

Connected TV

The next big thing or just a little bit of history repeating?





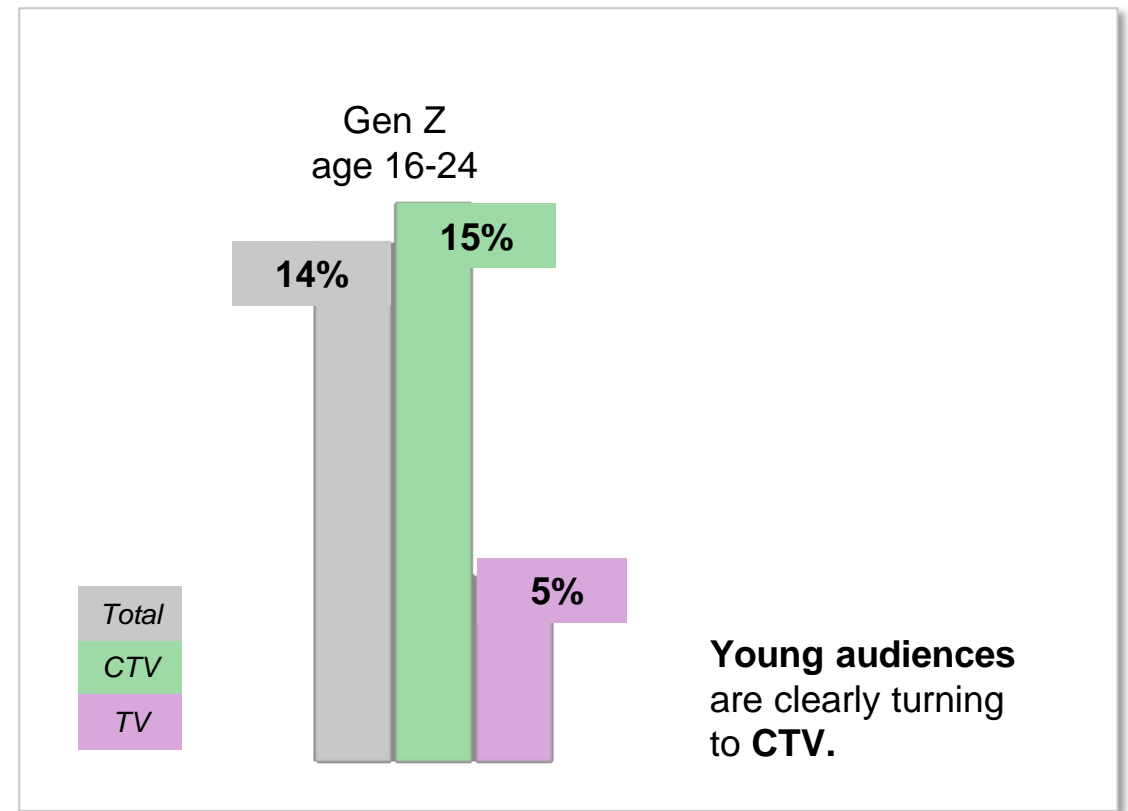
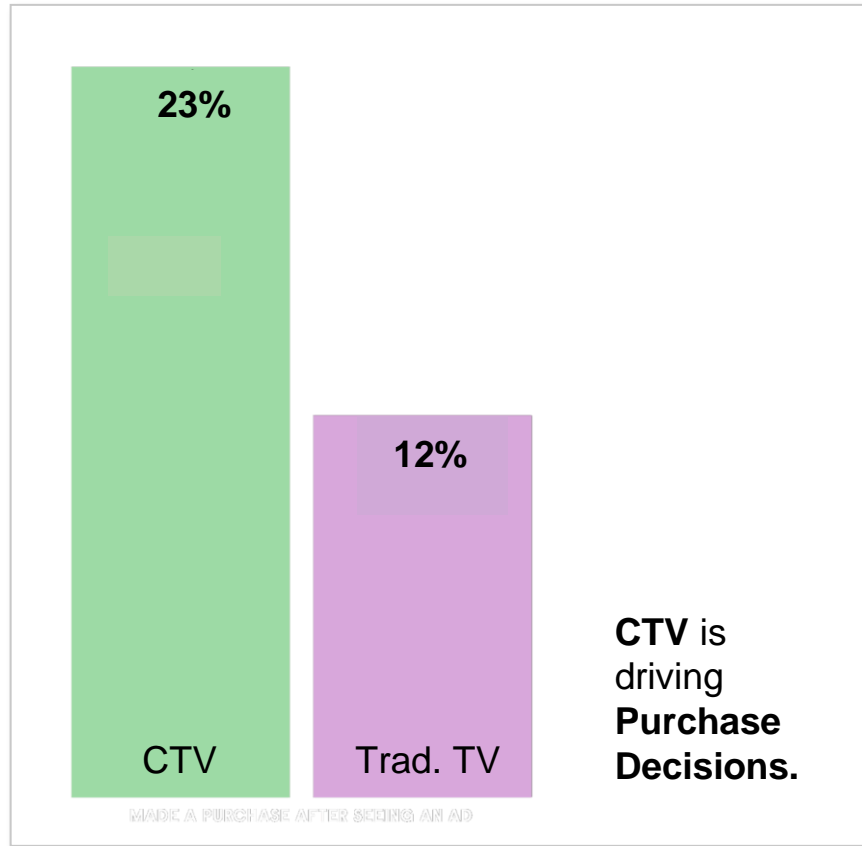


USER BEHAVIOUR

THE SHIFT IS REAL!

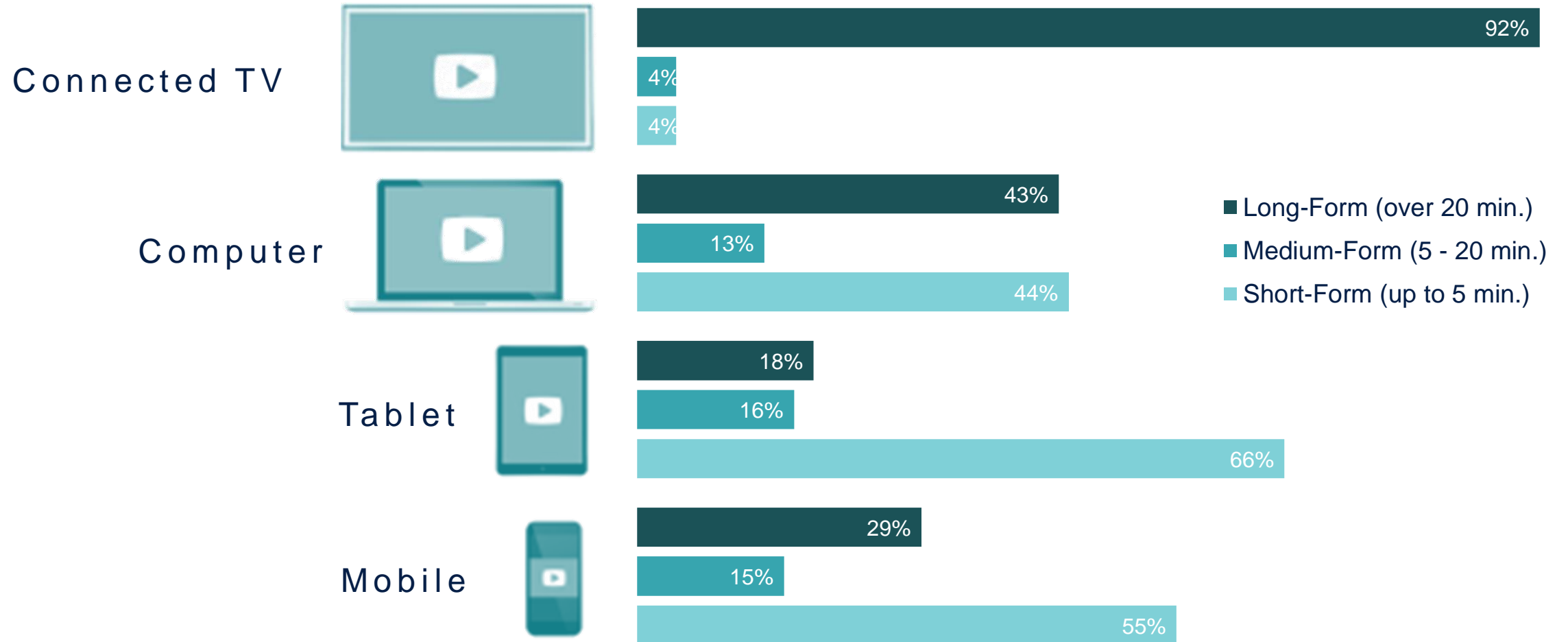
Across the EU5 markets, between January 2020 and May 2021, traditional TV viewing rose by 17%, while **CTV consumption increased by 55%**

ALEX HOLE
VP, EUROPE AT SAMSUNG ADS



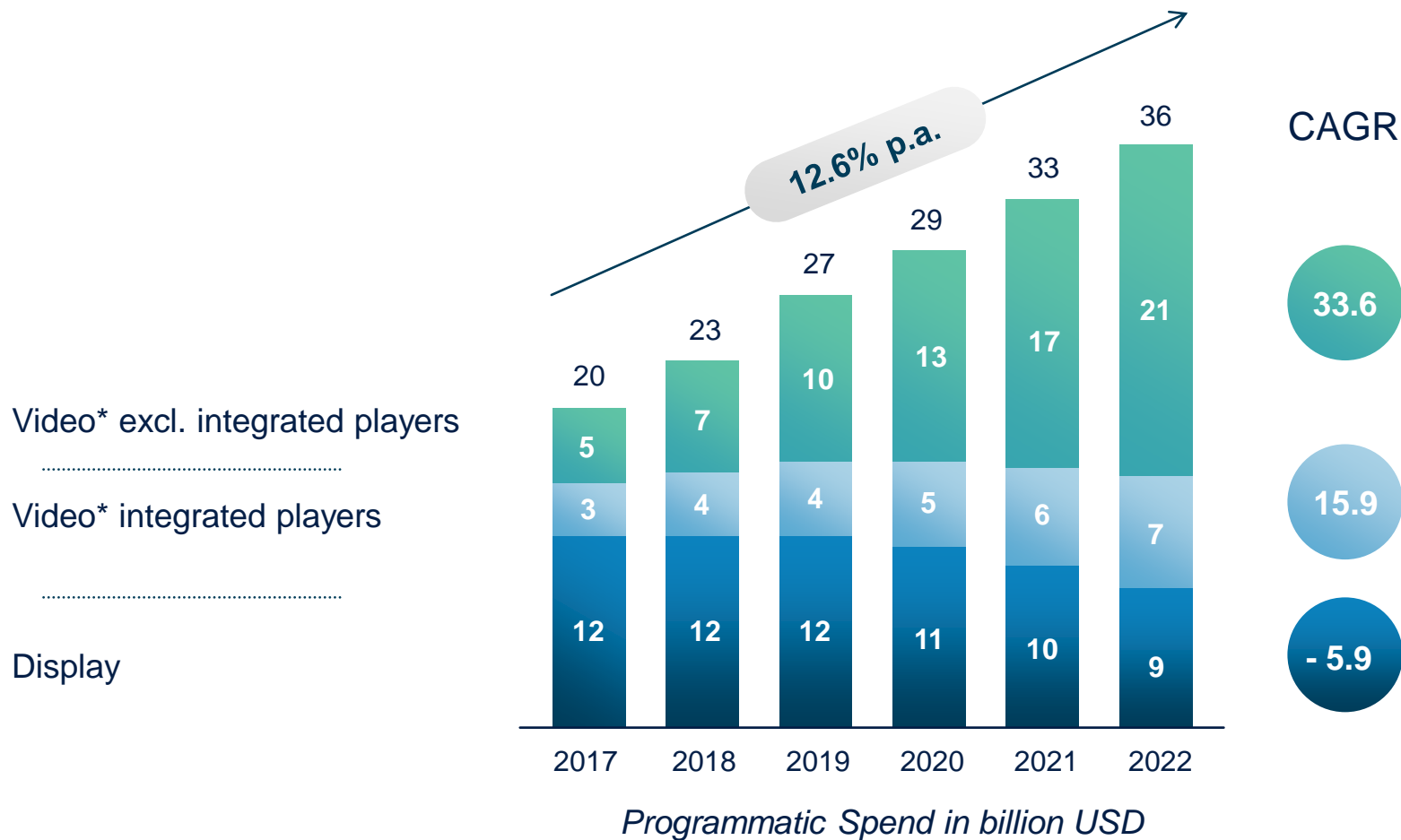
CTV FILLS A GAP

IN DIGITAL VIDEO CONSUMPTION



AN OPPORTUNITY FOR EVERYONE

GROWTH HAPPENS OUTSIDE INTEGRATED PLAYERS



DEFAULT REACTIONS TO “NEW CHANNELS”



EXCITEMENT
MEDIA OPPORTUNITIES



INSECURITY
LACK OF STANDARDS



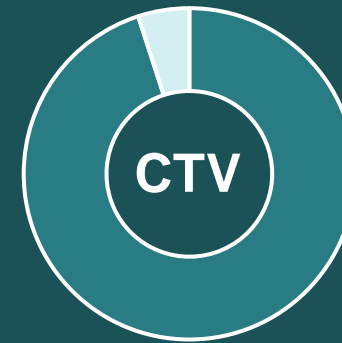
THE NEW NORMAL
BACK TO BUSINESS AS USUAL

PHASE 1: EXCITEMENT

NEW TARGET GROUPS



SUCCESS STORIES EVERYWHERE



95%

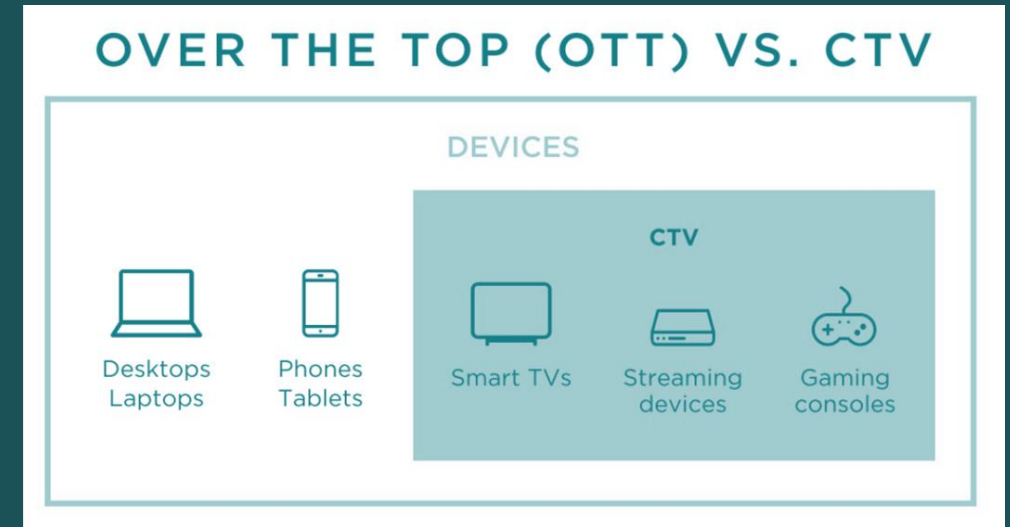
AD COMPLETION

INCREMENTALITY!

adform

PHASE 2: ~~INSECURITY~~

PROGRAMMATIC
OTT^{TV} Advanced
CTV Addressable TV
IPTV^{TV}



PHASE 2: INSECURITY

VAST

Frag·men·ta·ti·on

/Fragmentación/

MEASUREMENT

PHASE 2: INSECURITY

ADOPTION

of STANDARDS

+ *openRTB*

+ *VAST*

// Open Measurement **SDK**

=

MEASUREMENT

aps.ads.txt | seller.json | SupplyChainObject | ads.cert 2.0

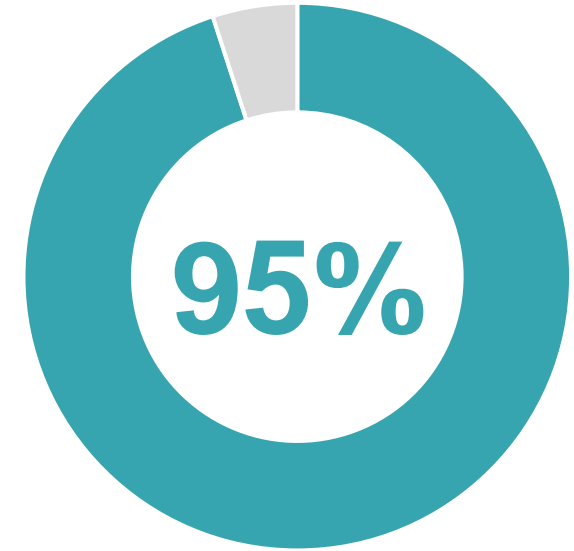
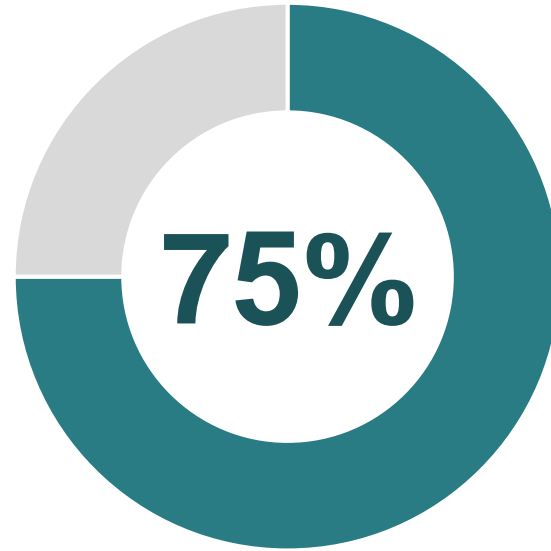
adform

F
R
A
U
D

Privacy
vs.
Security

A black and white photograph of a person sitting at a desk in a dark room, looking at a laptop screen. The person's face is partially illuminated by the light from the screen. The laptop screen displays the text 'Privacy vs. Security'.

EXCITEMENT + INSECURITY = “PROTECTIVE CONTROL”



Share of available inventory “locked” in programmatic deals for **VIDEO** and **CTV**

WILL THIS CHANGE?

PHASE 3: THE NEW NORMAL

TCF

Header Bidding + ID

Podding via openRTB 2.6

True Cross-Channel Frequency Caps

Integrated Brand & Performance Campaigns

Homework

Advancement

Master Class

adform





THANK YOU

Thomas.Park@adform.com