

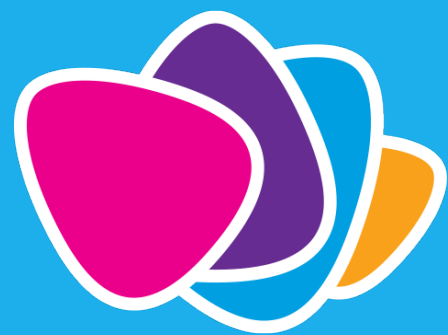
THE IMPERATIVE FOR ADDRESSABLE ADVERTISING IN FREE-TO-AIR TV AND THE ROLE OF HBBTV

Matthew Huntington, CTO, Freesat

18th October

HbbTV Symposium 2016





Freesat

1

We're backed by the BBC & ITV



From the **BBC** and **itv**

We were founded
in 2007



We've got a start up mentality
mixed with grown up experience

2

4 million and rising

1.9M

We're in
1.9 million homes

4M

With over
4 million viewers

98.2%

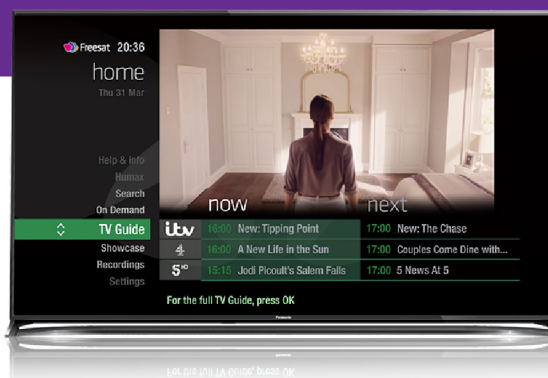
We've got near
universal UK coverage

3

We're the most satisfying TV platform in the UK

91%

91% of Freesat customers
are highly satisfied



Our customers 

- Great value/subscription free
- Brilliant choice of entertainment
- Easy to use TV guide

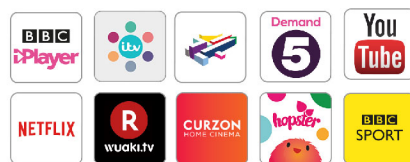
April 2016

4

We've got the biggest range of free entertainment to choose from

200+

free TV & radio channels
(13 in HD)



The most popular line up of
free & paid for On Demand players



Plug & play - no installer
is required if a satellite
dish is in place

5

We ❤️ to keep our tech ahead of the pack



Our app has
been downloaded
700,000 times



Our state of the art TV guide
has won loads of awards



Customer viewing insight
with TVBeat data



6

Metaphor

by  Freesat

We solve problems

Metaphor is the simple, flexible smart TV solution based on Freesat's hybrid UK service



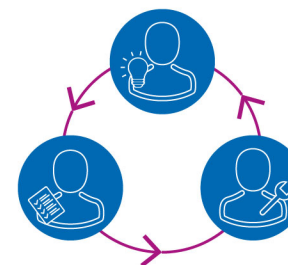
The Front: An intuitive multi-device TV guide across...

- TV and set-top box (HBBTV & HTML5)
- Mobile and tablet (iOS and Android)
- Web



The Back: A secure cloud based software service offers...

- Metadata management
- Service management
- Viewer management
- Analytics



The Backup: An experienced team provides...

- Operational support
- Product support
- Marketing support



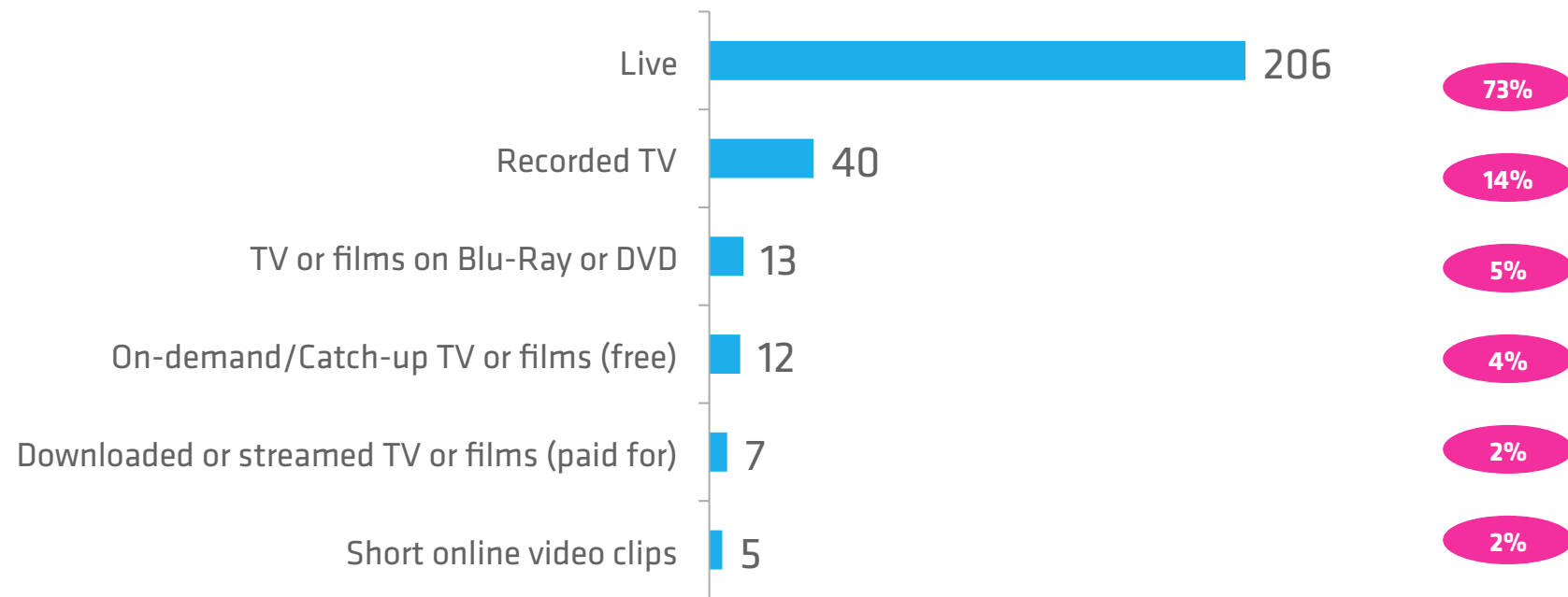
ADDRESSABLE ADVERTISING



87%

73%

Total viewing of watched activities by type (mins)



Source: Ofcom (2014); BARB (2014); Freesat analysis



DIRECTV Programming

Demographically targeted clusters representing a national footprint that provides access to highest-rated and sold-out shows.

[Learn More ►](#)

smart
~~Outspend~~ the competition.





23.5%

• ADVERTISED
• AUTO MODEL
SALES LIFT

9.4%

• OVERALL BRAND
SALES LIFT

The results speak for themselves

Just ask a recent automotive client. It's no wonder 91% of our clients come back
for additional DIRECTV Addressable TV Advertising campaigns.

1.888.283.3776

[LEARN MORE ABOUT ADDRESSABLE](#)



The image is a promotional advertisement for Sky ADSMART. It features a black LG monitor on the left, which displays the 'sky | ADSMART' logo in white on a green-to-yellow gradient background. Below the logo, the text 'The Power of TV, Enhanced' is visible. To the right of the monitor is a black Sky ADSMART set-top box with a silver front panel and a blue circular button. Both items are placed on a reflective green surface against a light green background.

sky | ADSMART

The Power of TV, Enhanced



+62%

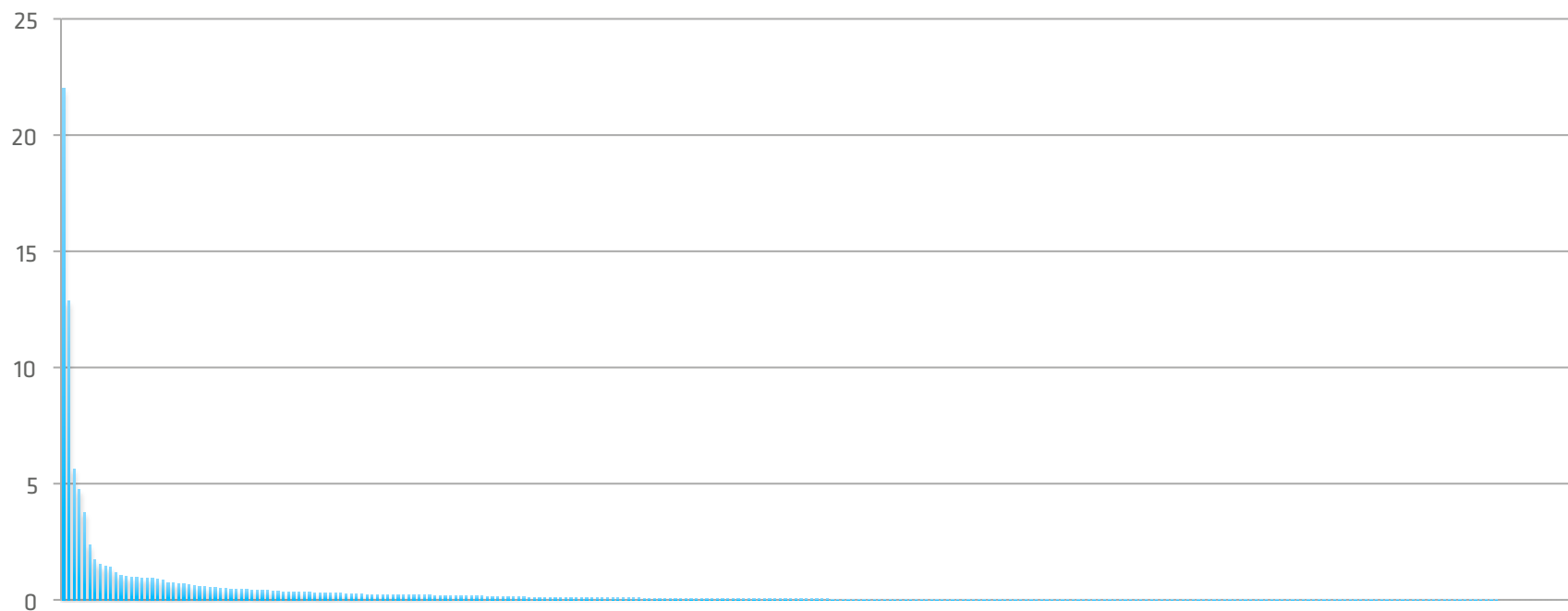
Lego's Sky AdSmart audience were +62% more likely to have **actually purchased Lego** as a result of seeing the campaign



The free-to-air
IMPERATIVE

UK Channel Audience Share

BARB November 2nd to 8th







 **TECHNOLOGY**

 **VALUE**









HibbTV

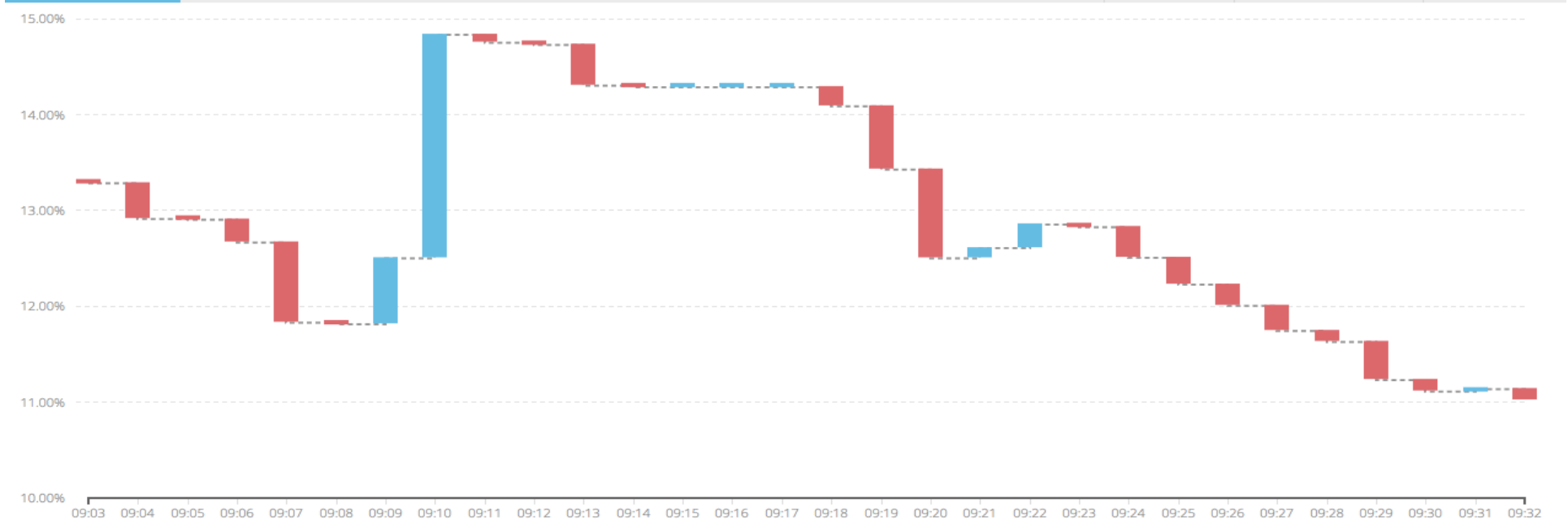
The logo for HibbTV features the text "HibbTV" in a bold, italicized, sans-serif font. The letters are a light gray color with a darker gray shadow or outline, giving them a 3D appearance. Above the text, there are four colored dots arranged in a small cluster: a red dot, a green dot, a yellow dot, and a blue dot. The entire logo is set against a solid blue background.











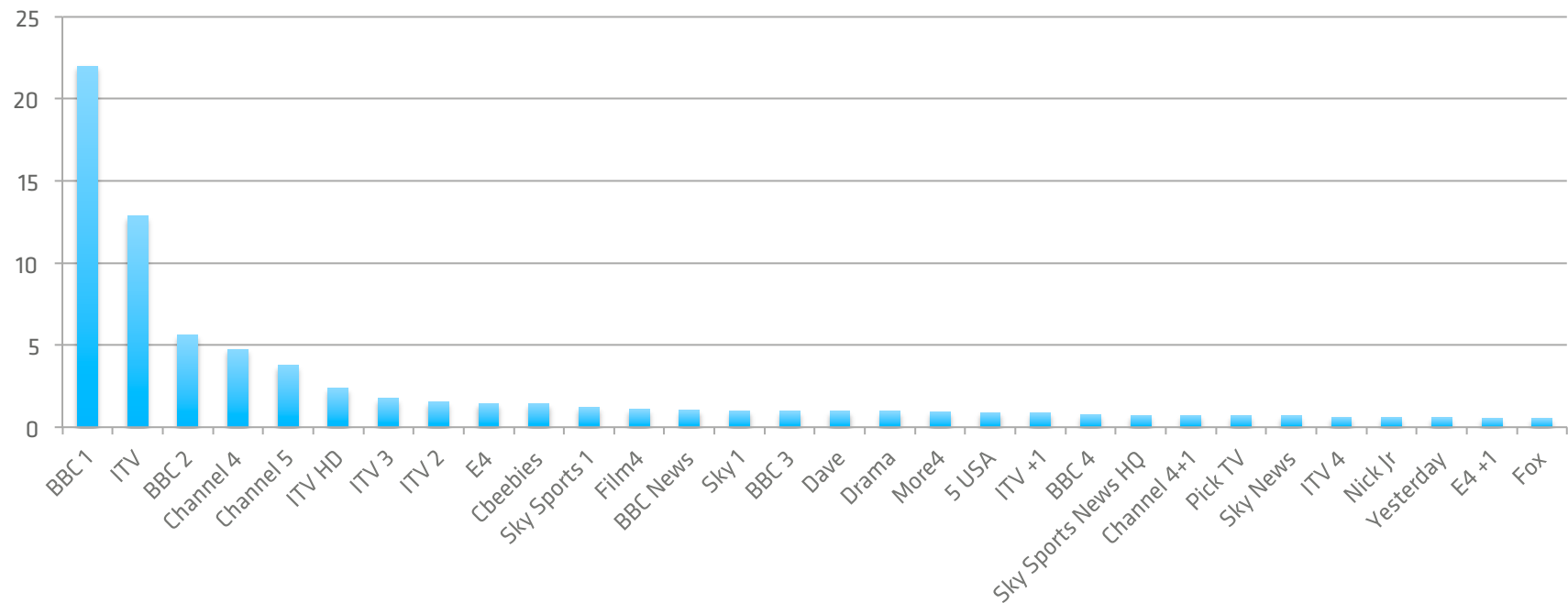
IMPERATIVE



THANK YOU

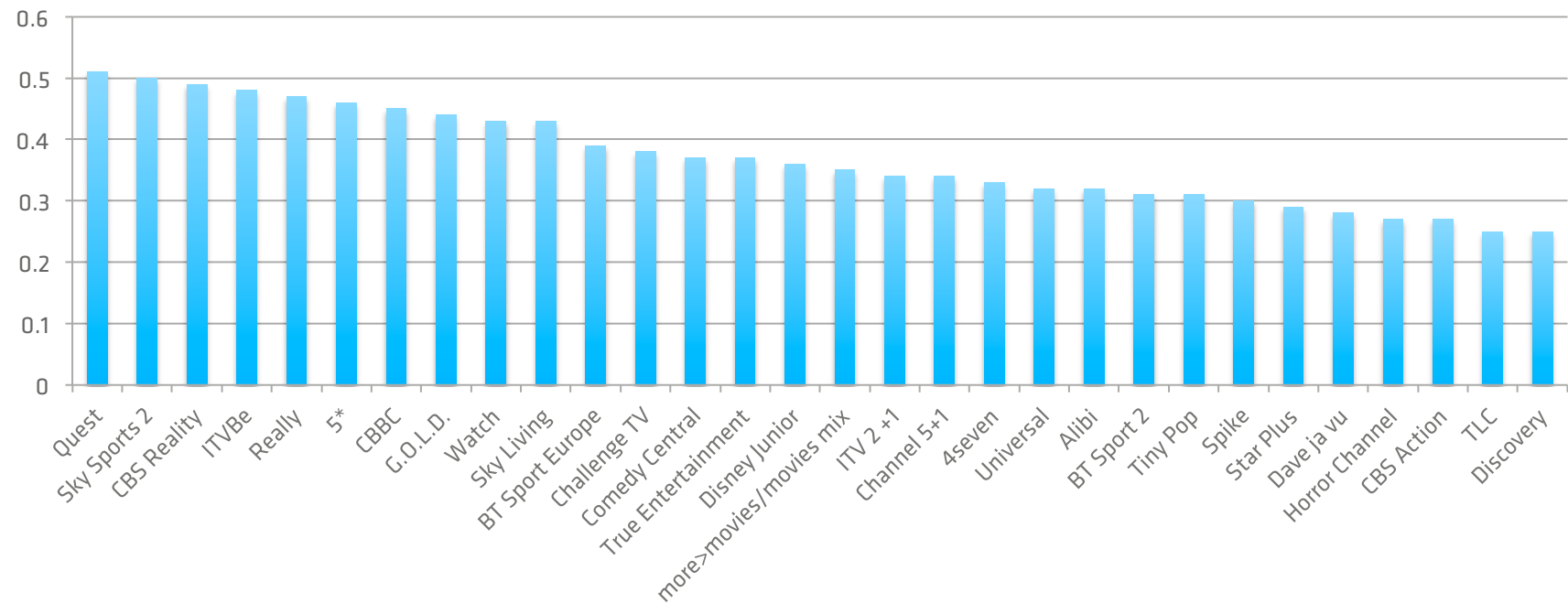
UK Channel Audience Share

BARB November 2nd to 8th, Top 30 Channels



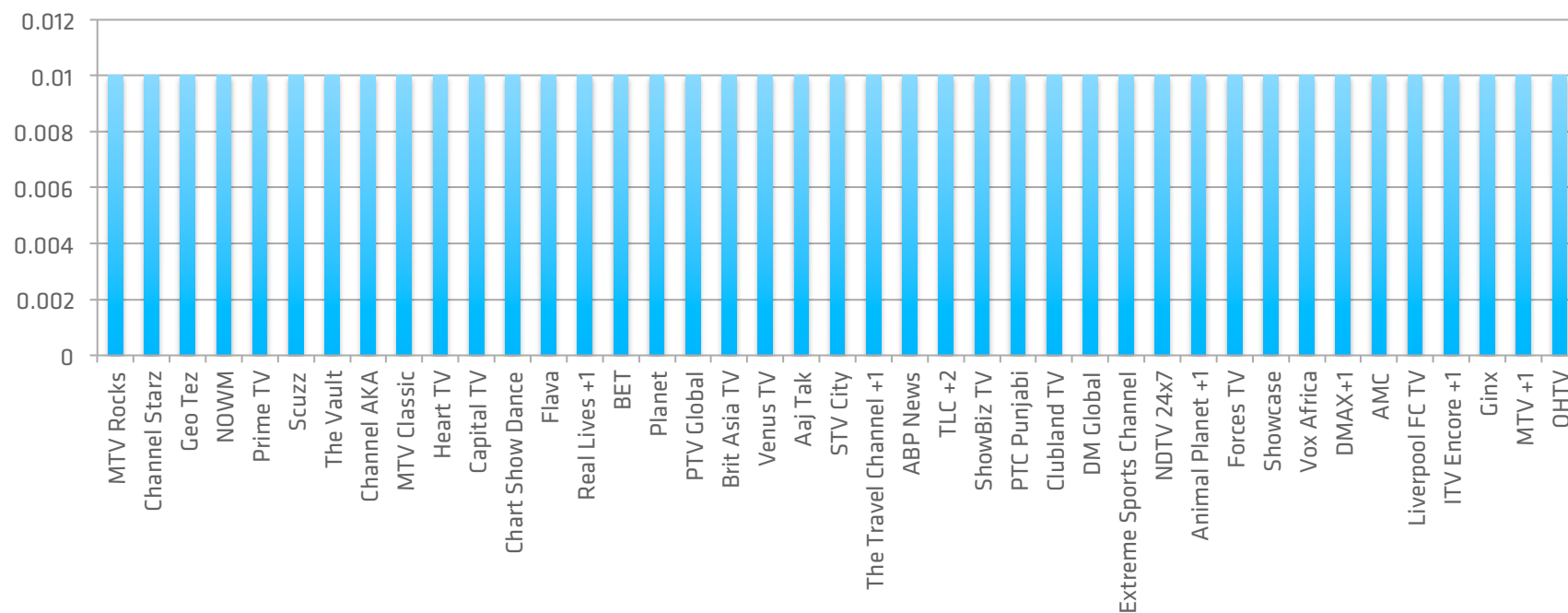
UK Channel Audience Share

BARB November 2nd to 8th, 31 to 60



UK Channel Audience Share

BARB November 2nd to 8th, bottom 30



FREE-TO-VIEW TELEVISION



FREE-TO-VIEW TELEVISION

