



**NEW INSIGHTS  
INTO MULTIPLATFORM TV**

# WHAT LED TO ABC'S ADVERTISING EFFECTIVENESS PROJECT?

We wanted to take all the great work that's been done to date, and push it to be "smarter"

## Marketplace Work to Date

Analysis by  
distribution/platform

Data often based on  
syndicated, not actual  
spend and sales

Limited time horizons  
(1 year)

## Accenture Cross-Channel Media Mix Model

## ABC's Imperatives

Focus on the content  
experience

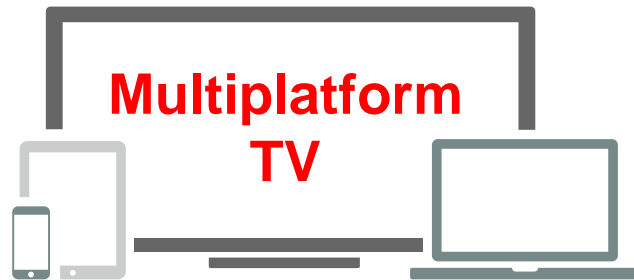
Use real spend and  
transaction data  
wherever possible

Evaluate multi-year  
impact

# RETHINKING “TV AND DIGITAL”

The core premise of our study centered on redefining “TV and Digital”:

Aggregate long-form video experiences



Live, DVR, VOD, Online, App, OTT

Long-form video entertainment experience on any screen, at any time

Break down “digital” into its constituent parts

**Digital**



Search

Transactional experience



Display

Informational experience



Short-form video

Snacking experience

# **WHY ACCENTURE?**



## **THEY ARE INDEPENDENT**

No vested interests

## **THEY ARE EXPERTS IN MARKETING ANALYTICS**

Both media mix modeling and attribution analytics (more marketing spend through their models than anyone else)

## **THE DATA ITSELF**

Actual media spend data

Actual sales/transaction data

# **THE HALO EFFECT**

Multiplatform TV Advertising Amplifies Search, Display,  
and Short-form Video Ad Performance

# MULTIPLATFORM TV'S HALO DRIVES A PORTION OF SHORT-TERM ROI USUALLY ATTRIBUTED TO DIGITAL ADVERTISING, WHICH ALSO UNDERVALUES ROI ATTRIBUTED TO MULTIPLATFORM TV



Standalone *Digital* ROI

**-18%**



Without Multiplatform TV's halo, *Digital's* average ROI would decline

Multiplatform TV's  
Halo On *Digital* Advertising

Impact of Multiplatform TV  
advertising on *Digital*  
within integrated  
advertising campaigns



Multiplatform TV's  
Adjusted ROI

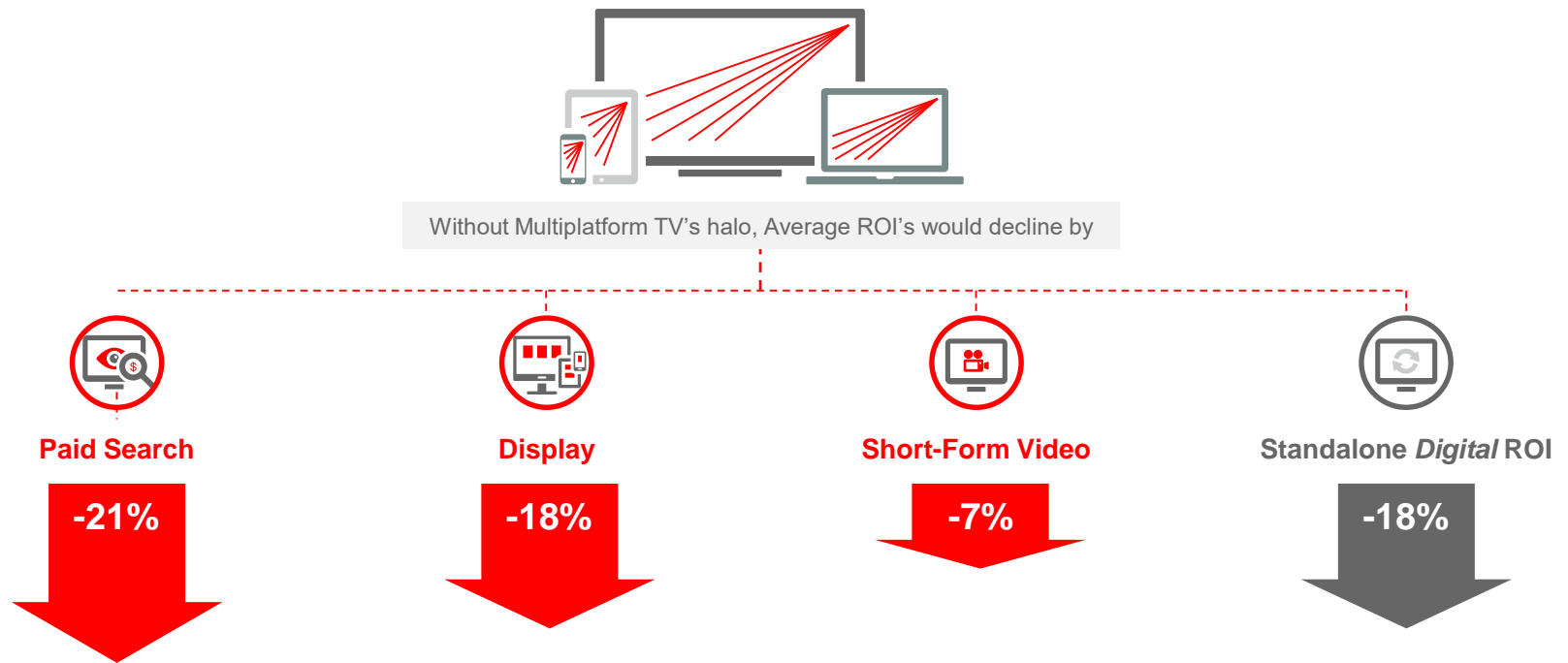
**+10%**



Due to Multiplatform TV's halo, Multiplatform TV's average ROI is understated

# IF WE CONSIDER THE HALO EFFECT BY TYPE OF DIGITAL CHANNEL, MULTIPLATFORM TV'S HALO EFFECT IS MOST SIGNIFICANT FOR PAID SEARCH AND DISPLAY ADVERTISING

Impact of Multiplatform TV Halo on Average ROI by Digital Channel



**Note:** Standalone *Digital* includes Paid Search, Display, and Short-Form Video advertising

# **LONG-TERM IMPACT**

Multiplatform TV Advertising Drives Significant Returns  
Beyond Year 1



# MULTIPLATFORM TV'S IMPACT IN DRIVING INCREMENTAL SALES GOES FAR BEYOND WHAT IS MEASURED IN THE SHORT-TERM, AS TOTAL IMPACT IS EQUAL TO 2.3X SHORT-TERM SALES

## Relative Short vs. Long-Term Impact of Multiplatform TV Advertising

expressed as a multiple of short-term sales impact



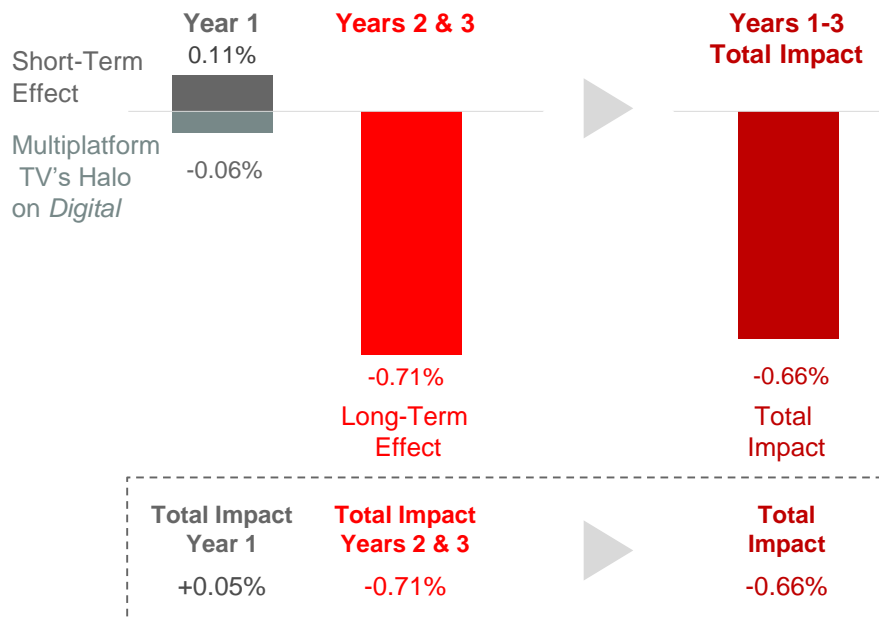
**Example Read As:** If running Multiplatform TV advertising results in incremental sales equal to **\$1 in the current year (Year 1)**, then that same advertising will drive residual impact of **\$1.30 over the next 2 years**. Thus, a total impact of \$2.30 over the full 3 years.

### HYPOTHETICAL EXAMPLE



# REALLOCATING MULTIPLATFORM TV SPEND TO OTHER DIGITAL CHANNELS CAN YIELD SHORT-TERM GAINS, BUT WHEN LONG-TERM EFFECT IS CONSIDERED, TOTAL IMPACT IS NEGATIVE

Impact on Incremental Sales over Three Year Period  
After a Reallocation of 2% Multiplatform TV Budget to *Digital*



## The Scenario:

We simulated a common “what if” advertising scenario, to understand the overall sales impact if 2% of Multiplatform TV advertising spend is reallocated to *Digital* advertising.



## The Result:

Our models show that this reallocation drives an improvement in short-term incremental sales.

However, the loss from Multiplatform TV's halo on *Digital* moderates the improvement in Year 1. When factoring in loss of the long-term effects associated with this spend, the re-allocation produces an overall negative impact over a three year period

**Note:** *Digital* includes Paid Search, Display, and Short-Form Video advertising

**Note:** Our study has not captured a long-term impact of *Digital*, potentially due to *Digital*'s smaller spend levels, fragmentation of media channels, and relative newness

# HIGHER ROI

Advertising in Long-form Digital Video Outperforms  
Most Other Digital Advertising

# DESPITE ITS PREMIUM COST, LONG-FORM DIGITAL VIDEO'S SUPERIOR ROI IS DRIVEN BY EVEN MORE EXCEPTIONAL SALES PERFORMANCE PER IMPRESSION

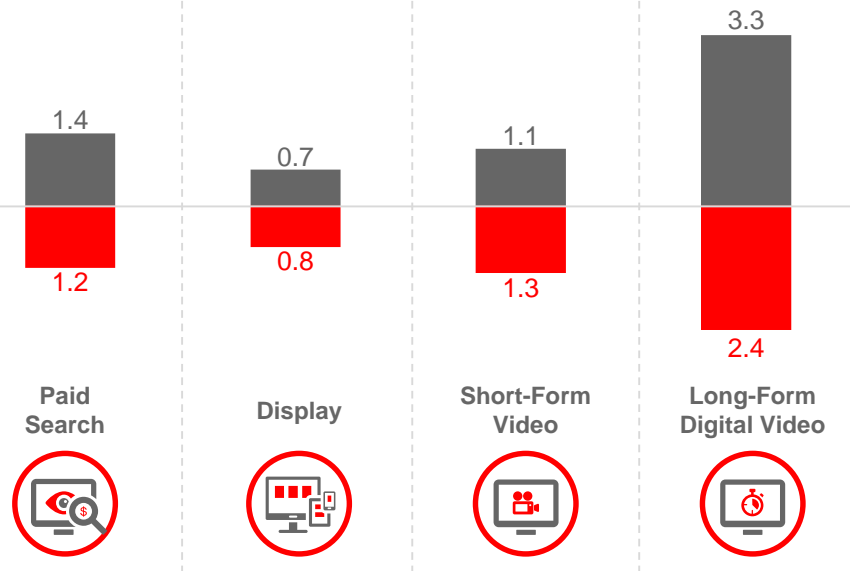
ROI Breakdown: Relative Cost per Impression vs. Sales per Impression  
expressed as a multiple of the average across digital channels

## Sales Multiple

Sales per thousand impressions vs. average across digital channels (average = 1.0)

## Cost Multiple

Cost per thousand impressions vs. average across digital channels (average = 1.0)



Effective cost of long-form digital video impressions in our sample are 2x - 3x the cost of other *Digital* impressions

However, the sales impact of long-form digital video impressions is 3x – 5x that of other *Digital* impressions

**Note:** Advertising costs were normalized to an effective CPM rate for cross-channel cost comparison  
Digital channels considered: Paid Search, Display, Short-Form Video, and Long-Form Digital Video

# THE LEARNINGS

**A new way to think** about the definition of channels, media mix and how to execute best-in-class attribution analysis

**Three Core Findings** that bring focus to the critical importance of Multiplatform TV to brands **focused on growth**

**Just a Start** – still much to investigate and challenge (context/environment)

But a continuation of work that moves us all to a **more performance oriented marketplace**



# CONTACT



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