Programmatic advertising & GDPR Compliance in HBBTV
ABOUT SIBBO

✓ Spanish firm
✓ Founded in 2016
✓ CMP references in the main national and regional TV broadcasters in Spain

CMP
✓ Multiplatform CMP
✓ HBBTV - Smart TV – in app – web/mobile
✓ IAB Europe certified
✓ Customisable
✓ For IAB / Non IAB vendors & legal purposes
✓ Only technology

Programmatic Consultancy
✓ Consultants, experts in programmatic projects
✓ Aware of the latest technologies (adservers, ssps, dsp, ID platforms)
✓ Trusted & Experienced in monetisation & privacy
Guide to Digital Display Advertising: IAB UK video to explain the evolution of display trading in 2017: https://www.youtube.com/watch?v=efHVOWcNJZo
Programmatic TV

An automated approach to buying and delivering audience-based TV advertising through a software platform.

(Intersection): Programmatic in a premium/linear TV environment is still in its infancy and only accounts for a small fraction of transactions. This is due to stringent regulations (TV is highly regulated and needs to ensure tight control over the ads being delivered, for instance preventing specific categories such as betting, alcohol...); clash management (ensuring that no two brands in the same categories appear next to each other); ad management process (extensive and complex footprint of endpoints); data management and protection.

Source: IAB Europe. The programmatic CTV opportunity
NEED FOR CONSENT

PROGRAMMATIC ADVERTISING

Who is allowed to receive data?

Ad Exchange

Do I have consent?

Ad Tech

Ad Tech

Ad Tech

Am I disclosed?

Ad Tech

Ad Tech

Ad Tech

Ad Tech
Why a Consent Management Platform?

- Created to comply with GDPR & ePrivacy Directive when processing personal data and / or accessing/storing information in a device

- Provides means for transmitting signals of consents from a user to vendors working with publishers using a Consent Management Platform (CMP). CMPs centralise and manage transparency, consents and objections of the end user.

- CMPs for IAB are an industry standard. Easy consent for a wide range of vendors
GDPR COMPLIANCE
ABOUT IAB TRANSPARENCY AND CONSENT FRAMEWORK

**PURPOSES**
- Store and/or access information on a device
- Create personalised ads profile
- Create personalised content profile
- Select basic ads
- Select personalised ads
- Select personalised content
- Measure ad performance
- Measure content performance
- Apply market research to generate audience insights
- Develop and improve products
- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

**FEATURES, SPECIAL FEATURES**
- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification
- Use precise geolocation data
- Actively scan device characteristics for identification

Disclosure only.
Disclosure and opt-in required.

**VENDORS**
GDPR COMPLIANCE

SIBBO HBBTV CMP

- CMP in HBBTV live and launched in Mediaset.

- Project objectives
  - Standardise consent across hbbtv ecosystem
  - Get maximum reach and comply with IAB Europe TCFv2
  - Make available the consent to a huge range of vendors (analytics, advertising, etc) while using a standard of the industry

- Implementation:
  - 3 months integration / Q&A
  - 90 % devices included. Blacklist was necessary for certain models
  - Standard integration with IAB vendors

- Some figures:
  - Huge peak of consents in the first week. Later achieved a steady curve
  - 95 % of acceptance as an average. Smooth deployment & general acceptance
GDPR COMPLIANCE
SIBBO HBBTV CMP

- HbbTV Launcher
- CMP Initial banner
GDPR COMPLIANCE
SIBBO HBBTV CMP

INITIAL SCREEN

CMP FLOW

>95% users

<5% users
click to configure

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GDPR COMPLIANCE

SIBBO CMP DASHBOARD

Analytics and test A/B module to combine all the dimensions as per user choice:

- Date
- Url
- CMP type (A, B, C). Testing
- Device
Different onboarding methods

1. **Premium managed service.** Recommended for big publishers that delegate configuration

2. **Self Service +.** Recommended for big publishers with ad tech team involved.

3. **Self service.** Recommended for medium & small publishers with no tech and legal resources.

Configurator Self service “look and feel”
GDPR COMPLIANCE
SIBBO CMP SUPPORT TOOLS

Wiki

Support & Ticketing
GDPR COMPLIANCE
SIBBO CLIENTS

eldiario.es
EUROPA FM
Paradores
Newix Media
Unidad Editorial

ED Estadio Deportivo
MediASET España
Television de Galicia
Beteve

La Sexta
Tiempo.com
CMM
Mitele

Publiespaña
Melodía FM
FineCT
Rtvc
Universia

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