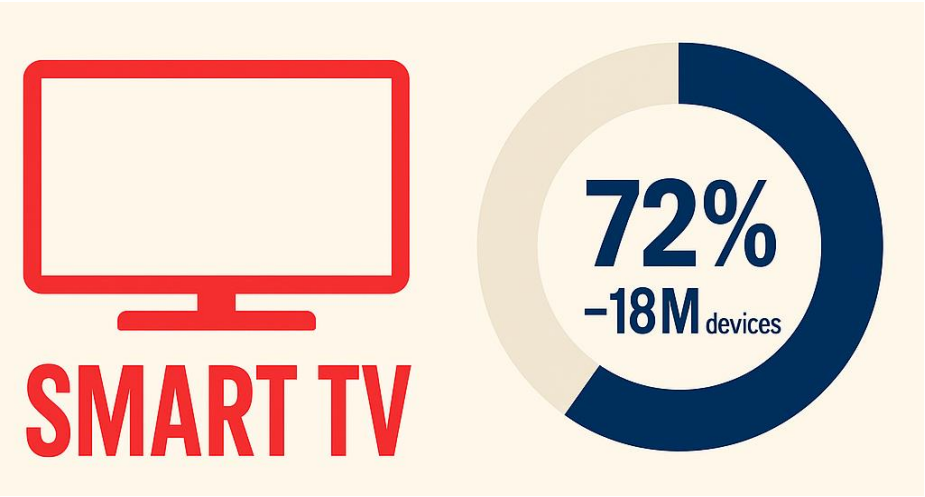
Next-Generation Monetization in HBBTV & Connected TV

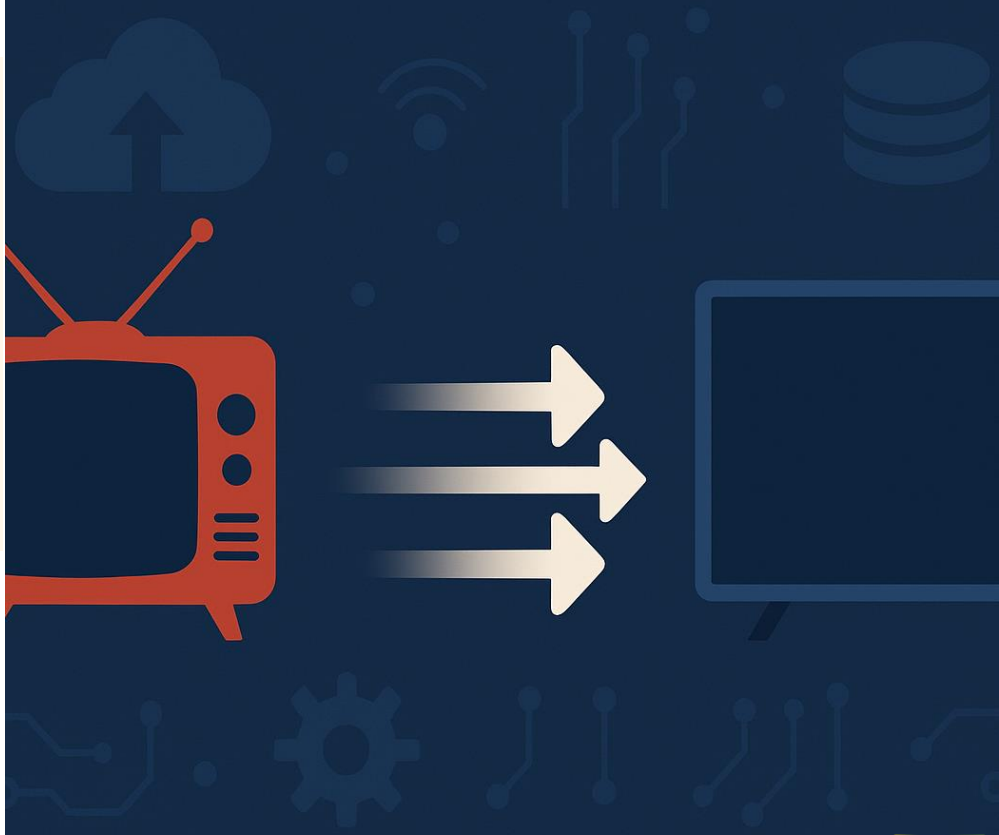
Tuna Gürel
TVekstra

TV Advertising is Transforming

Rise of Smart TV, HbbTV, and Connected TV



Shift from traditional linear ads to data-driven TV



TV Advertising is Transforming

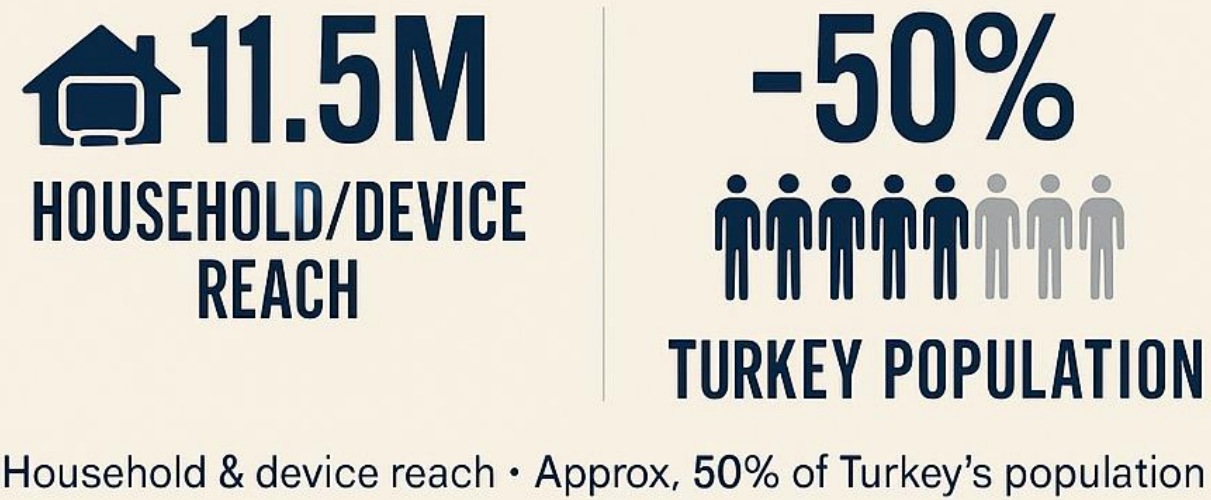
	Turkey	Continental Europe (Average)	Key Difference / Insight
Average daily TV viewing time (linear)	**≈ 3 h 45 min** (TİAK 2024)	**≈ 3 h 10–15 min** (EBU/RTL AdAlliance 2023–24)	Turks spend 0,5 hour more per day watching TV compared to the European average.
Linear TV vs. Digital/OTT transition	**Linear TV still dominant** (satellite-driven market, IPTV/OTT growing but ~10–15% penetration)	**Hybrid & digital advanced** (Connected TV and OTT widely adopted; IPTV is major in markets like France & Germany; terrestrial + digital mix in UK/DE/FR)	Europe is further ahead in digital transition — connected TVs, IPTV and streaming are mainstream; Turkey remains satellite & linear-heavy but is catching up.

Broadcasters & Reach

Almost 40 million unique reach through 7 network giants and more

~77 M online population in TR

FOXNOW STAR SHOW KANAL D TV8 atv TRT



HbbTV

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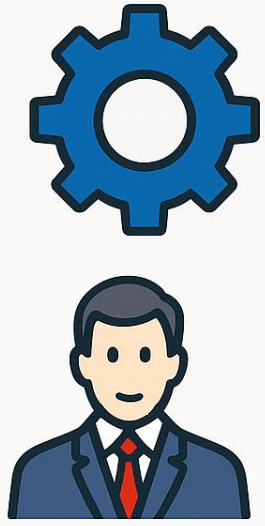
Broadcasters’ Journey

- It provides around 5-10% boost in digital revenues
- High viewing traffic
- Creates new ad opportunities without overcrowding existing web & app placements
- Helps by offering original proposals, attracts more attention than a standard banner-video offer

Broadcaster employees



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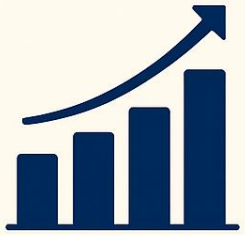
tech + ops + sales support

Brands’ Choice

- Precision targeting: combining TV’s scale with digital audience segmentation
- Measurable ROI: campaign effectiveness tracked with digital metrics
- Innovative formats: interactive, data-based and evolving
- Hybrid planning: integrating linear TV with digital funnels

PRECISION TARGETING



MEASURABLE ROI

INTERACTIVE FORMATS

HYBRID PLANNING

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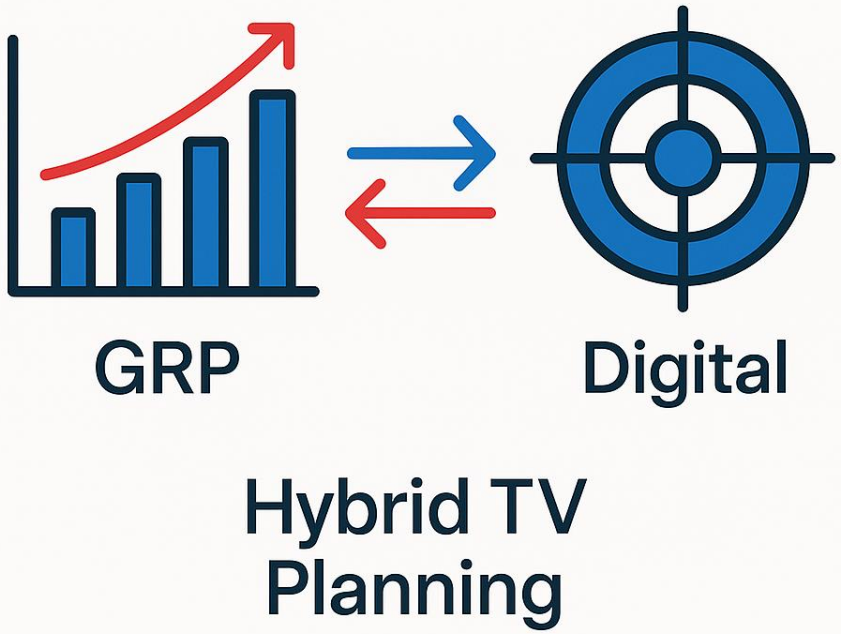
Hybrid TV Planning

- GRP-like reach + digital targeting
- CPP based pricing
- Unlocking offline TV budgets
- Also; alternative to walled gardens



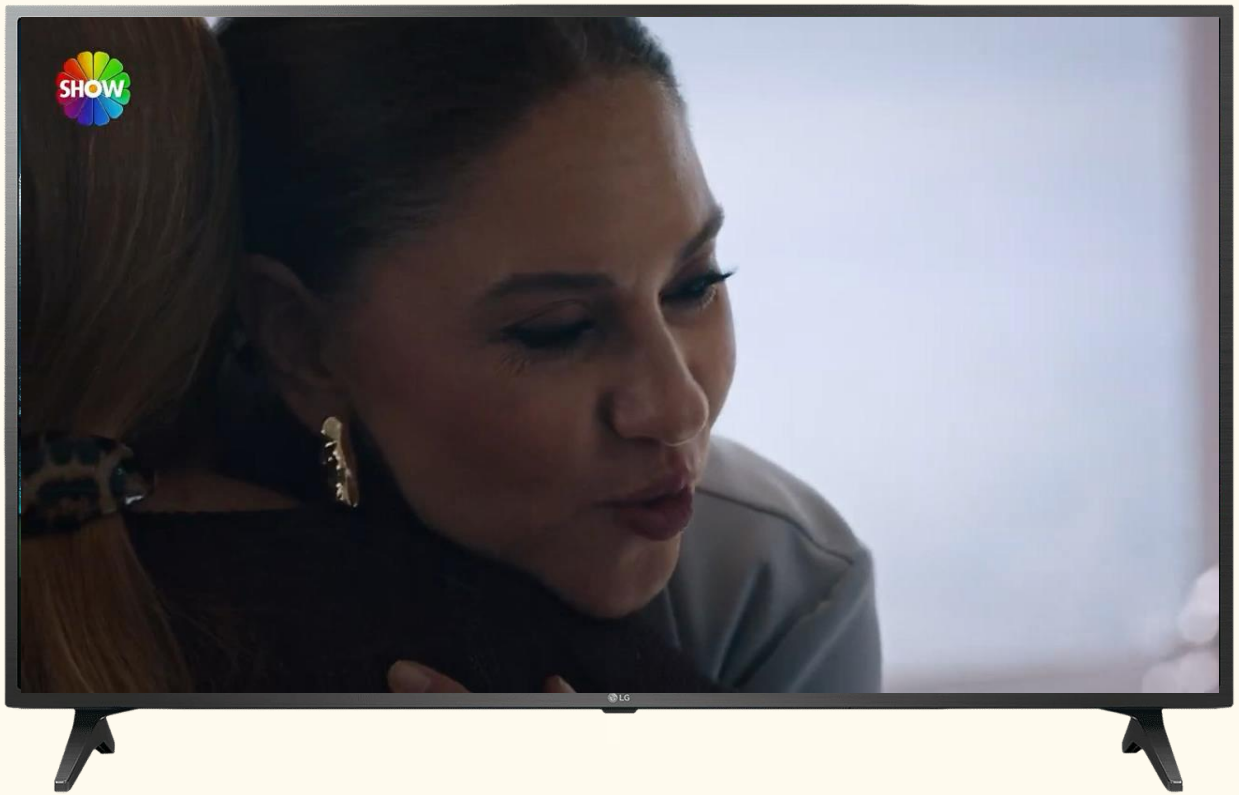
API Based Formats

- Shifted towards API-based projects and developed original ideas tailored to client briefs

e.g: Weather Data, Financial & Economic Data, Location and Traffic Data, Time & Calendar-Based Data, Social Media & News Data, Sports Results…

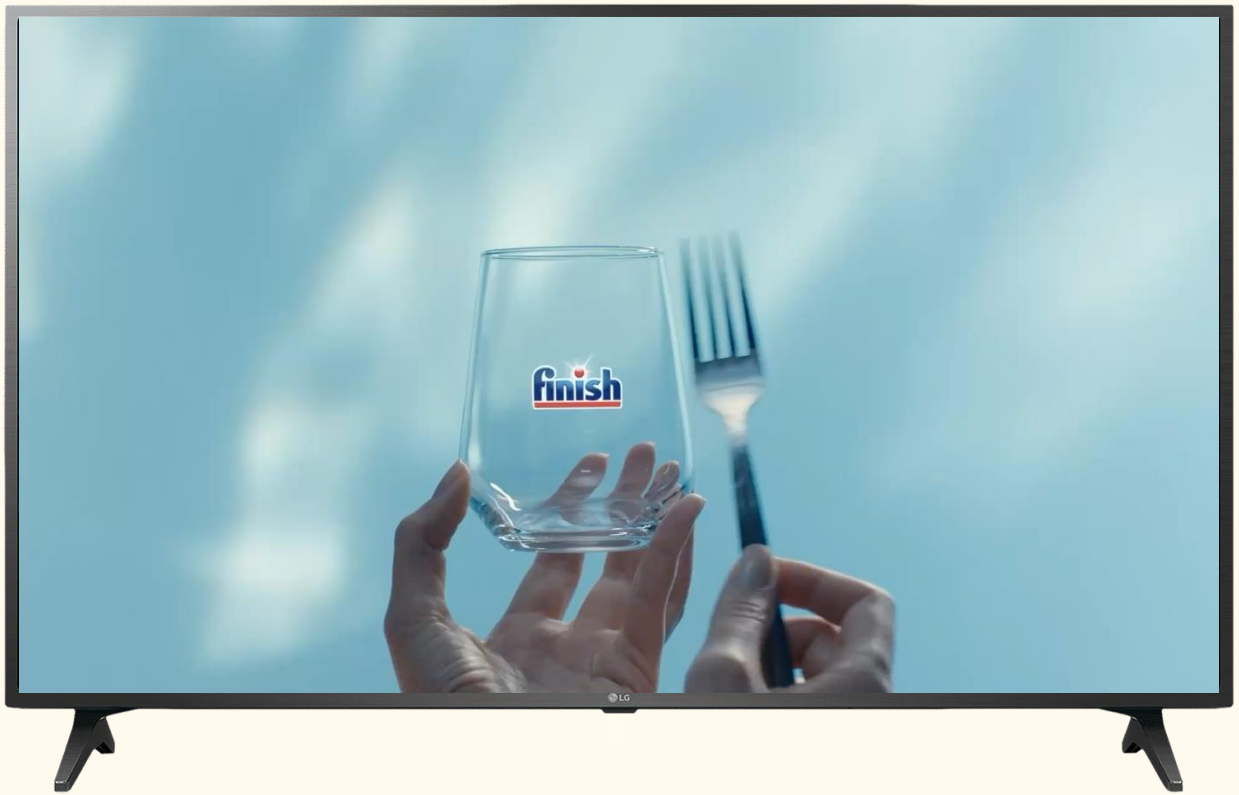
ACR (Auto Content Recognition)

- Leveraged image and audio tracking to deliver the right message at the right time in the right context
- Alternative to time-code



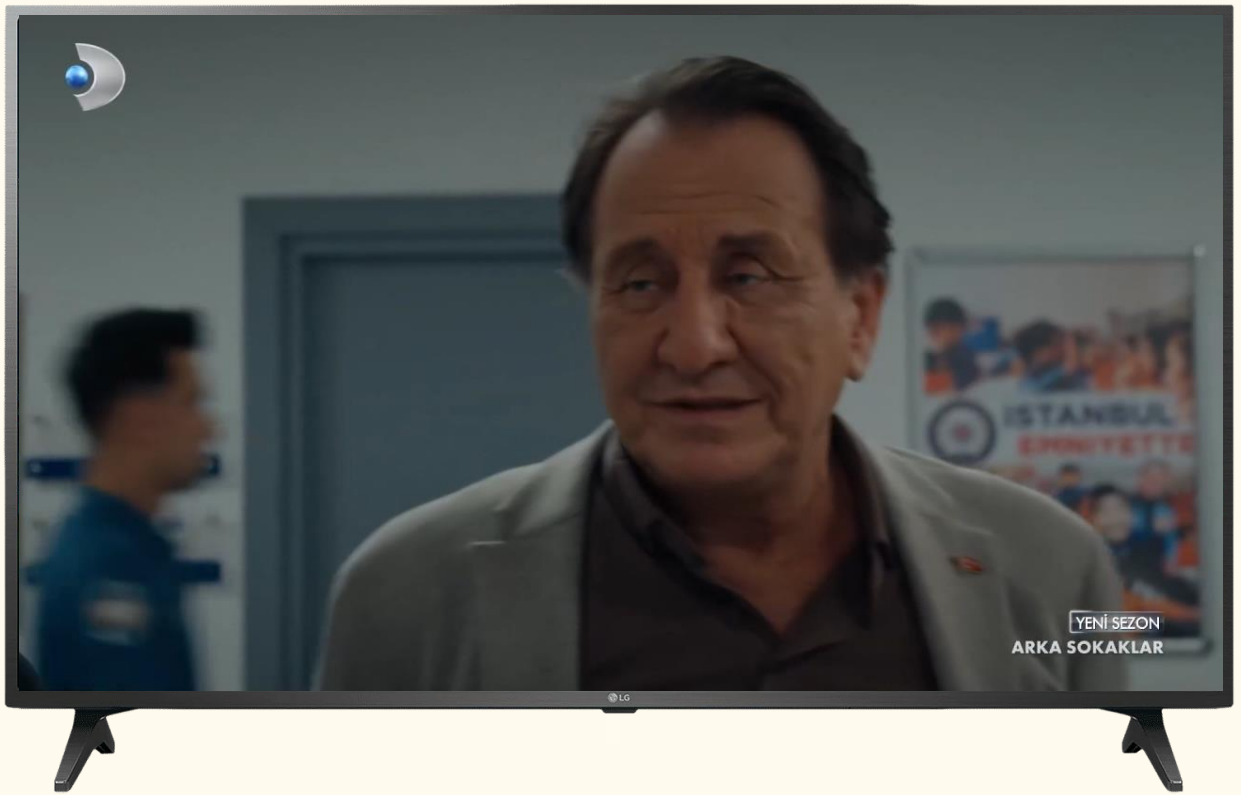
Data Driven Strategies

- Data-driven: integrating HBBTV user data into digital platforms for targeting & journey mapping
- Merging offline TV with digital campaigns — proven savings (Finish case)



Brand Lift Surveys

- Measuring the effectiveness of campaigns within the same platform is highly appealing for brands



THANKS
FOR YOUR
TIME