Publitalia'80:
addressable planning across screens for fluid adv experiences and effective measurement

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GRUPPO MEDIASET
PUBLITALIA '80

A PROGRESSIVE GROWTH OF MEDIASET CTV ECOSYSTEM

MEDIASET play

HbbTV UI: access from
Mediaset linear TV channels

beintoo
Business Through Mobile.

Acquisition of BEINTOO
Mobile Data Company

MEDIASET infinity

Access from the widget gallery

2017   **2018**   **2019**   **2020**   **2021**

ADD+ PLUS   **ADD+ VIDEO**   **ADD+ VIDEO**   **ADD+ PLUS** **ADD+ VIDEO**

● **Live**   ● **On Demand**   ● **Live: Dynamic Ad Insertion**   **Attribution model:**

Display Formats On Fta   Video Formats Around On   LINEAR Spot Replacement   Drive to Store/ Drive to Site

Linear Channels   Demand Content

GRUPPO MEDIASET   GRUPPO MEDIASET   GRUPPO MEDIASET
PUBLITALIA '80   **PUBLITALIA '80**   **PUBLITALIA '80**
FINCONS GROUP   **FINCONS GROUP**   **FINCONS GROUP**

HbbTV ⊣ SYMPOSIUM
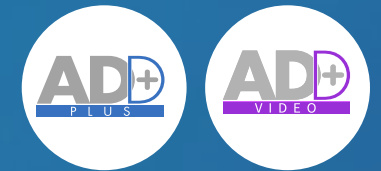
MEDIASET INFINITY CONNECTED TV:
A **GROWING PRESENCE** IN ITALIAN FAMILIES

MEDIASET infinity

8,5 MIO

9.000.000
8.000.000
7.000.000
6.000.000
5.000.000
4.000.000
3.000.000
2.000.000
1.000.000

2017 2018 2019 2020 2021

9542

HbbTV SYMPOSIUM
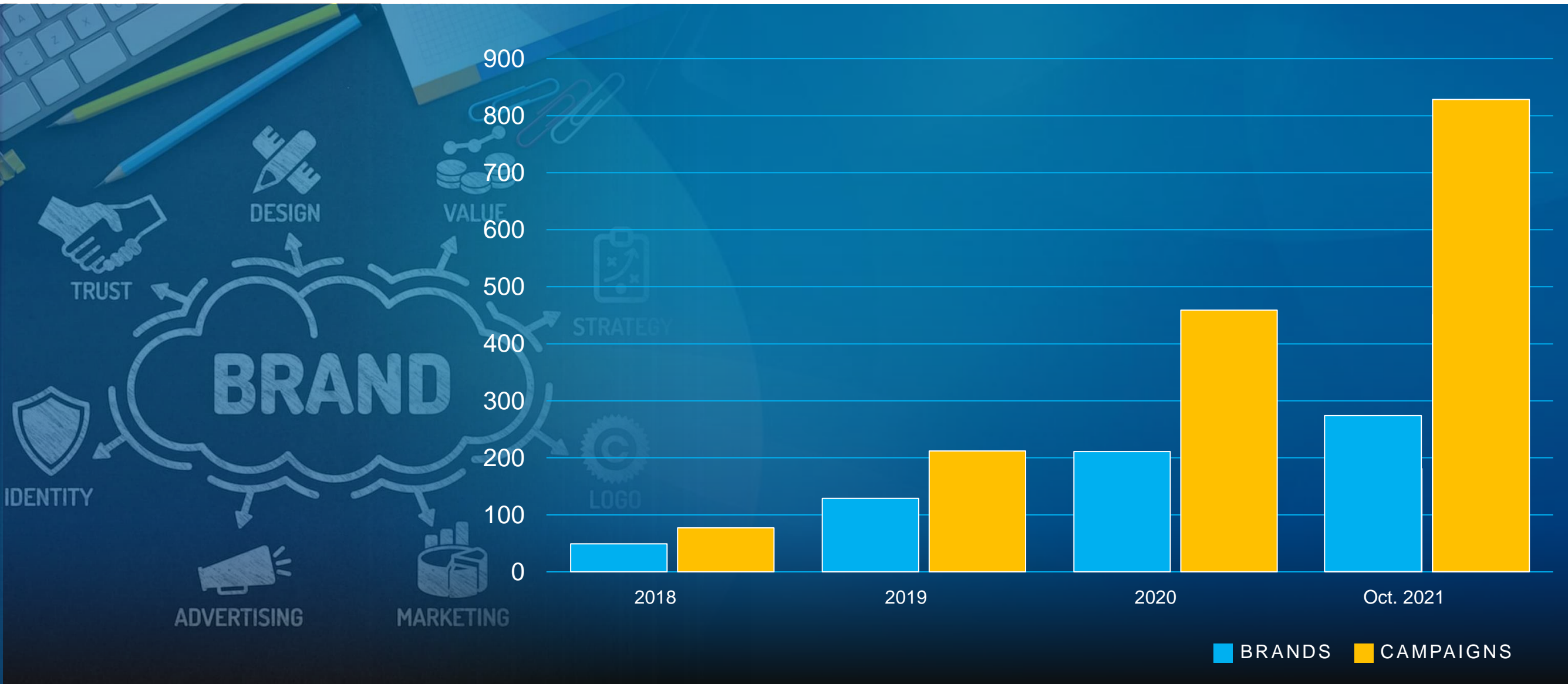
Cross screen DMP that collects first, second, and third-party data for a granular knowledge our viewers and users preferences
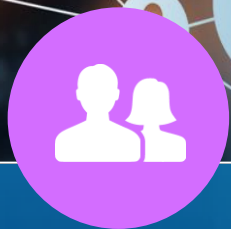
AUDIENCE PROFILING

INCREMENTAL REACH
AND ADDITIONAL FREQUENCY

INNOVATIVE MEASUREMENTS:
ATTRIBUTION MODELS

MEDIASET

infinity

. Audience
profiling

ADDRESSABLE CAMPAIGN
TO BALANCE REACH & FREQUENCY OF LINEAR TV CAMPAIGNS

LINEAR TV
CAMPAIGN

ADDRESSABLE TV
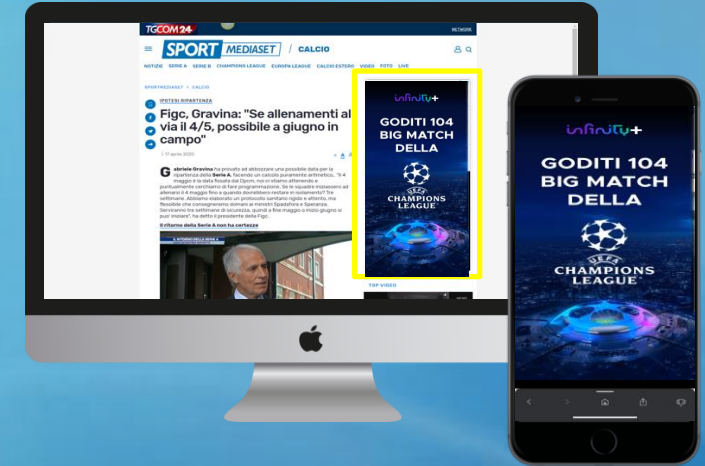CAMPAIGN

EXPOSED

NOT
EXPOSED

ADDITIONAL FREQUENCY

INCREMENTAL REACH

CROSS SCREEN CAMPAIGNS
TO EXTEND THE AUDIENCE ON ALL DEVICE

ADDRESSABLE TV CAMPAIGN

SECOND SCREEN CAMPAIGN

EXPOSED

NOT EXPOSED

ADDITIONAL FREQUENCY

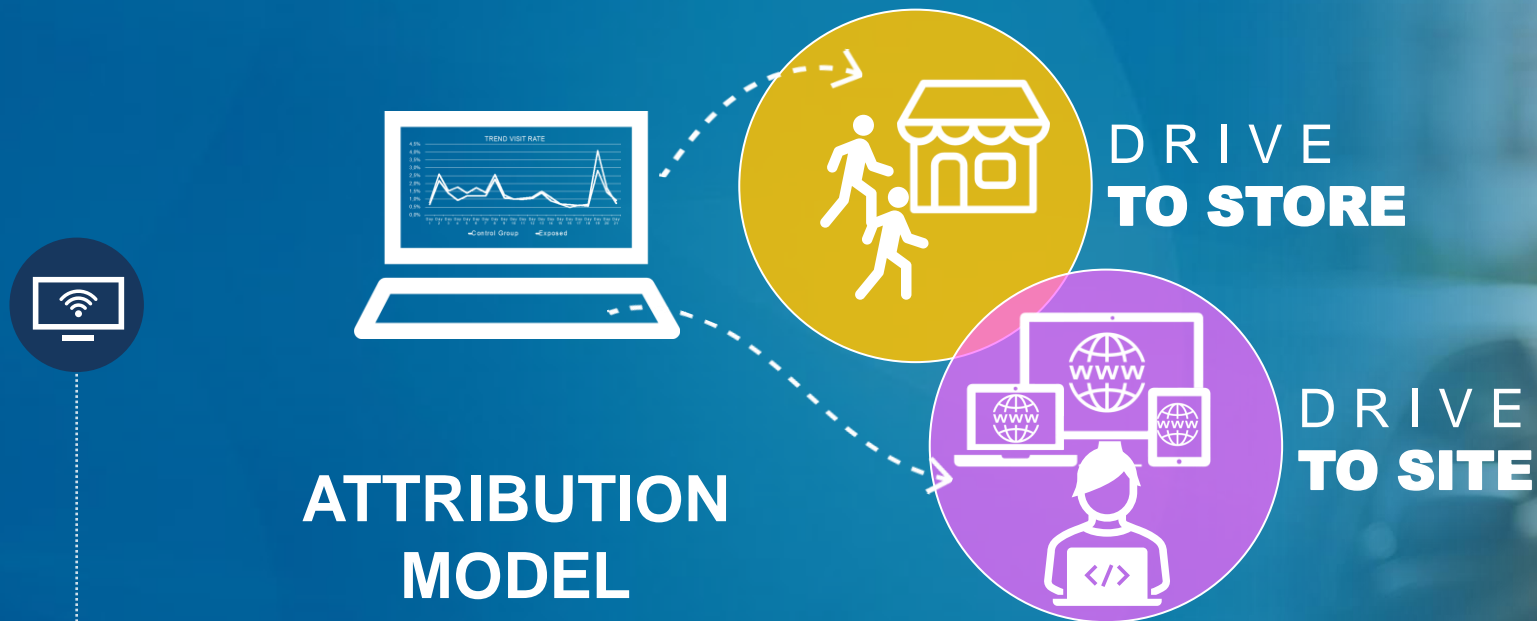**INCREMENTAL REACH**

MEDIASET ▶
infinity

Innovative
measurements

9542

ATTRIBUTION MODEL

Attribution models to measure effectiveness and impact of addressable Smart TV campaigns in terms of **visits in store** and on **website**.

DRIVE
TO STORE

DRIVE
TO SITE

ATTRIBUTION
MODEL

HbbTV SYMPOSIUM

ATTRIBUTION MODEL:
HOW WE DEFINE THE NUMBER OF DEVICES ANALYSED

Goal: DRIVE **TO STORE**

Goal: DRIVE **TO SITE**

VISIT RATE

%UPLIFT
between the Visit
Rates of the two
analysis groups
(Exposed vs Control Group)

ATTRIBUTION MODEL:
EXPOSED GROUP VS CONTROL GROUP

Exposed Group

ADD PLUS · ADD VIDEO · LINEAR TV SPOT ❌

Control Group

ADD PLUS ❌ · ADD VIDEO ❌ · LINEAR TV SPOT ❌

ATTRIBUTION MODEL:
DRIVE TO STORE: MAIN KPI

1,6%	**+18%**	**Next 7 days**	**+10 Km.**	**+60 min.**
VISIT RATE	**UPLIFT**	**HIGHEST IMPACTS WITHIN THE NEXT 7 DAYS**	**DISTANCE FROM THE POI**	**DWELL TIME IN THE POI**
Percentage number of visits to the brand website	Percentage increase between the Visit Rates of the two analysis groups	The impact of the advertising campaign decreases as the number of days after the last exposure increases	The 56% of people who have been exposed to the ad campaign are at least **10km away from brand's stores**	About 30% of the visitors have recorded a dwell time greater than 60 minutes inside the brand's stores

HbbTV ‒ SYMPOSIUM

ATTRIBUTION MODEL:
DRIVE TO SITE: MAIN KPI

| 22,8%	+21%	+20%	0-3
VISIT RATE	**UPLIFT**	**PAGE VIEWS PER DEVICE**	**HOURLY LAG**
Percentage number of visits to the brand website	Percentage increase between the Visit Rates of the two analysis groups	The exposed group records a higher number of page views on the brand's website rather than the control group	The time lag analysis reveals how the visits on brand's website are strongly related to the Smart TV view

HbbTV SYMPOSIUM
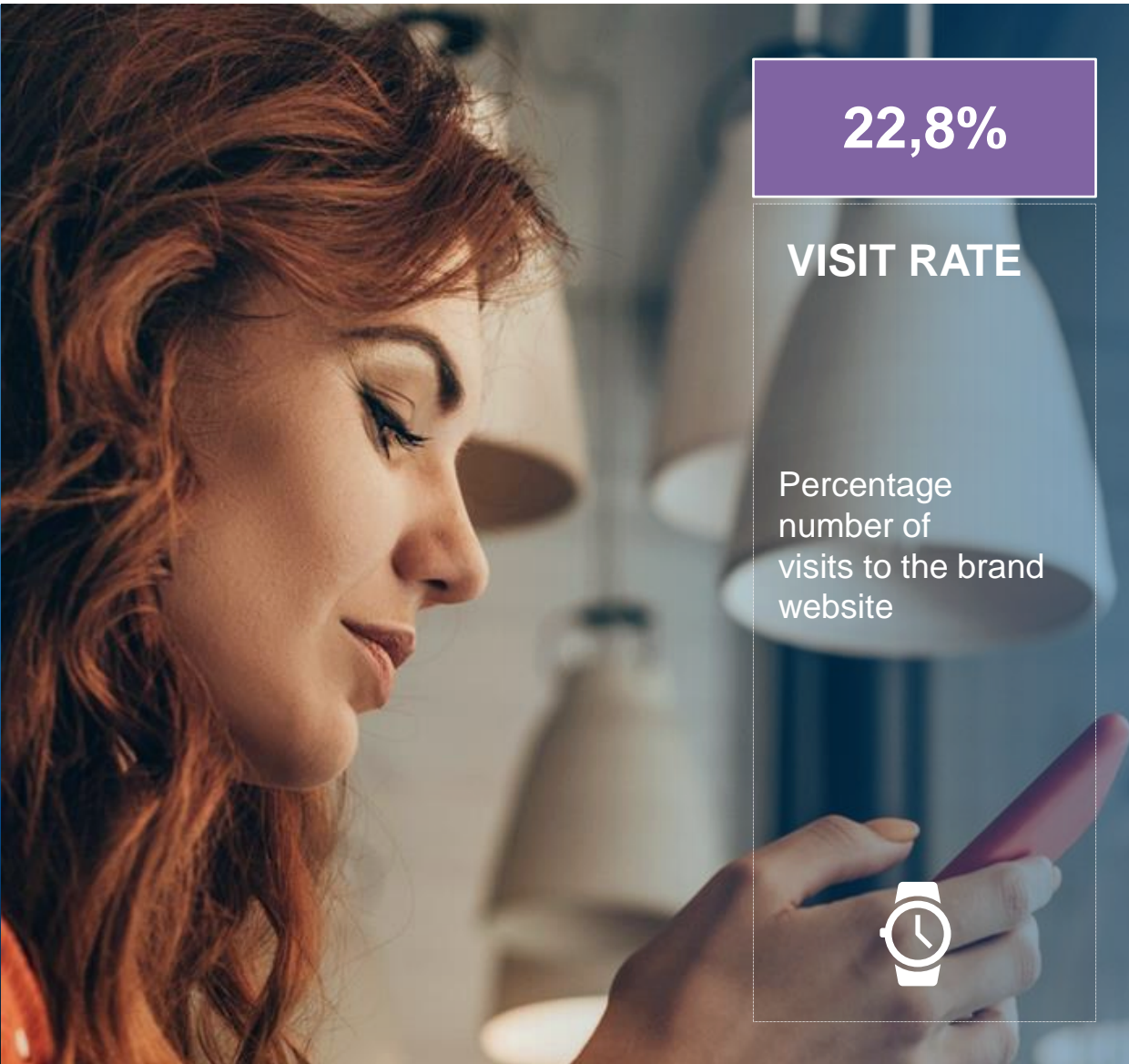
"The journey of a thousand miles begins with a single step"
(Lao Tzu)

Silvia Broggi

Thank you