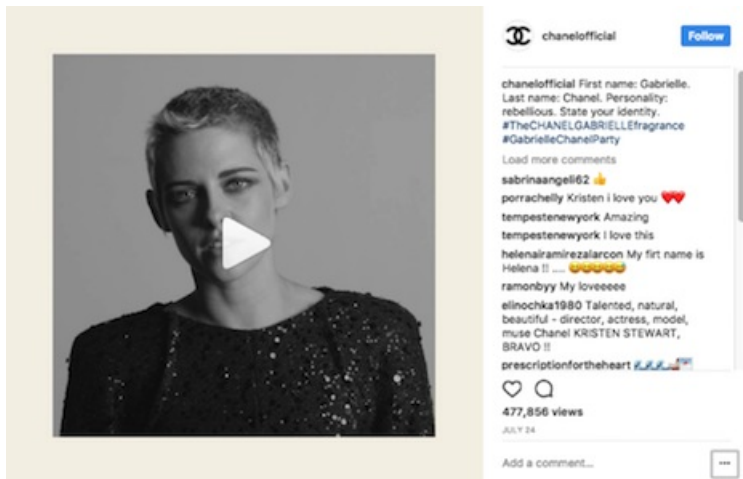


MARKETING

Nielsen looks to solve marketers' issues with mobile video

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Kristen Stewart video in a Chanel Instagram post. Image credit: Chanel

By BRIELLE JAEKEL

Brands and content creators have realized the influence of mobile video and its impact on consumers, but marketers still struggle to ascertain exact measurements.

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Nielsen is looking to rectify this challenge through the introduction of Nielsen Mobile Video Performance, the management company's foray into rating mobile video. Now that a video marketing strategy is so significant, Nielsen's performance review system will look at mobile quality and data as well as the ratings of individual content providers with the most positive customer experiences.

"With the growth in mobile video usage, operators need to know how well they are meeting consumer demand," said Mike Greenawald, senior vice president of Nielsen Service Quality, Carmel, Indiana. "Our initial results point to some wide variances in the ability to deliver high quality video content consistently."

Ratings for mobile

Mobile video has become so prolific that Nielsen notes that mobile video consumption in the United States has increased by 81.5 percent year-over-year. The consumption rate for viewing video on smartphone and mobile devices has jumped from 151 minutes to 274 minutes in just one year.



Video marketing performs surprisingly well on Instagram for brands. Image credit: L2

Content creators and marketers alike have been searching for a method in rating video consumption on mobile.

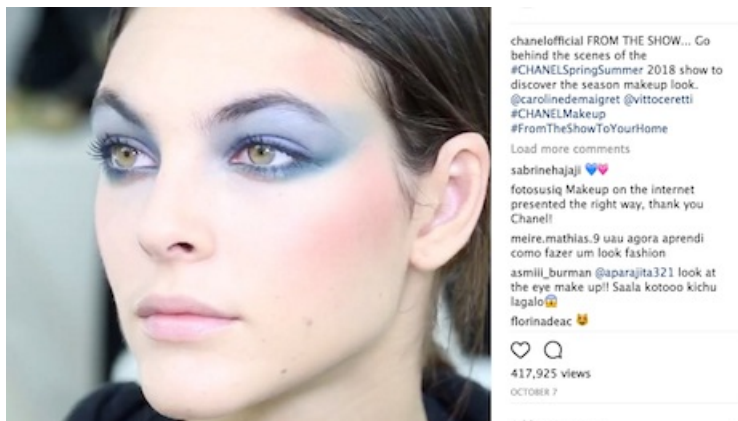
Nielsen is finally filling that void with its Mobile Video Performance ratings in which it will test key performance factors in four areas based on U.S. participants' responses.

About 70,000 consumers will be selected as a part of the video performance testing in which Nielsen will passively and actively record data across devices.

Criteria include video resolution, startup time and rebuffering in addition to success rate.

Video success rate is determined by the video's ability to play in 60 seconds. Video resolution is in reference to viewing time in various resolutions ranging from low definition to high definition.

Startup time is the number of seconds it takes for the video to begin playing from its loading start and rebuffering it the total amount of seconds in which the video stalls during play.



Chanel appeals to consumers with massive reach through Instagram video. Image credit: Chanel

The idea is to show marketers and content providers as well as network and Internet providers and mobile device manufacturers a complete view of mobile video performance to help with ROI and forward-facing strategies.

Video importance

Video is increasingly becoming key for brands connecting to consumers and viewers.

While it has been one of the most disruptive aspects of the digital takeover, video is now the most prolific force in relation to Internet traffic.

According to new findings from Fashionbi, by 2019 80 percent of all consumer traffic online will come from video with an average of 47.4 minutes spent a day watching videos. Instagram has also surpassed Facebook and YouTube in terms of video views ([see more](#)).

Live video is also growing at a significant rate with 78 percent of Facebook Live videos in June being paid for by a brand, according to a report by L2.

The reason for the popularity in branded live video is the medium's immediacy and ability to connect with consumers on a more personal and visceral level ([see more](#)).

"As the industry's first solution to evaluate video performance using active and passive techniques, mobile operators

will now have the advantage of translating the benefits of fast speeds into high-quality consumer experiences," Neilsen's Mr. Greenawald said.

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