

When Linear TV Meets Digital Measurement

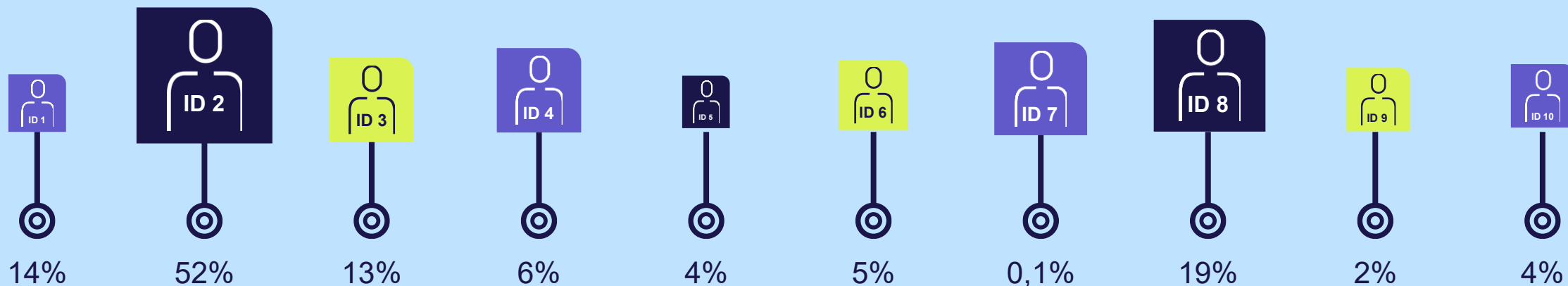


Are We Aware of the Threat? Or Threat to be an Opportunity

Targeting Consumers Who Does not Have Premium?

• Feature	• CTV (Connected TV)	• YouTube
• Screen	• Big screen (Smart TV, OTT apps, consoles)	• Cross-device (TV, mobile, desktop, tablet)
• Content	• Premium publisher content (Netflix, Disney+, Shahid, beIN, Hulu, Peacock etc.)	• Mix of user-generated content (UGC) + premium partners
• Brand Safety	• Very high (curated, licensed content)	• Medium – risk from UGC (mitigated with YouTube Select, filters)
• Targeting	• Household-level, individual level used to be a limited audience data	• Very advanced – Google data (in-market, affinity, remarketing)
• CPM (Cost per 1k)	• Higher (20–40€ typical)	• Lower (3–10€ typical)
• Measurement	• No more! Weaker (limited 3rd-party attribution)	• Strong (Google Ads, GA4, Brand Lift Studies)
• Reach	• Limited but premium	• Massive, daily global reach
• Buying Model	• Programmatic guaranteed, PMP deals	• Self-serve (Google Ads), DSP (DV360)
• Ad Completion Rate	• High (viewers rarely skip on TV)	• Medium (ads often skippable)

Adform is fully interoperable So do Omnichannel!



**All IDs have their value & benefits. Adform is able to juggle across
45+ of them including Publisher IDs**

In simple terms

What is Fusion Planning?

The ability to:

1

Activate from a variety of available IDs smoothly.

2

Optimize unified advertising frequency.

3

Help advertisers find their first-party audiences on the open web.

4

Enable targeting cookieless audiences for buyers.

Turning TV reach into measurable digital actions

Connecting Linear TV with Digital Activations

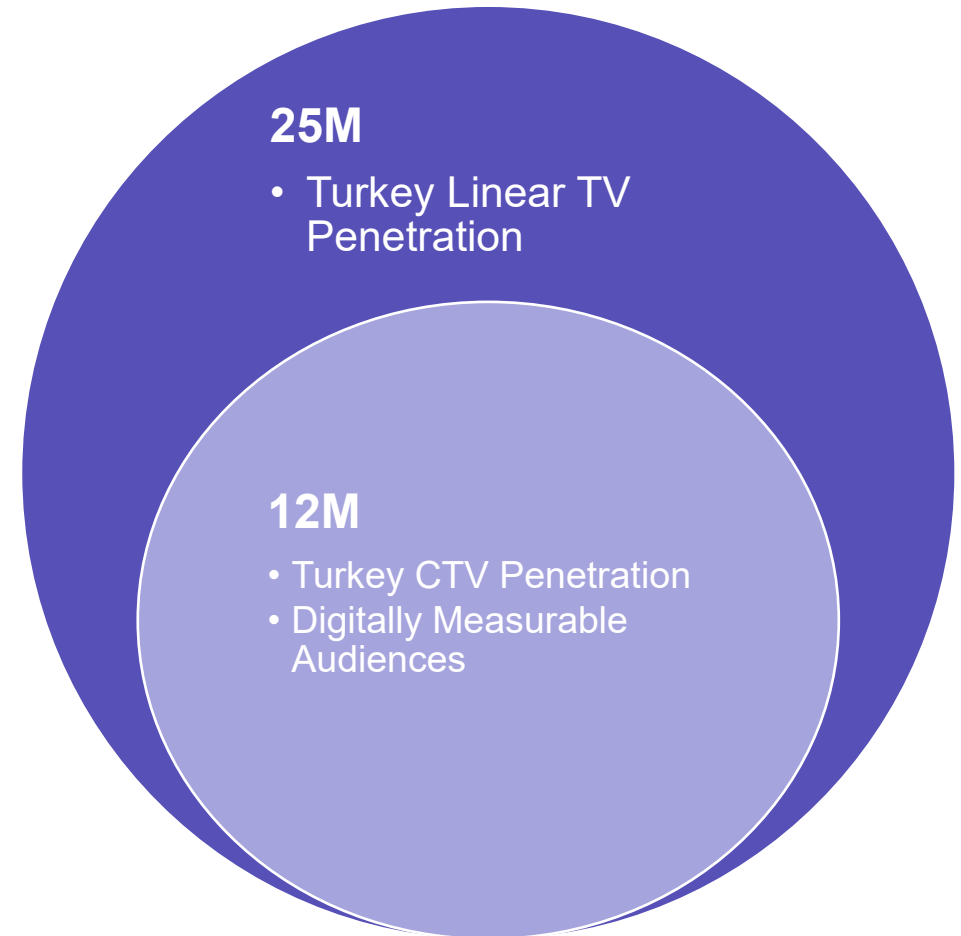
TV penetration in Turkey: **25M households**

Among them, **12M households support the HBB TV protocol**

Ads shown on linear TV and delivered to these 12M HBB TVs can be **digitally stored as viewers**

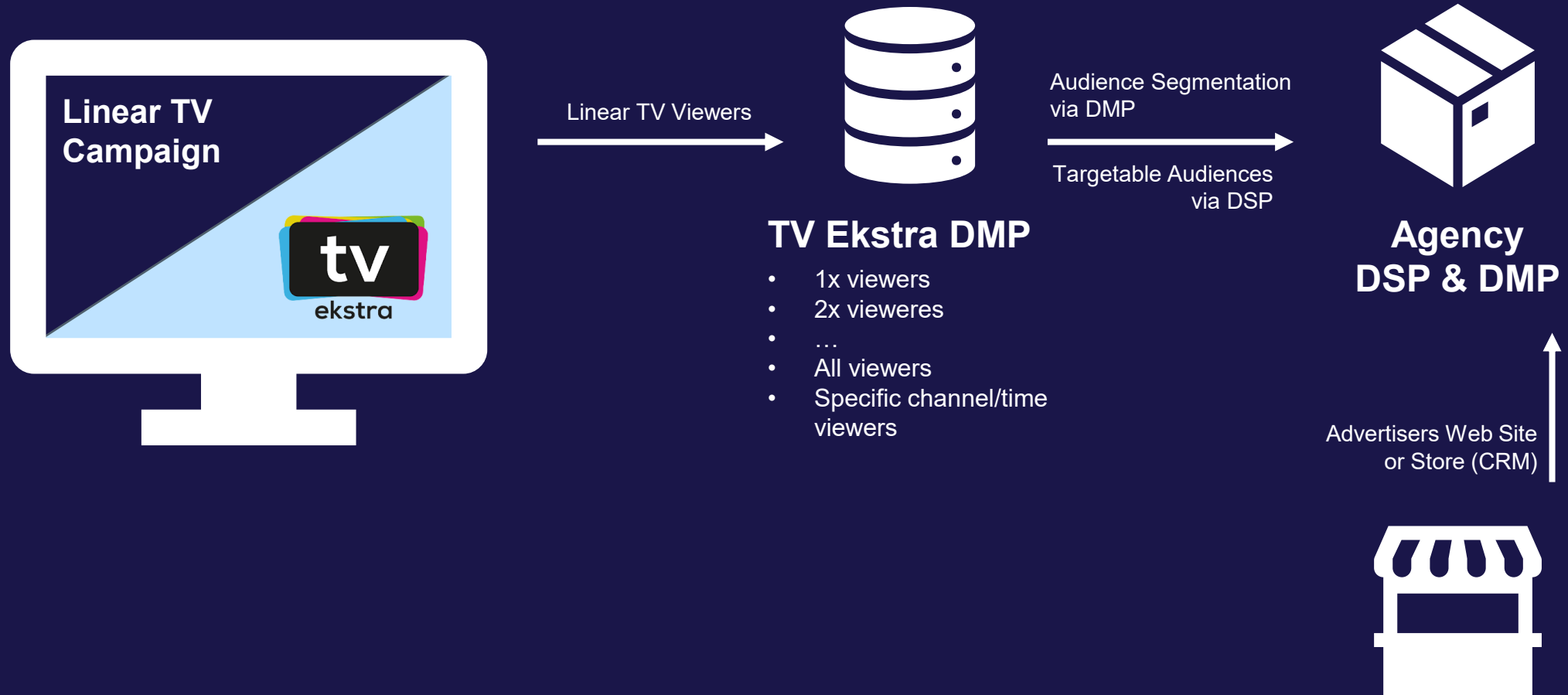
This stored data can be used for **retargeting or exclusion strategies** across digital channels

As a result, **linear TV exposure becomes measurable and actionable**



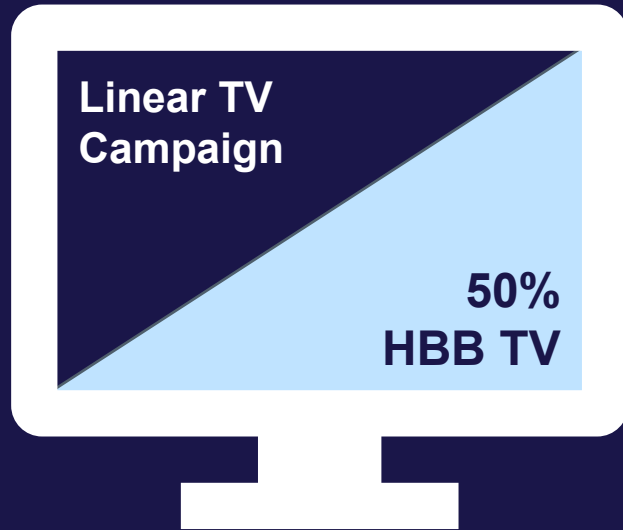
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Turning TV reach into measurable digital actions

Use Cases

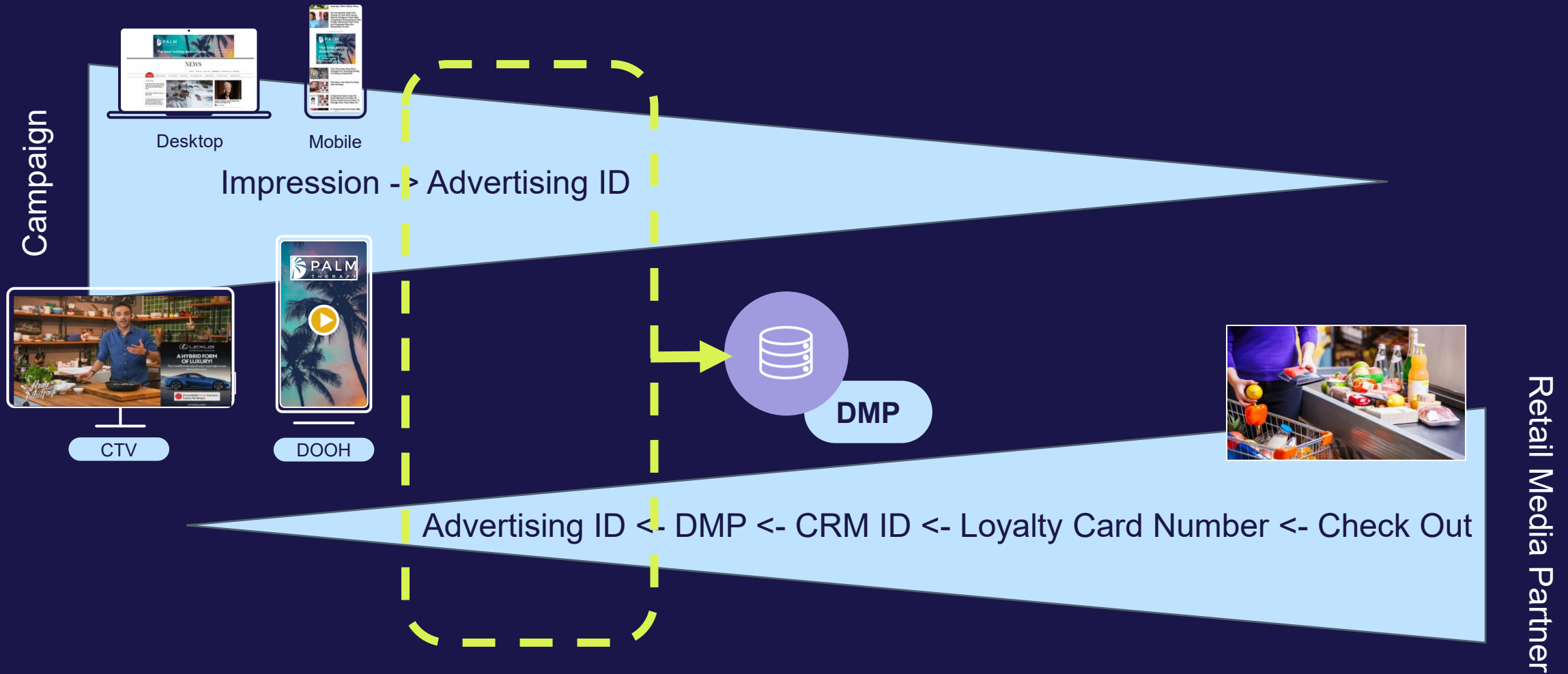


This means 50% of linear TV exposures are digitally measurable and actionable.

The Match Unlocks...

- *Incremental Reach*
- *Cross-screen Retargeting (CTV → Mobile/Web)*
- *Exclusion Strategies (avoid overexposure, control frequency)*
- *Attribution & Sales Lift Measurement*
- *Audience Insights & Optimization*

Track-Learn-Know Every Single Impression!



Case Study

Breaking Down Silos: How Adform's ID Fusion Helped Reckitt Unite Linear TV and Digital Audiences



Results: At Adform, we partnered with global agency HAVAS and TVEkstra, specialists in addressable TV advertising, to address Reckitt's ambitious goal of achieving seamless measurement across Linear TV and digital platforms. By leveraging our advanced ID Fusion technology and omnichannel capabilities, we seamlessly integrated TV audience data provided by TVEkstra with digital environments, delivering a unified, cross-device campaign for Reckitt's dishwasher brand, Finish.

7%

Enhanced reach achieved through cross-platform frequency capping

11%

Reduction in costs by minimizing media wastage

38%

Improved targeting driven by the reduction of media wastage

Thank you!

adform

Change the game