

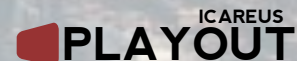


YOUR CLOUD PARTNER FOR TV AND VIDEO SERVICES

HBBTV ADVERTISING

HBBTV SYMPOSIUM MADRID

18.10.2016



MIKKO KARPPINEN

BUSINESS DIRECTOR

ICAREUS CO-FOUNDER

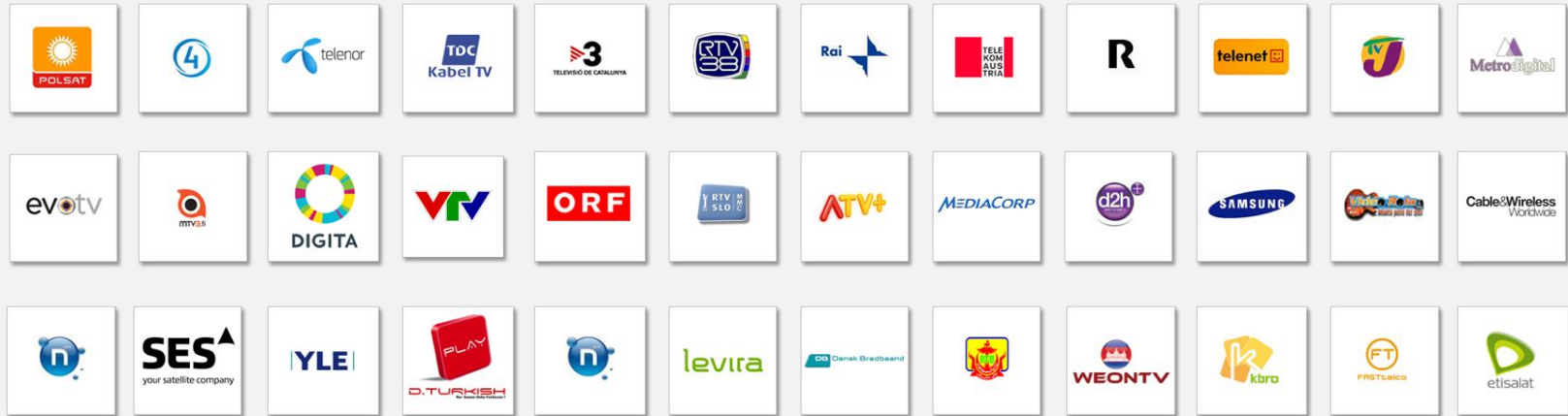
15 YEARS IN BROADCAST INDUSTRY

MAIN RESPONSIBILITIES IN BUSINESS
DEVELOPMENT AND TECHNOLOGY
STRATEGY OF ICAREUS

MASTER'S DEGREE FROM COMPUTER
SCIENCE, AALTO UNIVERSITY



YOUR CLOUD PARTNER FOR TV AND VIDEO SERVICES



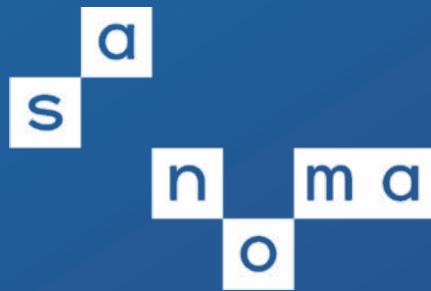
TV INDUSTRY IS FACING ITS BIGGEST DISTRUTION SINCE COLOR TV, MUCH BIGGER THAN HD

**TV IS NOT JUST
LINEAR SERVICES
ANYMORE**

ADVERTISER

HBBTV ACTIVE AD

CASE



THE BASIC CHALLENGE

IMPACT OF TV ADVERTISING



HOW TO DRIVE VIEWERS TO SHOPS AND TRACK IT



THE SOLUTION

OFFER GENUINE ADDED VALUE TO VIEWERS



PROVIDE COUPONS
THAT ENTITLE TO A
FREE BOTTLE OF
WATER



THE TECHNICAL INNOVATION

DIRECT CONNECTION BETWEEN CONSUMER AND ADVERTISER



SYNCHRONISED DISPLAY ADVERTISING



COMMERCIAL BREAK



(1)
SYNCHRONIZED TRIGGER
TO SHOW HBBTV
DISPLAY AD

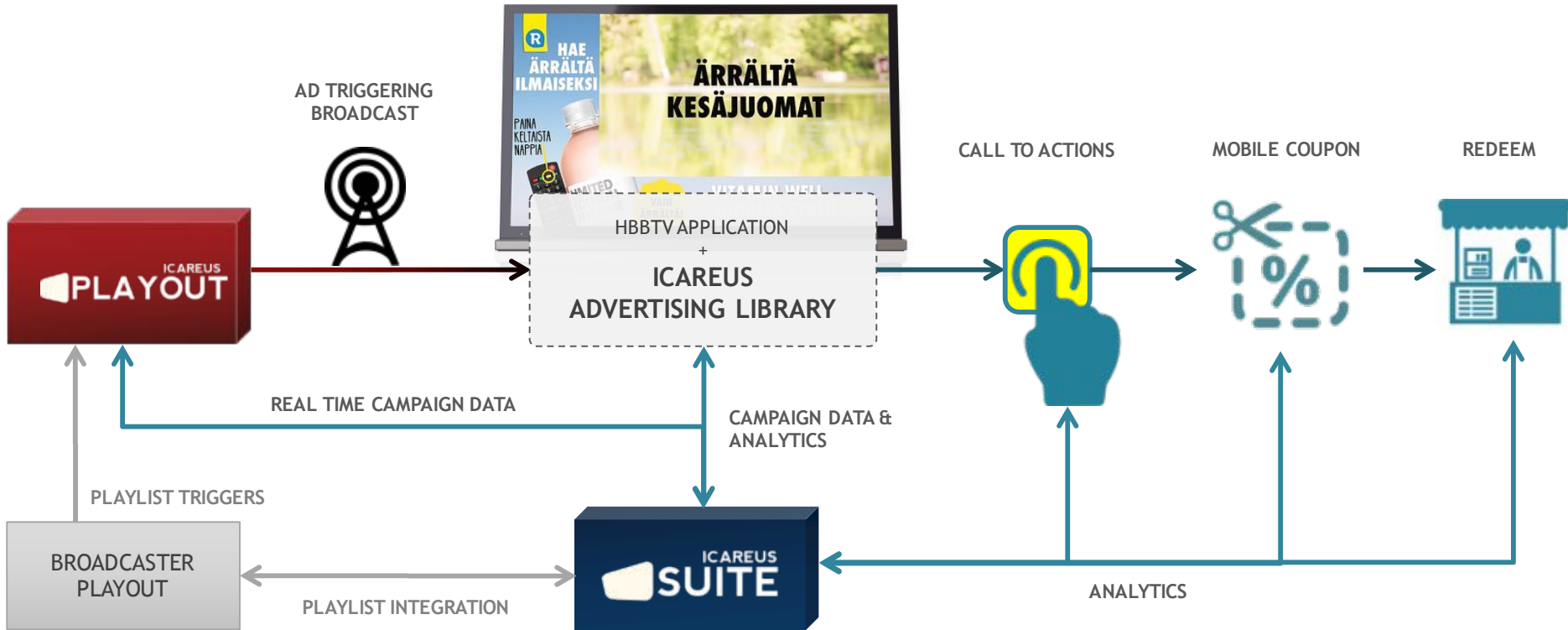
(2)
LARGE L-SHAPE DISPLAY AD
FOR MAXIMUM IMPACT

(3)
MOBILE COUPON
REQUEST



(4)
MOBILE COUPON
REDEEMED
AT KIOSK

TECHNICAL ARCHITECTURE



THE NUMBERS

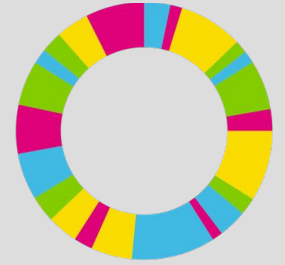


- 200 000 UNIQUE VIEWERS
- UPTO 4% INTERACTION (AVERAGE 1%)
- DETAILED ANALYTICS ON
 - DISPLAY AD -SHOWS
 - INTERACTIONS
 - DELIVERED COUPONS
 - REDEEMS



NETWORK OPERATOR COMMENT

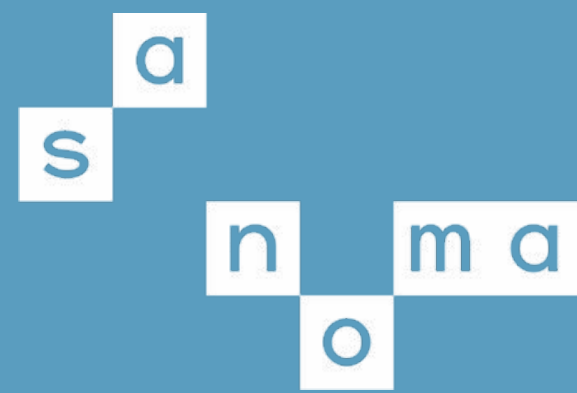
“Results were very encouraging, upto 4% of viewers interacted, creating a direct connection between consumer and advertiser”



DIGITA

BROADCASTER COMMENT

“Viewers considered interactivity as service . . . this increased viewers interest to the ad”



“We want to offer genuine value to our customers ... consumers and advertisers needs aligned (in interactivity)”

ADVANTAGES OF ACTIVE AD

FOR BROADCASTERS & ADVERTISERS



1. Increase ad revenues
2. Interactive direct contact to consumers
3. Ad is more interesting and valuable to viewers → stronger impact
4. Track viewers from TV to purchase decision



ADVERTISER

HBBTV VIDEO SWAP

CASE: BROADCASTER



VIDEOSWAP



TARGETED ONLINE VIDEO ADS REPLACING LINEAR ADS



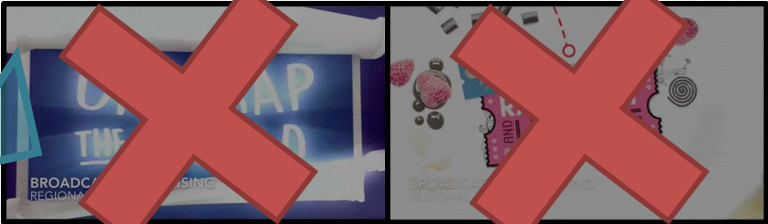
COMMON PART LINEAR ADS

VIDEOSWAP PART

SYNCHRONIZED TRIGGER
TO START VIDEOSWAP ADS



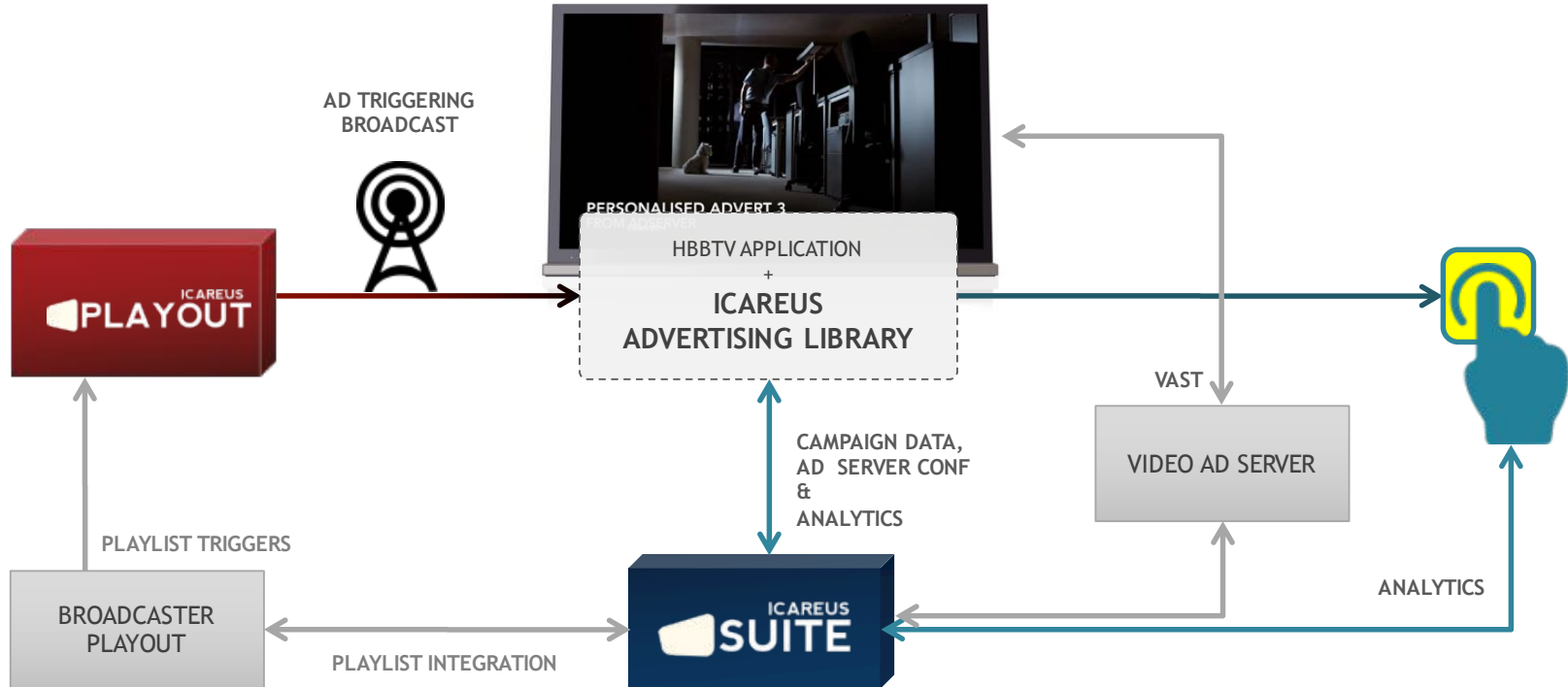
VIDEOSWAP
ONLINE
VIDEO ADS



UNSOLD
REGIONAL
PART OF
THE BREAK



TECHNICAL ARCHITECTURE



ADVANTAGES OF VIDEO SWAP

FOR BROADCASTERS



1. Increase ad revenues
2. Automate sales process with CPM – business model
3. Reach different target groups simultaneously within one break
4. Personalise parts of commercial breaks



CARE FREE HBBTV

WE HELP YOU TO GET
STARTED AND THEN ALL THE
WAY TO THE GOAL YOU
HAVE SET.



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