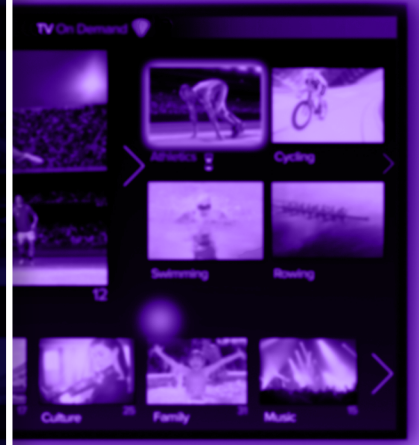


Four Fundamental Shifts in Advertising & Media

DOUBLEVERIFY GLOBAL CONSUMER RESEARCH 2022



Contents

Foreword	3
SHIFT ONE:	4
Consumer Appetite for Content Continues to Soar — Led by CTV, Streaming and Social	
SHIFT TWO:	8
Brands Must Address Attention Fragmentation — or Risk Losing Consumers	
SHIFT THREE:	11
Online Shopping Becomes the Norm	
SHIFT FOUR:	15
Trust and Shared Values Foster Loyalty, but Consumers Demand Accountability	
Key Take-Aways:	20
Shifts In Media and Advertising During 2022	

Foreword

Two years on from DV's original *Four Fundamental Shifts in Advertising and Media Report*¹, this edition – analyzing insights from over 16,600 global consumers – lands as advertisers find their world in flux.

In the wake of the pandemic, brands must navigate complex and sensitive issues, from intensifying political polarization, to calls for social justice and a looming economic downturn. Meanwhile, whether it's the deprecation of the cookie or the launch of new platforms, technological change is accelerating.

Marketers must keep up, but the pace of disruption means it isn't easy. This report aims to help advertising and marketing professionals navigate their changing world and refine their media approach by:



Mapping the landscape of digital content consumption



Shining a light on the growing threat of mis- and disinformation to brands



Understanding how attention informs campaign performance



Responding to the transformation of online shopping

To build this report, DV partnered with Sapio Research and conducted a detailed analysis of consumers across 18 countries, in nine regions:



By digging into the biggest challenges global advertising and media sectors face, this report provides marketers with the data and insights required to deliver impact as their industry rapidly evolves.

¹<https://doubleverify.com/four-fundamental-shifts-in-media-and-advertising-during-2020/>

SHIFT 1

Consumer Appetite for Content Continues to Soar – Led By CTV, Streaming and Social

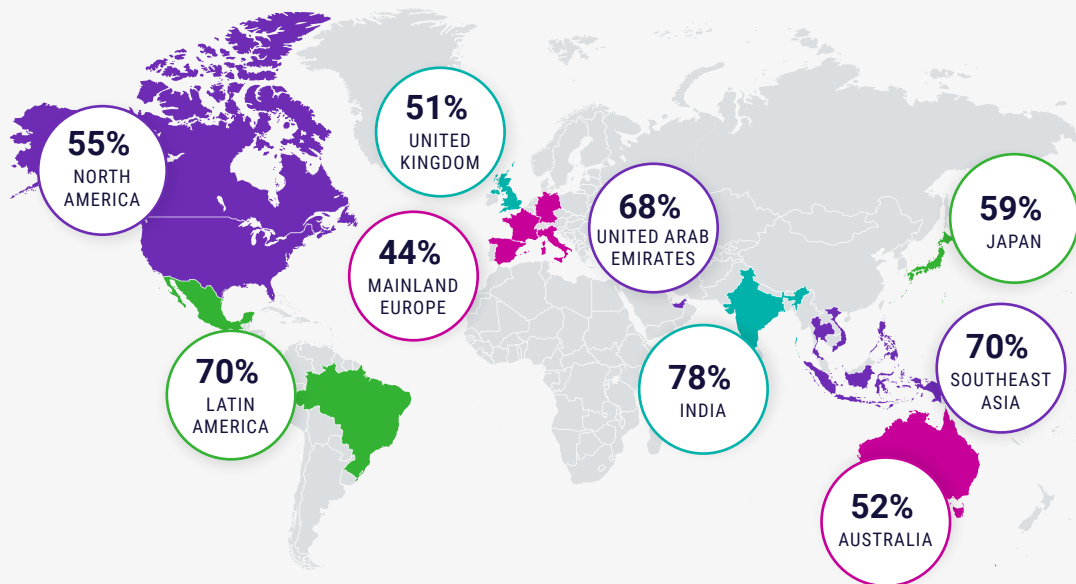
Sixty percent of respondents said they looked forward to spending less time online as pandemic restrictions ease up, but global digital content consumption continues to soar.

In fact, most (55%) respondents spend more time each day consuming content now than they did pre-pandemic. Digital habits picked up during the pandemic weren't transient phenomena; they're now part of consumers' daily lives. Two of three (66%) state they intend to continue pursuing online hobbies they began during the pandemic.

55%

of respondents surveyed spend more time consuming content online each day than they did pre-pandemic

Percent of Respondents That Spend More Time Consuming Content Online Each Day Now Compared with Pre-Pandemic



Factors Driving Digital Content Consumption

While restrictions have eased and people are more comfortable going out, they are not doing so as often as we might imagine. This is because a new pressure is bearing down on consumers globally: inflation. The main reason for consumers increasing time spent online, selected by almost half (45%) of respondents, is that they're more likely to stay at home due the rising cost of living.

As inflation bites, and the World Bank warns of a recession², older generations are the most likely to change habits in response. Almost two-thirds (63%) of those 65+ highlight increased costs as a factor driving increased digital content consumption, compared with just 32% of 18-24 year olds.

However, it's not only the push of inflation, but the pull of more content subscriptions and the perception that the quality of content today is better than ever, which is driving consumers to spend more time with digital and streaming content.

Meanwhile, the motivation for consuming content varies significantly by age. Younger consumers are the most likely to prioritize entertainment, while older consumers see content as a way to stay informed about current affairs.

Why Consumers Spend More Time With Digital Content



45%

I'm going out less due to inflation and the increased cost of living



39%

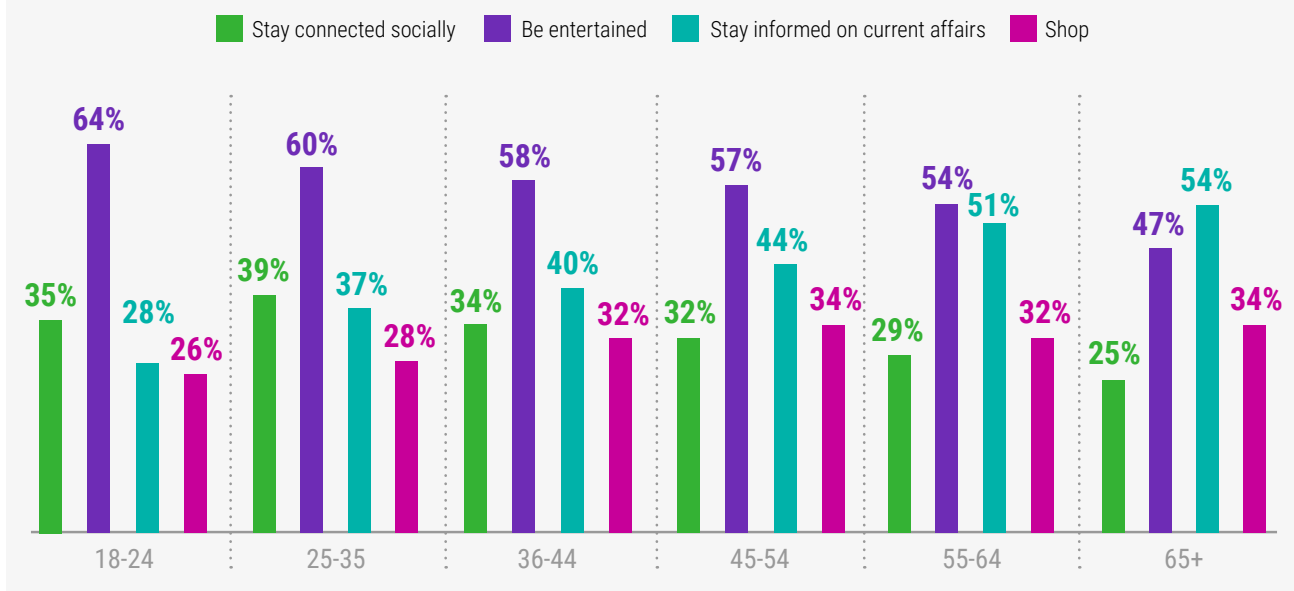
I've signed up for more content subscriptions



39%

I feel the quality of content available to me now is better than ever

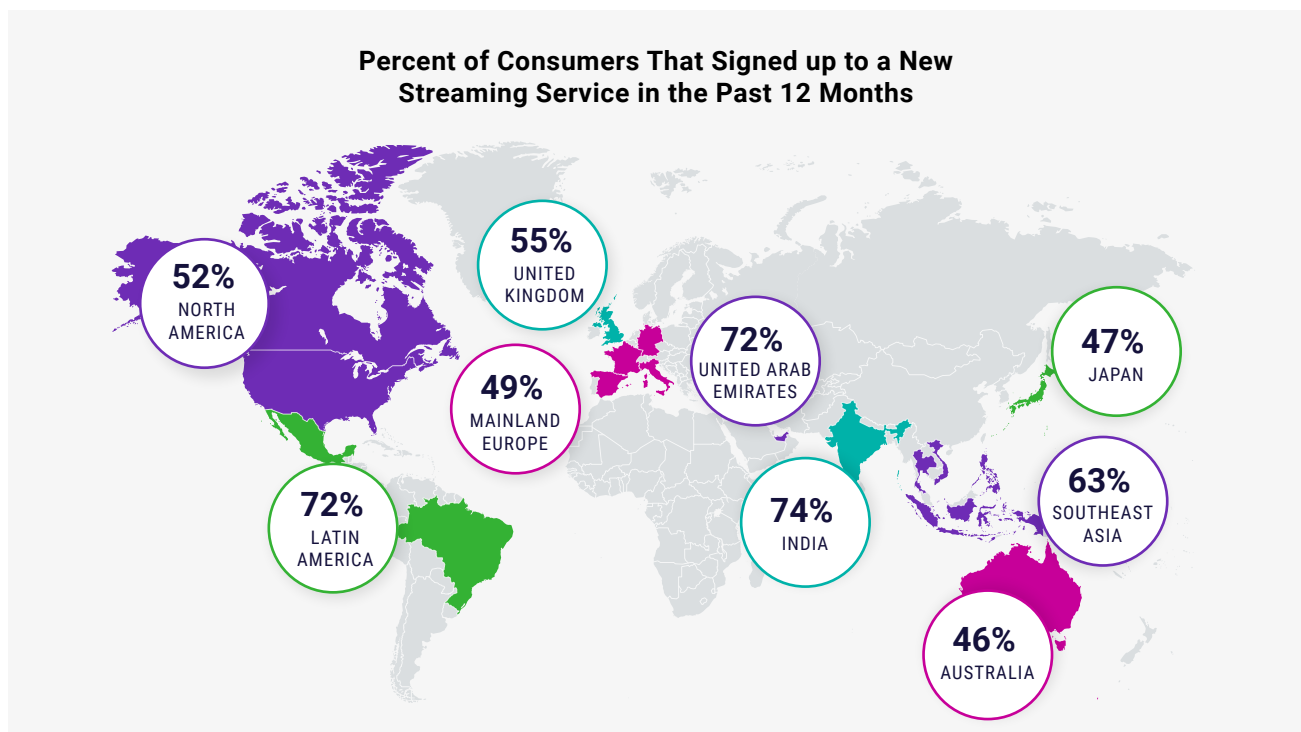
Respondents Indicated They Consume Content Online To:



CTV and Streaming Are Evolving – Creating New Opportunities To Capture Consumer Attention

When it comes to the drivers of content consumption, CTV (Connected TV), streaming services and social media all show clear momentum.

An increase in subscriptions (including free, ad-supported plans) is fueling CTV's ascension, with 55% of respondents having subscribed to additional streaming services in the past 12 months. The increase in sign-ups is strongest in emerging markets like India (where 74% have subscribed to additional services in the last twelve months), Latin America (72%), United Arab Emirates (72%) and Southeast Asia (63%).



Over one-quarter of respondents (28%) believe they will spend more time consuming content on streaming services like Netflix and Disney+ in the next year. At 39%, this belief is highest among 25-35 year olds.

Yet, 15 years after Netflix changed the game by introducing streaming, models are evolving. Netflix saw its subscriber base shrink for the first time in 2022 – suggesting that, in mature markets, growth may be peaking (and that the shortfall isn't being made up by growth in emerging regions).

This research found over one-third (38%) are planning to cut down on paid subscriptions in the next six months.

A move to ad-supported and free options is a priority for both streaming platforms and consumers, with over half of respondents (59%) being open to ad-supported video content across streaming apps if it reduces or eliminates costs and Netflix announcing ad supported plans seems to reinforce this.³

But the age of binge-watching is far from over and, according to Innovid⁴, CTV now accounts for a greater share of global video ad impressions than mobile. The opportunity presented to advertisers to secure consumer attention here is vast – and only growing.

Social Media's Growth Continues

Alongside CTV and streaming, social media is another environment driving up digital content consumption. Overall, 27% of consumers expect to spend more time on social media over the next year, peaking at 41% among 18-24 year olds.

However, it's not just young people, but also parents with younger children that are more likely to spend time on social media.

Of parents with children at home, 35% expect to increase social media use – compared with just 26% for respondents without children. Perhaps because it enables them to easily connect with friends and families – and share plenty of baby snaps in the process – parents are making time for social media in their busy lives.

“

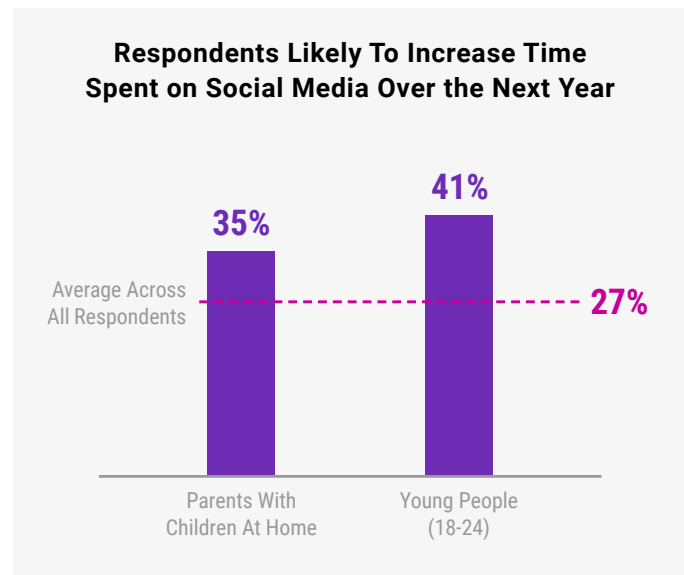
Social's continued momentum doubles down on the findings of our last report, where **48% of all consumers had increased time spent on social media during the pandemic** – suggesting that growth has persisted.

- Marissa McCardle, SVP, Social and Programmatic at DoubleVerify

“

Whether due to push factors like reduced budgets or pull factors like new content subscriptions and lasting hobbies, **the research underscores how consumers' digital content consumption has fundamentally changed in the post-pandemic era.** For brands, there is a clear opportunity. **The accelerated growth in digital consumption continues to open up new advertising avenues and new audiences.**

- Julie Eddleman, Chief Commercial Officer at DoubleVerify



SHIFT 2

Brands Must Address Attention Fragmentation – Or Risk Losing Consumers

The battle for consumer attention is heating up, with brands facing hurdles to engage consumers. But for savvy marketers, emerging platforms offer new opportunities.

Shining a light on how difficult it is to break through, most consumers in our survey believe they see between 1 to 50 ads per day. Estimates suggest the true average figure is around 4,000+⁵. With the vast array of stimulus online vying for consumer attention, quantifying impact and adapting strategies based on channels is key if brands are to meaningfully connect with their audiences.

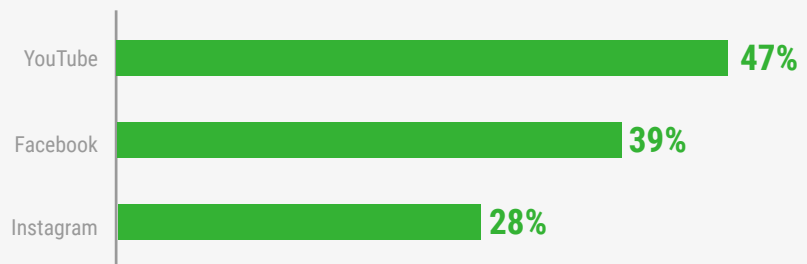
Emerging Platforms Add Fragmentation – and Opportunity – in the Fight for Consumer Attention

According to survey respondents, YouTube dominates as the proprietary platform where an ad is most likely to grab consumer attention. In fact, it is the number one platform for securing the attention of respondents in 15 out of 18 countries surveyed⁶.

Several factors may be driving YouTube's success, including its use of video, the volume of ads presented and its overall market share – given its 2.4 billion monthly users⁷.

In the fast-changing world of content consumption however, the battle for attention has only just begun. No single strategy or platform offers a fool-proof route to reaching consumers everywhere. Instead, brands must stay on top of trends and be agile as they adapt to new platforms and technologies.

Top Proprietary Platforms Where Ads Are Most Likely To Grab Attention, According to Respondents⁸



Australia, Mexico and the U.S. were the only countries in which YouTube wasn't the top platform for grabbing attention. In all three, though, YouTube was in second place, narrowly beaten to the number one slot by Facebook.

Meanwhile, newer platforms continue to attract consumer time and engagement. TikTok is rapidly growing, and 43% of 18-24 year-olds report that they plan on spending more time in the app over the next 12 months.

Marketers should also consider the place of local apps in their advertising strategies.

43%

of 18-24 year olds plan to spend more time on TikTok over the next 12 months

2/3

of respondents pay attention if an ad catches their interest in the first five seconds

Japanese respondents rank LINE – the largest social network and messaging app in the country⁹ – second among the proprietary platforms most likely to grab their attention with ads. In Vietnam, almost one-third (32%) highlight Zalo – a free messaging app – while 17% of Brazilians say the same of Kwai – a social video network.

Speed is of the essence when it comes to attention. Two-thirds (66%) of respondents state that they are more likely to pay attention if an ad catches their interest in the first five seconds, and 65% are more likely to pay attention if video ads aren't too long.

“

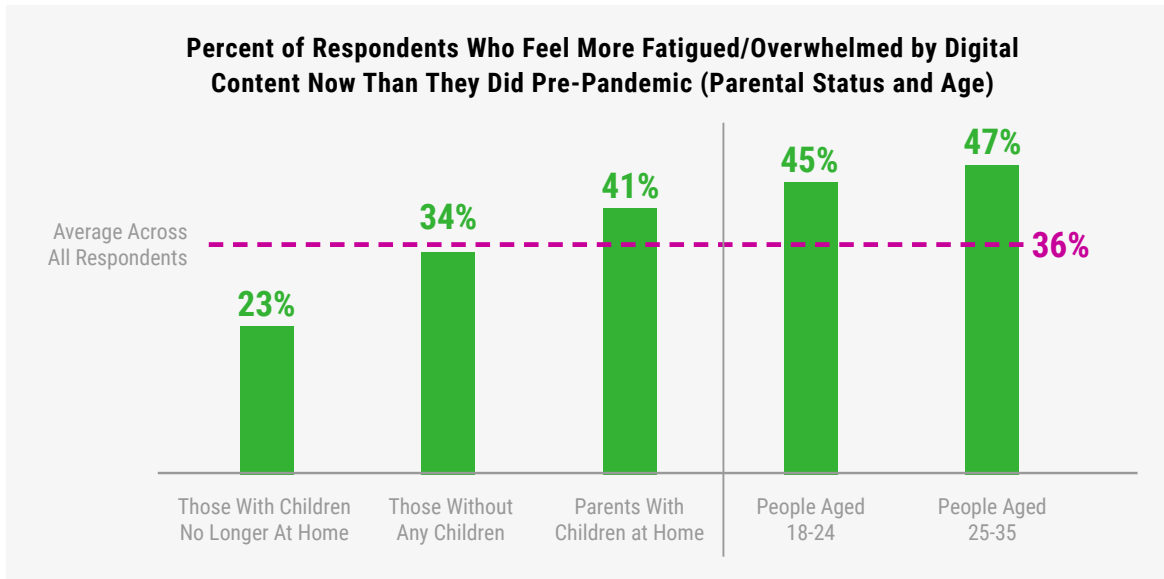
One thing is clear: **brands must be savvy in the fight for attention.** They need to **keep iterating and adjusting the strategies, channels and platforms** they use based on local nuances. **Platforms, meanwhile, must engage with solution providers to ensure they are giving advertisers the verified insights necessary to optimize their campaigns.**

- Julie Eddleman, Chief Commercial Officer at DoubleVerify

Attention to New Platforms Grows But Digital Fatigue Presents a Hurdle

Digital fatigue (feeling tired of digital content or overwhelmed by its volume) presents one potential hurdle to brands seeking to secure consumer attention — particularly on social media.

Over one in three (36%) state they feel more overwhelmed by digital content than they did pre-pandemic. This figure is even higher among parents with children at home (41%).



In response to digital fatigue, 33% of respondents would cut down on social media (more than any other content type). Younger consumers are more willing to dip in and out — 40% of 18-24 year olds are open to cutting down in the face of digital fatigue.

This doesn't suggest young people will, in fact, reduce their social media usage or cut it out entirely. Instead, it demonstrates how younger respondents — already significant users of social media — are willing to occasionally 'switch-off' if fatigued. This may manifest through short periods away from social media, setting time limits on their phones, or by reducing the number of channels they're managing — perhaps prioritizing new platforms over mature ones.

Across proprietary platforms, the research emphasizes there's an abundance of opportunity for advertisers. However, aligning ads with relevant content, on relevant platforms — mature and emerging — will be vital to seizing that opportunity, reaching the right audiences, and securing consumer attention.



Young people are more willing than average to adjust social media use.

SHIFT 3

Online Shopping Becomes the Norm

Online shopping continues to grow as most respondents, 54%, report buying more items online now than they did pre-pandemic.

Convenience, as well as the ability to shop anywhere thanks to mobile devices, may be driving factors.

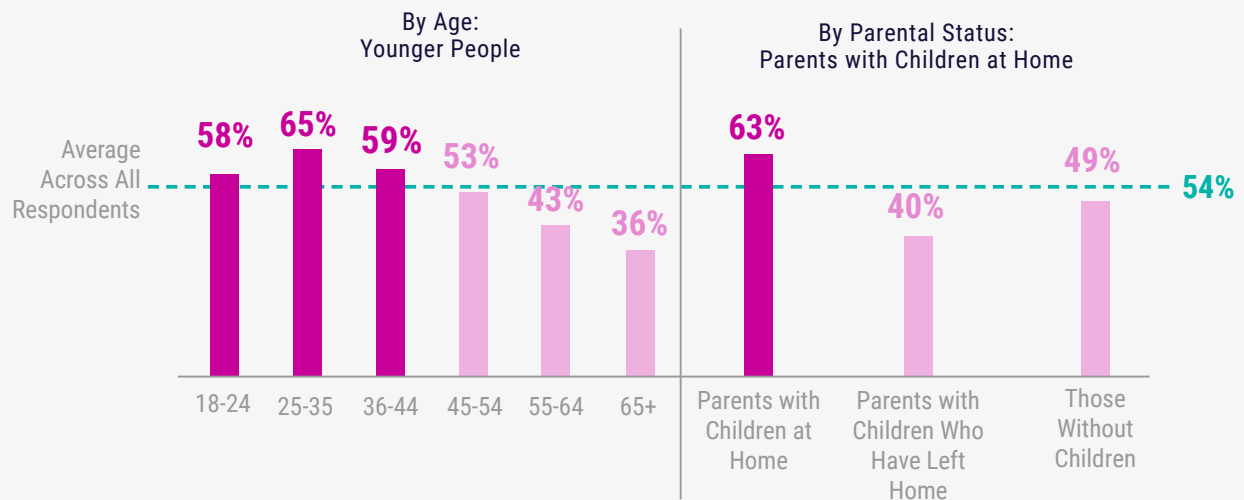
Parents with children at home and younger people are particularly likely to shop online more now than they did pre-pandemic. However, a significant proportion (36%) of those aged 65+, who may be more accustomed to brick-and-mortar shopping, state they are shopping more online now.

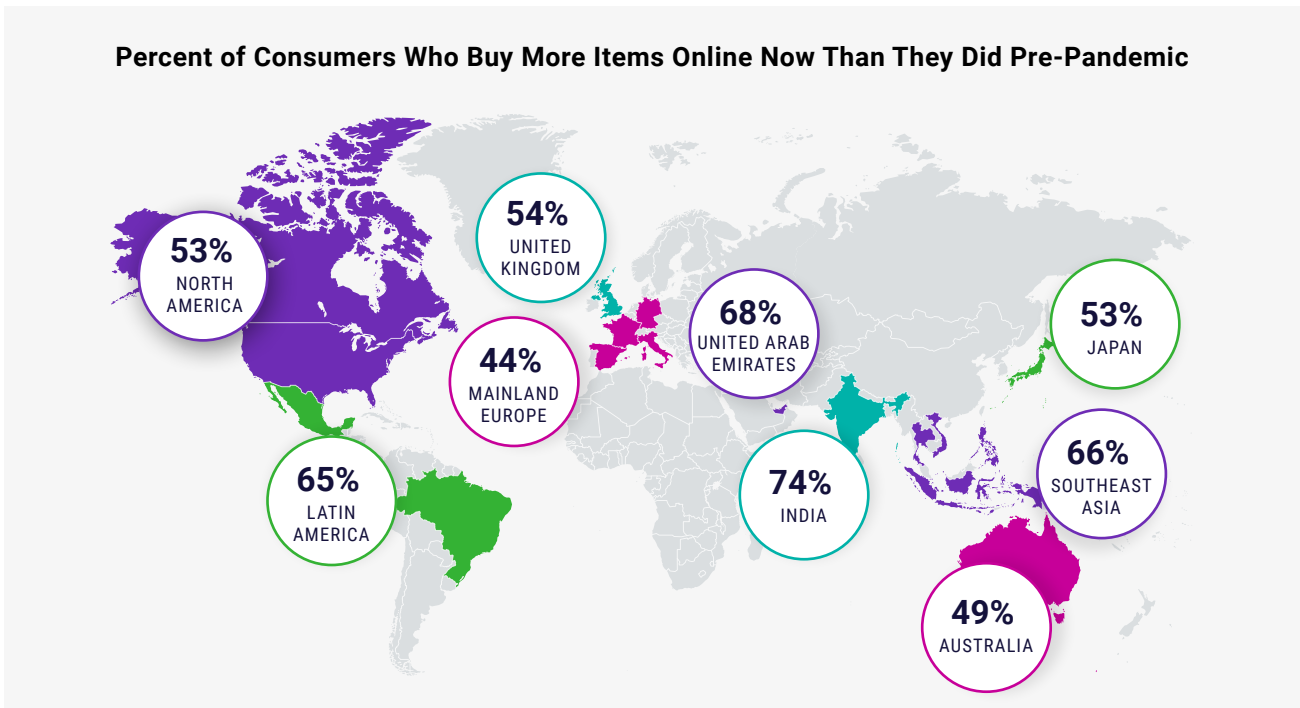
Meanwhile, respondents in emerging markets are more likely than average to state they are shopping more online now than they did pre-pandemic, with this highest among Indian consumers, at 74%.

54%

of respondents report buying more items online now than they did pre-pandemic

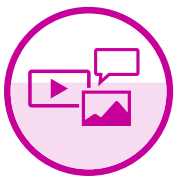
Groups That Buy More Items Online Now Than They Did Pre-Pandemic





Shoppers Increasingly Research Purchases Online – Creating Opportunities for Brands

With many groups making more purchases online, digital content plays a vital role in the buying cycle. Online shoppers are getting savvier, as they find content to inform their buying decisions. Over half (53%) highlight they now use digital content to inform planned purchases more often than they did pre-pandemic, while nearly two thirds (64%) say they spend longer online researching brands when it's an important purchase.



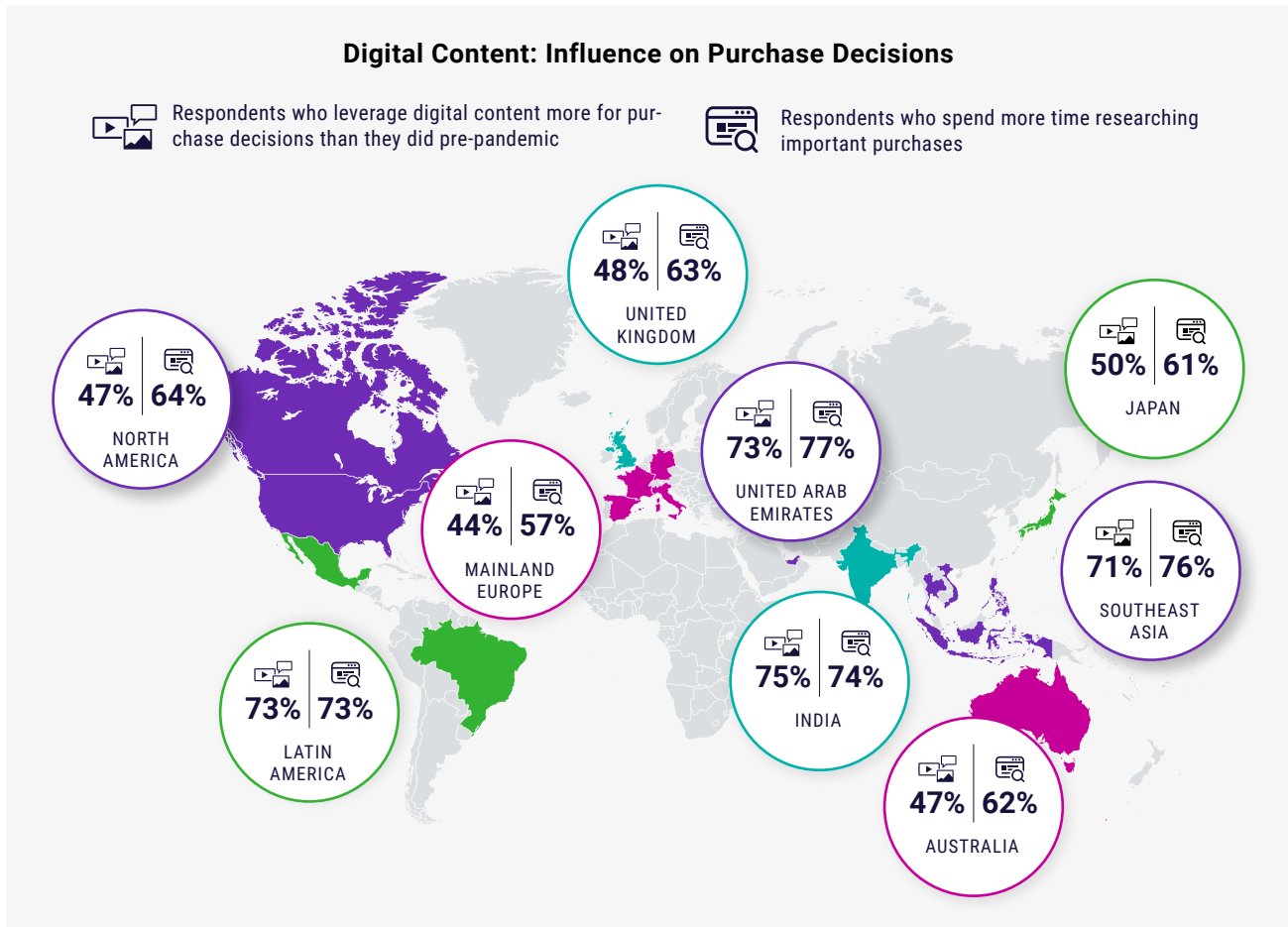
53%

Of respondents use digital content to inform planned purchases more often than they did pre-pandemic



64%

Of respondents spend longer online researching brands when it's an important purchase



The growing amount of time spent researching purchases — especially significant purchases — presents an opportunity for brands to reach consumers with relevant ads. Whether it's reading reviews of clothing or Googling gift ideas, people aren't just jumping online and making an instant purchase. They're taking their time, conducting their diligence and tapping their social networks for recommendations.

This is where brands can — and should — make an impact by, for instance, ensuring their ads appear alongside contextually relevant content, capitalizing on key moments of consumer interest or intent. This is vital, as two thirds (67%) of consumers say they are more likely to pay attention to an ad if it's relevant to the content they're looking at — like reviews or gift ideas.

“

With the **post-cookie era fast-approaching**, this research **emphasizes the need for brands to invest in privacy-safe contextual targeting**. Brands can use **contextual targeting to grab consumer attention** by placing ads alongside relevant content at **crucial moments in the buying cycle**.

- Jack Smith, Chief Product Officer at DoubleVerify

Targeted Strategies Are a Must for Capturing Attention In a Competitive Market

More time spent researching by consumers means more opportunities for brands to reach these audiences. But competition is fierce. The research shows that, as awareness grows, so too does scrutiny.

More than half of all respondents (60%) reported becoming aware of more brands as they spend more time online, while 58% note that the more brands they are exposed to, the more likely they are to comparison shop.

While every brand can benefit from increased exposure, it's important that advertisers understand how to cut through the clutter and win consumer attention.

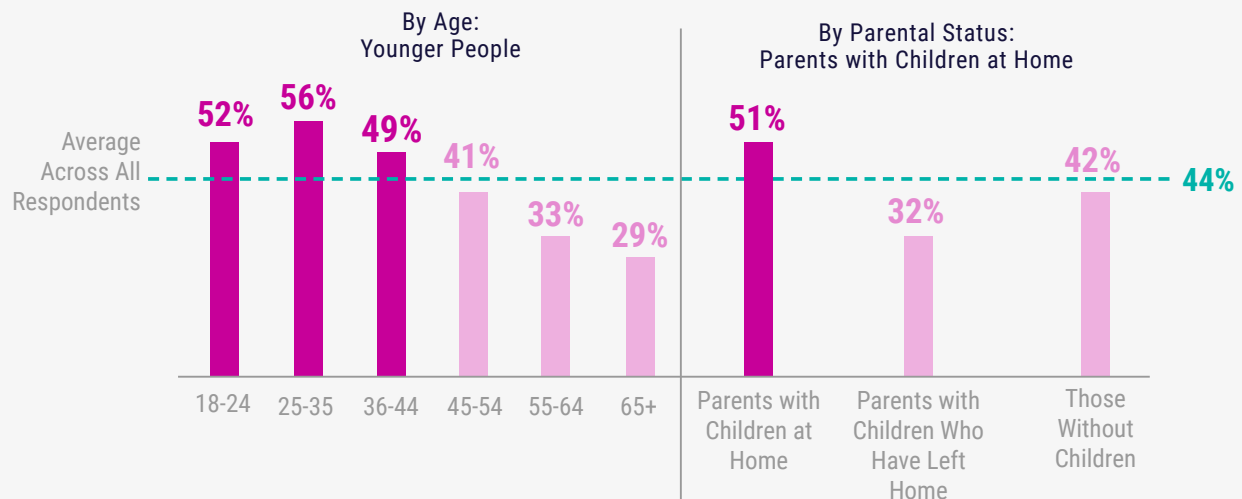
Brands can stay one step ahead of the competition by focusing on what is really driving attention, engagement and meaningful interactions. To do so, they must invest in strategies and solutions that enable their online promotions to reach consumers in the arenas that maximize ad exposure and consumer engagement.



Parents and younger people are overwhelmed by choice

Almost half (44% of respondents) argue the volume of choice online complicates purchase decision-making. This figure is 51% among parents with children at home, suggesting that shopping for the whole family only increases this challenge. Likewise, for younger people, who may spend more time online (and be exposed to more brands in the process), this figure hits 52% for 18-24 year olds and 56% for 25-35 year olds.

Percent of Respondents Who State the Volume of Choice Online Makes It More Difficult To Make Purchase Decisions



SHIFT 4

Trust and Shared Values Foster Loyalty, but Consumers Demand Accountability

In an era of uncertainty and political tension, the vast majority of those surveyed (68%) are concerned that levels of mis- and disinformation are increasing. Older demographics are the most likely to think this, while the youngest group surveyed report being less concerned.

As we'll see, according to respondents, many sources are held accountable for mis- and disinformation. Yet, despite concerns running high, brands also have an opportunity to take a stand and make a real impact with consumers.

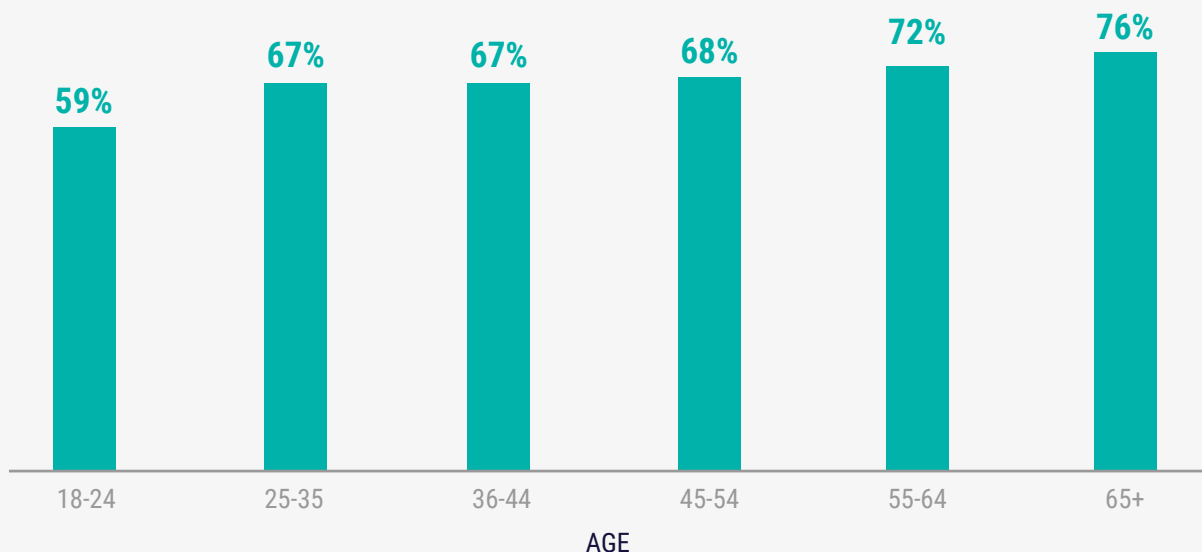


What Is Mis- and Disinformation?

Misinformation: The communication of unreliable or unsubstantiated information on issues of political or societal importance.

Disinformation: The communication of unreliable or unsubstantiated information on issues of political or societal importance, with the deliberate intent to mislead or confuse.

Percent of Respondents Who Are Concerned That Mis- and Disinformation Is Getting Worse



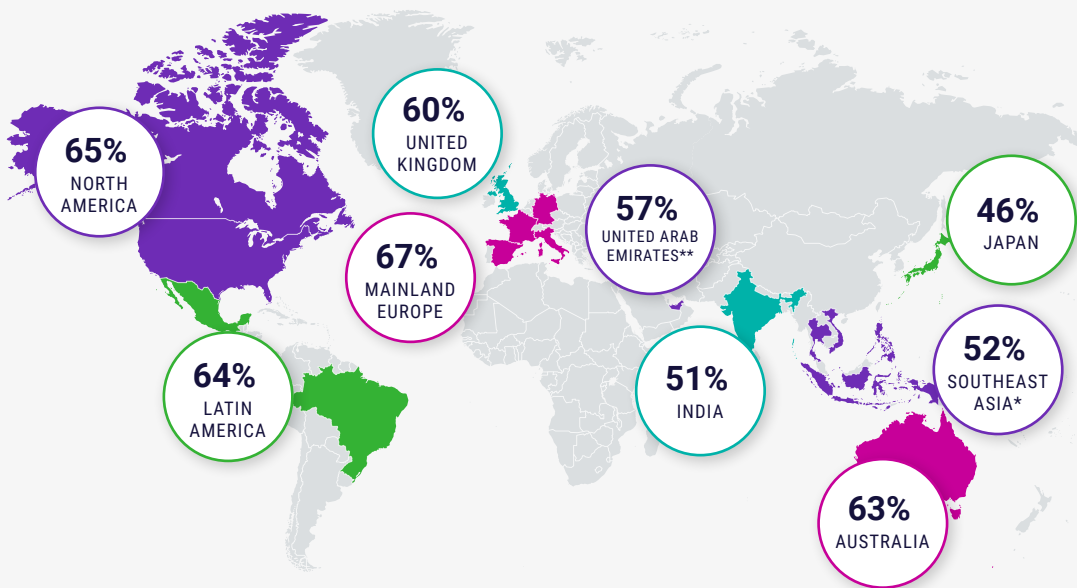
Mistrust Prevails as Respondents Grapple With Whom to Blame

Almost half (46% of respondents) state they have often been exposed to mis- and disinformation on social media – suggesting consumers see the content disseminated through these channels as a potentially risky source of information.

Consumers believe many groups create mis- and disinformation – with the top source varying by region.

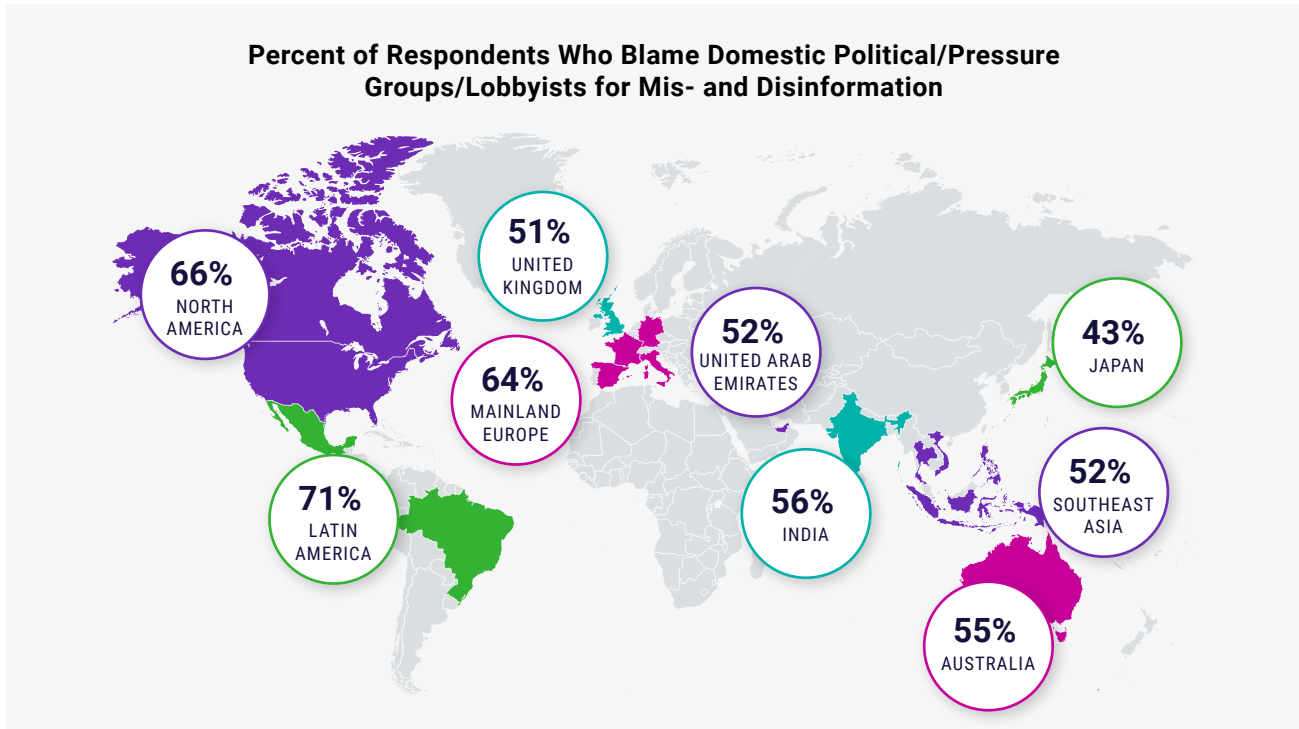
The majority (62%) identify conspiracy theorists as creators to a ‘moderate or great extent’. This is just 10 percentage points higher than the number of consumers who identify mainstream media as a source (52%). Overall, consumers in the Americas are the most likely to distrust mainstream media.

Percent of Respondents Who Blame Conspiracy Theorists for Mis- and Disinformation



* Southeast Asia was the only region to identify the general public as the leading creator of mis- and disinformation

** United Arab Emirates and Japan were the only regions to identify influencer (joint with conspiracy theorists) as the leading source of mis- and disinformation



Action On Mis- and Disinformation Is Viewed Favorably by Respondents

Survey respondents see several parties bearing responsibility for tackling mis- and disinformation. Over two thirds (68%) state this responsibility lies 'moderately' or 'completely' with the government – aligning with the fact that 67% would welcome regulation to address it.

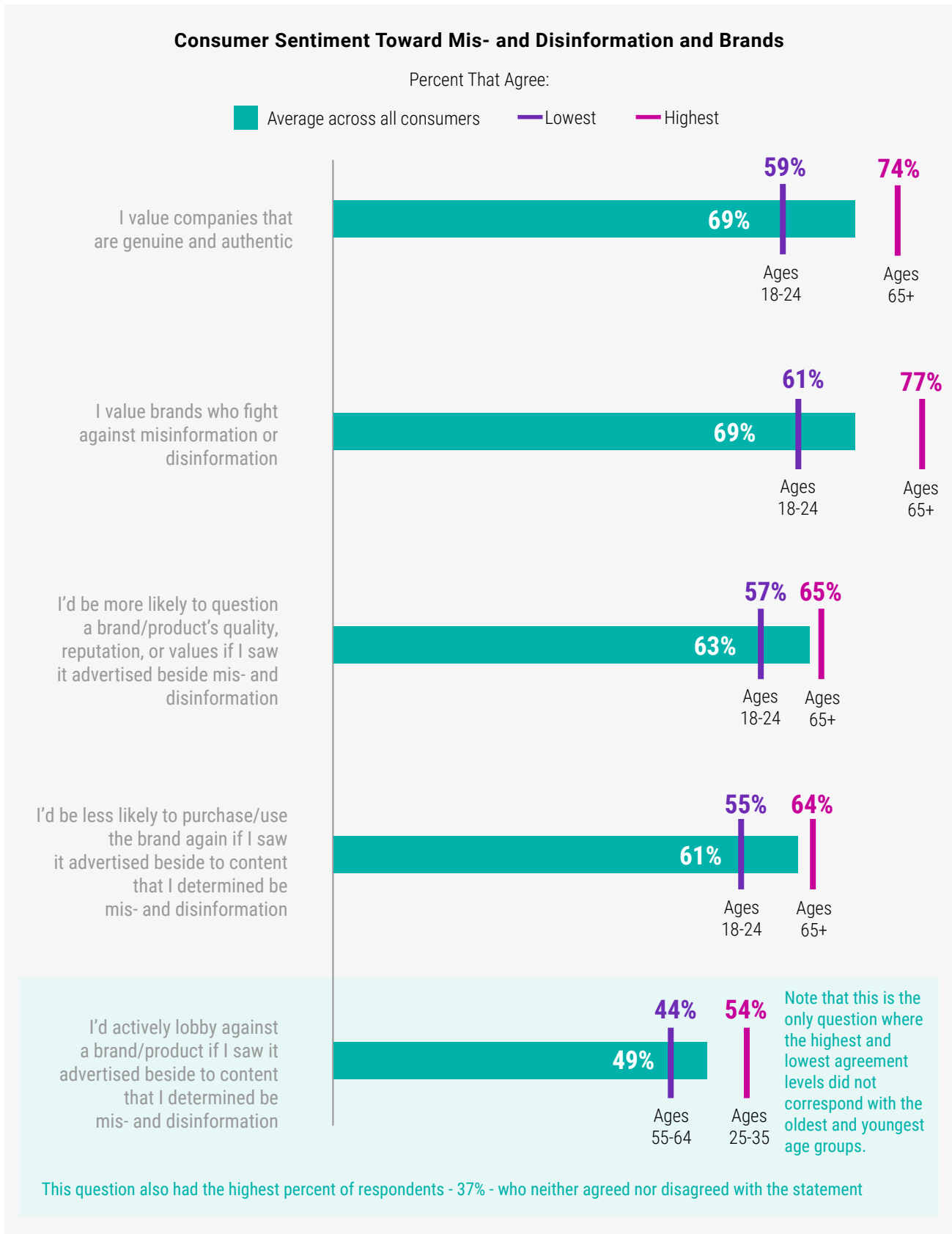
However, platforms are seen as almost equally accountable – 67% state that platform owners should be responsible for tackling the problem and 66% say the same of publishers. And while fewer see the responsibility as lying moderately or completely with brands, it is still a significant number (58%).

But there's also an opportunity for brands. Over two thirds (69% of respondents) value brands that actively fight against mis- and disinformation and the same number (69%) state that companies that are genuine and authentic appeal to them. In our last report, a similar number (67%) stated they would be more likely to engage with an ad on the website of a publisher they know and trust.

69%

of respondents value brands that actively fight against mis- and disinformation

Brands that ensure they appear alongside content aligned with their values, and that actively confront or avoid mis- and disinformation, stand to be rewarded with consumer trust.



Safety is also essential. While respondents don't necessarily see brands as responsible for mis- and disinformation, 61% would be less likely to purchase/use the brand again if they saw it advertised next to content that they determined to be mis- and disinformation. In 2020's report, 55% stated that seeing a brand advertised beside false or misleading content would negatively impact their purchase decisions, suggesting the impact to brands may be growing.

This sentiment doesn't always translate to active lobbying against brands by consumers, though a significant portion (49%) responded they would do this if they saw a brand advertised beside misinformation or disinformation.



Consumers seek brands that are aligned with their values and will reject those they see as associated with mis- and disinformation. In short, **brand safety isn't just about protecting against risks, it's a way to actively cultivate consumer loyalty and trust.**

- Dan Slivjanovski, Chief Marketing Officer at DoubleVerify

Key Take-Aways: Shifts In Media & Advertising During 2022

1 Streaming, CTV and Social Media Have Cemented Lasting Changes To Content Consumption:

A sudden snapback to the pre-pandemic status quo hasn't materialized. Global consumers continue to spend more time consuming digital content online — with CTV, streaming, and social media the primary beneficiaries.

2 Attention Is Becoming the New Media Currency:

The proprietary platform landscape continues to evolve at pace. From YouTube to TikTok to Japan's LINE, consumers are open to new and established platforms alike. Rather than fear fragmentation, brands must understand the nuances of how these platforms are being used. In addition, they should explore attention signals, like consumer engagement, that are correlated with campaign outcomes. In summary, they need to embrace solutions and strategies that can focus consumption by platform, region, demographic, engagement signals and more, to win in the battle for attention.

3 The Evolution of Online Shopping Is a New Opportunity For Brands:

Consumers are more likely to shop online today than they did pre-pandemic, and are spending more time researching brands when they do. While competition is fierce, aligning ads with contextually relevant content will enable brands to capitalize on the growing opportunity to secure consumer attention.

4 Consumers Are Holding Brands Accountable; Brand/Values Alignment Is Critical:

Consumers fear that mis- and disinformation is growing, from multiple sources. Beyond calls for governments and platforms to fight back, consumers welcome brands that take a stand. In an era of polarization, brands must align themselves with content which reinforces their brand equity and values. Investing in safety solutions — as well as tools like contextual targeting — will be key to achieving this and unlocking the reward of consumer trust.

Index

1. DoubleVerify. "Four Fundamental Shifts in Media & Advertising During 2020", Sept 23, 2020, <https://doubleverify.com/four-fundamental-shifts-in-media-and-advertising-during-2020/>
2. BBC. "World Bank warns of recession risk due to Ukraine war", June 8, 2022, <https://www.bbc.co.uk/news/business-61723643>
3. Variety. "Netflix Aims to Launch Cheaper, Ad-Supported Plan in Early 2023", July 19, 2022, <https://variety.com/2022/digital/news/netflix-ad-supported-plan-launch-1235320040/>
4. Innovid. "NEW STUDY: Global CTV Impressions Outpace Mobile, Accounting for Nearly Half of Video Impressions", May 11, 2022, <https://www.innovid.com/resources/new-study-global-ctv-impressions-outpace-mobile-accounting-for-nearly-half-of-video-impressions/>
5. Forbes. "Finding Brand Success In The Digital World", August 27 2017, <https://www.forbes.com/sites/forbesagencycouncil/2017/08/25/finding-brand-success-in-the-digital-world/?sh=337645fc626e>
6. YouTube had the highest percentage of consumers who placed it in their top 3 platforms for grabbing attention in 15 countries out of 18 surveyed
7. Statista. "Forecast of the number of Youtube users in the World from 2017 to 2025", July 20, 2021, <https://www.statista.com/forecasts/1144088/youtube-users-in-the-world>
8. Percentage of consumers who placed the following in their top 3
9. Bigbeat. "Japan's Top Social Media Platforms in 2022", March 31, 2022, https://www.bigbeatinc.com/blog/japan_social_media_2022#:~:text=Made%20in%20Japan%2C%20LINE%20has,cashless%20pay%20app%20by%20Softbank



www.DoubleVerify.com