AOL AND ONLINE COMPETITORS

The AOL Incorporation is working on surpassing its online competitors in the United States within the next couple of weeks. It will soon be displaying its personal use of metric, which is the best way to get as close as possible to comparing specific results that come from advertisement campaigns featured in online videos versus those that are displayed on the television. AOL recently made an announcement about the model, using the Nielson gross rating point, which is often referred to as the GRP system. By using this system, they will be able to get the particular number of audience members in a certain area that have been reached by an online advertisement in a video. This particular metric is new but AOL is hoping that it will help them improve the amount of advertising deals that they already have. This brand new approach will first be introduced at an event, which takes place on April 19th through May 2nd. Many different online services will be meeting with an assortment of agencies to discuss different options. The event, Upfront, is known for being an event in which people can purchase ahead of time and can also receive discounts when they buy in bulk. AOL introduced its new measure as a mean of preparing for the Digital Content NewFronts. There will be all sorts of presentations from popular and notable companies, including AOL, Microsoft, Vevo, Hulu, Alloy, and much more. Digitas, a company that sells advertisements featured on blogs, will also be there at the event. Tons of presentations will be made at this point in time. Hulu, along with AOL, Microsoft, Yahoo!, and Google are all members of Newfronts. In the meantime, the AOL incorporation is claiming that their use of GRP is the first time that is has been used online, instead of relying on clicks or impressions to determine how many viewers have been reached by specific advertisements made online. AOL will be using the Nielsen Online Campaign Ratings, along with the GRP measurement as a way of figuring out how well advertisements have done, especially when it comes to reaching specific audiences, which includes audiences that have been targeted based on specific demographics. AOL has also made claims that they are the first publisher to basically embrace GRP and give it a try, especially since these measurements have recently been discussed just months ago. The Senior Vice President for AOL Video, Ran Harnevo, says that tons of marketers are spending more money on online advertising instead of television advertising and because of that, AOL is looking to ofer a solution that would be more costly for everyone involved. This is important, especially since AOL is known for its quality content and value.