Addressable TV Over ATSC 3.0: A Dream Come True!
Global Advertising Revenue - Worldwide

Global: 534.8 Billion $ (forecast)

TV: 182.7 Billion $ (35.2% / global)

Source: Dossier “Advertising worldwide” – Statista - 2017
TV Advertising Stagnates, Bluntly Overtaken by Digital

Digital Advertising: Conquers Market Share

Global digital ad spending beat TV for the first time in 2017

Google & Facebook Monopolize up to 75% of the Revenue

...and...
TV is still King!

Is TV’s reign nearing its end?
Estimated daily TV and internet consumption per person worldwide (in minutes)

The Generation Gap in TV Consumption
Average daily TV consumption (live + time-shifted) of American adults, by age group (in hh:mm)
The Age of Programmatic Advertising
How to Regain Lost Ground?

COUNTERATTACK
TV is the NEW Device “Massively” Connected...
...and ATSC 3.0 is on its way...

Key Advancements in 3.0

- **Additional capacity**: More channels, more pixels
- **Better reception**: Indoor, vehicles, mobile
- **Hybrid OTA and OTT**: All IP-based system
- **Enhanced consumer experience**: Improved video and audio quality, Improved accessibility
- **New business models**: Advanced advertising, PPV and subscription services
- **Interactivity**: Advanced emergency alerting
- **Service usage reporting**: Datacasting

NEXT GENTV

POWERED BY ATSC 3.0
...with solutions ready to go!

ATSC 3.0 Broadcasting Workflow

ATSC 3.0 Advanced Advertising Workflow
Addressable TV is Broadcast First

by Combining Broadcast and Adtech Expertise
2020: The Year that Segmented Advertising Comes to Linear TV OTA

- Create new inventory without lengthening advertising breaks
- Attract new advertisers for whom TV was previously inaccessible
- Build a massive regional and local approach for better engagement
- Improve knowledge of audience

A win-win Cost per thousand impressions (CPM) model for part of the TV inventory, and for certain advertisers or certain products.
One Spot or the Entire Advertising Break?

...or...
Client-side or Server-side?

...or...
Key Takeways

ATSC 3.0

☑ The new broadcast Over-the-Air Standard provides a framework within which to operate the TV receiver return path, for Addressable TV in particular

Broadcast First Approach

☑ Efficient broadcast/broadband synchronization and switching for frame-accurate ad insertion requires integration with the playout to define the right frame, using SCTE

Linear Data

☑ Data collected, in compliance with local regulations, then structured and segmented in order to offer targeting capabilities

Adtech Connectivity

☑ Partnerships between broadcast and digital experts