

# Video streaming platform

A video streaming platform in marketing is an online platform that enables companies to broadcast and view videos over the internet.

Companies can create product-related adverts and publish them on the platform to target potential customers.

Depending on the video streaming platform, different types of adverts are offered. These include pre-roll, mid-roll or post-roll adverts that are played before, during or after the actual video.

Companies can also create sponsored content that is integrated into relevant videos to showcase their brand and increase viewer engagement.

Video streaming platforms include Netflix, Amazon Prime, YouTube, Disney+, Twitch, Joyn, DAZN, WOW, Paramount, Apple TV/iTunes, Sport1, Discovery+, Sky online services, Telekom Magenta TV, Google TV, Vodafone Giga TV, Walpu.tv, among others.

## Booking options

- |                      |  |   |
|----------------------|--|---|
| ✗ Demo booking tool* | ✓ Programmatic advertising                 | ✗ Marketing portals, Marketing automation platforms |
| ✓ Service provider   | ✓ Self service tool, media buying platform |   |

## Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✓ Internet     | ✗ Out of home, digital out of home | ✗ Household, office  |
| ✗ E-commerce   | ✓ TV, cinema, moving image         | ✗ Internet of Things |
| ✗ Social media | ✗ Radio, audio                     |                      |
| ✗ Mobile       | ✗ One-to-One                       |                      |

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

## Target group

- |                        |                        |                        |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✓ Business-to-Employee |
|------------------------|------------------------|------------------------|

## Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care  | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✗ Purchase  | ✗ Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner                  | ✗ Google Business Profile              | ✗ Roof objekt                       |
| ✗ Advertorial                            | ✗ Influencer                           | ✗ Sales talks                       |
| ✗ Annual report                          | ✗ Landing-page, microsite              | ✗ Self service terminal             |
| ✗ Appointment calender                   | ✗ Location Based Service               | ✗ Shopping cart                     |
| ✓ Audio, radio spot, audio file          | ✗ Mobile payment systems               | ✗ Sign, labelling                   |
| ✗ Augmented Reality                      | ✗ Newsletter                           | ✗ Social media advert               |
| ✗ Beach flag, flag, roll-up              | ✗ Newspaper, magazine, periodical      | ✗ Social media company page         |
| ✗ Book, E-book                           | ✗ NFC                                  | ✗ Social media posting              |
| ✗ Brochure, flyer, inserts               | ✗ Offer, quotation                     | ✗ Social media profile page         |
| ✗ Catalogues, price lists                | ✗ Office equipment                     | ✓ Sponsoring                        |
| ✗ Chat, chatbot                          | ✗ Office files                         | ✗ Spontaneous event                 |
| ✗ Company entries                        | ✓ Operating instruction, user manual   | ✗ Structured company data records   |
| ✗ Configurator                           | ✗ Passers-by addressing                | ✗ Survey                            |
| ✗ Contact form                           | ✗ Petrol pump nozzle                   | ✓ Telephone and video call service  |
| ✓ Content SEO-optimised                  | ✗ Postcard                             | ✗ Unboxing                          |
| ✗ Credit card                            | ✗ Poster, billboard, pillar            | ✗ V-card                            |
| ✗ Customer card                          | ✗ Product live demo                    | ✓ Video spot, moving image          |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling  | ✗ Virtual Reality                   |
| ✗ Display stand, light box               | ✗ Product sample                       | ✗ Virtual, voice assistant          |
| ✗ E-mail, signature banner               | ✗ Programmatic print                   | ✗ Vouchers, coupons, discount cards |
| ✗ E-paper                                | ✗ Promotional items                    | ✗ Web layer                         |
| ✗ Event                                  | ✗ Push, text messages                  | ✗ White paper                       |
| ✗ Exhibition stand, event modules        | ✗ Quality seal                         | ✗ WLAN for visitors                 |
| ✗ FAQ                                    | ✗ QR code, link                        |                                     |
| ✓ Games, competitions                    | ✗ Rental addresses, target group areas |                                     |

## Connected media channels

App (Advertising medium)  
App (Brand, topic)  
Audio streaming platforms  
Community  
Digital signage, POS TV  
Gaming platform  
Online shop (Brand)  
Out of Home (OOH)  
Point of sale (POS), Showroom  
Product, service experience  
Shop windows, display areas  
Social media platforms  
TV streaming platform, Connected-TV

Video streaming platform Amazon Prime

Video streaming platform Netflix

Video streaming platform YouTube

Voice assistant, voice marketing

Website (Advertising medium)

Website (Brand, topic)