**Marketers Embrace Digital Video**

Fifteen-second ads are becoming more popular as digital video becomes a more common format for advertisers to use as part of larger ad campaigns, per a Videology report. The video ads fall under two categories: those designed to reach consumers not watching TV ads and those designed to reinforce messages aired on TV.

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<http://www.broadcastingcable.com/news/currency/videology-report-advanced-ad-spending-92/161015>

image source:

<http://img01.thedrum.com/s3fs-public/drum_basic_article/119727/main_images/shutterstock_145182790.jpg>