

# Linear ad Replacement

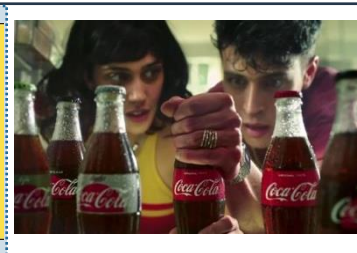
&

# HbbTV-TA Update

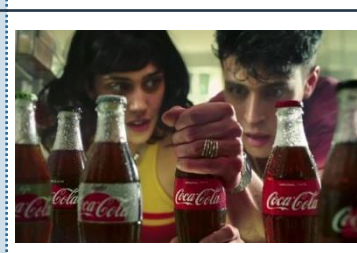
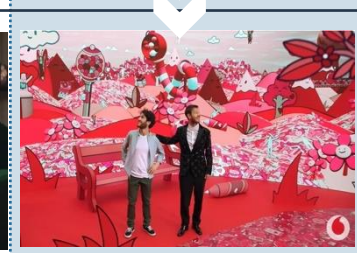
Andrea Conte – Director, Product Development and Data

# VIDEO AD FORMAT – DAI ON LINEAR TV

DAI - Dynamic Ad Insertion








**DAI - DYNAMIC AD INSERTION**



# LINEAR AD REPLACEMENT – DAI POWERED BY



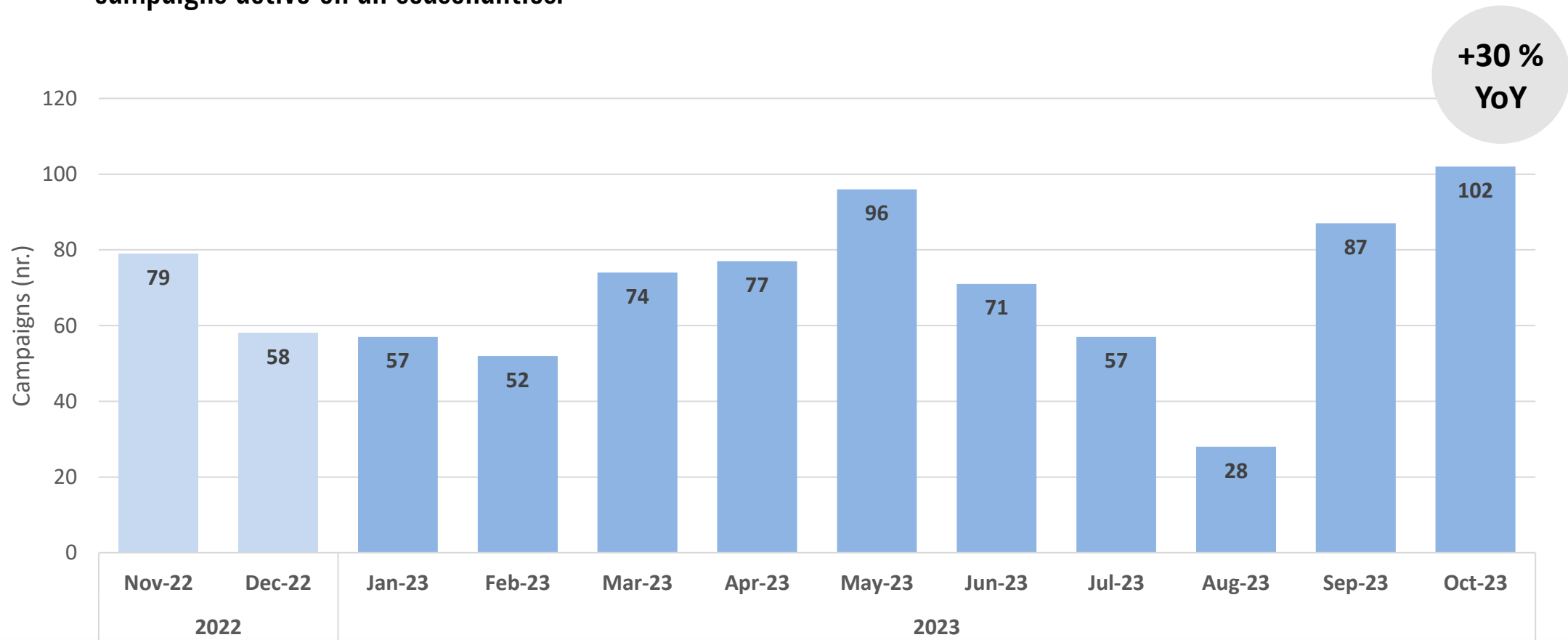
-  Better User Experience
-  Multi-spot replacement
-  1:1 Addressability
-  Industry control
-  Advertiser control

HbbTV-TA profile 2  
160ms Switch



# LINEAR AD REPLACEMENT

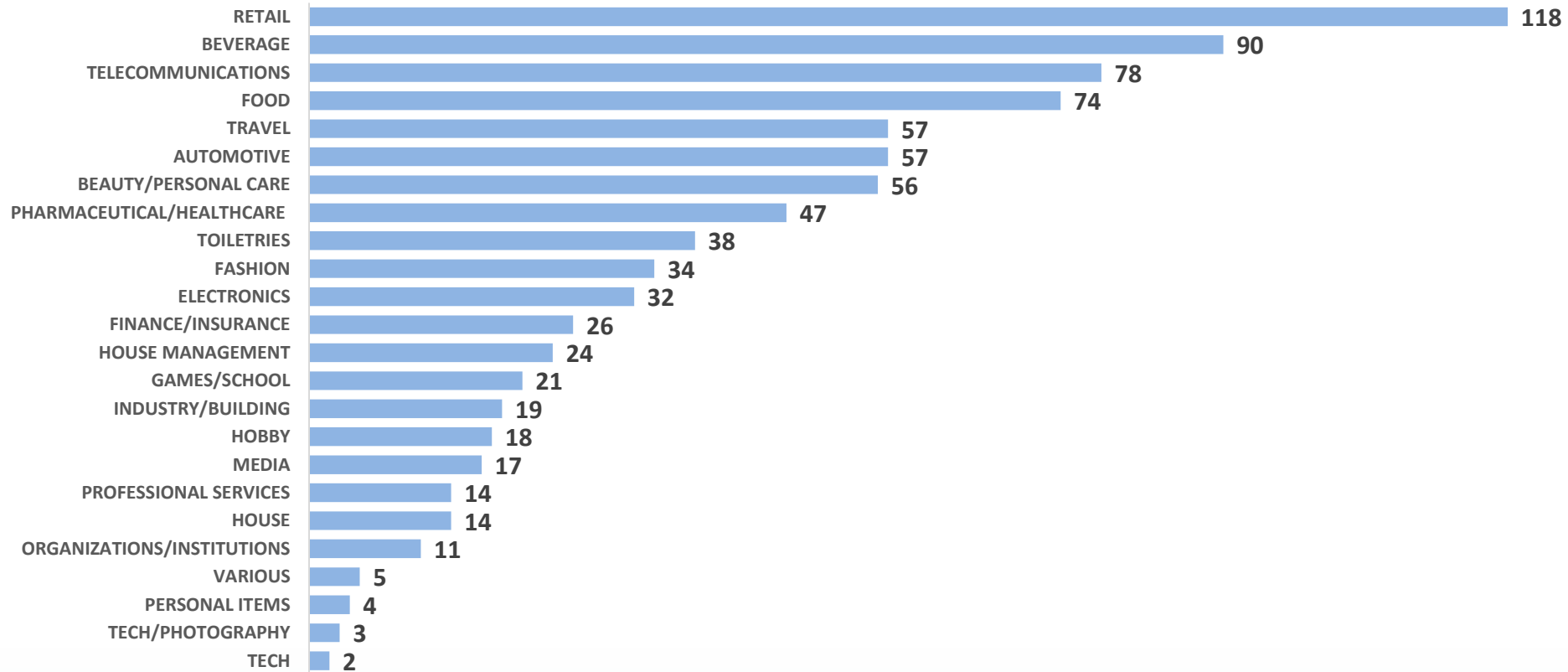
The DAI Video Ad Format, powered by HbbTV has great demand across the Italian market with great number of campaigns active on all seasonalities.



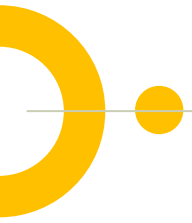


# LINEAR AD REPLACEMENT

During the last year of activity, DAI Video Ad format powered by HbbTV has seen great demand across the advertising industries, showing some solid outlook for the future. The format is not niche anymore, it is now mainstream



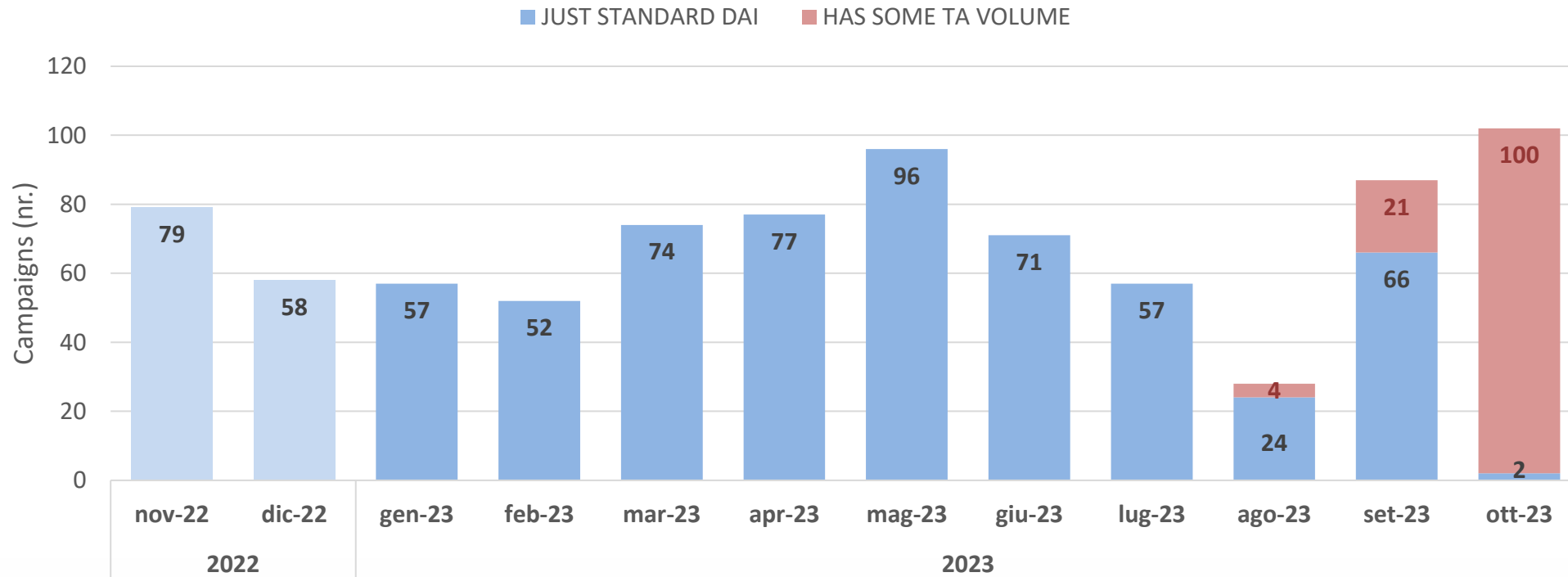
Campaigns (nr.)



# LINEAR AD REPLACEMENT – DAI POWERED BY



In August 2023 we started to see TA compatible devices, in October 2023 most of the campaigns had at least 1 impression served on TA devices (volume is still growing, but controlled ramp up plan looks promising).





# Thank you