TA WEBINAR

APRIL 13TH 2021

ARTURO LARRAINZAR GARIJO

HEAD OF STRATEGY

ATRESMEDIA

smartclip

ADRESSABLE TV IN SPAIN

AS MAIN DRIVER FOR ATV

HbbTV

HBBTV IS THE BEST OPTION TO IMPLEMENT ADDRESSABLE TV IN SPAIN

7,9 M OF DEVICES

17,4 M PEOPLE REACHABLE

FORMATS & SEGMENTATIONS

THREE FORMATS TO USE DEPENDING ON COMMUNICATION NEEDS OF ADVERTISERS. LENGTH 10”

MAIN DIFFERENCE

STREAM EVENT BASED INSTEAD OF SWITCH IN

“L” BANNER STATIC

“L” BANNER DYNAMIC (GIF)

WITH QR CODE

SEEN/NOT SEEN

YOUR LINEAR CAMPAIGN
EVEN WIT FREQUENCY CONTROL
NOT SEEN / SEEN 1 / SEEN 2

BY IP

GEOGRAPHICAL SEGMENTATION

LOW

TV VIEWER

CROSSDEVICE

DIGITAL EXTENSION

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CROSSDEVICE

DIGITAL EXTENSIÓN OF LINEAR TV BASED ON TV DATA OF HBBTV

42%

HBBTV HOUSEHOLDS

7,9 MM OPT IN

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93%

POTENTIAL REACH

31,7 MM USERS

77%

ACTUAL REACH

26,4 MM USERS

CROSSDEVICE: THE PERFECT FIT

COMPETITIVE ADVANTAGE: SMARTCLIP, THE ONLY NETWORK IN SPAIN TO OFFER IT

SOLUTION TO MAXIMISE, IN DIGITAL MEDIA AND FROM DIFFERENT DEVICES, GLOBAL COVERAGE BASED ON TV CONSUMPTION DATA.

VAR

REPORTING TOOL

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DEDUPLICATED REACH

TV & DIGITAL & HBBTV

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Toluna Start - Create a survey - B | VAR: Nueva Post Digital Skin

tvar.com.es/Posdigitalskins/add

Post-hbbtv

Nueva post-Digital Skin

Todas mis post-Digital Skin

Fuentes:

AMC KANTAR comScore

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Nueva Post Digital Skin

Rosa.riesco@atresmedia.com

Nombre de la campaña Post-Digital Skin

Proyecto 24-02-2021 15:14:02

Tipo de acción Digital Skin

Digital Skin: Rotacion General

Targets del proyecto

Target Base Post-Digital Skin

Selecciona un Target Base - Compra TV

Target Core

Selecciona un Target Core - Planificación

TV

DigitalSkin

Reconstrucción de Kantar TTV:

Seleccionar archivo Ningún archivo seleccionado

Reconstrucción de DigitalSkin:

Seleccionar archivo Ningún archivo seleccionado

Escribe aquí para buscar

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24/02/2021

Toluna Start - Create a survey - B
VAR: Posdigitalskins
tvar.com.es/Posdigitalskins/view/459

Post-hbbtv

Nueva post-Digital Skin

Todas mis post-Digital Skin

Exportar a XLS

Fuentes:

AMC KANTAR comScore

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Posdigitalskins

Rosa.riesco@atresmedia.com

Proyecto 17-02-2021 15:24:08

Digital Skin: Rotacion General

INDIVIDUOS 4 Y +

TARGET : INDIVIDUOS 4 Y +

	RESULTADOS CAMPAÑA POST-DIGITAL SKIN			
	ANTENA3	LA SEXTA	ATRESMEDIA	TOTAL TV
GRPS TV LINEAL	114,5	120,8	315,9	715,7
%COB TV LINEAL	32,4	34,4	58,4	78,0
IMPRESIONES DIGITAL SKIN	170.800	225.401	396.201	396.201
IMPACTOS DIGITAL SKIN	229.815	303.281	533.096	533.096
OTS DIGITAL SKIN	1,30	1,30	1,30	1,30
COB (000) ADICIONAL DIGITAL SKIN	25.626	233.293	98.685	29.474
GRPS DIGITAL SKIN	0,5	0,7	1,2	1,2
%COB ADICIONAL DIGITAL SKIN	0,06	0,54	0,23	0,07
%COB TOTAL	32,49	34,94	58,65	78,03

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15:16
24/02/2021

ADDED VALUE

HYBRYD ADS

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INCREMENTAL REACH

SEGMENTATION

QUANTITATIVE ADDED VALUE

"L" BANNER PROMOTES MORE ACCURATE TARGETING AND MORE EFFECTIVE VIEWING AND EXPOSURE

VAR
VIDEO ADVERTISING REACH

CONTRIBUTION TO AWARENESS

+26%

NON AIDED AWARENESS

INCREMENTAL REACH

UP TO 4,4 PTS

DEPENDEING OF SEGMENTATION

LOWER COST PER POINT OF COVERAGE

-45%

VS LINEAR TV AVERAGE OF NON SEEN SEGMENTATION

THANKS TO THE VAR (VIDEO ADVERTISING REACH) WE AREA ABLE TO OFFER A MEASURE OF THE INCREMENTAL COVERAGE FOR YOUR MULTIMEDIA CAMPAIGNS ALSO HBBTV SOLUTIONS.

CROSS DEVICE ADDED VALUE

CROSSDEVICE ALWAYS GENERATES INCREMENTAL REACH, AND HELPS VIDEO CAMPAIGNS TO BE MORE EFFICIENTS.

VAR
VIDEO ADVERTISING REACH

REACH TOTAL CAMPAIGN – MAIN TARGETS

AUDIENCE DISTRIBUTION - TARGETS

AD REPLACEMENT

NEXT STEP

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FREQUENCY CONTROL

INNOVATION

SEGMENTATION

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THANK YOU