



Hybrid Targeted Advertising

Angelo Pettazzi - DVB

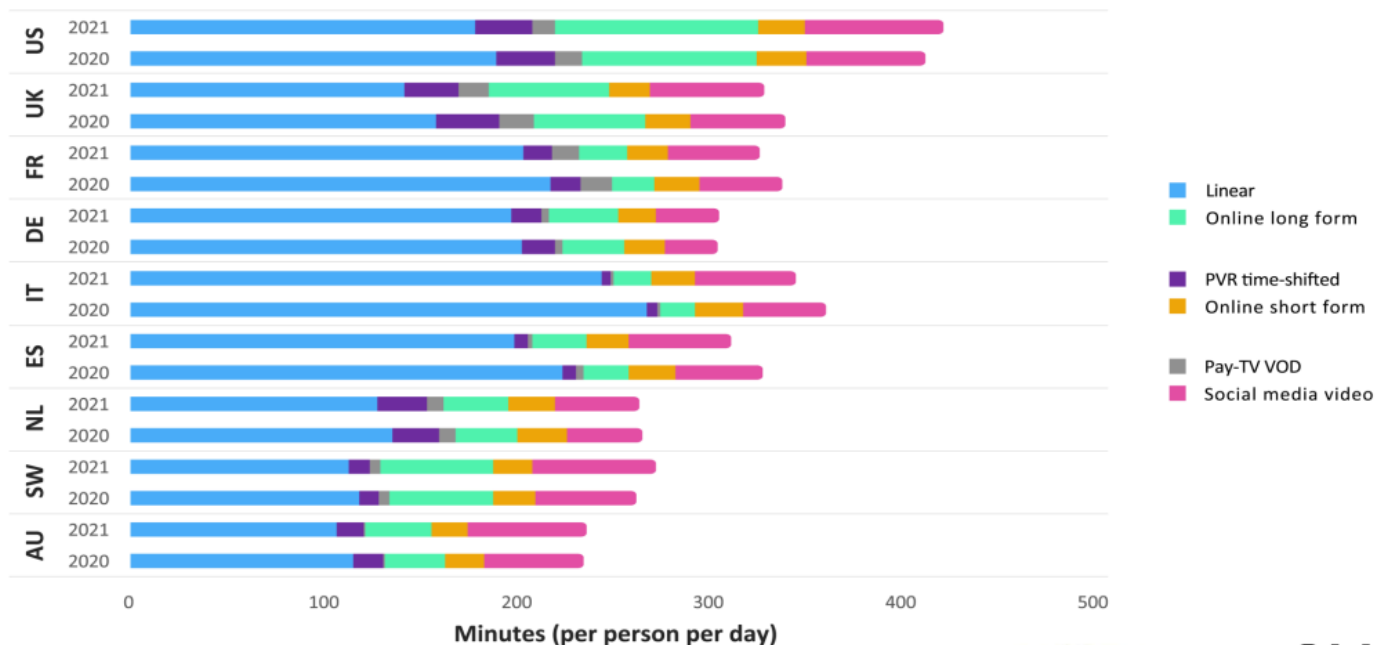
HDFI • 2022 INNOVATION DAY
 Verso un ecosistema audiovisivo 5.0
 Infrastrutture, servizi e tecnologie

ROMA 25 NOVEMBRE 2022
 Officine Farneto

ULTRAHD FORUM ITALIA
 Beyond Definition

Linear TV still dominates viewing time...

2021: Cross-platform viewing time by country



Source: Omdia TV & Online Video Intelligence. Reference Nielsen, BARB, Mediametrie, AGF, Auditel, Kantar, SKO, MMS, OzTAM, Sensor Tower.



Linear TV offers unique selling points to advertisers

... and offers **unequaled benefits:**

- Greatest reach
- Big screen / higher attention span
- Engagement (premium content)
- Builds trust

And can now also offer... **Targeted Advertising!**

DVB-TA and HbbTV-TA Suites of Standard

A solution for advertising-funded broadcasters to boost their commercial partnerships with agencies and advertisers.



DVB-TA (Targeted Advertising – Part 1: broadcast signalling)

Dynamic substitution of content in linear broadcast – Part 1: carriage and signalling of placement opportunity information in DVB Transport Streams ([DVB BlueBook A178-1r1 - Draft TS 103 752-1 V1.2.1](#)), 19.02.2021)

DVB-TA (Targeted Advertising – Part 2: interfacing and preparation)

Dynamic substitution of content in linear broadcast – Part 2: interfacing an advert decisioning service and optimal preparation ([DVB BlueBook A178-2r1 - TS 103 752-2 V1.1.1](#)), 14.12.2020)

DVB-TA (Targeted Advertising – Part 3: DASH signalling)

Dynamic substitution of content in linear broadcast – Part 3: carriage and signalling of placement opportunity information in DVB-DASH ([DVB BlueBook A178-3 - Draft TS 103 752-3 V1.1.1](#)), 30.08.2022)



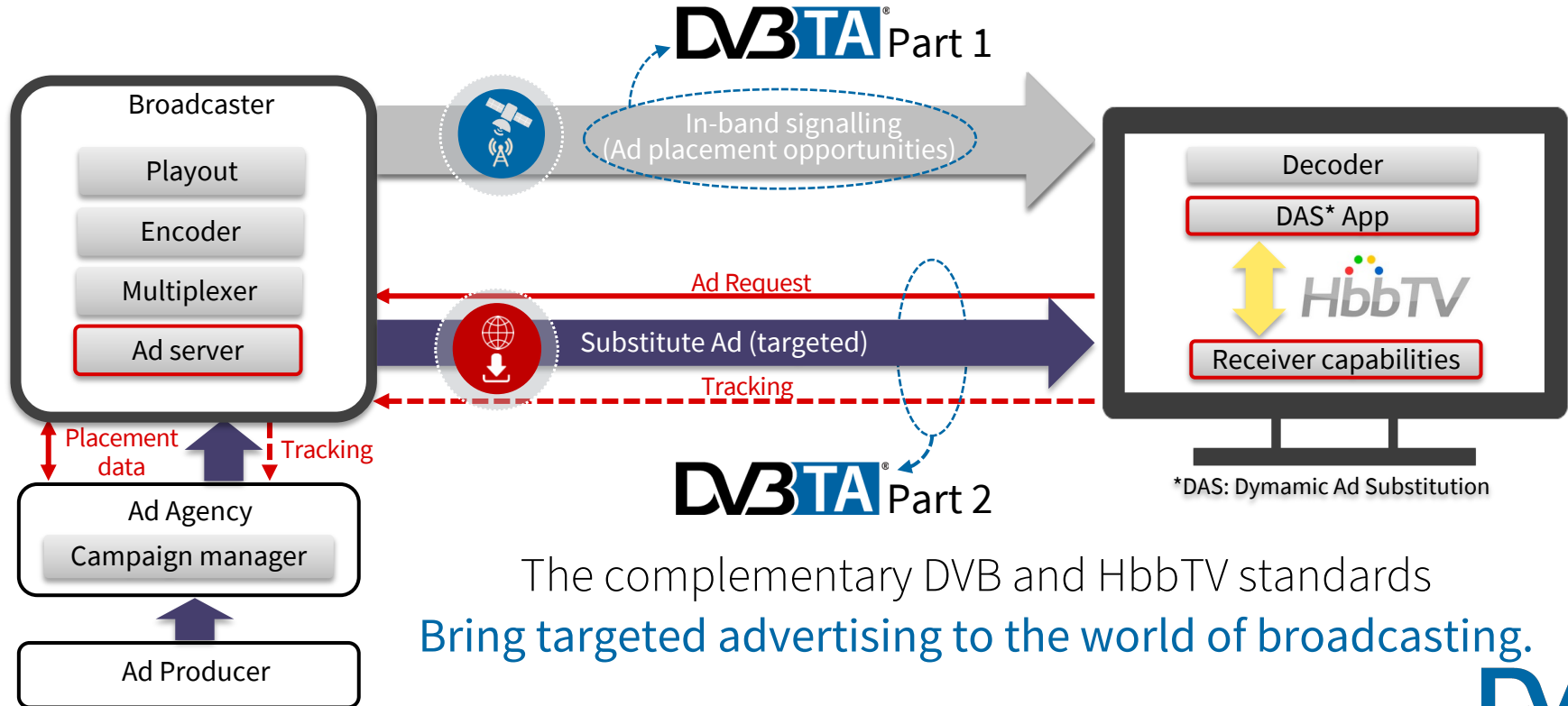
TA Specification Part 1 TS 103 736-1 V1.1.1 (2020-06)

Part 1 of the HbbTV targeted advertising specification contains the functional requirements including the definition of the fast media switch API.

TA Specification Part 2 TS 103 736-2 V1.1.1 (2020-06)

Part 2 of HbbTV targeted advertising specification contains the non-functional requirements such as ones relating to performance and memory sizes. Part 2 defines the two performance profiles.

Targeted Advertising on TV: Enabled by Standards



The complementary DVB and HbbTV standards
Bring targeted advertising to the world of broadcasting.

Leveraging the best of TV and digital

DAS - DYNAMIC AD SUBSTITUTION

BROADBAND



Standards Allow Expansion of the Offer to Ever More Devices



In 2019, a proprietary signalling solution deployed towards HbbTV 2.0 terminals proved poorly satisfying:

- Switching time and accuracy were implementation-dependent
- Supported codecs and buffer size not specified
- etc..



Only a subset of terminals could deliver an acceptable experience



A **standards-based** solution has now been put in place, compliant with DVB-TA and HbbTV-TA, to trigger Ad substitution on HbbTV 2.0 terminals.



Mediaset is ready to launch a new **compelling viewer experience**

[Full story here](#) ➔

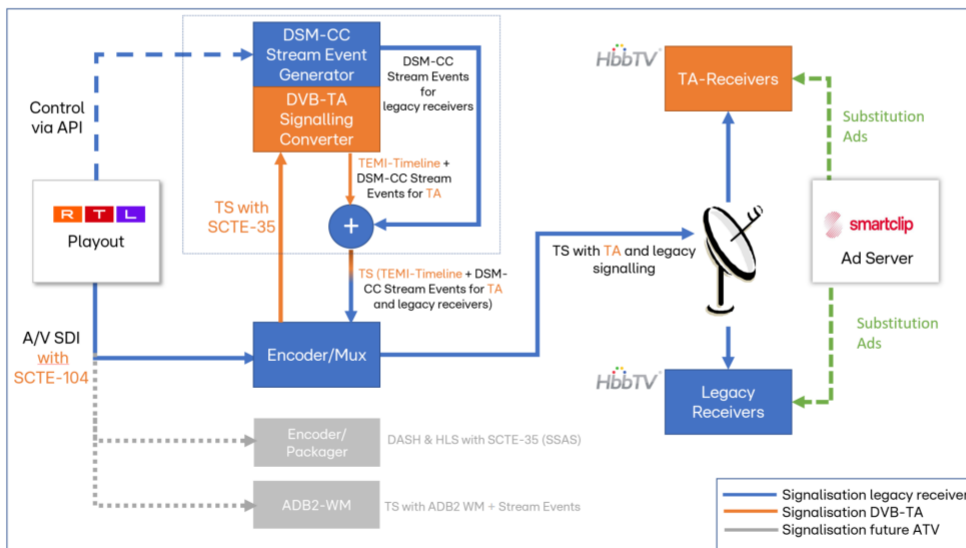


Standards Allow Expansion of the Offer to Ever More Devices



At the “10th HbbTV Symposium and Awards” in Prague, RTL Deutschland announced the first ever commercial deployment of HbbTV-TA on its FTA channel RTL UP, started this November

Harmonized signalling for TA and legacy receivers



See the RTL full presentation here:
<https://bit.ly/3VfHKTi>

DVB-TA and HbbTV-TA Commercial Benefits

- Better viewing experience
 - Seamless and precise substitution of ads
- Multiple advert replacements
- 1:1 addressability
- A standard solution based on a commercial collaboration between broadcasters/operators and TV manufacturers

Targeted Advertising in DVB-I services delivered via DVB-DASH

- On April 2020, CM-TA, jointly with CM-I, starts working on commercial needs for DVB-TA in DVB-DASH
- This specification work covers use cases which are applicable to targeted advertisements in linear broadcast delivered over broadband networks
- Server-side and client/player-side replacement and insertion are in scope.
- Lots of work already available from DASH-IF, MPEG-DASH
- In August 2022 **DVB-TA Part 3** was published as Blue Book
- Technical work still ahead on:
 - Reporting of viewer impressions and tracking
 - Identification of content/receiver
 - Content conditioning of ad content
 - Consecutive insertion of ads



Dynamic substitution of content in linear broadcast

**Part 3: Carriage and signalling of placement
opportunity information in DVB-DASH**

DVB Document A178-3

August 2022

Offer the value of targeting combined with the efficiency of TV

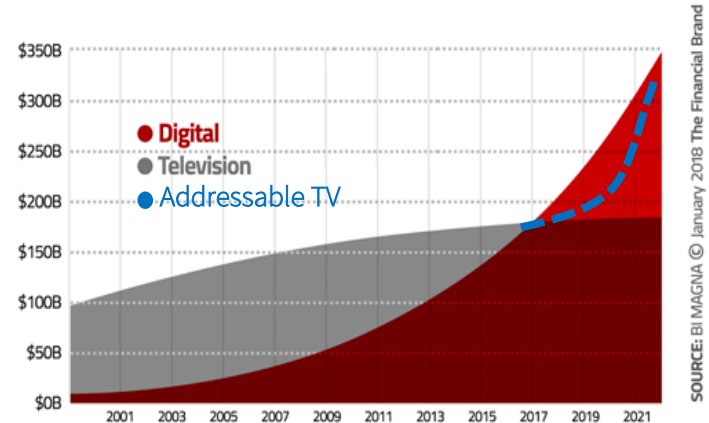
1. Adopt standards

- Economies of scale
 - Faster set-up time
 - Quicker market adoption
 - Predictive compelling experience for an ever-increasing number of devices
- Increased reach for advertisers

Addressable TV can shift the advertisers' money back to TV and onboard new advertisers.

2. Sell higher value advertising slots

- Reach a segmented audience without waste
- Allow real-time measurement of engagement and campaign performance
- Open the way for local and small businesses
- Exploit the strengths of linear TV & the big screen



Thank you!

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DVB is an industry-led consortium of the world's leading media & technology companies designing open technical specifications for digital media delivery.

