Native Advertising Trends in News Media

Jesper Laursen
CEO, Native Advertising Institute
@jesperlaursen
Introduction to Native Advertising
Latest Research on Native Advertising in News Media
Five Keys to Success
Native Advertising
AWARDS
2018
We are proud to announce
The shortlist!

DRUM ROLL... THE SHORTLIST FOR NATIVE ADVERTISING AWARDS 2018 IS HERE!

SAVING THE FUTURE OF NATIVE ADVERTISING – WITH TECH

HOW TO BEST WORK WITH AGENCIES AND BRANDS ON NATIVE ADVERTISING CAMPAIGNS

INTERACTIVE DESIGN: “YOU NEED TO CREATE A LABYRINTH, NOT A MAZE”

TOP 5 NATIVE CREATIVE STRATEGIES PROVEN TO DRIVE RESULTS THIS HOLIDAY SEASON

THE FUTURE OF NATIVE ADVERTISING: MUCH MORE USE OF DATA, ANALYTICS AND PROGRAMMATIC

Join us for the foremost conference on native advertising! #NativeDays18
Native Advertising POWERHOUSE by Native Advertising Institute™ PODCAST
Native Advertising AWARDS 2018

www.nativeadvertisinginstitute.com/awards
Native advertising is paid advertising where the ad matches the form, feel, function and quality of the content of the media on which it appears.
Main Channels

- Traditional Media
- Influencers
- SoMe
- Programmatic
Main Channels

SoMe

Traditional Media

Programmatic

Influencers
Main Channels

- Traditional Media
- SoMe
- Influencers
- Programmatic
Main Channels

- SoMe
- Traditional Media
- Programmatic
- Influencers
Latest Research on Native Advertising in News Media
Native Advertising Trends in News Media

- Collaboration between WAN-IFRA and the Native Advertising Institute
- Third edition
- 127 respondents from 45 countries
- Both editorial and commercial executives

- Report will publish from nativeadvertisinginstitute.com
Attitude towards native advertising
How likely are you to use native advertising as an advertising or service option?

- Not likely: 0%
- Less likely: 2%
- Likely: 31%
- Most likely: 11%
- We already do: 56%
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- We already do: 56%
How important is native advertising to your company?

- Not important: 4%
- Important: 43%
- Very important: 53%
How important is native advertising to your company?

- **Not important**: 4%
- **Important**: 43%
- **Very important**: 53%
What are your feelings toward native advertising?

- Positive: 89%
- Neutral: 9%
- Negative: 2%
What are your feelings toward native advertising?

- Positive: 82%
- Neutral: 9%
- Negative: 2%
Sales and Services
How do you provide native advertising solutions?

- Own native ad studio: 45%
- Editorial team: 39%
- Separate native ad team: 30%
- Advertiser's agencies: 17%
- Other (please state in the box): 9%
- Others: 5%
How do you provide native advertising solutions?

- Own native ad studio: 45%
- Editorial team: 39%
- Separate native ad team: 30%
- Advertiser's agencies: 17%
- Other (please state in the box): 9%
- Advertiser's agencies: 5%

(please state in the box)
How do you provide native advertising solutions?

- Own native ad studio: 45%
- Editorial team: 39%
- Separate native ad team: 30%
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- Other (please state in the box): 5%
How do you provide native advertising solutions?

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- Separate native ad team: 30%
- External agency partner: 17%
- Advertiser’s agencies: 9%
- Other (please state in the box): 5%
How do you provide native advertising solutions?
How do you price native advertising vs. tradition advertising?

- Higher: 69%
- Lower: 17%
- The same: 14%
How do you price native advertising vs. tradition advertising?

- Higher: 69%
- Lower: 17%
- The same: 14%
How do you price native advertising vs. tradition advertising?

- Higher: 69%
- Lower: 17%
- The same: 14%

65%
How do you have a dedicated sales team for native advertising?

- Yes: 24%
- No: 76%
Budgets
Average native advertising share of total ad revenues

11%

2015
Average native advertising share of total ad revenues

- 2015: 11%
- 2016: 18%
Average native advertising share of total ad revenues

- 2015: 11%
- 2016: 18%
- 2017: 19.5%
Average native advertising share of total ad revenues

- 2015: 11%
- 2016: 18%
- 2017: 19.5%
- 2021: 35%
What is your biggest challenge regarding native advertising?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convincing advertisers to tell real stories</td>
<td>42%</td>
</tr>
<tr>
<td>Training sales team</td>
<td>39%</td>
</tr>
<tr>
<td>Explaining native advertising to advertisers</td>
<td>35%</td>
</tr>
<tr>
<td>Producing engaging native advertising content</td>
<td>37%</td>
</tr>
<tr>
<td>We don’t measure our native advertising</td>
<td>27%</td>
</tr>
<tr>
<td>Proving the effectiveness of native advertising</td>
<td>24%</td>
</tr>
<tr>
<td>Creative effective strategies</td>
<td>17%</td>
</tr>
<tr>
<td>Getting media agencies involved in native advertising projects</td>
<td>13%</td>
</tr>
<tr>
<td>Convincing advertisers to buy native advertising</td>
<td>7%</td>
</tr>
<tr>
<td>Organising the native ad team</td>
<td>7%</td>
</tr>
<tr>
<td>Getting management buy-in</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>
Five Keys to Success
Be Strategic
Be Strategic
Be Ambitious
Be an Agency
Be an Agency
Be Persistent
Be Transparent
How do you label native advertising?

<table>
<thead>
<tr>
<th>Label</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Sponsored content&quot;</td>
<td>58%</td>
</tr>
<tr>
<td>By using look and feel</td>
<td>28%</td>
</tr>
<tr>
<td>&quot;Advertisement&quot;</td>
<td>25%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
</tr>
<tr>
<td>Paid content</td>
<td>13%</td>
</tr>
<tr>
<td>We don't label</td>
<td>8%</td>
</tr>
<tr>
<td>&quot;Sponsor generated content&quot;</td>
<td>7%</td>
</tr>
</tbody>
</table>
How do you label native advertising?

- "Sponsored content": 58%
- By using look and feel: 28%
- "Advertisement": 25%
- Other: 17%
- Paid content: 13%
- We don't label: 8%
- "Sponsor generated content": 7%
How do you label native advertising?

- "Sponsored content": 58%
- By using look and feel: 28%
- "Advertisement": 25%
- Other: 17%
- Paid content: 13%
- We don’t label: 11%
- "Sponsor generated content": 7%
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6-8 NOVEMBER 2018
www.nativeadvertisinginstitute.com/days
Promo code: WAN25

nativeadvertisinginstitute.com/days
Thank you!

jesper@native-institute.com
@jesperlaurersen