

**Name of the presenter:** Uroš Žižek

**Company:** Castoola

**Title of the presentation:**

Unlocking the Power of Addressable TV: Who's In, Who's Out, and Why It Matters

**Short abstract:**

Addressable TV allows advertisers to show different ads to different households based on where they live, who they are, and what they're interested in. With most technical issues, such as device compatibility, data management, and privacy concerns, now resolved, Addressable TV is poised to transform the advertising landscape.

But the key question is: who truly benefits, and who might be left out of this evolution? This presentation will explore how Addressable TV impacts content providers, broadcasters, and telecom companies, and examine its potential for content promotion and internal ads.

Additionally, we'll discuss why commercial brands should incorporate it into their media buying mix, while also addressing the stakeholders who may struggle to capitalize on its advantages.