



Expanding the Reach of Targeted Ads

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EXPANDING THE REACH OF TARGETED ADS

AGENDA

1. CBC – Who we are

2. The Target Spot

a. Introduction

b. Implementation Aspects

c. Balancing Reach and Quality

3. Summary & Conclusion

A wide-angle photograph taken from a rooftop, showing several large white satellite dishes mounted on metal frames. The dishes are pointed towards the horizon. In the background, a city skyline is visible under a clear blue sky. A prominent feature is a tall, brown, rectangular tower with a green spire. To the left of the tower, a large cathedral with two tall, dark spires is visible. The foreground shows the metal structure of the rooftop and the dishes. A white rectangular box with the text "THE TARGET SPOT" is overlaid on the left side of the image.

THE TARGET SPOT

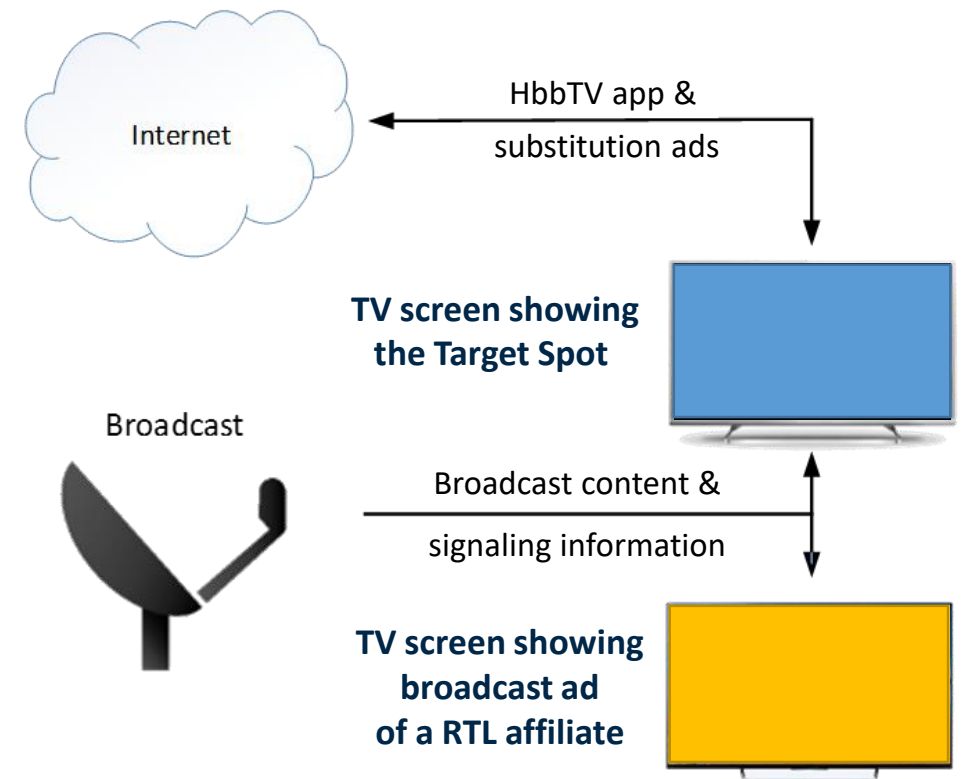
THE TARGET SPOT

INTRODUCTION

Terminology

- Dynamic Ad Substitution (DAS):
 - Substitution (i.e. replacement) of a broadcast ad by a tailored substitution ad
 - Broadcast ads are part of the linear TV broadcast
 - Substitution ads are delivered over broadband
- Target Spot:
 - A HbbTV 1.5 implementation for DAS
 - Last broadcast ad of an ad break is substituted
 - On non-targeted screens: present broadcast ad of a RTL affiliate to viewers
 - On targeted screens: present substitution ad (Target Spot) of an advertiser to viewers

Overview



THE TARGET SPOT

IMPLEMENTATION ASPECTS: CONCEPT

- **Requirements:**

- The ad substitution process needs to be synchronized, so that:
 - ... the Target Spot does not overlay the TV program
 - ... the Target Spot overlays the entire broadcast ad
 - ... the Target Spot is seen in full length

- **Challenge:**

- Some time is required for the TV sets to switch from broadcast to broadband (and vice versa)
 - Switching duration differs between receivers
 - Noticeable black-periods and/or freeze frames before and after the substitution ad

- **Solution:**

- DSM-CC stream events are used as triggers to initiate the ad substitution process
- In order to compensate for timing inaccuracies and individual device behavior:
 - Last ad of an ad break provides placement opportunity for the Target Spot
 - There is a bumper before the placement opportunity (opener)
 - There is a bumper after the placement opportunity (closer)

THE TARGET SPOT

BALANCING REACH AND QUALITY: TESTING THE LATEST DEVICES

- Selection of seven different TV models from 2018/2019
- Switching duration for broadband-to-broadcast switching:
 - Min-max range for the A/V object: 520 – 3840 ms
 - Min-max range for HTML5: 480 – 2320 ms
- Results:
 - HTML5 allows for faster switching but not all (tested) devices support it
 - Switching durations vary significantly
 - 2 – 4 s seem to be an adequate duration for the closer
 - In order to ensure that the Target Spot does not overlay the TV program one may:
 - 1) Test all devices and built a blacklist
 - 2) Test some devices and built a whitelist

Receiver	Mean switching duration in ms /w A/V Object*	Mean switching duration in ms /w HTML5**
rec_1	1644	1908
rec_2	1472	-
rec_3	1248	1372
rec_4	2360	2296
rec_5	548	508
rec_6	3652	-
rec_7	2092	-

*) measured in CBC's laboratory using the DTVP Test available from <https://gitlab.irt.de/hbbtv-support/dtvp/wikis/home> (section 2.2.7 Integration of the video broadcast object); five test cycles per device

***) measured in CBC's laboratory using a test application, that will be published soon and become available as 2nd part of the DTVP Test mentioned above

A group of four people (three men and one woman) are standing outdoors in front of a red sports car. The man on the far left is bald with a goatee, wearing a grey sweater, and is holding a black and white checkered racing flag high above his head with both hands. The woman next to him has blonde hair and is wearing a black leather jacket over a red top. The man next to her is Black, wearing a denim jacket over a black shirt, with his arms crossed. The man on the far right is wearing a blue and white checkered button-down shirt with his hands in his pockets. The red car has a license plate that partially reads 'S G 24'. In the background, there is a paved area, some greenery, and a building under a blue sky with light clouds.

SUMMARY & CONCLUSION

EXPANDING THE REACH OF TARGETED ADS

SUMMARY & CONCLUSION

- **The Target Spot**

- DAS solution based on HbbTV 1.5
- Last ad in an ad break provides placement opportunity with opener and closer
- Slow-switching receivers have to be excluded from DAS
- BUT: Testing against ALL existing UAs is impossible

- **Expanding the reach (in the German market)**

- Whitelisting of UAs requires significant efforts but allows to balance reach and quality in practice
- There is a targetable reach of relevant size
- Real addressable campaigns have already been delivered

- **Conclusion**

- Delivering targeted ads by means of HbbTV is possible today and will be of growing importance in future
- From a technical perspective current DAS solutions are still not fully satisfactory
 - Interoperability issues are limiting scalability
 - Achievable user experience doesn't really comply with broadcast quality standards
- Broadcasters require a "one size fits all" solution to gain reach and to fulfil market needs
- We are looking forward to see the new HbbTV-TA specification published soon



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