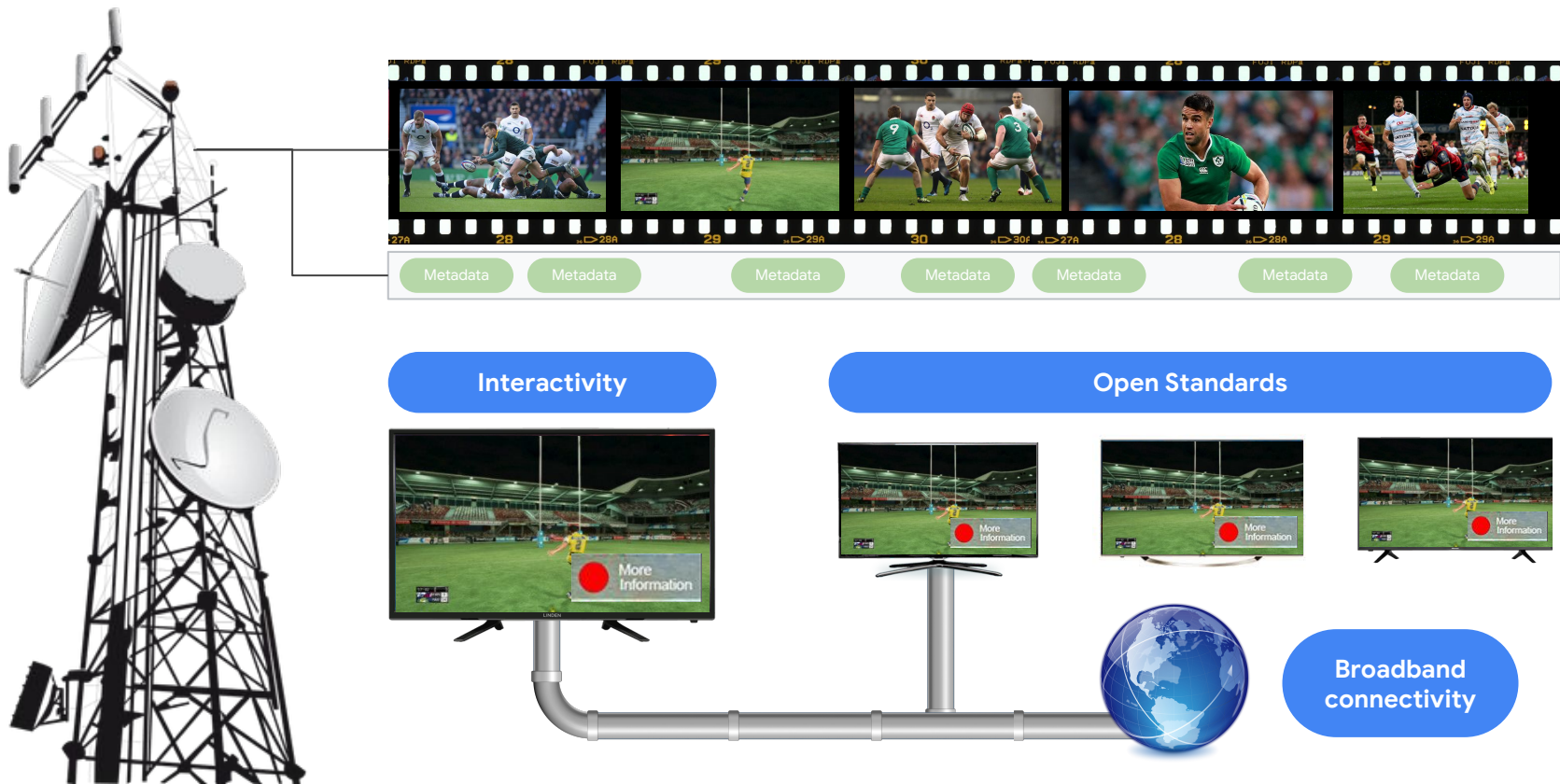


# Harnessing the potential of Addressable TV



Jean Semere / Head of Video Solutions, EMEA, Google

# Why HbbTV is awesome



# 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

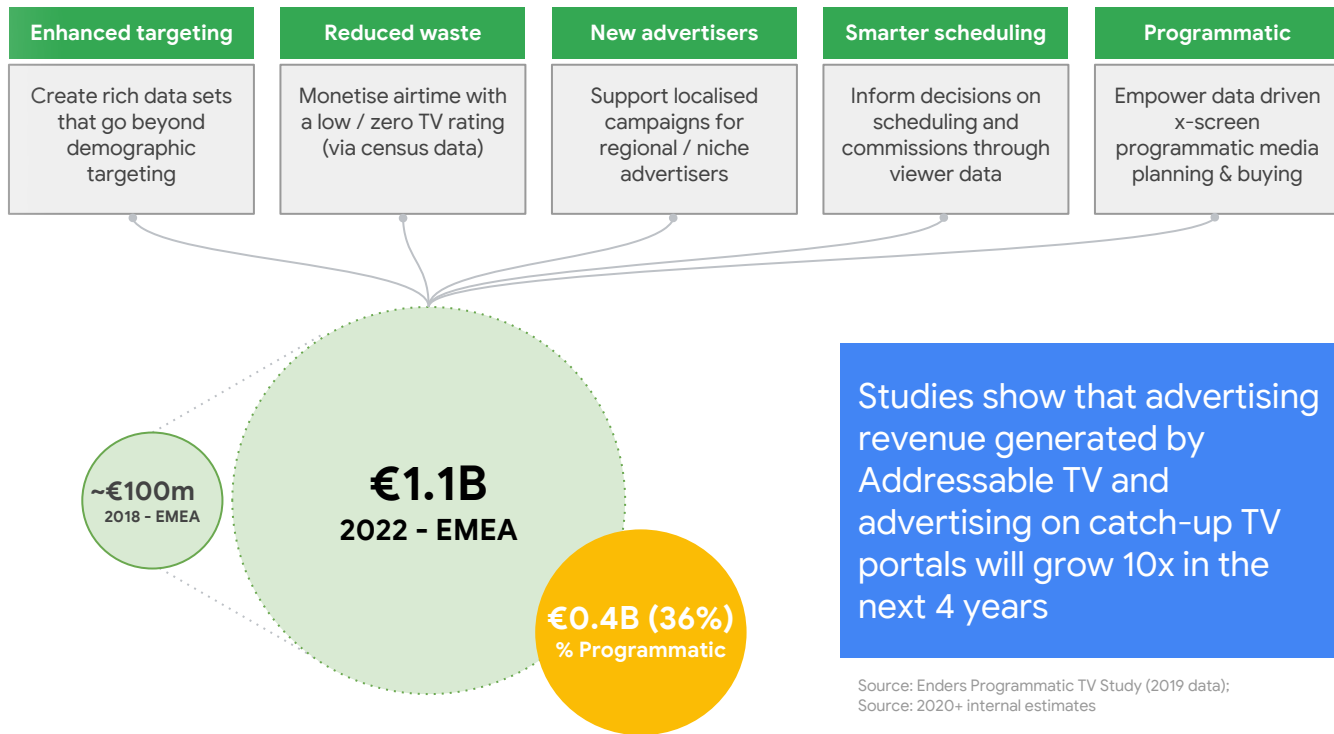
Inform decisions on scheduling and commissions through viewer data

## Programmatic

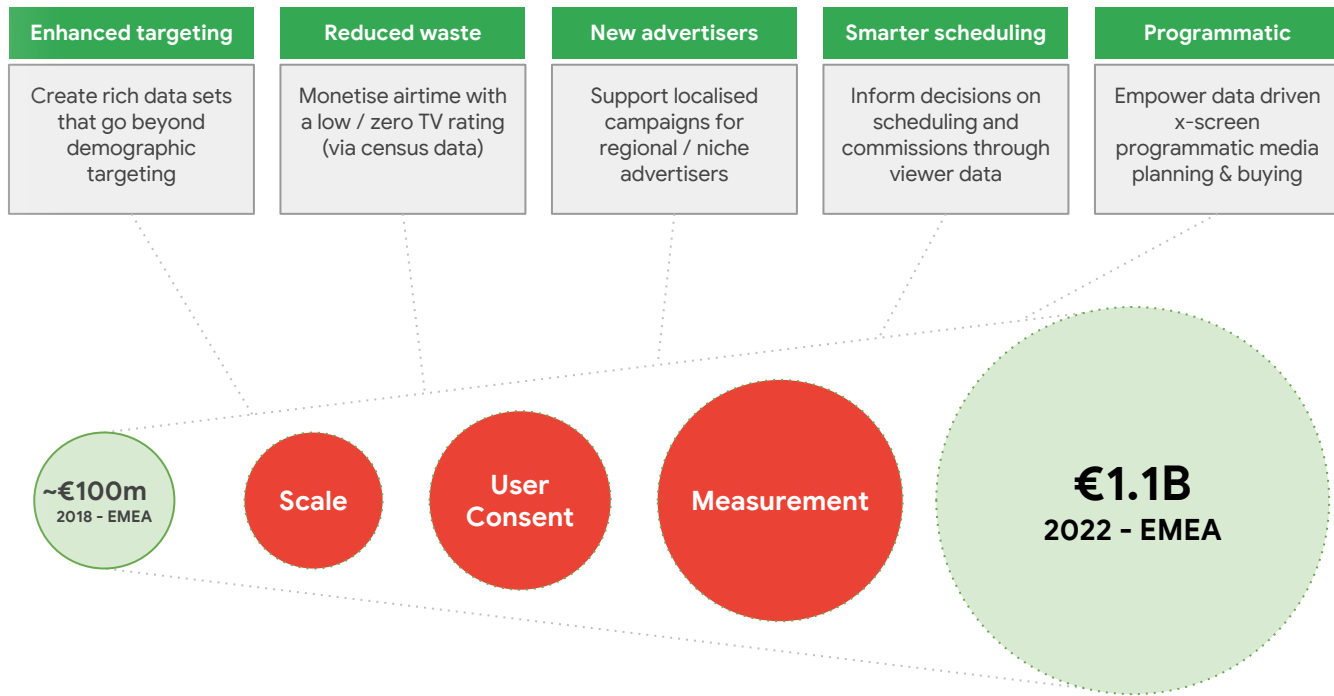
Empower data driven x-screen programmatic media planning & buying



# A billion+ euro advertising opportunity



# A billion+ euro advertising opportunity



# Thank You