



Targeted Ad Insertion in ATSC3.0: How Does It Work?

Yvan BARBOTIN - November 22, 2019

Advertising

Advertising Revenue - Worldwide



Global
534,8
billion US\$ (forecast)



TV
182,7
billion US\$ (35,2% / global)

Source : [Dossier "Advertising worldwide" - Statista - 2017](#)

TV Advertising

The Only Media to Address Millions of Users Instantly

Visibility

- 10 times more than **facebook**
- 3 times more than **YouTube**



Attention

- 15 times more than **facebook**
- 2 times more than **YouTube**

Source : [L'efficacité du média TV - FranceTVPub - 2018](#)

TV Advertising

But ...

ATSC 1.0



1 Same Ads for everybody

2 Value of TV inventories is decreasing

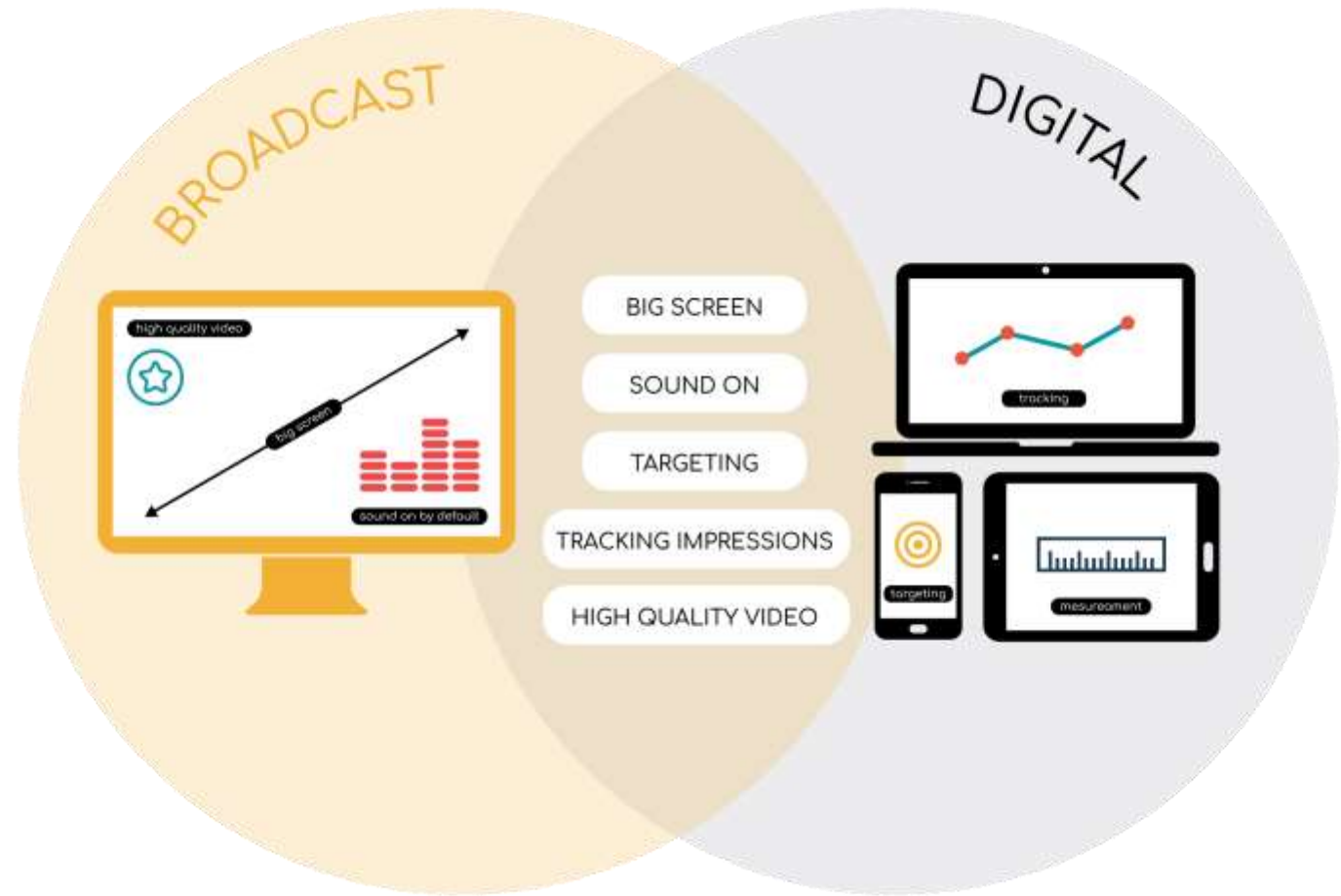
3 Hurdle for regional and small advertisers to access to TV media

4 No real-time access to media consumption

Targeted Ad Insertion

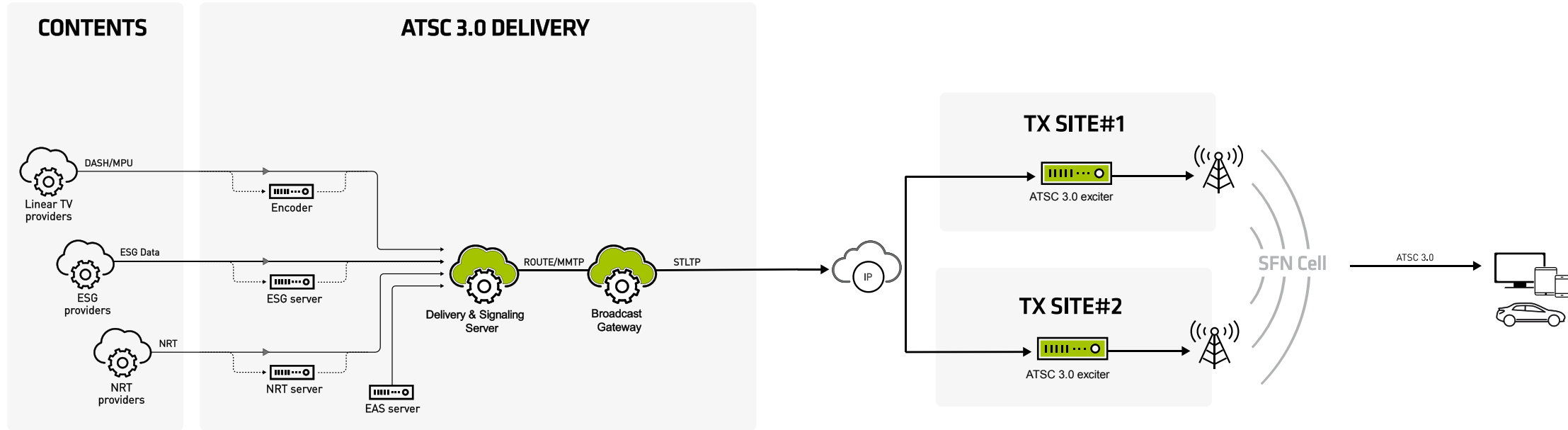
Now with ATSC3.0, It's Time to Combine The Best of Both Worlds

ATSC 3.0



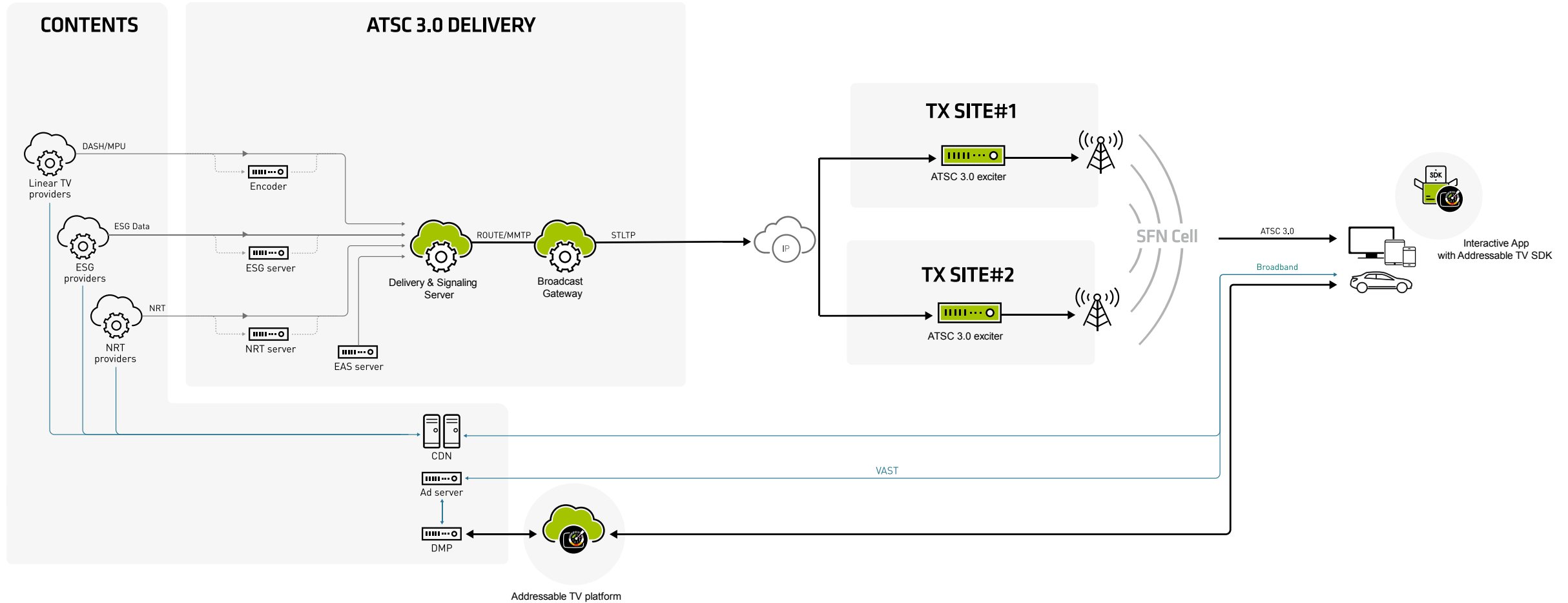
ATSC3.0 Broadcasting

How Does It Work?



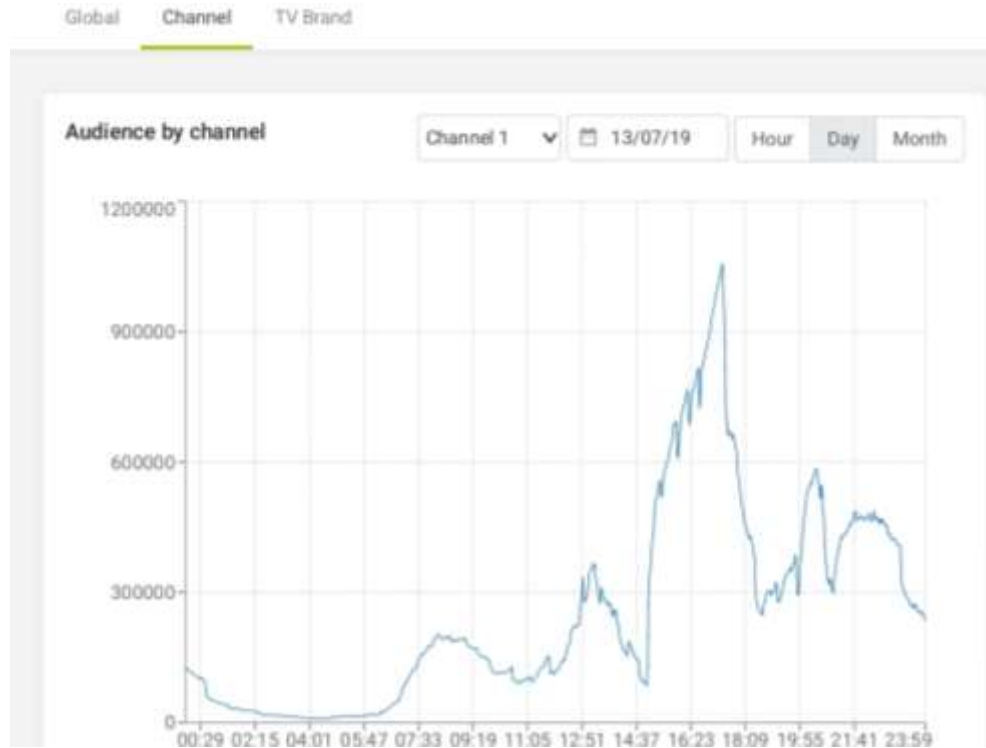
Targeted Ad Insertion in ATSC3.0

How Does It Work?



Targeted Ad Insertion

Data



Understand your audience

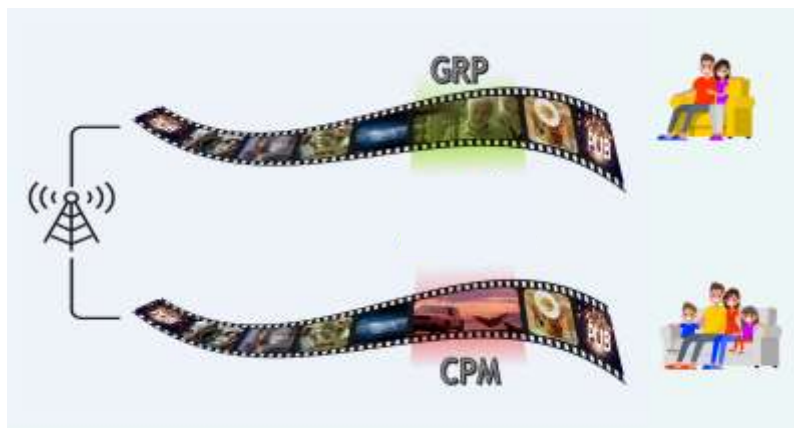
Visualize, measure and understand audience variations

Optimize your revenues

Create viewer segments based on consumer data / behaviors

Targeted Ad Insertion

Monetization - Video Insertion



Linear Dynamic Ad Insertion



Linear Banner Insertion

Targeted Ad Insertion

DTT like OTT



BROADCAST
FIRST



Broadcast's Quality
of Experience

MEASUREMENT



Accuracy

IMPLEMENTATION
FAST TRACK



Connected with
your favorite Ad Server

HYBRID
BROADCAST/DIGITAL



Targeted Ad
Insertion





We optimize. We secure. We monetize

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