

How DVB and HbbTV are working together on Targeted Advertising

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CM-TA Starting Paradigms

- Following last year DVB Study Mission on Targeted Advertising
- TA is a key trend in the market
- TA is key to broadcasters / horizontal platforms
 - They need to be able to offer it to advertisers
 - And secure adequate control to enable their business models
 - To compete “at par” with digital media
- HbbTV is a good start, but not fully satisfactory
- Encompass network operators / vertical platforms (ISPs)
 - Broadcasters keen to have a “one fits all platforms” techno
 - Network operators keen to host broadcasters’ TA stakes

CM-TA Develops TA Commercial Requirements

- Started January 2018
- 25+ members, all profiles
- Goal is DVB-TA Specifications in 2019
- In liaison with HbbTV:
 - DVB is developing signalisation specifications
 - HbbTV is developing terminal specifications
- Target are receivers in 2020

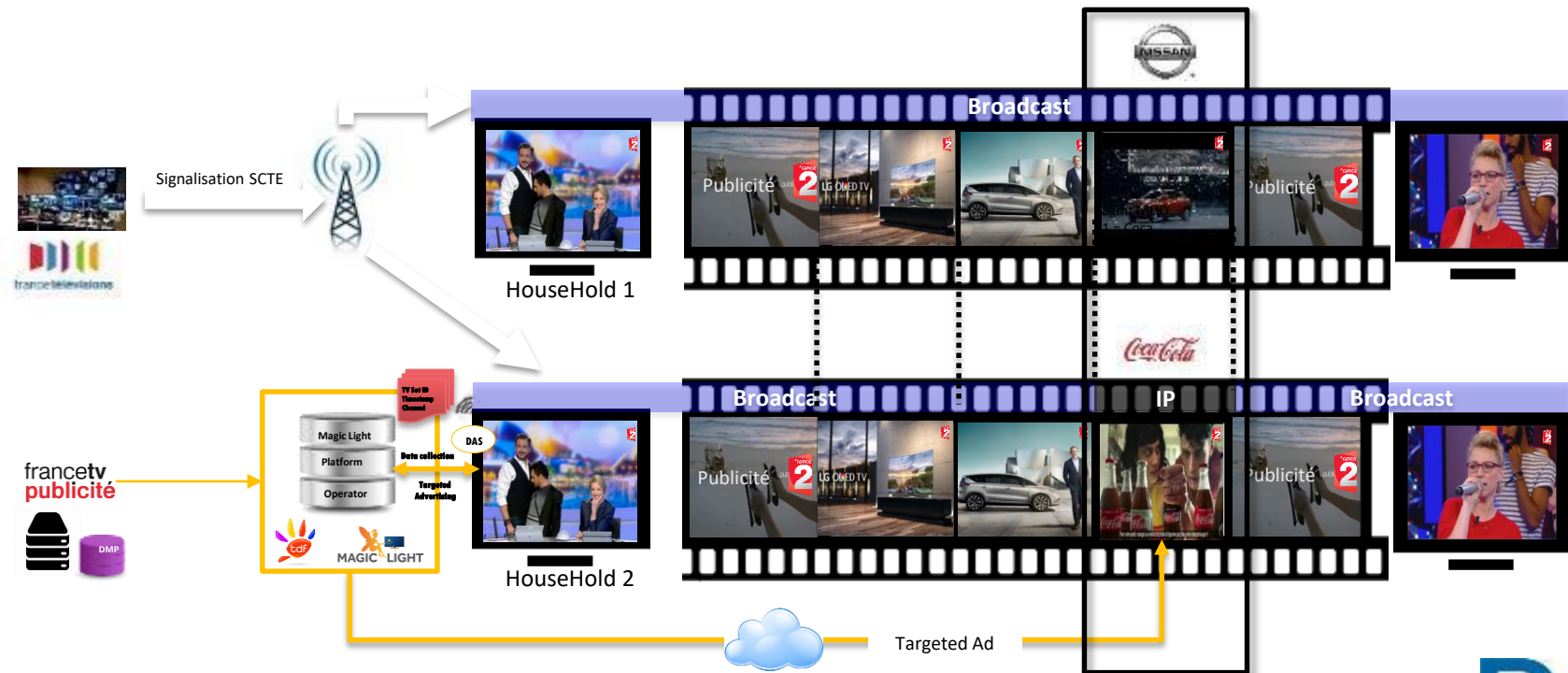


DVB-TA Outline

- Enable targeted advertising in (linear) TV
- Start with plain Horizontal Broadcast ...
- but make it applicable to other use cases (non linear, IPTV, OTT,..)
- Focus on “delivery” and “execution” vs. “ad decisionning” and “profiling”
- HbbTV as a natural starting basis (a liaison is in place)
- Connected devices (and later push through broadcast)
- Cognizant to privacy (e.g. GDPR, ePrivacy)
- Aware of possible requirement by CEMs to link TA to commercial agreements with broadcasters / platform operators

Dynamic Advertisement Substitution

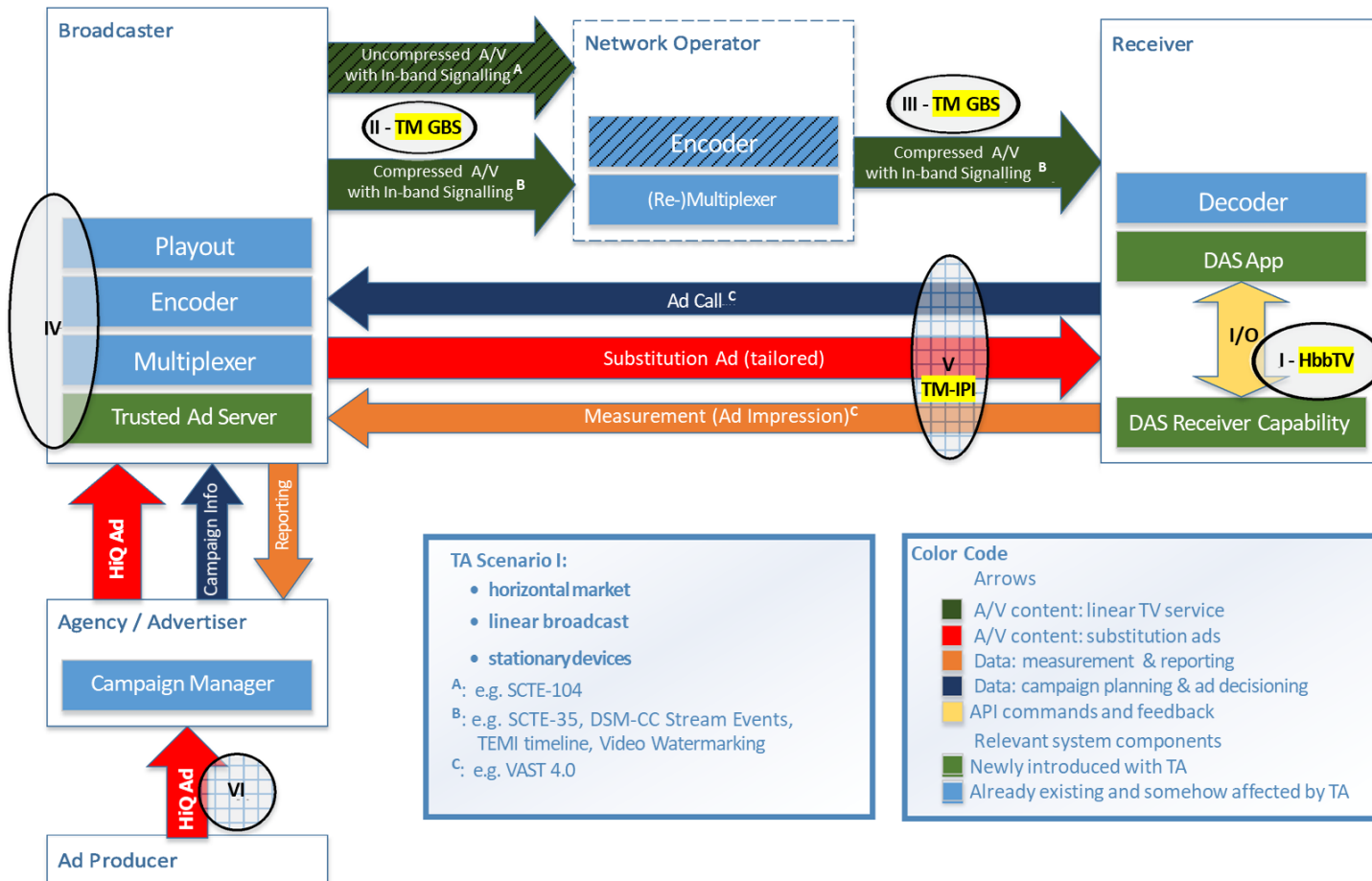
(Example by TDF)



Status of the CM-TA Work

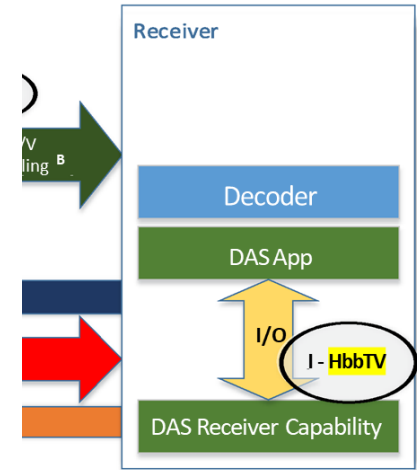
- Initial focus on “Basic linear broadcast” use case:
 - TA-1 Dynamic Ad Substitution in HbbTV environment, no adjacent ads, preload
- Other use cases expand to other environment: managed (IPTV & cable), OTT, ...
- CRs approved on July 2018 DVB Steering Board meeting
- Development of TA technical work starter immediately after, based on an agreed liaison with HbbTV
- An evaluation of the commercial potential of a “Signalling on Media Essence” (SoME, i.e. watermarking) based solution for TA on major EU countries do not reach consensus within the group and it is still under the CM consideration until TM will report on complexity of SoME technical solutions.

TM Work Based on the Agreed Liaison

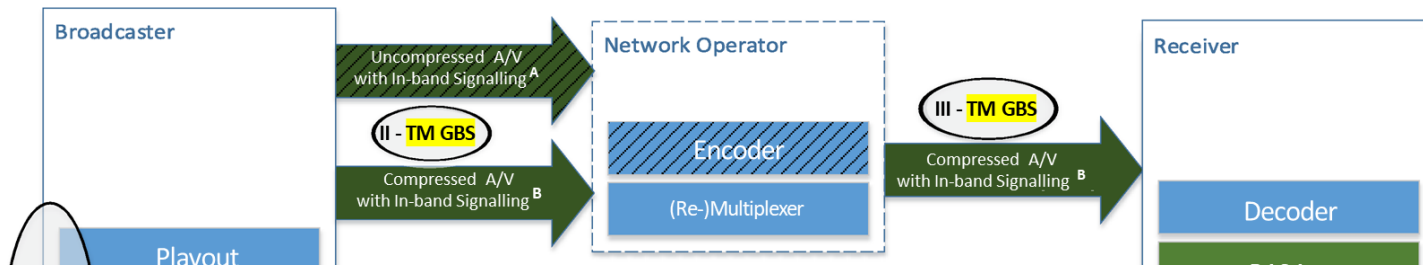


TM Work Based on the Agreed Liaison – HbbTV Side

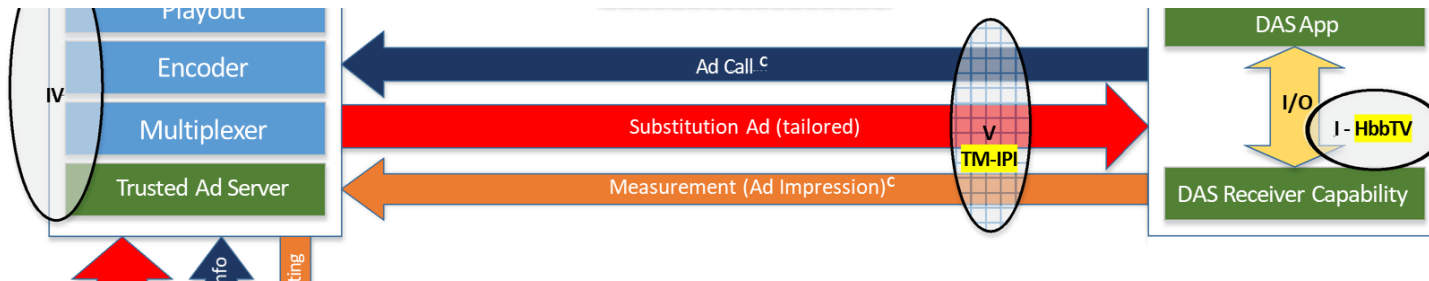
- The HbbTV Specification Working Group takes responsibility on specifying **section I** of CRs (i.e. Receivers):
 - Focus on receiver-oriented and trust and security requirements
 - Stream-event based, but solution around SCTE-35 could be considered
 - Signalling protection and authentication of stream event payload
 - No work to be done for signalling and traffic between trusted ad server and DAS app (i.e. section V)
 - To support loading an advert into memory (XMLHttpRequest) and play it back (MSE)
 - Switch from BC to BB and back; considering the HbbTV multi-stream synchronisation mechanism w/o TEMI
 - Not be able to meet requirement to determine the amount of memory available for preloading ads.



TM Work Based on the Agreed Liaison – DVB Side



- An ad-hoc TF in DVB TM-GBS specifies **section II and III** (i.e. signaling to receivers):
 - The TF, lead by David Mouen (Harmonic), is starting examining the commercial requirements.



- A TM-IPI TF is defining guidelines for **interface V**, based on VAST will start soon
- Guidelines work for **interfaces IV and VI** still to be defined.

Conclusions

- A major interests for TV and advertising ecosystems
- Broadcasters keen to delivery TA across all platforms
- Appetite for an “universal” signalization i.e. BC & OTT
- DVB-TA will cover all these interests
- Expected in devices TVs on the market in 2020

Thank you

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