The Targeted Advertising opportunity for FTA broadcasters
Hbbtv Association & DVB Seminar

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BRIDGING LINEAR TV AND OTT
ENHANCING USER ENGAGEMENT AND MONETIZATION

A roadmap of Innovation which pays

2017

• Interactive & Addressable TV Advertising

2018

• EPG, VOD, Catchup
• Restart and Real-Time Highlights
• Virtual Channels, Multi-camera
• Voting and Participation
• Cross-platform user login

2019

• Dynamic AD Replacement (test)
• TV – Mobile pairing

2020

• Dynamic AD Replacement (Sale)
• TV – Mobile pairing

2021

• HbbTV-TA spec pilot

https://www.mediasetplay.mediaset.it/
7 MIO
SMART TV sets enabled to receive Publitalia ’80 addressable ad formats

TOTAL HH
24,2 MIO

HH WITH CONNECTABLE TV SETS*
10,2 mio

HH WITH CONNECTED TV SETS*
8,0 mio

SOURCE: AUDITEL BASE SURVEY – FEBRUARY 2021
* INTERNET-CONNECTABLE TV SETS = SMART TV SETS. BASE: HOUSEHOLDS (REF. UNIVERSES 2020)

** SOURCE: COMPANY DATA - AUGUST 2020
Addressable advertising on Mediaset TV channels

LIVE
DISPLAY FORMATS ON FTA LINEAR TV CHANNELS

LIVE/ON DEMAND
VIDEO FORMATS ON LINEAR TV AND AROUND ON DEMAND CONTENT
• Tailor-made creative that can be overlaid on the TV spot
• Format suitable for all brands
• Interactivity with the «Press OK» call-to-action
• Tailor-made creative
• Format suitable for all sectors
• High-impact, high-visibility positioning across Mediaset TV schedules
• Interactivity with the “Press OK” call-to-action
• Format duration: 15"
POSSIBILITY TO INCLUDE DEDICATED CONTENT TO DESCRIBE PRODUCTS AND SERVICES.

THE CLIENTS CAN USE:

- Full-screen images
- Video previews
- Trailer or backstage footage
- Texts and descriptions
- Exclusive deals
- Product factsheets
- Recipes
- ...
VOD ad formats

- Unskippable pre- and mid-roll ads
- Always-on audio
- Single-position pre-roll ad
- Around all on-demand content on Mediaset Play
- Various targeting solutions

Pre-roll ad
- restart
- clips
- tv shows
- drama & comedy

Mid-roll ads
Technology allows the client’s ad to be dynamically inserted within the linear commercial break, so that either different versions of the TV spot (not connected TV vs. connected TV) can be used or the ad can replace select positions within the break. The video campaign can be planned according to various targeting variables.
Audience profiling
# Audience profiling

**Geotargeting**
- Nielsen areas
- Regions
- Provinces

**Device profiling**
- Bit rate connection
- Internet service provider
- TV brand, model

**Socio-demo targeting**
- Men
- Women
- Age groups
- HH with children
- Single-person households

**Geo-behavioural data**
- Geo-behavioural
- Seasonal purchases
- Specific audiences
- Prospective clients

**Audience & Interest Targeting**
- Architecture & Design
- Automotive
- Beauty & Cosmetics
- Cooking
- Entertainment
- Football & Sports
- Infotainment & News Movies
- Movies...

**2nd Party Data**
- IP Address
- Viewing behaviour

POWERED BY BEINTOO
**Targeting opportunities**

**Targeting options**

- **Geotargeting / Device Profiling**
- **Socio-demo targeting**
- **Audience & Interest targeting**
COMUNICATION GOALS

ADDITIONAL FREQUENCY
ADD+ campaigns increase ad frequency on TV sets already exposed to the spot campaign.

INCREMENTAL REACH
ADD+ campaigns increase reach with incremental contacts not exposed to the spot campaign.
INCREMENTAL REACH: BARILLA campaign

Methodology:

1. By tracking the device IDs of our connected TV sets we identify
   the devices exposed to the broadcast TV campaign *(the ad is fully watched).*

2. The devices exposed to ADD+ campaign *(an impression is counted)*

3. Overlaps analysis and KPI calculation

**LINEAR TV**

«BLU BOX» AD
PERIOD: JUNE - JULY

**CONNECTED TV**

«BLU BOX» AD
PERIOD: JULY

NOT EXPOSED

Barilla

NUOVA BARILLA
FATA CON GRANO
MOLTO ITALIANO

SCOPRI L’IMPEGO DI BARILLA
PER UNA PASTA ANCORA PIÙ BUONA

PREMI OK
Methodology:

By tracking the device IDs of our connected TV sets we identify:

1. The devices exposed to the broadcast TV campaign *(the ad is fully watched)*.
2. The devices exposed to ADD+ campaign *(an impression is counted)*.
3. Overlaps analysis and KPI calculation.
ADDITIONAL FREQUENCY: MERCEDES-BENZ campaign

LINEAR TV & CONNECTED TV
«RANGE» AD
PERIOD: JUNE - JULY

SECOND SCREENS
«RANGE» AD
PERIOD: JUNE - JULY

EXPOSED
<table>
<thead>
<tr>
<th><strong>Main KPI</strong></th>
<th><strong>Quantitative report</strong></th>
<th><strong>Qualitative research</strong></th>
<th><strong>Attribution Model</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique devices</td>
<td>In partnership with Human Highway, it is possible to measure the uplift in additional KPIs with pre/post campaign surveys:</td>
<td></td>
<td>Developed in collaboration with Beintoo, the model aims at measuring the effectiveness of addressable campaigns in term of in store visits. Full report also include:</td>
</tr>
<tr>
<td>Frequency</td>
<td></td>
<td></td>
<td>% Visit rate</td>
</tr>
<tr>
<td>No. views</td>
<td></td>
<td></td>
<td>% Uplift visit rate</td>
</tr>
<tr>
<td>No. visits</td>
<td></td>
<td></td>
<td>Estimate in-store visitors</td>
</tr>
<tr>
<td>CTR</td>
<td></td>
<td></td>
<td>Delay from exposure</td>
</tr>
<tr>
<td>No. actions</td>
<td></td>
<td></td>
<td>Distance from home</td>
</tr>
<tr>
<td>Time spent</td>
<td></td>
<td></td>
<td>Dwell time</td>
</tr>
<tr>
<td>Engagement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. visits</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In store attribution model

The attribution model developed by Publitalia ‘80 and Beintoo aims at measuring the effectiveness of addressable TV campaigns on Smart TV in terms of uplift of visits in store, comparing a group of exposed to the addressable TV campaign with a control group of non exposed.
The added value for advertisers

**ADDITIONAL AD OPPORTUNITIES**
- New, innovative, interactive advertising positions

**PREMIUM CONTENT & BRAND SAFETY**
- The safety and quality of the TV environment, reliable and secured

**ONLY ONE CONSUMPTION ENVIRONMENT**
- Further ad opportunities within the same TV environment

**INTERACTIVITY**
- Possibility for the brands to actively engage their customers

**ADDRESSABILITY**
- Highly-effective, profiled data-driven campaigns

**VIEWABILITY**
- 100% guaranteed, full-screen visibility