



NewFronts 2024

Streamlining process and tools in an accelerating video advertising landscape

Updated: May 10th 2024

Better decisions, faster.



Digital Video growth drives the NewFronts to centre stage

Digital Video Leadership

The [IAB NewFronts](#) has grown in importance as the scale and effectiveness of digital video have risen over the past 16 years.

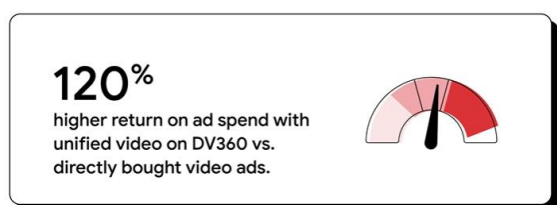
This year, the IAB in the US predicts that spending on digital video (across CTV, social video, and online video) will [overtake linear TV investment](#) to USD 63bn, taking a 52% share of total video investment.

This [OMG report](#) details the announcements from each presentation over the whole week. However, some platforms such as [Amazon](#) and [YouTube](#) are choosing to announce around the Upfronts as they chase linear budgets.

Digital Video may now take the lion's share of investment, but it remains highly fragmented across services, models, and devices.

A key theme this year was streamlining processes and tools to access and manage this wide range of inventory. One of the first announcements was from Google detailing [Display and Video 360](#) updates.

Partnerships with major streaming brands such as NBCU and Paramount were expanded to make inventory available within DV360 so that [guaranteed and biddable media can be bought and managed](#) together—adding to an existing deal with [Disney's Realtime Ad Exchange](#).



Think with Google

Google-commissioned Nielsen MMM meta-analysis, U.S., including 15 CPG brands that reported linear TV, Google, non-Google video, including DTV and CTV, 2023.

Google claims these initiatives drive a [120% higher return on ad spend](#) bought on third-party sites and [18% higher ROAS than linear TV](#). Better frequency management across devices is one technique that drives performance improvement, especially as more than half of consumers state [that too many ad exposures](#) negatively impact brand impression.

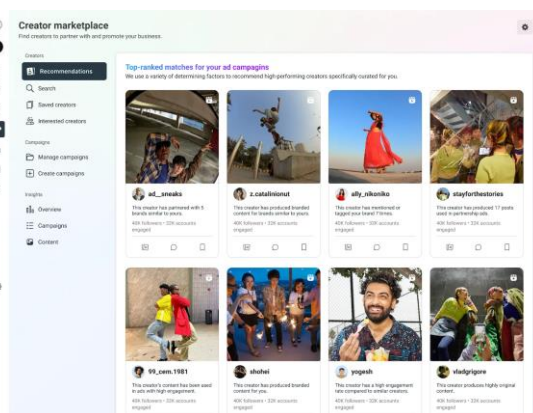
AI Activation

Google claims that DV360 inventory can reach [92% of US CTV households](#), but the inventory is fragmented. [DV 360 Commitment Optimiser](#) is an AI-powered solution that manages scale and efficiency with [annual commitments](#) across various publishers and deal types.

[OMG has been a pilot partner](#) for the DV360 Commitment Optimiser in recent months. Initial tests have shown up to [3 times as many impressions](#) against our deals with no incremental technology costs. When scaled, this could be especially [effective for global advertisers](#) seeking to manage investment across borders.

AI is also being applied to the complex dynamics of trending content. TikTok announced new [AI-powered features in its Pulse Suite](#) to identify the top 4% trending, brand-suitable content. [OMD Italy recently utilized TikTok Pulse](#) contextual capabilities to deliver a 6.5% uplift in awareness for McDonald's alongside increases in 6" view-through and click-through rates.

Meta announced '[Recommended Creators](#)' using AI to match brands to the [correct creator and audience](#) attributes in the Instagram Creator Marketplace. It then sends detailed campaign briefs to those creators.



Meta's Advantage+ platform [announced enhanced AI features](#), including creative ideas and Llama-3-powered copy optimization. Greater process [efficiency and monetization](#) for short-form videos are enabled through automated changes to [aspect ratios and backgrounds](#).

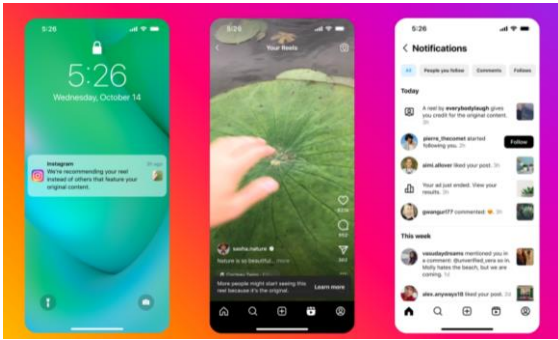
Better decisions, faster.



Original Content

A key theme of 2024 is the push for [original and useful](#) content. [Google's core algorithm update in Q1](#) made drastic changes, improving the visibility of high-quality content at the [expense of spammy derivative content](#), as seen with 'Made for Advertising' sites.

Meta announced [updates to Instagram's algorithm](#) to prioritize original content. It aims to foster creativity and reward creators who generate unique content—going so far as to remove aggregators that repeatedly repost from other accounts from recommendations.



This has [significant implications for creators](#) and advertisers that rely on reposting strategies will likely need to change approach.

An interesting trend is content hybridization, where two properties combine to create new routes to growth and original content opportunities. One example is [Conde Nast announcing a strategic collaboration with Formula 1](#) to create original video content that explores the world of F1 through the lenses of luxury lifestyle, fashion, food, and travel for GQ, Vogue, WIRED, and Conde Nast Traveler.

Multiple partnerships were announced to enable original content to surface in platform-specific experiences such as [Snap's Sports Partnership and Programs](#), including Snap creators reporting from Paris 2024 with their unique voices. Also launched was the [Snap Sports Network](#) to cover unconventional sports and an [expanded 523 creator program](#).

Unique and useful content is more highly valued in an [attention-constrained](#) economy so that we will see greater integration of content with social distribution, search optimization, and programmatic creative/bid decisions.

Ad innovation

The NewFronts often see new ideas in format innovation; this year, it went further as the whole advertising model is being rethought.

For some time, Free ad-supported TV (FAST) has provided a free alternative to subscription streaming services. Start-up [Telly](#) provides a free alternative to paying for a TV set.



They ship [a TV set and a second screen](#) to show additional content, allowing brands to deliver [more engaging and differentiated experiences](#) with formats like the [dual-screen takeover](#).

Meanwhile, Samsung introduced the [Game Breaks](#) ad format on its free, ad-supported streaming TV service [Samsung TV Plus](#). This innovative format replaces standard ad pods with interactive trivia games, offering unique sponsorship opportunities that are still being finalized in format and pricing.

These formats will appear in [new sports and music-related FAST channels](#) enabled through partnerships with MLB, PGA, MMA, F1 Warner Music Group, and Matel.

Digital Video innovation is accelerating. As partnerships and formats multiply, advertisers have many more options to manage. So, new skills and tools are required; OMG is at the leading edge of this change.



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