



# HbbTV - Driving the success story of **TARGETED ADVERTISING** in Europe

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A close-up photograph of a person's hands holding a white remote control. The background is dark and out of focus, showing the person's arms and torso. The text is overlaid on this image.

## **Strategic Importance of Targeted Advertising (Addressable TV)**

**Traditional TV advertising will (need) to become fully digital & addressable**

# Threats for TV advertising industry are REAL and happening NOW

**Digital Ad Budgets are surpassing TV**

**Consumption is moving away from traditional linear**

**Competitive content offerings with exclusive contents**

**Tech giants are actively attacking TV business**

**Advertisers require scalable, standards for ATV**



# Transforming TV towards digital

## KEY REQUIREMENTS



### **DIGITAL INFRASTRUCTURE**

Ad-delivery and inventory management systems specifically designed to fit into broadcaster systems and ca



### **DATA CONTROL AND MANAGEMENT**

Controlling exclusive viewership and user data via comprehensive data management solutions



### **INVESTMENT IN ADDRESSABLE AD PRODUCTS**

Full Ad Break Replacement  
SSAI / SSAS for OTT and Online Video



### **STANDARDIZATION & ALLIANCES**

The market requires standardized products & platforms to stay competitive

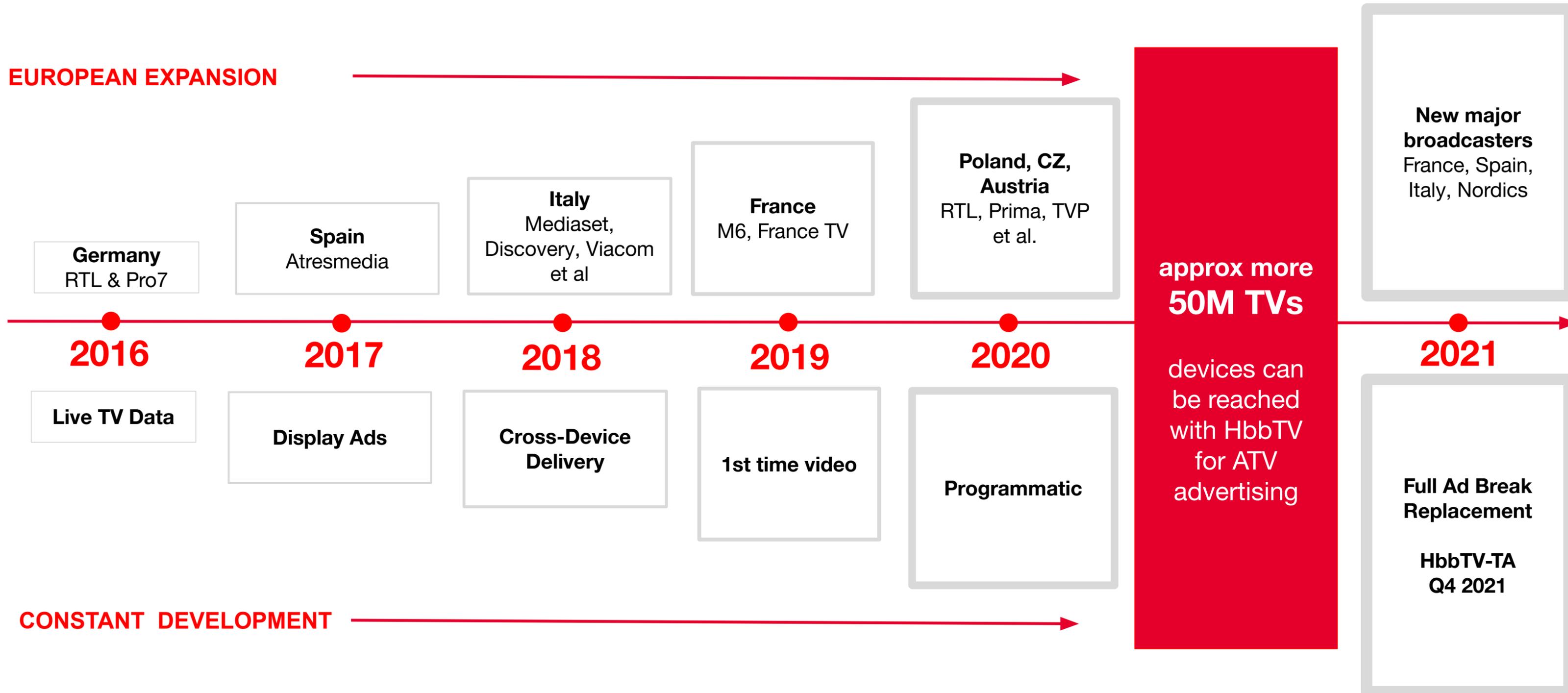


# EUROPE IS A TOUGH COOKIE FOR STANDARD PRODUCTS



# HbbTV is a “best-case” sample how a standard creates the foundation for a successful ecosystem - ATV Advertising for Europe.

## EUROPEAN EXPANSION



## CONSTANT DEVELOPMENT

# IN SUMMARY

## The importance of HbbTV for the TV Advertising industry

PAN-EUROPEAN STANDARD

CONTROL OVER AD DELIVERY VALUE CHAIN

CONTROL OVER DATA

CREATING ADDRESSABLE TV ADVERTISING PRODUCTS

**INCREMENTAL REVENUES**

INCREMENTAL REVENUES  
& NEW CLIENTS VIA  
DISPLAY & VIDEO ADS

**ADDRESSABLE AD BREAK**

INITIATIVES LIKE TA-SPEC  
ADD TO IMPORTANCE OF  
HBBTV FOR TRANSF. TV AD  
BUSINESS

**MAKING DATA COUNT**

DATA GENERATED FROM  
HBBTV IS BASIS FOR  
CROSS-DEVICE  
PRODUCTS



**THANK YOU.**

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