



The Austrian TV shift

12 months of big data, live measurement and real-time advertising

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Austria made TV real-time while keeping one-to-many intact



One currency, one workflow, live



Measure



Optimise



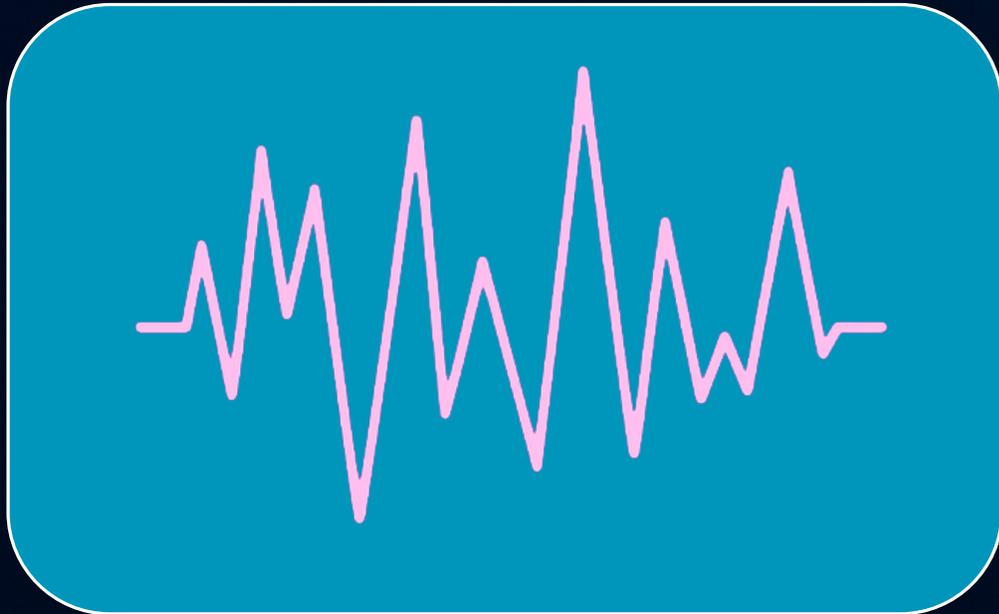
Monetise

- 🕒 Hybrid currency: panel + HbbTV RPD
- 📶 T-60 audience read → playout [live]
- 📊 CPM trading enabled – price on delivery

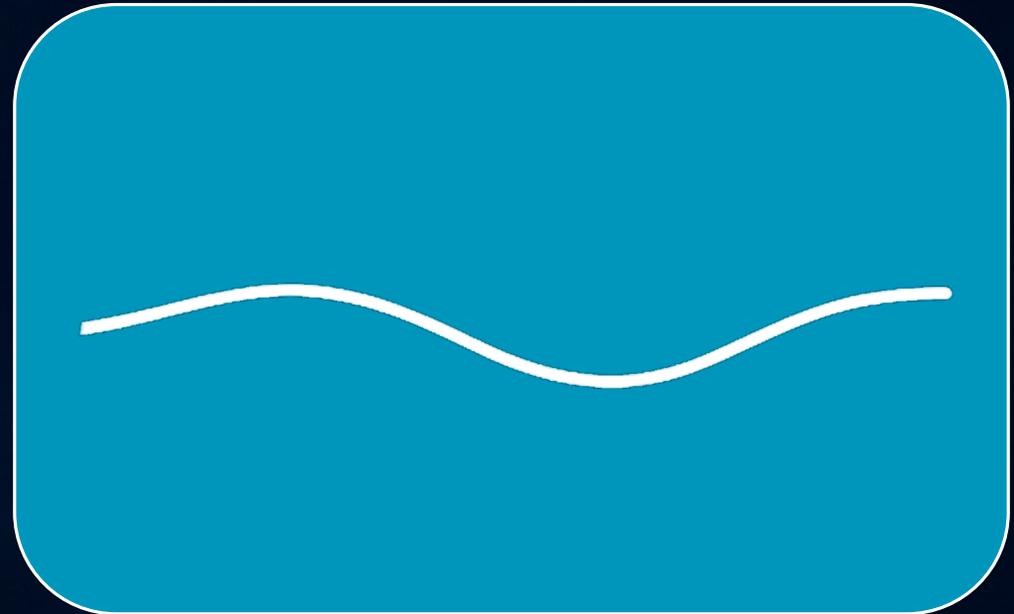
Panel-only ratings masked true delivery and stability



Before
volatile, zero-reach spikes



After
hybrid (panel + RPD) = stable, sellable inventory



Two engines: Teletest 2.0 measures, TV-LOAD monetises



Teletest 2.0 – the currency



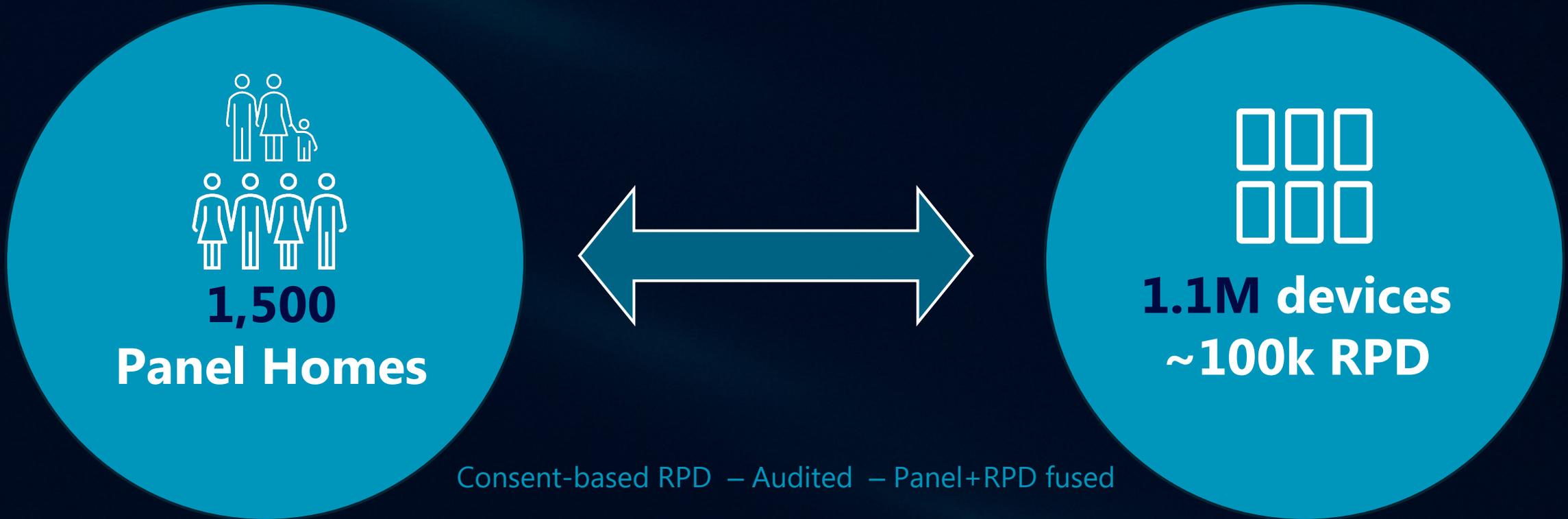
- **Hybrid measurement:**
Panel + HbbTV RPD
- **Stable & representative:**
Zero-reach collapses
- **Same exports:** Evogenius /
Media Wizard

TV-LOAD – the monetisation



- **T-60 audience read → pod assembly**
- **1:1 spot exchange – by length**
- **Buy contacts / CPM:** Pay for delivered reach

Currency fixed: panel + return-path data create a bigger, steadier truth set



Method in three moves: twin search → SPIN panel → continuous calibration



Same exports (Evogenius / Media Wizard); GDPR-compliant; independently audited.

Breakthrough: zero-rated breaks collapsed by ~97%



Holy-Shit moment

97%



Before

After

A12-49, AGTT channels, first months post Teletest 2.0

From measurement to money: TV-LOAD assembles ad breaks live



1:1 spot exchange • 67 segments



Buyers feel it: CPM certainty, comparable 'Total Video', less waste



TV classic – buy seconds

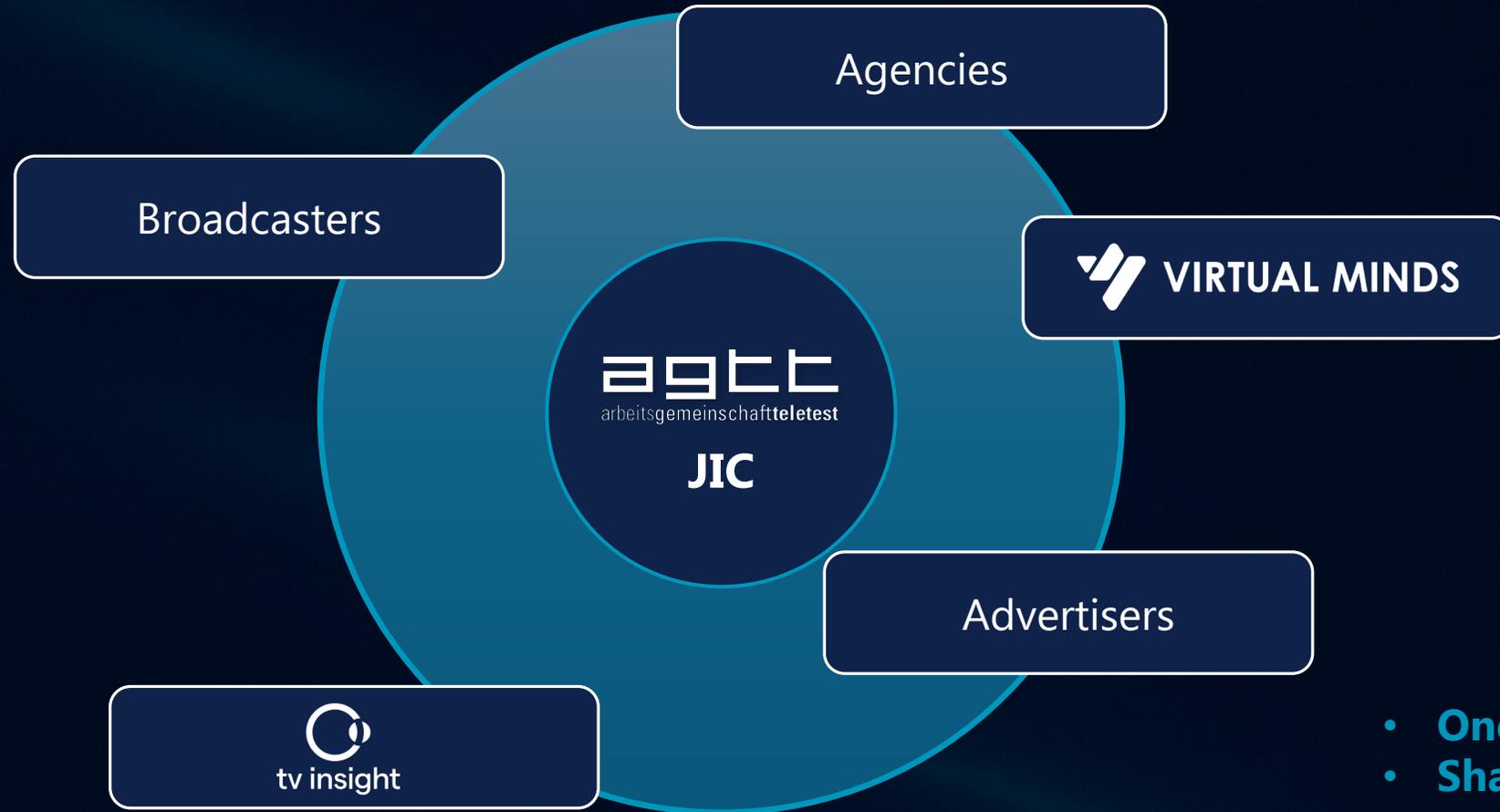
-  **Price per 30s**
-  **Forecast - GRPs**
-  **Placement security**
(env., time slots, channels)

TV-LOAD – buy contacts/CPM

-  **Target CPM booking**
-  **Real-time data – T-60**
-  **Price certainty** *(pay for delivered contacts)*

GRP → **CPM**: price on delivery, **not potential**

Why it moved fast: AGTT / JIC governance aligned the market



- One standard
- Shared audit
- Centralised signal

What this delivered: stability, real-time, easy integration



Stability

- Representative currency
- **~97% fewer zero-reach**
- Planning certainty

Real-Time

- Live data for planning
- Break assembly at **T-60**
- Measurable, sellable inventory

Integration

- **Same exports** – Evogenius / Media Wizard
- No workflow shock
- CPM or legacy buys

CTA: Pilot target-CPM buys • Define 3–5 segments • Run live-optimised tests

Three lessons to copy tomorrow: consent, alignment, integration



Consent & privacy

- **Consent-based HbbTV RPD**
- **Clear UX + opt-out**
- **Audited data lineage**

Market alignment (governance)

- **JIC-style governance**
- **One standard, one audit**
- **Centralised signal owner**

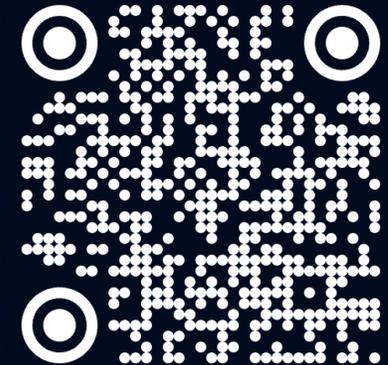
Operational integration

- **Keep exports unchanged**
(Evogenius / Media Wizard)
- **T-60 latency + 1:1**
- **Train GRP ↔ CPM bridge**

CTA: *Pilot target-CPM buys • Define 3–5 segments • Run live-optimised tests*



THANK YOU



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