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Technologies

STREAM ON:

A Media Buyer's Guide to Advanced TV

Today's Presenters



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LISTEN, TALK, SHARE

TODAY'S AGENDA

- + The Current State of CTV & Advanced TV
- + Key Considerations for Buying CTV
- + Emerging CTV Opportunities & Tactics

MARKET SNAPSHOT

The Current State of CTV & Advanced TV

Quick Definitions

UNPACKING ALL OF THE CTV ACRONYMS!



OTT

Over-the-Top platforms deliver TV and video content over the internet without the need for traditional broadcast, cable, or satellite providers



CTV

Connected TV devices stream video content over the internet while connected to, or embedded in, a television



Advanced TV

Advanced TV is an umbrella term that refers to TV content that evolves beyond traditional, linear TV delivery models. Advanced TV targeting enables advertisers to serve one ad to one household



FAST

Free Ad-Supported TV (FAST) services host free linear channels that deliver scheduled programming to mass audiences through connected devices



AVOD

Advertising-based Video On Demand (AVOD) services provide free (or low cost), on-demand content that serves personalized ads in an individual viewing session



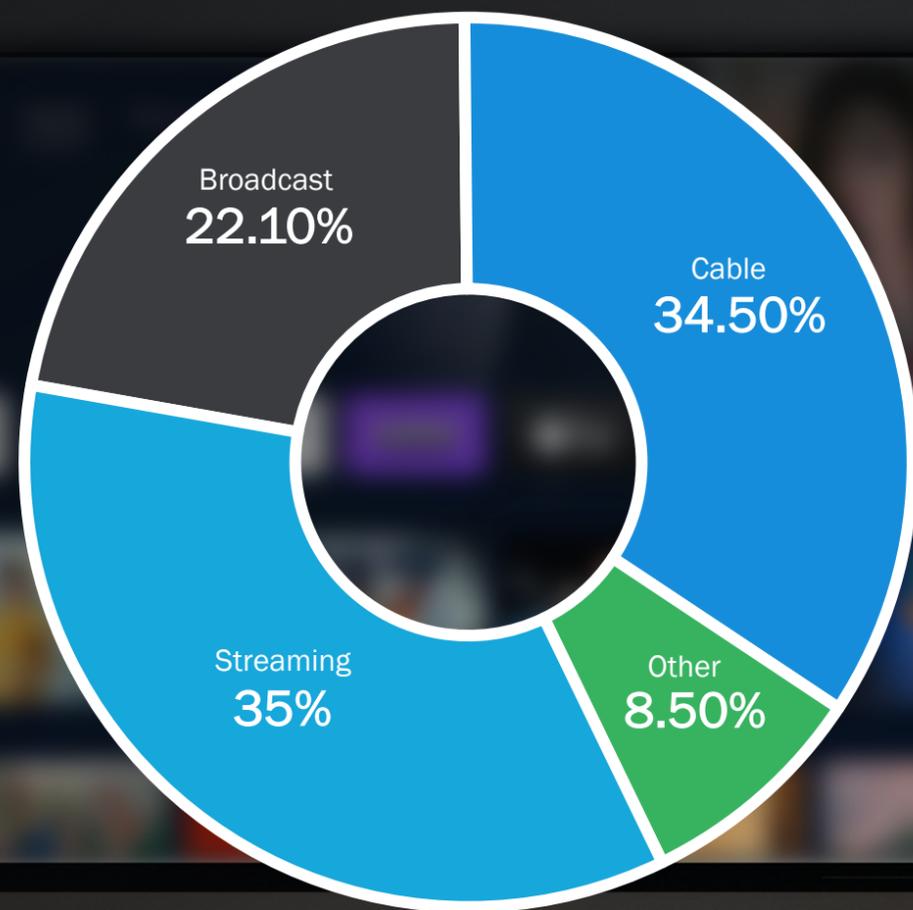
vMVPD

Virtual Multichannel Video Programming Distributors (vMVPD) offer premium live and on-demand video content over the internet, generally for a monthly subscription fee

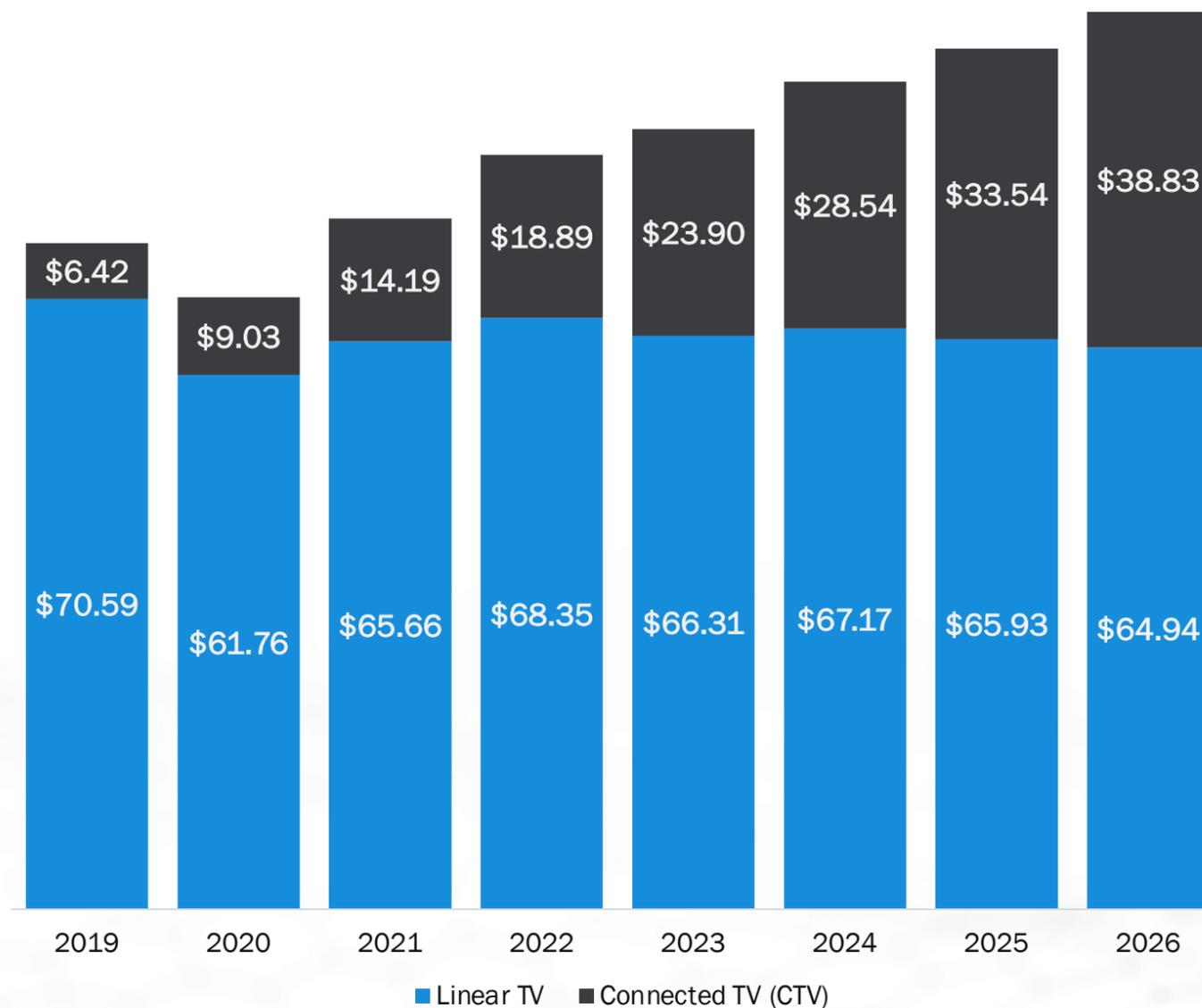
KEY STATS AND INSIGHTS

Streaming Overtook Cable And CTV Ad Spend Continues To Grow

Time Spent Viewing | U.S. | August 2022



Combined US Linear and Connected TV (CTV) Ad Spending, 2019-2026



Source: eMarketer, March 2022 | Nielsen the Gauge, Aug 2022

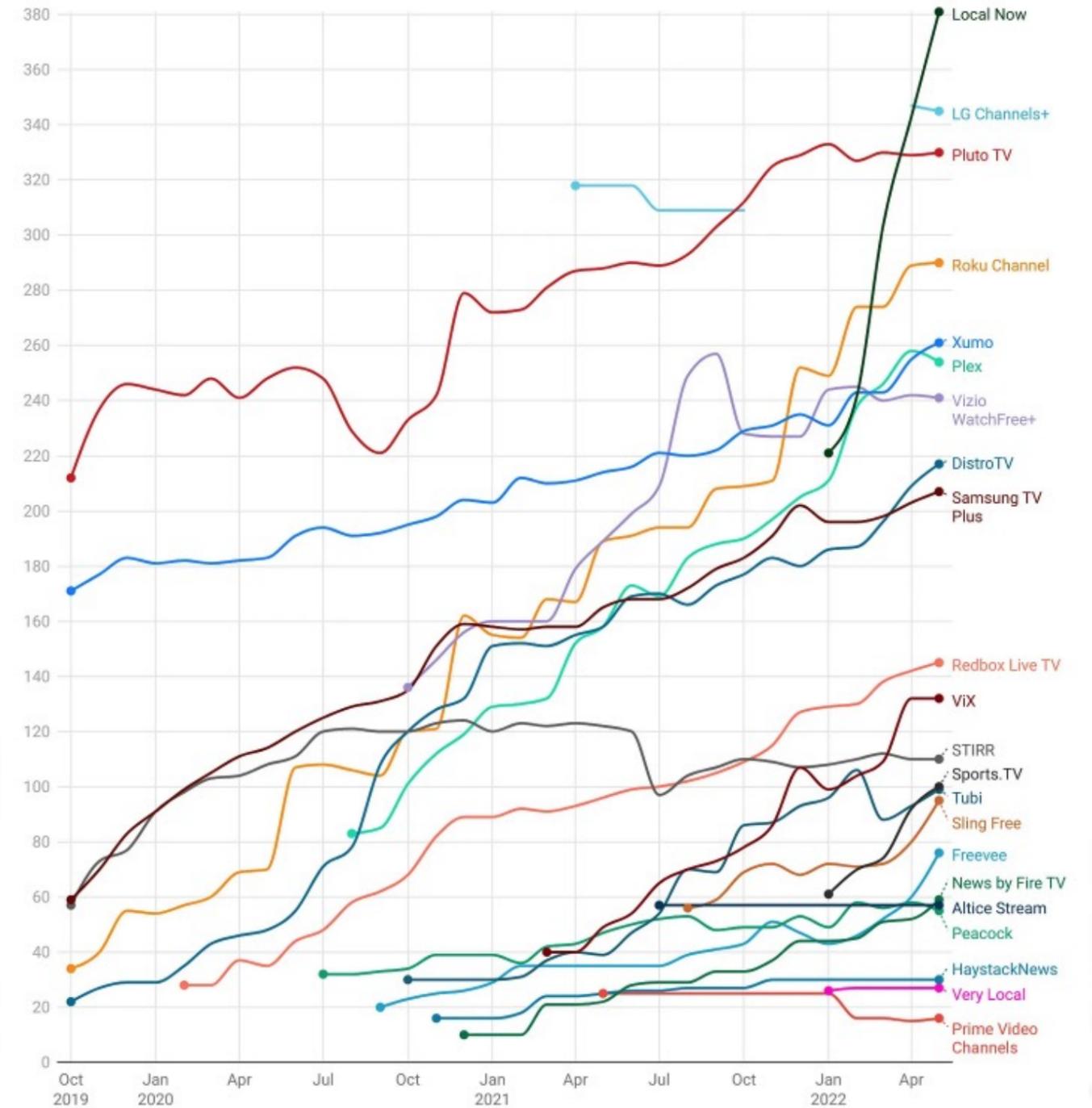
Shift from SVOD to AVOD

Ad-supported streaming adoption rate outpacing SVOD in U.S.: Comscore

Disney to launch ad-supported Disney+ on December 8

Ads are coming to Netflix soon – here’s what we can expect and what that means for the streaming industry

Monthly Count of U.S. FAST Channels by Service



Source: FAST Master, May 2022

Basis CTV Growth Stats



+40%

Average Basis platform CTV spend increase across all clients YoY



27%

Average CTV spend allocation across all Basis campaigns

Basis CTV Inventory Examples

AVOD

dailymotion

ROKU

hulu

sling

tubi

SVOD

HBO max

prime video

hulu

ESPN+

FUTURE INVENTORY

Disney+ **NETFLIX**

FAST

peacock

CRACKLE

xumo

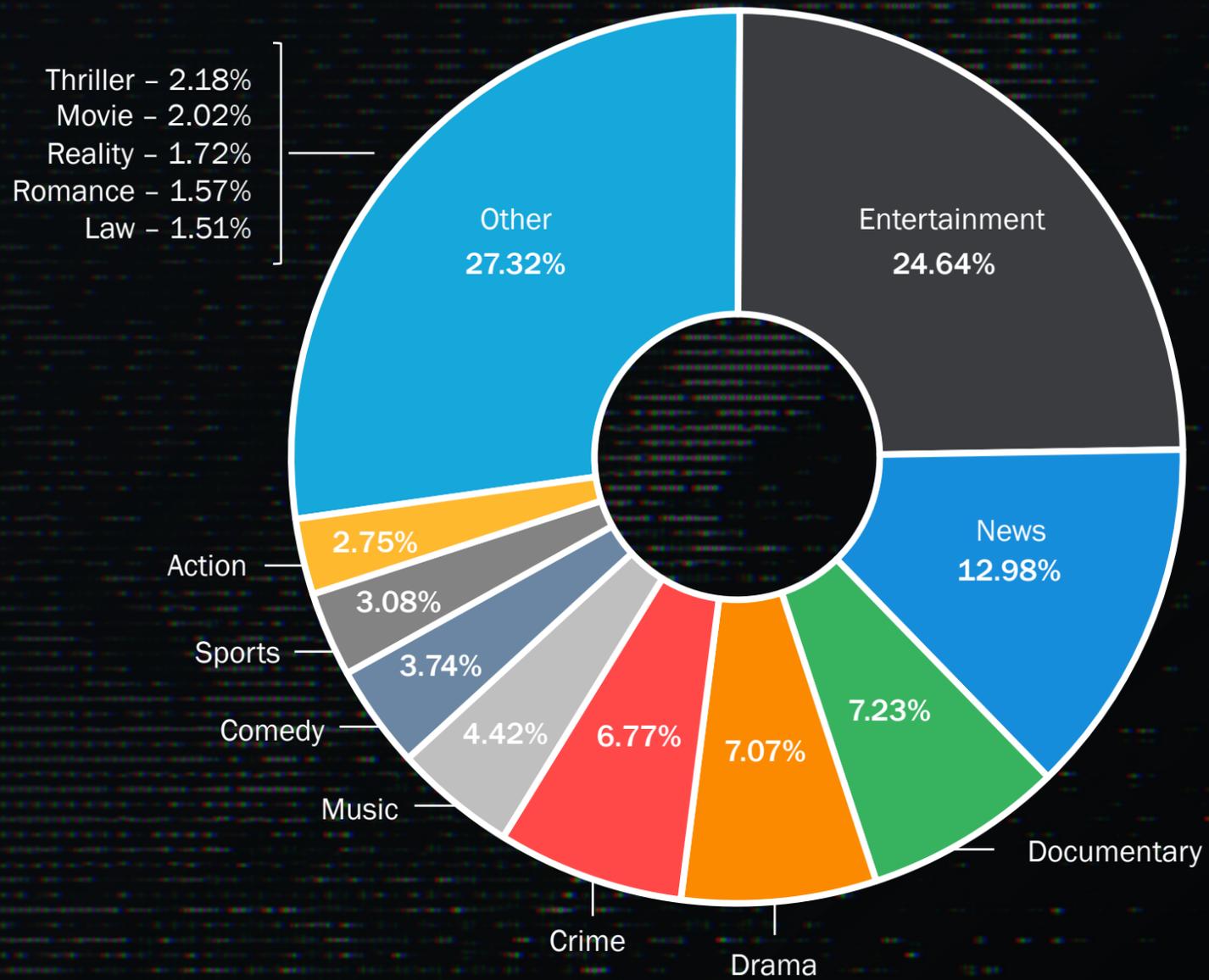
tubi

sling

pluto tv

KEY STATS AND INSIGHTS

Ad-supported CTV Offers A Wealth Of Programming To Reach Various Audiences



Source: Beachfront Internal Data, Q2 2022

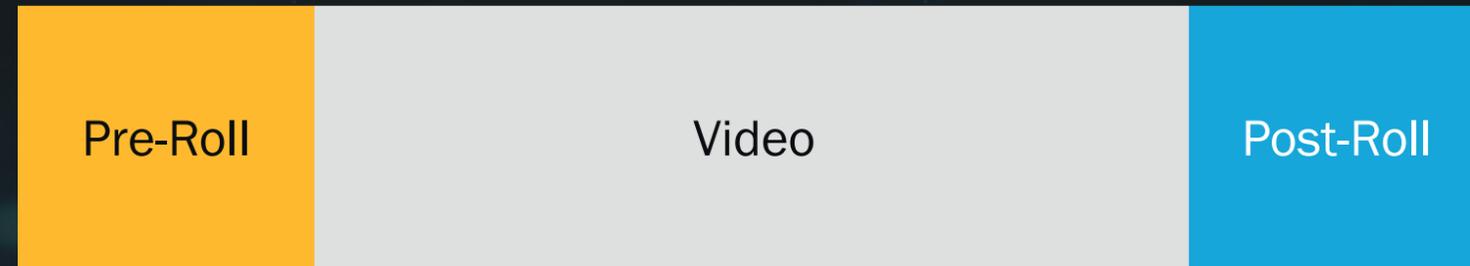


WHAT YOU NEED TO KNOW

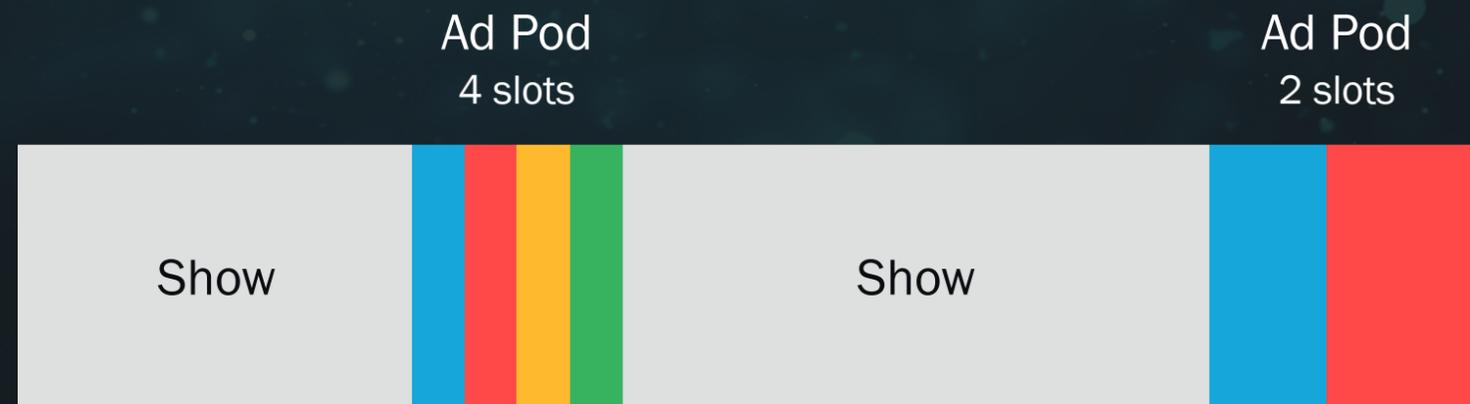
Key Considerations for Buying CTV Media

Connected TV Ad Opportunities Differ From That Of Traditional Online Video (OLV)

ONLINE VIDEO (OLV)



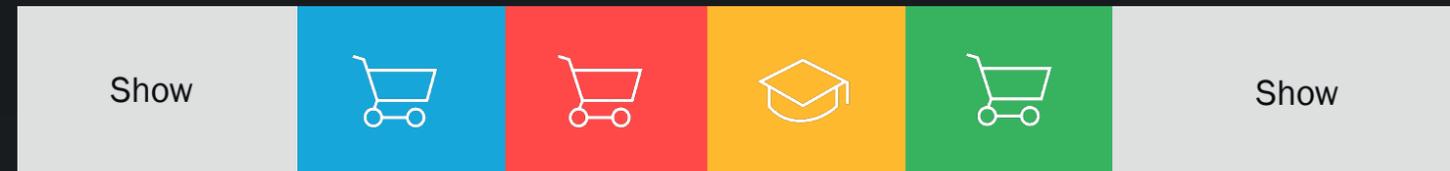
CONNECTED TV (CTV)



Ad Pods In CTV Unlock Opportunities – And Present New Challenges – For Media Buyers

COMPETITIVE SEPARATION

Competitive separation rules ensure competitive buyers do not run next to each other.



AD DUPLICATION (OR FREQUENCY)

Ad duplication rules ensure the same creative or advertiser does not run twice in the same pod.



FIRST- AND LAST-SLOT POSITION

Viewership tends to be higher for the first and last slots in a pod, commanding premiums.



LIGHTENING AD LOADS

While TV traditionally has 7 minutes of commercial time during a 30-minute block, ad loads in CTV are trending downward.



WHAT YOU NEED TO KNOW – CONTEXTUAL INSIGHTS & METADATA

CTV Can Also Differ From OLV, With Program-level Metadata Taking Centerstage



In digital video environments, contextual insights have historically been informed via web crawling technology.



CTV is different – it's TV – so understanding the programs in which ads are running is critical.



This includes key information such as genre, network, channel, language, and even rating.



Publisher:

philo

Network:

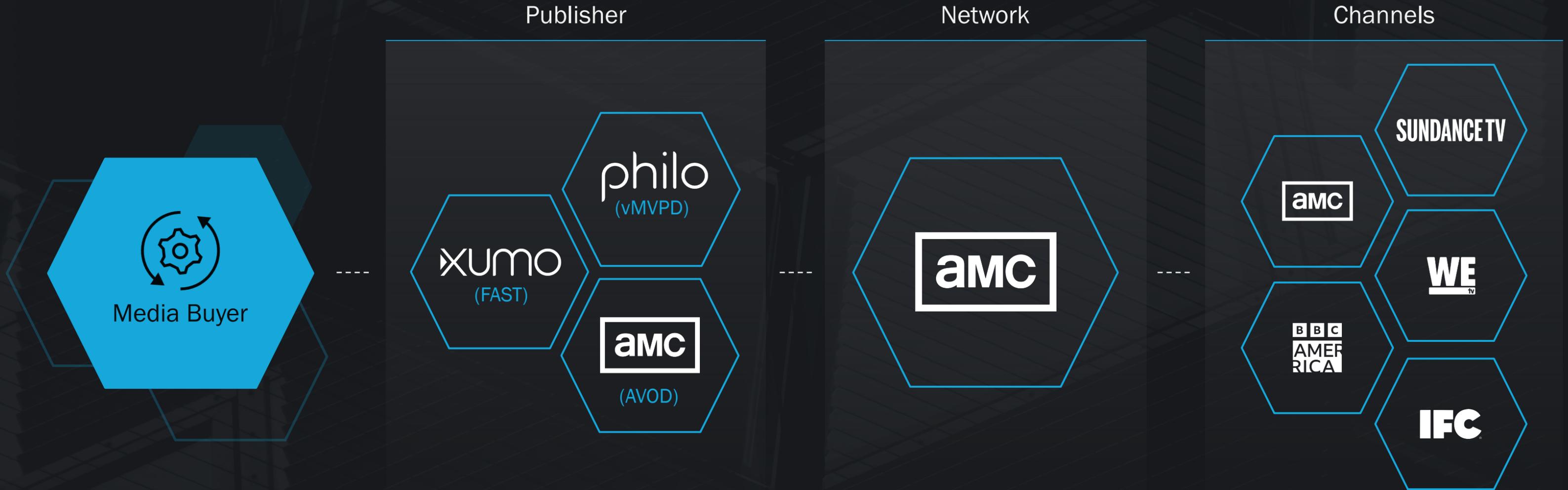
amc

Channel:

WE
TV

Genre: Drama

When It Comes To Activation, It's Important To Know There Are Various Pathways To CTV Inventory



TRANSLATING INSIGHT TO ACTION

Emerging Opportunities & Tactics in CTV Media Buying

CTV Audience & Measurement Diversification

Incremental Reach

Use dynamic tracking to ensure CTV buys reach incremental audiences versus duplication of linear viewers.

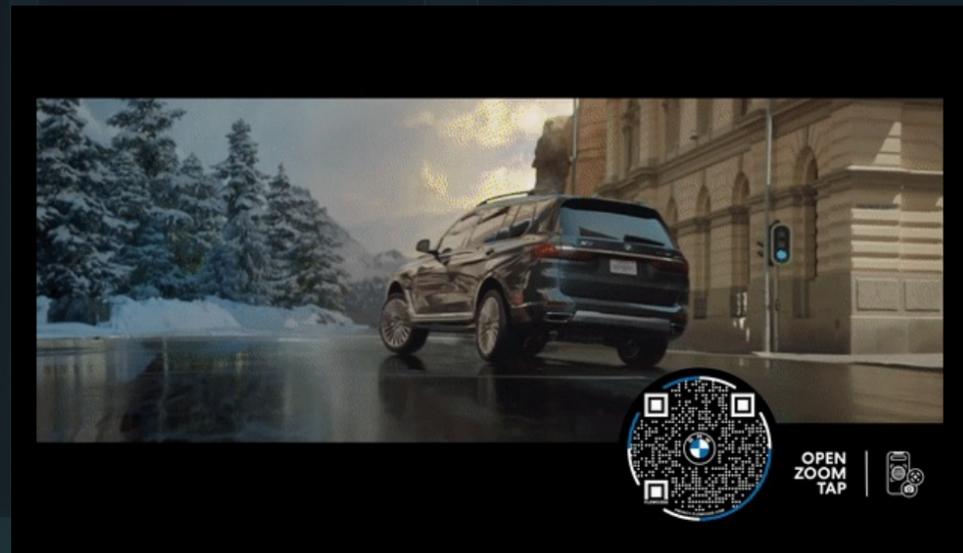
Predictive Audience

Extend reach via dynamic audience groups (cord cutters + shavers + nevers) from aggregated data sources & TV providers.

Attribution

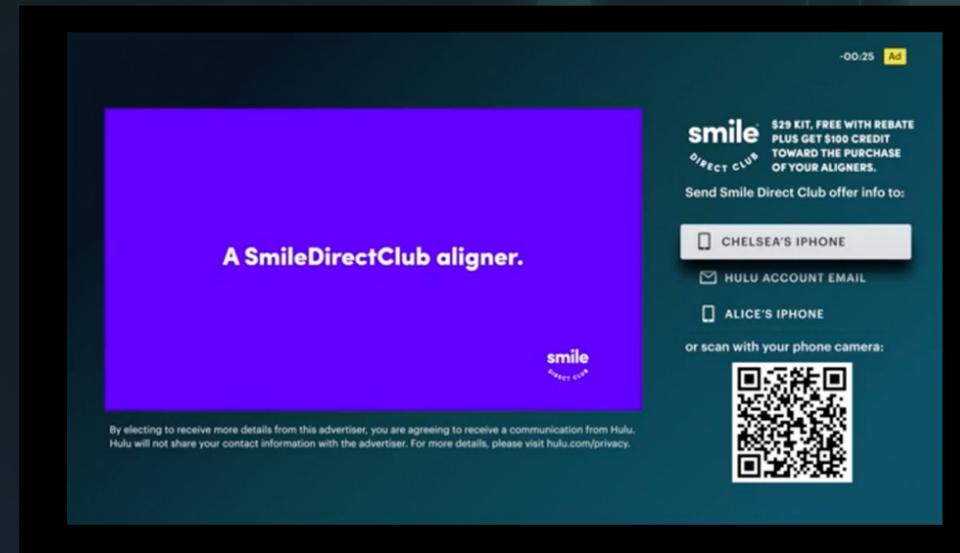
Leverage cross-device measurement to attribute ad views to specific metrics such as site traffic or foot traffic.

An Inherently Digital-medium, CTV Is Bringing A Raft Of Innovations In Creative



Scannable QR Codes

QR codes were some of the earliest interactive CTV ads and are delivering strong performance for marketers.



Interactive & Shoppable

Choose-your-own ad, shoppable, click-to-email, and other formats are emerging and being used more readily in CTV.



Dynamic Product Placement

Dynamic replacement of in-screen products represents the next frontier, with some services launching new offerings.

EMERGING OPPORTUNITIES & TACTICS FOR CTV

Strengthening Contextual Signals Help Media Buyers With More Transparent Targeting And Reporting In CTV



Deliver ads in contextually-relevant CTV programming by targeting PMPs based on genre, rating, publisher, and more.



Ensure brand safety by aligning ads to specific types of programming and audiences.



Optimize campaigns against specific networks with a detailed understanding of delivery by channel and network.



Publisher:

philo

Network:

amc

Channel:

WE
TV

Genre: Drama

Closely Related To CTV, Advanced TV Opportunities Are Emerging In Programmatic Environments

ADVANCED TV “FLAVORS”

Set-top box VOD

On-demand programming viewed on MVPD set-top boxes.

Spot Linear

Linear TV spots delivered within traditional commercial breaks, in scheduled episodic programming.

Linear Addressable

Addressable TV ads overlaid on top of existing linear spots (i.e. creative versioning).

BENEFITS & ADVANTAGES



Reach Extension

Easily extend CTV reach into traditional linear environments



Premium FEP

Tap into premium full episodic programming (FEP) outside of CTV



Accelerated TV Ad Buying

Get a traditional TV campaign live in a matter of hours or days



Creative Versioning

Replace linear spots with more targeted creatives based on HHs

Key Takeaways

STREAM ON: A MEDIA BUYER'S GUIDE TO ADVANCED TV

TV VIEWING IS EVOLVING

Consumption on CTV devices and streaming services is growing, but it's important to remember that traditional broadcast and cable TV aren't going away any time soon.

CTV & OLV AD OPPORTUNITIES ARE NOT THE SAME

While a digital medium, CTV carries different considerations than online video (OLV), such as various ad pod structures and business rules, and inventory activation pathways.

CTV METADATA MATTERS

Access to program-level metadata is key to understanding the types of shows advertisers are buying and running against in CTV environments.

CTV BRINGS NEW AND EXCITING ADVERTISING OPPORTUNITIES

From creative innovations to tangential advanced TV executions, new advertising tactics and opportunities are plentiful in CTV environments.

Powering more transparent, impactful CTV ad buying

- + OTT
- + SVOD
- + AVOD
- + FAST



+



Premium CTV & Advanced TV Inventory

- + Metadata Transparency
- + Interactive Ads
- + Ad Slot 1
- + Advanced TV



Questions?

Thank you

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