



Programmatic TV with HbbTV

Reimagine the commercial break



David Uhlmann

A person with long brown hair, seen from the back, is sitting and watching a television. The TV screen shows a blurred image of people in a room. The text "Ad experience matters" is overlaid in white, with a short orange horizontal line underneath it.

Ad experience matters

Viewers want seamless broadcast-quality viewing experiences everywhere...



1 in 3

viewers will abandon your platform
at the first bad experience

...with personalized content and ads that are relevant to them

3x more

attention paid to ads that were
“relevant to me” vs. average





Seamless

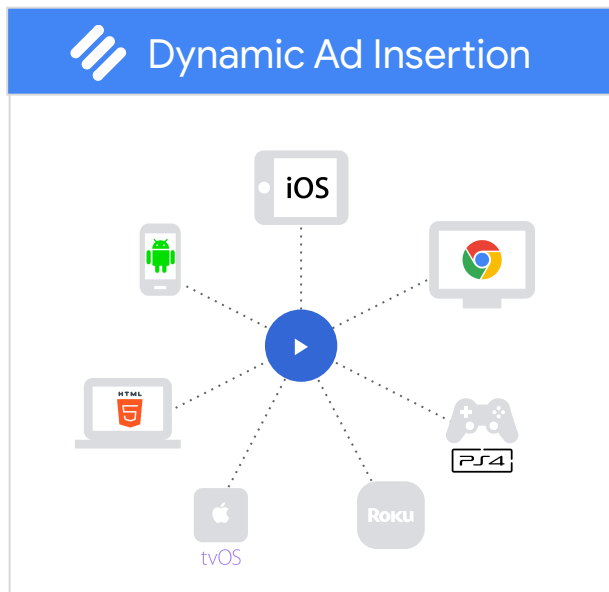


Personalized



Measurable

Reach viewers **on every screen** with broadcast-quality ads



Source: Google Ad Manager internal data (2018)

Proprietary + Confidential

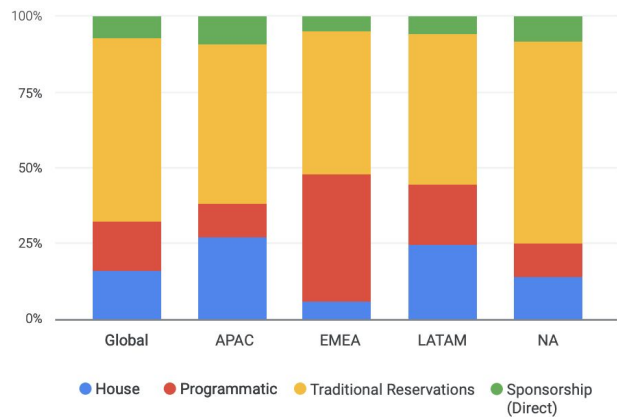
60%

increase YoY of video
ad impressions served using
Ad Manager's Dynamic
Ad Insertion

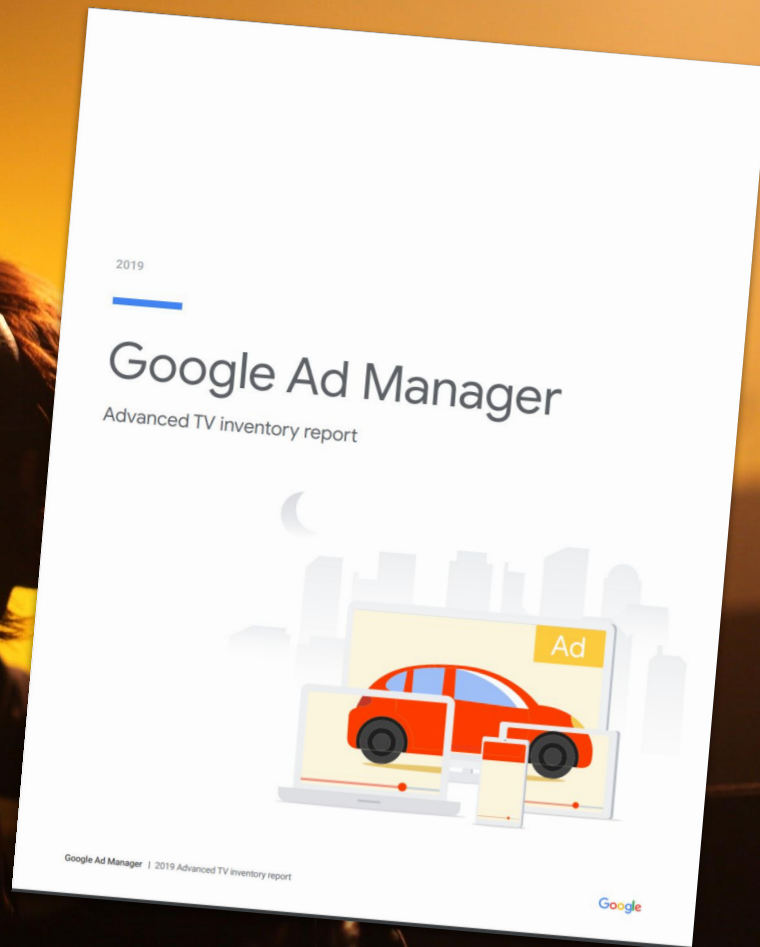
Google

Combining all transaction types

Advanced TV transactions by deal type



Google Ad Manager Internal Data, Q4 2018 - Q1 2019

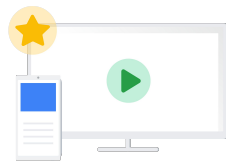


HbbTV with Google Ad Manager



DAI on Linear TV

Ad replacement thanks
to new standards (HbbTV
TA)



DAI with catch-up

Monetisation of OTT
delivered content



Overlay advertising

Entry point for immersive
and interactive user
experiences

In the meantime?

Advanced Audience Decisioning for Broadcasters



Show the most relevant ads to viewers & pay for target audience only

Data-driven buying with minimal disruption to existing playout systems

Preserves existing playout systems while leveraging a digital ad server

Higher CPMs and reduced impression waste

Extract value from unrated channels

