



# Tapping Into The Lucrative Video Revenue Stream



Intelligent Security Starts at the Edge

# Video ads are one of the best-performing revenue streams for advertisers today.

Here's how content providers can tap into this lucrative ad stream without sacrificing capacity.



The use of video in advertising has a history as long as the medium itself. What started out as infomercials and TV spots in between programs are becoming more prevalent, partly thanks to social media. According to a report by social media agency We Are Social, brands are increasingly becoming broadcasters as mobile video and social-TV content take the spotlight.

Video ads are so profitable that companies providing video ad platforms are raking in hundreds of millions of dollars from them. In the fourth quarter of 2018, Twitter reported that video ads from corporate clients accounted for more than half of its US\$791 million ad revenue.

The lucrative returns of video advertising have also caused an increase in video ad offerings by various social media platforms.

Facebook rolled out its mid-roll ads in 2017 for selected U.S. advertisers, and one publisher said that ad revenue from these ads is on track to exceed US\$10 million by the end of 2018. Instagram is also expanding its long-form IGTV allowing content creators to upload long-form video content of up to 60 minutes.

## Video ads heating up in ASEAN

Video ads aren't just benefiting content providers in the West; with a wide swathe of emerging middle-class, urban workers and increasing Internet penetration rates, Southeast Asia region is teeming with potential for video as an advertising platform.

Google's 2018 Consumer Barometer index - which measures Internet and device usage in various populations worldwide - found that more than 50% of local audiences in Malaysia, Thailand, Singapore and Vietnam watch online videos daily, with Vietnam leading at 71% views daily. Facebook video post engagement in six ASEAN countries in 2018 was also consistently higher than overall post engagement rates.

Although video adoption in ASEAN is mostly in the pre-maturity stage, content providers in the region are increasingly aggressive in their approach towards it.

For instance, Malaysia-based iFlix is collaborating with Malaysian Football Association to feature matches for free, while Singapore-based MediaCorp and Bangkok TV have robust digital capacities to prioritise video ad production.

# Back-end work vital for successful video campaigns

**C**ontent providers looking to take advantage of video advertising need thorough infrastructural support to deliver high-quality, interactive and memorable ads that can capture the attention of audiences on the go. Several key back-end aspects go into this:

## Low Latency

Latency refers to the gap in between video playback and the moment streaming video content reaches the audience. In video advertising, every second counts – and any buffers or time delays in video content playback will dissuade your audiences from continuing to watch the content being played.

The stiff nature of competition between content providers means that even if the content on display is engaging and interesting, audiences will opt for the option that doesn't lag.

## Scalable

Video content is often viewed on multiple devices – desktops, phones, tablets and smart devices with screens. In mobile-first ASEAN, this need is even more crucial – video content needs to be responsive to fit various device specifications and requirements without sacrificing quality.

Having content that doesn't fit 'cut off' from the screen will not only take away from the full visual experience that audiences have, but also affect content accessibility (for example, when subtitles are cut off). Content that doesn't fit will also drive audiences away to alternatives that they can view in entirety.

## High Resolution

Successful video ads vary in length – they can be as short as six seconds and as long as several minutes. To ensure that the message of your video ad really hits home to your audiences, the ad placement has to be seamless and fit the context of the original video it is placed in.

Content providers may not have that much control over where their ads appear as that is often at the discretion of the platform on which the ad plays. However, a high resolution ad that can play in multiple screen sizes will enhance audiences' ad-viewing experience, making the ad more memorable.

## Security: the base of high-quality video

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To ensure that video ad content doesn't lag, scales easily to different screens, and maintains high resolutions throughout playback, content providers need back-end support to prevent the main cause of these setbacks – downtime.

Video playback downtime can be caused by a variety of factors, many of which are preventable at the content providers' side of things. Distributed Denial of Service (DDOS) attacks and credential stuffing are two critical threats in ASEAN that need to be addressed.

Limited working network and storage capacities on the content providers' enterprise servers also affect content providers in the ASEAN region.

With the large investments that go into the creation of high-quality video ads, content providers can save time and money while enhancing audience experiences with robust network security infrastructures that have their needs in the forefront.



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