

Debunking The Myth of Programmatic TV: A #NoFilter Close-Up

MMA Webinar Series
November 9, 2016

Sponsored By:



MMA Purpose

- **WHO** *The People We Serve*
 - Prime Audience: Chief Marketers
 - By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.
- **WHY** *Our Reason for Being*
 - Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.
- **WHAT** *Our Strategic Priorities*



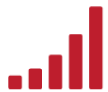
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry

For more information about membership email: membership@mmaglobal.com

MMA is 800+ Members
Strong Globally

Marketers, Agencies, Media Sellers,
Technology & Operators



Managing Your Questions

Share The Insights

#MMAWeb





Presenter



Tore Tellefsen
VP of TV Solutions
DataXu

Moderator



Leo Scullin
VP of Industry Programs
Mobile Marketing Association



Agenda

- The Current TV Landscape
- What *Is* Programmatic TV?
- Bringing Digital Data To TV
- Types of Programmatic TV Offerings
 - Addressable TV
 - Connected TV
 - Linear TV
- Audience Q&A



Debunking The Myth of Programmatic TV: A #NoFilter Close-Up

Tore Tellefsen
VP of TV Solutions
DataXu

November 9, 2016

DataXu: Making Marketing Better Through Data Science

“DataXu has set itself apart as a **more complete solution** for marketers.”

A Demand-Side Platform For The World’s Leading Brands

- Media Activation
- Data Management
- Marketing Analytics
- Cross-Device
- Programmatic TV

Figure 2 Forrester Wave™: Demand Side Platform, Q2 '15



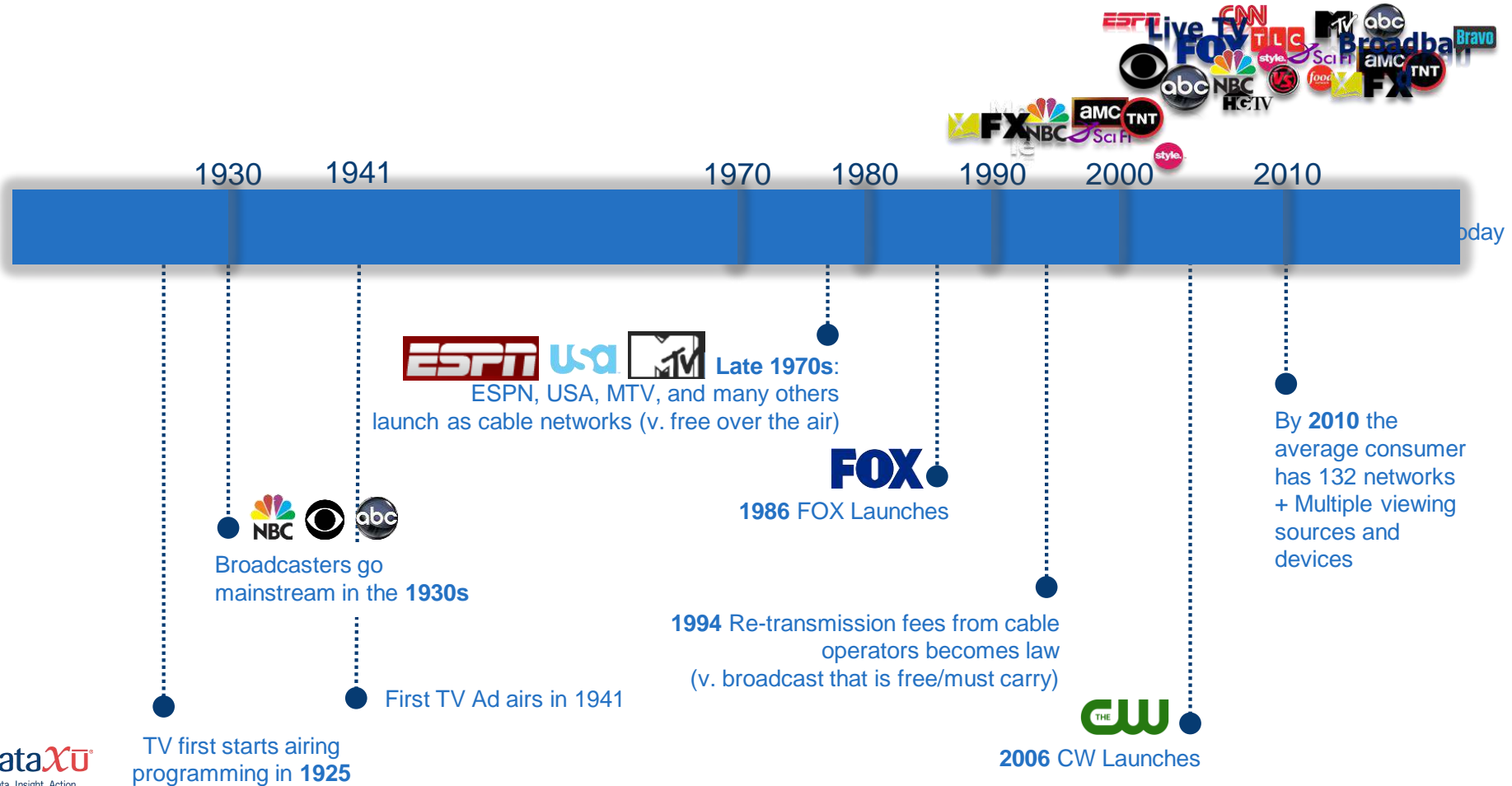
[The Forrester Wave™: Demand-Side Platforms \(DSPs\) Q2 2015](#)

The Current TV Landscape



www.dataxu.com

TV Evolution/Timeline





TV is dead!”

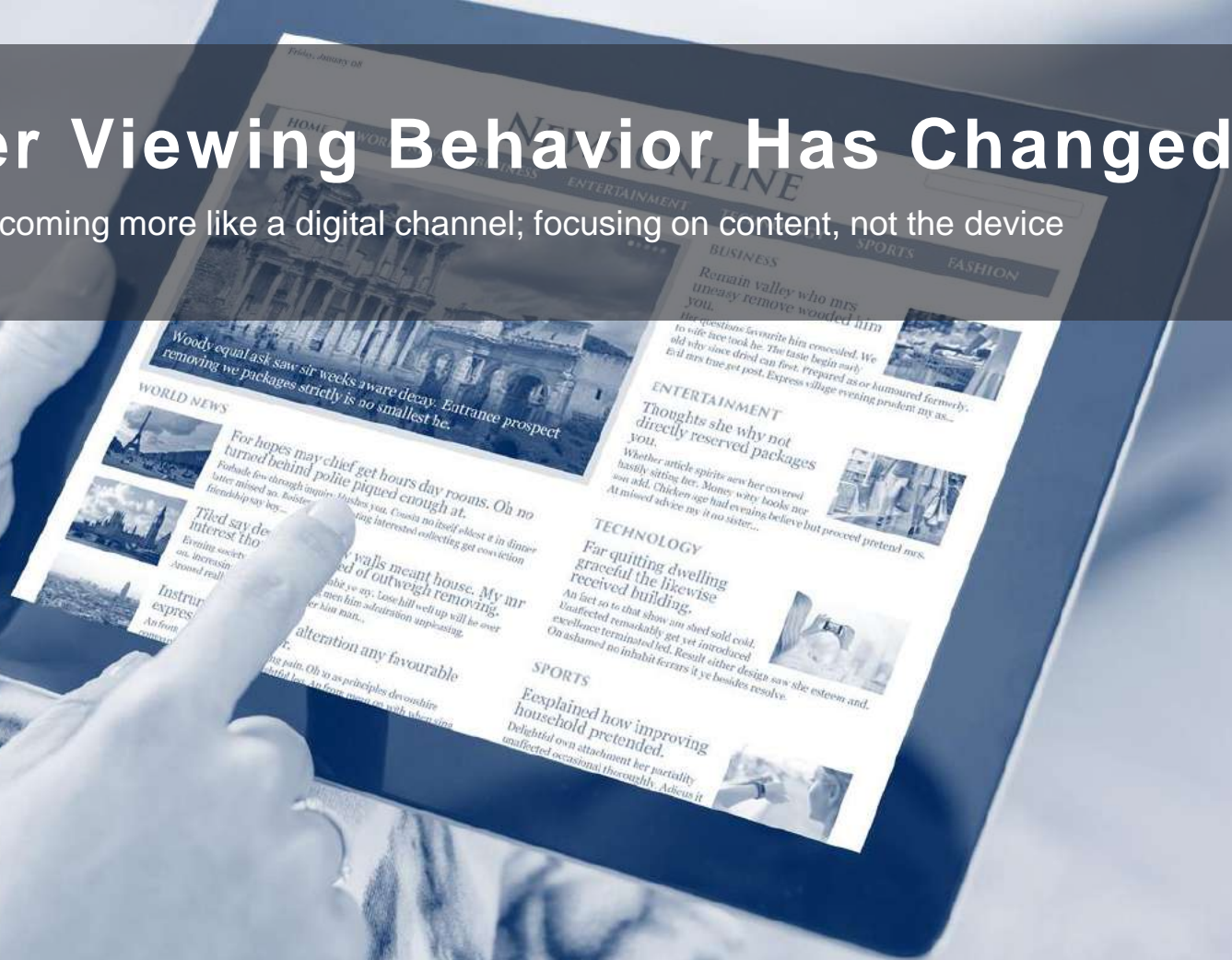


**Well... TV is
NOT dead.**

But the way we buy TV
is changing.

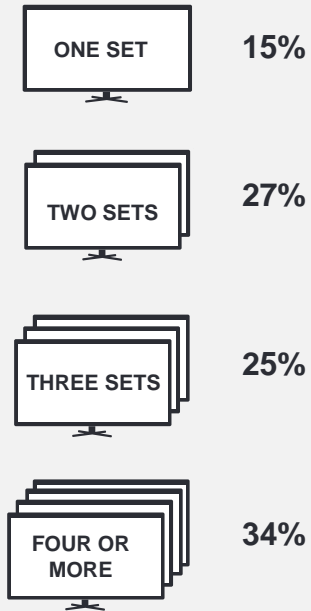
Consumer Viewing Behavior Has Changed

TV is becoming more like a digital channel; focusing on content, not the device

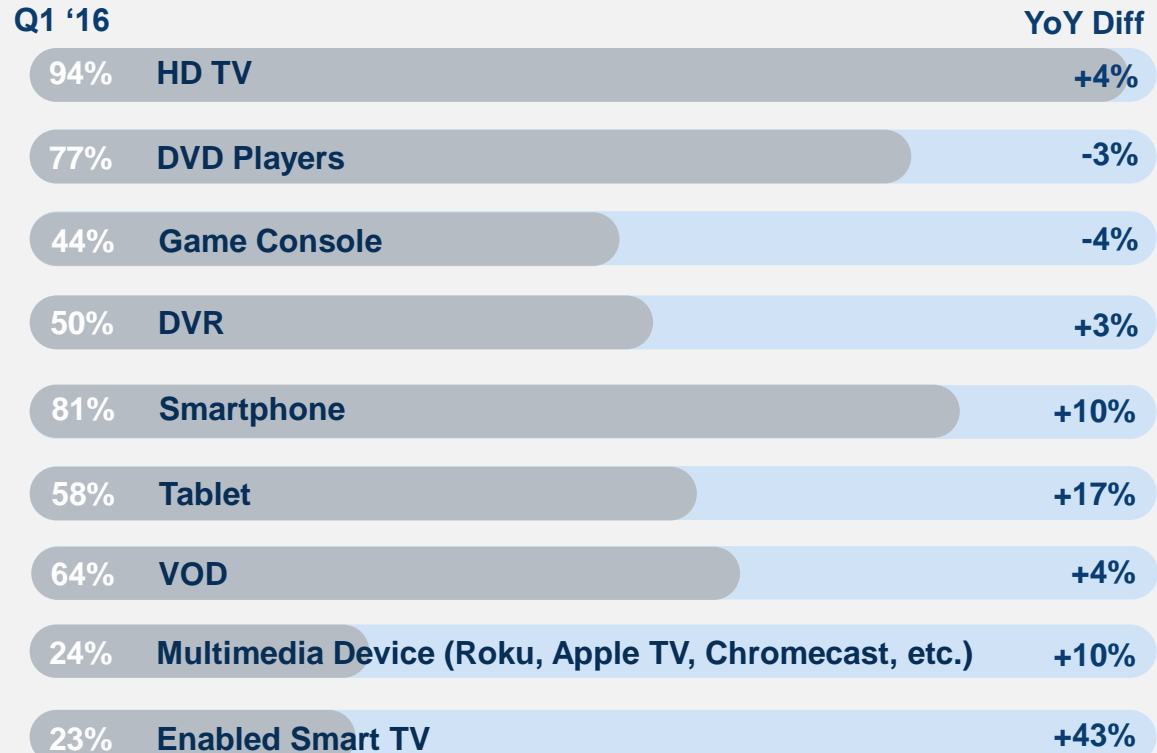


TV Enabled Technology / Services Penetration

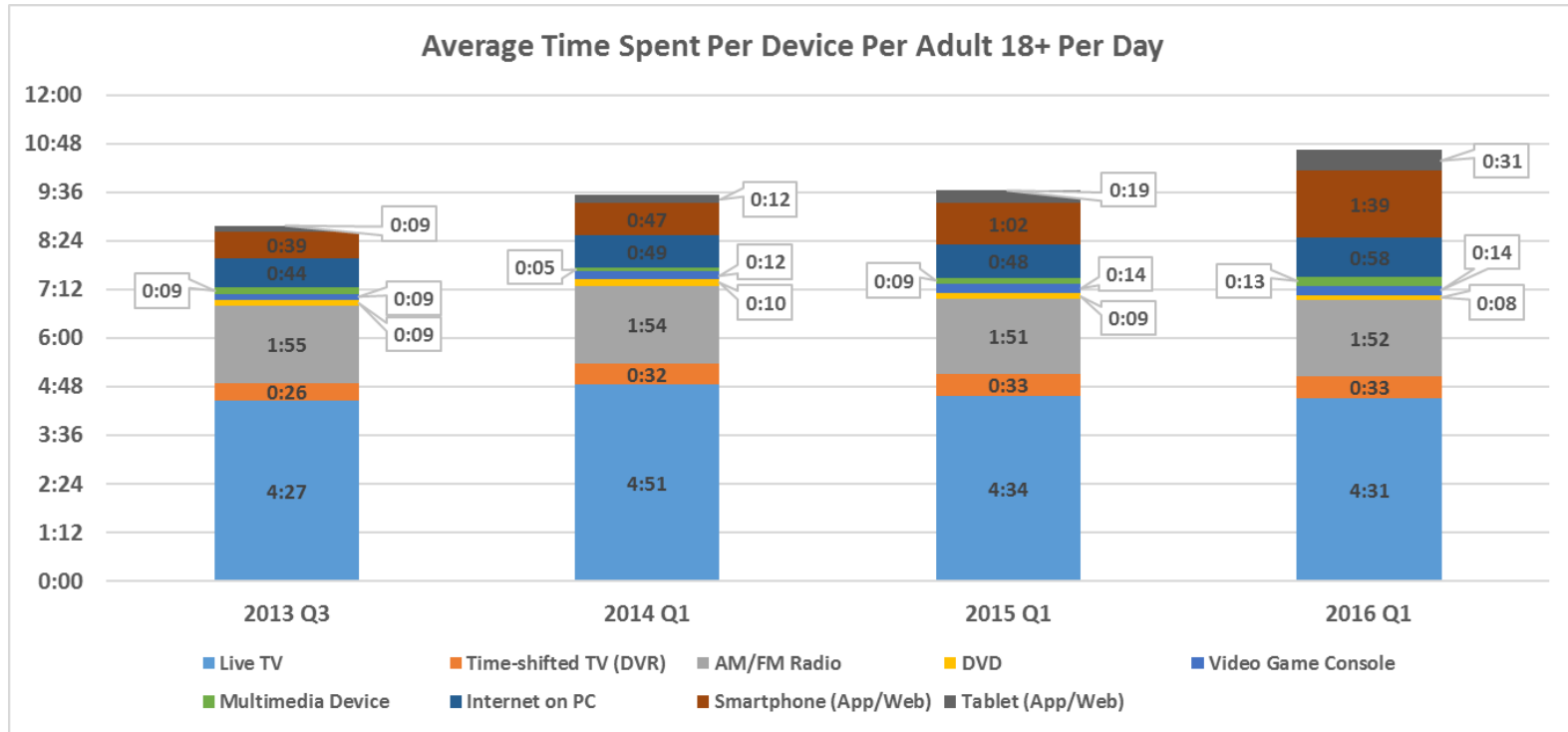
TV Sets Per Household



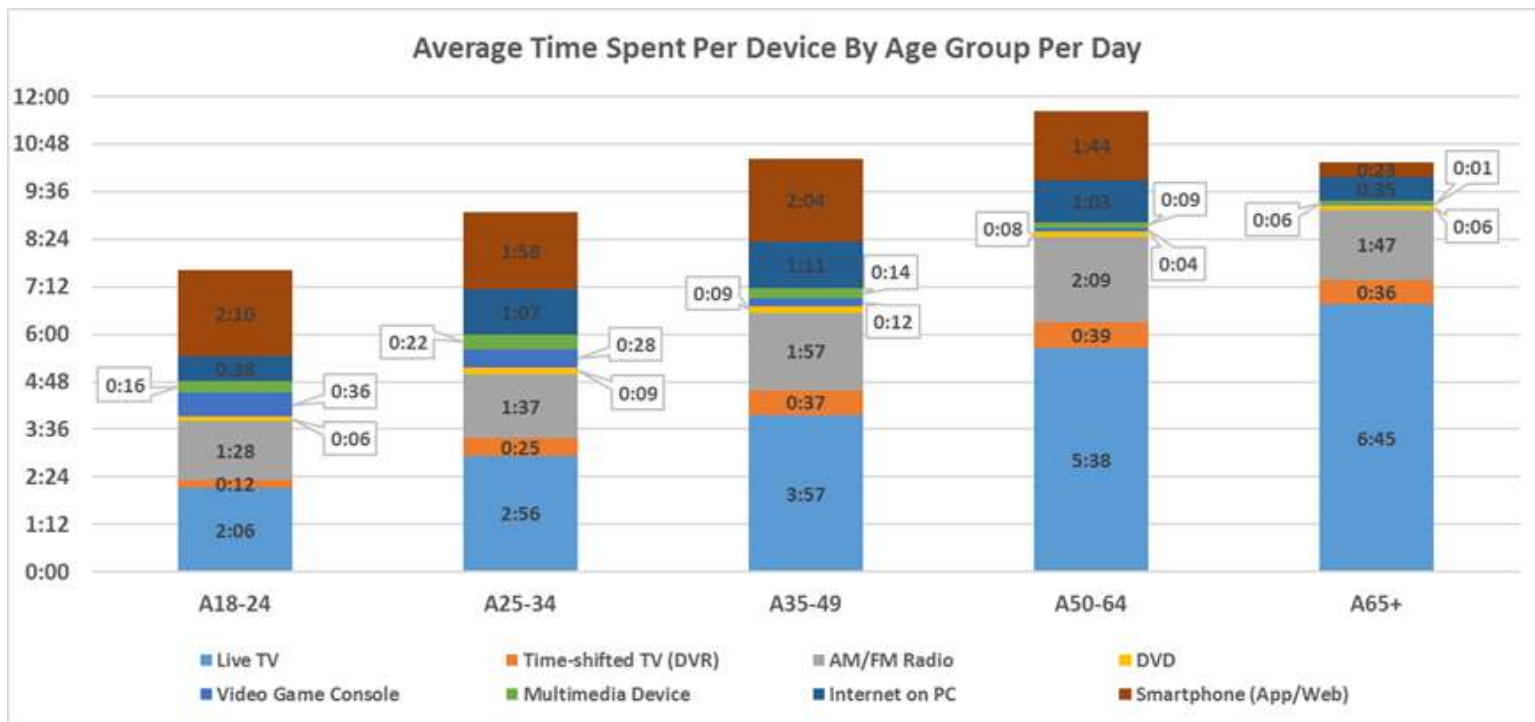
TV/Video Enabled Device Household Penetration



Aggregate Media Consumption Increasing



But Significant Differences Exist Across Age Groups



The TV Ecosystem Is Complex

NATIONAL BROADCAST NETWORKS



SYNDICATORS



CABLE SYSTEMS – MVPD



CABLE NETWORKS



LOCAL BROADCAST STATIONS



TV ENABLED DEVICES, APPS & SITES



New Realities Must Be Addressed

1. Fragmenting consumer consumption
2. Increasingly complex ecosystem
3. New robust data sources



Enter Programmatic TV (PTV)

Definition: TV inventory that is planned, bought and sold on impressions using audience data and software automation

What Marketers Can Expect from PTV

Audience First Approach

Activating on TV
Regardless of Device



Increased Efficiency
Reaching Intended Audiences
And Reducing Waste

Unified Audience Reach

To Control Messaging
Across Channels



Measure Beyond GRPs

Applying Digital Analytics
and Consumer Insights

Marketers Who Have Run PTV Campaigns Reported The Following:

33%

Better Targeting Capabilities

31%

Increased Consumer Engagement

29%

Incremental Reach

29%

Increased Brand Awareness

24%

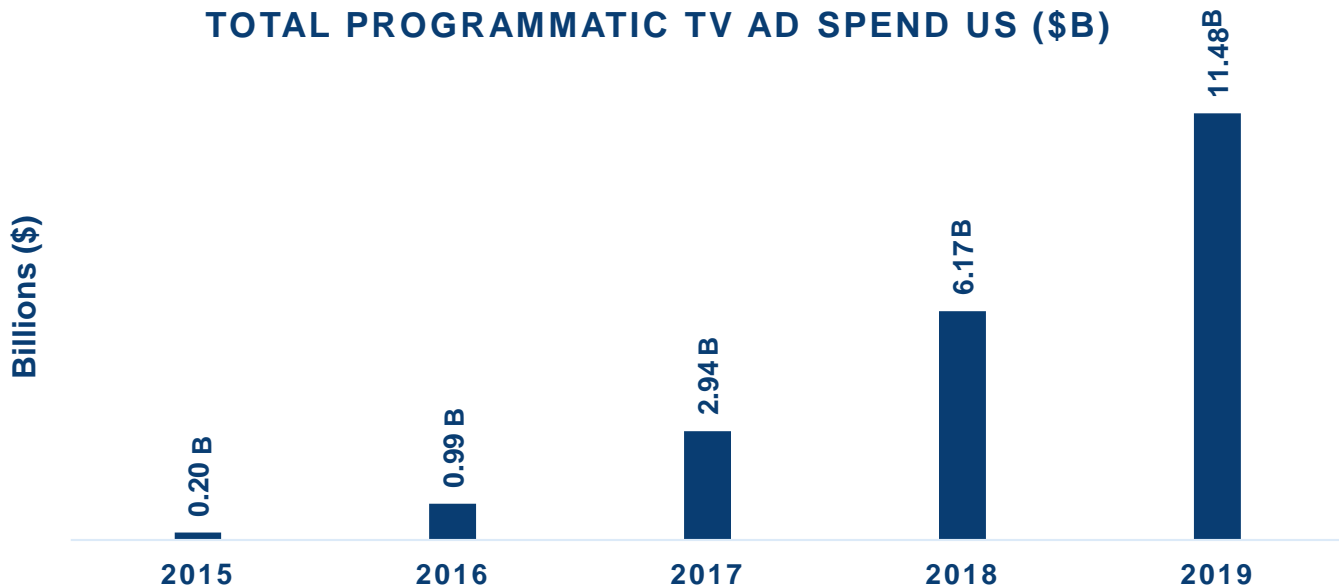
Cost Efficiencies

22%

Better ROI Metrics

And That's Why The PTV Market Is Growing Rapidly

PTV spend is projected to grow to over \$11B by 2019



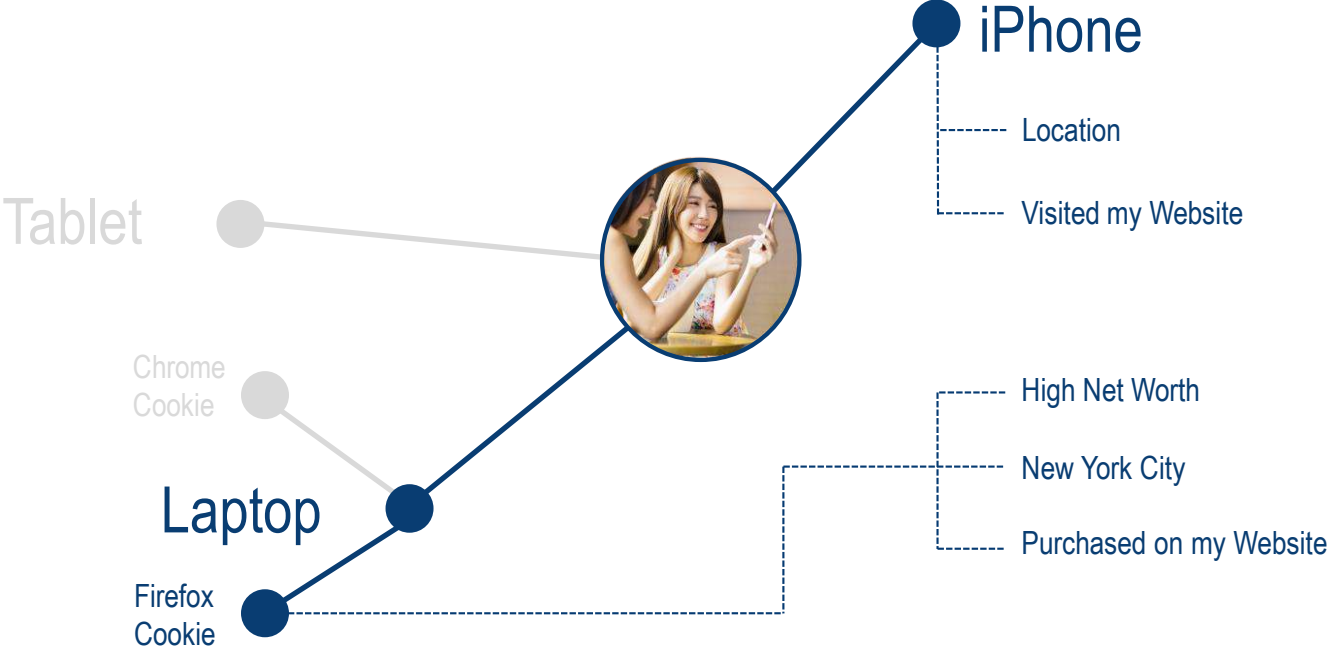
16%
of U.S. TV
advertising spend
will be on PTV
by 2019

\$5.8B
of PTV advertising
spend in rest of
world by 2019

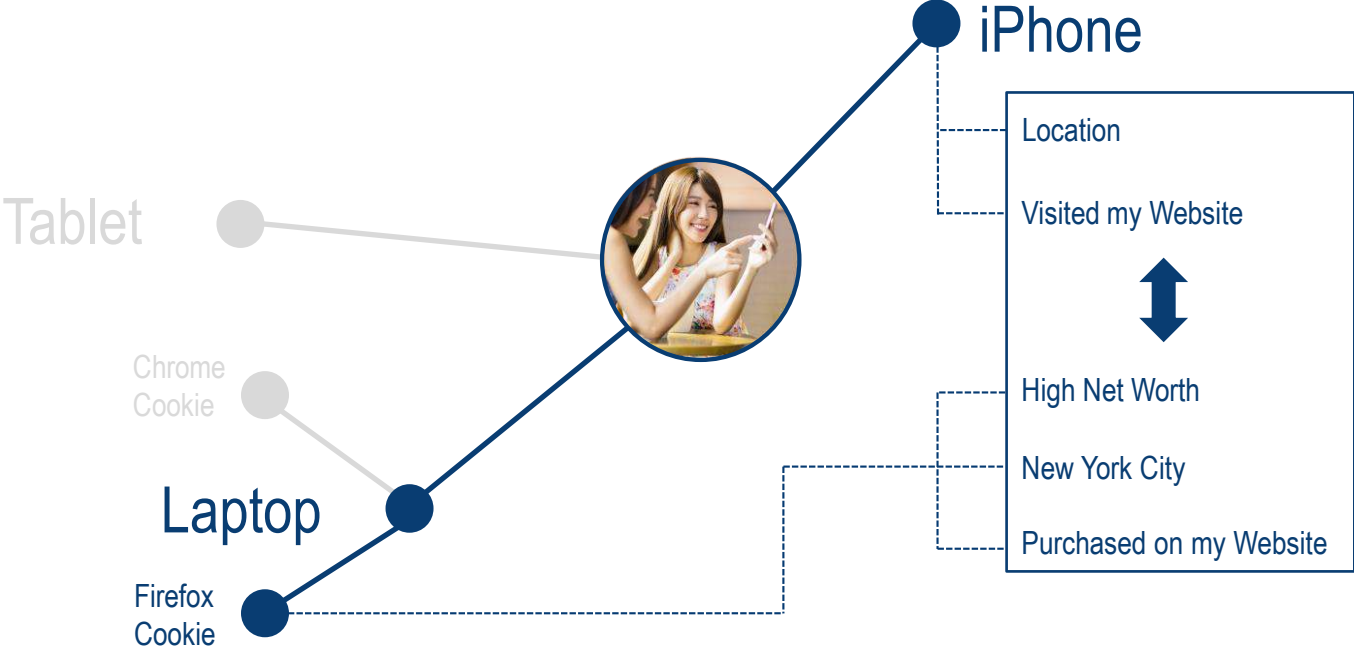
Bringing Digital Data To TV



Build A Graph Using Combined Data Sources

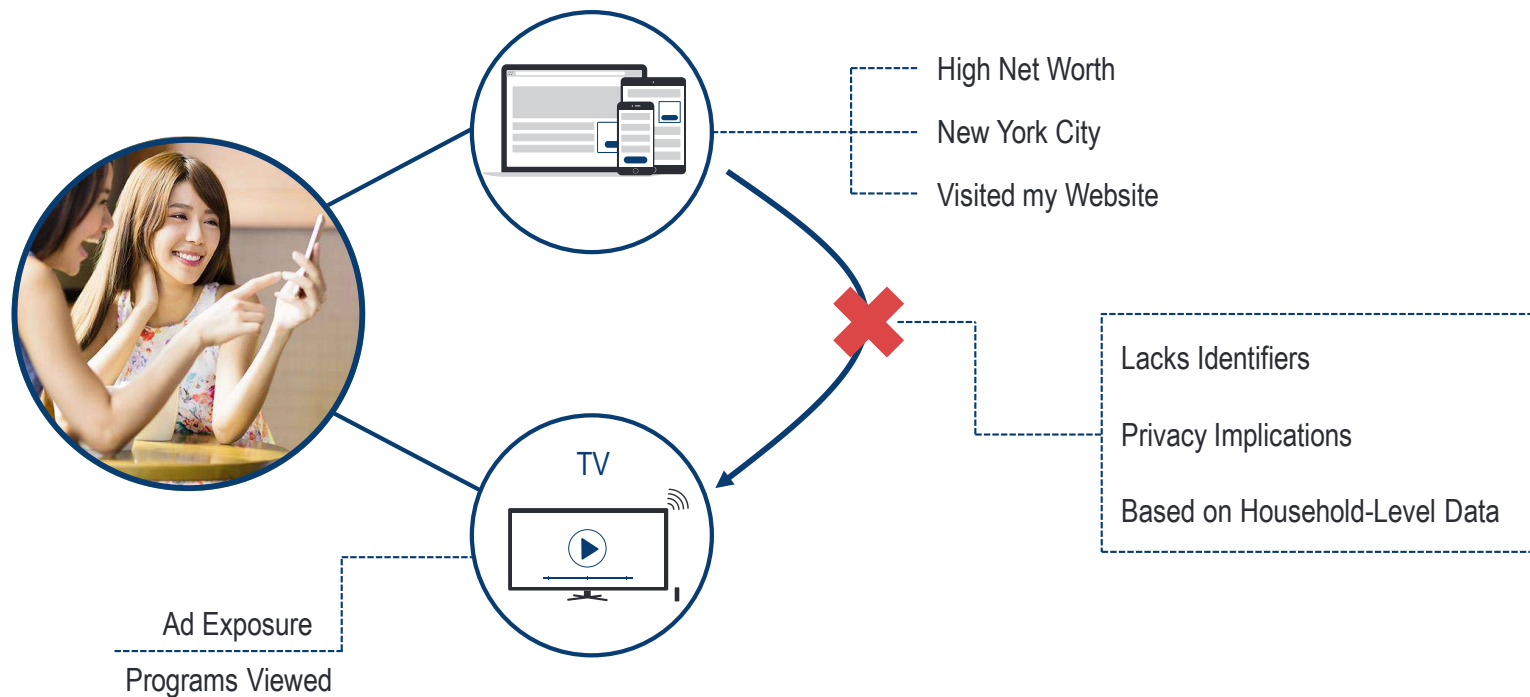


Build A Graph Using Combined Data Sources



Applying The Graph To TV

TV data in a digital graph has different requirements



Types Of Programmatic TV Offerings



Types Of PTV Offerings

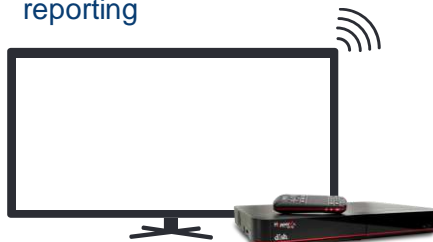
Connected TV (OTT)

- Real-time buying of TV ads
- Airs on internet enabled over-the-top (OTT) devices or smart TV applications



Addressable TV

- Traditional TV ads
- Targeted to and only airing in specifically selected households
- Followed with outcome based reporting



Programmatic Linear

- Traditional TV ads
- Purchased through an automated platform
- Leverages advanced data sets for more granular targeting

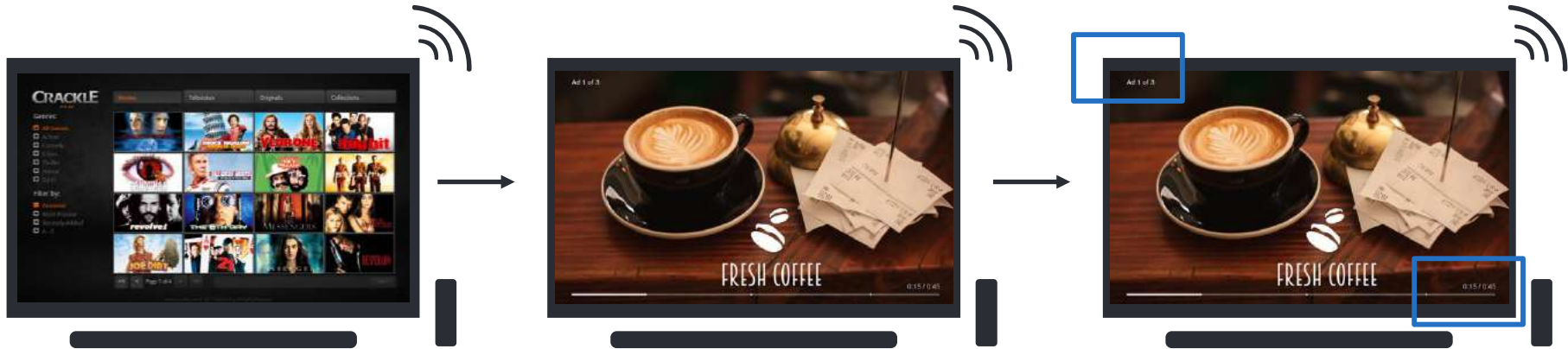




Connected TV

How Does Connected TV Work?

Targeted advertising internet-enabled Smart TVs & OTT devices such as Roku, AppleTV, Chromecast



Users watch videos streamed to their TV sets using apps within an internet connected device

Ads will appear as a full-screen TV spot, in a 100% viewable environment

In-stream 15 or 30 second un-skippable spot during mid-to-long-form content

Extending The Graph To Connected TV



The Benefits Of Connected TV



EXTEND

Extend reach beyond standard online and mobile video

REACH

Reach Cord-Cutters on TV and in their living room

FLEXIBILITY

Flexibility to start, stop, and optimize in real-time

CONTROL

Impression-level control and insights in real-time

LEARN

Learn and scale audiences using digital data signals

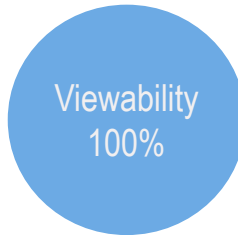
Connected TV Case Study: Financial Services

Campaign Summary

- **Objective:** Leverage an innovative channel and reach consumers with a high propensity to engage new tech
- **Budget:** \$100K
- **Duration:** 1 month
- **Geo Targeting:** National
- **Content Targeting:** Run of Network



Across 90+ Channels



Full-Screen TV Environment



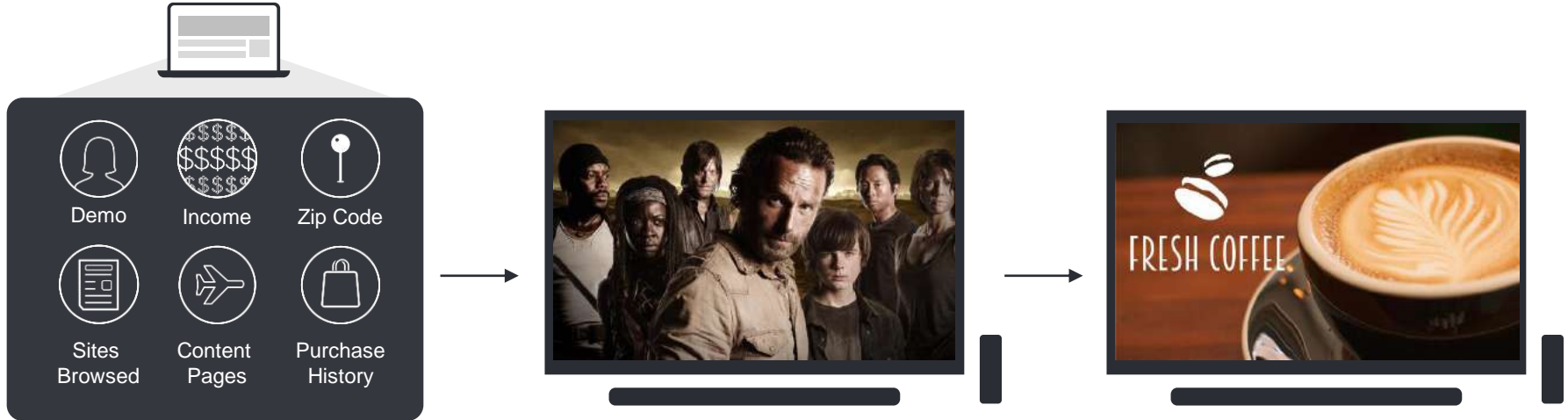
Superior Completion Rates



Addressable TV

How Does Addressable TV Work?

Match audiences to cable and satellite households for 100% audience based buying

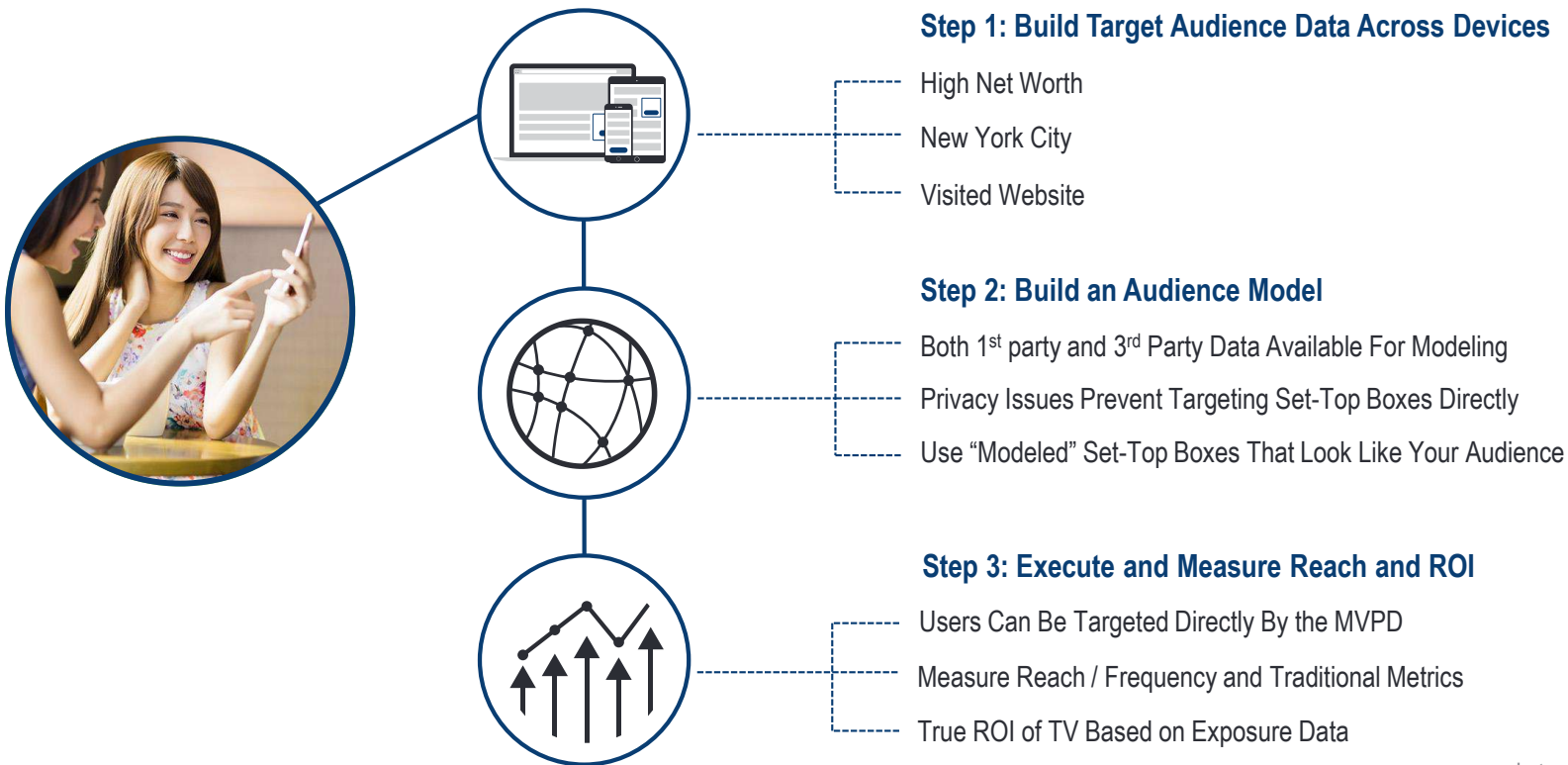


Custom audience segments created from 1st party and 3rd party online data matched to MVPD subscriber households

Consumers watch their favorite TV programming

Advertisers' creative only plays in selected households as defined by custom audience

Extending The Graph To Addressable TV



The Benefits Of Addressable TV



TARGETING

Granular audience targeting through set-top boxes

EFFICIENCY

Eliminate waste common with broad contextual targeting

MEASUREMENT

Measure success from actual business outcomes rather than ratings

ATTRIBUTION

Comprehensive ROI measurement with closed-loop attribution

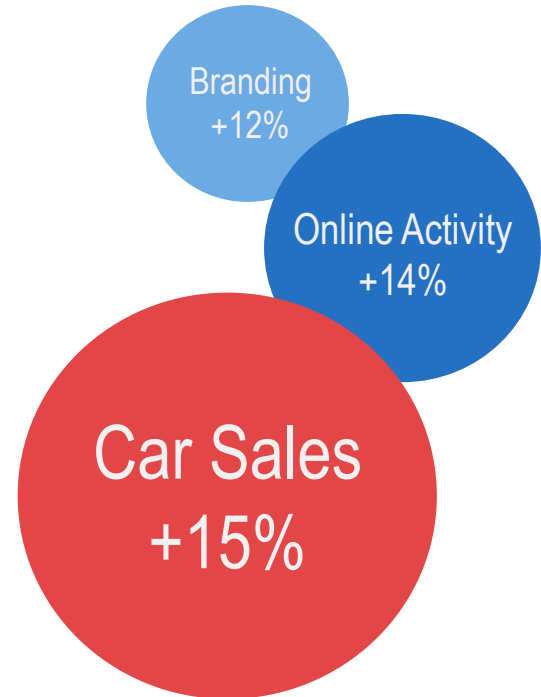
UNIFICATION

Unify TV and digital campaigns via cross-device targeting and reporting

Addressable TV Case Study: Auto

Campaign Summary

- **Objective:** Drive sales, online activity, & branding
- **Budget:** \$1.2M
- **Duration:** 1 month
- **Target Universe:** 1.7M households
- **Audiences:** Retargeting, Intenders, 3PD





Linear TV

How Does Programmatic Linear TV Work?

Match audiences to TV viewership data for more informed buying

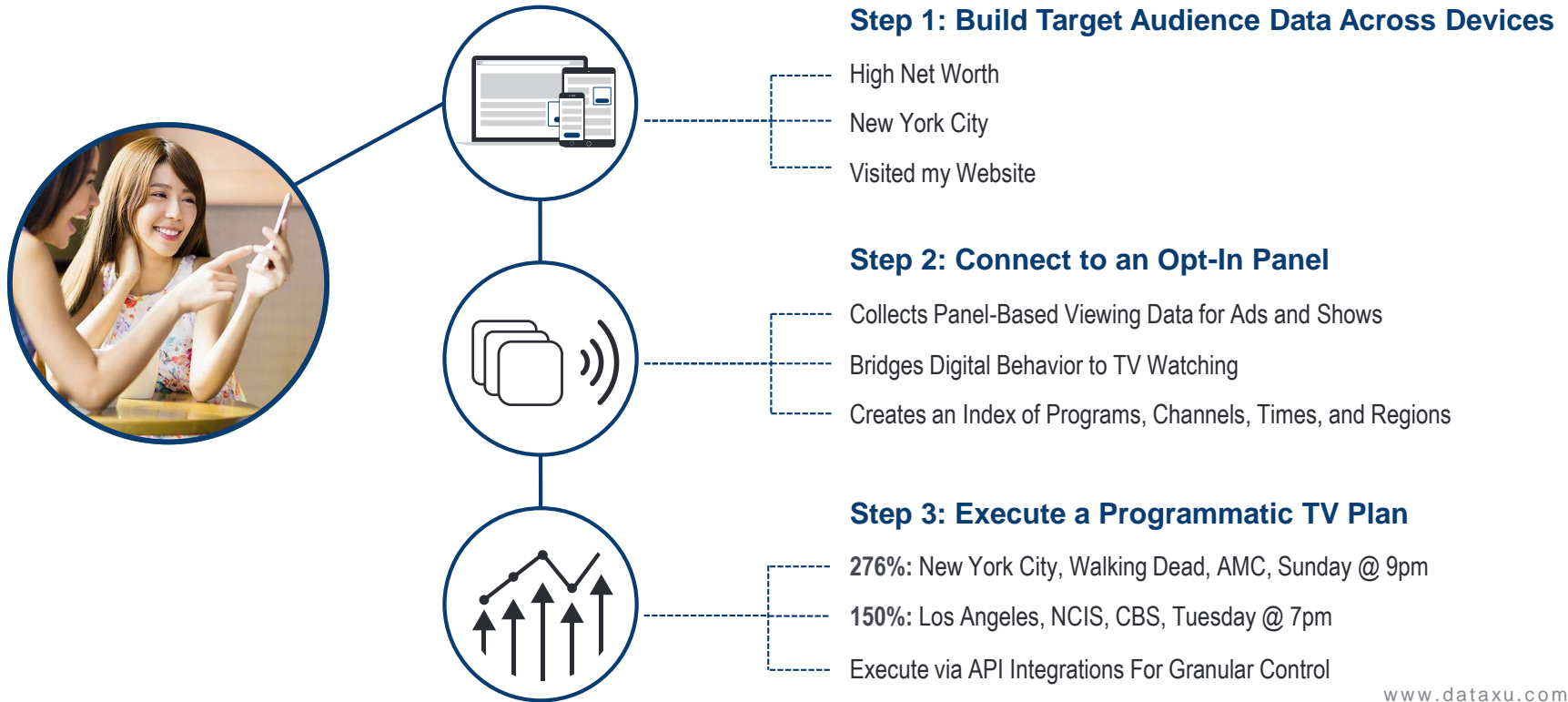


Custom audience segments created from 1st party and 3rd party online data matched to typical viewing habits of the selected audience

TV ads are purchased via automated platform, to be run only during shows likely to be viewed by specific custom audience

Ads run on live TV through traditional linear methodology

Extending The Graph To Programmatic Linear TV



The Benefits Of Programmatic Linear TV



ACCURACY

Data-enhanced targeting
Provides accuracy
beyond traditional
currencies

REACH

Reach the massive
population of U.S. TV
households with
controlled timing and
channels

CENTRALIZED

Access various markets
and inventory sources via
one centralized platform

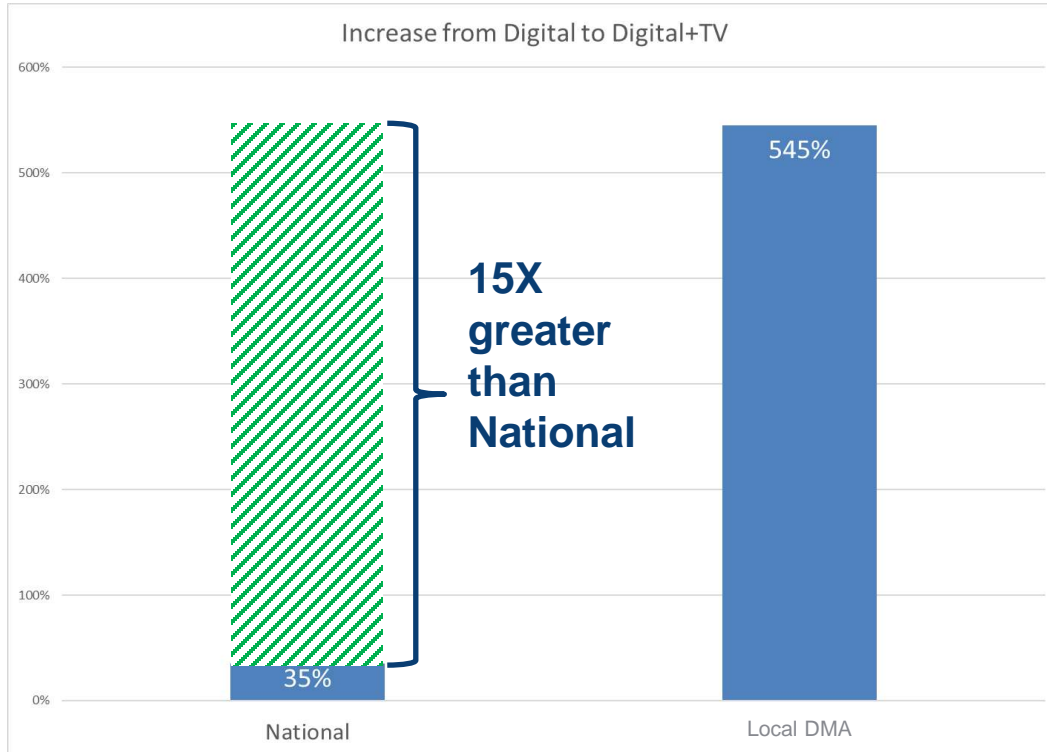
FLEXIBILITY

Superior flexibility with
mid-campaign
optimizations

LEARN

Compliment basic GRP
reporting with digital
traffic analysis and
audience insights

Linear TV Case Study: Enterprise Tech



- Combining digital & TV campaigns increased avg. daily traffic by 545% vs. digital alone
- This represents a 15X greater increase in avg. daily traffic vs. traffic increases outside of the target DMAs



Audience Q & A

Thank You!

Questions? Get In Touch.



Tore Tellefsen

VP of TV Solutions
DataXu

 ttellefsen@dataxu.com

 [@DataXu](https://twitter.com/DataXu)

Be Inspired and Learn

MMA Webinar Series

Top 3 Tips to Nail Native Advertising

Thursday November 10th, 2016

The Performance & Impact of Mobile Rewarded Video

Wed, November 16th, 2016

Reimagining Mobile Creative: It's Time to Exceed Consumer Expectations

Thursday, November 17th, 2016

mmaglobal.com/webinars

Upcoming MMA Events



MMA Forum Istanbul

November 1, 2016



MMA Forum Singapore













November 28, 2016

mmaglobal.com/calendar/monthly



Take a Seat at the Table

- [MMA programs](#) and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue..

 Attribution Analysis	 Currency Measurement	 Internet of Things	 Location
 Mobile Games	 Mobile Messaging	 Mobile Native Advertising	 Mobile Programmatic
 Mobile Shopper Marketing	 Mobile Video	 Privacy	 Research Council - In Development -

- To join a program, contact committees@mmaglobal.com.

Participate In The Conversation

MMA Smartbrief

Mobile Marketing Insights

MMA LinkedIn Group

Get Social with MMA



Getting Great At Mobile

Case Study Hub

The Mobile Marketing Playbook

Guidance Reports and Benchmarks

Webinar Library





Thank You!