

## ONLINE VIDEO ADVERTISING AS A FORM OF ONLINE MEDIA ADVERTISING

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*Scientific approaches of domestic and foreign scientists to the notion of "advertising" are considered in the article. Based on these considerations, the authorial definition of "online video advertising" is given.*

**Introduction.** Currently, the trend of rapid development of the online sphere is seen everywhere. Banks, educational establishments and commerce are moving into the online space. This has a significant impact on the change of marketing strategies and their adaptation to the modern digital transformation, which increases the demand for online advertising. A market study of fifty different countries forecasts that their online video advertising budget will amount to \$61 billion in 2021 against \$45 billion in 2019, while the TV advertising budget will drop from \$183 billion to \$180 billion [1]. In this regard, the study of online video advertising as a type of online media advertising is relevant and practically significant.

**Task.** Define the concept of "online video advertising" based on the scientists' theoretical studies in marketing.

**Methods of research.** General logical, theoretical and empirical methods.

**The main part.** The phenomenon of online video advertising is quite new for marketing, and there is no unity of interpretation of the term in the literature. To determine what online video advertising is, we have analyzed the approaches of domestic and foreign scientists to the concept of "advertising" [2-13].

Table 1. – Analysis of the approaches of domestic and foreign scientists to the concept of "advertising"

Criteria	For a fee	Non-personal	Transmission of information, communication	Means of promotion	Information about the consumer characteristics of goods and ser-	Uses the media	Means of influence	Implemented by the sponsor	Advertisers are known	Is distributed through various means	Promotion of goods and services	Aims at creating popularity, demand for goods, attracting attention	Aims at attracting the consumer	Sustains interest	Is distributed in any form	Announcement, alert	Motivates to action
Author/source	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1																	
Kotler Ph.	+	+	-	+	-	-	-	-	+	-	+	-	-	-	-	-	-
Bove K.L., Arens W.	+	+	+	-	-	-	-	-	+	+	-	-	-	-	-	-	-
Wells W., Burnett J.	+	+	+	-	-	+	+	+	-	-	-	-	-	-	-	-	-
Pankratov F.G.	-	-	-	-	+	-	-	-	-	-	-	+	-	-	-	-	-

The ending of table 1

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Veselov S.V.	+	+	+	+	-	-	+	-	-	-	-	-	-	-	-	-	-
Orishev A.B.	+	-	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Great Soviet Encyclopedia	-	-	+	-	+	-	-	-	-	-	-	+	-	-	-	-	-
Common Language Marketing Dictionary	+	-	-	-	-	+	-	-	+	-	-	-	-	-	-	+	+
Ozhegov S.I.	-	-	-	-	-	-	-	-	-	-	-	+	+	-	+	+	-
Evremova T.V.	-	-	+	-	-	-	-	-	-	-	-	+	-	-	-	+	-
Law of the Republic of Belarus "About Advertising" dated 10.05.2007 № 225-3	-	-	-	-	-	-	-	-	-	+	+	+	-	+	+	+	-
Law of Russian Federation "About Advertising" dated 13.03.2006 № 38-FZ	-	-	-	-	-	-	-	-	-	+	+	-	-	+	+	+	-
Overall, %	46	31	46	15	15	15	15	8	23	23	23	39	8	15	23	39	8

Source: own elaboration based on the studied literature

From Table 2 we conclude that the basic criteria for advertising are as follows:

- 1) advertising is a paid activity;
- 2) advertising conveys information;
- 3) the purpose of advertising is to create popularity, attract attention, create demand for the product;
- 4) advertising is an announcement of certain information;
- 5) advertising disseminates information in a non-personalized way.

Thus, we have drawn up our own concept of the term "advertising". Advertising is a paid announcement, conveying information about a product/service, aimed at attracting attention and creating demand for it. We have established the essence of the concept of "advertising" through its types (figure 1) [14-16].

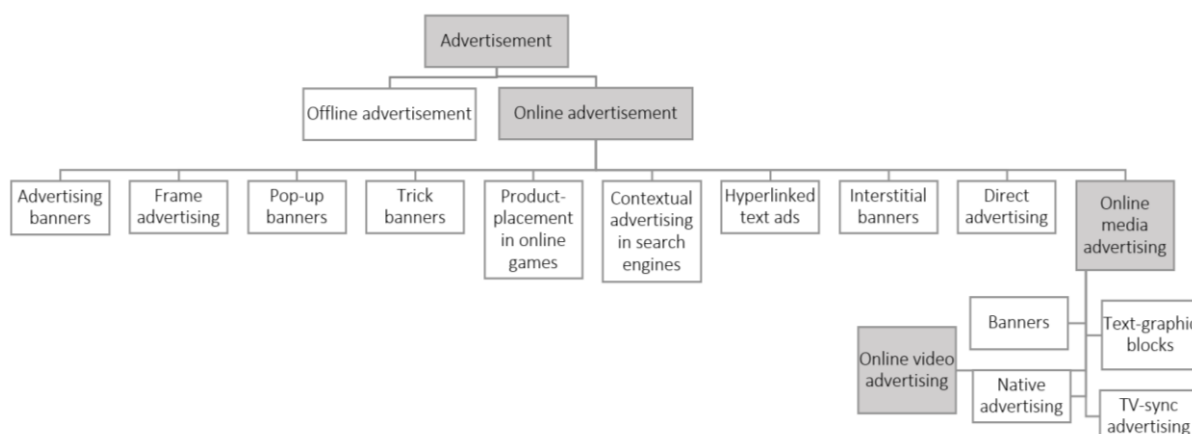


Fig.1. – Essence of the concept of "advertising" through its types

Source: own elaboration based on the studied literature

Based on figure 1, online media advertising is part of online advertising in the format of text, graphic information, audio or video content in the content of the Internet resource, on the websites visited by the target audience. Thus, online video advertising is a form of online advertising. To formulate a more detailed and systematic

## Economics

definition of "online video advertising", we have studied its types. Based on various sources, we have made a table with the essence of the concept based on its types (Table 2) [17-23].

Table 2. – Essence of the concept of "advertising" through its types

By place of location	In video content	Pre-roll
		Mid-roll
		Pause-roll
		Post-roll
		Multi-roll
		Overlay
		Wow-roll
		Bumperads
		In-stream / TrueView In-Stream
		Teaser
	Vertical ads	
	On the website	Top-line (Bill board banner)
		Out-Stream
		Fullscreen
Ads with CPV (or Native Video Seeding)		
In mobile applications	Out-Stream	
	Fullscreen	
	Rewarded Video	
	Interactive videos	
In search engines		
In technical terms	Staged video	With actors
		Without actors
	Screensaver	
	Animated (graphic) commercial	With the use of animation
		With the use of graphics
With the use of graphics and animation		
By the task	Educational video	
	Image video	
	Advertising video	
	Viral video	

Source: own elaboration based on the studied literature

**Conclusion.** Based on the structures compiled in figures 1 and 2, online video advertising is a paid advertisement in the format of video content distributed on the Internet, transmitting information about a product/service, aimed at attracting attention and creating demand for a product/service, placed directly in the content of the Internet resource (videos, websites, mobile applications, search engines), on the websites visited by the target audience, with a specific task, and created according to certain technical criteria.

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