

(<http://totalaccess.emarketer.com/>)

People Will Watch a Full Video Ad ... If They Get Rewarded

Females generated higher video completion rates for both 15- and 30-second video ads

July 27, 2017

A July 2017 report by ad agency Jun Group (<https://www.jungroup.com/>) examined value-exchange placements for 15- and 30-second video ads in its network. (According to Jun Group, a value-exchange placement is a user-initiated digital ad placement that is viewed — or engaged with — to unlock things like points, access to Wi-Fi, music or other digital content.)

The firm found that most people within its audience network in the US were more likely to complete a video if they received some type of reward for doing so.

Teens ages 13 to 19 and adults ages 50 to 59 showed the highest video completion rates for both 15- and 30-second ads. And not surprisingly, completion rates for 15-second video ads were higher than or equal to those of 30-second units among all age groups.

What's more, respondents younger than 40 were all more likely to complete 15-second video ads in exchange for a reward than they were to complete 30-second ads.

US Digital Video Ad Benchmarks: Video Completion Rate (VCR), by Gender and Video Ad Length, H2 2016 among impressions served by Jun Group

15 seconds



30 seconds



■ Female

■ Male

Note: represents activity on the Jun Group platform, broader industry metrics may vary

Source: Jun Group, "Value Exchange Audience Behavioral Study," July 13, 2017

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Breaking the data down by gender, females generated slightly higher video completion rates for both 15- and 30-second video ads than males. But by and large, both genders showed a high likelihood of completing both types of video ad units for a reward.

A separate study commissioned by Jun Group for rewarded after watching (<http://totalaccess.emarketer.com/Article.aspx?R=1015111>) an ad online.

Still, there are some who would rather pay for content than watch any ads at all.

—*Rimma Kats*

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