Shifting to a Standards-based Approach in Italy

How Mediaset is preparing for the standard TA

DVB - HbbTV Webinar: Using Targeted Advertising on Broadcast TV
Part 2: Implementing Standards-based Targeted Advertising

Wednesday 28 April, 15:00–16:00 CEST

Targeted Advertising is **strategic** for Mediaset

- Offers the best of TV and digital worlds
- Brand safety, in a curated editorial environment
- Addressability, ad targets based on:
    - geographical, socio-demographic, behavioural and attitudinal characteristics, according to the objectives of our clients.
- Extend linear campaigns to connected TVs
    - Incremental reach or additional frequency
- Accessible to local businesses/SMEs (low budget)
- Prevent video ad budgets shifting away from television

Mediaset prefers **standard technologies**

- In 2014, we decided to move from MHP to HbbTV 2.0
- First HbbTV 2.0 service market deployment by mid-2018, along side the same legacy MHP service: the service was called "Mediaset Play"
- Today, more that 4 million HbbTV 2.0 TVs connect to our digital platform every month

DAS on **HbbTV 2.0** terminals

- Since 2019 a <u>proprietary solution </u>was integrated into our legacy playout system to trigger ad substitution on HbbTV 2.0 terminals
- Terminals running Mediaset Play, the broadcast related catch-up and VOD HbbTV application signalled on all Mediaset channels, use an integrated CSAS module engine to do DAS

DAS on HbbTV 2.0 terminals was a reality, since then
But:
- HTML5 video element implementation not always good enough
- Switching time and accuracy not defined, implementation dependant
- No requirement for buffer size
- No supported codec requirements

We are able to deliver an acceptable TA viewer experience only on a selection of well-working terminals

New DVB-TA and HbbTV-TA specifications came along

Then:

– A new **standard solution** is going to be put in place in the head-end, compliant with DVB-TA signalling specification (DVB-TA part I)

– A strong collaboration with some CEMs started to implement HbbTV-TA on their terminals

– The dialogue with our back-end systems was already compliant with DVB-TA guidelines (DVB-TA part 2)

We are ready **to launch soon new TA services** for our ad clients:

- Enabling a compelling viewer experience (HbbTV-TA profile #2 compliant)
- Various use cases enabled:
  - Single ad substitution
  - Substitution of contiguous ads
  - Multiple substitution in the same ad break

Thank you

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For detailed technical information on this topic see Stefano Braghieri article on DVB Scene issue 57: "Targeted Advertising: from specification to implementation"