

# Ad experience matters: less ad clutter delivers 4x brand impact

## CHALLENGE

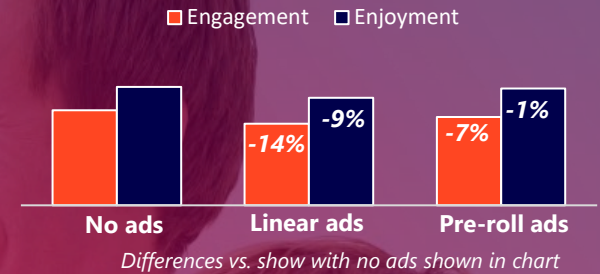
**Exploring New Ad Formats:** With the continued growth in the streaming market, and increased advertising acceptance among users. Foxtel plans to offer a new **ON-DEMAND advertising format** in the form of 30" and/or 15" pre-rolls via its IQ platform

## SOLUTION

This FoxTest measured the brand outcomes for advertising partners, demonstrating the potential of Foxtel on-demand advertising for advertisers on brand outcomes and how this varies depending on factors including ad duration, ad lay down etc...

## RESULTS

**1. IQ On Demand Pre Rolls deliver on Enjoyment:** Whilst viewing is impacted, Pre-roll placements are still significantly more engaging, whilst enjoyment shows minimal impact on viewers.



**2. Ad Recall significantly higher with Pre Rolls**

**Pre-roll advertising vs linear**  
(% difference in brand recall 24 hours post exposure)

<b>Brand 1</b>	<b>+56%</b>	<b>Brand 2</b>	<b>+59%</b>
<b>Brand 3</b>	<b>+112%</b>	<b>Brand 4</b>	<b>+157%</b>

**3. Ad Formats across 30s & 60s drove strong recall**

**Advertising recall Linear vs. 30s pre roll**

**+109%**  
Average difference pre-roll vs. linear

**Advertising recall Linear vs. 60s pre roll**

**+68%**  
Average difference pre-roll vs. linear

## SO WHAT?

This Foxtest means Foxtel will be able to offer advertisers a new way to reach, premium streaming consumers and deliver a better on-demand ad experience. Also, this FoxTest has played a role in shaping the ad experience for Binge. There is also consideration for a market trial to launch this new format to further understand subscriber sentiment & ad effectiveness

For more info on this FoxTest and others please contact Toby Dewar [Toby.Dewar@foxtel.com.au](mailto:Toby.Dewar@foxtel.com.au)