



Digitwise

THE `NEW`

**The `New` TV
New Audience
New Revenues
New Broadcasting**

10th **HbbTV**
SYMPOSIUM & AWARDS
Prague 2022



www.digitwise.com



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Lead forms `APPLY`



Online match scores `BET`



Online voting `VOTE`



Play catching games `PLAY`



Direct sales `SELL`



Online catalog display `CHOOSE`

Roadmap for electric cars `DRIVE`



Get discount `SALE`



Question and answer games `LEARN`



Ramadan fasting time band `PRAY`



And more coming in 2023...



Digitwise

BROADCASTERS / TR

9 Million Households



700+ Addressable TV Campaigns

25+ Interactive Gamification

50+ Broadcaster

ADVERTISERS

250+ Brand



PARTNERS

adform

D Digiseg



Digitiwise

**Digitiwise has
award-winning
technologies
that
changes the form of TV**

Addressable TV

SSAI (Server-Side Ad Insertion)

TV Analytics

OTT Platform

EPG (Electronic Program Guide)

HbbTV Applications









Digitiwise

Digitiwise Awards and Shortlists 2022

Award 2022

KRİSTAL ELMA – TV Usage/ Gillette (TR)

Shortlists 2022

Video Tech AWARD (UK) – Customer
engagement Innovation of the Year

Video Tech AWARD (UK) – Next-Gen
Advertising Award

HbbTV - Best use of HbbTV for
Advertising-Based Solutions

HbbTV – Best Marketing Or Promotion Of
An HbbTV-Based Service





Digitwise

We are a technology company that;

- **Change the audience experience**
- **Change the broadcasting theme**
- **Create new revenue options**
- **Buy the advertising inventory**
- **Sell the advertising inventory**





Digitwise

Welcome to the 'New' TV

**Generate new revenue streams for
the broadcasters via engaging ad
experiences**

Thank you

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