Harnessing the potential of Addressable TV

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Why HbbTV is awesome

- Interactivity
- Open Standards
- Broadband connectivity
Addressable TV
Replacement of TV ads on a targeted basis at the household level
The benefits

- **Enhanced targeting**: Create rich data sets that go beyond demographic targeting (e.g., geo, income)
- **Reduced waste**: Monetise airtime with a low / zero TV rating (via census data)
- **New advertisers**: Support localised campaigns for regional / niche advertisers (Sky AdSmart)
- **Smarter scheduling**: Inform decisions on scheduling and commissions through viewer data
- **Programmatic**: Empower data driven x-screen programmatic media planning & buying

**High income household w/kids**

**Mid-income single male**
A billion+ euro advertising opportunity

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Studies show that advertising revenue generated by Addressable TV and advertising on catch-up TV portals will grow 10x in the next 4 years.

- €1.1B
  2022 - EMEA

- ~€100m
  2018 - EMEA

- €0.4B (36%)
  % Programmatic

Source: Enders Programmatic TV Study (2019 data);
Source: 2020+ internal estimates
A billion+ euro advertising opportunity

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Scale
User Consent
Measurement

~€100m 2018 - EMEA

€1.1B 2022 - EMEA
Thank You