

HbbTV: Digitalization tool

Iva Dohnálková

TV Nova



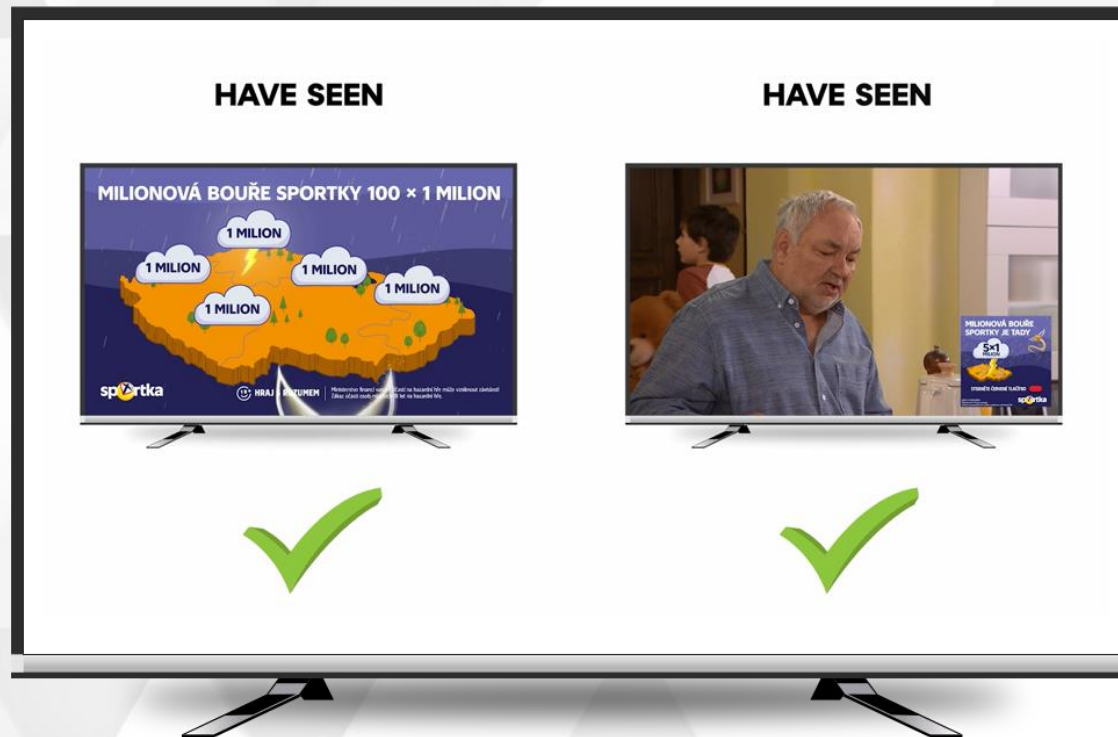
Content

MAX REACH

SocialTV app

Questionnaires

Breaking News



MAX REACH

Targeting that increases the incremental reach of a linear campaign

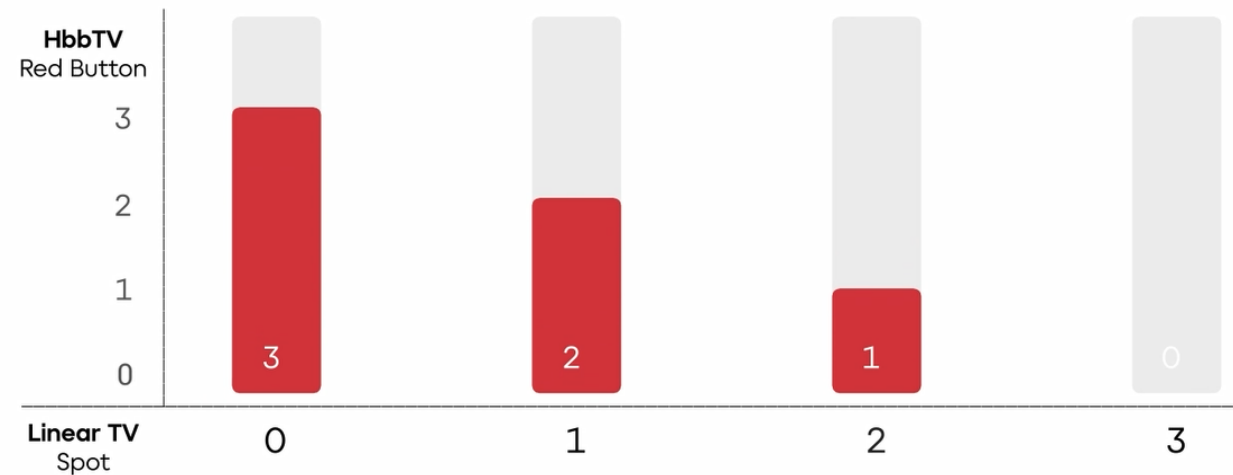
MAX REACH

- TV Nova and CRA Innovation (August 2021)
 - Linear layer targeting
 - Targeting devices that have or have not seen the specified content/TV spot
- Increases incremental reach of TV campaign
- Uniquely connects the TV and online worlds



MAX REACH – Frequency boosting

- Combines TV campaigns and RedButton campaigns
- Target devices within defined KPI frequency



Sales

MAX REACH

- Increases incremental reach
- Game changer for HbbTV campaign interest
- Innovative leaders in HbbTV
- Extreme revenue growth
- Increase awareness of HbbTV
- Increase sales of traditional campaigns

Other targeting:

brand, region, HbbTV version, time zone, show, station,
affinity behaviour



Marketing

MAX REACH

A tool with a large reach and precise targeting

- Increasing incremental reach of self campaigns (linear program and VOD)
- Helping with limited GRP capacities
- Target viewers of a specific show to increase affinity and CTR



SVOD and AVOD

Possibility to watch VOD services via HbbTV

MAX REACH

- Targeting devices that have or have not seen certain content
- Increase interest, viewership and CTR

Examples:

SVOD Advance streaming - who has seen the previous episode (CTR 4.5%).

AVOD Archive - who hasn't seen/missed an episode (CTR 2,5%).

VOD

CTR
4.5%



Programme / Distribution of the channel

MAX REACH

- Distribution of the channel Nova Lady via HbbTV
- Targeting devices that couldn't tune into Nova Lady
- Increase the possibility of watching the channel



nova
LADY

Social TV app

- Combines social networking and TV screen
- Posts are displayed in the app



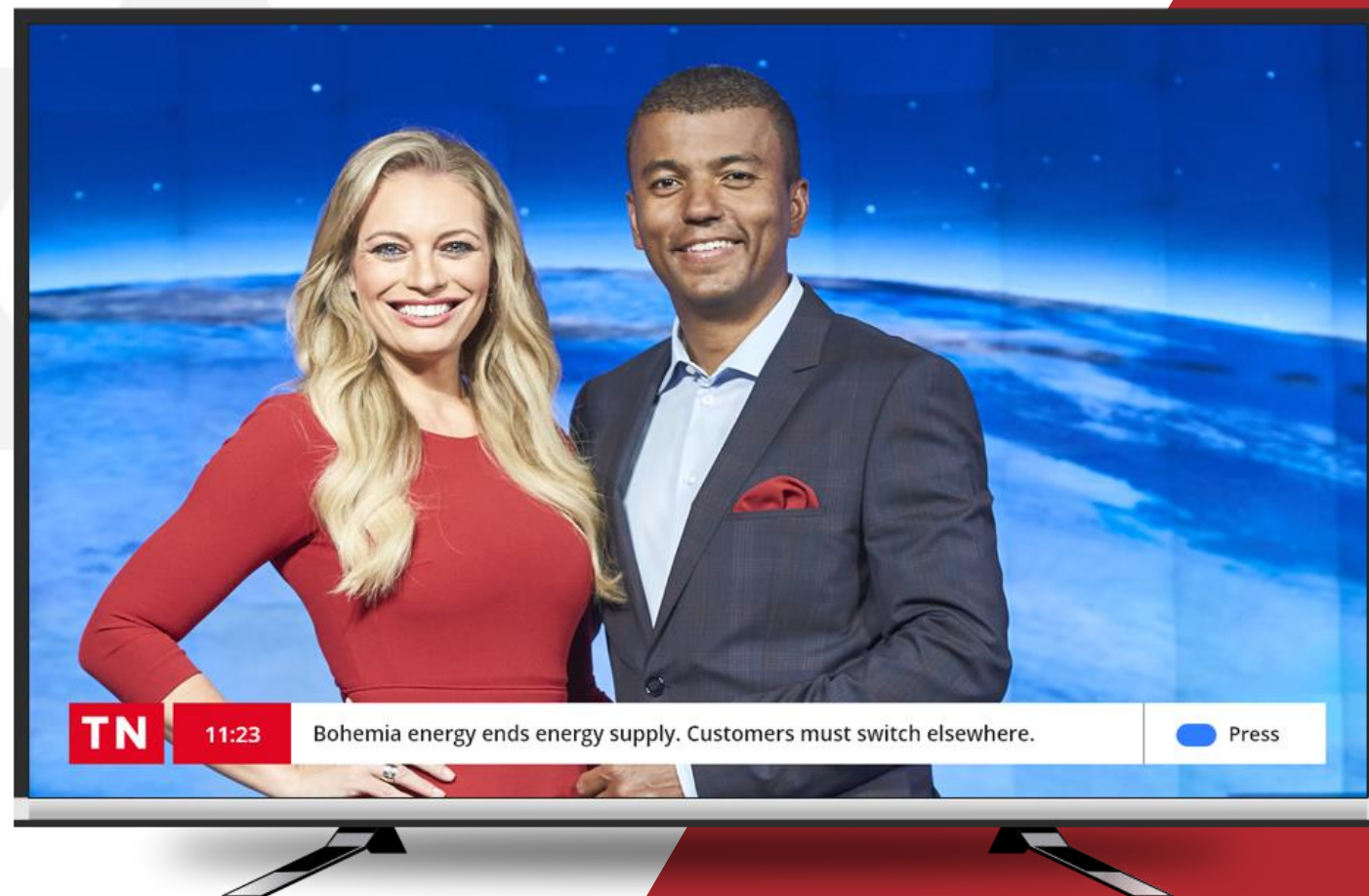
Questionnaires

- Sending viewers to VOD services
- Quick survey



Breaking News bar

Push notifications with linear
layer intervention



News

- The Breaking News bar appears in a linear layer as a push notification
- One click on the TV remote takes the viewer to a live stream of the online news channel
- Simple and fast
- Reaches a large number of viewers at one time
- Fast news delivery
- CTR +1% (blue button)



A background pattern of overlapping triangles in various shades of gray, creating a geometric, low-poly effect. The triangles are arranged in a way that they seem to recede into the distance, giving a sense of depth.

Thank you!

Any questions?

Iva Dohnálková (TV Nova)
Business Development Manager HbbTV
iva.dohnalkova@nova.cz