



SILVER

Developing Digital Platforms and
Targeted Narrative Advertising

Overview

The purpose of this document is to identify the current and developing opportunities for live action and or animation material as branded advertising in the digital media market.

With new screens appearing in public spaces, new opportunities emerging within existing and developing digital signage networks, the changing capability of mainstream websites, ever-evolving mobile communications technology and the boom in digital and internet television channels, there are more opportunities than ever before for content to reach both a wide and also a much more specific audience.

Rather than simply providing an arena for traditional moving image (predominantly TV) adverts, these new platforms provide opportunities to promote brands and products in a more exciting and interesting way than has so far been available. Silver Films are particularly interested in promoting the effectiveness of narrative advertising.

The purpose of this document is to identify some of these new opportunities in digital media and marketing in order to enable Silver Films to produce effective, targeted and innovative narrative advertising and moving image product.

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1. Digital Signage

Digital signage seems to still be in its infancy in terms of application, but there will doubtless soon be an explosion in the number of digital signage platforms (i.e. screens) in the urban environment.

Video Forum 2007 offered a day's seminars on Digital Signage, from companies including: Como & Holdan, Future Software, TouchVision and ChyTV.

Digital signage screens are built using either LCD and LED technology.

A report by Samsung at the end of 2006 showed that there are now over 97,000 screens in the UK, in 13,600 outlets running 83 networks. Screen reports some 60 networks.

For up to date info about digital signage it would be worth logging in to www.aka.tv's system (it's free) which gives some very useful information about the medium.

See also <http://digitalsignagenews.blogspot.com> This carries news about digital signage in both the US and the UK.

a) Audience

Captive - Audiences are often captured in situations in which they are likely to stay, with the screen as their primary source of entertainment, for at least several minutes. This includes queues at the Post Office and the doctors' as well as crowds at music festivals.

b) Benefits

- Moving image advertising that replaces static media is immediately attention-grabbing.
- Content can be updated immediately from a remote authoring station.
- Advertising can be extremely focused to specific audiences - Digital Display Media in the US, for example, offers space on networks both locally, regionally and nationally.
- Savings on printed cost and processing time of traditional advertising media.
- TV, Flash animation, web pages etc can all be displayed on digital signage

c) Locations

Small screens already exist in Post Offices, supermarkets, London Transport buses, banks, estate agents, gyms, bars, nightclubs, cinemas, tube escalators, ferries, aeroplanes, libraries, internet cafes, hospitals, doctors' surgeries, shopping malls etc.

According to an industry report in AV Interactive (industry internet newsletter) The CoOp has a 1,900 site network with 8,000 screens. Multimedia International Service's Sub Postmaster TV network has 1640 sites. The Camelot network has 1,460.

Perhaps the most visible expansion of screens in London has been on the tube network, with screens at Tottenham Court Road, Bond Street, Charing Cross, Euston and Paddington, with more and more stations being added to the list. The first advertisers on the network of "D-EP banks" (Viacom's term) were Virgin Atlantic, Magners, Pioneer, 20th Century Fox Home Entertainment and GuestInvest. Latest ad at TCR is a clip for ITV's new series Primeval.

Large digital signage screens are also appearing in inner city areas, such as the Manchester big screen (see article in Appendix). In London, a 32m sign already exists in Piccadilly Circus - the world's biggest curved LED display. Big screens are already in use at locations such as sports and music stadiums (including race tracks, see racingnetwork.co.uk), billboards, public events (including festivals and one-off performances in venues such as Trafalgar Square).

d) Equipment and providers

In order to use digital signage, the client needs access to a digital signage platform or network. Clients can purchase or hire their own screens (such as at a music festival), or buy time on an existing network.

Companies specialising in the development, sale and implementation of digital signage networks and infrastructure within the UK include:

DVI www.dvipartnership.co.uk
Pufferfish www.pufferfishdisplays.co.uk
(NB Pufferfish are working on a unique round screen)

Visuality www.visuality.co.uk
Scala www.scala.com
Future Software www.future-software.co.uk

In the US:

Chy TV www.chytv.com

DVI Partnership: DVI provide DS networks direct to clients in the UK. They sell the screens and install the networks - the client therefore owns the screen and the programming rights.

DVI told us however that they do work direct with at least one advertising agency. The ad co had been working with an airline, producing a lot of ads for them. So, the ad co bought some screens at an airport, above the ticket desks, as part of an 'added value' aspect of their deal with the airlines (though the ad co themselves still owned the screens). Then they installed a screen in the airline's offices so that any work-in-progress ads could be viewed instantly by the airline execs (thus cementing the idea that the ad co were their advertising clients and no one else).

They are in talks with various agencies about similar deals, whereby it is the ad agency who owns the screen, not the client. These deals usually take place for 5 - 10 screens.

In terms of hotel / bar networks in the UK, there currently aren't any. There are pilot schemes within some of the larger hotels, but there are no networks that DVI are aware of.

Future Software: The DigiSHOW product range/suite is a framework developed in house to develop, manage, distribute and display a whole range of industry standard formats.

The DigiSHOW framework is made up of four main areas, Creation; realtime encoding from BetaCam, DigiBeta, M5, Distribution; via satellite, DSL, POTs, WAN etc. Management; scheduling of events such as RS232 control, Players; Hardware and software playback of industry standard media, and live streaming applications.

Additional information available from the DigiSHOW website at: www.DigiSHOW.tv

Digi Show: <http://www.digishow.tv> Have provided bespoke technology to firms such as M&S and Jaguar, to allow them to play their content on, for example, looped digital signage (at trade fairs etc).

Content provided on Digibeta.

Touch Vision: www.touchvision.tv Have also provided digital signage solutions to Rolls Royce, The London Eye, HMV and Land Securities.

NB: HMV solution included listening posts - where customers can listen to new CDs direct. Some posts also have visual elements, so customers can also watch videos.

(Please note: The Chy TV Hotel and Bar Networks currently exist only in the States. As far as I am aware there is not a similar network in the UK, though there may well be an opportunity to develop one. However, chains such as Travel Lodge have TVs in all the hotel rooms so there is still an opportunity for hotel advertising without the need for separate screens.)

Companies which own and run digital signage networks and infrastructure:

Viacom Outdoor

2006 launched £30m worth of digital escalator panels, LCD screens and cross-track projection sites on the Tube. Owns 25 LED buses.

For outdoor signage in the UK see: <http://www.cbsoutdoor-alive.co.uk>

(NB: Viacom also owns the following companies: Atom Films, BET, Comedy Central, Country Music Television, Game Trailers, Harmonix Music Systems, MTV, iFilm, Logo (ad-supported music TV), MTVU, MTV Networks (International and Online), Neopets, Nickelodeon, Nick at Nite, Noggin (commercial-free) The N, Spike TV, TV Land, VH1, X Fire, MTV Networks Digital Suite)

For more information on advertising on the tube see section g.

Titan

2006 expanded its Transvision network of giant screens at railway stations (see LED display at London Liverpool Street)

17 screens across country, 5 in regions

Clear Channel

Clear Channel run two services which use digital signage: Taximedia and Adshel.

ClearChannel digital advertising in London Black Cabs:

Full Digital Elite Livery (includes vinyl production and Tip Seats - one design subject to sight of artwork)

Adshel LED

(Blurb below taken from the Adshel website: www.clearchannel.co.uk/adshel/LED/)

Adshel LED sites can be found in:
Greater Manchester - with 2 sites
Bristol - in Broadmead shopping centre

Situated in bustling pedestrianised areas, LED offers advertisers a new kind of exposure.

Frequency & standout:

Each 7m² screen plays a maximum of 10 different ads over 200 times a day, ensuring high frequency and standout. Sole advertiser opportunities are also available.

Relevant to the community:

The ads are interspersed with local news and relevant information, giving consumers even more of a reason to watch the screens day after day. Cutting edge technology

LED screens use the latest high resolution digital technology capable of playing TV quality ads. Copy can be updated instantly, making time-sensitive ads a reality.

Production:

TV clips, web video, Flash files or still imagery can be transformed easily & quickly into stunning LED ads.

Contact:

Clear Channel UK, 33 Golden Sq, London W1F 9JT

JC Decaux

Customers cannot yet buy digital advertising space off the shelf. Their limited digital signage sites are currently only available if you've bought a national ad campaign - spokeswoman described their Interactive section as an ad-on, and refused to release any details of any of their rates.

There are no fact sheets etc. available "to protect us from our competitors."

According to the website, JC Decaux have begun a drive to digitise 60% of UK's airport advertising estate, but they would not release any information.

Cabvision

Traditional spot advertising - "The ability to best communicate style, emotion and desire through both moving visuals and sound"

Cabvision in cab TV provides a captive environment in London allowing 1:1 communication with c1.4million young affluent consumers working full time and mobile.

Cabvision is a reliable, quantifiable and cost-effective way of maximising the reach of a TV advertising campaign within the premium-priced London market.

Cabtivate

Run networks across all types of transport (incl. planes and buses) as well as cabs. 500 screen network across Scotland, Manchester, Birmingham, Bristol, Swindon and London.

e) Companies which deal in the sale of content space on digital signage networks and infrastructure:

At first it seemed that I couldn't find any companies that deal specifically in brokering signage space. However, I finally found:

Screen FX
www.screenfxplc.com

Owns and operates digital network screens in the following areas:

Health FX (hospitals, doctors' surgeries etc)

Mall FX (shopping centers)

Train FX (train cos in UK)

Big FX (outside ads)

Live FX - (specialist Digi Signage)

Screen FX owns POPTV, a screen media sales co.

Ashingo (www.web.ashingo.com)

Deal with signage networks in major shopping centers including Bluewater.

See also Cabtivate and Cabvision above for transport networks.

Avanti Screen Media

Deals with the London Bus Network on behalf of Motional Media:

Avanti Screenmedia Group plc (AIM: ASG.L) is delighted to announce that it has signed an agreement with Motional Media to sell advertising on its network of bus interior screens. The five year deal encompasses Motional Media's current network of 700 buses, 500 of which run through the heart of London, and their planned expansion to a national network of 4,500 buses. The deal is expected to generate £2.6m in annual revenues, based on the initial deployment to 700 buses.

IQ Group

IQ works with a number of leading brands and retailers to provide in-store technology solutions.

Click on the logos below to find out more about the services we provided:



Our wide-ranging client portfolio also includes the following organisations:

Bradford & Bingley*

Lloydspharmacy

Britannia



<http://www.theiq-group.com/overview.asp>

e-mail: intelligence@theiq-group.com

f) Formats

Each signage opportunity seems to take content in all different formats (Digibeta, Flash Animation, Stills, Web Video etc) dependant on the actual screen.

NB: Public screens are nearly all mute; smaller, private screens such as those within a trade fair etc. more likely to have sound.

g) Advertising on the Tube

CBS Outdoor are the company to go to for moving image advertising on the London underground. Other companies have screens at some of the larger stations, but it's CBS that give access to escalators and, with their new technology, soon platforms as well.

Opportunities:

DEPS: Digital Escalator Panels

Already in situ at Tottenham Court Road Tubes Sequential advertising that 'follows' commuters Campaigns can be targeted by day part to catch the right audience

XTP: Cross Track Projection

Digital HD quality images on 7.5msq screens on tube platforms.

Long wait for trains allows longer ads

Not yet in use but currently being built

LCD

57" HD quality screens (traditional poster size and shape) positioned at major entrances and exits to tube stations

Shorter exposure time

Time can be bought as part of a network or as single screens

Contact:

To contact CBS Outdoor email alive@cbsoutdoor.co.uk

h) Supermarkets

According to DM Bulletin "Tesco has transferred the sales contract for its in-store TV network out of launch partner JCDecaux and into its below-the-line agency Dunnhumby." (See section 7 on digital agencies for more info) JCDecaux had slashed its rate card by 30% and allowing advertisers to purchase screentime on all screens in the store, but this still hasn't worked.

"Tesco has scaled back its ambition to sell the medium to third-party advertisers rather than those with an in-store presence."

"Additionally, the article notes that the much-heralded trial at Sainsbury's was cancelled, presumably for similar reasons (trouble selling the spots, keeping employees from turning off the screens/turning down the volume, and making the network profitable in general).

Sainsbury's content is managed by Firebrand - they are running the convenience store network which is doing well (average 10 - 15% sales increase when campaigns are running)

The Co-Op has a wide network of digital signage screens.

Asda according to industry reports it's not going to repeat at trial run of DS programming.

Spar has a network run by Avanti.

Big Oil runs a network for 250 forecourt shops for BP. (cannot find quick contact details)

IQ group has a convenience store network in Ireland. IQ provides brands and retailers with a full service solution for in-store digital media.

Combining a wealth of experience and knowledge in both traditional in-store marketing and modern digital media, IQ ensures that its clients are using the latest and most appropriate technology, in the right position within the environment and with the most effective promotional messaging, to achieve maximum impact and optimum results.

<http://www.theiq-group.com/overview.asp>

e-mail: intelligence@theiq-group.com

I) Bars, Leisure

Magnetic network has 1100 sites.
(no quick find of contacts details)

Brightspace is selling on 3,000 screens within 350 licensed establishments, reaching 1.4m people per week. "It is used by many blue chip drinks brands for running pre-launch trials." Works with brands such as Guinness.

<http://www.brightspacemedia.co.uk>

Smartbox Vision had a network of 670 pubs but has gone into administration "leaving many publicans with three year equipment leases and nothing to show on them."

m) Hairdressers, Shopping Malls, Post offices

Tony and Guy have a network of 270 sites.

Vision TV run a 4,000 screen network in 726 sites, locally, nationally and into Europe (incl. Ireland and Holland).

www.visiontv.tv

Multimedia International Services' Sub Postmaster TV network - 1640 sites.

See accompanying article.

<http://www.mis.tv/downloads/rateuk.pdf>

= ratecard for Sub Postmaster TV.

n) Medical

The Pharmacy Channel has 1,000 sites of one screen by the dispensing counter.

www.pharmacychannel.tv

The Life Channel has 900 screens in doctors surgeries and has been working with initiatives with primary care trusts.

www.thelifechannel.com

(run by POPTV)

Baby TV runs in 67 hospitals reaching 34% of the UK's expectant mothers. It now has funding to complete rollout to 220 hospitals and therefore 94% of all expectant mums.

<http://www.baby-marketing.co.uk>

a) Audience

2. Online Video

The internet is one of the largest platforms for live action advertising, and both traditional ad formats and newer campaigns such as viral ads are being increasingly used by the largest clients in order to get their messages not only to core demographic of the young early-adopter, but also to increasingly wider audiences.

But while the content at the top of the online video charts all point to most people's pre-conceived idea that most viewers of online video is the adolescent male, recent demographic surveys have revealed a very different truth.

Emarketer (US company), in a study widely reported on the web at the end of 2006, estimates that 54.5% of the YouTube audience is in the age group 35 - 64. Only 19% of YouTube's audience are 25-34, and the figure falls with age. Only 12% of the audience are the teens aged 12 - 17. AC Nielsen also reports that 55% of the audience come in this older age group, as does Comscore.

The following demographic information is for the Atom Films, Shockwave, Addicting Games and Addicting Clips websites, sites all dedicated to Online Video. The numbers below demonstrate that the preconception that all viewers of online video are teenage boys is clearly wrong:

Demographics for the Atom Entertainment Properties:
www.shockwave.com), (www.atomfilms.com)
www.addictinggames.com) & (www.addictingclips.com)

To see the latest viral video charts, see:

AtomFilms Typical User

Male/Female Ratio:	75% Male & 25% Female
Average Age:	20% = 18-24 years old 31% = 25-34 years old 31% = 35-44 years old 13% = 45-54 years old 5% = 55+ years old
HH Income (of 18 yr +):	57% HH Income of over \$50,000
Education (of 18 yr +):	76% College Degree or some college
Frequency Online:	81% online every day 96% online 3 times per week or more
Connection Speed:	94% use broadband connection

Shockwave.com Typical User

Male/Female Ratio:	46% Male & 54% Female
Average Age:	15% = 18-24 years old 18% = 25-34 years old 26% = 35-44 years old 24% = 45-55 years old 17% = 55+ years old
HH Income (of 18 yr +):	56% HH Income of over \$50,000
Education (of 18 yr +):	43% College Degree or some college
Frequency Online:	72% online every day 95% online 3 times per week
Connection Speed:	84% use broadband connection

Addicting Games Typical User

Male/Female Ratio:	51% Male & 49% Female
Average Age:	38% = 18-24 years old 10% = 25-34 years old 25% = 35-44 years old 18% = 45-55 years old 9% = 55+ years old
HH Income (of 18 yr +):	53% HH Income of over \$50,000
Education (of 18 yr +):	64% College Degree or some college
Frequency Online:	67% online every day 92% online 3 times per week
Connection Speed:	88% use broadband connection

Addicting Clips Typical User

Male/Female Ratio:	65% Male & 35% Female
Average Age:	53% = 13-17 years old 16% = 18-20 years old 6% = 25-29 years old 5% = 35-44 years old 6% = 55+ years old

www.viralvideo.com - the most popular videos on the net, updated weekly.

Or: <http://video.google.com/videoranking>

At the time of writing this, the top 10 videos were:

Web 2.0: Beyond E-Text

1. Gangsta Happy Feet Remix (penguins dance gangsta stylee)
2. How to Shower: Men vs Women
3. Super Bowl Shuffle
4. Wii: Hold on Tight
5. Plen - The Robot
6. Gummy Bear Dance
7. White and Nerdy
8. What Hands Can Do
9. Blondie Unlocks car
- 10.

It's really interesting to see the mix of content here - and that adverts hold positions 1, 5 and 9.

However, content buyers such as Mobix are still actively searching for content which appeals specifically to the teenage boy - their biggest selling videos are those which feature puerile humour.

b) Benefits

- Larger firms are increasingly using the internet to stream live action advertising. Importantly, this is often in active rather than passive situations: audiences are invited to click and view adverts that they would ignore on the TV (such as the Baileys ads, see case study below).
- These adverts in particular are ideal platforms for character-based (and ultimately narrative-driven) advertising. (For a comic look at the possibilities of character-based advertising on the web, see "Character and Narrative: Persuasion in Advertising" posted by rolf1 on Youtube.)
- The viewer is likely to view and re-view the same video, and will happily forward it to friends.
- Ads which automatically appear on the front pages of websites such as the online newspapers (i.e. ads as opposed to videos which must be clicked on to view) also automatically grab attention, as they provide audio over an otherwise silent page.

c) Locations

Online video occurs all over the web. The most notable are the dedicated sites, such as YouTube, MySpace, Atom Films etc., and the pre-roll advertising screens which appear on the main and home pages of the high-traffic internet sites.

Pre-Roll Advertising

A pre-roll is the short advertising spot which is immune to fast-forwarding, unlike regular TV ads for those with DVRs. Currently, YouTube and Google eschew pre-roll advertising, while pre-rolls abound on Yahoo, AOL, Microsoft's MSN, and MTV's Overdrive. Although pre-rolls mean huge revenues for advertisers, media outlets could lose internet viewers who may simply go elsewhere rather than sit through video ads. Companies which use pre-roll advertising are finding ways to make them more appealing to viewers: **Time Warner's AOL** does not use pre-rolls that are longer than 15 seconds, and usually allots one per program; CBS balances pre-rolls with mid-roll ads in the middle of a program; and **General Electric's NBC Universal** is trying out different lengths for pre-rolls.

Current examples of pre-roll advertising:

The new **Mac** adverts featuring Mitchell and Webb appear on the front pages of high profile websites such as the Orange UK home page and **Yahoo.com** UK home page. These consist of 30-second live action ads which play themselves automatically, interrupting the rest of the page and therefore drawing immediate attention to their content.

Crucially the ad invites viewers to send to a friend or to see the rest of the ads in the same series. (Sites also have static banners at the top and bottom of the same page for same promotion.)

Invitation to view:

Where there aren't pre-roll ads, companies often invite their customers to view their TV ads online (**Monster.co.uk**, for example, does this). It's astonishing often that major companies have nothing else to offer their customers on their sites. Unless the ads themselves are particularly entertaining, why are people going to spend their time viewing them? Most websites therefore offer ideal platforms for narrative content / live action demonstrations of product.

The **Baileys** website offers information on radio show sponsored by Baileys, recipes, information on new products, information on the Baileys characters, Lewis and Kelly.

"From October 10 2005 our new advertising will be on

your screens featuring the new Baileys couple Lewis and Kelly. Appearing in a series of TV commercials in the run-up to Christmas, we'll see them relaxing with friends at their stylish LA home, enjoying the Californian sun and preparing for Christmas. They may even enjoy a Baileys or two! You can see the latest Lewis and Kelly commercial here."

Another type of online ad is the **semi-interactive ad** which needs the viewer to click on it, not to go to another page, but to allow the ad itself to continue, such as the Virgin media broadband ad.

User-generated online video

Though originally launched as a platform for 'anyone' to get their (mostly amateur) videos online, when YouTube's Lonelygirl15 was unmasked as an experiment by three filmmakers, it's easy to see that there are many possibilities within this sector to upload branded content as amateur footage/non-traditional advertising.

Every size of company is now using YouTube and MySpace to advertise their product, from the club on Shoreditch Highstreet which has a poster pointing to their website to the largest entertainment companies. Fox, NBC, Sony Pictures Classics, Playboy etc., for example, all have their own YouTube pages.

YouTube

More than 100m videos are watched and 65,000 uploaded every day on YouTube

Many brands have started seeding ads on YouTube, with Microsoft, Coca-Cola and Sony just some of the brands involved

Youtube features online video and viral games as well as traditional ads.

MySpace

Just as LonelyGirl was a clever fake, so Sandi Thom's 'myspace phenomenon' is now widely believed to have been a clever marketing ploy.

Even so, most bands and brands now have their own MySpace spaces on the web - and there's no reasons why characters in branded advertising shouldn't also have their own pages. I don't think it says anything in the rules about 'user must be real' (see also secondlife.com)

Orkut

Another popular friends network website

Hi5

Another friends network website, also in world top 20.

Looking through these websites, the following

information quickly becomes clear:

- People do send these videos to each other - viral advertising through friends' networks does work.
- Most of the videos which appear on these sites are poor quality visually, and most will be viewed on tiny thumbnail screens within normal computer screens; i.e. simple works best.
- A lot of these films have comic content - there are a lot of spoof ads and pranks/toilet humour. However, there are also pages featuring 'meaning of life' videos etc.
- The length of the film is usually anything between a few seconds and a few minutes, but the general concentration span seems to be about 2 mins.

It's interesting to see the mix of amateur and professional videos featured here, and clear that the most important aspect of a video's success is its sheer entertainment value (perhaps the reason for using comedians in ads such as the latest Mac campaign).

Atom Films

Atom was one of the first platforms on the internet for user-generated short films. At first this was simply an online 'channel' for the more professionally produced, high-end short - now it carries content as 'rough round the edges' as Youtube etc.

However, bought out by Viacom, Atom is a great example of how a free-to-the-user website can generate huge interest and correspondingly huge advertising revenues.

Atom offers "integrated sponsorships" as well as more traditional advertising on its own and its sister sites:

Atom Films' Intergrated Sponsorships:

Shockwave.com's innovative games, puzzles and creativity applications offer sponsors a unique and exciting platform to integrate their brand into the actual site and/or content. See below for some examples of how advertisers have worked with Shockwave.com to integrate their brand into the user's experience:

Atom Films

360° Marketing:

	Mattel HotWheels BattelX: Custom spotlight Custom Branded Game Custom 3D Animations
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Games:

Toyota	Streetball Showdown
ONDCP	Zombie Escape
Dodge Charger	Hemi Highway
Dodge Dakota	Rescue Blade
LG	Thrash N Burn Trailer Park
The Truth	Thrash N Burn Sewer Chewer
Radio Shack	Zip Zaps SE
Ford Focus	DJFU
Radio Shack	2 Fast 2 Furious
Mazda	SkyRacer

Creativity Applications/Downloads:

HP	GreetingMaker
U.S Airforce	MyMix
HP	JigsawMaker
DnL	EZDJ
Intel	Grooveblender 1
DnL	Grooveblender 2
Sony	PhotoJam
SBC	DJ Vault

Mini-Sponsorships & Spotlights:

SBC	Release the Rhythm
Sony Walkman	Free GamesBlast Weekend
Red Bull	Dragsterday
Fox	Fantastic Four
Toyota	Break in the Road
Coke	DJFU exclusive Ad Units
Macromedia	Grooveblender 2 exclusive Ad Units
Cingular	Charlie's Angels exclusive Ad Units

Atom Films offers audiences a dynamic collection of short films and animations from today's emerging talent. Advertisers can wrap their brand around a series of films, provide their own content for a film landing page or Spotlight section, or work with us to create a whole program from scratch. Here are some examples of advertisers who have done such

d) Viral Advertising

Online videos are part of the viral advertising phenomenon - as soon as a video is forwarded to a friend (and most of the online video sites have dedicated 'share' buttons) the video becomes viral.

Videos which are sent by friends to friends are likely to be viewed with the consumer's full attention - if your friend likes it, chances are you will too. A video sent to me by a friend for OK GO has been viewed over 11m times.

Another definition of viral advertising: **Viral marketing** and **viral advertising** refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness, through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can often be word-of-mouth delivered and enhanced online; it can harness the network effect of the Internet and can be very useful in reaching a large number of people rapidly.

Viral marketing sometimes refers to Internet-based stealth marketing campaigns, including the use of blogs, seemingly amateur web sites, and other forms of astroturfing, designed to create word of mouth for a new product or service. Often the goal of viral marketing campaigns is to generate media coverage via "offbeat" stories worth many times more than the campaigning company's advertising budget.

The term "viral advertising" refers to the idea that people will pass on and share interesting and entertaining content; this is often sponsored by a brand, which is looking to build awareness of a product or service. These viral commercials often take the form of funny video clips, or interactive Flash games, an advergaming, images, and even text.

Viral marketing is popular because of the ease of executing the marketing campaign, relative low-cost (compared to direct mail), good targeting, and the high and rapid response rate. The main strength of viral marketing is its ability to obtain a large number of interested people at a low cost.

The hardest task for any company is to acquire and retain

a large customer base. Through the use of the internet and the effects of e-mail advertising, the business-to-consumer (B2C) efforts have a greater impact than many other tools of marketing. Viral marketing is a technique that avoids the annoyance of spam mail; it encourages users of a specific product or service to tell a friend. This would be a positive word-of-mouth recommendation. One of the most successful perspectives found to achieve this customer base is the integrated marketing communication IMC perspective.

How to achieve viral marketing: where the virals start:

[Kontraband](#)
[Bore me](#)

e) Other online advertising opportunities

Online Soap Operas

(as a potential narrative advertising tool)

While many expected the internet to revolutionise digital entertainment, its early days were dogged with the failure of numerous attempts at providing online entertainment, including online soap operas such as "The Spot" which was conceived in 1995 but whose parent company was bankrupted 2 years later. (The soap returned in 2004, with its producers aiming to create interaction between TV, the Internet and mobile phone technology.)

A quick online search reveals that there are at least 47 online soaps in 2007, but interestingly most of these are text- rather than live-action-based.

See The Sun for their Dear Deirdre online cartoon/soap.

Blogging

Perhaps the modern equivalent of the online soap, blogging, both video and text-based, is one of the most popular types of online videos.

Website payperpost.com is posting episodes of reality TV showing everyday life at their offices on their own website, inviting audiences to view the company's development "from its initial concept to international fame." The service offered by this company is to match companies with bloggers prepared to say good things about their product direct to their readers - for a fee. However, increasingly this type of bought blogging now has to be disclosed by the blogger, so its effectiveness is questionable.

PLEASE NOTE THAT in all these areas, advertising costs are given as

3. Traditional Media - new platform

CPM, ie cost per thousand impressions. Therefore you can choose your costs and your ad will be there for as long as it takes for that number of impressions (views) to be reached.

Costs are for the space on the page, so moving image and still ads cost the same - content is up to client (as told to me by Guardian ad team).

a) Online Newspapers

Most major newspapers and news channels have their own websites; most feature moving action adverts on their front pages.

The Telegraph is currently running an ad campaign aimed at the readers of the new London freebie papers, encouraging its customers to print off its own free paper at the end of the day - from the Daily Telegraph website.

NB: despite a prolonged search, I was unable to find a user ratings chart for online newspapers

What do the home pages of the daily papers contain?

The Guardian www.guardian.co.uk

The home page of the guardian and each of its major section home pages (Film/ Sport/Education etc) all feature a long moving image window (skyscraper ad) on the side. This is filled with differing content, but it's eye-catching and offers an immediate link to the corresponding ad.

On 14 Feb included list of best romantic short films to view.

Rates and specs for Guardian Digital are included at the end of this section.

Daily Telegraph www.telegraph.co.uk

Has its own video index on its front page.

Online rates at the end of this section.

The Independent www.independent.co.uk

Home page of main section and each subdivision has the skyscraper image window similar to the Guardian. Ads differ in size and type on each front page - see in particular the Kia advert which appears outside of as well as within its box.

NB: has its own 'enjoyment channel', featuring online videos etc.

No straight link to advertising rate cards on the Independent site.

The Times www.timesonline.co.uk

Interestingly, not only does the Times feature the pretty ubiquitous subdivision skyscraper ads, but also hosts TimesOnline TV, a podcast section and a mobile phone TV section.

Online rates at the end of this section.

The Sun www.thesun.co.uk

Features Virals and Podcasts in its homepage index. Features Dear Dierdre's video casebook and all sorts of video opportunities, both on the main and TV pages. Has its own video page. Includes a Dancing On Ice Vlog and "Bum Slapping dance" on the Bizarre page (but link given on main page). Good old The Sun.

Online rates at the end of this section.

The Mirror www.mirror.co.uk

Has its own virals site called Bore Me. The 3am site has a video clips section... as with The Sun, there seem to be plenty of opportunities to see moving image content on this site.

NB: with all of these paper websites, what's most invasive about the moving image ads is the noise they create. The rest of the newspaper content is silent, so a trailer playing for a film, for example, really distracts.

b) Entertainment / Sports / Lifestyle Magazines

Most major magazines have their own websites and many feature moving action adverts on their home pages.

As most magazines are owned by a wider media conglomerate, many are seeking ways to introduce trans-media advertising and opportunities for their customers to spend their money.

For example:

COSMO GIRL

US edition currently features an aggressive advertising campaign for a TV series called THE HILLS.

UK edition has no pure moving image advertising on the home page.

Couldn't see any other moving image content.

COSMOPOLITAN

UK edition doesn't seem to feature any videos or any video links at all - though it does feature the following section:

BORED?

Sick of staring at spread sheets? Spice up your working day by downloading one of our sexy screensavers.

Win free stuff in the latest competitions or uncover the real you in our quizzes

Fess up your sexy secrets and get the gossip on other people's sordid pasts with the Cosmo confessions channel.

Meet Anna, our very own Cosmo blogger celebrating sex and the single girl. Move over Bridget Jones.

But the reason for mentioning the Cosmo empire is that

www.bango.com use it as a case study on their website for the mobile phone content service that they run (see Appendix). They've one pink (Cosmo) and one blue (Maxim), which allows readers to "easily access the mobile site, browse for content they want and then pay for and download popular ringtones, wallpapers and horoscopes - right from their mobile phone." There's a huge audience out there then if the right content can be sent to the right platforms.

See web article at end of this section for more information on the Bang campaign.

FHM

Carries video of the day (latest: Worm Snorting). Readers' videos can be put up on "Big Eye On The Web" section of the site.

Online magazine groups also have huge audience power. lvillage.com, the American umbrella for Cosmo, Marie Claire, Good Housekeeping etc, has 3.5m readers per calendar month. It has a UK as well as a US site.

c) Search engines:

The giants of the web world that aren't online video sites or news sites are undoubtedly the search engine and email websites.

Google has eschewed featuring advertising and doesn't seem to need it

Yahoo.com Home page features moving image ad site, and has same on the main page of each main section (sports/games/film etc.). Sport features an ad for Capital One; the horoscope section has an ad for the latest Hugh Grant rom com; film has a trailer for Hot Fuzz. However most ad sites are filled with ads for Yahoo content rather than having brand advertisers. Are there simply not enough advertisers for these sections?

Ask.com gives people to opportunity to view TV ads for Ask Jeeves online and at the time of writing had a link to a list of companies' products for Valentine's day, but no major advertising.

Alltheweb.com has a very plain home page.

Msn.com carries one moving image ad on its home page.

d) Online Television and Television Online

There are many ways to watch TV online, but there's a difference between watching the BBC online and

watching dedicated online TV stations. Perhaps we don't have the time to go into this in detail here; but for the purposes of this document, it is the dedicated online stations which are likely to prove more interesting.

Dedicated Online Television

There are new TV "stations" appearing online all the time. For example, rootstelevision.com is a dedicated 'family heritage' website, which will also stream videos (they have asked to buy the short film Rare Books and Manuscripts).

Terrestrial TV stations

But while the actual provision of TV content online may not be of interest for the purposes of this document, the terrestrial TV stations' websites may well be.

(We are ignoring the usual 30 second TV spot advertising opportunities in this report.)

It is of course not possible to advertise on www.bbc.co.uk, but they do provide online video.

Channel 4.com offers advertising on its website (with ipod taking the front page ad) and has an advertising section dealing with Channel 4, Film 4, E4, More 4, 4 Radio etc.

itv.com has a moving image ad (currently for Arthur and the Incredibles) on the front page.

In terms of research:

itvmedia.co.uk was extremely useful.

Channel4 advertising pages very useful - has some great 'jargon busting' areas for internet advertising (explaining ratecard terms such as MPU etc.).

Satellite and Digital TV - the power of the red button

As we've seen in the ad section, the red button provides the interactive element of TV viewing and allows programme makers or advertising to add new elements within their programmes.

BBC has a dedicated Interactive department.

e) Online Equipment and Providers / Media Buyers

There are specific advertising agencies or execs for each of the sites above. Some conglomerates have a central agency - EMAP deals with a large selection of titles, as does National Magazines.

Clients can go direct to online advertising agencies (of which there are legion) or via companies such as goodtechnology which deliver across media platforms.

Short films (as opposed to online videos) are becoming

4. Short Films

increasingly worked into the advertising market.

a) Audiences

There's a different audience for short films as opposed to online video. Audiences tend to be more patient with a piece, watching for artistic content rather than just the immediate gratification of a comic moment. According to the Atom Film demographic research, short films are watched mainly by those aged 25 - 45.

b) Benefits

- Short films tend to be longer - rather than a 30 second slot, viewers will watch for up to 15 mins.
- Short films are prestigious - there are festivals and awards, even Oscars, for short films
- Short films tend to be more professional than the usual online video
- Short films can be shown in cinemas as well as online / on TV
- Association with a film event gives a brand a 'creative' reputation.

c) Film / Company partnerships

Product placement within short films is notoriously difficult if the producer is asking for financial help from the company in order to raise finance for the project. However, companies are beginning to sponsor entire shorts at the very high end - the recent **Chanel 'Ad'** directed by Baz Luhrmann is perhaps the most well known example, followed by Mike Figgis / Kate Moss's effort for **Agent Provocateur**.

Meanwhile, **Cobra Beer** has sponsored the short film competition which gives the winners airtime on national TV, and **Orange** also has shorts competitions online. Interestingly, both Warner Brothers' '**Science of Sleep**' and **Guinness**' 'Hands' websites also give viewers the opportunity to 'make their own films' on their websites - it's an engaging and interactive medium.

In 2006 **Impulse** launched a competition for female directors to produce a 3 minute short film to help promote their new fragrance, TEASE. However, when I went to look up the results of the competition I could find no dedicated Impulse website - perhaps this is in the pipeline.

NB: that Lynx have launched a fantastic viral video ad, but don't have their own website where it can be viewed. Just as in the case of the Diet Coke site, there's nowhere where a captive audience, attracted by either the viral video or a tv spot / poster might go for entertainment.

Land Rover have gone one step further and launched its

own online TV channel / website featuring short films that star Land Rovers. According to industry press: "Landrover have created a Land Rover is to launch a new website dedicated to the spirit of adventure and featuring high profile Land Rover drivers such as Maria Sharapova, sailor Sir Robin Knox-Johnston, England Rugby International Lawrence Dallaglio and celebrity photographer Richard Young.

Content rich and fully interactive, **Go Beyond** is about lifestyle, not cars, and is one of the most ambitious online projects ever created. Incorporating the world's first broadband TV channel to be launched by a car company, Go Beyond launches at the New York International Auto Show on 12 April.

It will also be displayed at Land Rover dealerships and major motor shows and will be ultimately available for download to mobile phones or hand-held consoles like the Sony PSP or iPod. A Go Beyond link on www.landrover.co.uk takes users to the new site.

Six unique channels of Go Beyond TV will cover all aspects of 21st century adventure from travel, to amazing Land Rover off-road journeys, food and wine, and people and places. The content will be premium, contemporary and adventurous - three of the cornerstones of the Land Rover brand.

Containing a blend of original content, material from the Discovery Channel, Land Rover's award-winning One Life customer magazine and sponsored partners including Born Free, Biosphere Expeditions and the Royal Geographical Society, Go Beyond is a distinctive, premium, glossy, magazine style community of people who live the Land Rover brand.

According to the above info, it should be possible to access Go Beyond on the Landrover website, but at the 'my mum' level I couldn't find it.

(**Mini**, whose ads 'It's A Mini Adventure' aped short films, has games, downloads and TV ads on its site. **Jaguar** also offers viewers the opportunity to view its ads on its websites, but calls them 'films'.)

d) Content buyers and other opportunities

As well as the opportunity to show short films online (as well as Atom, see sites such as Candyspace), at dedicated festivals worldwide etc, short films can also reach an audience in the following way:

Inflight / In travel entertainment

Inflight and Sparfax both buy short films for airlines.

I had a look to see if Virgin provided screens on their trains - they provide audio but couldn't see anything about screens. I'm sure it's only a matter of time though.

DVD Rental

Do these allow ads before films?

Love Film

Amazon.co.uk

CD Wow Rentals

Odeon Direct

Easy Cinema.com

Sofa Cinema (Guardian)

Tesco DVD Rental

Considering the huge impact of these DVD services, it may be possible to reach a huge audience through placing a cinema trailer in front of a particular film.

DVD distribution on the front of magazines

Many magazines now carry free DVDs on their covers, and it would be possible for a company to use these to carry short films / mobile content etc. for their product.

Theatrical release

I'm not sure how well ads tend to be matched to particular film releases, but it may be possible to work with distributors to match new, short film advertainment to specific films.

Sponsorship of short film programmes

Sponsorship of particular film seasons on Channels such as Film Four

According to RedHerring (Business of Technology online

5. Mobile communication technology

paper) these are the 9 Mobile TV Firms to watch:

DIB.com (France): Mobile phone technology firm.

Icemobile (Netherlands): Has developed technology which allows the public to make a video call direct to (and participate in) live TV shows; allows video blogging (in this case by the Black Eyed Peas) direct to handsets of subscribers.

Qualcomm: Developing separate TV network capable of receiving broadband.

Microvision (US): Has developed projector device for Mobile TV.

Mobi TV (US): Streams TV to mobile phone handsets on behalf of Cingular, Orange and 3. Has recently announced MobiTV2, an 'easier to use' interface for its mobile phone TV service.

Modeo: Developing separate TV network capable of receiving broadband. Working on a mobile TV service with a planned speed of 30 fps, which will outpace MobiTV's service.

Mxtelecom.com (UK): MX Telecom works with Mobile Operators, Content Providers, Internet Service Providers, Corporations, Data Vendors and Internet Companies around the world, implementing wireless solutions.

Mobixinteractive.com (UK): "Mobix uses its expertise to create original consumer propositions that drive video mobile usage.

Based at our in-house production facility, our full-time producers and editors have a wealth of knowledge and experience of video mobile. This allows us to develop original ideas and adapt existing assets, creating entertainment that exploits the possibilities of mobile media.

Our proprietary content management and delivery platform enables us to handle the varied and complex requirements of mobile communications and ensures that we are compatible with the next generation of mobile devices and delivery networks.

We believe that mobile devices will become the primary means of visual communication and media consumption. Consequently, our team of engineers is focused upon developing technologies and applications that will lead the market through innovation, stimulating new forms of interaction unique to the mobile environment."

OnTimeTek (South Korea): There are already 400,000

subscribers to digital media broadcasting in South Korea. OnTimeTek specializes in mobile streaming platforms, DMB encoders and receivers. They provide the delivery of mobile TV to South Korean operators SK Telecom and KTF, Japan's KDDI, Pelephone and Taiwan's APBW. Fifteen oversees wireless operators including China Unicom and Verizon

Sling Media (US): Technology firm which allows the user to connect to (as in watch content or control) their video players/digibox at home via their mobile phone. Sling points to the Microsoft-powered mobiles launched in 2006.

The Mobile Media Company (Norway): Enables mobile broadcasters and content owners to launch, manage and control their own portals, offering live TV, streamed video and downloadable on-demand clips. The services are now preinstalled in most 2.5G and 3G phones. Also provides interactive marketing via mobile TV, allowing global brands to utilize pre-existing investment in tv ads to reach a broader audience. Streamed Motion Picture content for 20th Century Fox to mobile phones, including trailers for Mr and Mrs Smith and The Fantastic Four.

Mobile Phone Content buyers in the UK:

Mobix - See above

Wildlight - Also provide content for mobile phones

Candyspace - can also download films to your phone

Lest we forget the launch of the iPhone - Apple will also soon be streaming TV to mobile phones. iPods can already download short film content, and have a deal with Britshorts to do this.

The beauty of the developing digital environment is that an

6. The integrated approach

audience can be directed to different forms of media to be exposed to branded content, if that content is intriguing or entertaining enough.

An ad on the side of a bus, in the paper, on the TV, on a website, can lead a bored office worker to a website to read further, to watch, to listen: and to be exposed to a company's message.

Newspaper ads and TV ads can lead to internet campaigns, which can encompass advertainment as well as straight advertising. Hypertagging allows customers to download content to mobile phones. Subscriptions advertised on website or in magazines allows content to be downloaded either online or direct to mobile phones. Brands now need strong, cross-platform advertising campaigns so that they can reach as wide an audience as possible.

Going back to **Baileys**, they have recently used Newspaper and TV ads featuring their 'Baileys couple', leading to an internet campaign, which itself features info on a radio show sponsored by Baileys recipes, info on new products and the opportunity to review the TV ads.

But just as with companies such as Impulse and Lynx, Baileys fail to take their campaigns that one stage further and provide something new on their websites for their customers to enjoy. They don't actually have the Baileys couple sitcom that they seem to be advertising.

"Intriguing interactive stories have the power to inspire huge devotion and massive PR." So why aren't they providing them?

Viral Spoofs

Top of the spoofs chart YouTube on 15/2/07 is a great ad which take off the Mitchell and Webb **Mac/PC** ads.

Interactive TV ads

I had no idea they existed till I found the Interactive TV section of www.thinkbox.tv. These ads invite viewers to Press the Red Button to either answer a quiz or, in the case of **Smirnoff**, to 'distil' its narrative TV ad into three different versions of the same one to change its message.

This type of advertising lends itself well to narrative advertising, as viewers would be able to choose the ends of ads as per a Choose Your Own Adventure. (The Smirnoff Ad doesn't give the viewer a choice of ending to its ad, only the opportunity to see a more 'distilled' version of the ad).

www.alexacom.com Provides website rankings per user.

7. Useful websites

For a useful website on the phenomenon of advertising online see www.adverblog.com.

<http://bango.com> Company enabling companies to provide content on mobiles, including Maxim and Cosmo Girl.

www.brandrepublic.com Daily digital newsletter from Brand Republic. News about interactive developments and other creative and advertising issues.

www.itvmedia.com Has some very useful information about advertising on ITV and also on its websites and other affiliated platforms.

www.kontraband.com Includes list of top 20 of online videos. Includes articles such as "cool stuff" - good teen site. (Videos include Superbowl Babe, Pole Dancing Practice, Violence of the Lambs, Mindless Violence, It's Hammer Time etc.) Reaches 45,000 viewers per day. "One of the most popular sites on the internet for humour and video clips."

www.mediaguardian.co.uk For latest articles on digital media technology.

www.nma.co.uk New Media Age. News on digital media technology.

www.technorati.com

www.thereel.co.uk Breaking ads every Monday

www.thinkbox.tv Great selection of ads, including interactive ads and details of creative teams. Also features adverts from commercial sponsorship, classic ads etc.

www.the-seventh-chamber.com Kontraband's Viral Advertising / Seeding site. The Seventh Chamber seeds and distributes virals throughout Kontraband and its network of 100 partner sites "reaching a 40m+ worldwide audience within a matter of days." Cites audience as university students, first time home buyers, young professionals and media savvy early adopters.

www.wikipedia.org is great for explanations of technospeak.

www.viralvideochart.com Does what it says on the tin. Also possible to advertise on this site. Compiles the Guardian Viral Video Chart.

Advertainment

8. Glossary (for the hitherto techno-illiterate)

A real term, which does mean what it says - entertainment through advertising.

Blogvertising

Method of online advertising by which bloggers are paid (and must disclose this) by companies to praise their products. A leading company in this field are www.payerpost.com which aims to link potential clients and bloggers.

Digital Media Network

A linked network of digital signage, controlled by a remote network operator.

Digital Signage

The use of digitally powered signs (incl. plasma display panels, liquid crystal displays (LCDs), kiosk stations, computer monitors and normal televisions). Digital signage allows the central and rapid update of content and provides immediate delivery to specific audiences in specific locations.

FoldOver ad format

PointRoll instead has announced the launch of FoldOver, a new ad format positioned in the upper corner of a publisher's page. When a user initiates a mouse-over, the ad visually folds over the page, exposing close to a full-page ad. According to Pointroll's press release, the FoldOver has been already used with satisfaction by Audi in support of the A6 campaign.

Hypertag

Hypertag is a technology developed by Cambridge-based company Hypertag Ltd that allows ringtones and other files to be downloaded from advertisement posters into mobile phones using infrared and bluetooth technology. Posters advertising the new Gorillaz single, DARE, were established in Sydney and Melbourne, Australia in September 2005. The posters contained Hypertag technology, allowing passers-by to download a 40-second ringtone of the song DARE to their mobile phones. Earlier in the year, people were able to download ringtones, wallpapers and a calendar reminding them of the release of the movie War of the Worlds from posters advertising the said movie. The technology was also used by the band New Order in advertisements for their album Waiting for the Sirens' Call.

Podvertising

Advertising in podcasts: audio advertising downloadable into MP3 players.

RSS

A family of web feed formats used to publish frequently uploaded digital content such as blogs, news feeds or podcasts.

RSS is effectively a means by which users can 'check'

for new episodes of webcasts, breaking news, and any other updates articles without having to check each site themselves. Once the user have chosen to add a particular item to their RSS list, they will automatically be notified of these new items from their favoured websites.

For example, a football fan may use RSS feeds to combine viewing the latest scores with new football coverage from various different football sites, all in one place (usually a newsreader software).

Recognisable by a small orange symbol, which appears beside every RSS feed.

RSS is similar in function to Atom.

Short codes, also known short numbers or Common Short

Codes (CSC) are special telephone numbers, significantly shorter than full telephone numbers, which can also be used to address SMS and MMS messages from mobiles or fixed phones. They are designed to be shorter to read out and easier to remember than a normal length telephone number. While similar to telephone numbers, they are, at the technological level, unique to each operator, although providers generally have agreements to avoid overlaps. Short codes are widely used for value-added services such as television voting, ordering ringtones, charity donations and mobile services (such as Google's SMS search service and 82ASK). Messages sent to short code numbers are generally billed at a higher rate than a standard SMS.

Video Strip ad format

A teaser video within a banner unit that quietly grabs users' attention and enticing them to interact. Upon rollover or click, the video expands to its full size, remaining perfectly in sync as it fills a full-sized expanded panel. User interaction with the VideoStrip also triggers the audio within the ad.

Vlog

Video log

Webisode

An episodic, webcast 'television' show. Similar in structure to a TV series and usually published on a periodic basis through a website or other internet based medium. Shows typically have short runs (5 eps) and vary in content from pure drama to pure advertising.

We are just about to see an explosion of digital signage.

9. Some Conclusions

Companies are therefore going to be looking for silent adverts suitable for this format.

The viral video craze is here to stay.

Companies are increasingly looking at how to get their message across on the online video formats, and are increasingly looking to produce their own targeted content rather than simply looking at sponsoring or placing banner ads on viral video sites.

There is not enough online video content for those companies that buy, to buy.

Videos don't have to be slick or beautiful for people to want to see them -short, sharp, silly and rude sketches are what does best online. Corporate clients need to understand the importance of getting their message seen over and above perhaps the glossiness of the image, and could perhaps consider this viral advertising as a way of taking products to a new, younger audience. For an example of the YouTube style of viral ad, see the latest Lynx offering, which exactly targets its young male audience both in terms of content and platform.

The major corporate websites in the UK are using richtext and foldovers but very few offer satisfying moving image sections.

Some offer the viewer the chance to view old adverts; none seem to offer new entertainment.

There seems to be a huge gap in the market for companies to offer original advertainment content on their websites for their customers not only to enjoy but to pass on to their friends.

Mobile phone technology continues to develop, as does the mobile phone market.

Mobile phones are huge in the first but increasingly also in the third world.

Not all online content is English Language

Lest we forget the Chinese, Indian and African markets, nor the growing demand for silent digital signage. Brazil has 15m more mobile users than the UK.