


A group of people in a meeting, with a man in the foreground pointing at a screen.

HbbTV - Driving the success story of TARGETED ADVERTISING in Europe

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A close-up photograph of a person's hand holding a silver and black TV remote control. The remote has numerous buttons, including a directional pad and a numeric keypad. Another hand is visible in the background, also holding a remote. The image is slightly blurred and has a dark, semi-transparent overlay where the text is placed.

Strategic Importance of Targeted Advertising (Addressable TV)

Traditional TV advertising will (need) to become fully digital & addressable

Threats for TV advertising industry are REAL and happening NOW

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

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 viewership 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

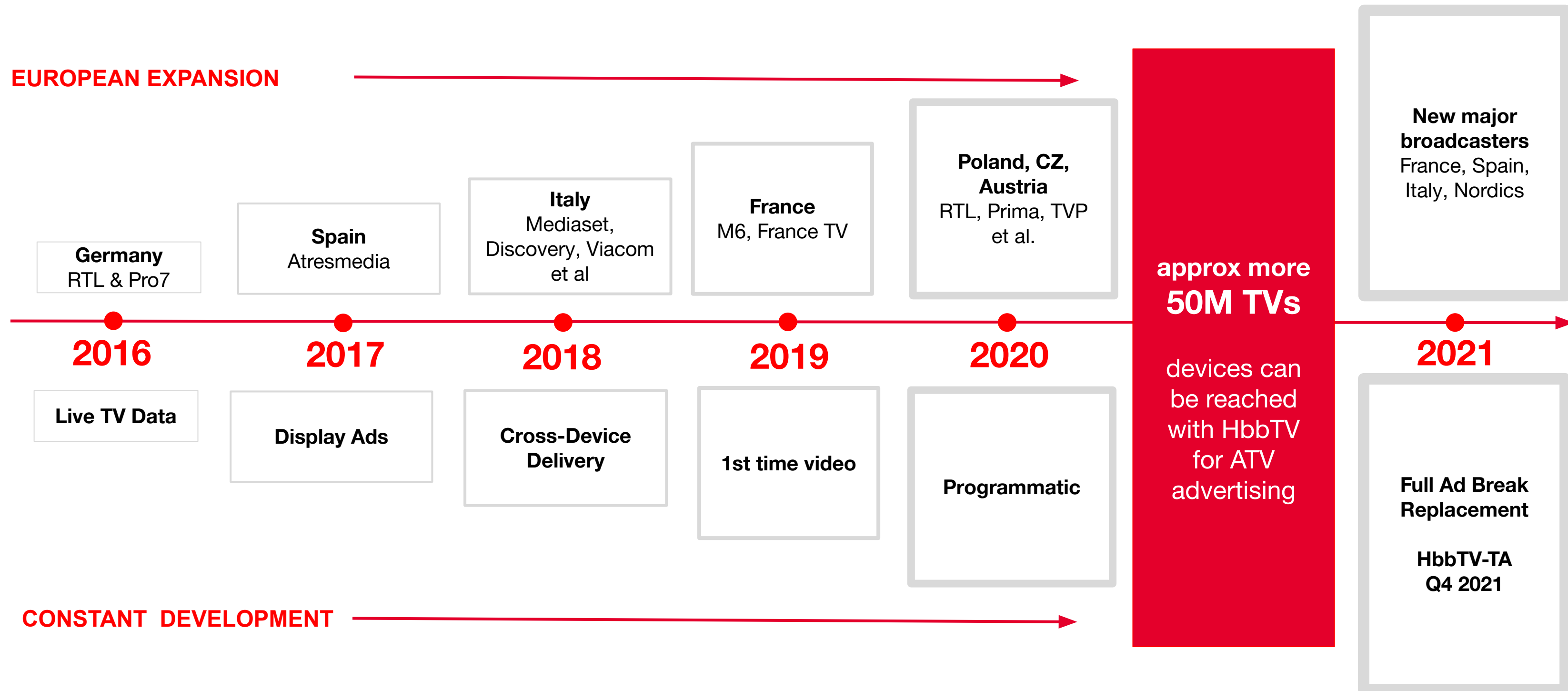
The market requires standardized products & platforms to stay competitive



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.



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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