



Introducing Targeted Advertising in Broadcast TV: the merits and limitations of HbbTV

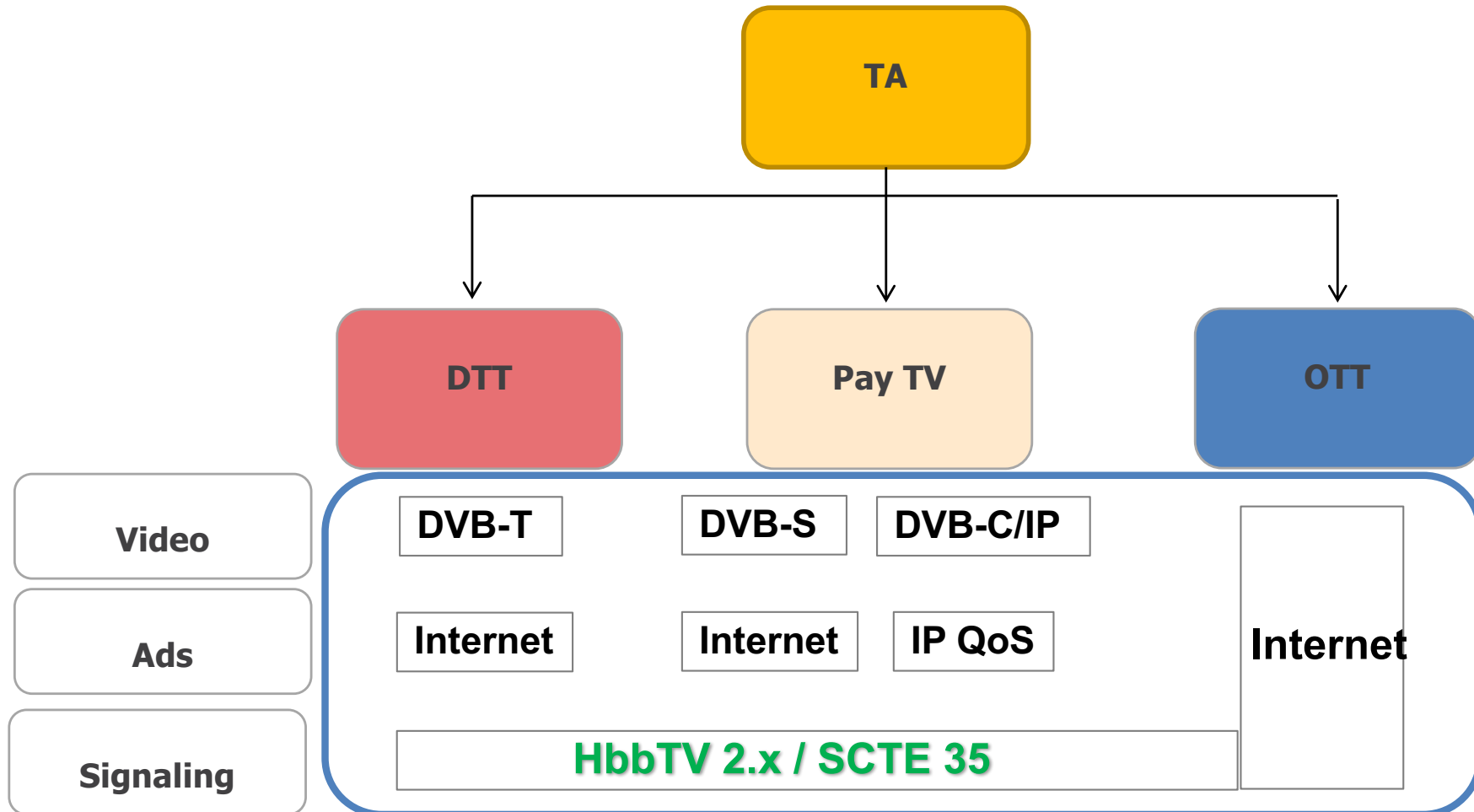
Findings of the DVB TA Study Mission Group
Presentation at 6th HbbTV Symposium
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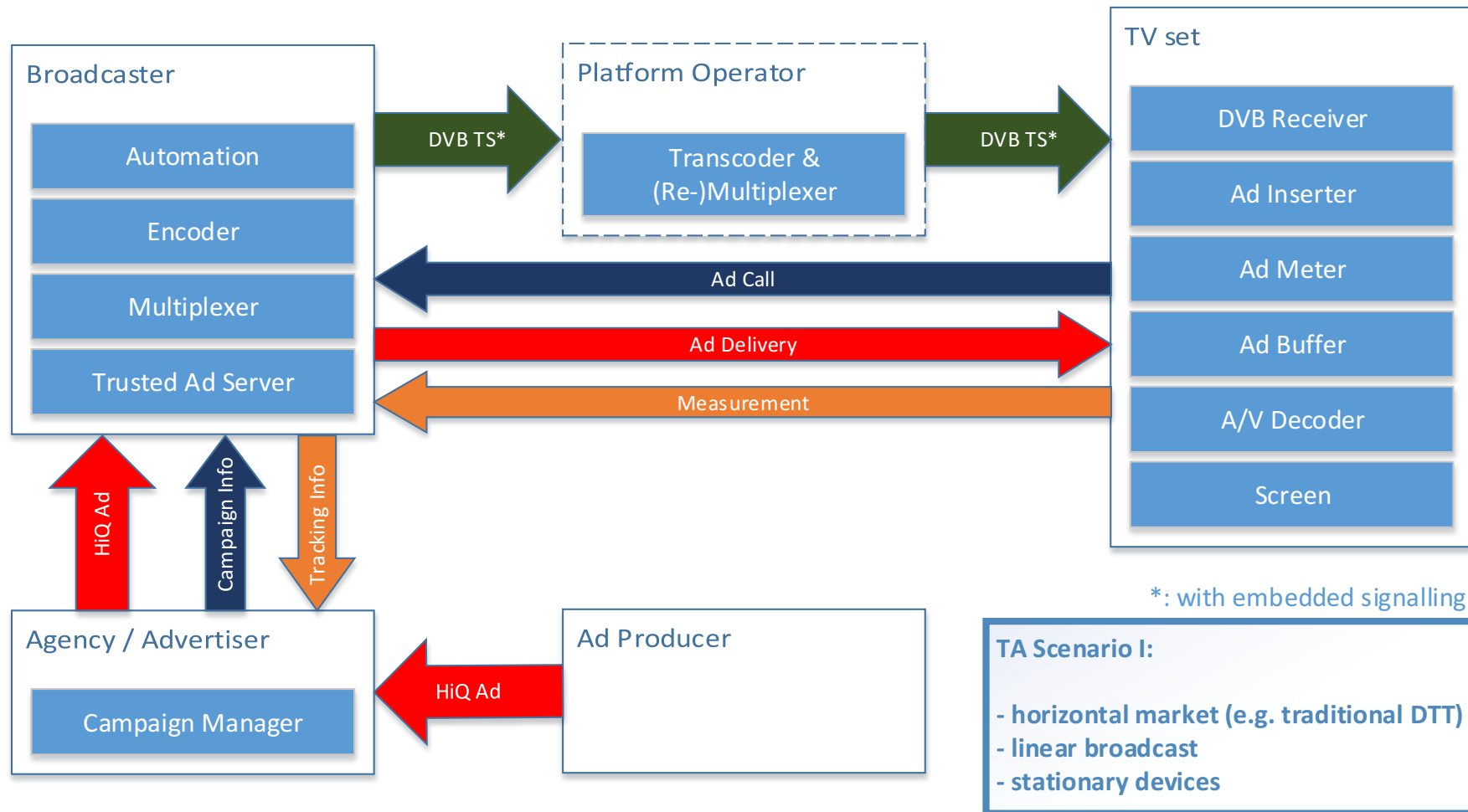
Introduction

- Targeted Advertising is a key trend across all natively digital media
- now extending to TV media (in certain geographies)
- key to Broadcasters
- DVB SMG starting point : no satisfactory / suitable solution currently seem to exist to enable TA in classical horizontal broadcast
- SMG goal = assess the situation and advise DVB on possible next steps
- SMG report finalized (available within DVB)

Targeted Advertisement : Network View



TA Workflow for Horizontal Market - Prelim



HbbTV 2.x based



What is needed /desirable ?

1. End-to-End in-band signalling
2. Seamless switching at receiver ; “frame accuracy” ; better than existing so/so web and OTT experiences; broadcast grade
3. Receiver storage and buffering (eg : 30 secs)
4. Reliable & accurate reporting to build (enable) trust
5. Control & management of TA to Broadcasters
6. Standardized interfaces towards existing ad-tech workflows & models
7. Allow for last minute ad-decision
8. Broad reach ; friendly to legacy devices (last few years)
9. Cognizant of privacy regulations

Not the job of DVB-TA

- Management/compliance of privacy regulations (but shall allow for)
- Ad decisions, profiling, trading, → leave it to “ad-tech” guys

Can HbbTV do it ?

A very good starting base ... but still some concerns

1. How can it be accurate enough ?
2. Stream event as a relevant container, but no standardized data structure
3. End to end propagation and latency of stream events
4. Preload of ads: not guaranteed by HbbTV (only buffering)
5. Tested and stable HbbTV implementations ?
6. Actual market deployment ?
7. Need for commercial agreement in addition to standard ?

What's next ?

Let us talk (DVB-HbbTV)

And work together

Urgently

Towards a fully functional DVB/ HbbTV TA framework

*NB : Manufacturers have expressed some reservations on their support to a potential DVB TA specification
eager to engage in the context of commercial agreements*

Tentative Timeline

