

# **ADVANCED TV:** **WHY BOTHER?**

Defining the Advanced TV Landscape and  
Evaluating Its Value for Your Media Plan



# First, Let's Lay the Foundation

Advanced TV's complex, convoluted ecosystem has caused considerable confusion in the industry. The advanced TV landscape has overlapping terminology, blurred boundaries and numerous methods of distribution. To kick off this guide, let's start by defining this tricky tactic.

“ Any television content that has evolved beyond traditional, linear television delivery models. This umbrella term is inclusive of over-the-top TV, connected TV, addressable TV, addressable linear and VOD addressable. ”

— iab.

# Knowledge Is Power

## Key Definitions to Get You Through Advanced TV's Complex Ecosystem



### ADVANCED TV

#### ▶ **Connected TV**

Ads that are served via over-the-top devices, smart TV apps and gaming consoles make this the most evolved inventory in the advanced TV ecosystem. It's a great fit for any advertiser, given its broad reach and audience targeting capabilities.

#### ▶ **TV Everywhere**

TV everywhere's focus on login-required streaming apps created by TV networks means its audience tends to skew younger. It's a good tactic for advertisers with click or activity goals since tracking is available on cookie-enabled devices.

#### ▶ **Video on Demand (VOD)**

VOD ads are shown on a cable or satellite provider's app when a consumer chooses to watch a show. These ads complement your linear TV buy and extend your reach to audiences who might otherwise miss your message.

#### ▶ **Ad-supported VOD (AVOD)**

Ads fund a video content service such as Youtube. This includes free services to the user but also offering subscription fees. This includes Broadcaster services funded by advertising.

#### ▶ **Programmatic TV\***

Buy linear TV ads programmatically and serve them during live programming. With the largest scale, programmatic TV is perfect for brand awareness campaigns seeking national exposure.

### LINEAR TV

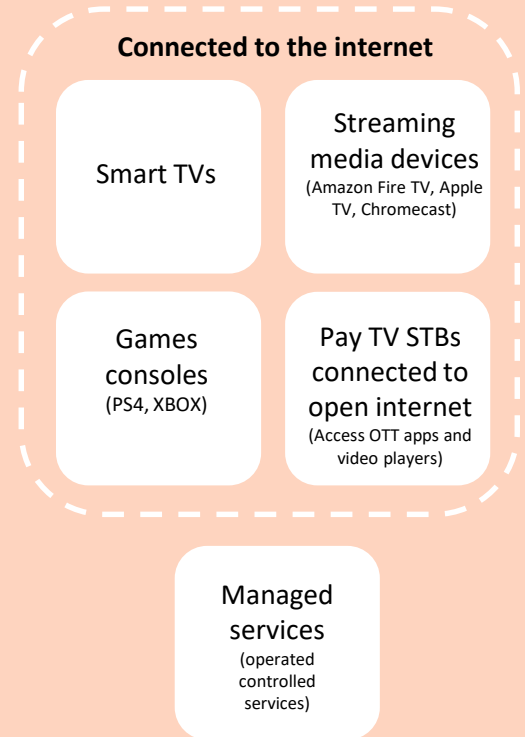
#### ▶ **Broadcast**

Ads served on traditional broadcast networks. These ads cannot utilise addressable targeting.

#### ▶ **Cable/Satellite**

Ads served on cable or satellite networks through set-top boxes or MVPDs. These ads cannot utilise addressable targeting.

\*Also referred to as Addressable Linear if addressable targeting is layered onto the ad.



The Advanced TV ecosystem offers users numerous access points to view content, across all devices.

# Addressable TV Solutions

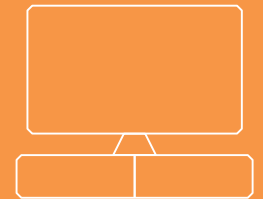
## ITV

Planet V will allow advertisers and agencies control over the purchasing of their campaigns across ITV's premium VOD service, the ITV Hub. This will allow them to optimise and monitor campaigns in real time, 24 hours a day, every day of the year, building audiences with ITV's first party data which can also be blended with advertisers' own data.



## The Trade Desk

TTD helps connect to highly engaged audience no matter what they're watching. With the use of premium inventory, ads are run alongside popular shows and movies with the most engaged audiences. Features also include more control and better measurement.



## Sky AdSmart

With AdSmart addressable TV solution, different ads can be shown to different households watching the same program. Brands and businesses of all shapes and sizes can advertise on Sky's diverse range of channels, but only to households and audiences relevant to their brand.

Uses the best of TV: large audiences, quality content and established measurement and best of digital: highly targeted and customer response tracking.



# Visual example

## Sky AdSmart Channels – 2019



Your ad will appear in whatever content your target audience chooses to watch, either live or as-live, on over 100 channels.

Analysis from 52,000 ad breaks shows addressable TV cuts channel switching by 48%

Facial analysis shows when addressable ads are on. Viewers attentiveness can be up to 35% higher.

Addressable ads increase ad recall to up to 10% more likely



## Now That We Understand the Landscape ... Why Bother With Advanced TV?

Despite the sometimes difficult and confusing landscape marketers navigate to execute advanced TV on their media plans, there are many benefits to including this tactic in your strategy. Let's dive deeper into the top four reasons why marketers should bother with advanced TV.



# 01

## Data and Accuracy

What's in it for me?

Buy television more accurately with a precisely targeted audience. Advanced TV's robust data enables marketers to find a better modeled audience. Leverage first- and third-party data to reach your target audience precisely and efficiently, mitigating wasted impressions resulting in an ROI increase for your client.



## Need a real-life scenario?

Let's pretend your client is an appliance company and the goal of their media plan is to increase sales for their high-end refrigerator line. The appliance company would like to target in-market appliance shoppers as well as affluent, luxury-focused homeowners with a home value of

£500K+. Go beyond traditional television targeting of age, program and broad geos by leveraging third-party data segments that match the exact requested audience from your client. You can also leverage any first-party data that your client may have — match CRM data to cookies allowing you to target those users online.

Additionally, you can utilise retargeting

pools from previous campaigns to reach users who have shown an interest in your product. Up your targeting sophistication by utilising first-party data to build look-alike models to reach users who have similar consumer behaviors to users who have shown interest in your client's product. Though scale may be limited, you can get as granular as you wish with targeting — specific post codes, time of day, contextual placement, first- and third-party data segments, frequency, etc. The ability to hit your precise audience reduces wasted impressions that traditional television buys include due to their lack of targeting, measurability and attribution.



# 02

## Smart Linear Buying

What's in  
it for me?

Based on the insights that can be gathered from substantial, comprehensive advanced TV reporting, marketers can leverage and apply the data and insights to buy linear TV more effectively and efficiently.



## Need a real-life scenario?

You just finished running an advanced TV campaign for your appliance client, and it's time to evaluate those robust reports with performance data. You uncover the following insights:

Your audience engages the most with your content from 7 p.m. – 10 p.m. during the week, users who saw the content at a 3x per week frequency took the most actions, and the third-party data segment for adults 35-44 outperformed the other demos. You can now leverage these insights by adjusting your linear buy to align with these findings to increase efficiency. You can heavy up

your linear buy during the dayparts you found to be the most successful, focus on programs that are consumed by the 35-44 demo, and ensure the frequency of your schedule will hit users 3x per week. Bringing these insights to a traditional buy will make you a hero to your clients; increasing your client's ROI and buying smarter will make you a valuable partner.

# 03

## Price Discovery

What's in  
it for me?

Find value in unsold spots in various markets. Discover at what price certain inventory and audiences can be obtained and leverage information to improve negotiating ability with broadcast and cable stations going forward for increased efficiencies in your buy.



## Need a real-life scenario?

With the robust reporting and measurability capabilities that accompany advanced TV, you can determine the value of spots in a way that wasn't available before. Due to the auction-like nature of the programmatic landscape, you can determine how much it costs to hit certain audience segments, pricing differences between the dayparts, and how much broadcast and cable stations are selling their inventory for in the auction-based environment. It provides you with insights that broadcast and cable buyers didn't previously possess in negotiations.

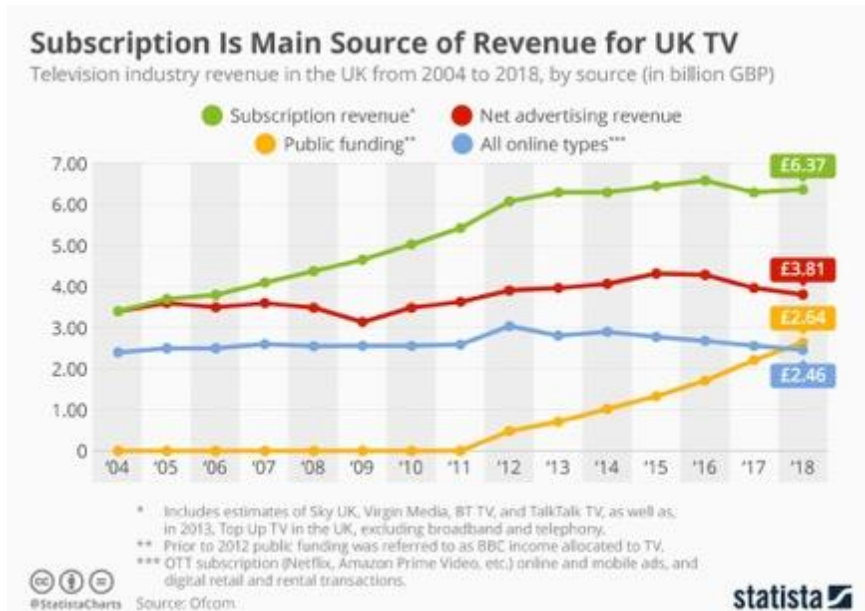
To expand upon the appliance client example, after your advanced TV campaign concludes, you can evaluate when the inventory was in higher demand versus when it was not, what content performed best for your audience, which dayparts were the most successful, and compare the pricing differences between the different targeting parameters. This kind of transparency in reporting that advanced TV offers will arm you with powerful data that stations will find hard to combat when negotiating.

# 04

## Staying Knowledgeable

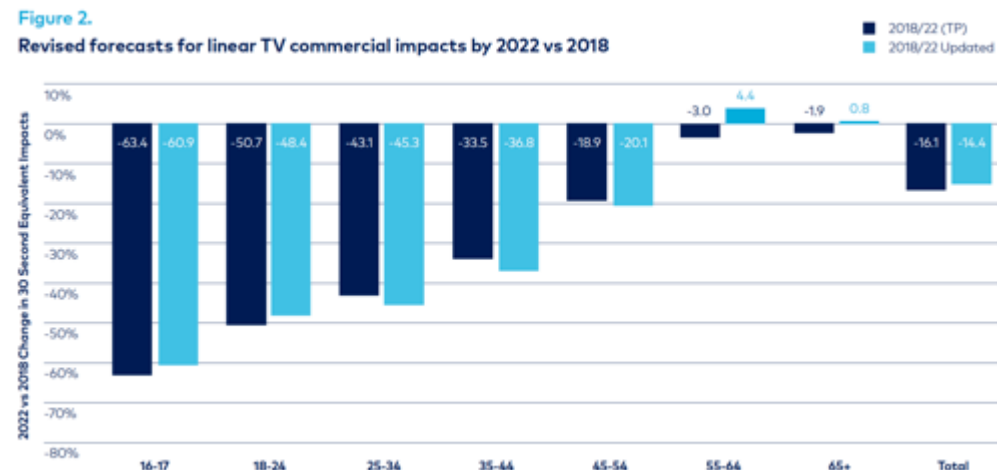
What's in it for me?

Audiences are drastically changing how they consume video, ensure you are able to stay connected and engaged with your target consumers wherever they are watching content. Advanced TV will be mainstream soon, and you can be a valuable partner to your clients if you are able to execute the tactic in an effective and efficient manner.



## Need a real-life scenario?

Have you ever had a client call you and ask, "Hey, I read about this super interesting tactic; can we do this?" If you aren't prepared, you most likely start feeling panicked and overwhelmed and think, how am I going to tell my client that I don't know about this new capability and they do? Be a resource to your client and their media guru since advanced TV is a growing part of the video ecosystem. Don't be the last one on the advanced TV train!



Source: Ebiquity 'Mind the Gap'

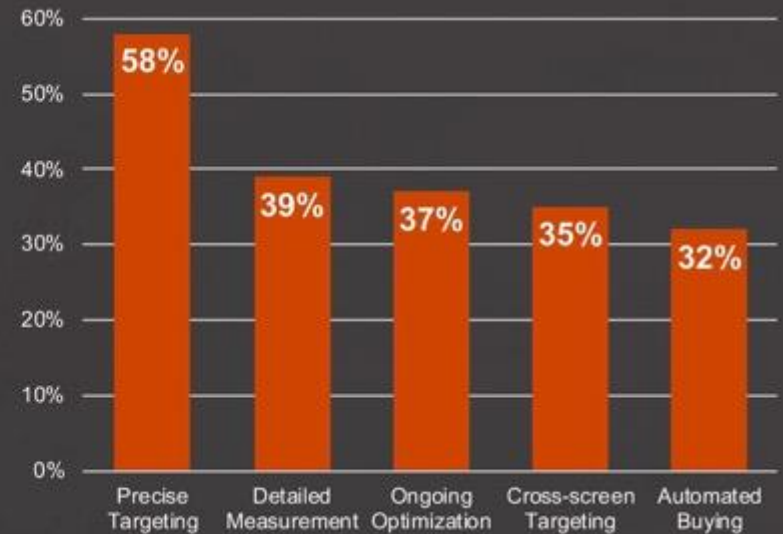
# Who Benefits From Advanced TV?

## Reasons Viewers Like Watching TV Via Nonlinear Platforms



Source: Adobe Advertising Cloud and Telaria, October 2018

## Advantages of Advanced TV According to Media Buyers



Source: Advertiser Perceptions and Videology, June 2018



# Where's Everyone Going?

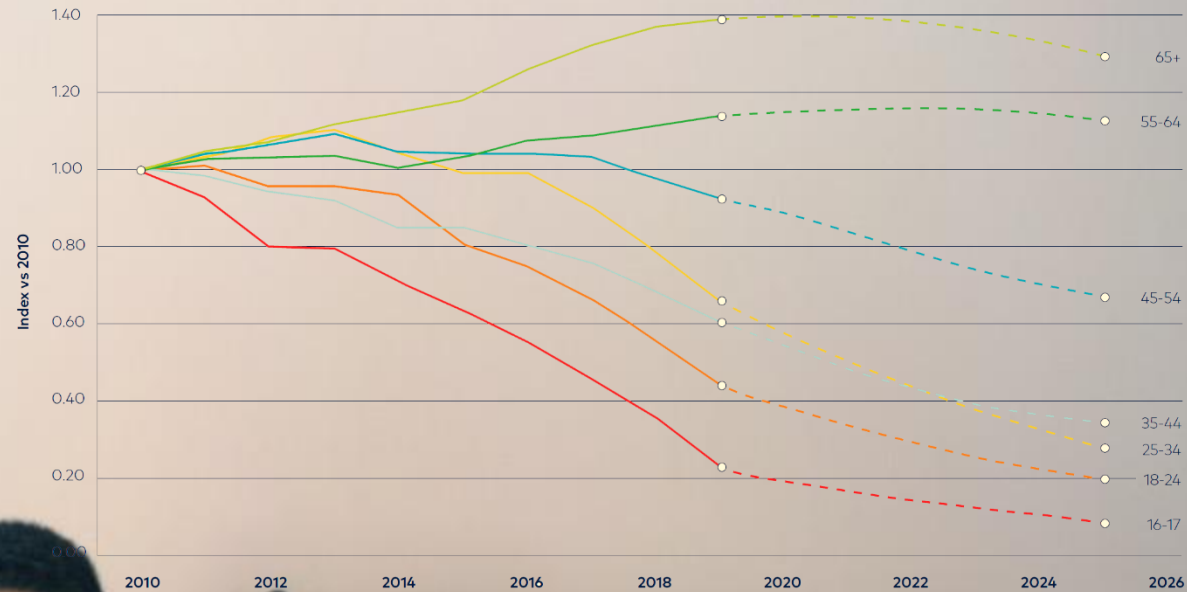
Consumers are demanding more control over their viewing experience, which is leading them to advanced TV and away from traditional pay TV products.

## EVERYONE IS WATCHING DIGITAL TV

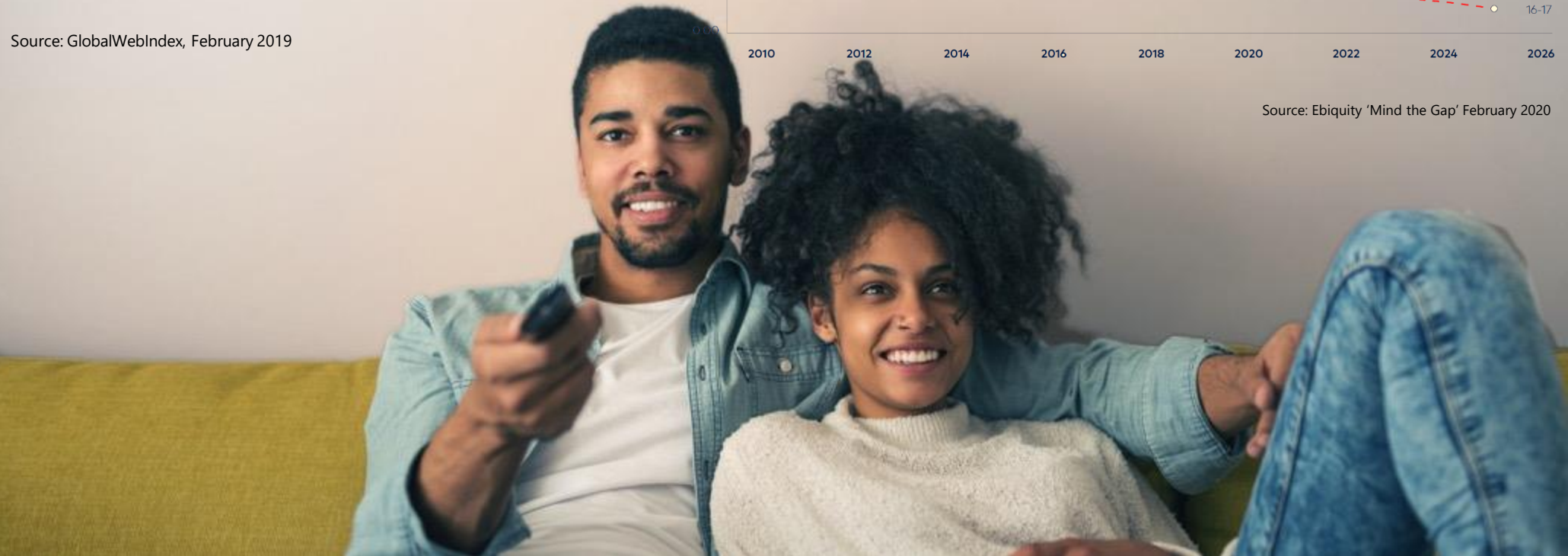
<i>Hours and minutes per day</i>	LINEAR TV	DIGITAL TV
<b>Generation Z</b>	1:31	1:22
<b>Millennials</b>	1:51	1:26
<b>Generation X</b>	1:56	1:13
<b>Baby Boomers</b>	2:15	0:54
<b>Traditionalists</b>	2:44	0:39

Source: GlobalWebIndex, February 2019

## 30-SECOND LINEAR TV IMPACTS OVER TIME



Source: Ebiquity 'Mind the Gap' February 2020



# Still Feeling Unsure About Advanced TV?

## Think About Your Consumer.

In a world where an extensive amount of content is easily accessible at any moment via multiple devices, marketers must adapt and align to their audience's behaviors. Advanced TV provides marketers with significant benefits that empower them to connect with their target audience in a deeper, more meaningful way. If you still aren't convinced of advanced TV's value, here are some more reasons to consider.

1. Users Going Beyond Traditional Television
2. Highly Engaged, Enthusiastic Audience
3. Efficiency and Flexibility in Optimization
4. Relevant Messages on the Right Device





# Diving Deeper



## Users Going Beyond Traditional Television

Users are going beyond linear TV to discover video content, and it's crucial that an advertiser has a presence on the channels their target audience is utilizing.



## Highly Engaged, Enthusiastic Audience

The target audience in the advanced TV environment is there to consume and engage with the content, providing marketers with a highly engaged, leaned-in audience making it a crucial part of the marketing mix.



## Efficiency and Flexibility in Optimization

The ability to see results in real time allows marketers to quickly react and adjust campaign parameters to leverage what is working well and to eliminate what is not, finding the right audience through optimisations. Not only do these optimisations increase the relevance for your target consumer, but they also lessen wasted impressions resulting in increased efficiencies and ROI.

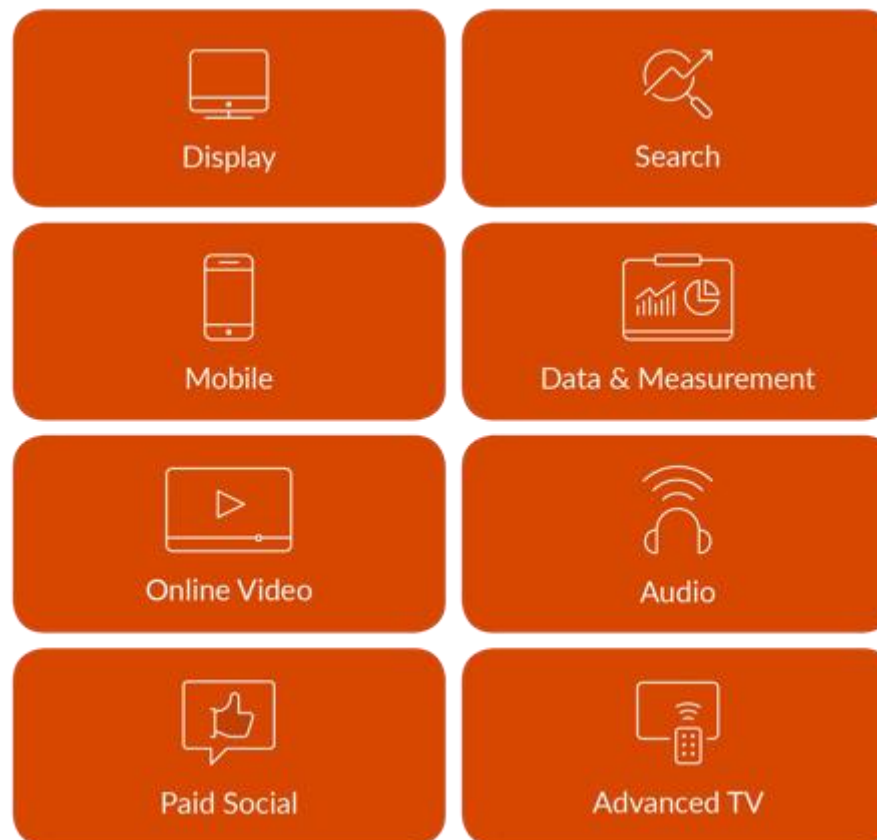


## Relevant Messages on the Right Device

Expansive amounts of audience targeting are available, which gives marketers the ability to reach their precise target audience with a relevant message, on the right device, at the right time. This makes your target consumer's experience more meaningful and increases his or her favorability toward your brand.



## Reach Consumers on Advanced TV



Control v Exposed is the digital partner advertisers trust to drive campaign performance and media efficiency. Proud to be completely independently owned and operated, CvE provides trustworthy expertise that meets its clients' needs — and no one else's. Using predictive intelligence, CvE helps advertisers get the most value out of every impression across all paid digital media. Through the combination of employing the smartest technology and the most experienced people in the industry, CvE delivers authentic results.

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