

# HbbTV in Russia



Teletarget



# Key figures

**146 M population \***

**56 M households \***

**11 time zones**

**€ 2 B TV advertising market \*\***

**30 M Smart TVs / 95% connected**

**18 M free air TV households \*\*\***

**43 M pay TV subscribers \*\*\*\***

## Pay TV subscribers distribution\*\*\*

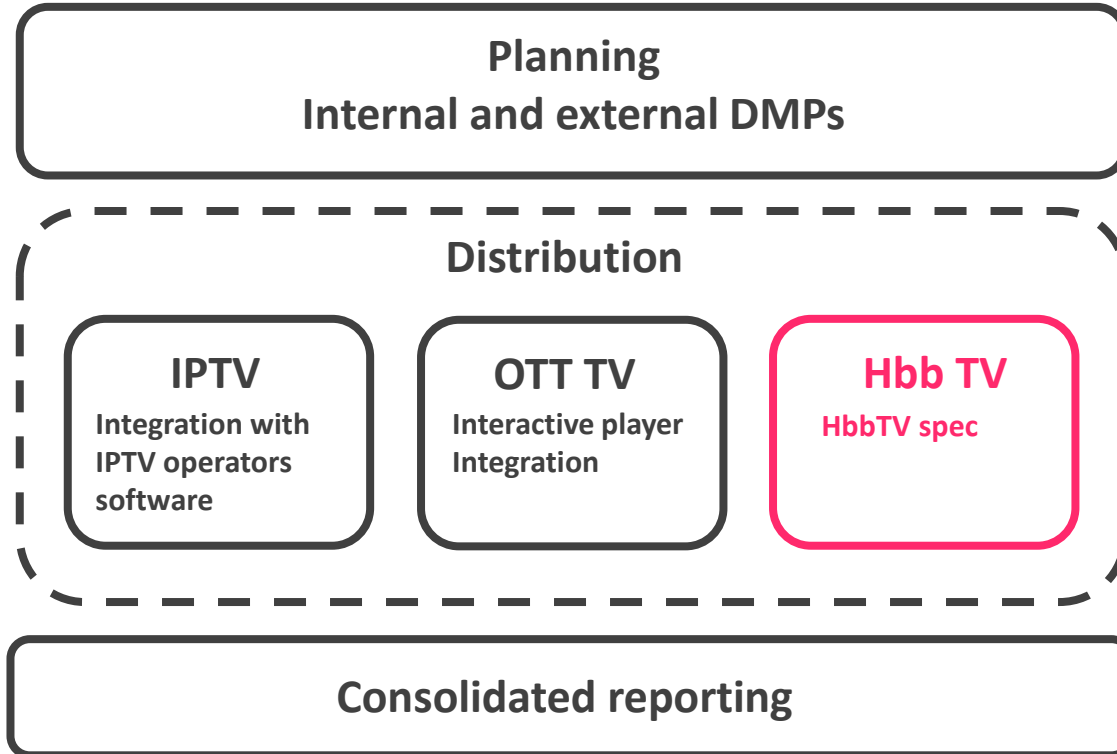
Satellite	16M	- 1 % y/y
Cable analog	11M	- 4 % y/y
Cable digital	6M	+ 2 % y/y
IPTV	10M	+ 13% y/y

OTT TV 6M + 187% y/y

# 3,2 M devices connected to HbbTV services



# Interactive & Addressable tech



**3,2 M HbbTV** devices  
8 M IPTV STBs  
10 M OTT TV users  
receive Advanced TV  
services provided by  
Teletarget platform

9 national TV networks  
provide HbbTV services



# Applications. Channel 1



Upper menu provides switching between the weather service and TV Guide with catch up.  
Service uses IP address to define the region and displays corresponding weather forecast with its own navigation.

**Телепрограмма** **Погода** **HD**

Прогноз погоды на неделю →

Сейчас 17:48 Вт, 22 окт Александровск-Сахалинский (изменить)

**+12°**  
Ощущается как +10°  
Облачно с прояснениями

1.0 м/с, 3 68% 752 мм рт. ст.

Световой день 10 ч 0 мин

18:00	20:00	22:00	0:00	2:00	4:00
+14°	+9°	+8°	+8°	+8°	+8°
6:00	8:00	10:00	12:00	14:00	16:00
+7°	+6°	+7°	+10°	+12°	+10°

**ПРОГНОЗ ПОГОДЫ**  
ТЕПЕРЬ ДОСТУПЕН ДЛЯ ВАС ПОСТОЯННО!

**OK**

Для просмотра прогноза включите Первый канал и нажмите кнопку «OK» на пульте.

**Телепрограмма** **Погода** **HD**

Вчера Сегодня Ср, 30 октября Ср, 30 октября

**ПРОГНОЗ ПОГОДЫ**  
ТЕПЕРЬ ДОСТУПЕН ДЛЯ ВАС ПОСТОЯННО!

**OK**

Для просмотра прогноза включите Первый канал и нажмите кнопку «OK» на пульте.

<b>15:15</b> «Давай поженемся!» Потерпевший разведчик	<b>16:00</b> «Мужское / Женское» Вика родилась	<b>17:00</b> «Время покажет»
<b>Смотреть</b>	<b>Смотреть</b>	<b>Смотреть</b>

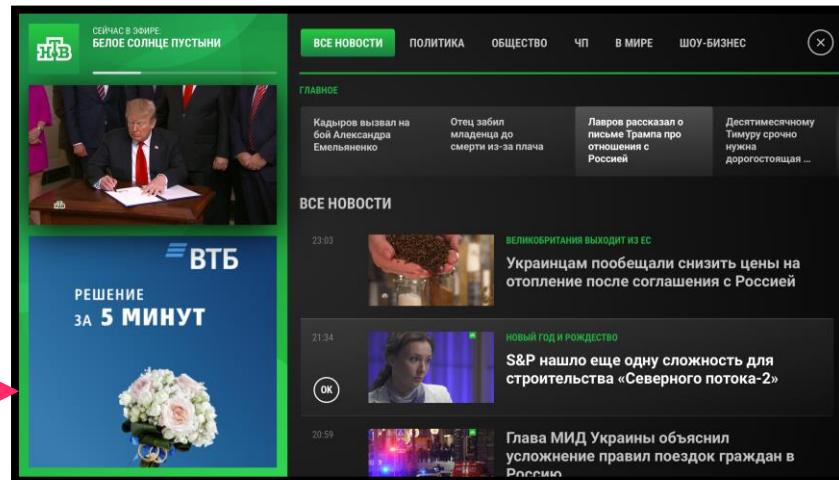




# Applications. NTV News



While watching TV it is possible to scroll news feed and apply filters according to the interests of the viewer





# Editorial interactive content

The TV channel involves and keeps TV viewers engaged by means of interactive entertainment and informational content

## Case «The Voice!»

At a certain time, an informer appears on the TV screen with a call to press the red button or «OK» button and make a forecast. Navigation through the interactive elements takes place with the help of a television remote control. The choice of viewers is taken into account in the plot of the programs.





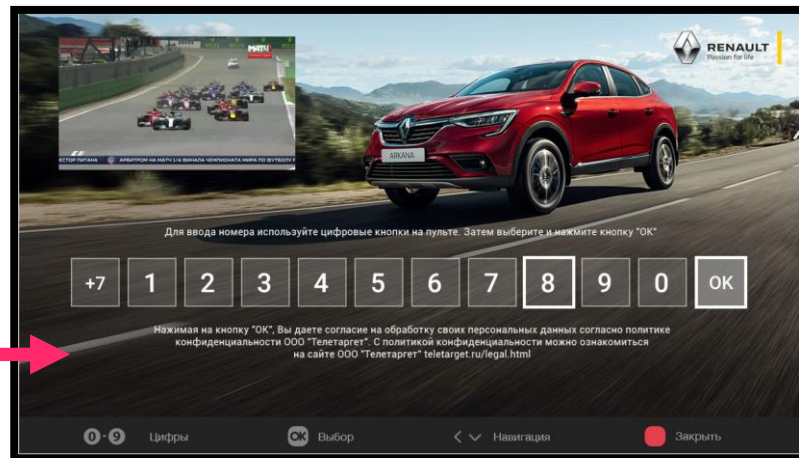
# Interactive advertising



TV channel sells interactive "overlay" displayed over the advertising or the sponsor's video

## Case Renault

During the broadcast of the sponsored video, an interactive "informer" appeared in the lower right corner, offering to press the red button on the TV remote and get more information about the advertised product. When the button was clicked, the information field was opened describing the new model of Renault. A viewer is offered to enter his contacts in order to register to the test drive.



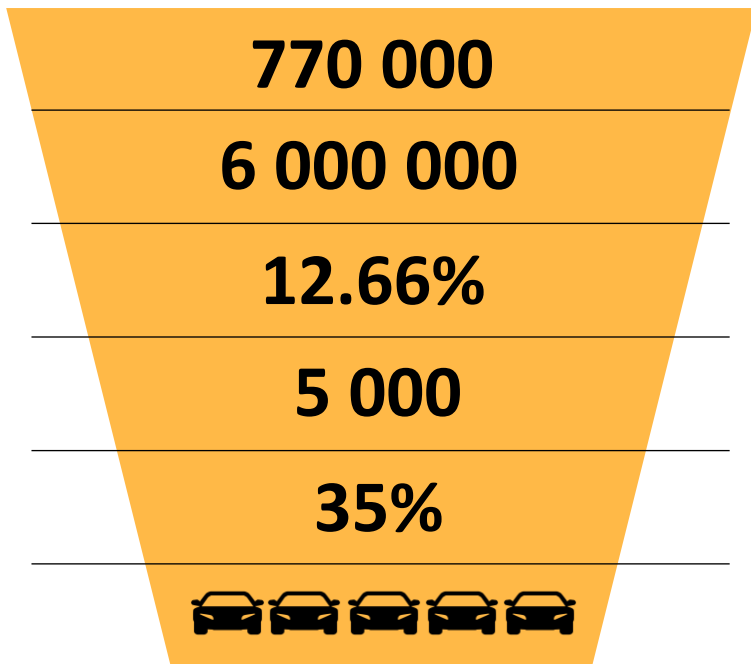


# Outstanding results!

The outcome exceeded all expectations



**RENAULT**  
Passion for life



HOUSEHOLD (TVs) REACH

INFORMER IMPRESSIONS

UNIQUE CTR

PHONE CONTACTS RECEIVED

TEST DRIVE CONVERSIONS

SALES

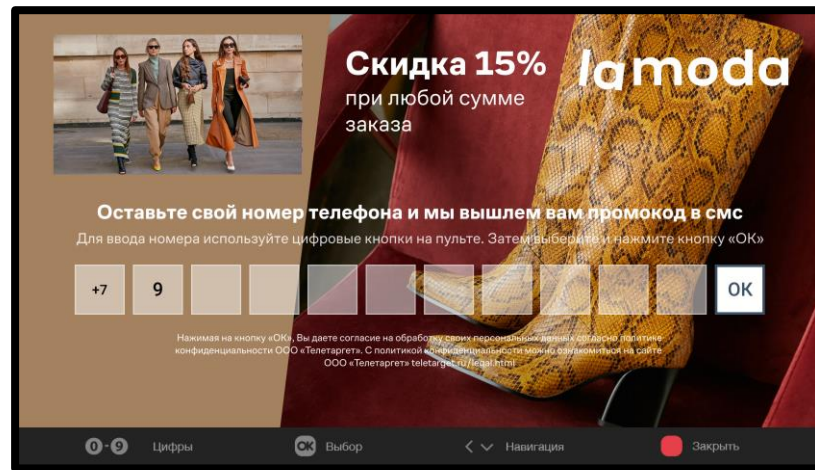






# Interactive addressable ads

At the moment of turning on the TV, the system of algorithms determines the characteristics of the viewers and places an advertising message if the characteristics coincide with the target audience of the advertiser





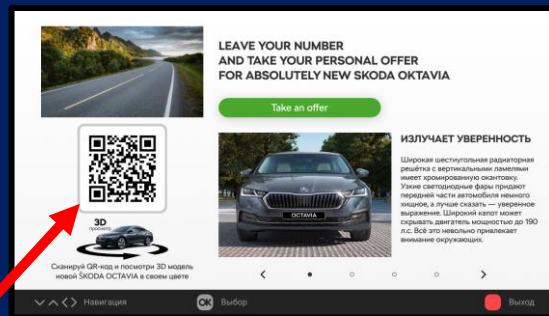
# 3D Advertising

While watching TV, an interactive advertising banner appears over the main broadcast, offering to press the "red button" on the TV remote control and receive a special offer. When you press the button on the TV screen, an interactive page opens with a proposal to scan the QR code and see a virtual 3D model of the new Skoda Octavia.

## 1. Teaser interactive banner on TV



## 2. Interactive page on TV

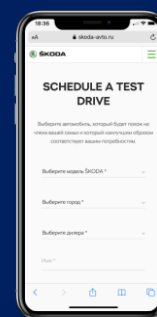


SCAN !!!

## 3. 3D landing



## 4. Application form

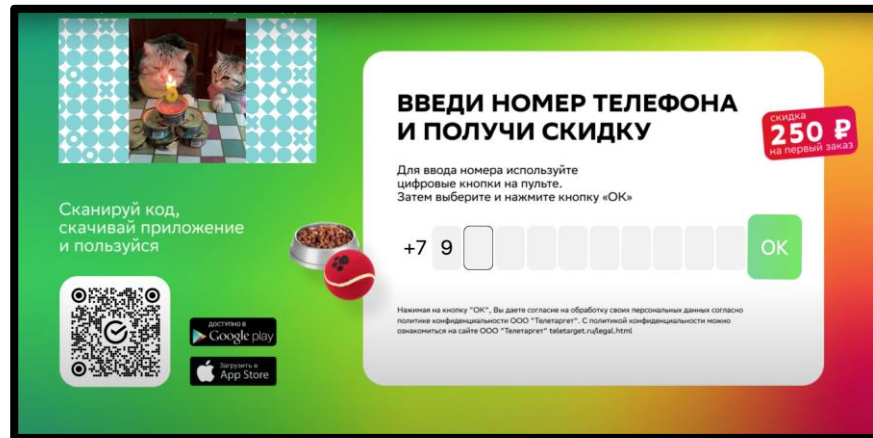




# Contextual TV ads



A system of computer vision algorithms analyzes TV broadcasts and recognizes images of specified categories in the stream. The system records the airtime of the right moments and places the corresponding advertising message exactly at the right time





# Planning and Placing

Прогноз

Статистика

Охват  
Прогноз за 30 дней  
**6 347 876**

Показы  
Прогноз за 30 дней  
**37 027 466**

Прогноз по телеканалам за 30 дней

Телеканал	Охват	Показы
Первый канал	3 207 338	6 414 676
Матч ТВ	253 201	506 402
НТВ	2 765 604	5 531 208
РЕН ТВ	2 661 981	5 323 962
СТС	2 813 243	5 626 486
ТВЗ	2 559 153	5 118 306
ТНТ	2 600 928	5 201 856
Первый канал ОТТ	555 361	1 110 722
НТВ ОТТ	123 249	246 498
РЕН ТВ ОТТ	397 139	794 278
СТС ОТТ	551 748	1 103 496
ТВЗ ОТТ	24 788	49 576

☒ Учитывать охват IPTV

Пол, возраст, дети

Интересы аудитории

▼ Интересы: Дом, дача, ремонт [Выделить все](#)

☐ Авто

☒ Дом, дача, ремонт

☐ Домашние животные

☐ Досуг и развлечения

☐ Здоровье, здоровый образ жизни

☐ Одежда, обувь и аксессуары

☐ Компьютерная техника и программы

☐ Красота и уход за собой

☐ Кулинария

☐ Мебель и интерьер

☐ Музыка

☐ Образование

☐ Путешествия, туризм, отдых

☐ Скидки, призы, купоны

☐ Спорт

Пересчитать прогноз

30 Период (дней)

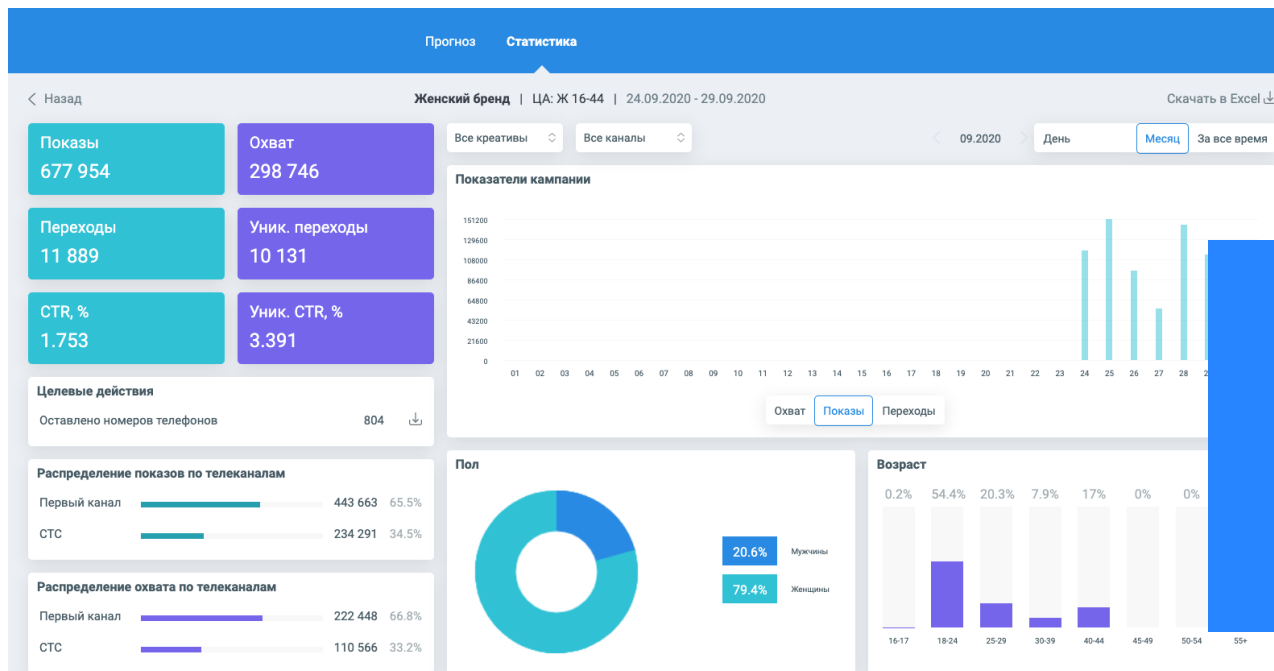
2 Частота показов интерактива

The client's dashboard displays detailed advertising campaign statistics sorted by channels and regions

- Reach
- Impressions
- Frequency
- Conversions and rates
- Actions
- Social demographics



# Reporting



#### KPI

- \* Views
- \* Reach
- \* Conversions
- \* CTR
- \* Unique CTR
- \* Actions (checkout, mobile phone)

#### Filters

- \* Time
- \* Delivery (DVB, OTT, IPTV)
- \* Channel

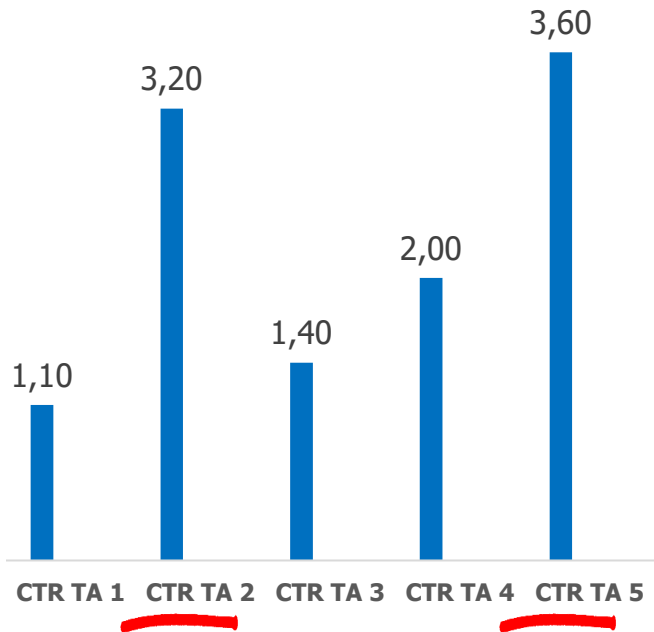




# CTR optimization

During the test period, the characteristics (attributes) of households that show the greatest interest in the advertising message are determined

The main ad campaign targets households with the characteristics of those interested in the ad. The system continues to self-learn during the campaign



\* CTR TA 2 – 3,2%

\* CTR TA 5 – 3,6%





# Addressable TV technologies

One Platform, all ways of delivery: DVB-T/S/C, IPTV, OTT TV

## Trading Desk:

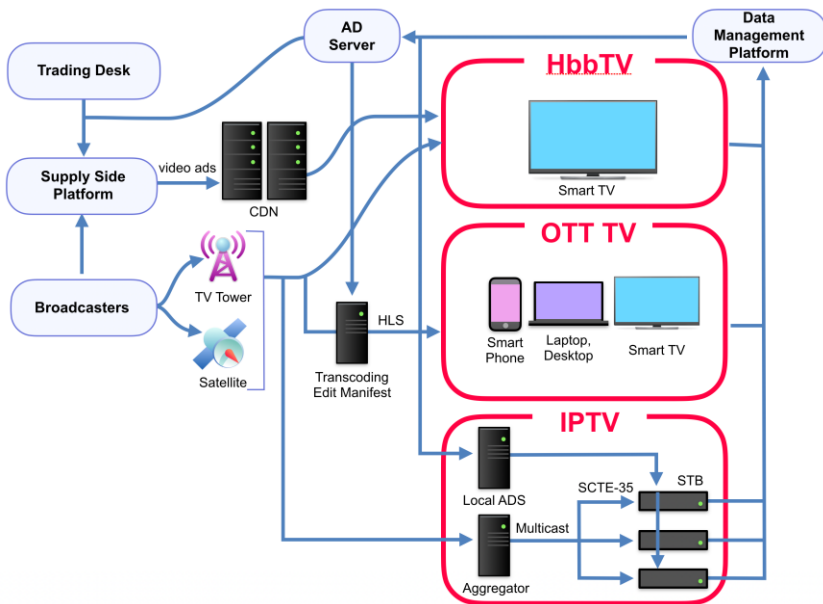
Seller tool for managing sales, price and placement of advertising campaigns

## SSP, Supply Side Platform:

SSP aggregates the available inventory of TV channels in HbbTV and on TV set-top boxes of operators and delivers commercials to the client device

## DMP, Data Management Platform:

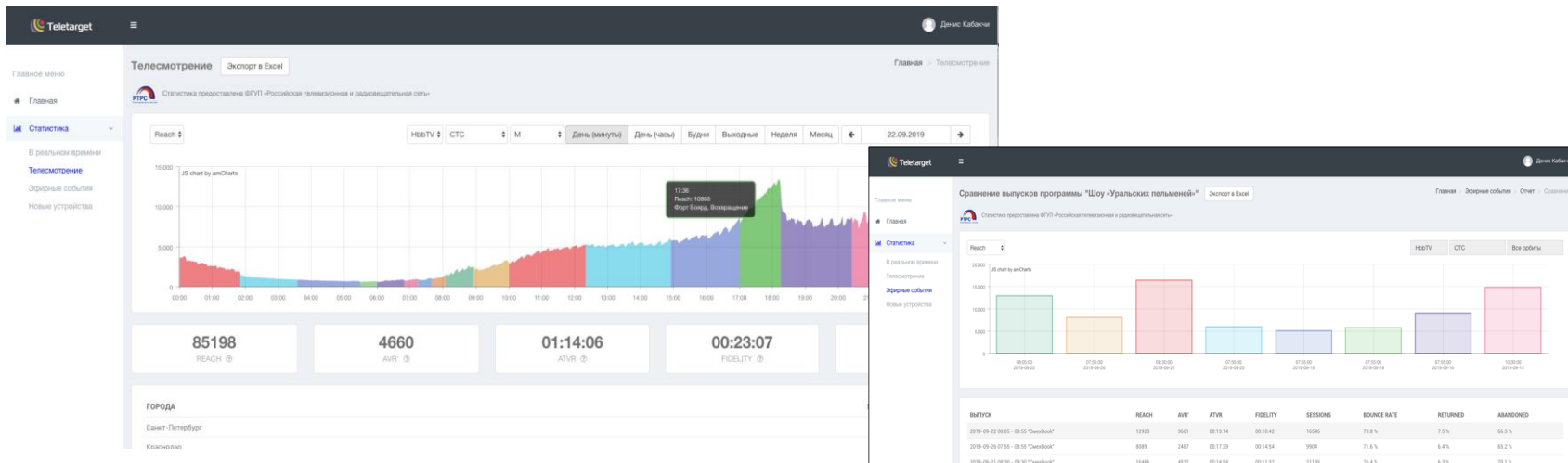
DMP manages household characteristics (attributes) and forms segments of targeted audiences.





# Advanced TV statistics

Real-time TV viewing data from millions of Smart TVs allows you to analyze the performance of media content using special metrics: bounce rate, return to channel, average TV viewing time, average session time, and other useful indicators



**Advanced Television:  
Interactive & Addressable  
In IPTV, DVB-T/S/C, OTT TV**

**All on one platform**



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