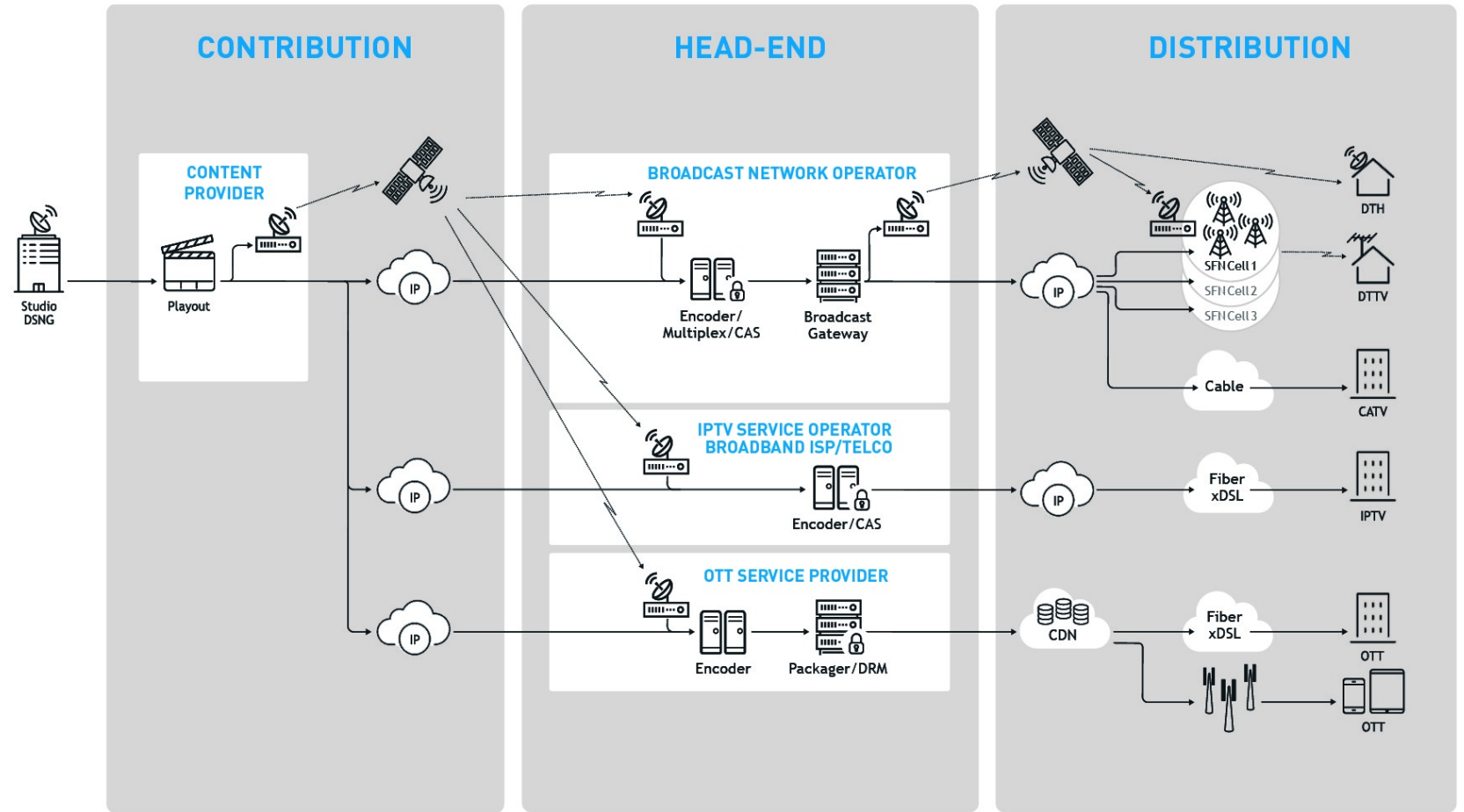


Broadcasters' content distribution

Overview of the media value chain

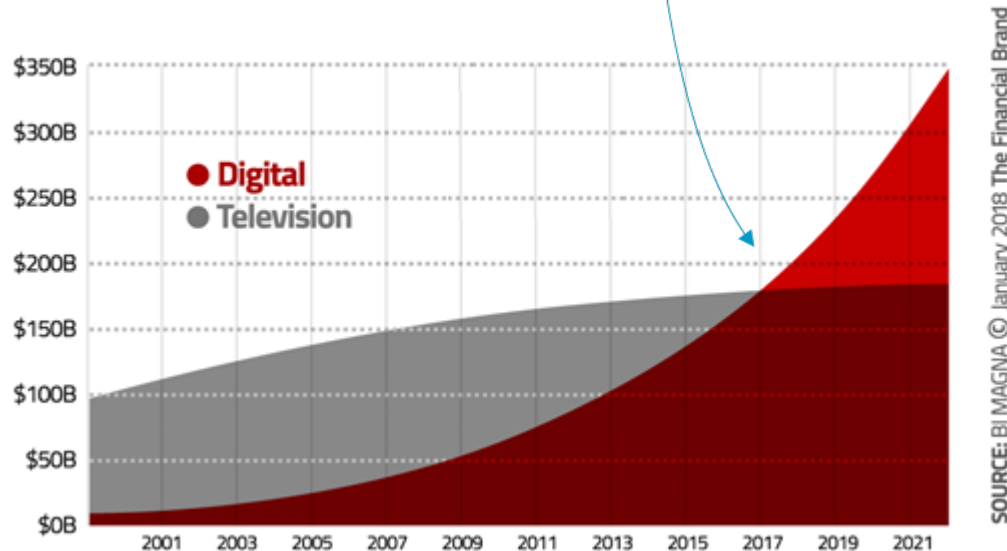
- / Contents are distributed over several channels
- / Contents are mostly monetized through advertising
- / Advertising is a key factor for broadcasters to increase their revenue



The advertising market goes digital

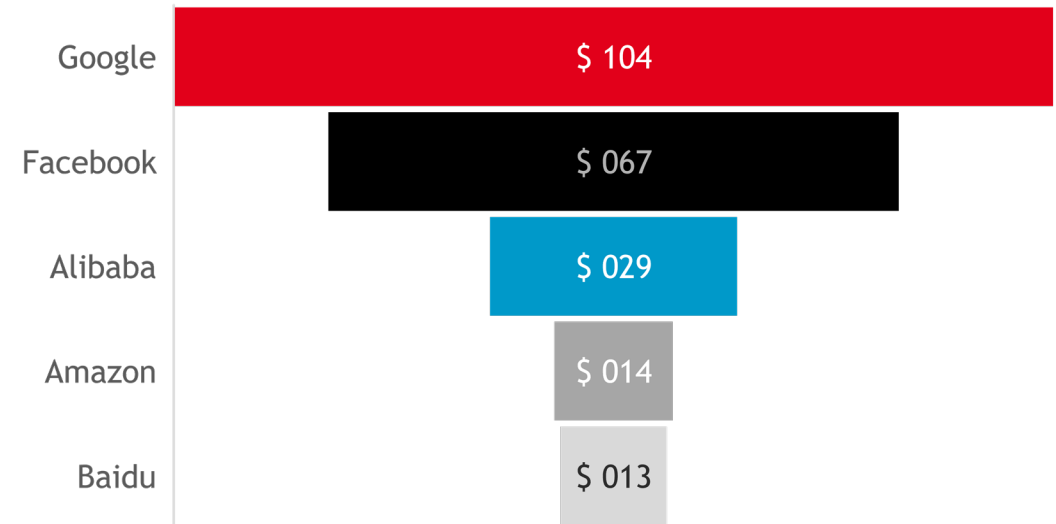
Digital platforms offer high flexibility and wide targeting possibilities

Global digital ad spending beat TV for the 1st time in 2017



Major global digital ad sellers (billions USD)

Source: eMarketer, February 2019

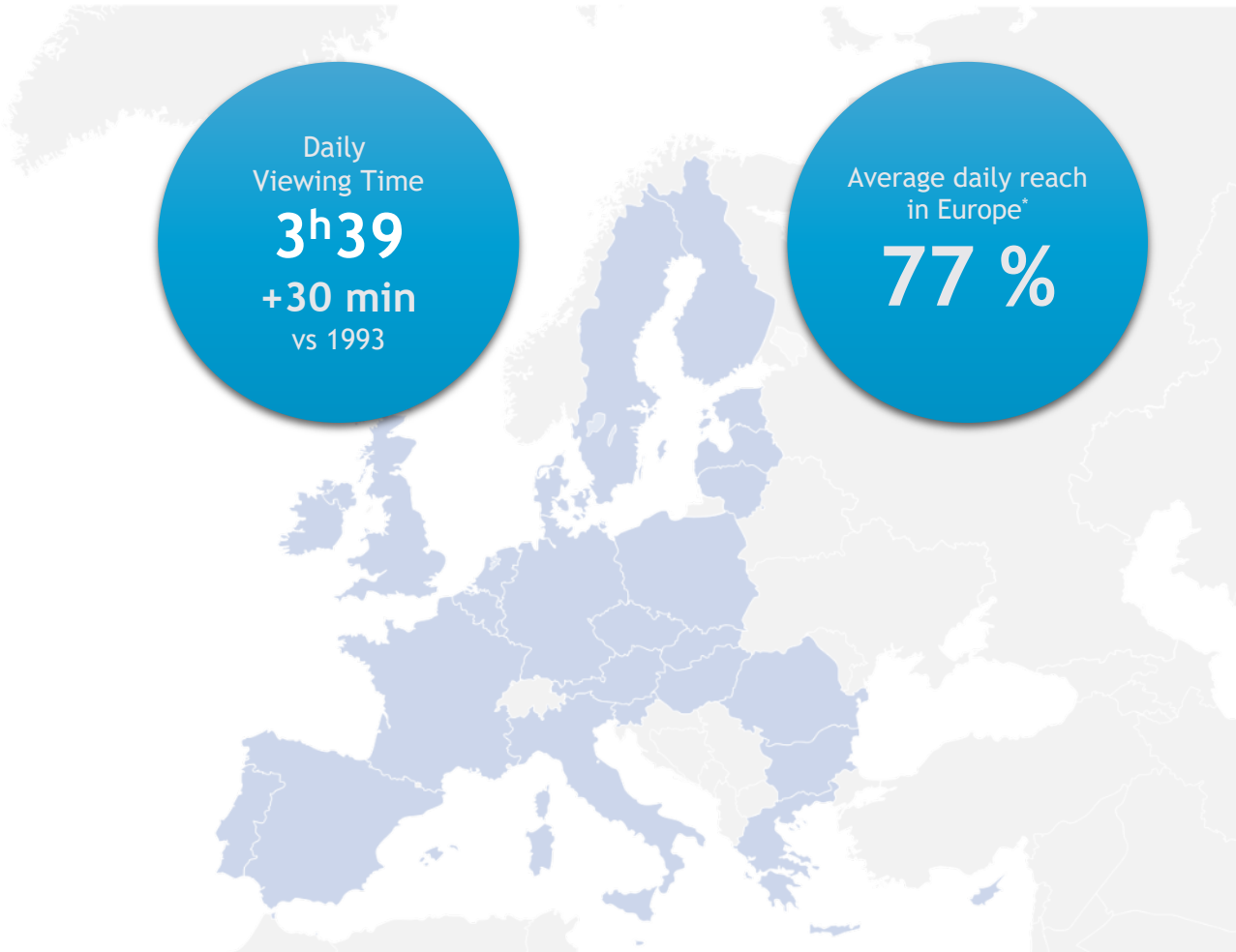


Digital actors of the advertising ecosystem monopolize up to 75% of the ad revenues

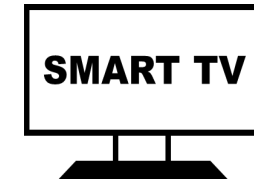
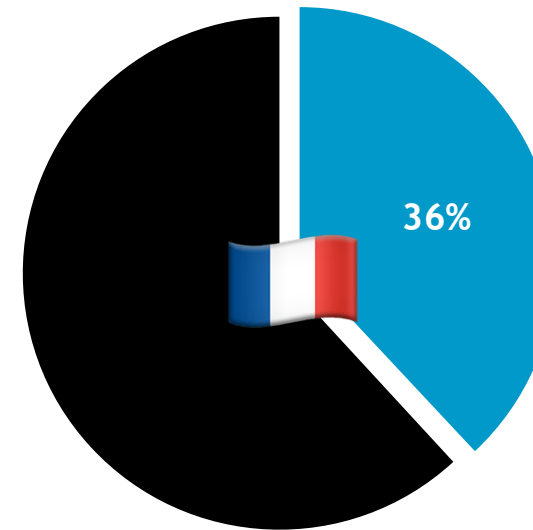
What happens with television?

TV offers the greatest reach...

... but is still not connected enough



only 36% of French homes have a Smart TV



10 million homes
effectively connected
with a Smart TV

Base: TV-equipped homes (France)

→ We are at the turning point of linear TV advertising.

Ad insertion in linear TV

France TV is one of the first French broadcasters to have tried TA for HbbTV

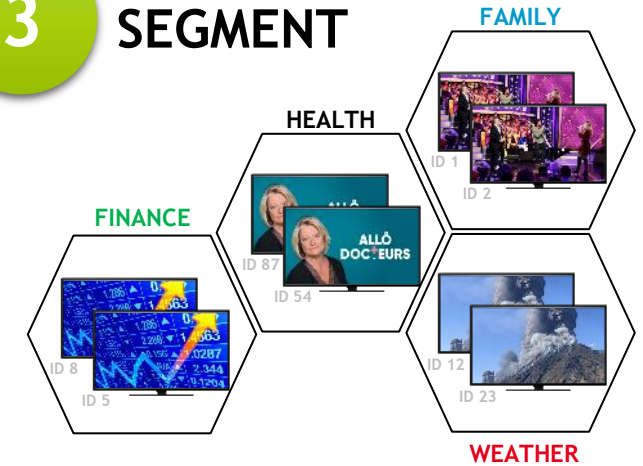
1 GET CONSENT



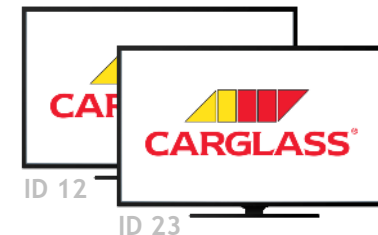
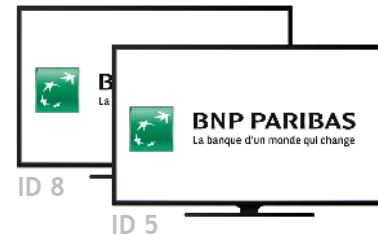
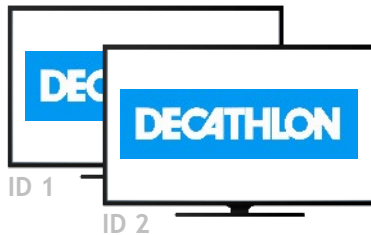
2 COLLECT DATA



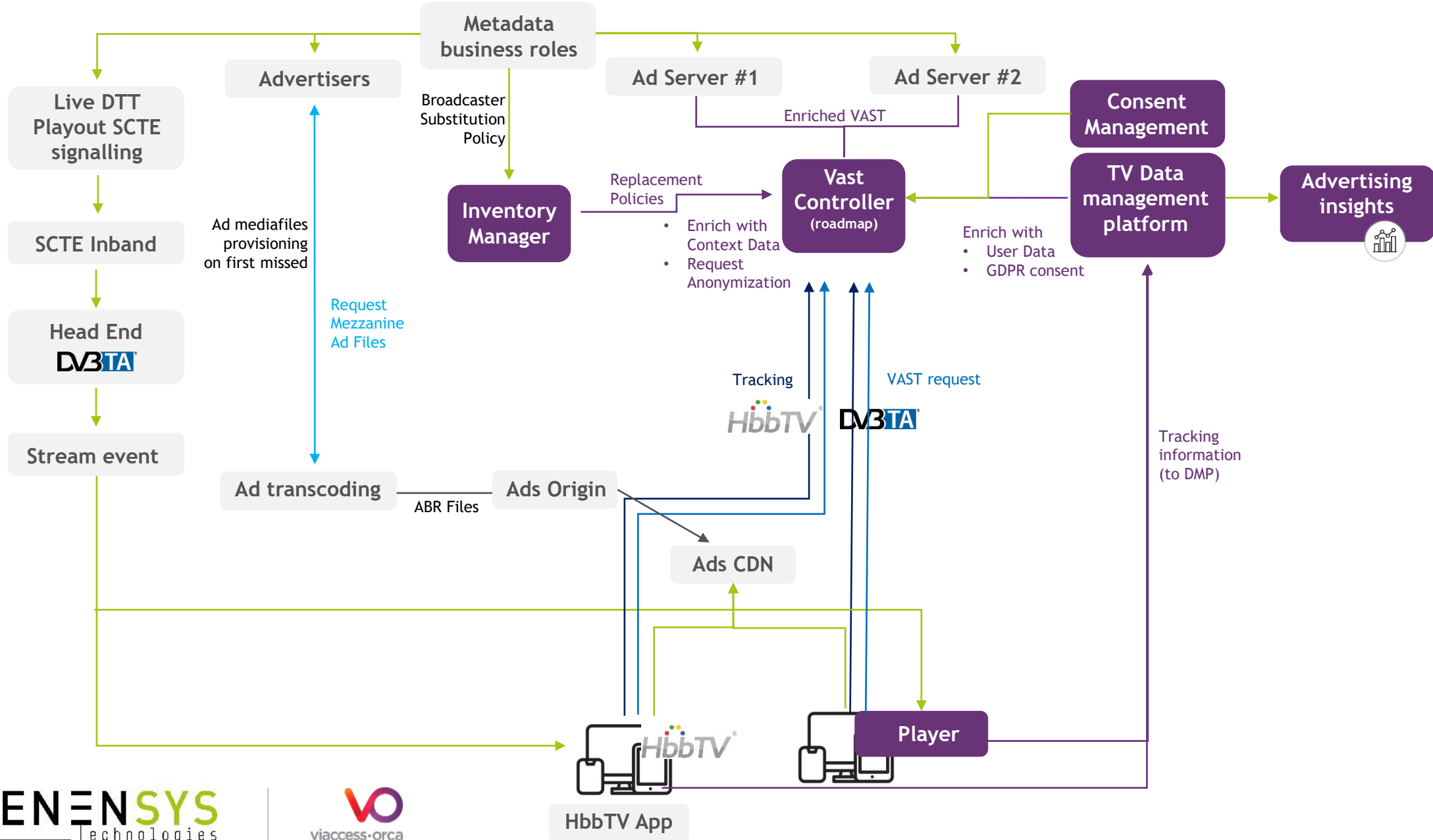
3 SEGMENT



4 TARGET



Live ad replacement ecosystem

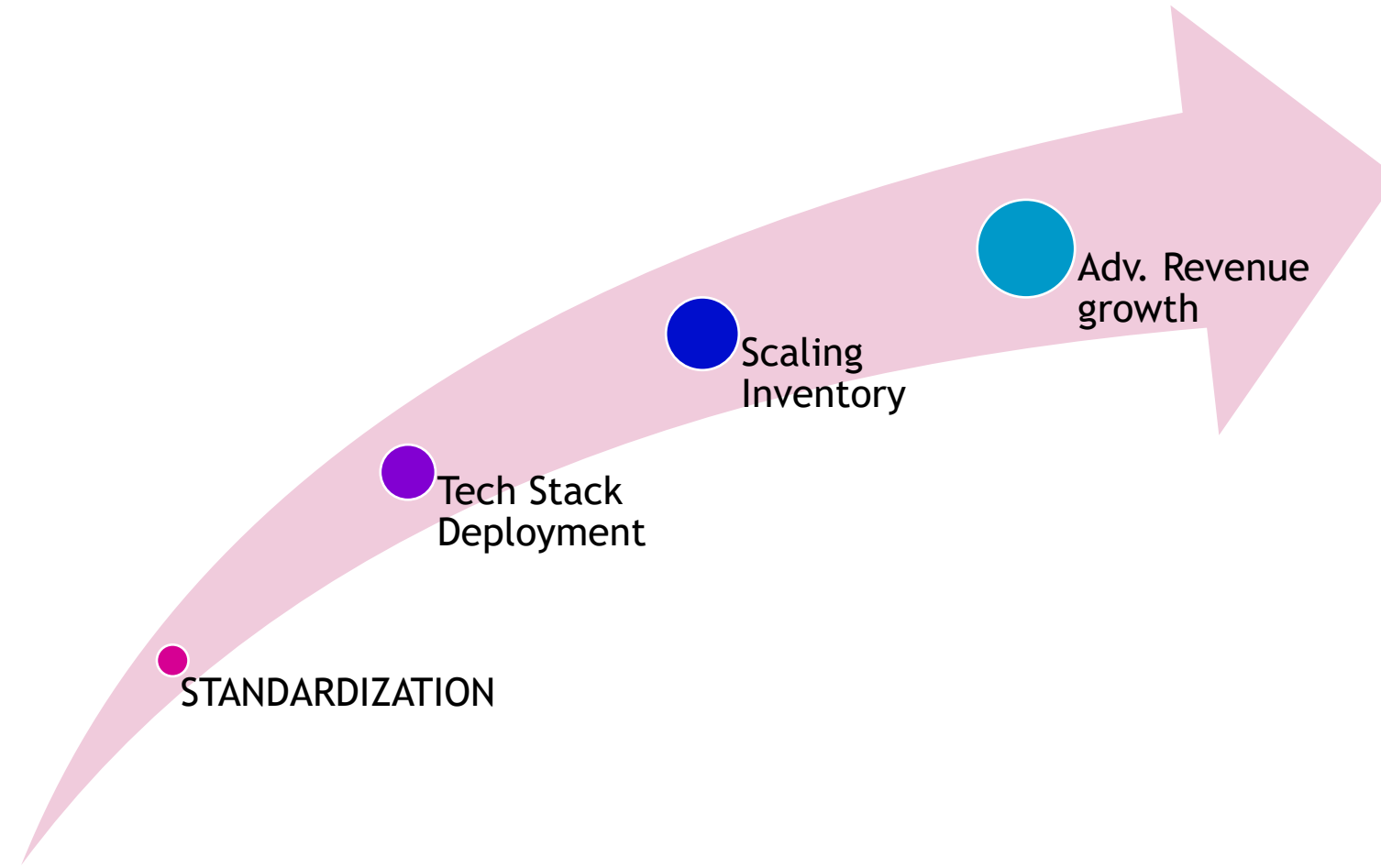


Live ad replacement ecosystem

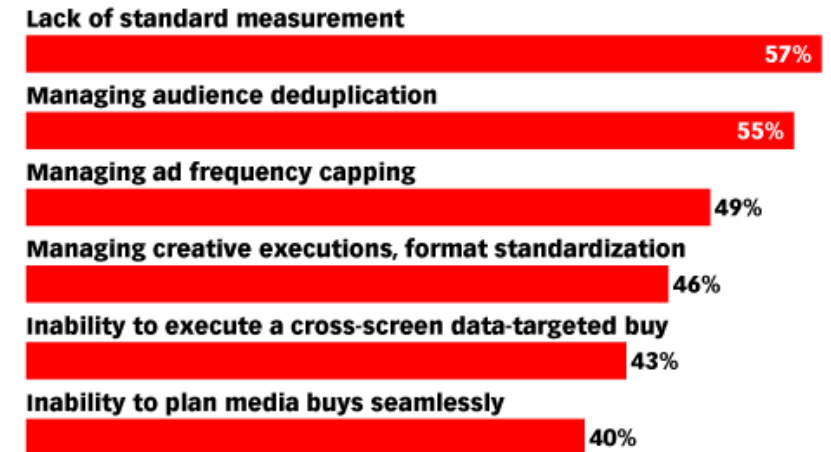
TOO COMPLEX?

Choose the standards

Standardization is the top challenge to scale TA



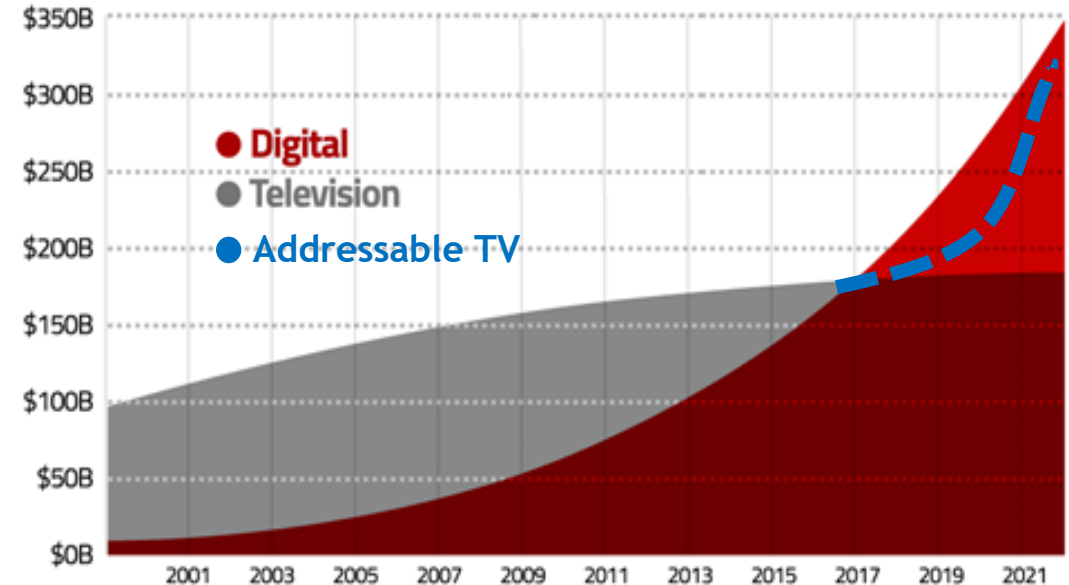
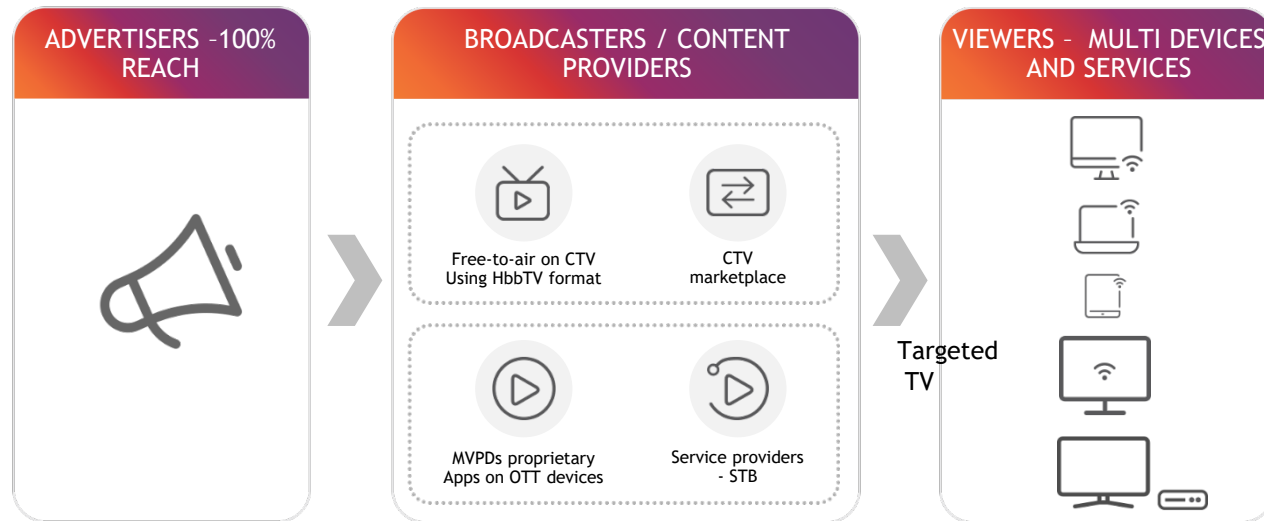
Biggest challenges to cross-screen advertising:



Standardization benefits:

- Economies of scale
- Faster set-up time
- Single coherent global image
- Excellent monitoring of communications

Making Addressable TV accessible and standardized will generate more revenue for all



SOURCE: BI MAGNA © January 2018 The Financial Brand