Linear ad replacement

HbbTV-TA & Inventory unification

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CONNECTED TVs IN ITALY

TOTAL TVS

43,4 mio

SMART TV CONNECTED

14,9 mio

10,3 mio

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70%

HOUSEHOLDS

24 mio

Households **SMART TV CONNECTED**

10,5 mio

8,6 mio

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82%

FONTE: dati interni – Settembre 2022; Rdb Auditel - MM W 7-2 2022

ADDRESSABLE TV: PUBLITALIA '80 DEVICE TREND

Source: dati interni – device Mediaset Infinity

HBBTV CORNERSTONE OF ADVERTISING STRATEGY

HbbTV

ADD+ OVER

ADD+ INSIDE

ADD+ VIDEO

VIDEO ON DEMAND

DYNAMIC AD INSERTION

VIDEO AD FORMAT – DAI ON LINEAR TV

DAI - Dynamic Ad Insertion

LINEAR AD REPLACEMENT – DAI POWERED BY HbbTV-TA

- Better User Experience
- Multi-spot replacement
- 1:1 Addressability
- Industry control
- Advertiser control

HbbTV-TA profile 2
160ms Switch

LINEAR AD REPLACEMENT – INVENTORY UNIFICATION

Unified Inventory Control over Linear and Addressable Ads

Thank you

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