

## Digital Video Platforms



Stop counting Impressions.  
**Start measuring Impact.**



- ▶ Comprehensive subscription study on advertising measurement on digital videos
- ▶ Measures impact when your brand advertising is on
- ▶ Measures what matters – Recall, Comprehension, Intent to Purchase, Valuable information on viewership patterns on Digital Videos
- ▶ Limited to three brands per month, on first-come-first-served basis
- ▶ Customised to a brand's target audience

- ▶ Continuous fieldwork in ten metros across the country
- ▶ Face-to-face fieldwork, with verification
- ▶ Robust sample, independent measurement
- ▶ Study designed in consultation with Media Planners

Hansa Research is pleased to invite you to subscribe to India's first comprehensive multi-brand measurement of advertising on Digital Video platforms. These include advertising on YouTube, Facebook, Instagram, various OTT channels, peer-to-peer sharing on WhatsApp, and any and all other video platforms viewed on the mobile screen. The study will assess mind measures like ad recall, message comprehension and other related variables. It will study brands during the period of its advertising, against the specific target audience.

If your brand is advertising on Digital Video Platforms, this study will provide invaluable guidance on specific steps that can be taken to enhance effectiveness of ad spends.

Monthly subscription cost for 2,500 sample across 10 cities  
**– INR 9 lakh per brand**



## Findings from independent study

We conducted the first study among 3,000 respondents in face-to-face interviews. Plus 10 depth interviews/focus groups. What we learnt:

- ▶ Time spent on mobile screen - 2.17 hours/day.
- ▶ Viewership across Apps - OTT shows, YouTube, Short reels, WhatsApp forwards.
- ▶ Lots of viewing in public/shared spaces, on mute.
- ▶ Skipping - 78% skip ads during playback.
- ▶ Peer-to-peer - WhatsApp forwards spread content beyond platform metrics.
- ▶ Brand recall - People recall about 1.5 brands on average.

### What the study will reveal

- ▶ Where India actually watches — which platforms, how often, how long?
- ▶ Whether your ads get noticed, ignored, skipped, muted, or completed.
- ▶ Brand/message recall, recognition, consideration and purchase intent.
- ▶ Understand the creative — what lands, what irritates, and what to fix.
- ▶ Behaviour patterns — repeated exposure, wear-out, and attention drops by format.
- ▶ Viewing by Language.

### Dimensions of the study

#### Profile of viewer:

- ▶ Location, age, gender, income group
- ▶ Household size & earning members
- ▶ Frequency & time spent on video
- ▶ Preferred languages

#### Digital video behavior:

- ▶ Platforms & apps used (OTT, YouTube, Reels, WhatsApp)
- ▶ Types of content watched
- ▶ Verified screen time & viewing patterns
- ▶ Sharing & forwarding behaviour (e.g., WhatsApp videos)

#### Ad viewing behavior:

- ▶ Ad recall & recognition
- ▶ Ad completion vs skipping/muting
- ▶ Creative likes & dislikes
- ▶ Relevance, uniqueness, and purchase intention

### Category Deep Dive

- ▶ Category-specific recall: Which brands in your category viewers saw yesterday
- ▶ Brand vs Competition benchmarks on:  
Ad likeability, Source of awareness (which platform), Relevance to TG, Uniqueness vs others ads in the category



### Methodology

- ▶ 2,500+ smartphone users across 10 cities
- ▶ Aged 18+ with active video habits (3–4 times/week)
- ▶ 700-800 sample at category level
- ▶ Face-to-face conversations with respondents
- ▶ Verified platforms & apps used
- ▶ “Previous day recall” method
- ▶ Interviews across weekdays & weekends

Location	Sample size per month
Mumbai	250
Pune	250
Delhi	250
Ludhiana	250
Kolkata	250
Patna	250
Hyderabad	250
Chennai	250
Bengaluru	250
Kochi	250
<b>Total</b>	<b>2500</b>

**Annual sample size of 30,000**

### Deliverables

#### Overall snapshot

- ▶ Platform usage trends
- ▶ Ad recall & skip rates
- ▶ Early signals on purchase intent
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- ▶ Ad recall & skip rates
- ▶ Early signals on purchase intent
- ▶ Video consumption patterns
- ▶ Creative appeal & sentiment
- ▶ Behavioural trends (muting, skipping, fatigue)
- ▶ Campaign improvement tips

#### Category Deep Dive

- ▶ Brand Recall for Subscribers and its competition
- ▶ Ad Likeability, Relevance and Uniqueness
- ▶ Source of Awareness (Platforms where Ad was exposed)

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