HOW TO ACE TARGETED TV **ADVERTISING** IN STEPS

Protect viewers' data in compliance with GDPR and other privacy related 02 legislation by enforcing secured data transmission throughout your entire ecosystem

Supply for multi-channel demand and ensure scalable delivery everywhere:

- Adopt a TV-centric advertising platform
- Aggregate your inventory to fit advertisers' needs
- Nurture partnerships with leading advertisers
- Empower local advertising
- Enable "self-service" digital buying for SMB's
- Set personalized campaign parameters and ad display modules

FIND YOUR RIGHT **MATCH**

SECURE YOUR CONNECTIONS

USE THE POWER OF DATA

ADOPT PROGRAMMATIC **BUYING**

OPTIMIZE ALL AROUND

With demands coming your way from advertisers, service providers and broadcasters alike, make sure your chosen solution enables you to meet the following 3 requirements:

1. Serve all audiences

- 2. Supply for all demand sources
- 3. Support all business modules

Put your data to work, boosting viewers' engagement along with your overall service monetization. Here's how it works:

Premium

05

 Measure segments performance by viewers ARPU and NPS

Control and monitor TV and

advertising business E2E

Track, analyze and constantly

grow your business:

optimize performance to ultimately

- Enable 2nd screen activation and sequencing
- Engage low ad-tolerance viewers
- Allocate cross platform Inventory and optimize offerings
- Use AI to analyze, gain insights and optimize revenue

Highly Effective segmentation Advertising Ad-tech rates Improved understanding AI-BASED DATA of users and **REVENUE GROWTH** ANALYTICS & INSIGHTS households composition Additional Profile-based, Increased Extended Advertisina personalized Engagement Viewing time Opportunities Performance Optimization

Optimized target audience







