



Advanced Television Advertising

A primer for Buyers and Brands

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This document has been developed by the IAB’s Advanced Television Advisory Board.

Representatives from the following companies participated in creating this document:

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BrightLine	MAGNA GLOBAL	Roku
DISH & Sling TV	MediaVest	Samsung
FreeWheel	MODI Media	Simulmedia
Google	NBCUniversal	Sony
Innovid	Nielsen	

About the Advanced TV Advisory Board

The IAB’s Advanced TV Advisory Board is composed of companies actively engaged in the creation and execution of Advanced Television advertising. The Advanced TV Advisory Board aims to define, prioritize and execute industry initiatives to facilitate the modernization of the television ecosystem.

This document is on the IAB website at: iab.net/atvprimer

About the IAB

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. The organization is committed to professional development, elevating the knowledge, skills, and expertise of individuals across the digital marketing industry. The IAB also educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Founded in 1996, the IAB is headquartered in New York City.

Table of Contents:

Executive Summary	3
Introduction - what is Advanced TV?	4
Constituents - how the rise of Advanced TV impacts the ecosystem	5
Players in the Ecosystem	6
Value of Advanced TV - to Viewers, Media Companies, and Advertisers	8
An Advanced TV media-planning example - what, why, how	10
Opportunities and Challenges in the Advanced TV Advertising Space	11
Parting Perspectives - a lot to do, a lot to look forward to	13
Resources	14
Advanced TV Glossary	14
5 Questions to Ask Your Agency	15
5 Things Advanced TV Media Buyers Need to Know Now	15

EXECUTIVE SUMMARY

How television is watched, where it is watched, with what devices, and the technological underpinnings of the ecosystem that enables it that are all changing cataclysmically. What's on TV – sight, sound, and motion, i.e. video – has been unmoored by technology and viewer shifts away from what we originally called “television” – i.e. shows aired at specific times via particular channels to the set in the living room.

And since advertising naturally follows the audience's attention, TV advertising is following – and must follow, if it is to stay relevant and effective – that audience as they leave the living room and the immutable broadcast times of the last century. The same technologies that have enabled the new world order of video content consumption also have enabled new ways to deliver advertising along with that content. The technologies that make content available whenever and wherever viewers want comes with a back channel that gives marketers more data, better targeting, and enhanced advertising experiences. This new era brings the best features of 21st Century advertising — specifically, the capabilities inherent to the digital advertising space of the past 15 years — to the 20th Century domain of television.

Many people in the industry call this new kind of video content consumption and advertising “Advanced TV,” in order to distinguish it in the minds of advertisers and agencies from what they understand to have been traditional TV or “linear TV” until now. But the day is fast approaching when this exception will become meaningless, when for both viewers and advertisers, “Advanced TV” is simply the new television.

There are 3 core advantages to advertisers, media companies, and even to consumers in this new paradigm:

1. Highly effective targeting technologies that help advertisers find their audiences — and re-aggregate them at scale — cross-device and at any time and place, as well as addressable technology makes that reach and scale more relevant to that audience.
2. Richly interactive technology – such as audience choice– inspires greater viewer engagement. The enhanced data return on these interaction points helps further inform and optimize addressability.
3. That same data return offers advertisers more effective and meaningful measurement of campaigns. Brands can be more certain that they actually reached their audience effectively, and gain insight into viewers' usage and engagement. These insights feed back into the top of the cycle, helping advertisers target, reach, and engage their audience more and more effectively.

INTRODUCTION

How is Advanced Television different from regular television, and what makes it so “advanced?”

Advanced TV is sight, sound, and motion content – i.e. video – and accompanying advertising, that is delivered by means that go beyond the typical capabilities of traditional TV, or, what is often now called “linear TV.”

It is television that is often delivered as a blend of “traditional” first screen TV experiences with interactivity, targeted using advanced analytics, and TV everywhere enhancements. It is video media that takes the best of television and combines it with what historically have been the best capabilities of digital advertising, such as one-to-one targeting and interactivity.

Or, put another way, Advanced TV is “Everything that is TV but isn’t like TV as we’ve always known it.” It is probably best defined by using all the examples of what the term includes: iTV (interactive television), targeting advertising at the household level based on more accurate demographic data than traditional TV afforded, advanced targeting beyond demographics from combined behavioral and viewing habit data pulled from the set top box, addressable TV, multi-platform/multi-screen content and ad delivery, OTT (over the top), which is anything that comes to the viewer by means other than through the MVPD (multichannel video programming distributor), VOD, connected televisions, and TV that is sold and bought programmatically.

More importantly, what makes Advanced TV particularly compelling for just about any brand advertiser are these three key differentiators from what linear TV could provide:

1. **Targeting.** The kinds of technology that have made native-to-the-internet display and video advertising so compelling from a data and delivery standpoint are also what define Advanced TV. The technologies that allow the serving and distribution of Advanced TV also return data that help advertisers find their specific audiences — and aggregate them at scale — regardless of device, time, and place. The addressable technology of Advanced TV makes that reach and scale more relevant to that audience when and where they are found.
2. **Engagement.** The technologies powering Advanced TV enable richer experiences for viewers to engage with content and advertising. Among the opportunities for enhanced viewer experiences through Advanced TV are audience choice, i.e. viewers choosing their content and influencing or perhaps even choosing which ads they see, which can achieve deeper engagement with that content and the advertising that goes with it. Interactivity itself can be part of an Advanced TV advertising experience, allowing viewers to have a brand experience beyond just being a passive receptor of the brand’s messaging. Richer data return on what audiences are choosing helps further refine the addressability of the platform, since based on the viewers’ choices of both content and advertising, the ads being served can be optimized.
3. **Measurement.** The data return from an Advanced TV execution offers advertisers more effective and meaningful measurement of campaigns than ever have been available via traditional TV. Brands can achieve more certainty that they are reaching their audience effectively, and gain insight into those audiences’ usage, engagement, and in some cases, influences to purchase. As we have seen in the digital space now for 15 years, these data-driven insights feed back into the beginning of the cycle, contributing to an iterative process of media optimization and improvement, helping advertisers target, reach, and engage their audience more and more effectively over time.

CONSTITUENTS

There is no part of the cable and broadcast media ecosystem that is untouched by Advanced TV technologies.

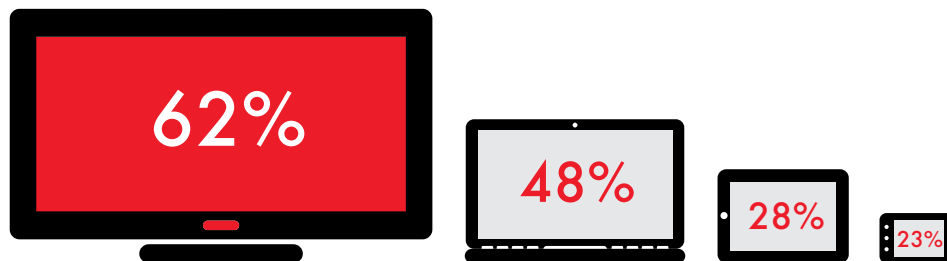
Advanced TV is not just affecting major categories in the media and marketing space, it is inventing new ones. The areas currently of greatest innovation and change in the Advanced TV space are:

- **Content.** In some ways, this category is the least affected, since people still like good content, and advertisers want to be associated with good content, particularly if it comes with a valuable audience. But where content producers are most rapidly adapting is in the length and format of the content produced. It also means that the inventories available to advertisers will be different. For example, 23% of In-home streaming now happens over a smartphone. (The New Living Room – Proprietary Study by Crackle and Magid & Associates, Inc. October 2014) This format and experience lends itself best to content that is shorter, which means there will be more pieces content in more varieties, but it also means that ad length relative to that content will need to be shorter. An even bigger shift in content arises where the content producer is also an OTT distributor, such as Netflix or Amazon. Netflix has pioneered a huge shift in how we consume long-form content, aka the binge-viewing phenomenon. The impact on advertisers of this specific change in content creation and consumption is less certain, since these distribution models are not currently ad-supported.
- **Distribution.** The distributors are the programmers and MVPDs. But they are also the OTT applications and the OTT platforms that host them. And they are also the connected devices, from the connected TV to the second screen. Though to call tablets or smartphones second screens seems like a misnomer now. For a lot of people now, particularly for Millennials, it is the first screen.



Connected TV Leads All In-Home Streaming

Based on total audience 18–49; All methods of online viewing of TV shows/movies



SOURCE: The New Living Room – Proprietary Study by Crackle and Magid & Associates, Inc. October '14

- **Enablement.** The technologies that make all of it work. There are the video delivery management systems that get the content where it needs to go. There are the video ad servers that get ads to where they need to go. There are transcoding providers who make the advertising assets transferable to any platform. If Advanced TV is the house, enablement is the plumbing and electrical wiring.
- **Enhancement.** The enhancements that differentiate Advanced TV from traditional linear TV come from access to more granular and reliable layers of data that in turn make more sophisticated targeting possible. These enhancements are creative overlays that make the advertising genuinely interactive, or that make it possible to advertise to a particular household not just the national brand's message but also the closest locations of the brand's stores to that household, etc.

- **Measurement.** With Advanced TV, demographics become more verifiable, and at the same time, using demographics as a proxy for something more precise in targeting will no longer be necessary. Actual, verifiable viewing behavior and brand engagement are now measurable. Advertisers and their agencies can test and measure the impact of an advertisement based on time and place viewed, content affinity and/or creative execution. It remains to be seen, but other forms of media currency beyond just the impression or the rating point could emerge from these capabilities.
- **Market.** The marketplace itself is affected as well. Advertisers and their agencies must change how they plan and buy television, and how it fits into the media mix strategy. And as the capabilities of television advertising change, so will what marketers expect from it – including and especially, greater ROI from their advertising spend. Media consumers are already expecting new things from their content – time shifting, portability, control, etc. It stands to reason that they will come to expect different things from advertising, expecting it to be more relevant, more interactive (which is not only a more enriching advertising experience for consumers but also provides a valuable feedback channel to advertisers), more timely, more useful, and more valuable overall.

PLAYERS IN THE ECOSYSTEM

Although this list is by no means exhaustive, below are some examples of players in each area of the Advanced TV ecosystem as we have defined it above.

Content



Distribution



Enablement



Enhancement



Measurement

RENTRAK 

nielsen

Visible
MEASURES

iSpot.tv

OMNITURE[®]

Core metrics
An IBM Company

KANTAR

comSCORE

Market

- Brands
- Agencies
- Consumers

What is the Value of Advanced TV?

Advanced TV actually brings value to all points in the ecosystem, including to consumers. With more content available on demand where viewers want it and technology rapidly evolving to enable their new viewing habits, content producers and distributors will embrace this shift, and evolve to provide viewers with easy ways to find and consume the content they seek.





Consumers are increasingly consuming content traditionally found on television through alternative means, whether time-shifted using VOD or DVR, on their mobile or tablet devices, or via OTT platforms.

- One in 3 US adults now owns a connected TV. Three quarters of connected TV/device owners and roughly half of computer, tablet or smartphone owners report streaming online video at least once a month – 1/3 of connected TV owners stream video to their TV daily. (IAB Research Using Vision Critical's Springboard America Online Panel, Representative of General US Adult 18+ Online Population, January 2015)
- 81% of U.S. broadband households watch video on a TV set, while 60% watch content on a computer. 31% said they watch video on a smartphone, and 28% watch on a tablet. The PC was the only platform to show any significant decline in video viewing in the past year. (Parks Associate Research via Media Post "Online Video Rises On Connected TV," May 2014)
- 56% of consumers in homes with cable, satellite or telco TV service say they use VOD or a "TV Everywhere"-type offering from their TV Provider (GFK, "How People Use Media: TV Everywhere/VOD Study," Jan. 2014)
- Nearly all video households have some form of Advanced TV exposure, be it through their traditional cable provider with ads in the guide, pre-rolls in applications on connected TVs, or through usage of TV everywhere applications. Advanced TV advertising grows as certain forms of OTT grow, e.g. viewing on game consoles. And finally, as cord cutting grows in general, Advanced TV is just going to become "TV."

It is important that advertisers and their agencies take a close look at these advanced distribution technologies and opportunities as technologies push Advanced TV closer to what brands have come to expect from digital display and video advertising that has been available on the internet. As viewers start looking beyond the customary fixed-place/fixed-time content-in-a-box media consumption experience – something they have already been doing for a long time now—brands need to adapt the more effective albeit numerous ways to reach their target audiences.

Advanced TV offers a vast array of new advertising experiences to better reach and engage audiences, from better pinpointing and aggregation of the advertisers' target audiences, to allowing for more interactive and engaging ad units, to being better able to measure the impact of that advertisement and its effectiveness, Advanced TV makes possible a more meaningful ad experience that before recently has not been possible via traditional Linear TV. It's a vast improvement in marketing efficacy.

One platform's data showing the increased marketing efficacy of Advanced TV advertising solutions:

	 CLICK THROUGH RATE	 TIME SPENT WITH BRAND	 LIFT IN BRAND FAVORABILITY	 LIFT IN PURCHASE INTENT
Advanced TV	2.5%	1:00	+4.9	+4.9
Traditional TV	N/A	0:30	+2.5	+3.6
Desktop Rich Media	0.10%	0:14	+3.4	+3.1
Mobile Rich Media	0.09%	0:19	+3.8	+4.3
In-Stream Video	0.46%	0:11	+2.3	+1.3

SOURCE: Brightline IQ™ database/UXTV™ data for connected TVs, Pointroll, Millward Brown Digital

Agencies now must consider Advanced TV any time campaign goals include heightened engagement, optimization and efficiency, or the need for more reportable measurement and results – which is nearly every time a company spends money to reach people it wants to persuade to buy its product or service.

What is the Value to brands, specifically?

Are there advertisers for whom Advanced TV doesn't make sense as part of their media mix? There is no 'right' or 'wrong' advertiser vertical for Advanced TV, but some currently make more obvious sense than others.

Automotive advertisers are currently the most avid users of Advanced TV tactics. High-consideration purchase and highly specific targeting criteria make the capabilities of Advanced TV attractive. Plus, car-shoppers like to interact with the features of the cars they are considering, so digital-like interactions such as 360-degree views and hearing the engine on demand fit naturally into the automotive sales cycle, and help drive warmer leads into dealerships.

Entertainment advertisers are frequently looking for younger audiences, who are harder and harder to pin down in any one content-consuming place. This is also an audience that has grown up digital and has come to expect more from advertising. They expect advertising as content and they expect it to be interactive. Traditional Linear TV doesn't offer this experience in the way that advanced TV does.

CPGs can find value, not necessarily because their targeting needs are always so specific, but as a means to validate execution and schedules. CPGs' agencies are not necessarily using the technology to deliver or insert dynamic or targeted messaging, but they are using it to verify delivery against target audiences.

Because of the new ways that consumers are able to access TV content, the viewing audience is fragmenting and becoming more difficult for advertisers to find in one place. Brands need scale to achieve media and sales goals, and true scale has gotten harder to find at the same time, in the same place, around a singular content consumption experience. There are either too many islands of content to reach on which a target audience can be found, or there are too many different times throughout the day or week or month target audiences are coming to that island of content to visit. Advanced TV is a kind of tour operator that makes sure the advertiser gets to all the islands of content, and is on the right one at the right time when visitors arrive.



How consumers get CTV

Consumers have a growing number of app-enabled CTV service options, with traditional MVPD's now enabling connectivity on some set-top boxes.



SOURCE: Brightline

To help media buyers and brands envision how they would use Advanced TV to navigate those islands, below is an illustrative planning scenario:

Planning Scenario

The brand is a movie studio looking to reach Millennial-aged males to promote a new release. This is an audience that is scattered across the media landscape. A multi-channel approach is needed to achieve effective communication to target and to ensure the opening weekend at least clears the initial production investment.

What the agency needs:

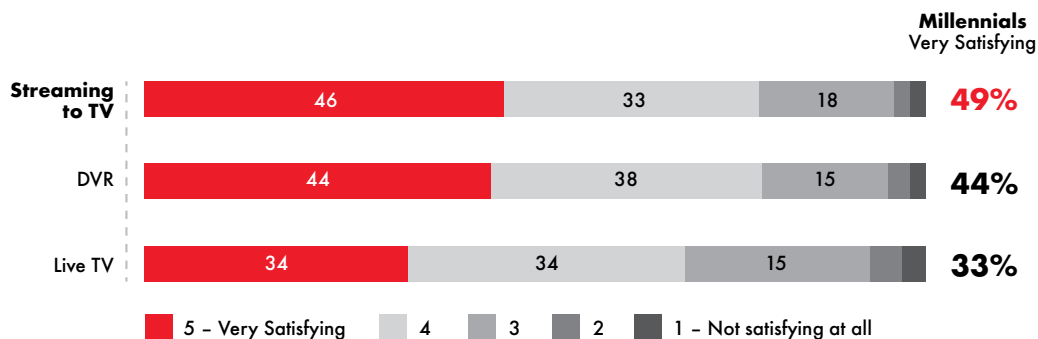
- **An addressable TV solution provider** to find the right HHs with the right people in them (Millennial-aged males). This can be from among any number of those players mentioned under "Enablement" above. Ideally, choose an aggregation solution that brings enough operators together to yield enough of the right households. Forrester has reported 19% higher overall brand efficiency, 39% higher overall brand awareness and 67% ad recall in addressable TV advertising versus traditional TV advertising. (Forrester, Time-Shifted TV Opens The Doors To Dynamic Ad Insertion And Addressability, May 2014)
- **Interactive overlay** to render the advertisement richer for the consumer, more engaging, and more data-rich for back-channel reporting. One industry statistic says that there is an average of 5x-15x more time spent engaging with an interactive channel than with a standard :30 commercial (AT&T AdWorks based on iTV campaign results/benchmarks). In another statistic, custom advertising content has 5 to 14 times greater effect than a standard ad unit, in the form of some kind of response or engagement. (Kristi Argyilan, former President, MAGNA Global NA, via Beet. tv, Apr. 2014). See "enhancement" above.
- **Data readability** to learn from what's going on and to use those learnings to retarget and optimize. See "measurement" above.
- **Orchestration** to pull it all together. This turns out to be one of the biggest challenges currently for Advanced TV. But also where much of the opportunity lies for agencies to add value for clients.

How we know Advanced TV can reach a Millennial audience:



Streaming is TV... Only Better

Based on total of those who watch with someone else



SOURCE: The New Living Room – Proprietary Study by Crackle and Magid & Associates, Inc. October '14

OPPORTUNITIES AND CHALLENGES IN ADVANCED TV

OPPORTUNITIES

Targeting Opportunities

- Addressable TV is the ability to insert a specific commercial, and send that commercial to one household while excluding others. Addressable television brings targeting, measurement and true accountability to the television landscape, leveraging 1st party data, 3rd party data and prospect lists to deliver precision targeting while tracking back-end conversion and helping to measure true ROI.

Scale Opportunities

- According to data from Modi Media, WPP's Advanced TV practice, the current reach at the household level is some 42 million across Dish, DirecTV, Cablevision, and Comcast -this will expand to 65MM in 2015 with the inclusion of additional MVPDs (Charter, Cox, Verizon FIOS, AT&T U-verse).

Engagement Opportunities

- Audiences can interact with additional content via interactive banners within commercials, branded applications and pre/post roll content.
- Interactive messages are delivered via connected televisions, gaming devices, set-top-boxes, Blu-Ray players and USB/over the top devices.
- Advertising opportunities include Branded Applications, T-Commerce, Interactive Brand Channels, Interactive overlays.

Measurement Opportunities

- Both Addressable and Interactive television provide measurement beyond just media exposure.
 - With Addressable Television campaigns, brands can measure the sales lift post-campaign to determine if exposed households transacted at a higher rate
 - For Interactive TV campaigns, advertisers are able to measure specified actions i.e. the number of households that opted-in for more information, time spent with content, click throughs, redemption rates, etc.
- True measurement of viewership against a HH-specific target
- Exposure-to-conversion metrics
- The projected evolution of Advanced TV is that it can be reasonably expected to provide multi-channel, multi-platform measurement that will allow for a "unified view" of the target audience at a near-individual level.

Challenges

Inventory Challenges

If Advanced TV does become the new standard, what does that mean for inventory? Assuming advertisers pluck out the desirable, profile-able, targeted inventory, what happens to what's left? And what kind of system will be in place to manage demand? Will it be programmatic? Or will it be a system similar to what it is now, which is basic supply and demand, first-come first-served?

Regardless of the answers, it's going to be a more complex transition than to which TV sellers are buyers are accustomed.

Due to its specific and targeted nature, addressable trading requires a very different approach than general market television. With traditional television, inventory is sold by the networks, bought by national broadcast buyers and traded on Nielsen ratings – with the same players that have existed together for decades.

Addressable Television introduces a new and different currency. Some media buyers question whether the GRP will continue to serve as the currency for Addressable TV. Similar to traditional online media, Addressable TV can be traded on an impression basis backed by Rentrak, Kantar and other STB data aggregators. For Addressable campaigns, buyers and sellers are creating plans based on unique target universes (i.e. in-market auto intender HHs) for every buy.

Some – particularly the agency side – believe that Addressable inventory owned by the multichannel video programming distributors (MVPDs), will be traded on a new currency, measured by multiple providers and delivered by varying technologies. They see the model on the supply-side as a battle between share of a budget vs. unit costs for the media. Marketers and agencies want to spend less... but want to spend more if it means even better results.

Does this portend a change in currency from GRPs to an actual outcome like sales? Not if the unit of measure is tied to the more precise targeting. For now, there will be a true target guarantee against planning target (e.g. “women who drink 3 or more cups of coffee a day and like ‘Inside Amy Schumer’”) vs. a buying target (“women 25-54”).

Buying Challenges

But how, then, does such a buy get executed? The general feeling is that there will need to be some amount of automation. But what’s going to be the biggest factor is access to inventory, whether that’s via an exchange that is open or private, or if there is a 3rd party that can offer a unified view of multiple screens to ensure that the advertiser is communicating the most effectively to the right audience. Interestingly, the bringing of traditional online display and video strengths to TV might make communication delivery goals such as reach and frequency more important than ever.

Among industry insiders, programmatic TV is most often mentioned as the mechanism by which Advanced TV will be bought. According to recent research from Magna Global, a projected \$10 billion of TV budgets by 2019 will be spent programmatically. Programmatic TV – defined as all TV ad spending transacted through a technology platform aside from a traditional insertion order – will represent 4%, or \$2.5 billion, of U.S. TV budgets in 2015, according to the report.

Management Challenges

One of the biggest brand advertiser challenges now is how to deal with audience fragmentation by re-aggregating the various pieces of desired audience segments from myriad channels, as well as making it easier to buy and easy to measure across operators, publishers and platforms.

While many of the technology issues behind this are either solved or being solved, buyers and sellers still have work to do just managing workflow and understanding the technology. Who’s responsible? Which technologies are needed in order to activate a campaign? For smart and nimble agencies that are ready to adapt and lead, this can be a whole new source of value that they bring to clients.

PARTING PERSPECTIVES

Customer trends and scale point to a future in which Advanced TV is the medium of choice and perhaps of necessity. According to Nielsen, and by self-admission among the traditional broadcast networks, there is double-digit rating declines for most traditional, linear television programming. Connected TV viewing, on the other hand, is seeing triple digit increases. According to FreeWheel there was a 237% increase in connected TV streaming in 2014, accelerating at 256% in just the 4th quarter. And by 2016, it is projected that more than 60% of homes will use IP to watch premium video content on TV, according to eMarketer and Nielsen. Rentrak reports that currently, addressable advertising is available in 40 million homes and dynamic ad insertion through companies such as Canoe partners is approximately 30 Million. And Starcom/MediaVest Group cites a statistic to their clients that campaigns are 37% more effective using addressable television than using linear TV advertising vehicles.

What is clear is that the merging of digital and television, blending of the best of linear TV with the best of what digital has (one-to-one ad delivery, targeting, interactivity, the ability to click on an ad, etc.), across devices and content, is ultimately better for both advertisers and audiences.

- Advertisers have better data for targeting and optimizing; advertisers are better equipped to overcome a scarcity of premium inventory and audience fragmentation; advertisers can bring more interesting means of engagements to their audiences. And, they get a giant step closer to a “unified view” of their target audience, encountering them and understanding them at various times of day, using a variety of media devices, seeking different content consumption goals.
- Audiences can more easily consume the kind of content when and where they want, and have that content come if not less encumbered by advertising, less encumbered by advertising that doesn’t make sense to them. Audiences will get advertising that has more value in either relevance or in its ability to engage or entertain or inform, or both.

What is also clear is that what we are now calling Advanced Television is going to become the norm in the next 7-10 years (average HH purchase new TVs every 9-10 years according to Sony), and the current generation of advertisers will be calling it, simply, “TV.”

Glossary

ACR (Automatic Content Recognition) – A technology that allows connected devices to determine what content a viewer is watching, regardless of how it is delivered on their screen, and trigger an action such as interactivity or data collection.

Addressability – The capability to deliver a targeted message to a specific segment of viewers. Addressable advertising can be done at various levels of segmentation, and in some cases can target down to an individual viewer using database matching capabilities.

Advanced TV – Any television content or advertising that has evolved beyond traditional, linear television delivery models. This umbrella term is inclusive of the below:

- **Interactive TV** (iTV) – The catch-all term for adding a viewer engagement piece to television. This can include both interactive content and advertising and can be delivered in a variety of ways, including through the first- and second-screen.
- **Connected TV** (CTV) – Connected TVs are simply TVs that are connected to the open internet either through the cable provider set top box or through a consumer electronic device like a streaming box or game console.
- **Smart TV** – Synonymous with Connected TV
- **Linear Addressable:** The addressable ad inserted into live programming. DirecTV, Dish and Cablevision's inventory is all linear Addressable.
- **VOD Addressable:** The addressable ad is inserted into Cable programs within the VOD content. Comcast's addressable inventory is VOD Addressable.

Glass-level – manufacturer-level measurement of content that has played from any source, so long as it is delivered to a screen made by that manufacturer, e.g. Samsung Galaxy and Samsung TV.

In-App Inventory – Advertising available inside of connected TV applications. Typically in-app inventory is sold by the app publisher.

Linear TV – TV delivered in a standard, live broadcast, non-time-shifted or DVR'd manner. The way that people watched TV from the 1950's through today.

MVPD – Multichannel video programming distributor or Cable/Satellite providers

Rich Media for TV – Solutions that offer marketers the ability to reach viewers in a way similar to how marketers are already reaching consumers in online and through mobile apps and browsers.

Streaming/OTT (Over The Top) Box – An after-market device that viewers can use to connect their TV to the internet, allowing them to access app content (i.e. Roku, Amazon Fire TV, Apple TV).

Five questions to ask your agency when getting started with Advanced TV advertising

1. What goal is the application of Advanced TV intended to achieve in the media plan?
2. In what ways, if any, does the planning process differ for Advanced TV from what we have done before?
3. What are the points of differentiation of Advanced TV from other media channels we might use in our buy?
4. Is Advanced TV better suited to some advertiser categories than others? What makes it a better or worse fit for our brand?
5. What is the most compelling data that can be gleaned from Advanced TV advertising campaigns that we are not getting from other media channels? How do we evaluate our Advanced TV campaign against that context, when then metrics may be different.

Five things an agency needs to know now about Advanced TV

1. For now, Advanced TV should be supplemental to the standard broadcast plan. It is “also/and,” not “either/or.”
2. Take advantage of precision targeting, but not to the point that you lose all scale. While there is great audience aggregation possible, the target audiences at this time can’t be too specific – e.g. club-footed home-office radiologists in Michigan.
3. The currency of the space is largely impressions-based, for now.
4. Multiple modes of distribution mean multiple channel contacts are necessary for planning and buying. It’s still worth it, but be prepared to manage this process.
5. Agencies need to develop additional resources to address the technical needs of Advanced TV and have specific workflow in place.