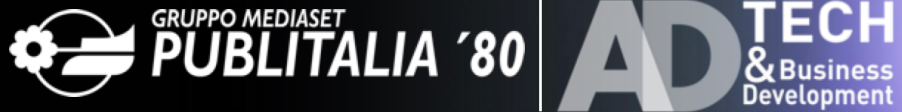


The Targeted Advertising opportunity for FTA broadcasters

Hbbtv Association & DVB Seminar



Silvia Broggi
Marketing Technology Director
Publitalia '80

BRIDGING LINEAR TV AND OTT

ENHANCING USER ENGAGEMENT AND MONETIZATION



A roadmap of Innovation which pays



2017

- Interactive & Addressable TV Advertising



2018

- EPG, VOD, Catchup
- Restart and Real-Time Highlights
- Virtual Channels, Multi-camera
- Voting and Participation
- Cross-platform user login

2019

- Dynamic AD Replacement (test)
- TV – Mobile pairing



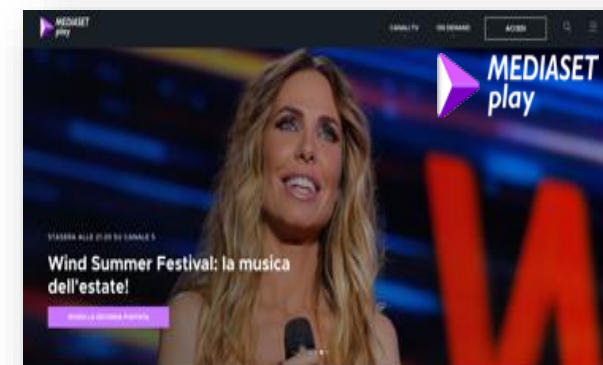
<https://www.mediasetplay.mediaset.it/>

2020

- Dynamic AD Replacement (Sale)
- TV – Mobile pairing

2021

- HbbTV-TA spec pilot





TOTAL
HH 24,2 MIO



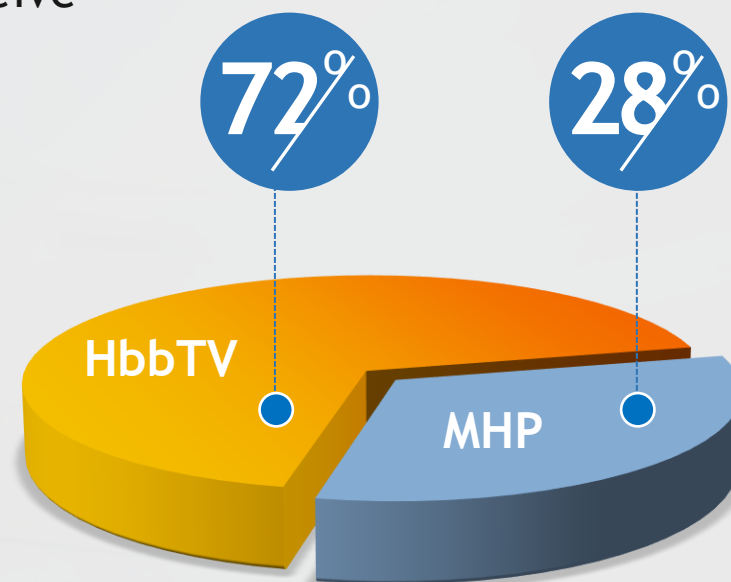
10,2
mio HH WITH
CONNECTABLE
TV SETS*



8,0
mio HH WITH
CONNECTED
TV SETS*

7 MIO

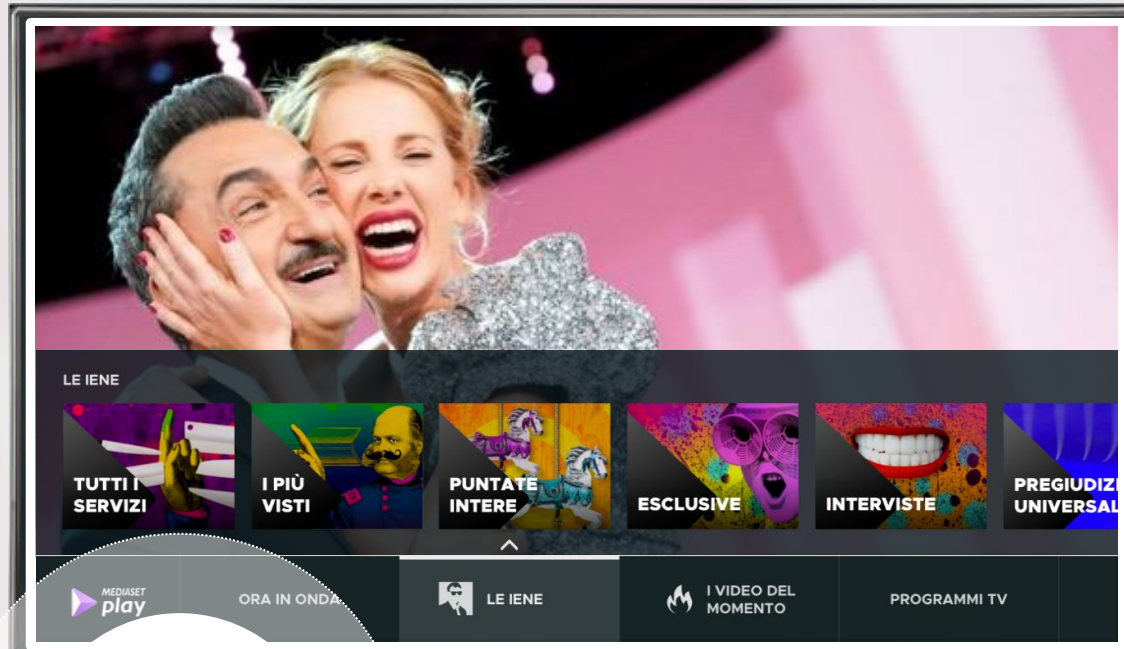
SMART TV sets
enabled to receive
Publitalia '80
addressable
ad formats



Addressable advertising on Mediaset TV channels



LIVE
DISPLAY FORMATS ON FTA
LINEAR TV CHANNELS



LIVE/ON DEMAND
VIDEO FORMATS ON
LINEAR TV AND AROUND
ON DEMAND CONTENT



- TAILOR-MADE CREATIVE THAT CAN BE OVERLAID ON THE TV SPOT
- FORMAT SUITABLE FOR ALL BRANDS
- INTERACTIVITY WITH THE «PRESS OK» CALL-TO-ACTION



- TAILOR-MADE CREATIVE
- FORMAT SUITABLE FOR ALL SECTORS
- HIGH-IMPACT, HIGH-VISIBILITY POSITIONING ACROSS MEDIASET TV SCHEDULES
- INTERACTIVITY WITH THE «PRESS OK» CALL-TO-ACTION
- FORMAT DURATION: 15”



TV
SITE

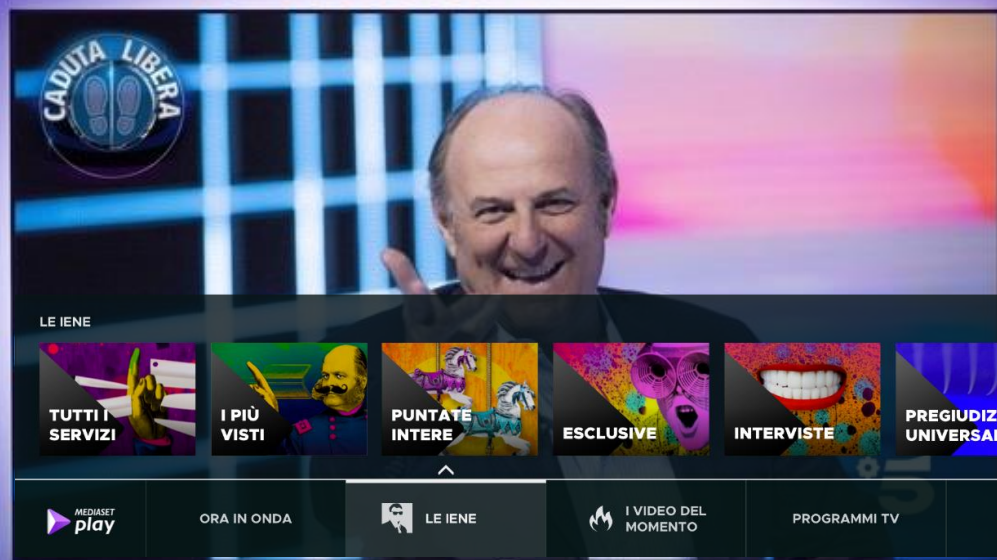


POSSIBILITY TO INCLUDE DEDICATED CONTENT TO DESCRIBE PRODUCTS AND SERVICES.

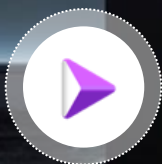
THE CLIENTS CAN USE:

- FULL-SCREEN IMAGES
- VIDEO PREVIEWS
- TRAILER OR BACKSTAGE FOOTAGE
- TEXTS AND DESCRIPTIONS
- EXCLUSIVE DEALS
- PRODUCT FACTSHEETS
- RECIPES
- ...

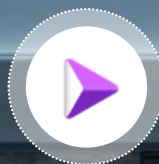
VOD ad formats



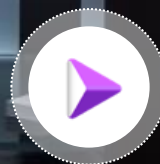
- Unskippable pre- and mid-roll ads
- Always-on audio
- Single-position pre-roll ad
- Around all on-demand content on Mediaset Play
- Various targeting solutions



Pre-roll ad
RESTART



Pre-roll ad
CLIPS



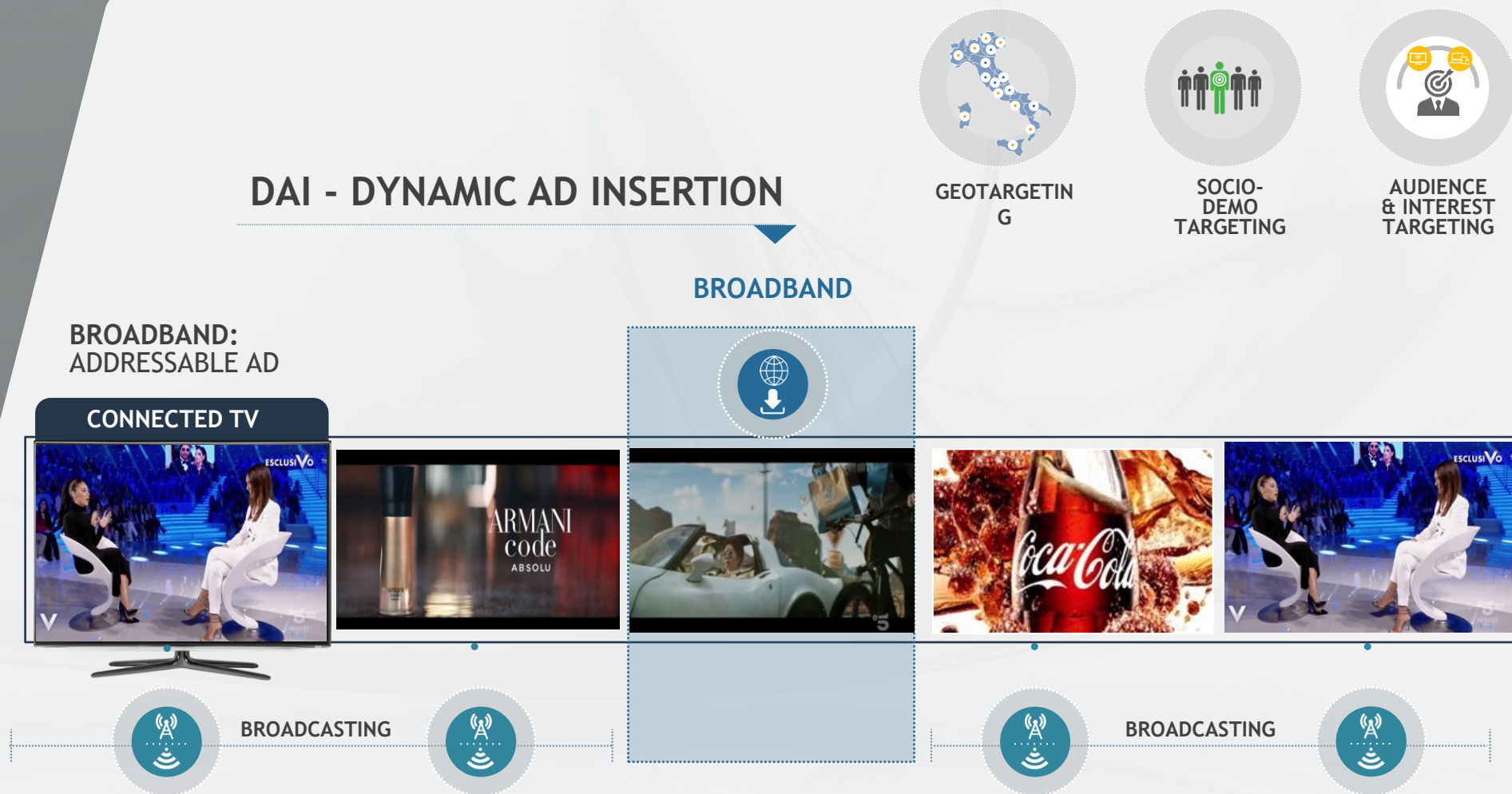
Pre-roll ad
TV SHOWS
Mid-roll ads

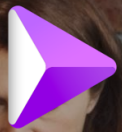


Pre-roll ad
DRAMA & COMEDY
Mid-roll ads

DAI - Dynamic Ad Insertion: spot replacement on linear TV

Technology allows the client's ad to be dynamically inserted within the linear commercial break, so that either different versions of the TV spot (not connected TV vs. connected TV) can be used or the ad can replace select positions within the break. The video campaign can be planned according to various targeting variables.





MEDIASET
play

Audience profiling

Audience profiling

Geotargeting

- Nielsen areas
- Regions
- Provinces

Device profiling

- Bit rate connection
- Internet service provider
- TV brand, model



IP ADDRESS



VIEWING
BEHAVIOUR

Socio-demo targeting

- Men
- Women
- Age groups
- HH with children
- Single-person households

PROFILING

- Architecture & Design
- Automotive
- Beauty & Cosmetics
- Cooking
- Entertainment
- Football & Sports
- Infotainment & News
- Movies

...



AUDIENCE & INTEREST
TARGETING



2nd PARTY
DATA

Geo-behavioural data

POWERED BY BEINTOO

- Geo-behavioural
- Seasonal purchases
- Specific audiences
- Prospective clients

Targeting opportunities

TARGETING OPTIONS



**GEOTARGETING /
DEVICE PROFILING**



**SOCIO-DEMO
TARGETING**



**AUDIENCE & INTEREST
TARGETING**

Cross-screen campaigns

Multi-platform planning & Re-targeting

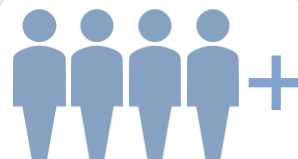
COMMUNICATION GOALS



EXPOSED

ADDITIONAL FREQUENCY

ADD+ campaigns increase ad frequency on TV sets already exposed to the spot campaign.



**NOT
EXPOSED**

INCREMENTAL REACH

ADD+ campaigns increase reach with incremental contacts not exposed to the spot campaign.





INCREMENTAL REACH: BARILLA campaign

LINEAR
TV

«BLU BOX» AD
PERIOD: JUNE - JULY

CONNECTED
TV

«BLU BOX» AD
PERIOD: JULY



1

Methodology:
By tracking the device IDs of our connected TV sets we identify

The devices exposed to the broadcast TV campaign (*the ad is fully watched*).



2

The devices exposed to ADD+ campaign (*an impression is counted*)



3

Overlaps analysis and KPI calculation



ADDITIONAL FREQUENCY: MERCEDES-BENZ campaign

LINEAR
TV

«GLA» AD
PERIOD: JUNE

CONNECTED
TV

«SUV ATTACK» AD
PERIOD: SEPTEMBER



Methodology:

By tracking the device IDs of our connected TV sets we identify

1



The devices exposed to the broadcast TV campaign (*the ad is fully watched*).

2



The devices exposed to ADD+ campaign (*an impression is counted*)

3



Overlaps analysis and KPI calculation



ADDITIONAL FREQUENCY: MERCEDES-BENZ campaign

LINEAR TV &
CONNECTED TV

«RANGE» AD
PERIOD: JUNE - JULY

SECOND
SCREENS

«RANGE» AD
PERIOD: JUNE - JULY



Quantitative report

Main KPI

- Unique devices
- Frequency
- No. views
- No. visits
- CTR
- No. actions
- Time spent
- Engagement

Qualitative research

In partnership with Human Highway, it is possible to measure the uplift in additional KPIs with pre/post campaign surveys:

- Brand awareness
- Campaign approval
- Intention-to-buy
- Call-to-action
- Brand value
- Addressable ad recall

Attribution Model

Developed in collaboration with Beintoo, the model aims at measuring the effectiveness of addressable campaigns in term of in store visits.

Full report also include:

- % Visit rate
- % Uplift visit rate
- Estimate in-store visitors
- Delay from exposure
- Distance from home
- Dwell time

In store attribution model



The attribution model developed by Publitalia '80 and Beintoo aims at measuring the effectiveness of addressable TV campaigns on **Smart TV** in terms of uplift of **visits in store**, comparing a group of exposed to the addressable TV campaign with a control group of non exposed

The added value for advertisers

ADDITIONAL AD OPPORTUNITIES

New, innovative, interactive
advertising positions

PREMIUM CONTENT & BRAND SAFETY

The safety and quality of the TV
environment, reliable and secured

ONLY ONE CONSUMPTION ENVIRONMENT

Further ad opportunities
within the same TV environment

INTERACTIVITY

Possibility for the brands to actively
engage their customers

ADDRESSABILITY

Highly-effective, profiled
data-driven campaigns

VIEWABILITY

100% guaranteed,
full-screen visibility

