Broadcasters’ content distribution
Overview of the media value chain

- Contents are distributed over several channels
- Contents are mostly monetized through advertising
- Advertising is a key factor for broadcasters to increase their revenue
The advertising market goes digital
Digital platforms offer high flexibility and wide targeting possibilities

Global digital ad spending beat TV for the 1st time in 2017

Digital actors of the advertising ecosystem monopolize up to 75% of the ad revenues

Major global digital ad sellers (billions USD)
Source: eMarketer, February 2019

- Google: $104
- Facebook: $67
- Alibaba: $29
- Amazon: $14
- Baidu: $13
What happens with television?

TV offers the greatest reach...

... but is still not connected enough

- Average daily reach in Europe*: 77%
- Daily Viewing Time: 3h39
- +30 min vs 1993
- Only 36% of French homes have a Smart TV
- 10 million homes effectively connected with a Smart TV

→ We are at the turning point of linear TV advertising.

*Share of respondents who watch TV on a TV set every day or almost every day in the EU28 countries | Sources: The Global TV Group, 2020; Statista, 2019
Source: CSA / Observatoire de l’équipement des foyers de France Métropolitaine S1 2020
Ad insertion in linear TV
France TV is one of the first French broadcasters to have tried TA for HbbTV

1. GET CONSENT
2. COLLECT DATA
3. SEGMENT
4. TARGET
Live ad replacement ecosystem

Ad Server #1

Enrich with
• User Data
• GDPR consent

Ad Server #2

Enriched VAST

-consent

Metadata business roles

Inventory Manager

- Ad transcoding
- ABR Files

- Inventory Manager
- Ad transcoding
- ABR Files

- Ad transcoder
- Stream event

- Head End
- DVBTA

- SCTE Inband
- SCTE signalling

- Advertisers
- Ad mediafiles
- Provisioning
- on first missed

- Tracker
- Mezzanine
- Ad Files

- Consent Management
- TV Data
- management platform

- Tracking
- information
- (to DMP)

- Advertising insights

- HbbTV
- Player

- Ads CDN

- Ads Origin

- Ad transcoding

- Head End
- DVBTA

- Stream event

- SCTE Inband

- SCTE signalling

- Live DTT
- Playout
- SCTE
- signalling

- Inventory Manager

- Vast Controller
- (roadmap)

- Ad Server #1

- Ad Server #2

- Replacement Policies
  • Enrich with
  • Context Data
  • Request
  • Anonymization

- Tracking

- VAST request

- Enriched VAST

- Consent
- Management

- TV Data
- management platform

- Advertising insights
Live ad replacement ecosystem

Ad Server #1
- Enrich with User Data
- Request Anonymization
- Enrich with Context Data
- Enrich with Consent (roadmap)

Ad Server #2
- Enrich with User Data
- GDPR consent

Inventory Manager
- Ad mediafiles provisioning on first missed
- SCTE Inband

Head End
- DVBTA
- Stream event

SCTE Inband
- Ad mediafiles provisioning on first missed
- SCTE Outband

Metadata business roles
- Broadcaster Substitution Policy

Ad transcoding
- Ads Origin
- Ads CDN

Too Complex?
Choose the standards

Live DTT Playout SCTE signalling

TOO COMPLEX?
Standardization is the top challenge to scale TA

Biggest challenges to cross-screen advertising:

- Lack of standard measurement: 57%
- Managing audience deduplication: 55%
- Managing ad frequency capping: 49%
- Managing creative executions, format standardization: 46%
- Inability to execute a cross-screen data-targeted buy: 43%
- Inability to plan media buys seamlessly: 40%

Standardization benefits:

- Economies of scale
- Faster set-up time
- Single coherent global image
- Excellent monitoring of communications

Source: Advertiser perceptions US, "Video advertising convergence (Feb.2020)"
Making Addressable TV accessible and standardized will generate more revenue for all

**ADVERTISERS - 100% REACH**
- Free-to-air on CTV using HbbTV format
- MVPD's proprietary Apps on OTT devices

**BROADCASTERS / CONTENT PROVIDERS**
- CTV marketplace
- Service providers - STB

**VIEWERS - MULTI DEVICES AND SERVICES**
- Targeted TV

**GRAPH**
- Digital
- Television
- Addressable TV

SOURCE: BI MAGNA (© January 2018 The Financial Brand)