

# FUTURE

THE WORLD  
AUDIENCES  
SUMMIT 2017

## Total TV

Why The Rules And Norms Of TV  
Will Prevail In A Data Driven Future

Jana Eisenstein  
Managing Director, EMEA  
Videology

# Videology

<b>Founded:</b>	2007
<b>Headquarters:</b>	New York, NY
<b>Global Footprint</b>	<ul style="list-style-type: none"><li>▪ Operating in 28 Global Markets</li><li>▪ Key Offices– New York, Baltimore, Toronto, London, Singapore &amp; Sydney</li></ul>
<b>Talent:</b>	Approximately 380 employees around the world
<b>User Base:</b>	Over 4,500 Active Users including Brand marketers, Agencies, Trading Desks, Media Companies, MVPD's
<b>Open Platform:</b>	Integrations with 1000+ media companies, 40+ data providers, all major 3rd party verification providers and myriad other tech companies.

## AGENCY, BROADCAST & MVPD CLIENTS

OmnicomGroup



SKY

dentsu  
AEGIS  
network

ROGERS™

dish  
NETWORK

WPP

Bell

at&t

FOX

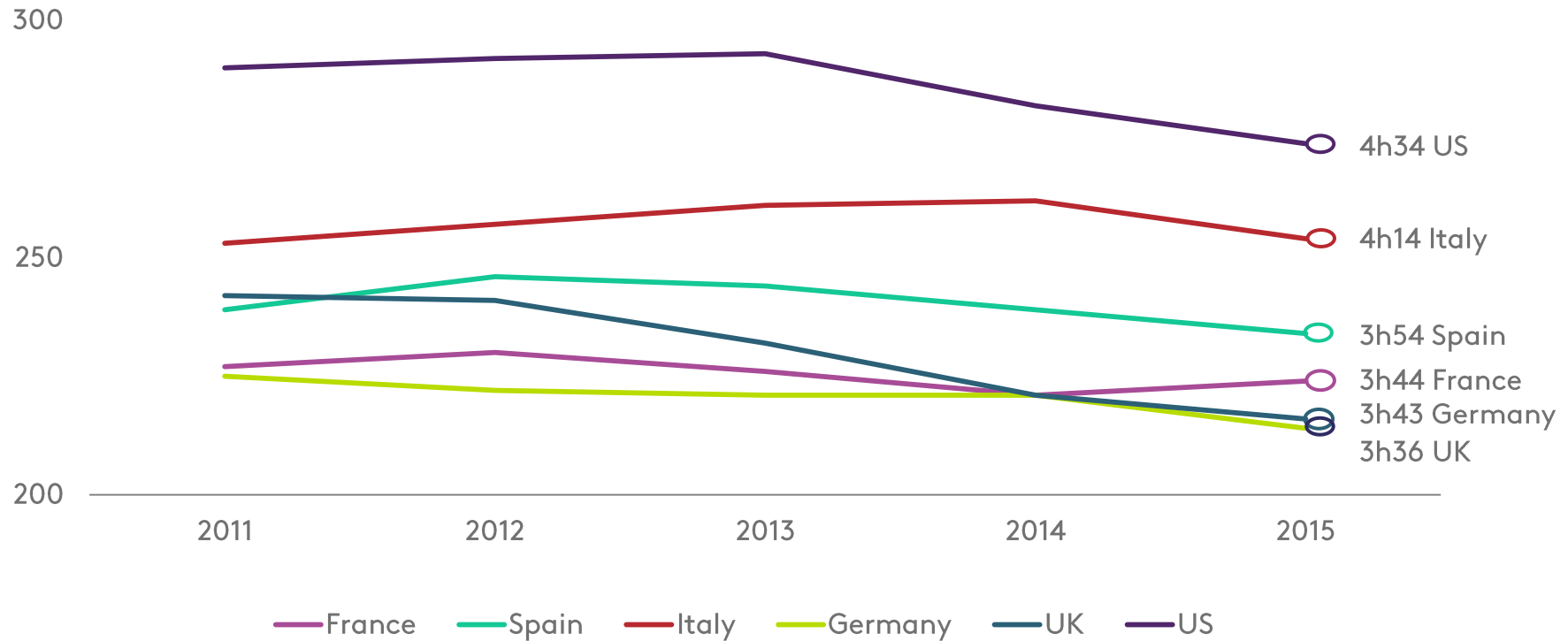
PUBLICIS GROUPE

“ Videology’s advertising software excels at mastering the convergence of television and digital video...”

Forrester, “The Forrester Wave™, Q4 2015.”

# The Future Of TV Is TV

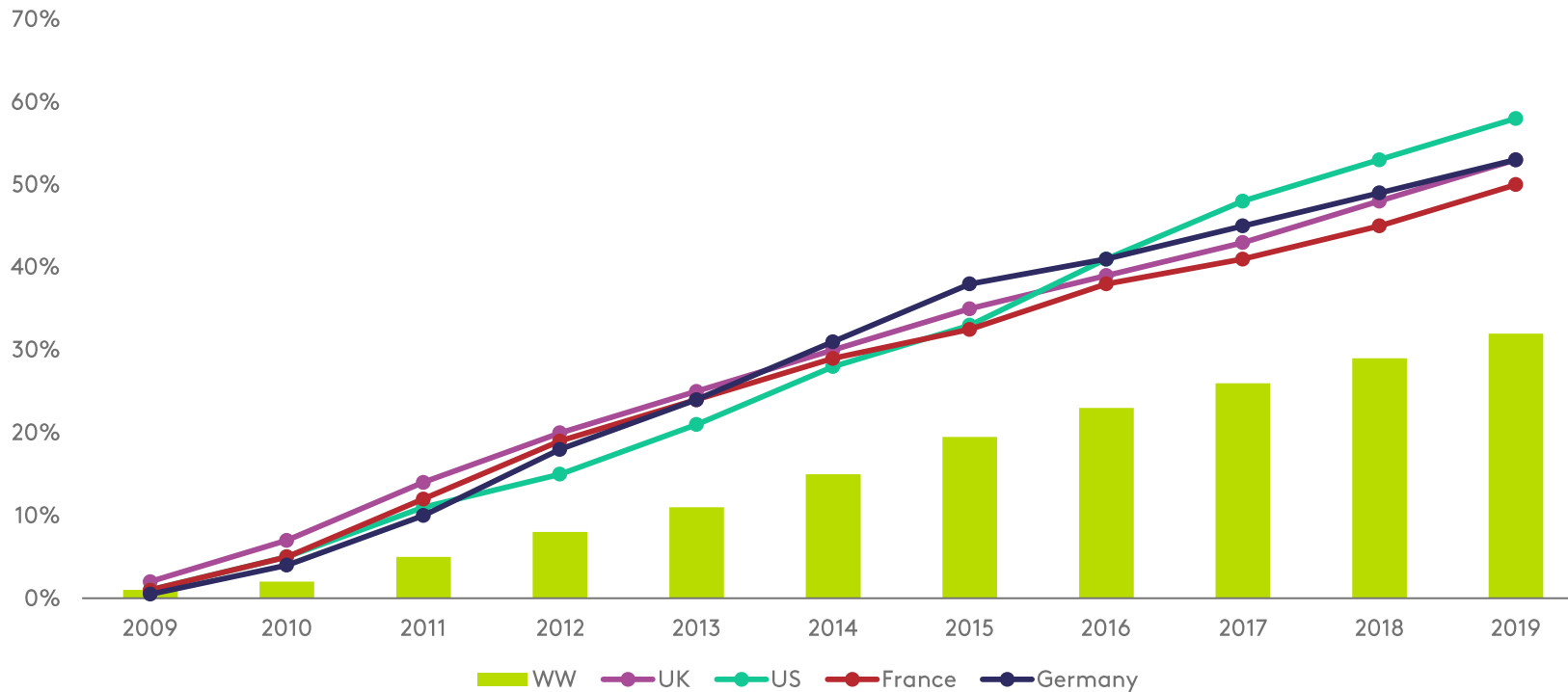
## Daily TV Viewing Time For Selected Markets



Source: IP Network, TV Key Facts 2016

# Technology Distribution Is The Main Driver Of Progression

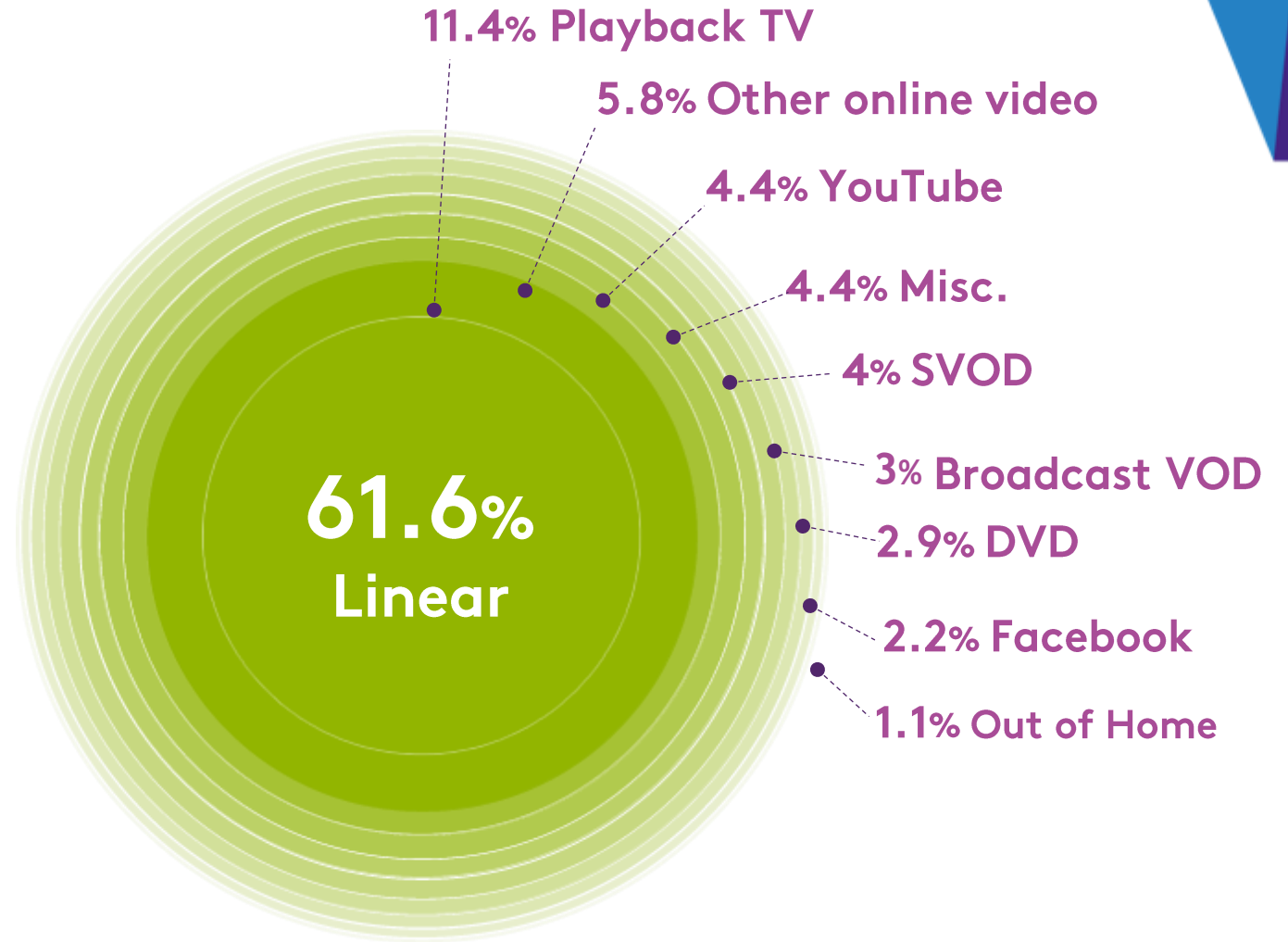
## Smart TV Household Penetration in Select Countries (% of TV households)



# A TV-Centric Approach

Total TV

There is material value to be unlocked in a single, holistic and inclusive approach to managing Video planning & execution.

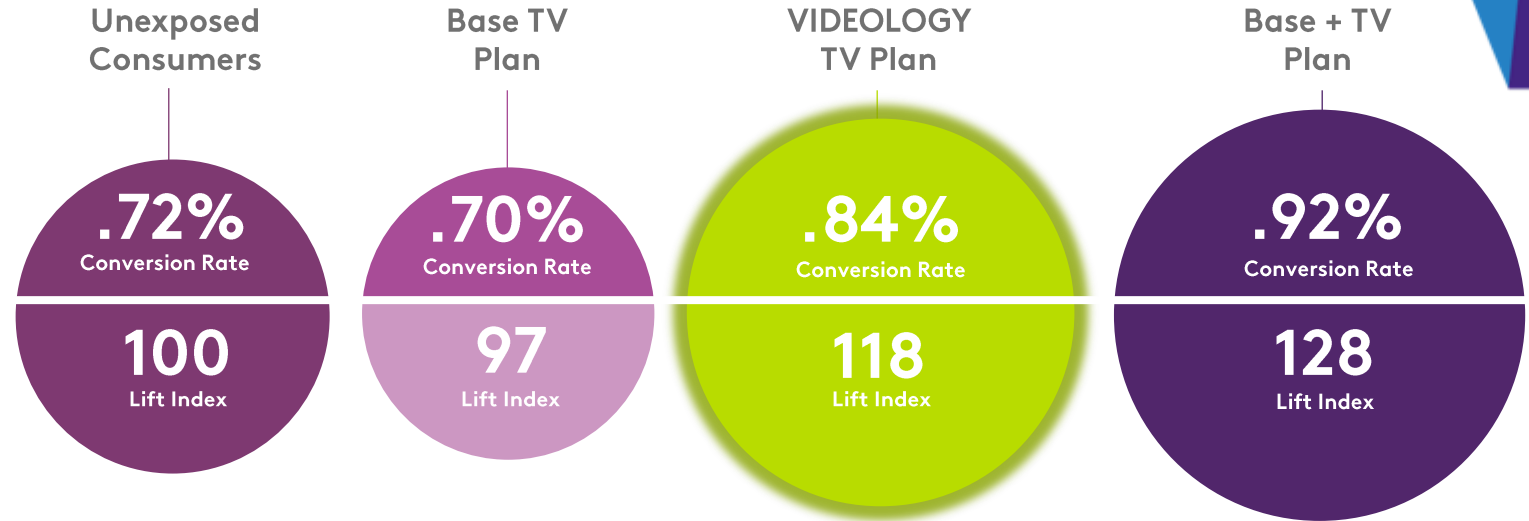


# Better Monetisation Through The Application Of Data

Better results driven through Videology's data-enabled TV planning

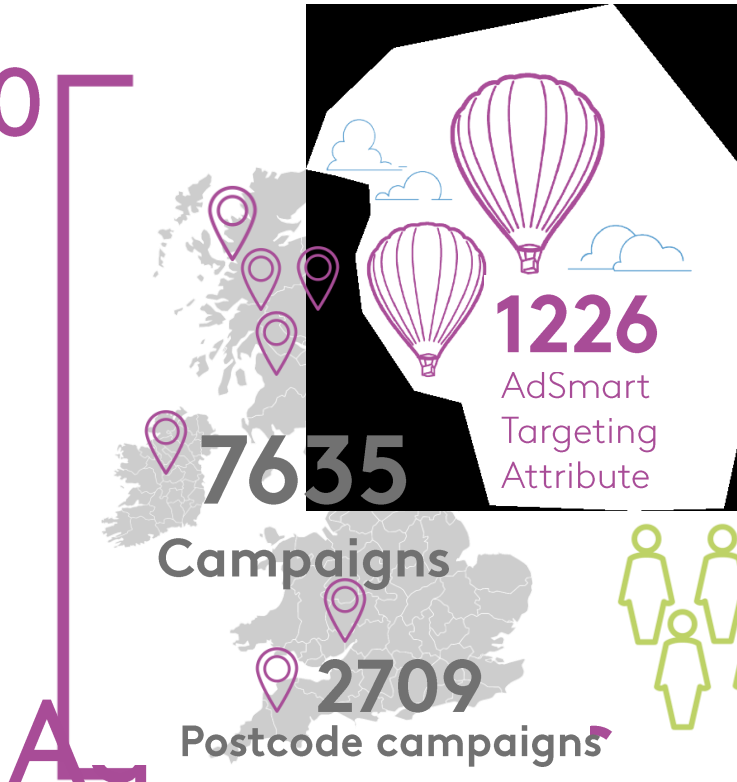
A major North American insurance national TV advertiser worked with Videology to develop a data-enabled TV plan utilising first party data to reach their strategic target and improve the conversion rate.

- Reached a higher concentration of their strategic audience than their base plan.
- Delivered an audience that converted at a higher rate than the base plan.
- Reduced the dependence on highly priced Primetime inventory.



# Better Monetisation Through The Application Of Data

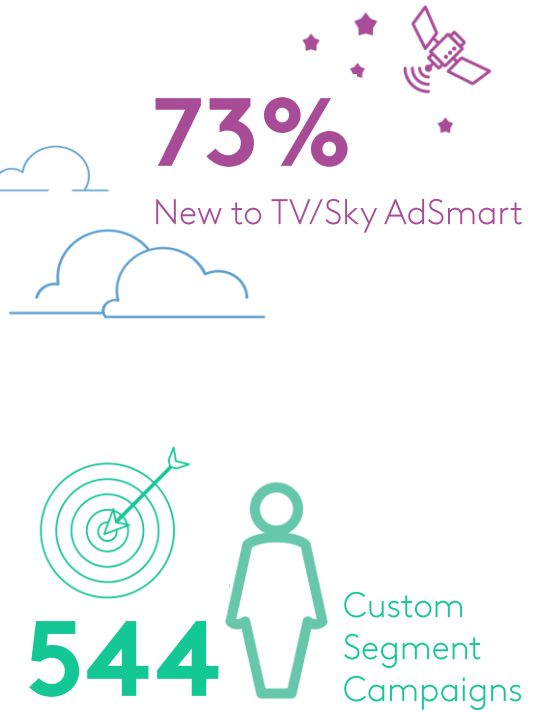
1130



5.0bn  
Impressions



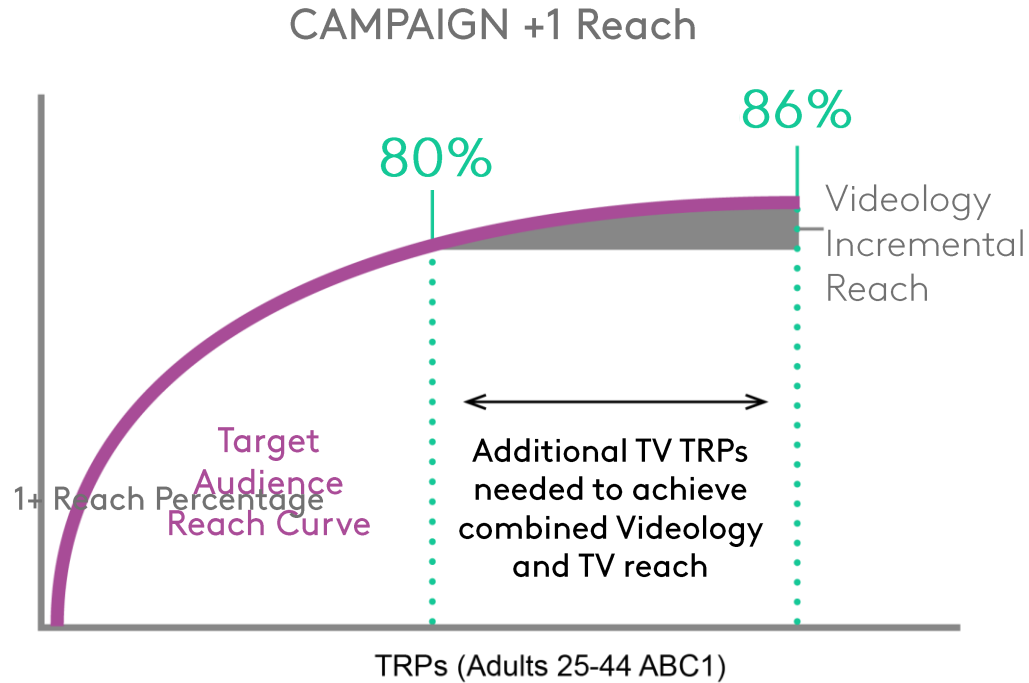
75%  
Return  
Rate



sky | ADSMART

# Better Outcomes Through The Application Of Data

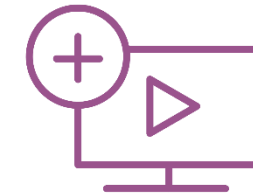
Additional **5.9%** reach on TV would have cost £200,000 more than the video activity



KANTAR **MILLWARD BROWN**



Video delivered a ROI of 1.27X TV



BVoD Drives the greatest ROI



Optimal Mix for ROI

**GAIN**  
THEORY



# Market Readiness Framework

mtm

## Enablers

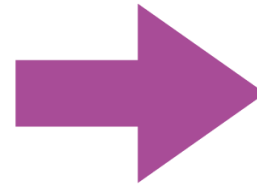
Infrastructure



Commercial structure



Regulation



Drivers



# Mapping The European Opportunity

“A billion Euro industry”



	TV ad spend	Enablers					Drivers	
		Infrastructure	Commercial structure	Regulation	Measurement	Competition	Demand	Commercial opportunity
UK	€4.9bn	Good	Good	Good	Fair	Fair	Good	Good
Germany	€4.6bn	Fair	Fair	Fair	Good	Fair	Fair	Good
Italy	€3.8bn	Poor	Fair	Fair	Poor	Poor	Poor	Fair
France	€3.3bn	Good	Poor	Poor	Fair	Good	Good	Fair
Spain	€2.1bn	Poor	Poor	Fair	Good	Poor	Poor	Fair
Netherlands	€1.0bn	Good	Fair	Poor	Fair	Fair	Fair	Fair
Sweden	€0.5bn	Good	Fair	Good	Fair	Good	Fair	Poor
Norway	€0.4bn	Fair	Poor	Fair	Fair	Fair	Fair	Poor
Denmark	€0.3bn	Fair	Fair	Fair	Fair	Fair	Good	Poor

Prospects for addressable TV advertising:

- Good – few barriers
- Fair – minor barriers
- Poor – major barriers

# The Rules And Norms Of TV Will Prevail In A Data Driven Future

TV will endure

“The Google video site proposed a pilot scheme but it is understood that BARB feels the plan does not meet what the body calls its ‘gold standards’, particularly when it comes to independent verification of viewing figures”



# FUTURE

THE WORLD  
AUDIENCES  
SUMMIT 2017

---

## THANK YOU

 [Jana@Videologygroup.com](mailto:Jana@Videologygroup.com)

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