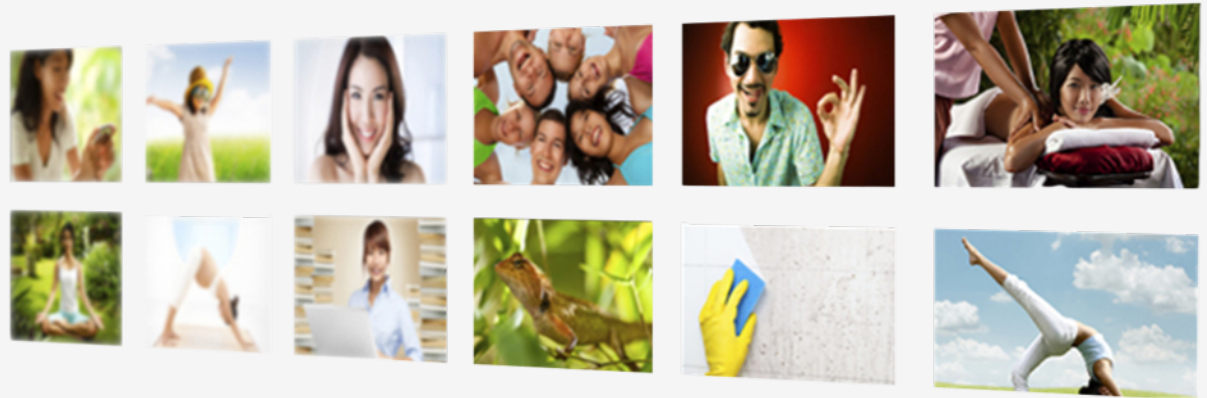


▶ SMARTCLIP ADDRESSABLE TV



HBBTV IN THE CONTEXT OF TV ADVERTISING
LONDON, 8th of DEC

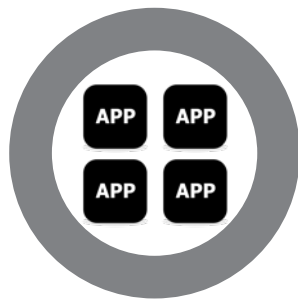
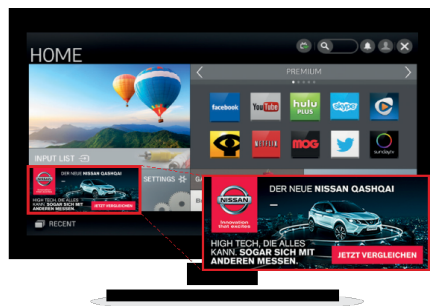




▶ **SMARTCLIP IS ADDRESSING THE „BIG SCREEN“ SINCE ITS EARLY DAYS. ADDRESSABLE TV INTO BROADCAST IS CLOSING THE LAST GAP**



**ON SMART TV
PORTALS**



**APPS ON
SMART TV'S, SET-TOB BOXES,
GAMING CONSOLES**



**APPS IN BROADCAST VIA
RED BUTTON**

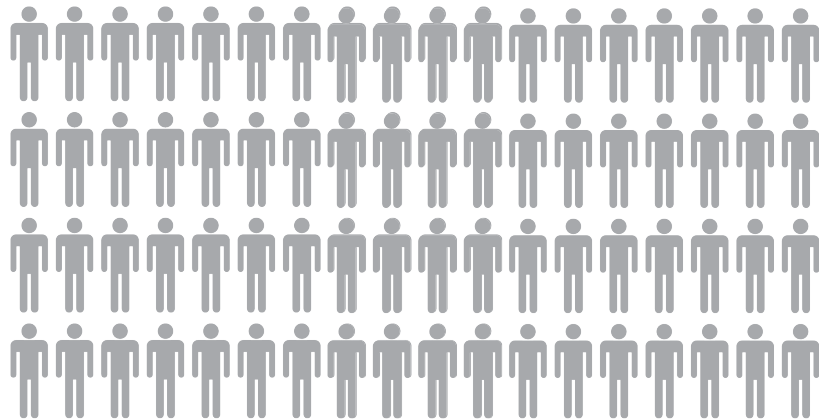


**SERVING IP DELIVERED
ADS INTO
LINEAR BROADCAST**

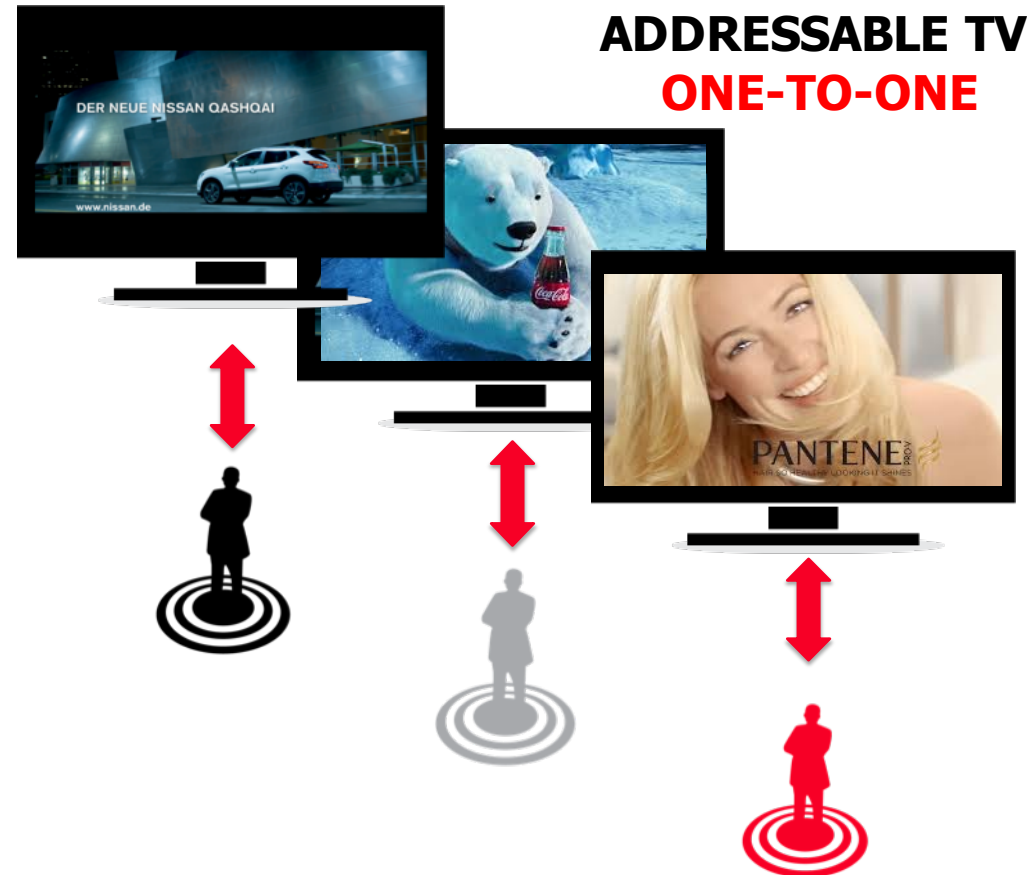


▶ **HBBTV AS ENABLER FOR ADDRESSABLE TV -
DELIVER A SPECIFIC TV COMMERCIAL TO AN INDIVIDUAL DEVICE**

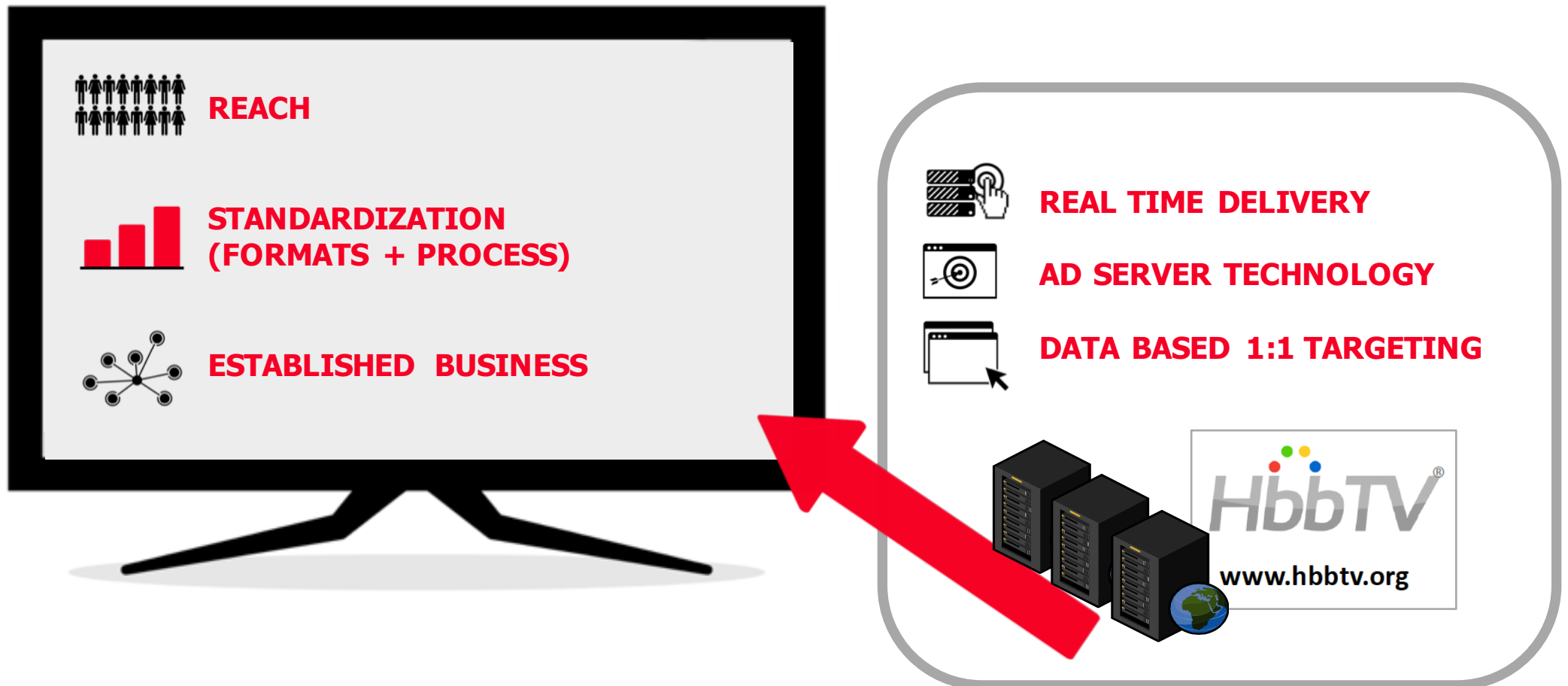
**TRADITIONAL TV
ONE-TO-MANY**



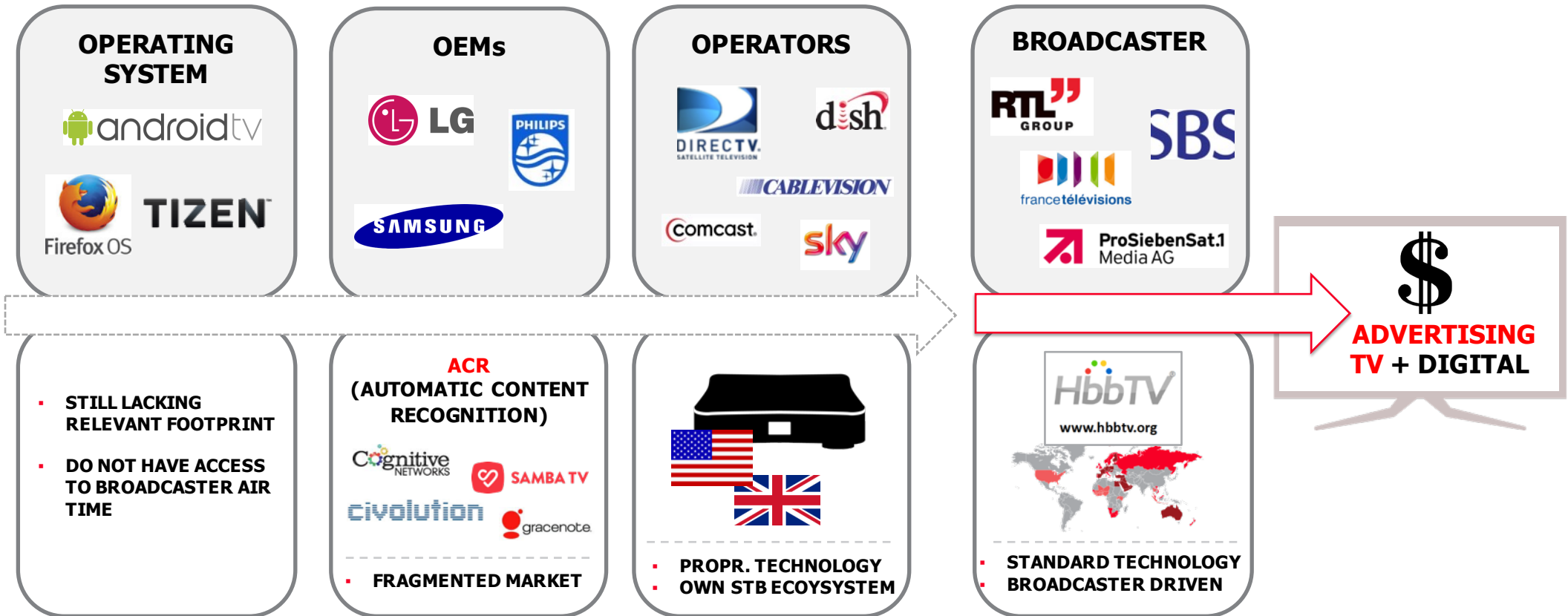
**ADDRESSABLE TV
ONE-TO-ONE**



► **ADDRESSABLE TV ENABLES REAL TIME AD DELIVERY AND BY THIS „CONNECTING THE DOTS“ BETWEEN TV AND DIGITA**



▶ ADDRESSABLE TV – A COMPETITIVE GAME ABOUT AD BUDGETS WITH BROADCASTERS GETTING PRESSURE FROM DIFFERENT AREAS





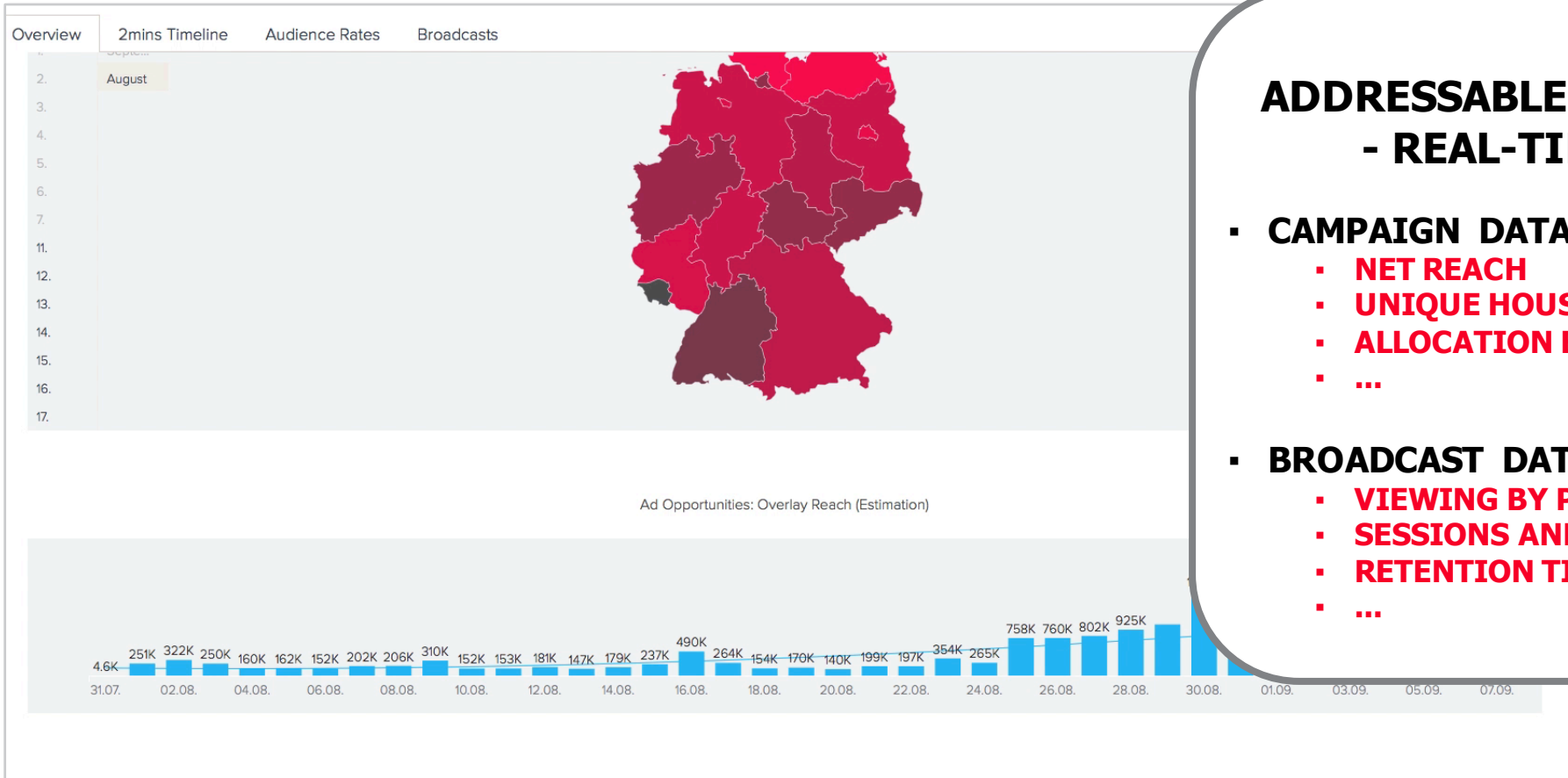
▶ HBBTV AS EUROPEAN WIDE AND COMPREHENSIVE STANDARD ALLOWS SCALABLE ADDRESSABLE TV ADVERTISING





22/09/15

▶ ANALYTICS FOR BROADCASTERS AND ADVERTISERS

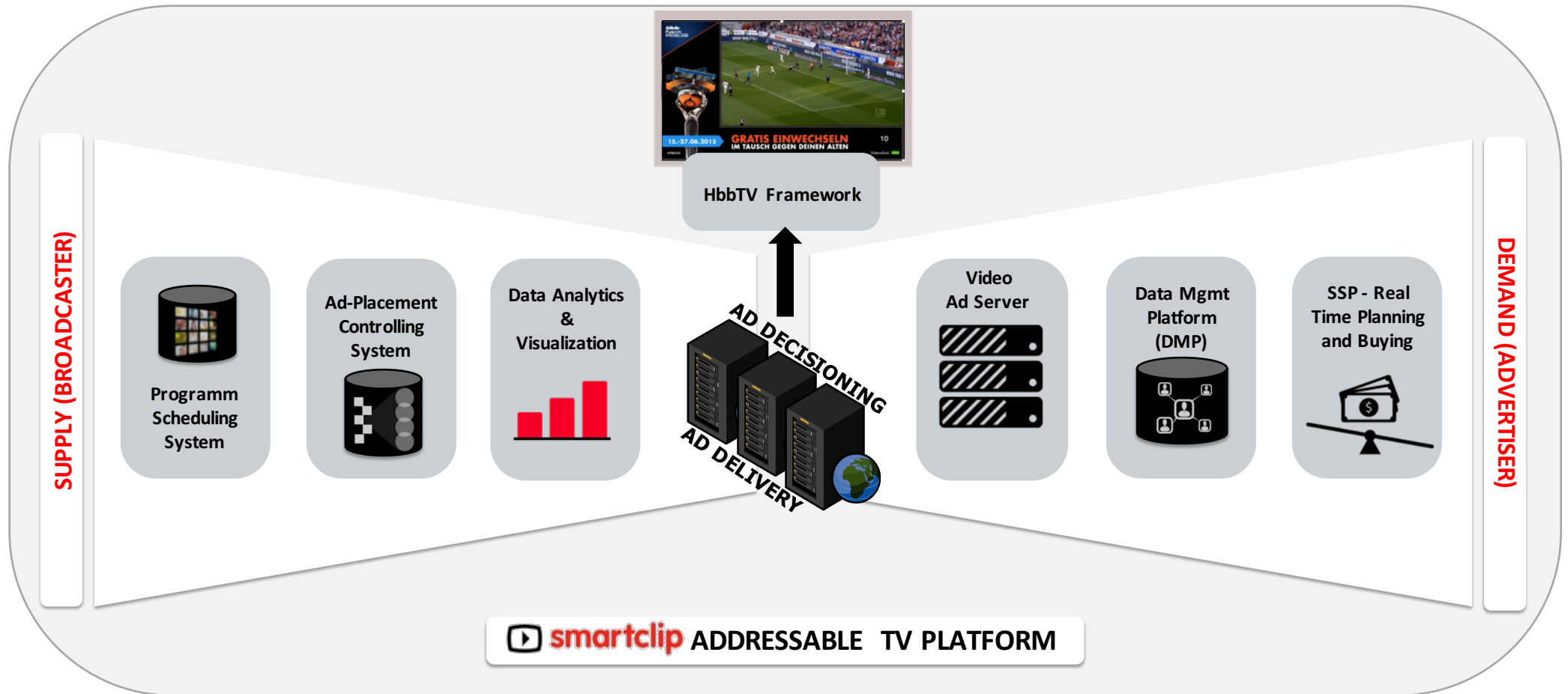


ADDRESSABLE TV DATA - REAL-TIME -

- **CAMPAIGN DATA, e.g.**
 - **NET REACH**
 - **UNIQUE HOUSEHOLDS**
 - **ALLOCATION BY REGION**
 - ...
- **BROADCAST DATA, e.g.**
 - **VIEWING BY PROGRAMME**
 - **SESSIONS AND UNIQUES**
 - **RETENTION TIME**
 - ...



ADDR. TV ADVERTISING REQUIRES A RESILIENT AND SCALABLE PLATFORM FOR THE WHOLE ADVERTISING VALUE CHAIN





▶ NUMEROUS CAMPAIGNS OF GLOBAL BRANDS HAVE BEEN REALIZED VIA THE SMARTCLIP ADDRESSABLE TV PLATFORM IN 2015

TARGETING ON TV

Procter launches first campaign via Addressable TV

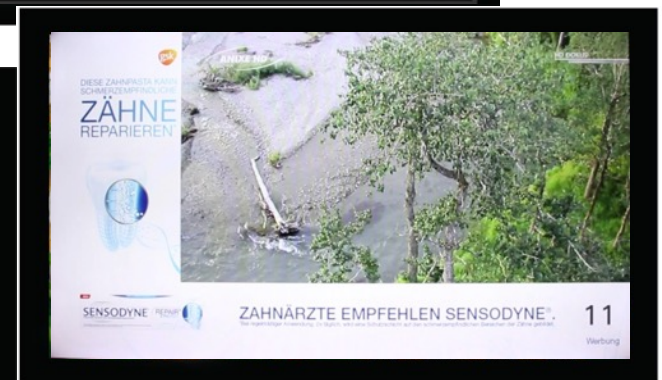
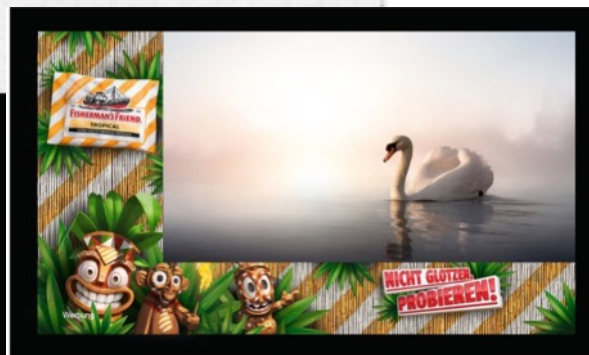
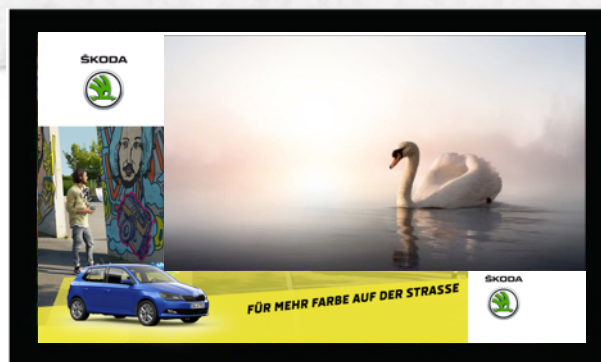
Procter & Gamble is serious: The world's largest advertiser, who wants to boot its digital content significantly, starts in Germany a first campaign via Addressable TV. The Group advertises on Sport 1 for the brand Gillette...

HORIZONT 16/06/2015



P&G

ŠKODA



GlaxoSmithKline www.smartclip.com



 **THANK YOU, AND STAY TUNED!**

**SEBASTIAN BUSSE
DIRECTOR ADDRESSABLE TV
BUSSE@SMARTCLIP.COM**