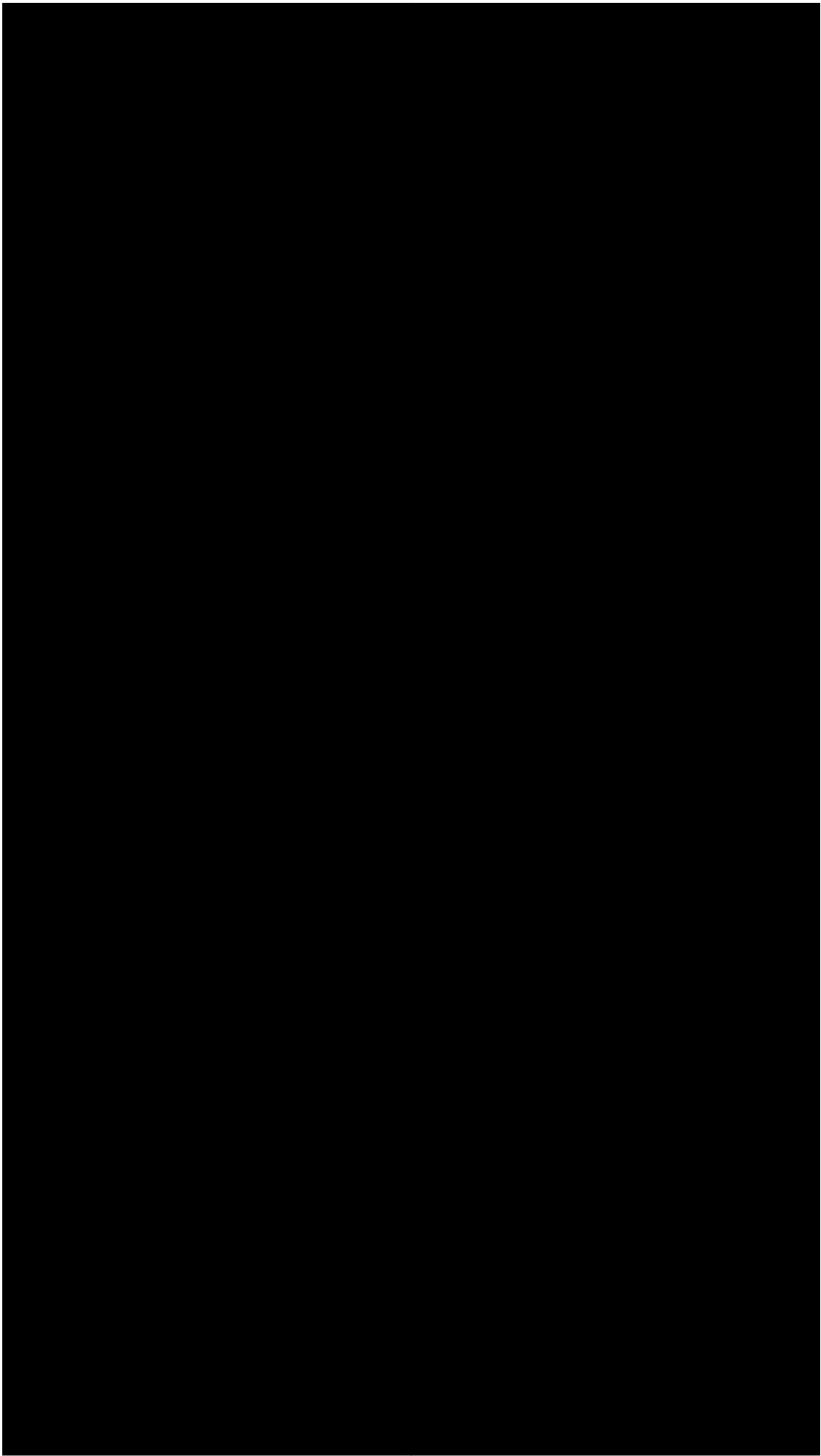


sd one

vi  
video  
intelligence



# Die Presse

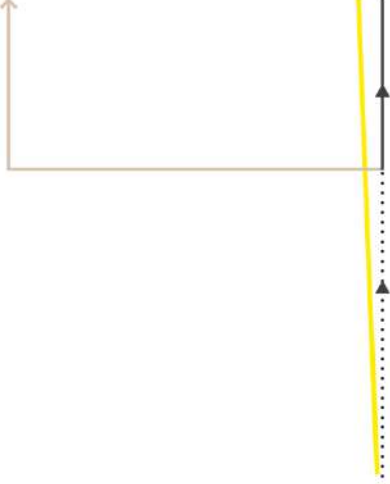
First printed 170 years ago (in 1848), *Die Presse* is a liberal newspaper based in Vienna, Austria. The largest network of correspondents in Austrian media and the most extensive reporting on business, culture, and politics is what makes *Die Presse* unique.

1999

Die Presse is purchased by Styria Medien AG (Styria Media Group).

2011

When planning to move WirtschaftsBlatt and Presse into a shared office space, a film studio was incorporated into the design. This laid the groundwork for future video production and allowed for ongoing and professional inhouse production of editorial video content.



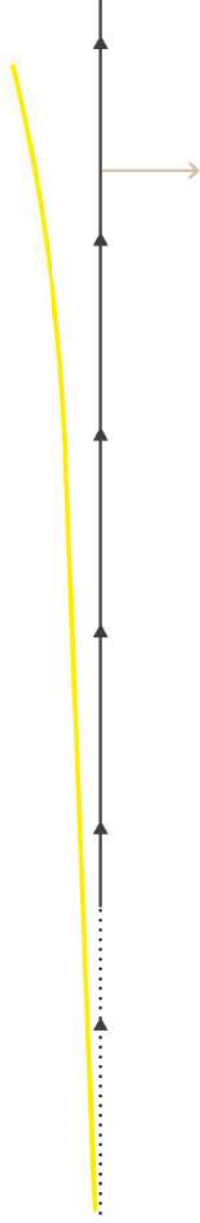
# 50,000 pre-rolls



2012 - 2014

Increased mobile access and the related change in user behaviour lead to new challenges. Video has its biggest moments with user interactions on-the-go. In order to accommodate this change and to offer more content, the Styria Media Group cooperates with Clipkit.

# 300,000 pre-rolls



## 2015 - 2017

More video content is not only attractive for users but satisfies their desire for authenticity and swifter, more condensed information. These demands led to a complete re-evaluation of Styria Media Group's moving images strategy and new co-operations.



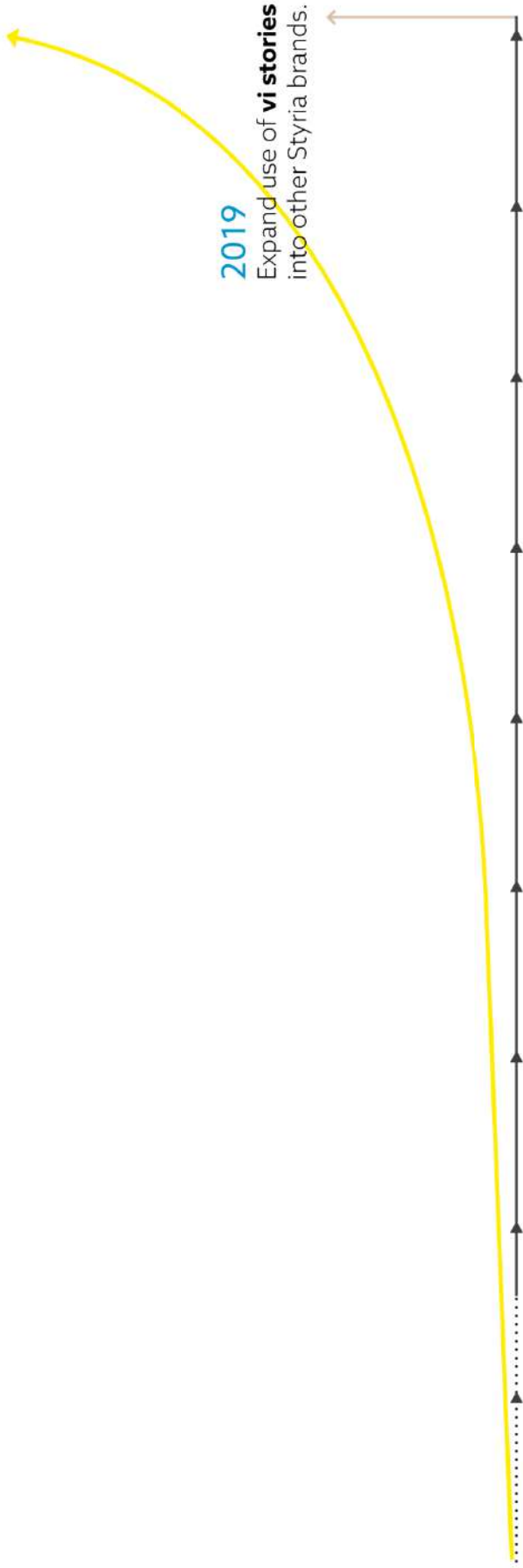
**31,000,000**  
**x 100 increase in pre-roll**  
**over two years**



2018

Advertisers' demand for placement options of highquality video increased exponentially. Styria's partnership with **video intelligence**, who specialise in contextual video system, responds to this.

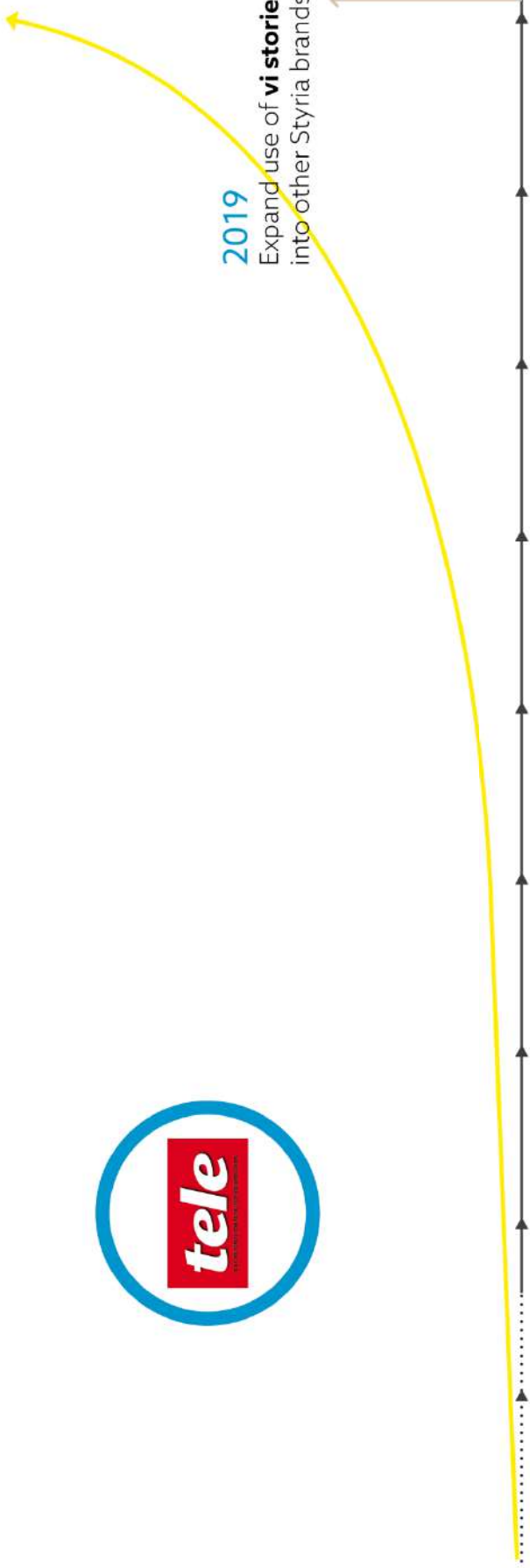


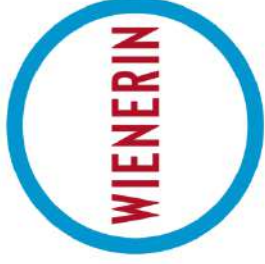




2019

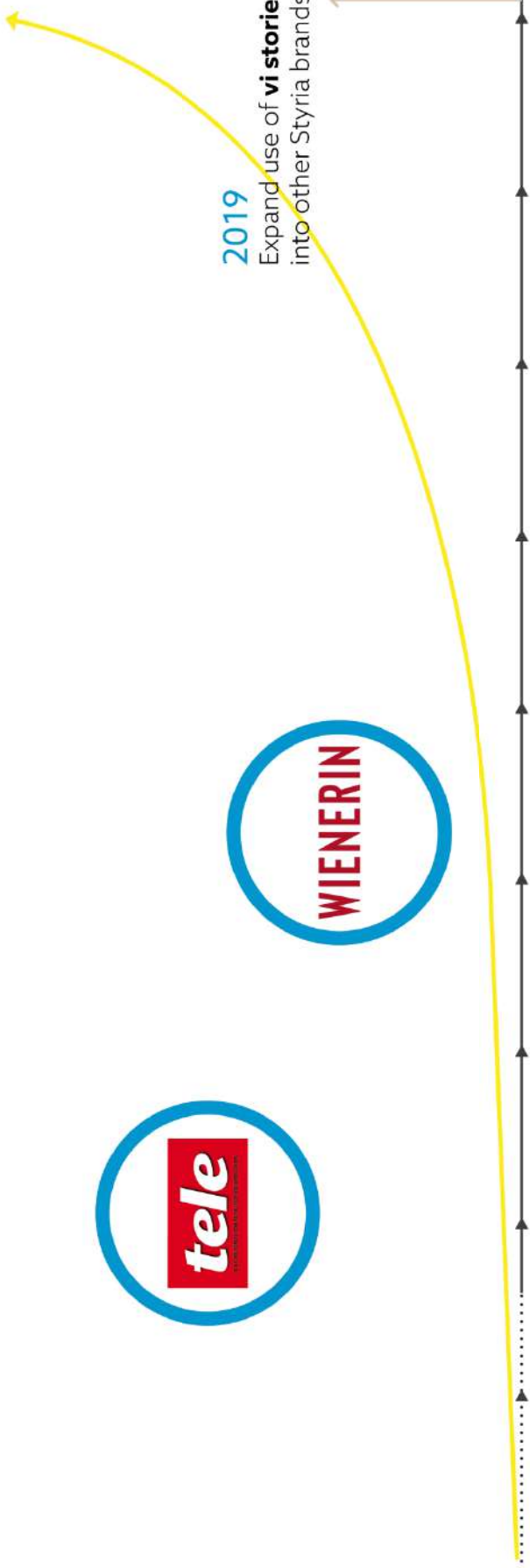
Expand use of **vi stories**  
into other Styria brands.

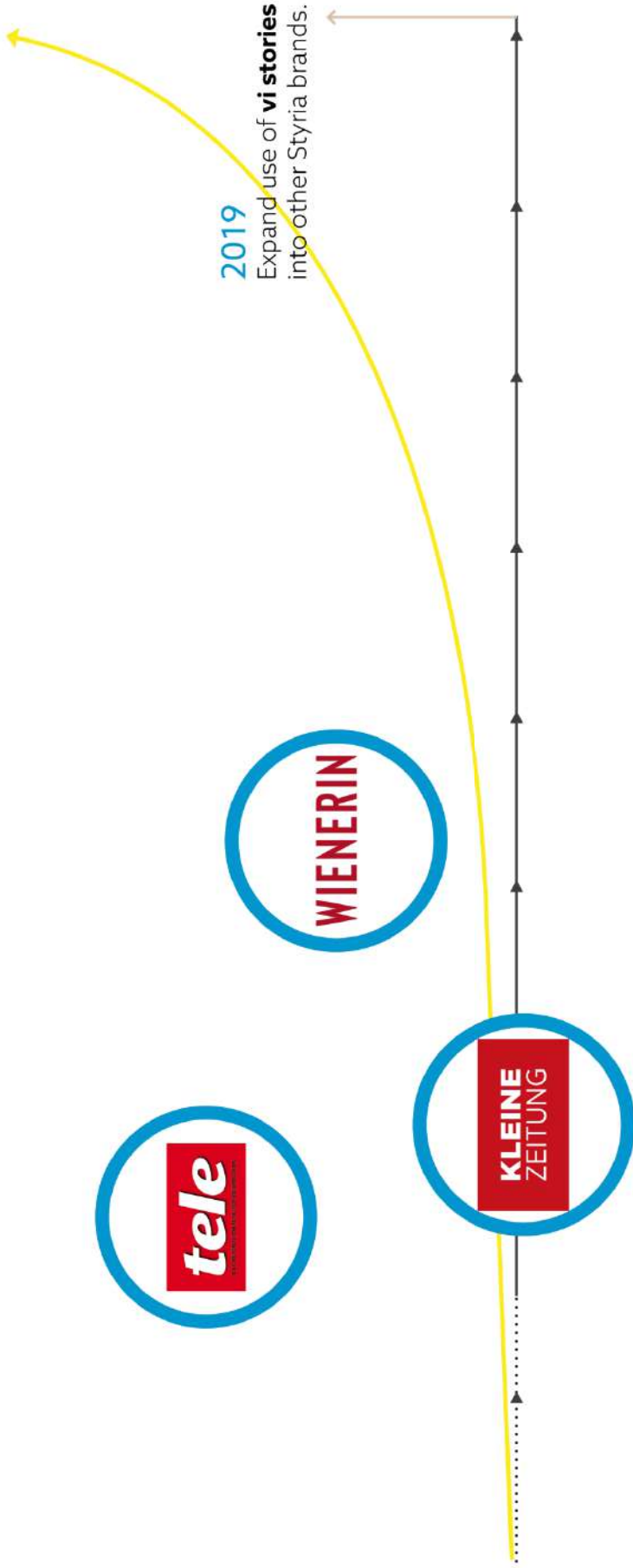


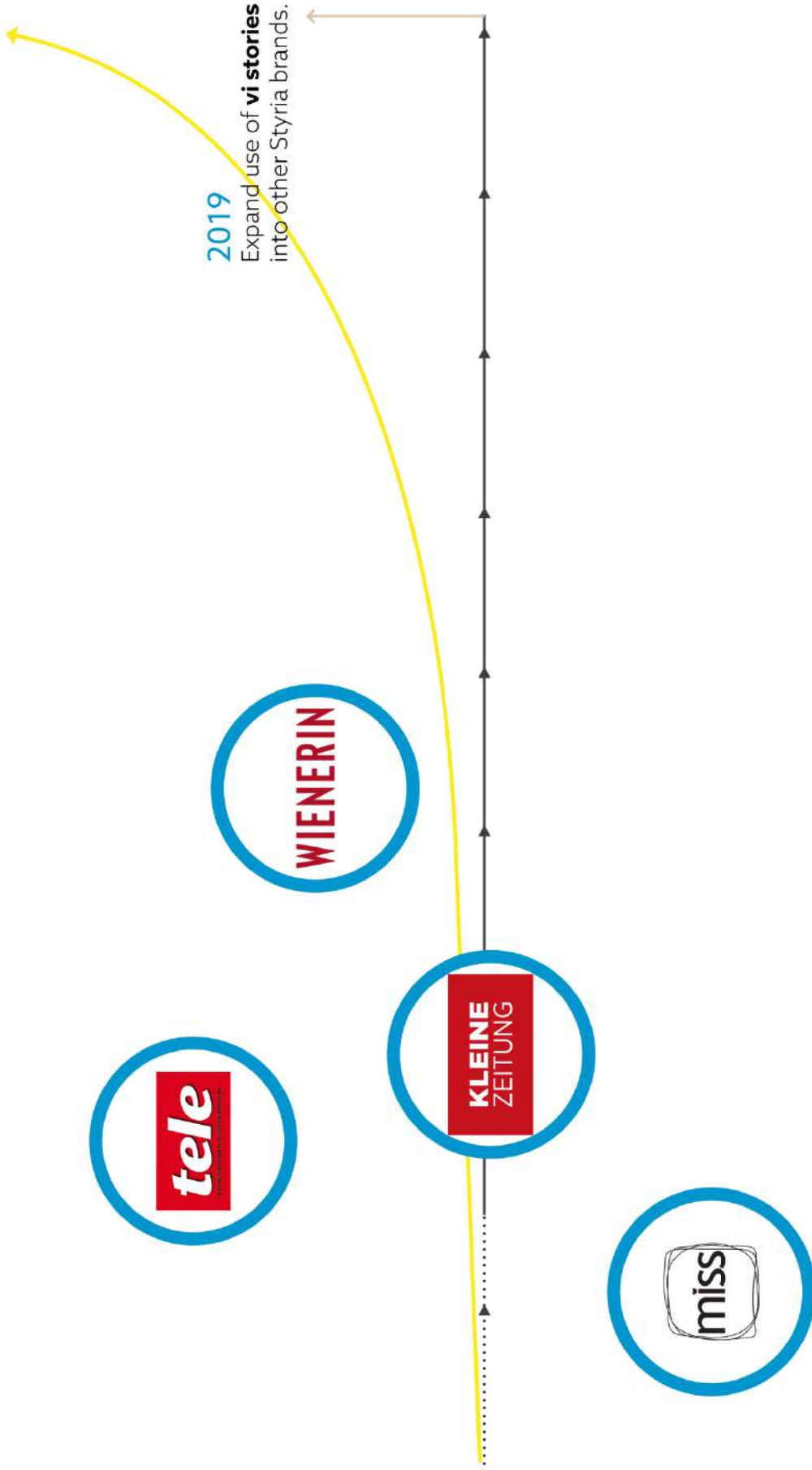


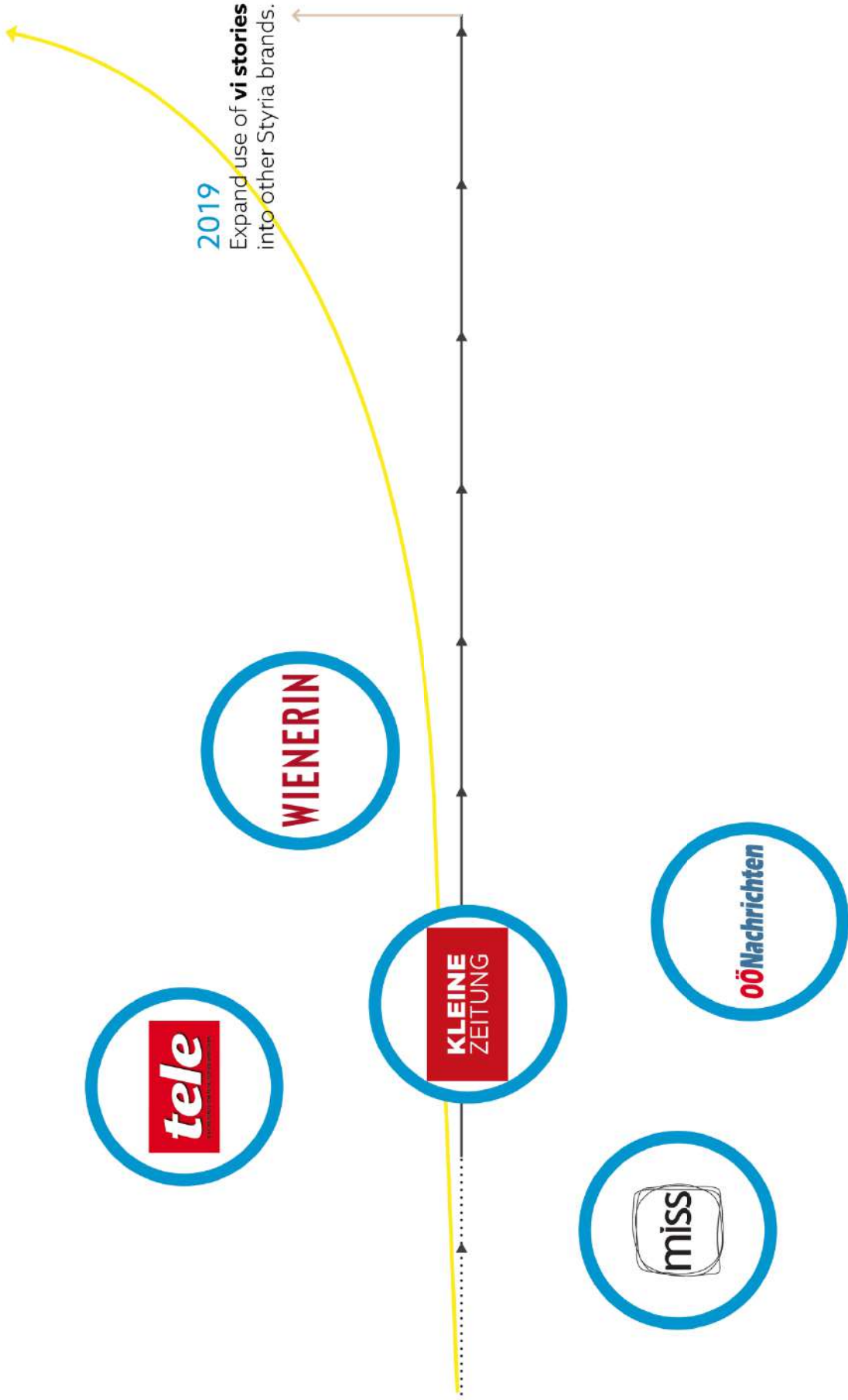
2019

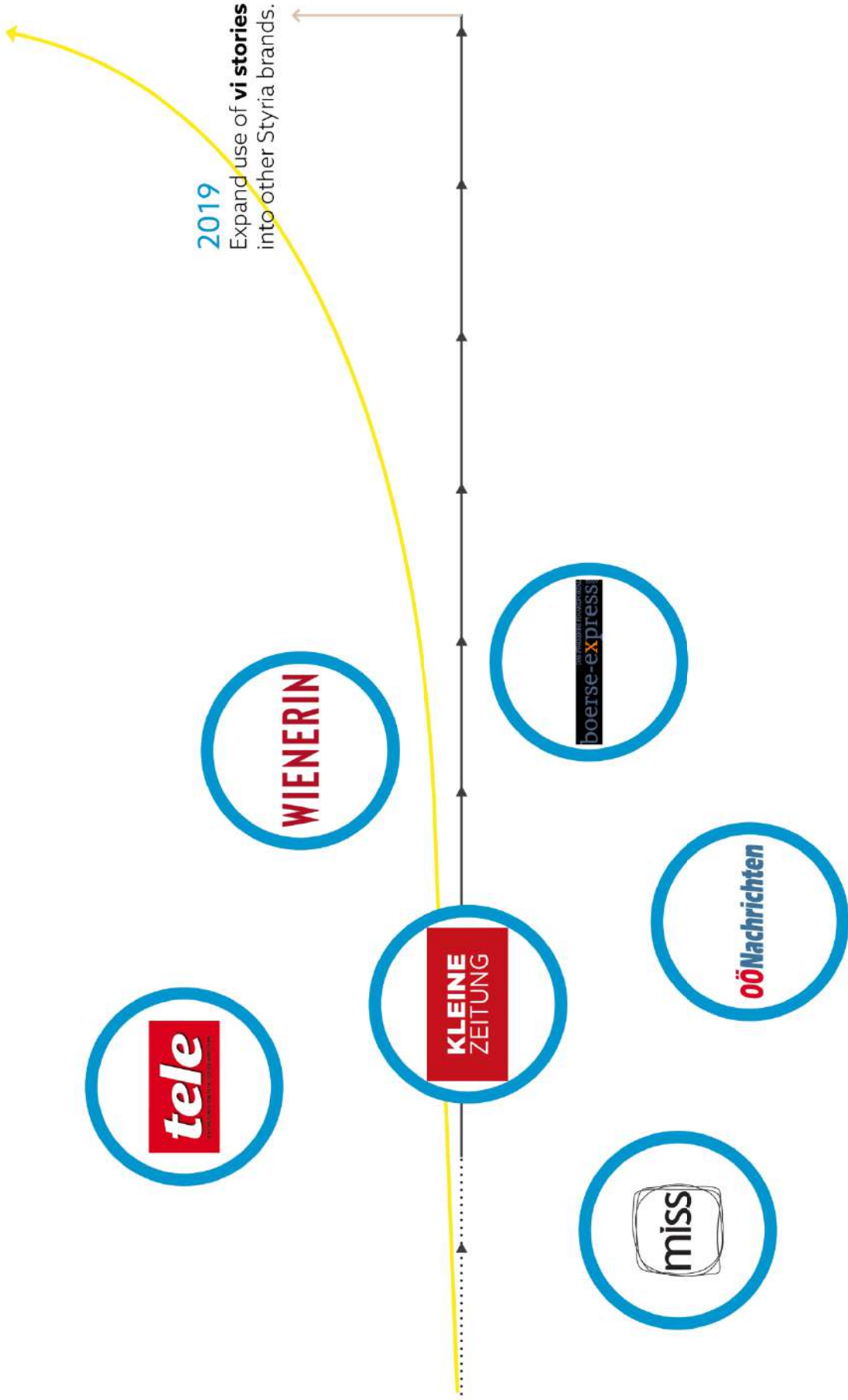
Expand use of **vi stories**  
into other Styria brands.





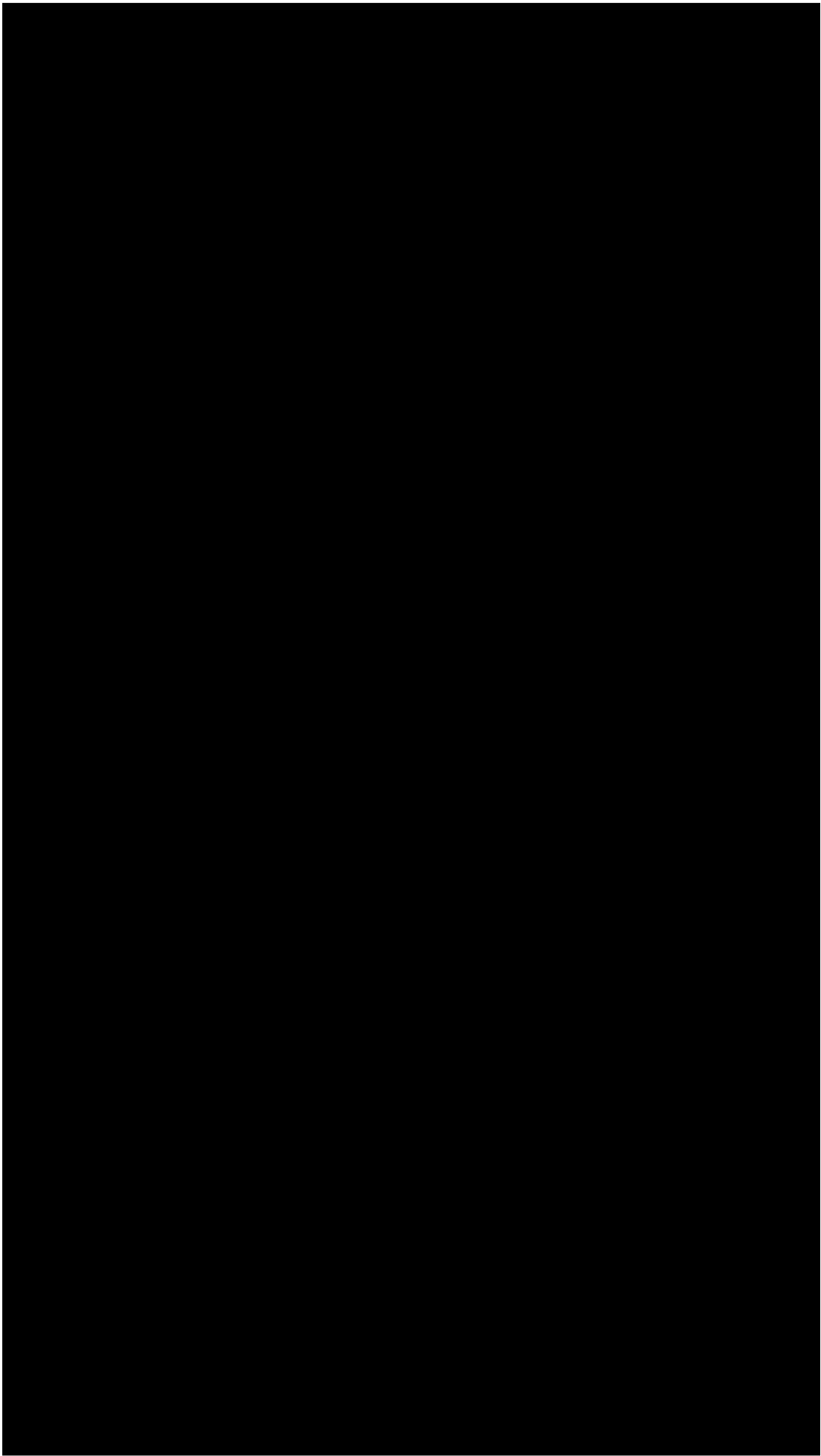






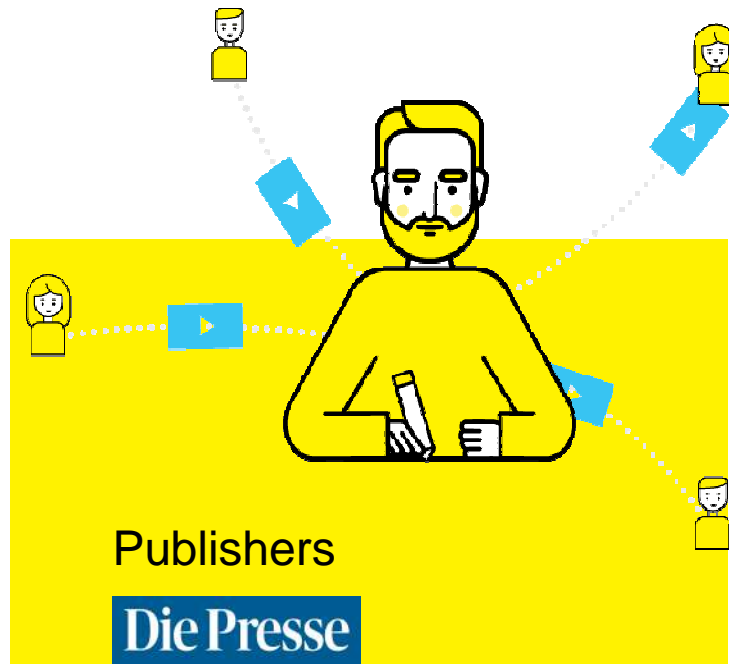
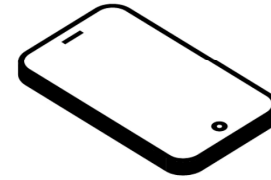




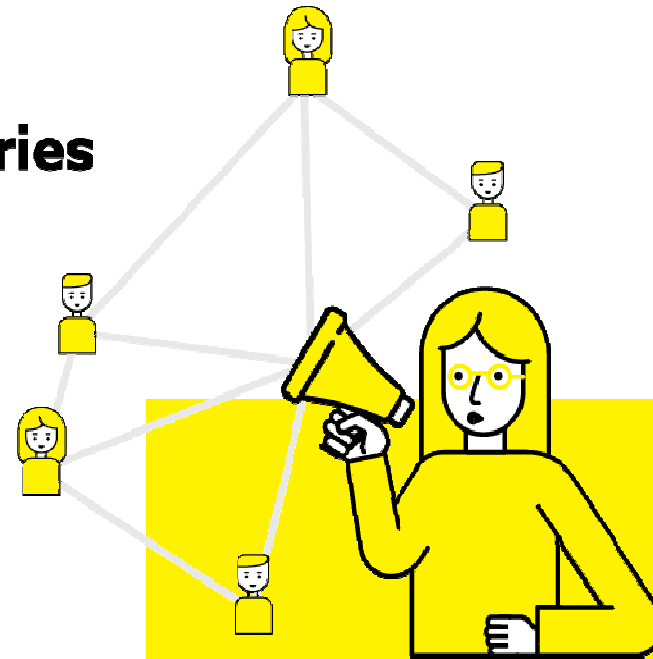


# How vi stories works

Content providers



**vi** stories



Advertisers

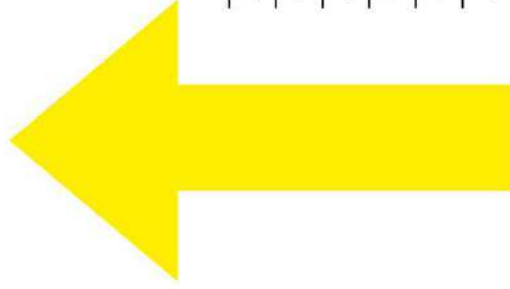
“The magic happens  
when you deliver  
complimentary video  
in the right context.”

*Kai Henniges*

# Case Study: Lumen

LUMEN Research/London - Contextual video impact research/Eyetracking Study

The publisher halo effect



- The website was easy to use
- The website was well put together
- The website had engaging content
- The website was enjoyable to browse
- The website had great content
- The website did not have annoying advertising

**vi stories  
increased  
publisher  
recall by  
83%**

**vi stories** increased advertising effectiveness



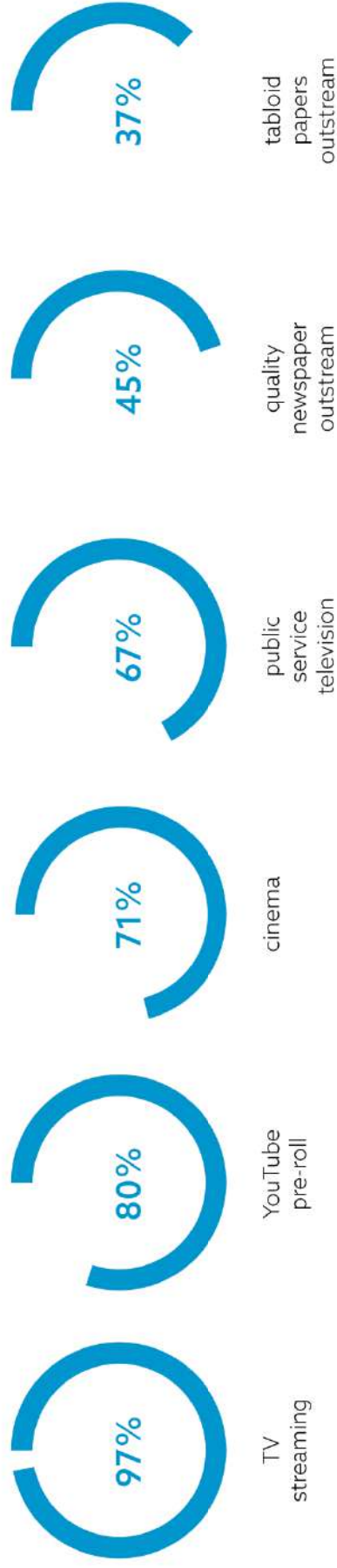
View through rate increased from 50% to 71%.

# Studies

# Case Study: Fehr Advice

FehrAdvice & Partners AG/Zürich - Der Einfluss des Mediums auf die Wahrnehmung einer Werbebotschaft – eine verhaltensökonomische Analyse

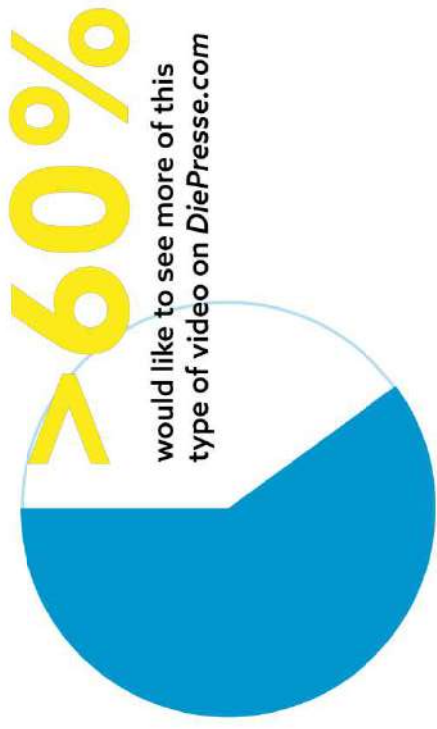
## The powerful impact of moving images – recall rate



Choice of channel has more impact on recall than length of ad.

# Case Study: Die Presse

MindTake Research GmbH/Wienna - OnSiteBefragung zu Videos auf diepresse.com





# Trial & Error

The journey to a successful moving image strategy entailed both high points and challenges. We needed to change the user behaviour of consumers, and implement new technical systems that emerged through the journey.

“Fail fast,  
but fail small”,

because psychological strain is  
never a good source of advice.



Gerhard Fehr  
FehrAdvice

How to create the optimum experience for users:

- Takeaway 1 – smart video autoplay
- Takeaway 2 – efficient automation
- Takeaway 3 – speed kills
- Takeaway 4 – context is key

# Summary

In recent years, our media habits have undergone a massive change. We spend more and more time online, and mobile use is continuing to advance. Online videos have a special narrative form that is particularly well suited to this new type of media consumption.

## Online video is best

The choice of medium has a considerable influence on how advertising is perceived and recalled. An online experiment by FehrAdvice & Partners shows that online videos have a relatively high rate of perception.

## Advertising

By using contextually matched content placements, *Die Presse* increased its available pre-roll advertising impressions by one hundred times, from 350,000 (2016) to over 31 million (2018).

## User experience

Almost two thirds of users of *DiePresse.com* stated that they would like to see more of these contextually placed videos.

## Effectiveness of contextual video

**vi stories**, the contextual video solution by **video intelligence**, improves publisher recall, increases time spent on the site and boosts the effectiveness of the advertising.

“In a world of  
information overload,  
videos help people absorb  
information more quickly.”

*Alexis Johann*