

PIXABILITY INDUSTRY REPORT | 2018

Sports Fandom on YouTube

From the Super Bowl to the World Cup, 2018 is the Year of Sports



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2018 Is Packed With Major Sporting Events

Passionate sports fans are increasingly turning to YouTube to view athletic video content — with nearly 600 billion views on YouTube to date, and 53% year-over-year view growth over the past three years. Thanks to 2018’s lineup of major sporting events — from the Super Bowl to Winter Olympics to World Cup — Pixability forecasts that sports content on YouTube will attract an additional 300B views in 2018.

587B

views to date of athletic video content on YouTube

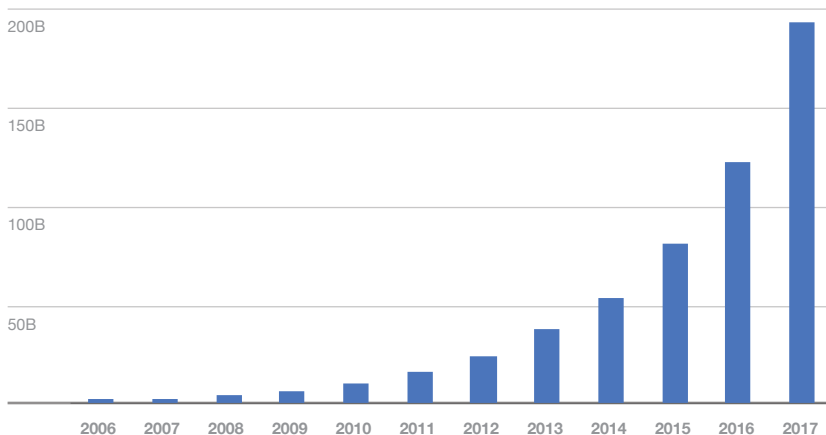
53%

year-over-year view growth over the past three years of athletic content on YouTube

300B

projected views of sports content on YouTube in 2018

Figure 1: Sport Views on YouTube Over Time



Source: Pixability Software, February 2018

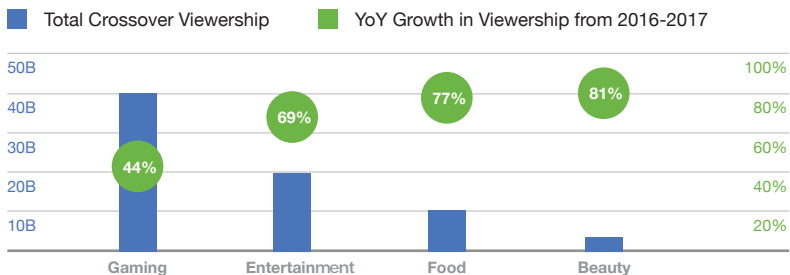
Faceoff: YouTube versus TV

YouTube’s sports content ecosystem extends far beyond what’s typically seen on linear TV. In addition to traditional highlights, commentary, and athlete interviews, the YouTube sports category includes how-to, celebrity fandom, and fitness videos, and even overlaps with relevant verticals like gaming and entertainment.

Across The Major Sporting Events Of 2018, FIFA Earns Gold

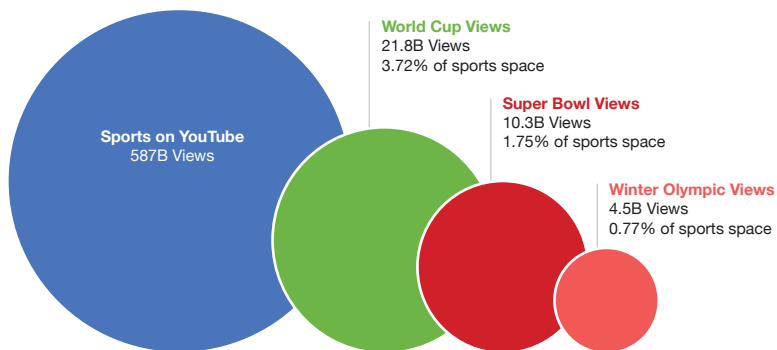
The FIFA World Cup steals the show on YouTube among the major sports events, occupying a dramatic 3.7% of sports-related views on the platform. The Super Bowl lags at a 1.7% share of voice, while Winter Olympics content attracts less than half of that. Brands have a significant opportunity to join the conversation around the World Cup and engage sports viewers through paid and organic video strategies.

Figure 2: Sports Content Crosses Over Into Other Verticals



Source: Pixability Software, February 2018

Figure 3: Tentpole Events Within the YouTube Sports Space



Source: Pixability Software, February 2018

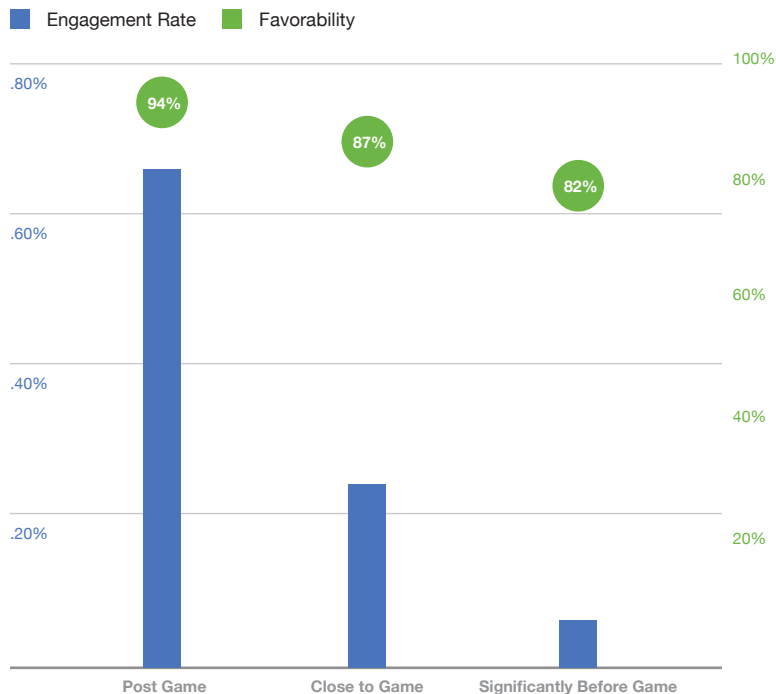
Digging Into Advertisers' 2018 Super Bowl Strategies On YouTube

How did Super Bowl advertisers' strategies perform on YouTube this year? Here's a look at key trends from 2018's big game to consider for upcoming World Cup campaigns on YouTube.

Post-Game Publishing Led To Increased Engagement

While videos published ahead of the big game typically drive the highest view rates, advertisers that waited to upload ads to YouTube until after the game this year saw higher engagement rates and favorability. This strategy allowed them to effectively capture longtail audience engagement, as viewers turned to YouTube to rewatch their favorite Super Bowl ads.

Figure 4: Content Publishing Strategy



Source: Pixability Software, February 2018

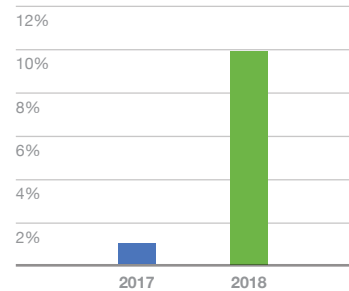
Increased Use Of Bumper Ads

In 2018, Bumper ads comprised 10% of all Super Bowl video ads published on YouTube, up from only 1% in 2017. The 6-second non-skippable format is well-suited to driving brand and product awareness among a wide audience, and a good complement to broader TrueView campaigns. Part of the strength of YouTube lies in utilizing variable video lengths as part of a holistic campaign — advertisers can encourage consumers to lean in through long-form video, and drive reach through shorter content like Bumper ads.

Meta Creative Attracted Engagement

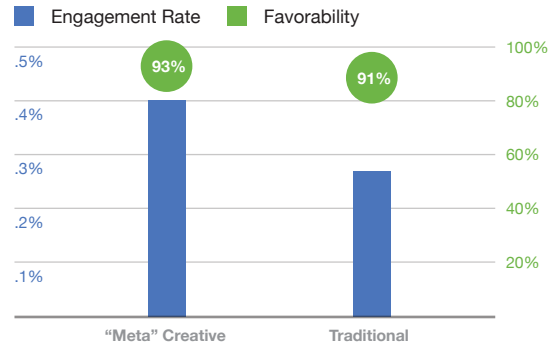
On average, self-referential ad concepts attracted higher engagement rates and favorability than other Super Bowl video ads. This creative strategy adds a refreshing element of comedy to the traditional Super Bowl ad, as seen by the series of ads Tide produced for the big game.

Figure 5: Share of Bumper Ads



Source: Pixability Software, February 2018

Figure 6: Creative Strategy



Source: Pixability Software, February 2018

Conclusion

YouTube remains a tremendous opportunity for marketers to extend the impact of their TV advertising around tentpole events like the Super Bowl and World Cup, and empowers advertisers that lack TV ad budgets to join the conversation online, leveraging the passionate and growing sports audience on the platform.

To find out how Pixability can help you maximize the impact of your video ad strategy, contact us (info@pixability.com) to set up a meeting.

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