



IPONWEB

20% up-lift in TV ad revenue?

Driving spend through a unified offering, audience buying and CPMs.

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SVP Commercial, TV Solutions Group



IPONWEB is a global technology company that engineers advanced advertising platforms.

We are pioneers in programmatic, RTB, and machine learning.



15+

years RTB
experience



170+

1st-party RTB
systems built



700bn

bid requests seen
daily via BidSwitch



+5500

buying models
deployed daily



300+

engineers and
data scientists

TV in the context of global shifts and changes



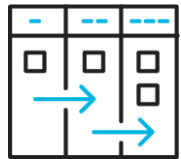
Younger TV audiences have moved to time shifted viewing; 50% less reach in 4 years.



Sticky content on SVOD and AVOD attract viewers and advertising budgets



Digital Video budgets grow an CAGR of 30% to 40% next three years, representing up to 30% of total TV Ad revenue 2019



Traditional TV content is now available time shifted and on multiple devices



Linear TV starts offering regional and locally targeted advertising



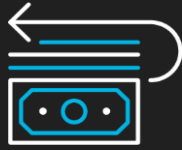
TV can be planned and bought as Digital

But Publishers need to bridge the gap between TV and digital buying



UNIFYING DISPARATE SYSTEMS

Integration of siloed media channels into a unified decisioning and management layer.



EVOLVING TRADITIONAL BUYING MODELS

Streamline the buying & selling process without commoditizing inventory & disintermediating direct relationships



OPTIMIZE YIELD & SCALE ACROSS CHANNELS

Maximize performance & aggregate audience scale across Linear, addressable, and digital channels



ACCESS SPECIALIZED CAPABILITIES

Application of Data Science, AI and Programmatic technology towards innovation.



DE-RISK TECHNOLOGY INVESTMENTS

Identify proven partnerships to remove high capital risks of custom approaches.

How to achieve 20% growth in TV ad revenue?



1. Unite the inventory types and silos into one platform



2. Introduce CPM as common currency across all inventory types



3. Introduce “Audience Targeting” with Geo and Demographic criteria



4. Launch your “self-service” platform and prepare for a programmatic buying



5. Sticky ads in a contextually relevant environment

It starts with a unified TV Market

TV Advertising formats are fragmented across systems, currencies and marketplaces.

Consolidation is being driven by global, digital platforms and media companies that can (and do) leverage the scale, ease of buying and pricing power of their data-driven solutions.

The response of local TV publishers lacks the scale required to attract and retain the product and engineering resources required to build and operate a world-class media trading platform.



CPM as Ad Currency: Examples of change in TV

NBCUniversal

NBCU announced Sept 2019 to sell the majority of their TV inventory like Facebook with a “self Serve” platform and with CPM. They also announced to be introducing “CFlight”

GOLDBACH GROUP

Goldbach Media (Sales house for RTL, Pro7Sat1 etc.) sells TV on GRP but converts GRP into CPM since 2016 for better comparison with Digital.



Sky announced to introduce Cflight as new currency for TV, OTT and Addressable TV



Addressable, geo-targeted advertising being introduced in 2020. TF1 and France Television have started a “Self-Service” marketplace in April 2019. A CPM based buying platform for linear TV will be launched in 2020.



MCN has launched Linear Optimized TV (Linear TV sold on audience Targeting basis) with CPM as currency in April 2018 called “Smarthub”. This is the first “self-service” platform in Australia for TV buying

“Audience Targeting” with Geo and Demographic criteria

Geo Targeting

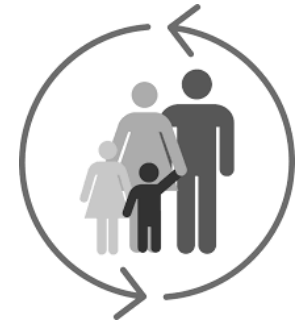
Household level
Street level
Post code level
County/district level



Demographics

Gender
Age
Day time

Income
Spending
Interest
Socio-
Demographic
House owner
Profession
Behaviour



Launch a self-service platform to enable...

SALES AUTOMATION

BUYER MARKETPLACE

Unified View of Inventory

- Linear
- BVOD
- Advanced TV

Audience based buying

Creative Management

Robust Planning & Measurement

Self-Service buying tools

AUDIENCE MANAGEMENT

REACH & SCALE

Unified Audience

Cross-media packaging

New Inventory Types

UNIFIED DECISIONING

LINEAR & ADVANCED TV

Linear Optimization

Optimized Allocation

Programmatic SSP

New format monetization

YIELD FORECASTING

OPTIMIZATION & INSIGHTS

Yield Optimization

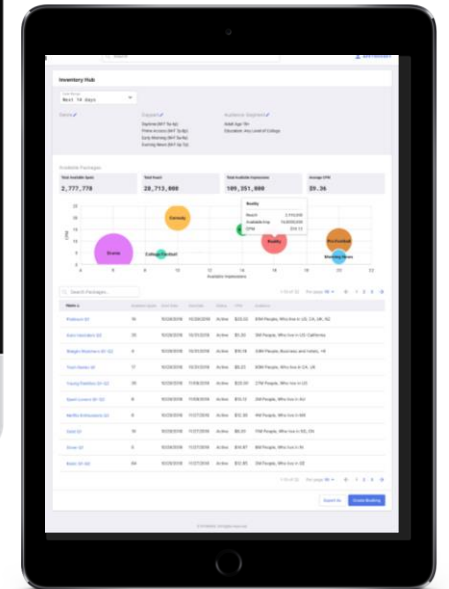
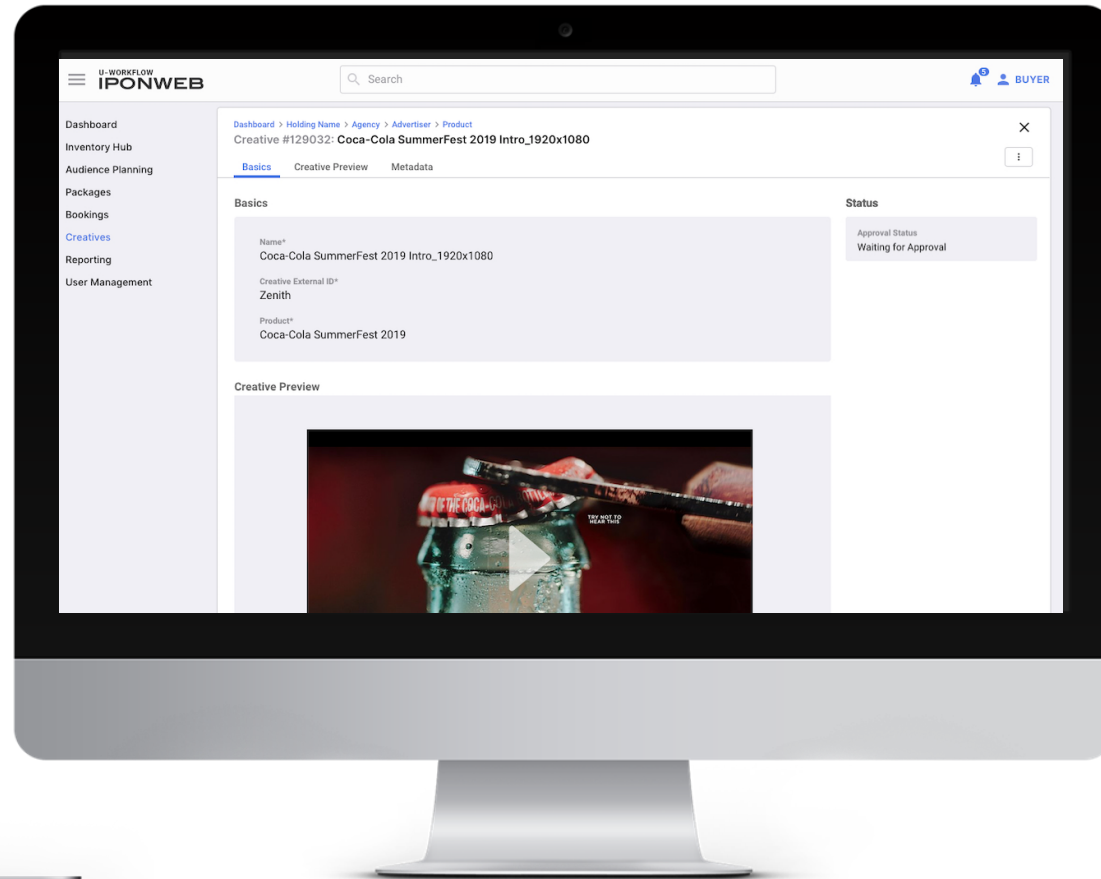
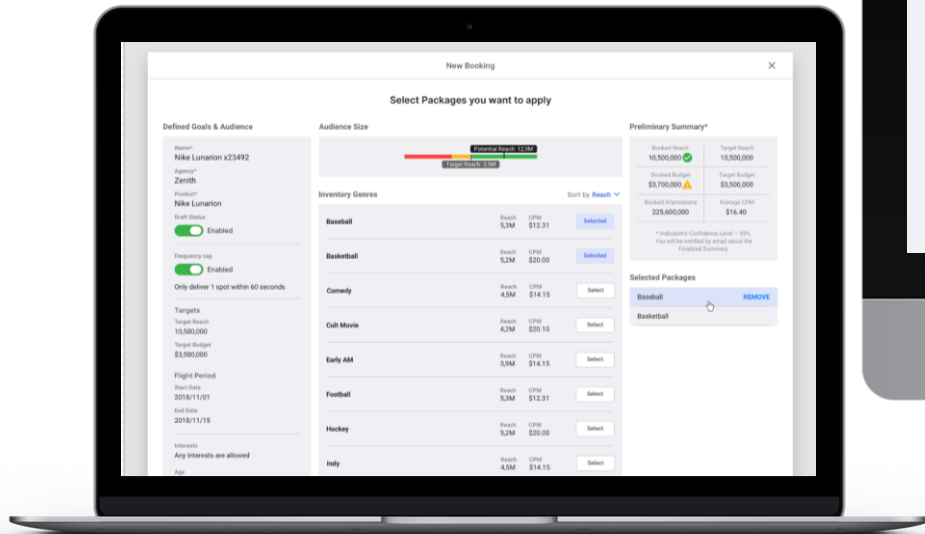
State-of-the-art forecasting

Cross-channel analytics

IPONWEB

IPONWEB's Agora

A unified, cross-channel
TV advertising platform



Designed to empower local and regional broadcasters with the marketplace, tools and infrastructure required to navigate audience based buying & selling - while maximizing the monetization of their disparate TV assets.

Sticky Ads, contextually relevant

HbbTV Advertising

L- banner



Sticky Ads, contextually relevant

HbbTV Advertising

Call to Action

Hbb.tv Ads Performance

Impact/ no of user	3,55
HbbTV cover	97,43%
Call To Act Frequency	2,05
L-Page page Frequency	5,78



The background features a dark gray field with several white geometric elements. These include thin white lines forming various polygons and triangles, and small white circles, some of which are placed at the vertices of these shapes. The overall aesthetic is minimalist and technical.

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