admonsters

playbook:

Building a Video Business

sponsored by: TOUT

In building out a digital video business, publishers should master four key components: content, technology, amplification and monetization.

INTRODUCTION

At first there was text—lots and lots of text. Then there were static images and the beloved carousel. But the internet really took off when video came on the scene.

As broadband connectivity and processor speeds have rapidly accelerated, consumer behavior online has gradually shifted from reading to viewing hours and hours of video. Call it the “TV-ification” of the Web—the internet has become a video-centric experience. The “Show Me, Don’t Tell Me” revolution in consumer behavior online is fully at hand. For publishers, that means you should prepare for the consumer’s expectations that you can speak the language of video.

Oh hey, did we mention that video advertising can be far more lucrative on a CPM basis than display? No wonder every publisher is rushing to get in on the video market.

But of course it’s not easy. Building up a video program from scratch—or from something very basic—is a multi-department task, though the revenue team can and should have a large role in the process.

To begin, there has to be a content strategy: You are either producing video yourself, curating from the deep field of video creators online, or licensing video from partners. Ultimately, though, the video has to come from somewhere.

Then there’s the selection of the video platform or player—the proverbial last mile of the video experience, and one where many landmines exists. Once you have your content and on-site experience in place, you have to think about amplification—reaching your audience beyond your own site, so you can build your business regardless of how your own traffic looks this month.

Assuming you have successfully conquered these first three challenges, there is monetization, selecting and setting up a video ad server to actually drive revenue… and sourcing partnerships for ads themselves. And let’s not forget live streaming, a burgeoning way for publishers to create real-time video content—that of course can be monetized.

In the wake of the video boom, we’ve seen countless one-off solutions appear to help publishers deliver the video content they know audiences crave, and reap the benefits of high video CPMs. For a comprehensive and effective approach in building out a digital video business, publishers should master four key components: content, technology, amplification and monetization.

This playbook will walk you through these key facets of building up a video business, giving you key tips as you embrace the TV-ification of the web.

WHAT'S A PLAYBOOK?

A playbook is an extension of what the AdMonsters community has been doing at our conferences for more than 17 years. A playbook solidifies what has made our events "must attend" for many digital strategists. By bringing people together to share learnings and best practices in a focused way, people can create a plan and avoid hours—if not days—of doing research on their own.

The AdMonsters playbook concept takes existing AdMonsters content (from conferences and AdMonsters.com) and, with the help of the AdMonsters community, "crowd sources" a document that outlines best practices on a particular topic. Our belief is that this will allow for a free exchange of ideas with the benefit of curation for accuracy. This document does not get into specifics around individual solution providers intentionally.

Great effort has gone into writing the playbook in a fashion that applies to as many publishers as possible without becoming too general. In a technology-driven industry like digital advertising, information quickly becomes obsolete. The intention is that, based on the feedback of the AdMonsters community, the next version of this playbook will start to take shape and, with additional contributors, grow in both depth and breadth. Publication of future versions will be scheduled based upon the needs of the community.

VIDEO CONTENT STRATEGY

The first piece of any digital video business is the content itself. Without engaging and relevant video content, you're not doing much of a service to your audience, and you don't stand to earn much revenue from human traffic.

We can recognize three basic varieties of publishers in the video space. The first are those who produce a lot of video content on their own, like broadcasters or large-scale pure-play digital publishers. These publishers have premium content and an engaged audience, but their video content and traffic may be limited to their owned and operated sites.

What they need in order to grow their business is a means of distributing or syndicating their video across the web to amplify the value of their video. YouTube and Facebook offer easy opportunities to distribute at scale, but the revenue shares and limited data insights from those platforms may be lacking. (We'll get into this in greater depth later.) These publishers will be looking for distribution options that allow them a level of monetization and control comparable to what they have on their O&Os.

The second are publishers who produce some video content in-house, but not much. They've made investments in facilities and/or human resources to handle video production, but they don't necessarily have a consistent video experience across their sites—they might not have video on every page, or a similarly engaging or immersive video experience on each of their sites. These publishers will want to bring in more video content to their O&Os via partnerships with video platforms or through curating video content from the creator community.

Time spent watching video online has increased

5X

in the last five years.

(via eMarketer)

The third group are publishers who produce no video content of their own, and are looking to form partnerships that can bring-in quality video for their sites without impeding user experience or dramatically altering the editorial voice of their existing content.

Since the second group presents a hybrid scenario, let's use that one as an example: You're hosting some video on your sites already, but you want to expand your business. Great—you can produce more video content in-house, or you can onboard a third-party vendor that's already in the business of curating and distributing video.

The cost of producing video is lower than ever, and there's drag-and-drop video editing software available that a novice can navigate without much of a learning curve. DIY methods can work fine for some publishers and some audiences—local or regional pubs covering breaking news, or man/woman-on-the-street features, for example.

Publishers need to ask what kind of video content, and what kind of production standards, best serves their audience. For premium pubs, the DIY route might be off-brand when it's stacked up against the rest of their content. Professional-grade video remains costly to produce, though. Building up an in-house video production studio is a luxury that requires either a large-scale or very ambitious publisher business to justify the cost and effort. Outsourcing video production doesn't carry the same commitment as building a studio, but the costs add up if you do it regularly.

If video production is not in the DNA of your organization, and a building a DYI studio is cost-prohibitive to your business, you might look for an assist from the 3 million or so professional video producers already sharing their content on YouTube. We're not talking about amateurs, but about people who have relevant and well-honed skills, and who might even be local to you. For many producers in that position, distribution outside of YouTube can be a tasty proposition. There's an opportunity for publishers to curate quality, on-brand content that someone is already producing anyway.

> **If video production is not in the DNA of your organization, you might look for an assist from the 3 million or so professional video producers already sharing their content on YouTube.**

If delving into YouTube doesn't appeal to your team, third-party video tech partners offer curation opportunities, too, at a fee. Some of the major video players (FreeWheel, JW Player, Tout, etc.) also provide video content to their publisher clients. Not every player offers that option. Even if you're using a player that brings its own video content to the table, a publisher should ask whether that content is sufficient for their goals or compatible with their own brand.

While either vetting or actively working with various content providers, publishers may note different partners have different capabilities. Working with a number of partners may help you hit a number of different goals—tapping into relevant third-party video for your site while also being able to syndicate your own video across their network, accessing direct-sold ad campaigns, or providing robust tech capabilities you don't have the resources (or the willingness) to develop in-house.

If you're a media company, do you have the bandwidth to become a tech company as well—or are you better off leaving the heavy tech piece to a third party? The online video platform sector is infamous for pitching publishers on solutions as "plug-and-play," when in reality they come with myriad technical challenges that have tripped up many publishers.

If you're going to choose a third-party video content provider, consider your audience and the kind of video content you have, and consider how partners in the marketplace align with both.

QUESTIONS TO ASK MIGHT INCLUDE:

- Does this partner's video content match your standards for "premium?"
- Will they allow you to use your own video content, in addition to the content they provide through their network?
- Does your original video content provide value to the network, for syndication purposes, and will that affect what they're willing to do for you as a partner?
- Can the partner guarantee views or revenue, and can they back up their performance-related promises?
- Does this partner have unique attributes, or bring new audience, compared to your existing video partners?
- If this partner's solutions were initially developed in the days when Flash ruled the roost, have they kept up with the expectation of HTML5 support, and are they equipped to adapt to future developments?
- Is the platform optimized for a current reality in which mobile accounts for anywhere from 50%-70% of the average publisher's traffic?
- Can this partner support live streaming and integrate with Facebook Live?
- Does this partner support the kind of customization that allows the player and experience to feel consistent with your pages' look and branding? Is that customization possible (and convenient to you) all the way down to a page-by-page level?
- Can this partner target relevant videos to your users, based on affinity or context, from their network of video content?
- Does the partner provide simple integration with DFP and all major ad servers?

> **If you're a media company, do you have the bandwidth to become a tech company as well?**

Consider how the video content you're bringing to your sites serves your audience, and also your advertiser clients. Broadcasters can deliver a TV-like experience in digital because they're in the TV business. For other publishers, their video content, or the content that's appropriate for their sites, might not be like TV—it's short-form, or it's not episodic. Those publishers should be strategic with video placements. Do you need a video on every article, or a certain kind of article? Should the video feel specific to the article, or simply feel relevant?

The publisher ought to consider the needs of advertiser clients who care primarily about impression volume and those who care about performance—viewability, completion rates, etc. The video provider ought to deliver relevant and engaging video that helps the ads perform according to advertisers' expectations.

4 TECHNOLOGY CHOICES

Once you have your content strategy ironed out, you must determine how you will store, stream, deliver and track all the video content you have amassed. This is the proverbial "last mile" of the video experience, and it's typically where publishers face the greatest challenges. The components of the typical video platform include a transcoder for your video, content management system (dashboard) for your video, video player technology (to embed on your site), and data analytics indicating how much video was watched and where.

There have been a steady stream of large-scale enterprise video solutions available for publishers since roughly 2006. These enterprise products include BrightCove, Ooyala, Kaltura, JW Player, YouTube and many others.

Publishers must answer a few key questions in order to work through the list of possibilities and determine the right technology solution:

- Is software engineering/development a core competency within my organization (i.e., how much "assembly" am I equipped to tackle)?

- Do I have full-time engineering resources to manage the video platform?

- Will I need access to relevant third-party video, off-site distribution of my video, or advertising demand (direct-sold campaigns) to make my video strategy work?

The answers to these three questions should help direct the process of identifying the right video platform/player solution for your publication.

When it comes to video platforms, most publishers struggle in three areas. First, there's the problem of underestimating the level of "technical assembly" required to make the video player solution work for them. Second is the technical complexity of connecting that video platform solution to their CMS, ad server, analytics stack and other important systems. (Video technology has been a notoriously "black-box" sector, where simplicity and ease-of-use as key concepts have not quite prevailed.) Third is figuring out how to implement a solution on the website in the a way that drives meaningful levels of engagement, viewing and subsequently revenue to make the whole exercise worthwhile.

As a publisher, here are some items to look out for when going through the evaluation of video platform solutions:

- **Up-to-date technology:** Many of the current platform solutions were built or released around 2006, when the internet was desktop-only and Flash dominated in video. Make certain the solution you're reviewing is fully optimized for the realities of mobile and HTML5.

- **Interoperability of ad servers:** You'll have to connect an ad server to your video player/platform in order to monetize, so it's best to make sure before you implement the platform that your ad server plays nicely with it (on desktop and mobile).

- **Interoperability of partners:** In video, you will likely, and quickly, find yourself in a position where you'll need to implement third-party audience measurement, analytics or audience verification solutions (i.e., Comscore, Quantcast, IAS, MOAT, DV). It's best to make sure early in the process that your video platform of choice supports these integrations in nimble and easy ways.

- **Portability of data:** As always for publishers, it's critically important that you have a solid handle on all your traffic and engagement data, KPIs, audience insights and so on. Make sure that your video platform has API endpoints for every single piece of critical data, so you can bring your video data into the rest of your analytics dashboard.

- **On-call resources:** Be sure that your platform provider has technical account resources that can rescue you when the complexity becomes too much to bear—and troubleshoot big issues that keep you from being successful

HOW ABOUT OUTSTREAM?

Let's not kid ourselves here: Video content isn't just what users want to spend time with, it's where advertisers want to spend a great deal of money. Publishers have been rushing to get in on those sweet, sweet video CPMs... and thanks to outstream video, they've been able to do that even if their core product is coming from a text-based legacy.

In contrast to inline units, which appear in the video player where the user is watching video content, outstream units typically are served inside players that appear within text blocks, or in text breaks on the page, or amidst other page content. Often, the player won't appear until the user scrolls down to it—it'll open up as it comes into view. These can be prime placements, meeting viewability standards, served to an already-engaged user. They're also easy to buy and sell in the programmatic market. Even publishers that do have home-grown video content have taken to outstream video to supplement their revenue—advertiser demand for video inventory is high, and many pubs will find it exceeds the actual video content they have on their sites. However, let's keep in mind that outstream is simply an additional ad on the page with zero payoff for the consumer - and as such should be used sparingly or else you risk consumer backlash.

The catch is, publishers working with outstream ads will need to be mindful of their effects on user experience. Outstream ads can be perceived as disruptive to UX, particularly when they slow down page load or play audio automatically. Take note that the Coalition for Better Ads, after extensive surveying of users, has called out a handful of ad formats as being too disruptive, and some of those formats do what outstream ads sometimes do. Those formats include autoplay video with sound on desktop and mobile, pre-stitials on mobile, and mobile ads with a density greater than 30%.

The newest version of Google's Chrome browser (in trial form, as of September 2017) has already begun experimentally blocking ads that count as intrusive, per the Coalition's recommendations. Publishers are advised to work with outstream vendors to assure good ad experience. Allow the user to enable sound, rather than having audio start automatically. Allow the user to close out the ad unit at any time, if they wish. Use frequency capping to limit the number of ads served to a user in one session. Monitor load time, and keep ad creative short—for all the campaigns sold on a cost-per-completed-view basis, speed and brevity are in everyone's best interest.

5 AMPLIFICATION

Now that you've invested heavily in producing or curating great premium video content, and you've gone through the in-depth exercise of implementing a video platform and player solution for your website... it's time to grow your video business.

Lesson #1 in driving revenue in video is that audience scale matters. While we all have infinite confidence in ourselves to drive huge amounts of traffic to our own websites, the reality of audience online is that it is more distributed and fragmented today than ever in history. Regardless of who your target audience is, the idea that you can only engage and monetize your relationship with your audience on your site won't scale your business.

For publishers, there are two possible areas of amplification for video that are readily available: social and syndication.

Large social platforms offer an opportunity to reach a huge audience, but there are trade-offs to be aware of with each. YouTube—the gold standard for social video distribution—offers an easy enough way to publish video on just about every platform. Keep in mind that depending on how big your brand is, YouTube will keep 30%-45% of the ad revenue generated from your video content if they sell the ads.

If you are a large brand, you can sell ads on your YouTube-distributed video, but there are limitations on the types of campaigns you can deploy and the technology you can use to sell that inventory. If you have direct-sales resources, you should also keep in mind that some brands have issues with brand safety and adjacency when their ads run in the YouTube environment.

Facebook also has a huge audience, and its video strategy has gone through many changes and iterations in recent months and years. Today, depending on the size of your brand in the market, there are opportunities to distribute your video through Facebook and allow their team to sell ads against it. Recent reports indicate this effort is still highly experimental, and by and large publishers have not been thrilled about the numbers—but we should assume the company will figure it out eventually. With Facebook, publishers must decide how much effort they want to put into their product experimentation, understanding the company may drop product features and functionality at any time.

Outside of social, there's video syndication—the idea that you can distribute your video content to your target audience wherever they may be on the web, and retain your ability to sell advertising and monetize that engagement wherever it happens.

Syndication is nothing new—the $85 billion TV industry has been syndicating shows for decades. The idea behind the practice is that you've sunk costs into the creation and production of your video content, so why not monetize it to its full extent and find the audience wherever they're spending time?

Multiple video syndication platforms exists in the market, including AOL, Tout, Vemba and Video Elephant. In terms of best practices, video syndication provides your direct sales team an opportunity to sell ad packages that go well beyond the audience on your domain. This is how the largest brands across news, sports, entertainment and lifestyle are driving major growth in their video advertising business that transcends their own site-level traffic.

Vendor companies that specialize in video syndication across publisher partner sites present additional revenue opportunities for video content producers. Publishers will likely find each distribution vendor has its own set of strengths and capabilities, and its own reach. Say you have a publisher network with quality traffic, where there's a built-in interest in and demand for the kind of video content you're producing. That's an opportunity for you to execute audience extension, without putting in excessive efforts and resources of your own. In some cases, you might see some overlap in audience among the various distribution channels—but depending on the way each channel is able to drive traffic and monetize inventory, the duplication might still be worth your while.

If you're looking into onboarding video syndication partners, here's some advice from publishers with a lot of quality video content: Make sure your partner aligns with the kind of content you have. Make sure they're bringing an audience to the table that is hungry for your type of video content. Determine what kind of content and coverage to send to each of your partners. (Tagging in the CMS may help streamline this process.) Let each of your partners know ahead of time what they should expect in terms of content, so they can incorporate it into their own planning.

OTT presents opportunities to send your video forth into a more TV-like setting. For some publishers, this means forming relationships not only with streaming platforms like Netflix and Hulu, but also with cable providers navigating the OTT space. Again, these are opportunities to consider when you have video content that complements the experience those platforms provide.

If you're working with one or more vendors for video distribution, consider this an opportunity to own your audience beyond what the Duopoly might allow. A hands-on publisher/vendor relationship should provide tools for verification, brand safety and other metrics advertisers care about. The vendor should also allow your in-house sales team to monetize your content wherever it's distributed and capture and retain all key audience/consumer data-points.

Here are some key questions to consider when evaluating video syndication propositions:

- As a video publisher, can I review the syndication site list, and curate and select a target list of domains where I feel comfortable distributing my video?
- Can the syndication partner provide some level of forecast of how much video consumption will occur from syndication?
- Does the platform cover desktop and mobile (all platforms/screens)?
- Can I easily traffic my direct-sold pre-roll campaigns across the syndication provider's platform and get real-time data on performance?
- Are leading third-party audience verification services like MOAT, IAS, Double-Verify and White Ops integrated into the syndication platform, so I can guarantee quality audience to my advertisers?
- Is the video syndication platform integrated with its publishers in such a way that assures key KPIs like viewability, completion rate, and low invalid/non-human traffic?
- Can the syndication platform provide reliable backfill of advertising, in case I don't have a huge amount of direct-sold campaigns?
- Can the video syndication platform provide my sales team with deep analytics, performance and audience data, so I can bundle the audience extension available through the platform into my sales pitches to advertisers?

Make sure your video syndication partners are bringing an audience to the table that is hungry for your type of video content.

Time spent watching video on mobile and tablet devices is projected to increase

35%

to nearly 29 minutes per day on average, in 2017

(via Zenith Online Video Forecasts 2017)

OTT LOWDOWN

OTT allows video creators to stitch together a TV-like experience, even with short-form videos. The problem is that VPAID doesn't work properly in all OTT environments. That can make, for example, the process of measuring viewability problematic, with ad campaigns that have viewability components. You can say, anecdotally, that a wall-mounted TV screen is going to be a 100% viewable environment. The problem is verifying that via the measurement pixel.

It's possible to set up a campaign without VPAID, but that can present some tricky issues in itself. One publisher gave us this scenario: The pub receives an IO that calls for VPAID for [x] group of inventory, VAST for [y], raw assets for [z] and m3u8s for [n]. When you break out line items for each creative type, you find you have mostly [y] inventory when the campaign needs to be largely [x]. For some tagging systems, you can't have multiple tags doing whatever is necessary for a single line item.

In the end, you have OTT inventory going unmonetized even when you're able to serve ads in it. If you want OTT to be part of your distribution strategy, have conversations with your sales team to work out a way to make sure your inventory is monetized.

6 LIVE-STREAMING

Live video streaming has become increasingly popular among audiences in the last couple years, due in no small part to the emergence and convenience of Facebook Live. By 2017, many leading broadcasters and publishers reached an understanding that, because of the captive, logged-in audience Facebook delivers, they're more or less obliged to develop and stream live video content.

The problem is, at this point, hardly anyone has a firm understanding of how to consistently monetize Facebook Live or similar video live streams. For some, live-streaming breaking news, sports or other entertainment has brought huge audiences, without bringing in any new revenue to speak of.

It's difficult to turn audience into revenue if you don't have a clear plan going into it. For publishers who produce high-quality video content—where maintaining consistent production values can be quite expensive—those monetization challenges can make live-streaming feel prohibitive. Publishers who have been active in live-streaming have shared some advice:

- Don't count on figuring out how to monetize live-streaming as you go. Have a strategy ahead of time. Consider subsidizing it with sponsorships in the absence of ad inventory.

- Live-stream if it fits with your goals and strategy, and if it serves your audience and complements your existing video content. "Everyone else is doing it" probably isn't a good enough reason.

- If it's important for your business goals to get involved with live streaming because everyone else is doing it, approach it with caution, and with a mind to experiment heavily.

- Be prepared for what might happen if Facebook ends up neglecting the Facebook Live product, or if the public's attention moves on to another forum and format.

- If you don't see a way of monetizing a live stream on one site or platform, see if it makes sense to you and your audience to repurpose it somewhere where there is a way to monetize.

MONETIZATION

Congratulations! You've successfully navigated the minefield of producing or curating quality video content that your audience is actually interested in. You clawed your way through the dark forest of making a video platform and player work on your own website (hopefully on desktop and mobile), and it's now driving real engagement. Now the time has come to actually monetize that video engagement.

So, here are a few of the basics: The video advertising industry is largely driven by the pre-roll video ad format, usually a 15- or 30-second ad that plays before your video. These video ads are delivered to your player from an ad server, historically via a VPAID or VAST ad tag. Unfortunately, there is some industry-standard jockeying going on around accepted ad formats. Google no longer accepts Flash-based VPAID ad units, only HTML5-based units. The newer VAST 4.0 ad standard (released in 2016) has been trying to make its way into the sector, although widespread adoption has been on the slow side.

Aside from some of more technical plumbing challenges of making ad servers and ad providers work harmoniously, there are a few key concepts to keep in mind around effectively monetizing your video inventory:

- **Sources for ads**
- **Key KPIs to achieve optimum fill rate and higher CPMs**
- **All video views are not necessarily equal in the eye of the advertiser**

SOURCES FOR ADS

First and foremast, you should lean on your direct sales team to fill as much of your video ad inventory as possible—direct sales are a surefire way to net a higher fill rate and higher CPMs. Your sales team should be educated in selling video inventory and have a targeted pitch to advertisers that is specific to video.

Not everybody has a direct sales team, though; and more often than not publisher sales teams are very adept at selling display, but not so good at selling video. If that's your story, your first order of business should be to change that reality ASAP. Short of making that change, you will need to rely on partnerships to sell your video inventory. There are many different video ad platforms that provide ad demand to publishers, including some of the largest technology companies in the world. Each of these companies has strengths and weaknesses. It's most important for you to find partnerships with companies that are most responsive in helping you optimize your fill rate and CPMs.

KEY KPIS TO ACHIEVE SUCCESS

A large driver of success in these partnerships with video ad platforms is the characteristics and KPIs your video inventory maintains—specifically:

- **Player size**
- **Viewability**
- **Completion rate or view-through rate (VTR)**
- **Invalid/non-human traffic (IVT/NHT) levels**

It's impossible to achieve a consistently high rate of fill and CPMs from any partnership without maintaining solid levels in each of these areas.

In 2016,

73%

of overall internet traffic was attributed to video.

By 2021, that figure is forecasted to reach

82%

(via Cisco)

ALL VIDEO VIEWS ARE NOT EQUAL

In recent months, there has been a new chasm forming in the online video market. This chasm is the difference in perceived value of specific types of video inventory. The two ends of this spectrum are editorially placed video (video in a text-based article, typically a player placed at the top or middle of the article) and what's referred to as a "video watch page," a dedicated page that has nothing but a large video player on it, similar to a YouTube page or Hulu page. Major ad providers are starting to show distinct patterns of valuing these two types of video inventory differently, with video watch pages getting preferential treatment, not only in the fill rate and CPM levels they provide, but also in functional constraints they can avoid, which editorial video still has to abide by. This shift could be a major deciding factor in how successful traditional editorially-driven publishers will be in video moving forward.

As a publisher, it is critical to consider what the right balance is when it comes to how you are implementing video on your website: a) contextually relevant in-article video (top-of-article, mid-article), or b) a premium video watch page experience outside of the editorial environment.

There are pros and cons to each of these approaches, both in terms of user conversion and basic user experience, but important to understand that the market economics and value of these two approaches is starting to diverge.

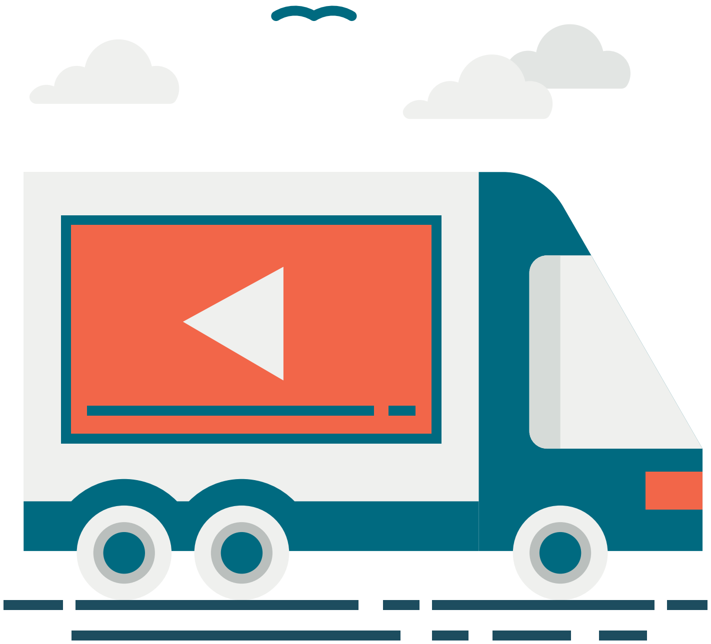
8 CONCLUSION

We've referred to the contemporary digital video market as a gold rush, as brands have poured massive ad spending into the space and media companies have tried to keep pace by adding more video to their sites.

But this gold rush has passed the point where ad hoc solutions are feasible. In order to win in online video as a publisher, you must be able to develop a solution and approach that works across content/programming, technology/platform, amplification and monetization.

Publishers who are active in video need to focus on how to build up sustainable business models. Whether they're new to hosting video or strategizing how to capitalize on their video expertise, publishers need to leverage advertiser demand and user experience.

We're not panning for gold—publishers need to provide video content that truly serves their audience and advertiser clients. Building out a robust video business, through any combination of your internal resources and those of your partners, you can enhance your core assets as a publisher, build on your audience, and plan your growth and evolution far into the future.



ABOUT ADMONSTERS

AdMonsters is the global leader in strategic insight on the future of digital media and advertising technology. Through our conferences, website, original research and consulting services, we offer unparalleled in-person experiences and unique, high-quality content focused on media operations, monetization, technology, strategy, platforms and trends. Founded in 1999, AdMonsters began serving the advertising operations professional through live media and its online community. We provided a forum to share best practices, explore new technology platforms and build relationships. Today's expanding ecosystem now includes publishers and content creators, agencies, SSPs, DMPs, DSPs, RTB and service providers, technology and platform developers, advertising networks, brands, and investors.

This vibrant community is forward-looking and results-oriented. Their success depends on strategic insights about technology and monetization, and the exchange of actionable peer-to-peer best practices. AdMonsters has built its reputation on providing objective editorial leadership based on deep, real-world expertise. We have continued to evolve our editorial strategy to address the changing needs of the market and as a result, AdMonsters has attracted a highly focused audience who are at the forefront of the industry, and leading marketing partners have found AdMonsters to be a powerful channel to reach these decision makers. Today, our portfolio of integrated media solutions includes industry leading live events, our innovative Connect content solutions, email marketing programs, and more.

As of March 2015, AdMonsters is part of the Access Intelligence family of companies.

For more info:
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ABOUT TOUT

Tout is the TV network for the Internet. A spin-out from the Stanford Research Institute (SRI International), Tout's Personalized TV Technology is the first patented AI technology that delivers targeted video programming based on who you are and where you are across the web. Tout works with more than 300 leading content producers and over 3,500 publishers to significantly grow online video revenue and drive deeper engagement with consumers. Delivering over 400MM video streams to 85MM unique viewers every month, Tout provides unprecedented scale and brand safety to hundreds of Fortune 1000 advertisers who want to align their brands with the highest quality and contextual relevant video content. Headquartered in San Francisco, Tout works with top media brands like CNN, Fox Sports and Time Inc. to deliver personalized TV across the web. To learn more, please visit www.tout.com