Knowledge
BYTES

> *eRGADX is highly knowledgeable and innovative, constantly staying ahead of industry trends to bring new and exciting solutions to the table. They also have a customer-focused approach, always going the extra mile to ensure our needs are met and that we are satisfied with their services.*

Dinesh Joshi
Vice President, NDTV

Publishers need to weigh the benefits and drawbacks of outstream video advertising and find the right balance to maximize revenue while still providing a good user experience. To understand and learn about the impact of these factors on a publisher, we reached out to, Dinesh Joshi Vice President: Product Monetisation & Analytics at NDTV

How did outstream video help in Monetization?
"Outstream video ads provide a new revenue stream for the publishers by allowing them to monetize our content with video advertisements"

Thoughts on Increased engagement?
"Outstream videos are designed to be highly interactive, which can help increase user engagement and interaction with our content"

What do you have to say about targeting audience?
"Outstream video advertising allows publishers and advertisers to target specific audience segments based on demographic, behavioural, and geographic data, leading to more effective and efficient ad campaigns."

Did it improve user experience ?
"Outstream video ads are designed to be non-intrusive, providing a better user experience compared to traditional interstitial ads."

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What is Outstream Video?

Outstream Video is a form of video advertising that appears outside of the traditional video player, such as in-banner, in-feed, or in-article video. Outstream Video ads are designed to play automatically in a user's web browser as they scroll through a webpage. This type of video advertising can be used to reach a wider audience and provide a better user experience, as the ads do not interrupt the content being consumed.

Abhinab Sarkar

Digital Marketing, ETPL

Abhinab is able to bring his creative ideas to life and drive real business outcomes through his campaigns.

Why Outstream Video?

Outstream Video advertising is becoming increasingly popular because it offers several advantages over traditional video advertising.

Here are a few reasons why:

Reaches a wider audience: Outstream video ads can be placed on a variety of webpages, including those without traditional video players, allowing advertisers to reach a wider audience.

Increased Viewability: Outstream video ads are more likely to be viewed as they are placed within the content of webpage rather than being hidden in a video player that may be overlooked by users.

The Difference Between Instream and Outstream Video

Difference between Instream and Outstream Video: Instream video ads are placed in a video player on a website and are related to the product. Outstream video ads are standalone videos embedded in a blog post or article and also placed on relevant content. Both can autoplay but with different behavior. Instream starts while the video is playing and can be skipped after 5 secs. Outstream automatically plays when user scrolls and pauses when user scrolls away. Both aim to grab user's attention and make them watch the ad.

CURRENT TRENDS

In 2023, Outstream Video will play a major role in digital advertising, due to the growth of mobile video and in-feed video placements. Brands will adopt outstream video as a primary format to reach audiences across screens. Innovations like personalization, interactivity, integration with other advertising channels, and measurement will play a crucial role in the success of outstream video campaigns. The focus will be on delivering customized, targeted messages, better user experience, and improved brand recall, while measuring the impact and effectiveness of campaigns through data and technology. Outstream Video will continue to evolve, providing new opportunities for brands to reach and engage with audiences.

how **new innovative video ad solutions** are helping brands **scale impact**

eReleGo Technologies Pvt Ltd. is a company that specializes in developing and implementing innovative solutions in the fields of AdTech: Digital Media & Digital Advertising Vertical, Digital ePaper - Managed Services, Programmatic Monetization, Digital Ads Campaign-Display, Video, social media (eRGADX), EdTech: Campus & academic automation system (eGenius) & Customised Business automation Super App (Munshify).