




Programmatic and Adressable TV

#wpsummit17

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A photograph of a railway signal system, showing multiple tracks, overhead power lines, and various signal equipment. The scene is somewhat hazy, suggesting an overcast day or a misty atmosphere. The tracks are arranged in a complex pattern, with several signal posts and lights visible. The overall impression is one of a highly organized and multi-layered infrastructure.

#Vielschichtig



'Advanced' TV



ADDRESSABLE TV

Consumer data informed audience buying targeted to Household Level

TARGETING CAPABILITIES:

HH, Age, Gender, Income, Ethnicity, Education, Marital Status, Home Ownership, # of children, 1st party, Geo, Competitive, Purchaser, Behavioural



CONNECTED TV

Internet enabled smart TV's or a television connected to a streaming device

TARGETING CAPABILITIES:

Geo, Contextual, Device, Daypart, Behavioural/ 1st Party (limited)



PROGRAMMATIC TV

Data-enhanced selection and automated transaction of media through software

TARGETING CAPABILITIES:

Network, Daypart, Demographics, 1st & 3rd Party Data Enhanced Custom Targets, Geo, Viewing Quintile, Competitive Conquesting etc., Digital Segments



LINEAR TV AUDIENCE TARGETING

Data enhanced selection, activation, and optimization of TV ad placements via single point of transaction within a media owner's portfolio

TARGETING CAPABILITIES:

Network, Daypart, Demographics, 1st & 3rd Party Data Enhanced Custom Targets, etc.



STB VIDEO ON DEMAND

A form of time-shifted viewing where a user selects content to view or download as they choose within their pay-tv services. Ads can be dynamically inserted

TARGETING CAPABILITIES:

HH (Addressable), Demo, 1st & 3rd Party Audience, Network, Geo, DAI



INTERACTIVE TV

A number of techniques akin to Rich Media which allow the end user to engage through action with content, ads, and custom experiences

TARGETING CAPABILITIES:

HH, Network, Daypart, Device, Contextual, Geo, Engagement, Retargeting



2nd SCREEN – COMPANION TV

Tactically deployed ad messaging strategies leveraging multiple devices in conjunction with, or sequentially from a TV Ad placement

TARGETING CAPABILITIES:

Behavioral, Geo, Contextual, Device, Daypart



THE ADVANCED TV ADVERTISING LANDSCAPE

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#MacromarketingToMicromarketing



A woman in a grey athletic outfit is performing a handstand in a studio with a grey wall and a wooden floor. She is balanced on her hands, with her feet crossed and pointing upwards. The background is a solid grey color.

#CrossDeviceAdressability





/ Aktiv in PTV – Dentsu Aegis Network

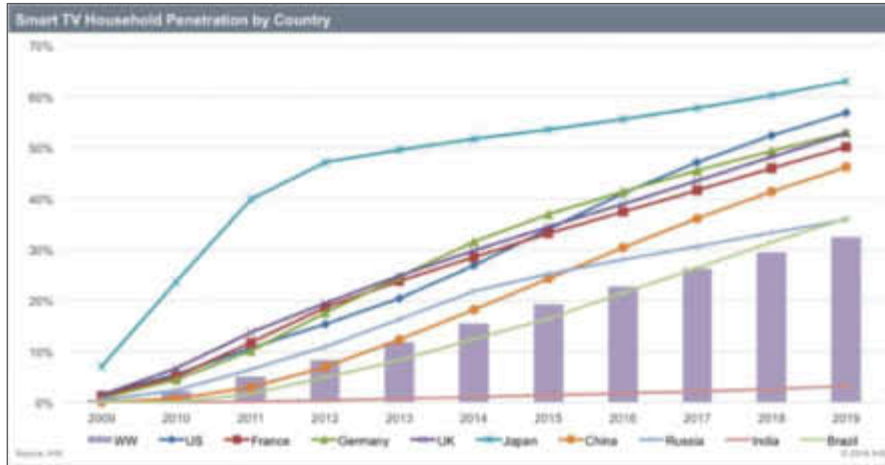


A close-up photograph of a person's hands holding a glowing white sphere. The hands are adorned with several rings and a bracelet. The background is dark, and the scene is lit by the warm glow of several lit red candles in the foreground. The overall atmosphere is mystical and ethereal.

#ZukunftSchauen



Advanced TV entwickelt sich rasant



Die Smart/Connected TV Penetration erreicht in allen wichtigen globalen Märkten 50% bis 2020

The screenshot shows the homepage of 'ADVANCED TELEVISION'. The main headline is 'ATSC 3.0: The "greatest thing since colour"'. Below the headline, there is a byline 'By Chris Forester' and the date 'November 15, 2016'. Social media sharing buttons for Facebook, Twitter, Google+, and LinkedIn are visible. A 'LATEST NEWS' sidebar on the right lists several articles, including 'Analysis: BBC trading water, Amazon & Netflix making waves', 'France: Mediaset acquires AB Groupe', 'Com Hem Q4 revenue up 40%', 'Super Bowl free on Roku', and 'Research: Skills shortage for IP transition'.

Breitband- und Broadcast- Inhalte werden gleichzeitig übertragen



#Danke
#IPimplus
#Diskussion

