

# Empowering Broadcasters in MENA: HbbTV tools driving advertising and revenue growth



adm**mongrel**

## Diamond Sponsor



13th HbbTV Symposium and Awards

# Istanbul

# Background & Context

2018

Hbb trial with TRT/Turksat  
expected Reach 100k HH

**TRT**

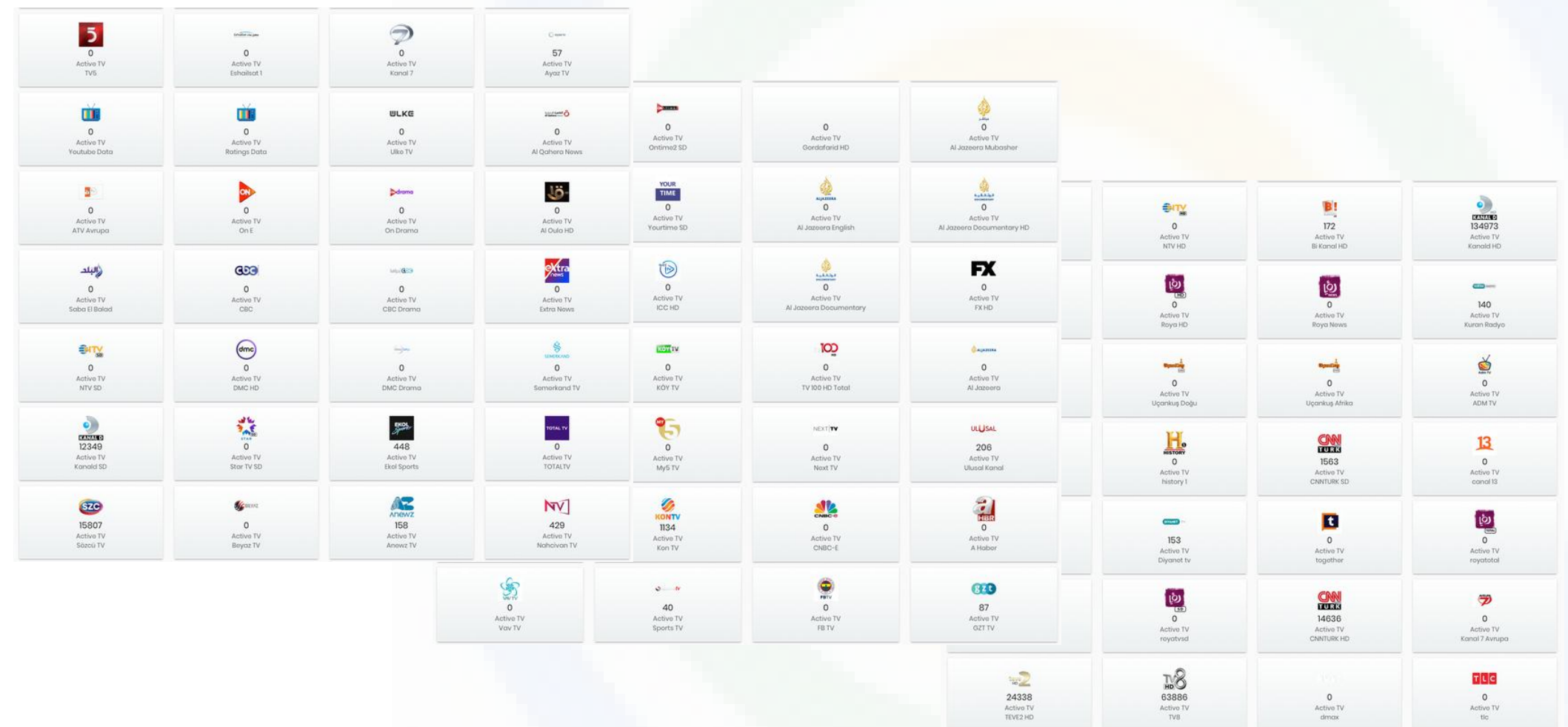
Reach 800k HH  
15% outside of TR



2025

Integration with 7 satellites

Reach 34,000,000 HH/day  
200 channel  
30+ Countries



# Empowering broadcasters in MENA: HbbTV tools driving advertising and revenue growth

## Support Linear Broadcast TV

- Increase ratings
- Build total viewing
- Measure & Understand Audience



insight



## Direct Revenue Generation

- AdTech & Demand Generation
- **3B+** impressions/month
- Integration into Global Demand Partners

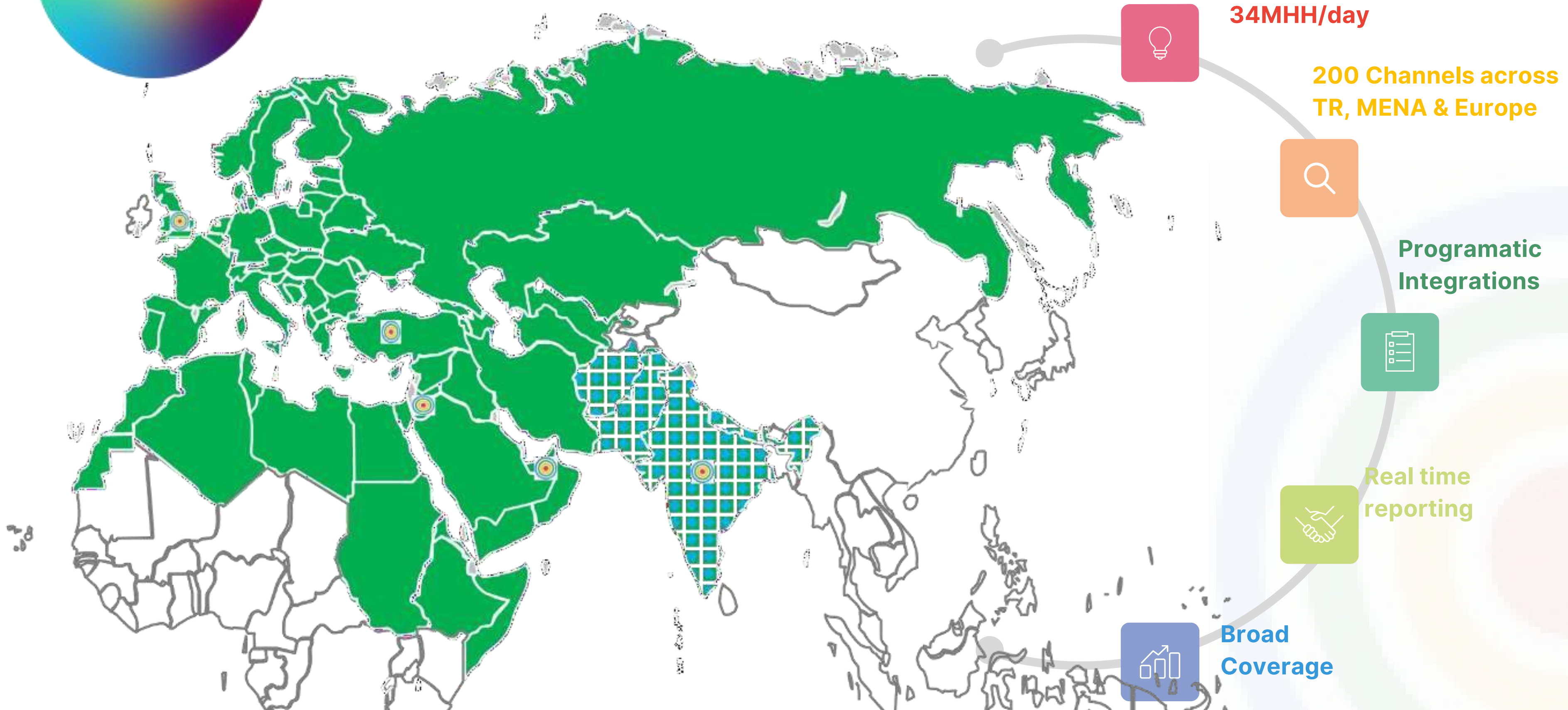
admngrel™

revenue



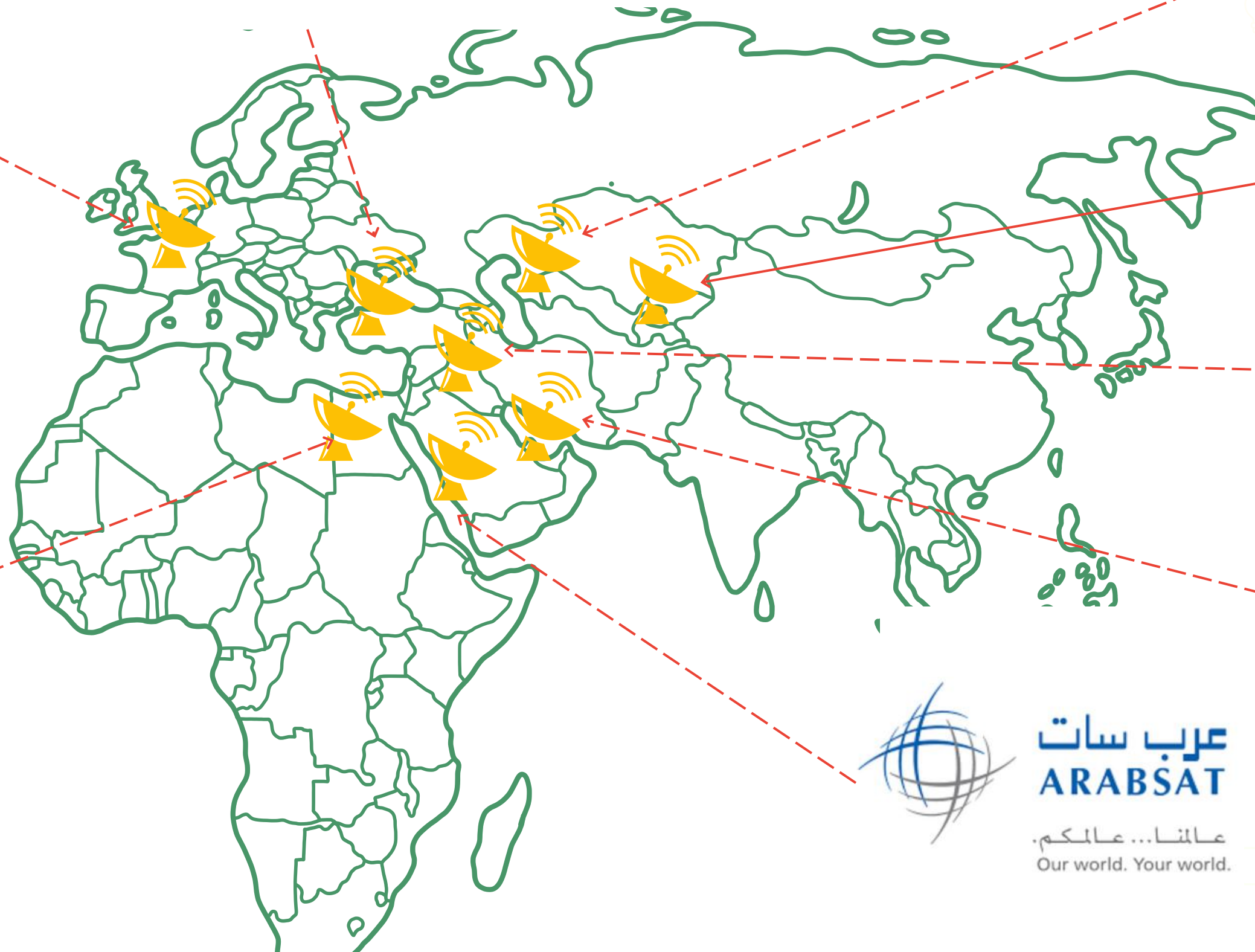


# Leading CTV Platform Ecosystem in Region (we're pulling data from all the green countries)





# Integrated to 7 Satellite Platforms with access to to Millions of households







# With Mongrel.live, Broadcasters Get



**Real-time  
audience data**



**Granularity  
(geography)**

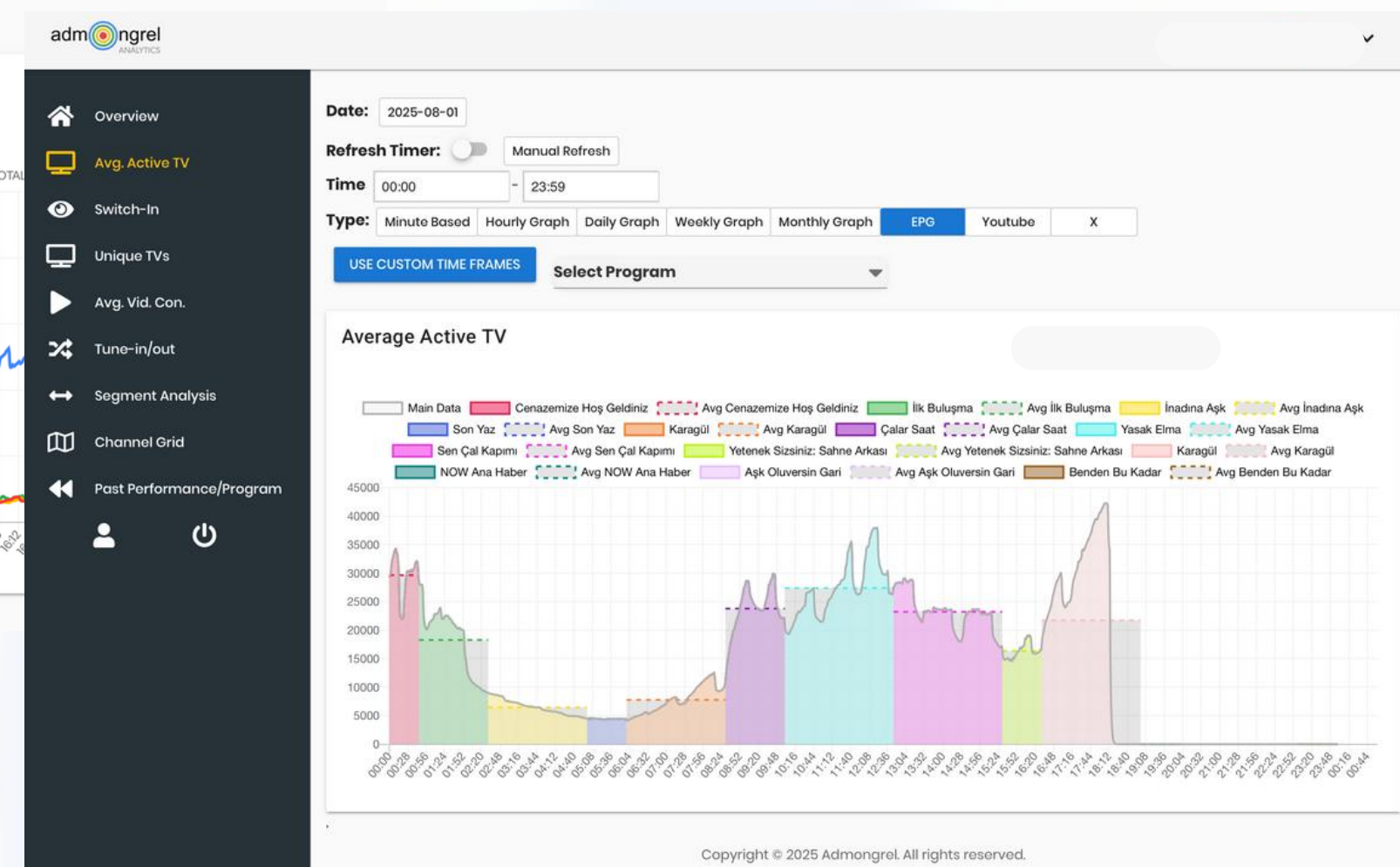
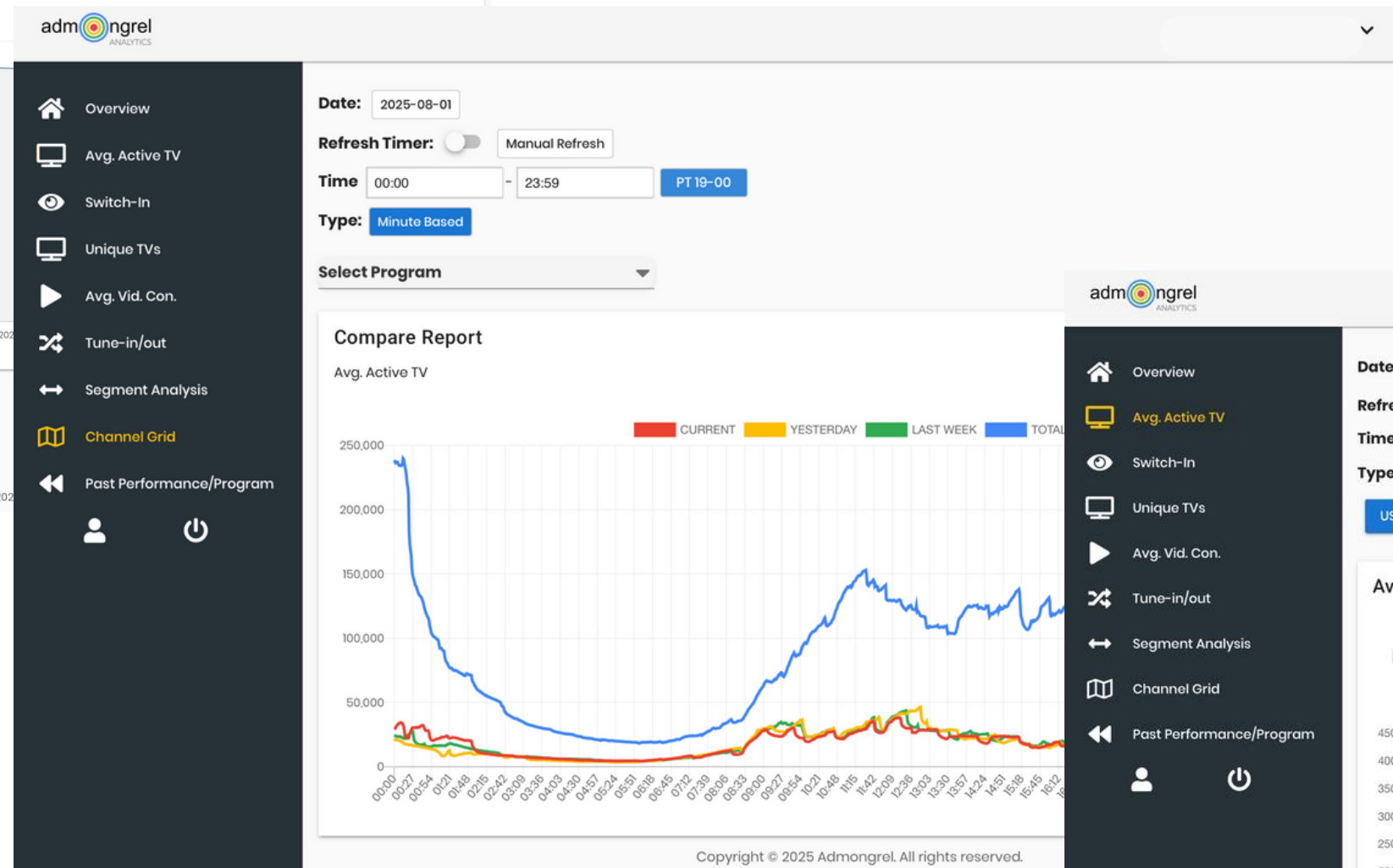
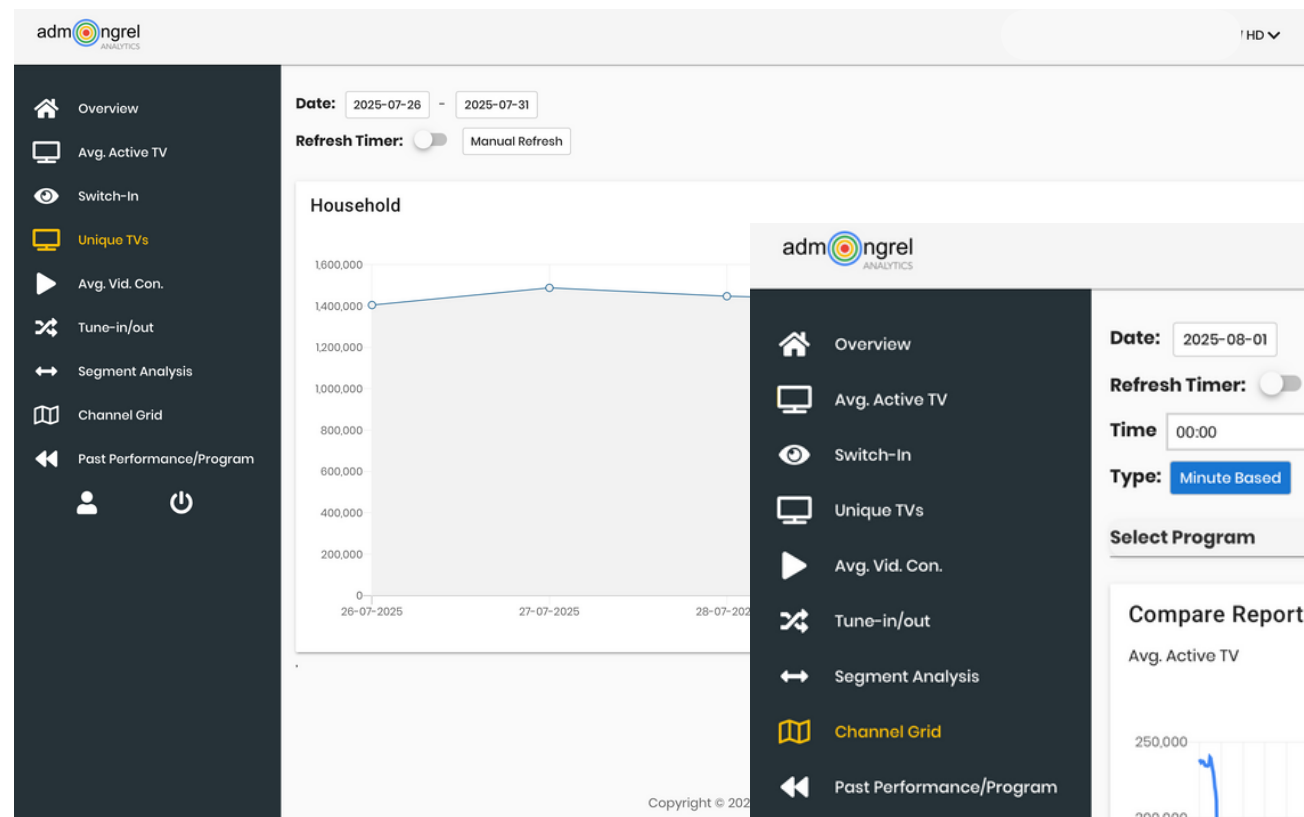


**Transparent  
measurement**



**Tools to optimize  
ad revenue and  
affiliate deals**

***“Using Admongrel’s Real Time Platform we can increase our  
revenue by up to \$200,000 in a single evening”  
GM Major Regional Broadcaster***



- 3rd Party Data Integration - Audit
- Social Media Integration -
- GoogleTV Integration -





## R&D and Strategic Innovation

- **Admongrel** has a collaborative partnership with University College London (UCL), focused on predictive analytics for TV ratings using big data ref: [enhancing-tv-viewership-prediction-with-advanced-machine-learning-techniques](#)
- In the AI space, with support from UK Research & Innovation (UKRI), Admongrel are developing proof-of-concept solutions targeting content management and real-time monetisation for the Free Ad-Supported TV (FAST) segment—a rapidly growing part of the market.

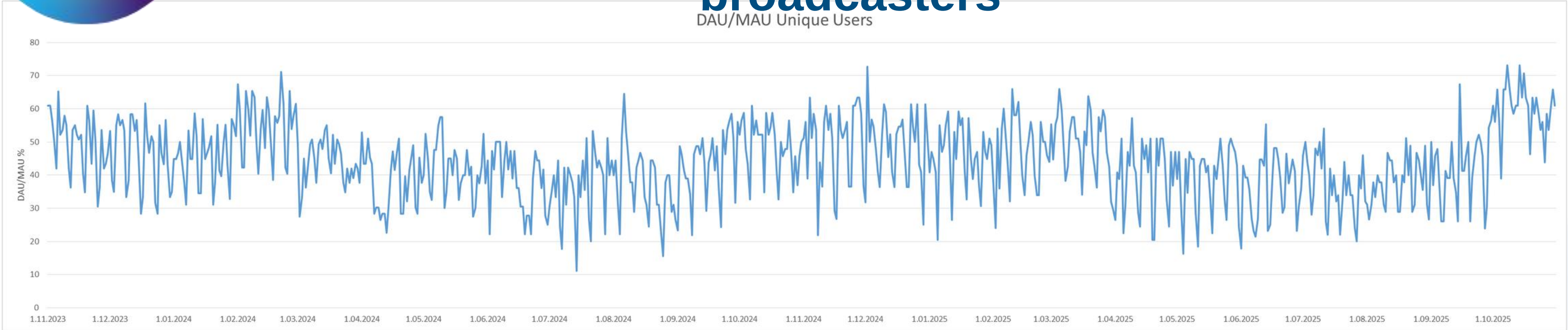









# Customers love the service - higher engagement than leading social media platforms

## Standard tool for broadcasters



DAU/MAU DAU/MAU = % of monthly users who return daily – the stickiness of your product.	
	60%
	50%
	48.5%

Getting 70% Engagement at peak

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adm**o**ngrel



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# Admongrel enables broadcasters and brands to target their audience at scale, based on profile

## First Party Data



Utilise your first party customer data to reach your niche audience on TV



## Channels & Shows

Select the TV shows and the channels for your campaign



Choose the specific TV shows and timing for your campaign to reach the most suitable audience



Set the desired frequency of the campaign a viewer will see

## Frequency Capping



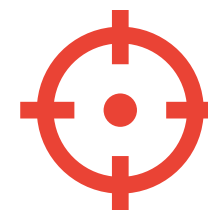
## Cross-Device

Understand and analyse by using cross-device capabilities and deliver truly personal messages across all devices.



## Geolocation

As a national or local brand, decide on the location based on Country, region and city to show your campaign or location version



## Retargeting

Retarget the desired audience or actions increase the effectiveness of your campaign

## TV Brand | Model

Target different TV brands and models available in the market

## Contextual AI Targeting



**Artificial Intelligence driving revenue focusing on content..... not platform, Targeting:**  
**Sentimental analysis**  
**optimising ad placement**

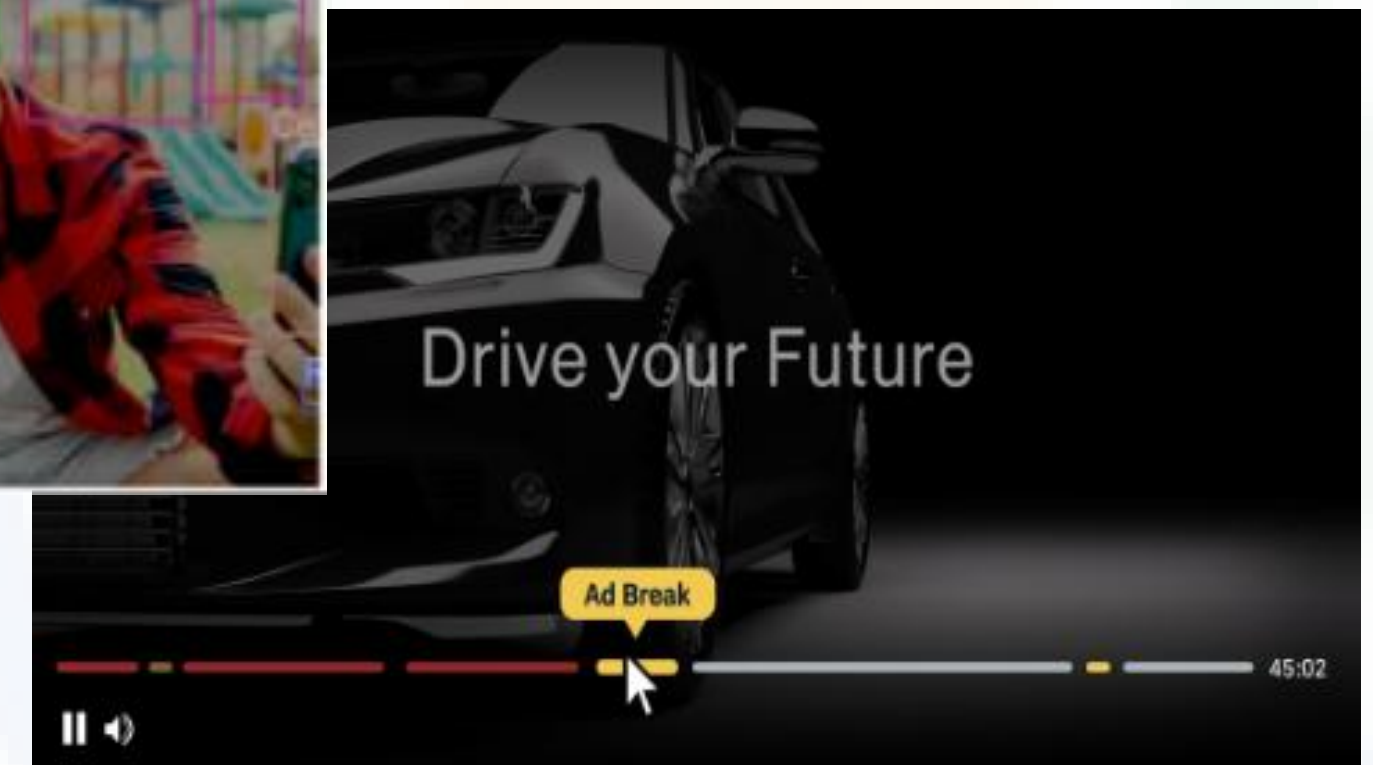
**.... all about viewer experience = \$\$**



# Unique AI-powered CMS



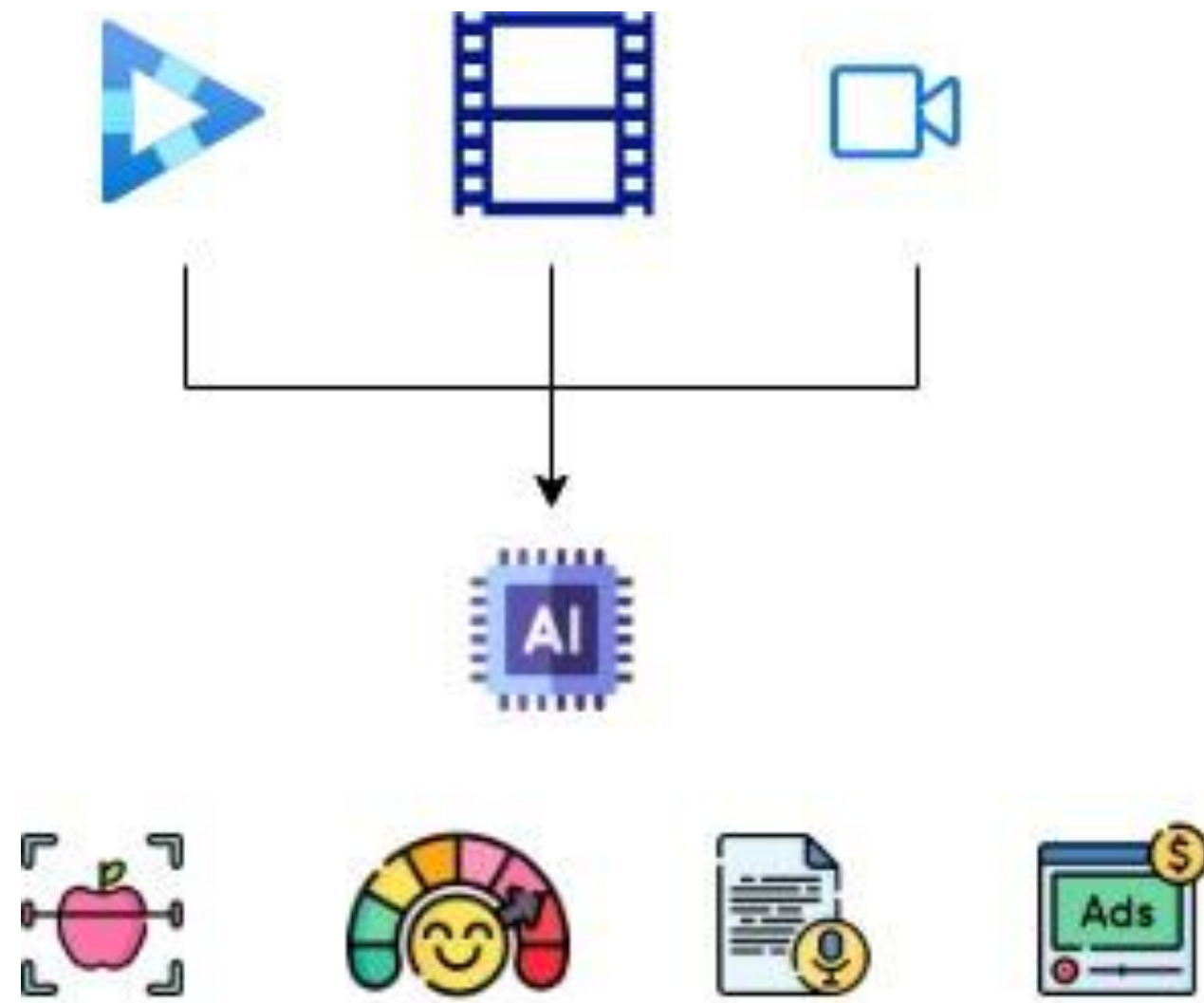
WHISPERA





WHISPERA

## AI - Powered Media Intelligence



**Whispera transforms content into context, and context into revenue.**

- **Automatic Content Understanding:** Speech, visuals, and emotions analyzed in real-time.
- **Multimodal AI Stack:** Combines OpenAI Whisper (speech), DeepFace (facial emotion), and RF-DETR (object detection) for complete scene understanding.
- **Context Detection:** Identifies topics, moods, and scenes frame-by-frame.
- **Outcome:** Rich metadata enabling smarter ad placement and personalization.



# Admongrel Addressable Advertising

Delivering New Revenue Streams





# Ad Format

Standard Banner





# Ad Format

L-Banner





# Ad Format

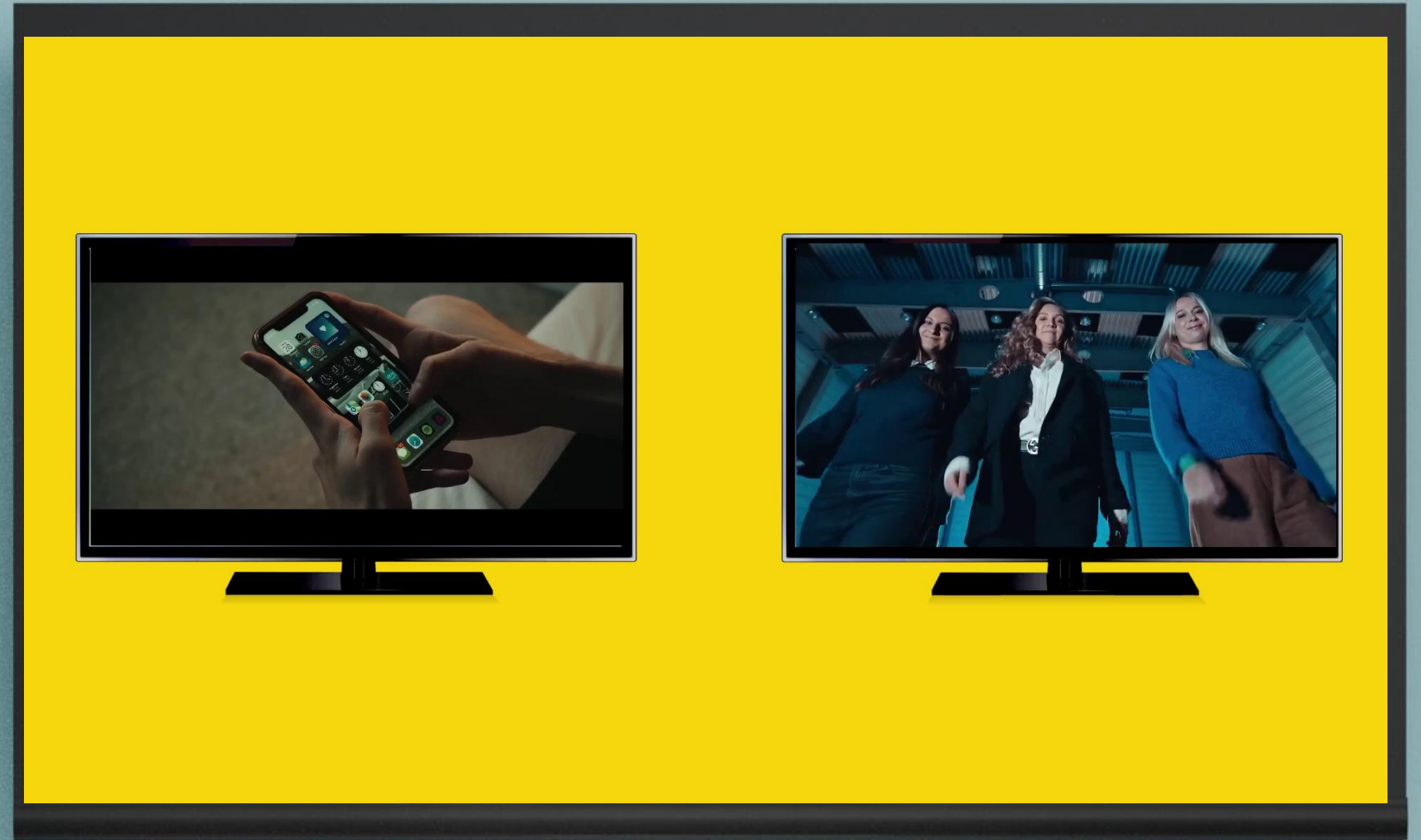
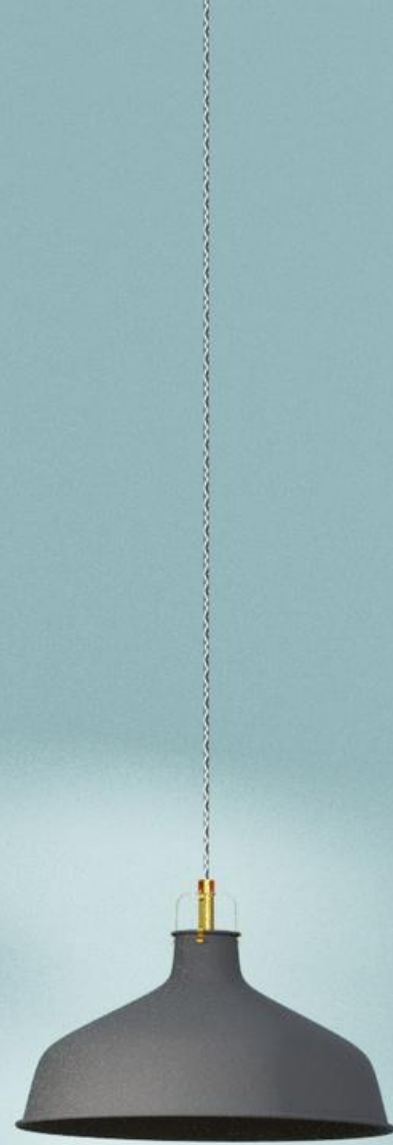
Side Banner





# Ad Format

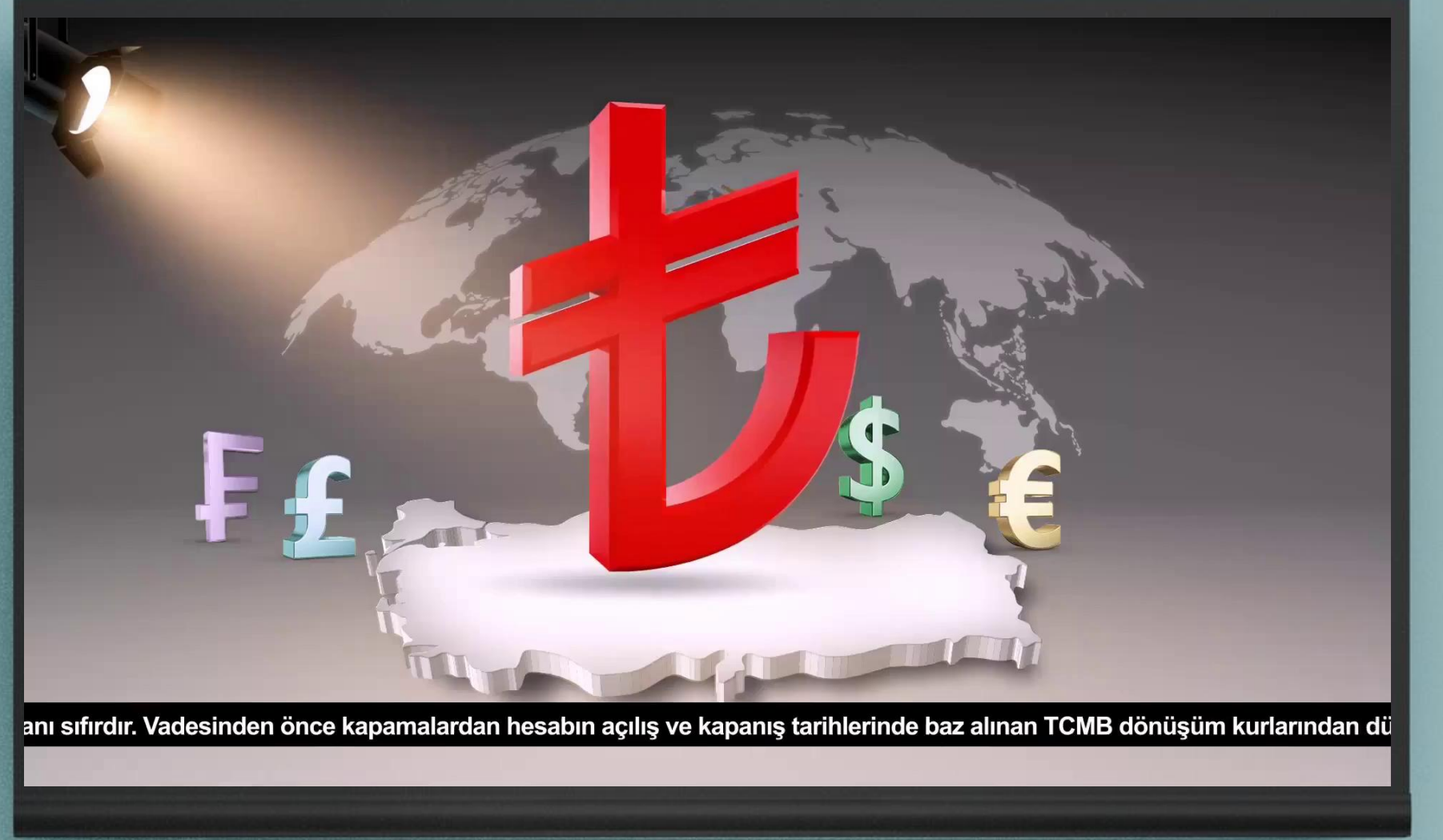
Video Ad Replacement





# Ad Format

Preroll





# Ad Format

EPG

**NOW**

2.4.2025 **12.56**

**PAZARTESİ** 31/3  
**SALI** 1/4  
**ÇARŞAMBA** 2/4  
**PERŞEMBE** 3/4  
**CUMA** 4/4  
**CUMARTESİ** 5/4  
**PAZAR** 6/4

**10.45**  
**Çağla ile Yeni Bir Gün**  
GENEL PROGRAM  
ÇAĞLA İLE YENİ BİR GÜN

**12.30**  
**Hudutsuz Sevda**  
Dizi  
Hudutsuz Sevda  
**ALTYAZI**  
Küçük bir çocukken kan davası nedeniyle babasını kaybedip İstanbul'a sürülen Halil İbrahim, (Deniz Can Aktaş), 20 yıl sonra memleketi Karadeniz'e yakışıklı, güçlü bir delikanlı olarak geri döner. Burada sevdiği kız Yasemin...

**13.30**  
**En Hamarat Benim**  
GENEL PROGRAM  
En Hamarat Benim

**16.30**  
**Leyla: Hayat... Aşk... ..**  
Dizi  
Leyla: Hayat... Aşk... ..

**Selçuk Te**  
ANA HABER

**KIZIL GONCALAR**  
**NOW** TÜM BÖLÜMLER  
NOWTV.COM.TR'DE

**Çıkış**




# Ad Format

TV Portal

**TRT4**

Seç-izle



**Adını Sen Koy**  
Yönetmen : Atilla Cengiz, Irmak Çengel  
Yapımcı : Nazmiye Yılmaz  
Oyuncular : Erkan Meriç, Hazal Subaşı, Ezgi Baran, Yaprak Durmaz, Aykut İğdeli



Bölüm 180



Bölüm 179




Bölüm 178



Bölüm 177



Bölüm 176



Bölüm 175



Bölüm 174



Bölüm 173



Bölüm 172



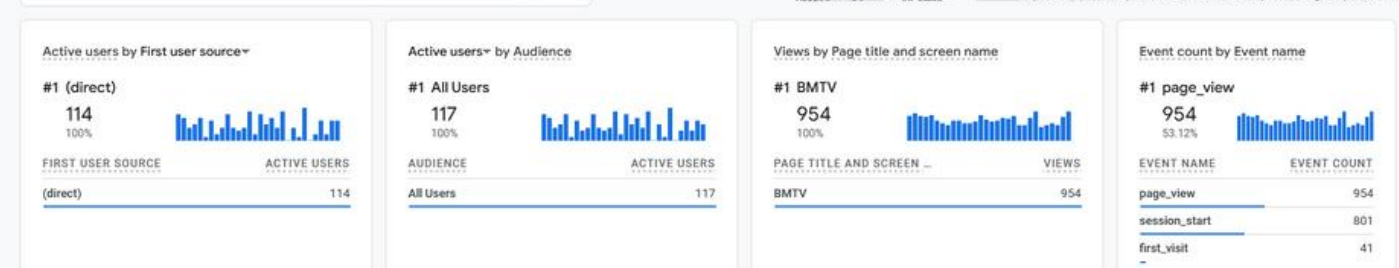
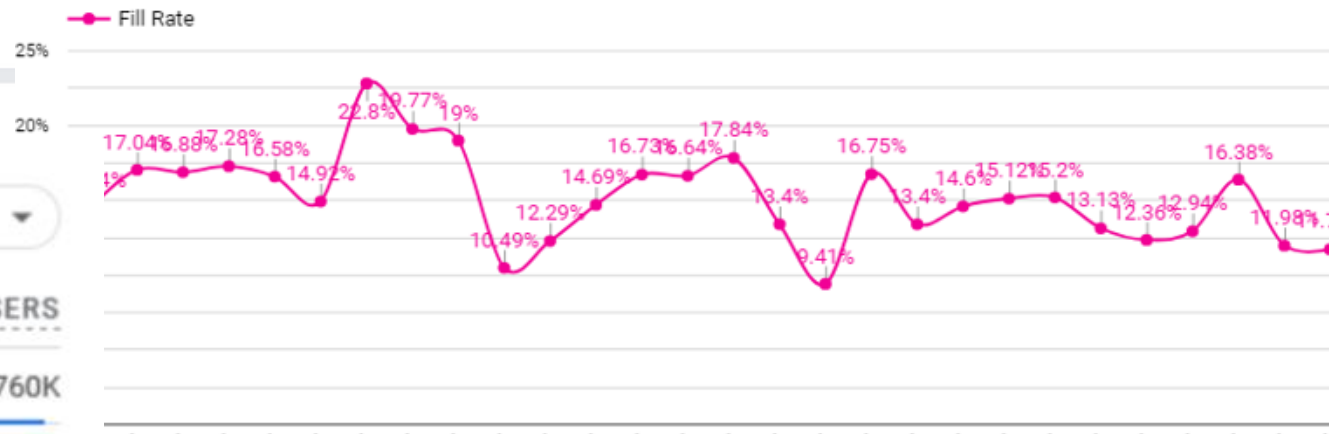
Bölüm 171

OK Seçiniz

Geri

Çıkış



[View countries](#) →



**34,000,000 HH and Growing!**

**We now add value to  
the SSP**

**Agencies**



**DSP**

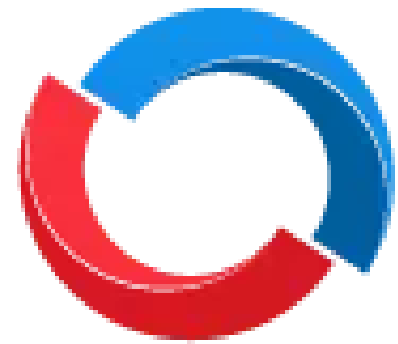


**Analytics**





# MENA Market -Strategic Partnership



**TURKTICARET.NET**

**Regional DSP  
Bringing Demand  
from SME Democratising**



**34millionHH**

≈200

# Takeaways Analytics - Hbb is Beautiful



- Hbb is a global standard by design
- MENA there are millions of Hbb households and growing
- As the streaming battles continue in Western Europe FTA

**Broadcast remains strong in MENA**

- With Mongrel.live, TV broadcasters generate significant revenue
- HbbTV is platform agnostic ..... beautiful

**[www.mongrel.live](http://www.mongrel.live)**



# Takeaways Advertising - Hbb is still beautiful

- Hbb Advertising operates as a NICHE, project-based setup — the next step is building repeatability and scale -
  - Remove monopolies - stimulate demand
  - Bring in the big money Digital demand partners
  - Regulation will support revenue growth (Mainstream)

admngrel

[www.admongrel.com](http://www.admongrel.com)



# Come and talk to the team on stand



- **Broadcasters:**

- Talk to us about increasing your ratings and monetising content

- **Advertisers/Agencies:**

- Lets discuss our inventory Europe + MENA

- **Manufacturers:**

- Lets discuss your regional Market Share and Platform solutions

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