HbbTV - Driving the success story of TARGETED ADVERTISING in Europe

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Strategic Importance of Targeted Advertising (Addressable TV)

Traditional TV advertising will need to become fully digital & addressable
Digital Ad Budgets are surpassing TV

Consumption is moving away from traditional linear

Competitive content offerings with exclusive contents

Tech giants are actively attacking TV business

Advertisers require scalable, standards for ATV

Threats for TV advertising industry are REAL and happening NOW
Transforming TV towards digital

KEY REQUIREMENTS

DIGITAL INFRASTRUCTURE
Ad-delivery and inventory management systems specifically designed to fit into broadcaster systems and ca

DATA CONTROL AND MANAGEMENT
Controlling exclusive viewershhip and user data via comprehensive data management solutions

INVESTMENT IN ADDRESSABLE AD PRODUCTS
Full Ad Break Replacement
SSAI / SSAS for OTT and Online Video

STANDARDIZATION & ALLIANCES
The market requires standardized products & platforms to stay competitive
EUROPE IS A TOUGH COOKIE FOR STANDARD PRODUCTS
HbbTV is a “best-case” sample how a standard creates the foundation for a successful ecosystem - ATV Advertising for Europe.

**EUROPEAN EXPANSION**

- **2016**
  - Germany
    - RTL & Pro7
  - Spain
    - Atresmedia

- **2017**
  - Display Ads

- **2018**
  - Italy
    - Mediaset, Discovery, Viacom et al
  - Cross-Device Delivery

- **2019**
  - France
    - M6, France TV
  - 1st time video

- **2020**
  - Poland, CZ, Austria
    - RTL, Prima, TVP et al
  - Programmatic

- **2021**
  - New major broadcasters
    - France, Spain, Italy, Nordics
  - Full Ad Break Replacement
  - HbbTV-TA Q4 2021

**CONSTANT DEVELOPMENT**

Approx more than 50 million TVs can be reached with HbbTV for ATV advertising.
IN SUMMARY
The importance of HbbTV for the TV Advertising industry

PAN-EUROPEAN STANDARD

CONTROL OVER AD DELIVERY VALUE CHAIN

CONTROL OVER DATA

CREATING ADDRESSABLE TV ADVERTISING PRODUCTS

INCREMENTAL REVENUES
INCREMENTAL REVENUES & NEW CLIENTS VIA DISPLAY & VIDEO ADS

ADDRESSABLE AD BREAK
INITIATIVES LIKE TA-SPEC ADD TO IMPORTANCE OF HBBTV FOR TRANSF. TV AD BUSINESS

MAKING DATA COUNT
DATA GENERATED FROM HBBTV IS BASIS FOR CROSS-DEVICE PRODUCTS
THANK YOU.

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