

OLIVER BOTTI

PANEL: "TARGETED
ADVERTISING – THE BUSINESS
STATE OF THE ART"

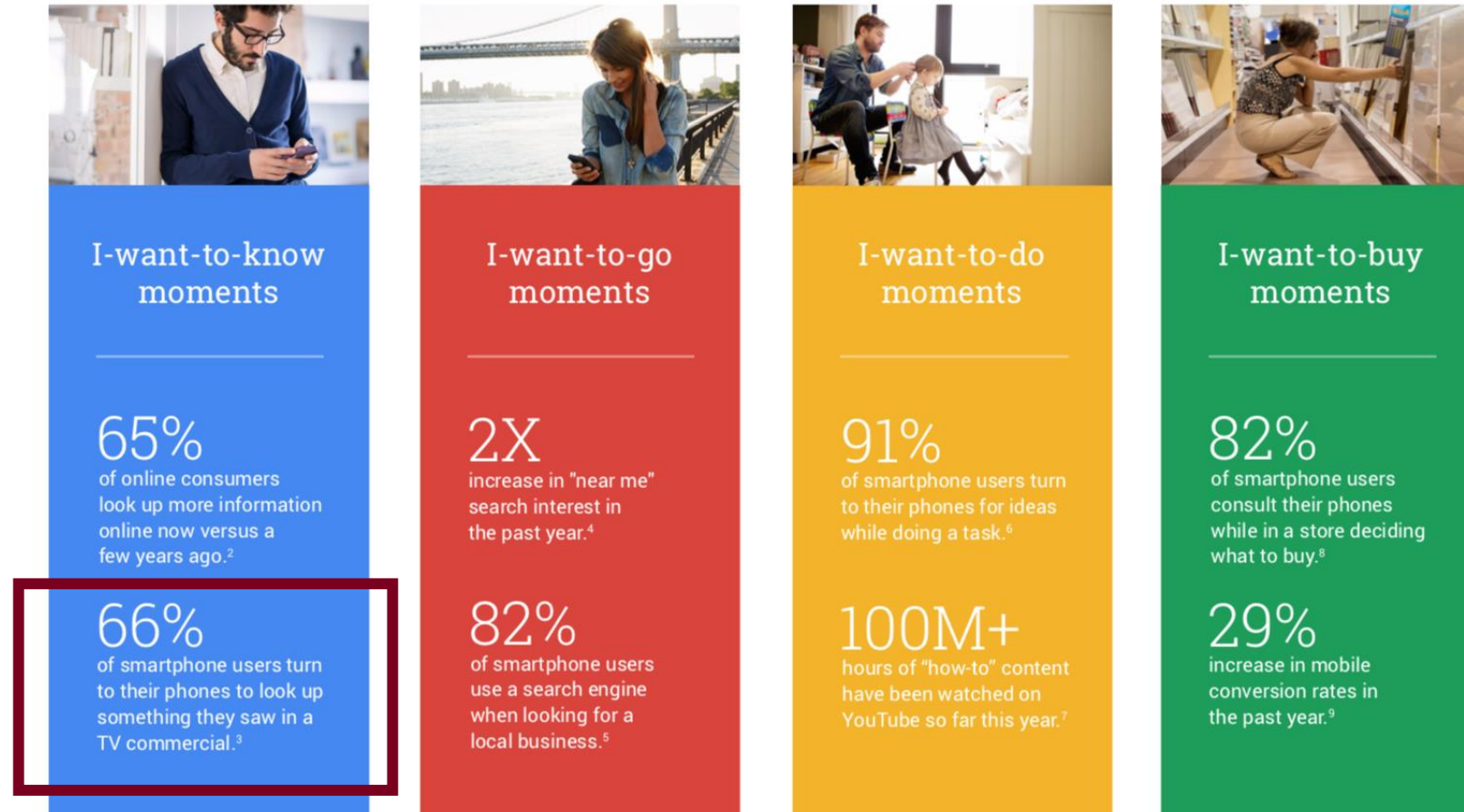
Athens, 21 November 2019

'OBSESSIVE' (AND SUCCESSFUL) HBBTV MARKET TRIALS

FROM AUDIENCE TO CONSUMERS

EMERGING ADVERTISING MODELS

PERSONALISATION AND INTERACTIVITY: 4 MICRO MOMENTS



Sources thinkwithgoogle.com

1 Google internal data, for 10 countries including the U.S. and Japan, April 2015.
2 Consumers in the Micro-Moment, Wave 2, Google/Ipsos, U.S., May 2015, n=1,005, based on internet users.
3 Google Consumer Surveys, U.S., May 2015, n=1,243.
4 Google Trends, U.S., March 2015 vs. March 2014.
5 The Consumer Barometer Survey 2014/2015, U.S., n=1,000, based on internet users.

6 Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398, based on internet users.
7 Google Data, North America, January 1–May 5, 2015, "How-to" video classification based on public data such as headlines, tags, etc., and may not account for every "how-to" instructional video available on YouTube.
8 Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398, based on internet users.
9 Google Analytics aggregated data, U.S., April 1–14 2014 and April 1–14 2015.

M-CHANNEL SALES EFFECTIVENESS(*)

FIAT drives brand goals by being there for small car searchers

After a 25-year hiatus, automaker FIAT returned to the American market, bringing with it the FIAT 500, a small city car. But after such a long absence, FIAT found it needed to build awareness with a new generation of American consumers. The time was a good one: gas prices were spiraling upwards and Americans' interest in small, efficient city cars was at an all-time high. FIAT saw that its old perceived disadvantages could quickly become strengths.

The company deployed online and mobile search ads on category terms like "small car" and "city car" to reach people in those micro-moments of research and interest.

In addition, each ad made the most of its context. On desktop, FIAT's ads took people to the company's

online car configurator. (The FIAT 500 was available in a half-million color combinations, and customizing it was part of the fun.) On mobile, the ads pointed people to the nearest dealership, where they could see and buy the car in person.

The results were tremendous. FIAT saw a **127%↑** increase in unaided recall. The FIAT 500 became a huge success in America, and even more importantly, the brand was back.

[Learn more](#)

Online and mobile ads



Macy's comes together for its customers



What would you do if you learned that your multi-channel customers were worth

8X more than those who shop in just one channel?

That's what Macy's learned recently, and its leadership decided to bring online and in-store marketing together.

Macy's began with a pilot test in its social dresses category, combining the online and offline silos into a unified team with one goal: to win sales. "We put their stock ledgers together, we put their on-order

files together, so they had a single view of the them. "Go forth and run, Harrison, Chief Omnichannel. "And we got incredible

The results were so good that in 2015, Macy's announced a formal reorganization of all its categories and of its marketing and merchandising teams. "With the digital and offline teams united

In-store and online sales collaboration

I-Want-To-Know Moment

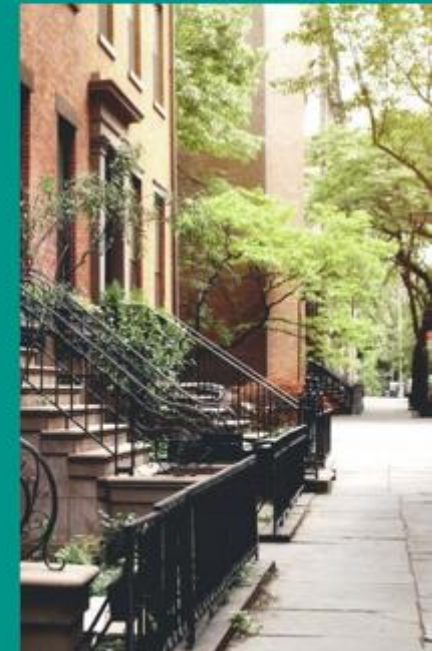
Realtor.com helps homebuyers take their first steps

Realtor.com's marketing team realized that searching for home listings is only one step in a long (and often confusing) homebuying journey. To be helpful to first-time homebuyers, they enlisted the help of actress Elizabeth Banks to create step-by-step videos to walk consumers through the homebuying process. (Check them out at youtube.com/realtordotcom)

400K

The two-minute videos resonated with consumers, driving 400K YouTube views in the first three weeks.

"Based on our experience that many new homebuyers turn to the web for help navigating one of life's biggest decisions, we wanted to produce content that would be consumable digitally, on-demand, and in bite-sized, entertaining chunks. Elizabeth Banks delivered great content, and the digital platform drove amazing success for us."
—Andrew Strickman, Head of Brand and Chief Creative, Realtor.com



Video and on prem visits

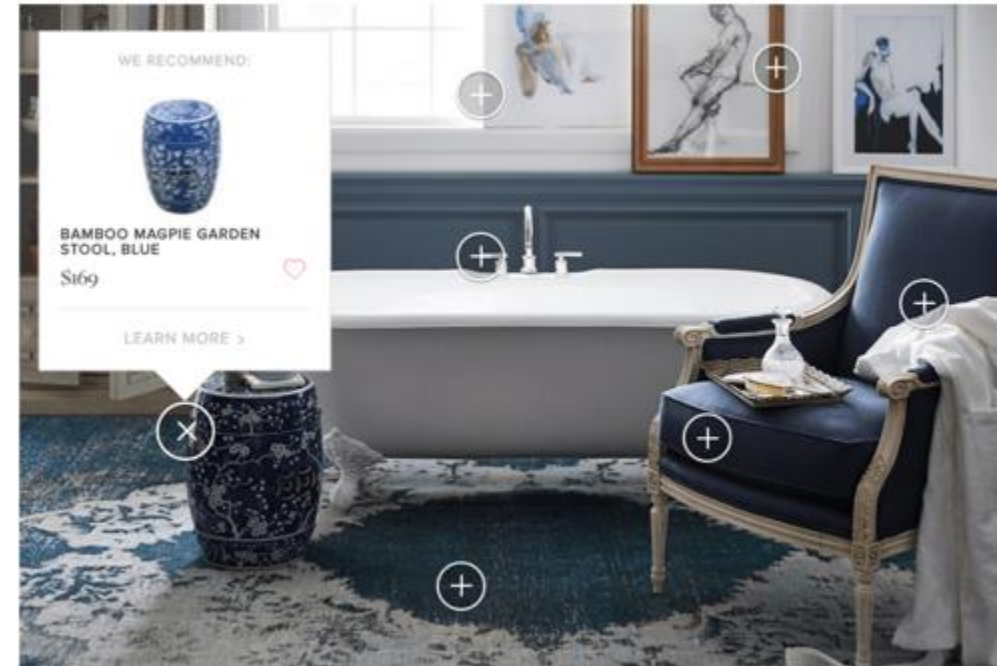
(*) Source: Google Analysis

SHOPPABLE CONTENT (*)

G

Crossing the line between content and commerce:

- 91% of buyers prefer interactive, visual content that can be accessed on demand.



Click&Buy:

- brands are creating interactive shoppable videos, like Marks and Spencer

(*) Source: DemandGen Report

BRANDED SHORT FORM AND VIRAL DISTRIBUTION (*)

The challenge: Puma launch of a new football boot model in France.



The idea: “helicopter penalty shoot-out” together with football super star Mario Balotelli and two famous French social influencers; on YouTube.

Results: 700.000+ views in 24 hours, 50.000 likes, 4.000 comments.
Massive international media coverage.



(*) Source: Divimove, Puma Case study,
<https://www.divimove.com/cases/puma>

NEXT GEN HYBRID TV: BROADCAST AND BROADBAND BECOME A BRIDGED INTERACTIVE SERVICE

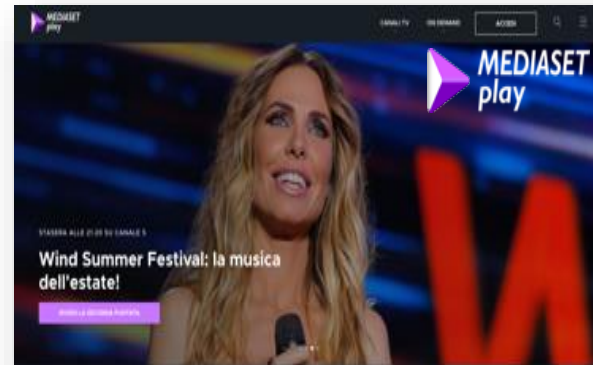
Advanced OTT

Empowering the Over the Top on free TV

Interactive Advertising



- Interactive & Addressable TV Advertising
- Dynamic AD Replacement



Interactive Content

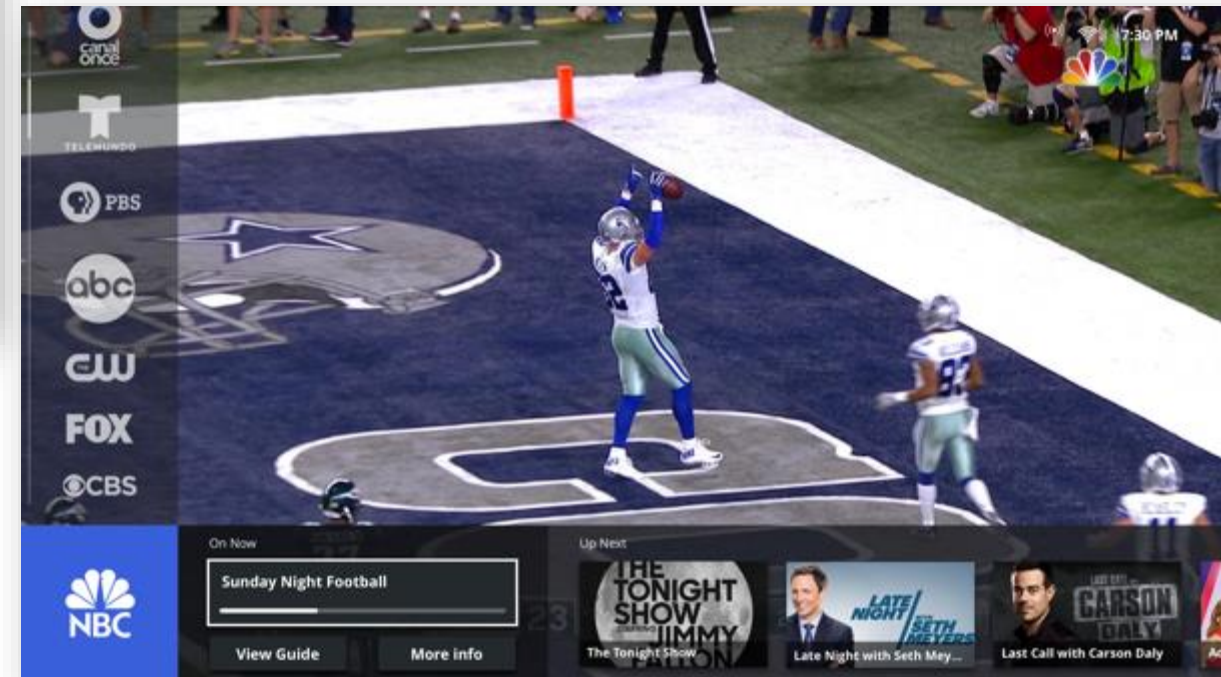


- EPG, VOD, Catchup
- Restart and Real-Time Highlights
- Virtual Channels, Multi-camera
- Voting and Participation

EU HBBTV INSPIRING ATSC3.0 IN US, TOWARDS NEXT GEN TV



US market approaching ATSC3.0 launch in 2020



Fincons brought its EU success stories to US

NEW ADV MODELS: ENABLING TECHNOLOGIES

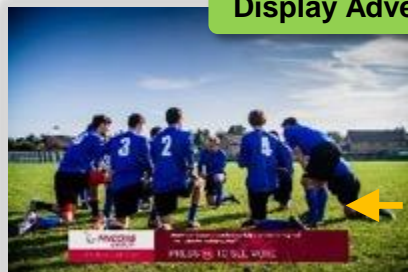
HYBRID TV – NOW ...



HbbTV and ATSC3.0: User experience and content personalisation and targeted advertising

MONETIZATION

Display Advertising



Video Advertising

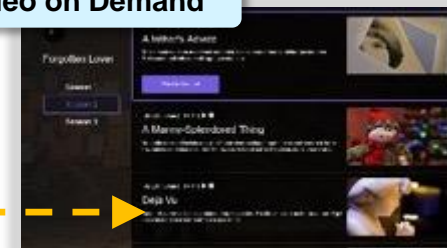


USER ENGAGEMENT

EPG



Video on Demand



HYBRID TV – ... NEXT



Machine Learning: enabling a new set of interactivity services and a simplified content supply chain

Contextual Advertising



Augmented Overlay



Shoppable Content



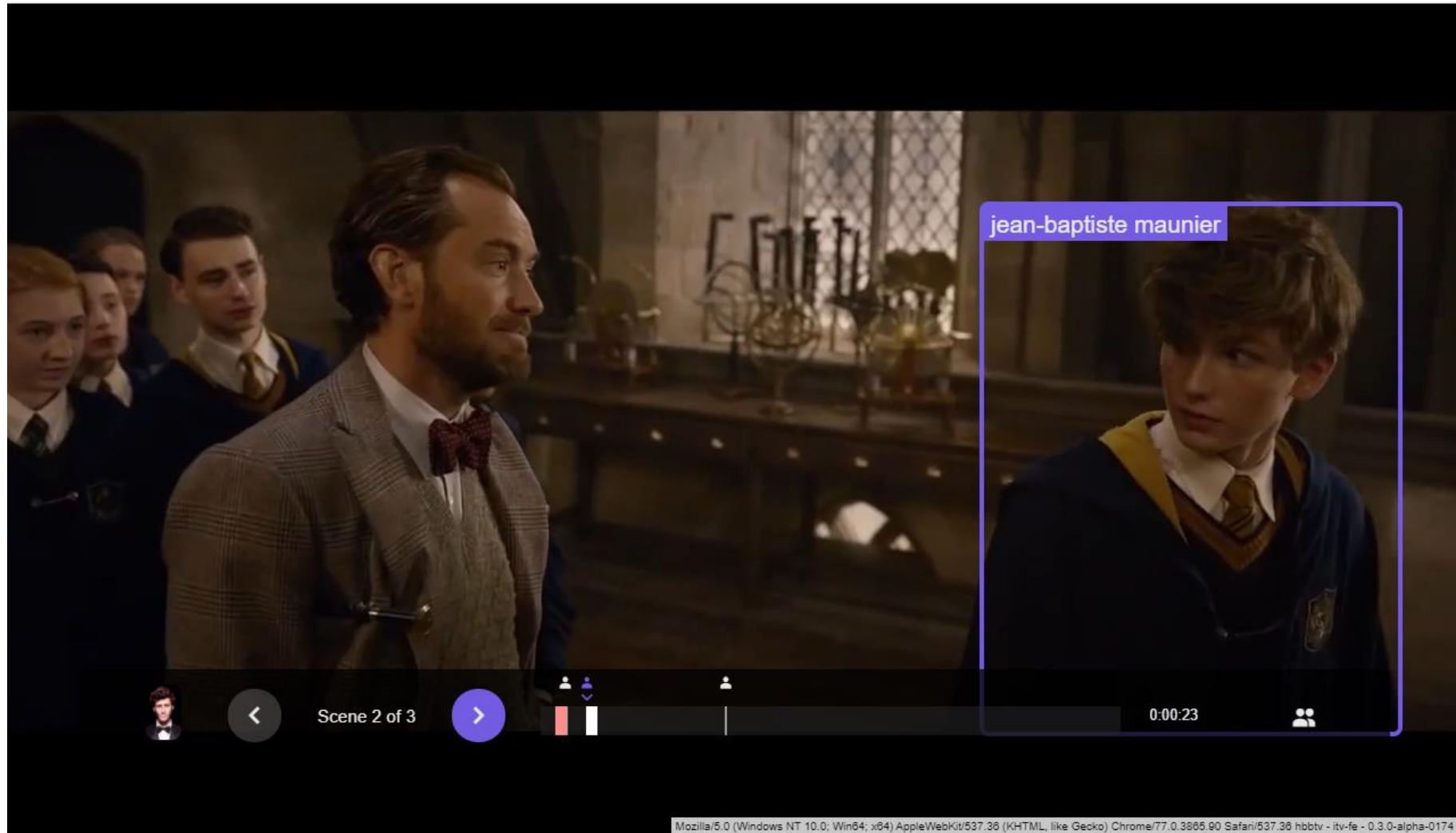
Smart Watching



data-driven navigation

SMART WATCHING – CELEBRITIES

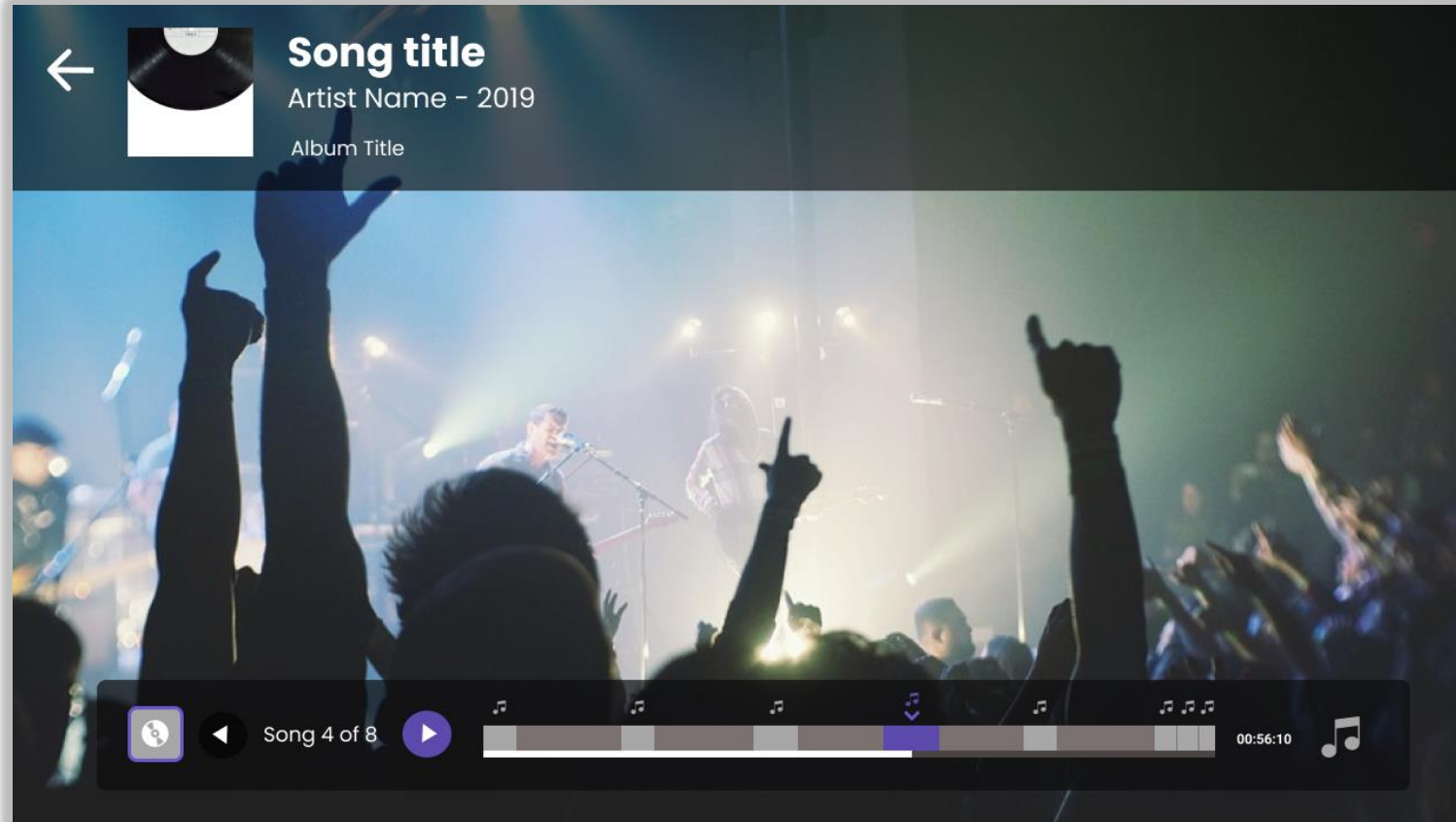
PERSONALISED NAVIGATION AND AD INSERTION



ADV Insertions

SMART WATCHING – MUSIC TRACKS

 Song



SMART WATCHING – CAR RACES

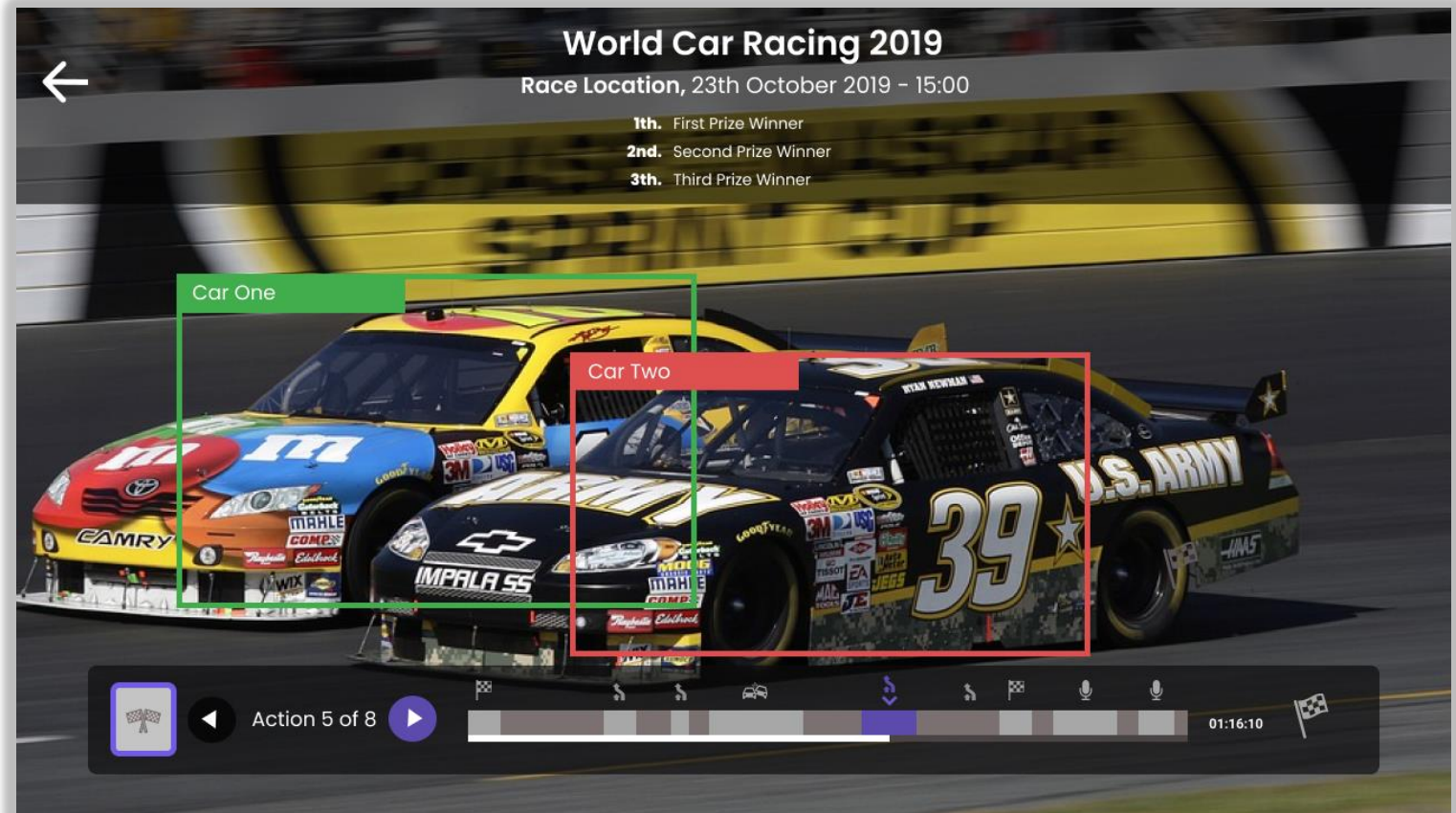


 End/Start Race

 Overtake

 Collision

 Interview



SMART WATCHING – FOOTBALL MATCHES



 End/Start Half time

 Goal

 Action

 Foul

 Interview



FINCONS SMART DIGITAL PLATFORM: NEXTGEN HYBRID TV SUITE

A MODERN FRAMEWORK TO ACCELERATE NEXTGEN HYBRID TV

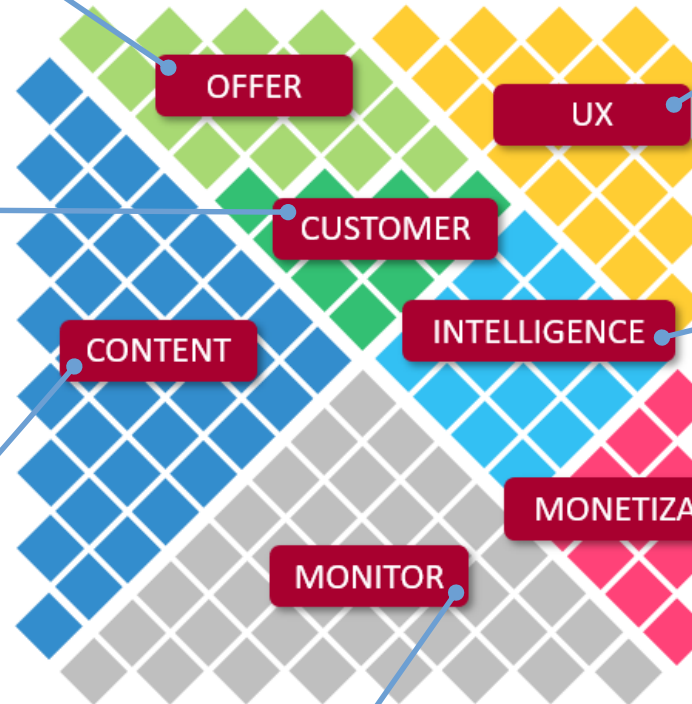


Commercial catalogue and enhanced offer management

User identity management and enrichment with recommendation and gamification services

Video content supply chain orchestration, metadata management and editorial WYSIWYG-like back-office

Monitor, track and report running platform KPIs



White-label front-end to manage Hybrid TV / OTT video and interactive applications

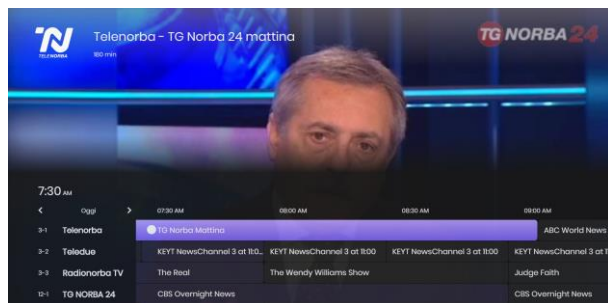
Artificial intelligence and Machine Learning integration to enrich metadata and data analytics

Interactive Hybrid TV applications and advertising

Best-of-breed products and technologies

Cloud microservices in SaaS

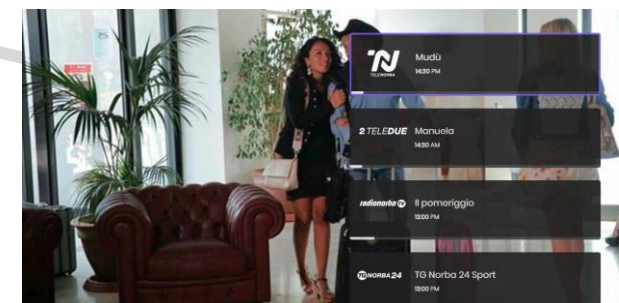
HYBRID TV APP GENERATION



EPG



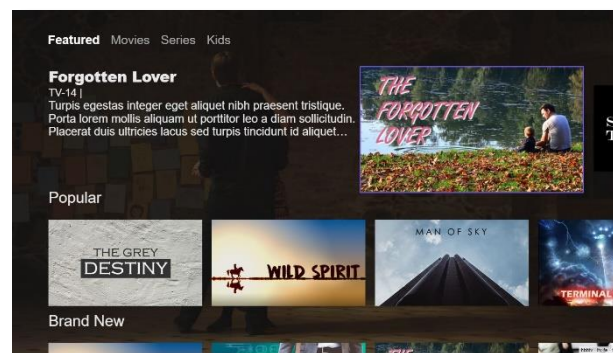
NOW / NEXT



CHANNEL DASHBOARD



OVERLAY BANNER



VOD CATALOGUE

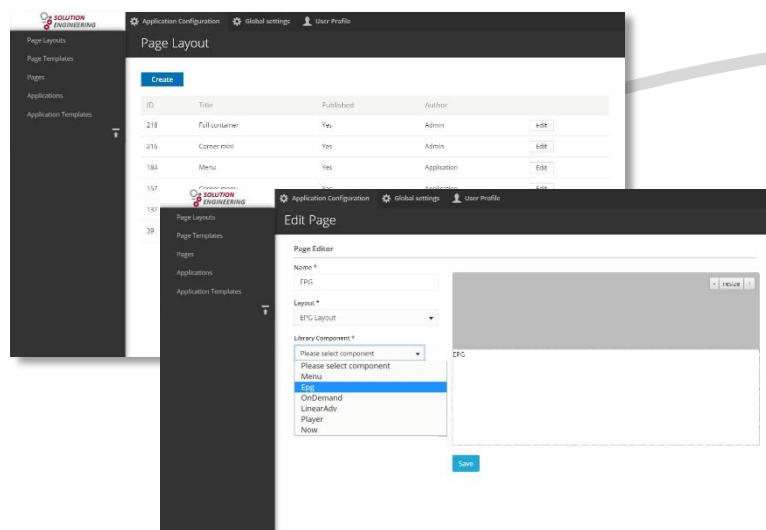


VIDEO ADVERTISING

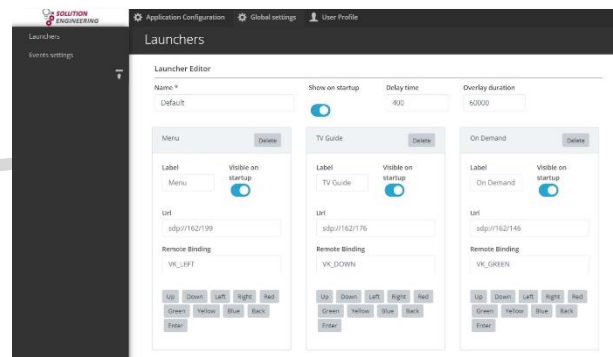


L-SHAPED BANNER

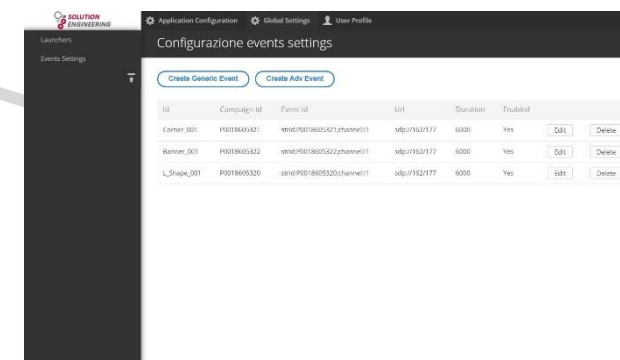
BACK OFFICE TOOLS: APP DESIGNER AND WORKFLOW ORCHESTRATOR



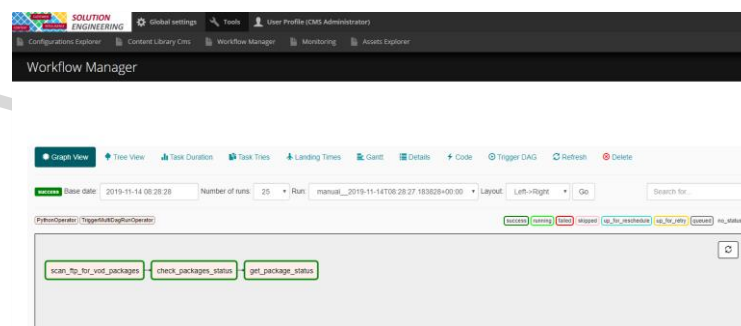
APP DESIGN



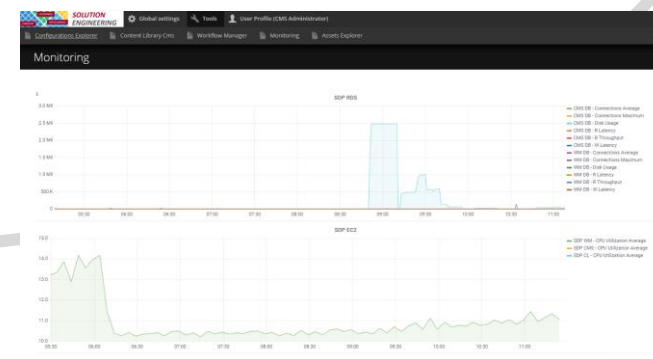
LAUNCHER CONFIGURATION



DISPLAY ADVERTISING



HYBRID WORKFLOW



MONITORING

THANKS

OLIVER.BOTTI@FINCONSGROUP.COM

Fincons Group unveils digital platform for HbbTV and ATSC 3.0

Broadband TV News
Independent. Since 2003

NOVEMBER 14, 2019 10:59 EUROPE/LONDON BY **ROBERT BRIEL**

The solution is the first to be entirely compatible with both European HbbTV and new USA ATSC 3.0 standards.

jean-baptiste maunier



Scene 2 of 3



0:00:23



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