

# Castoola<sup>+</sup>

Adding value to TV ads

## **Unlocking the Power of Addressable TV**

Who's In, Who's Out, and Why It Matters

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HTE Infokom 2024, 5-6 November 2024

# Viewing habits changed

30%

Mostly watch streaming content

71%

Watch a combination of linear TV and streaming content

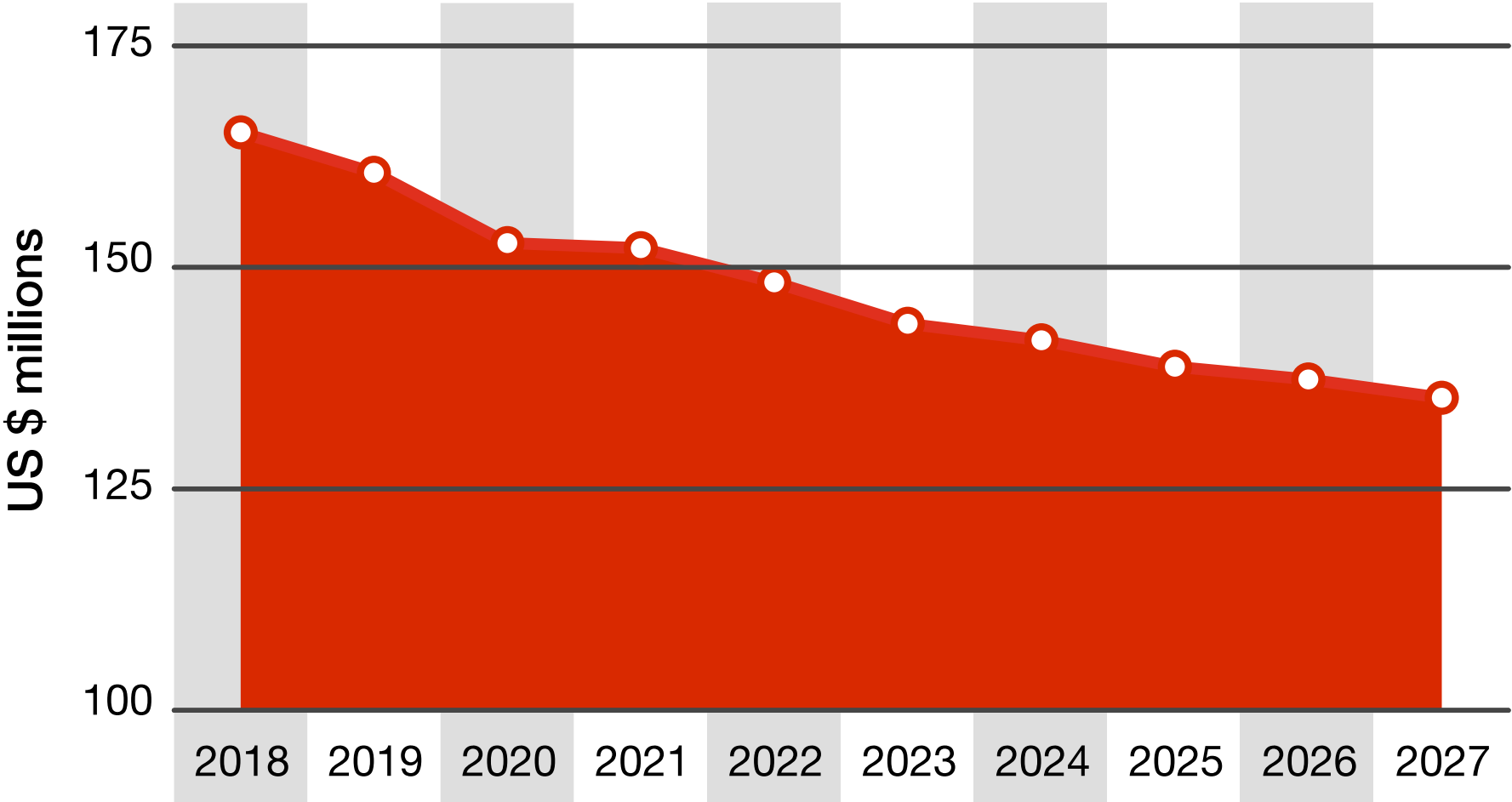
22%

Watch **exclusively linear** television

48%

Of those who only watch linear television are **over 55 years old**

# Declining revenue for traditional TV



Source: Global Entertainment, Media & Telecommunications Outlook 2023-2027

# Attention economy

- More than **80%** of Gen Z use their mobile phones while watching TV
- Ad **fatigue** and Ad **blocking**
- Customer acquisition **costs rising**  
(Performance Marketing)

# Pay TV market facing challenges

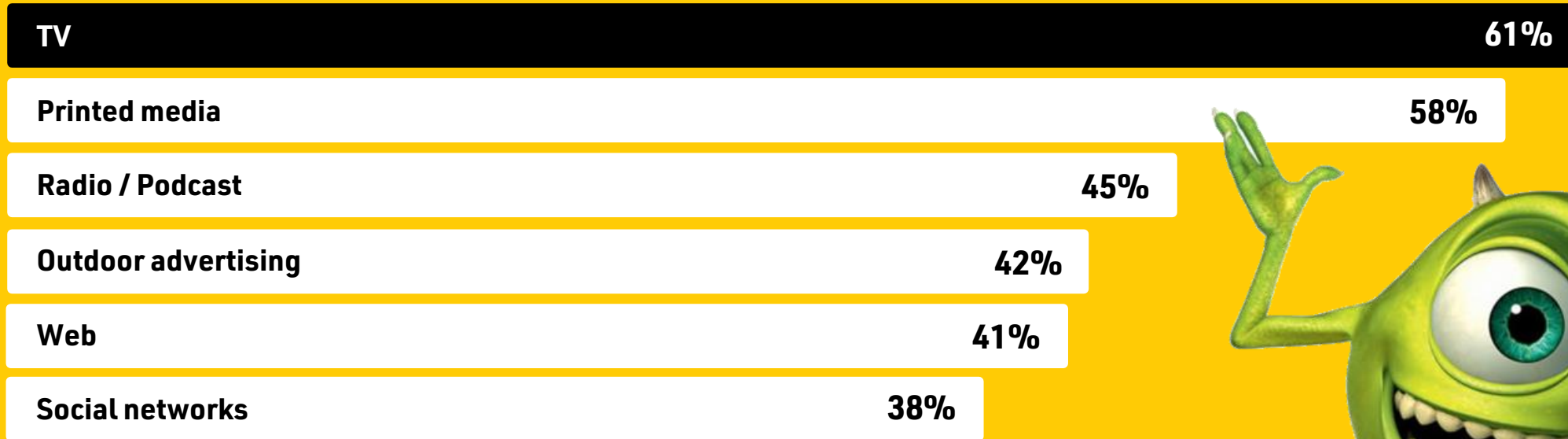
- Declining **subscriber** base
- Access to **exclusive content** & content acquisition **costs**
- Operational and technological **transformation**

# Television

# Digital



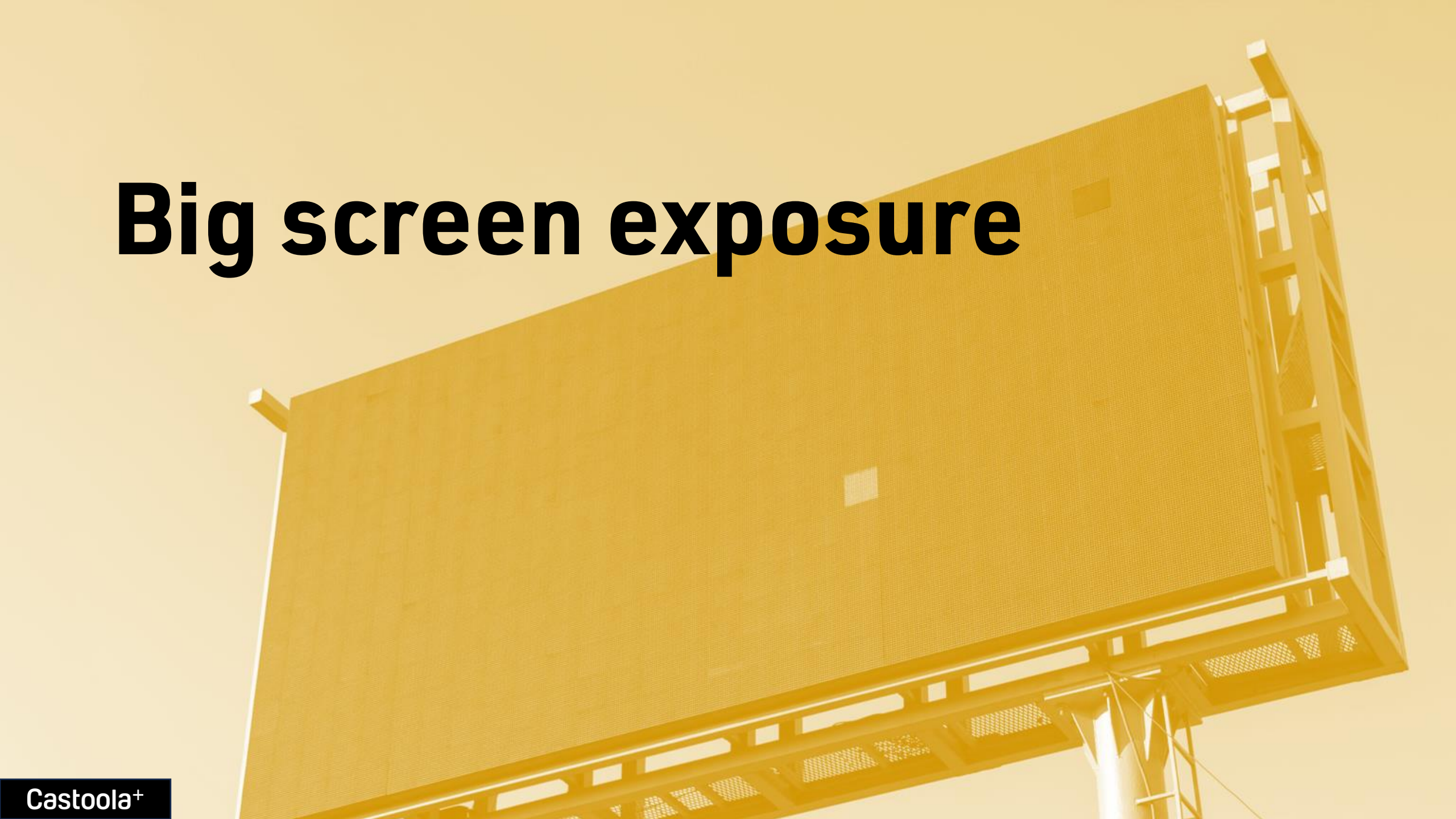
# Trust and credibility



TV is the **most trusted** medium



# Big screen exposure







# Brand-safe environment

# What makes digital essential



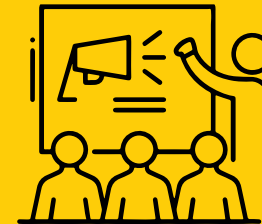
Precise  
targeting



Measurement  
and analytics



Data-driven  
decisions



Lead  
generation and  
interaction

A cinematic still from the movie 'Deadpool & Wolverine'. Deadpool, in his red and black suit, is embracing Wolverine from behind. Wolverine, in his yellow and blue adamantium suit, has a serious expression. They are standing in front of a massive, fiery explosion with bright orange and red flames and grey smoke. The scene is filled with falling embers and sparks.

**Best of two worlds**

# Addressable TV



Traditional TV  
advertising



**Targeted**  
TV advertising

# High visibility and ad detection

**49%**

Higher recall of targeted TV ads compared to linear TV ads

**35%**

Higher attention compared to linear TV ads



# Benefits for **TV Publishers**

## **Broadcasters, Operators, OTT platforms**

- ✓ **Monetizing** TV inventory
- ✓ Selling own products, **promoting** content and services
- ✓ Measuring **TV viewership**

# Benefits for **Brands**

Why would **advertisers** take advantage of it?

- ✓ Catch **viewer's attention** with viewable ads
- ✓ Increase brand awareness and sales
- ✓ Reduce ad waste

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Deichmann



# Video ads (both On-demand and Linear)



ann.com





Tutto il mondo **NOVE**  
nelle tue mani

Il meglio di Nove: guarda i video dei tuoi prog



Fratelli di Crozza



Il Contadino Cerca Mo

Only Fun - Comico Show, Elettra Lamborghini



Only Fun - Comico show (extra)  
Dado e l'età che avanza

53 | 8 min



Only Fun -  
Pino & gli  
Addams

53 | 7 min



# Display Ads SwitchIn or in-app placements

I tuoi programmi preferiti  
**sempre disponibili**  
premendo ^

Premi ^  
sul telecomando

per avviare l'esperienza.

## Server-side ad insertion (SSAI)

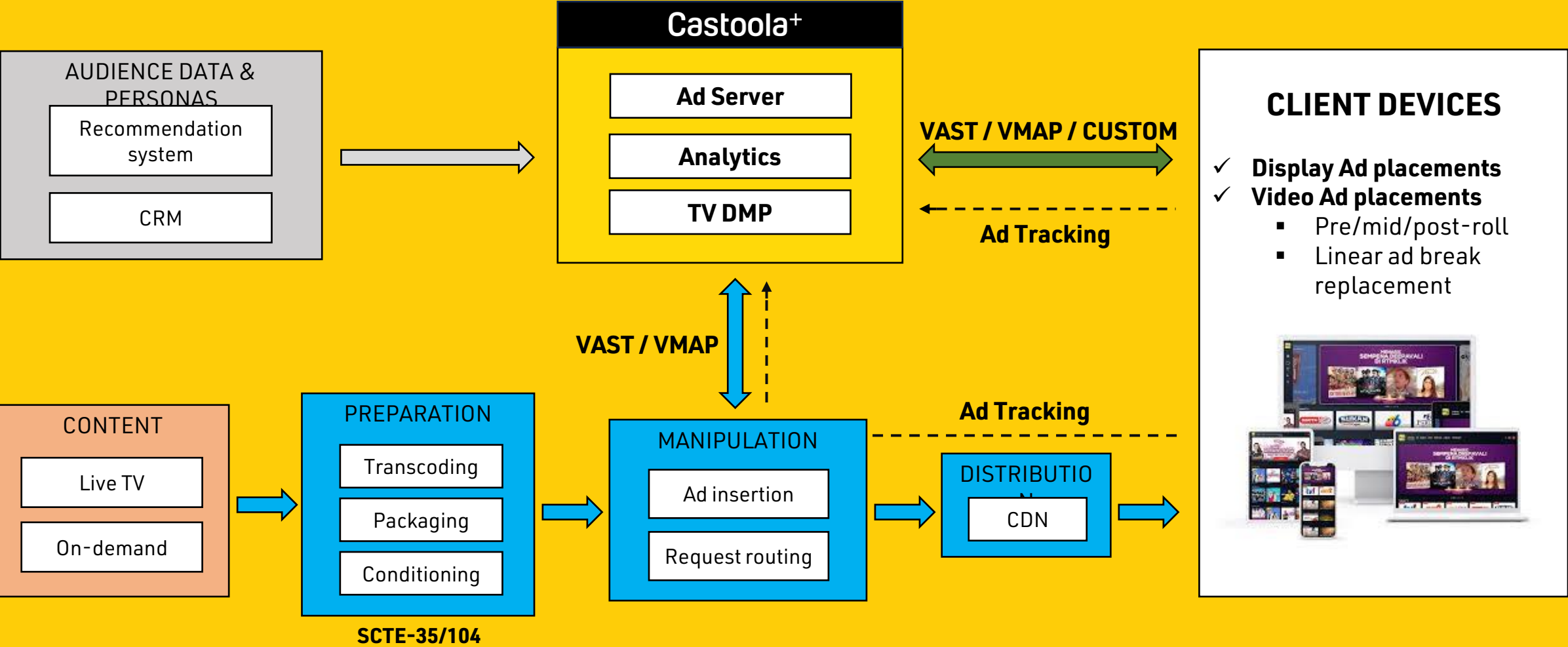
- Dynamic **video** ad insertion in:
  - Live TV (**ad breaks**)
  - On-demand content (**pre/mid/post-roll**)
- Integration through **DAI technology partners** (MediaKind, Broadpeak, Atime, Harmonic,...)

## Server-guided ad insertion (SGAI)

## Client-side ad insertion (CSAI)

- Display ads (**banners**)
- **Video** ads (**pre/mid/post-roll in on-demand**)
- Integration directly with **Middleware** or **Player** (i.e. Mangomolo, MwareTV, Revidd,...)

# E2E integration workflow



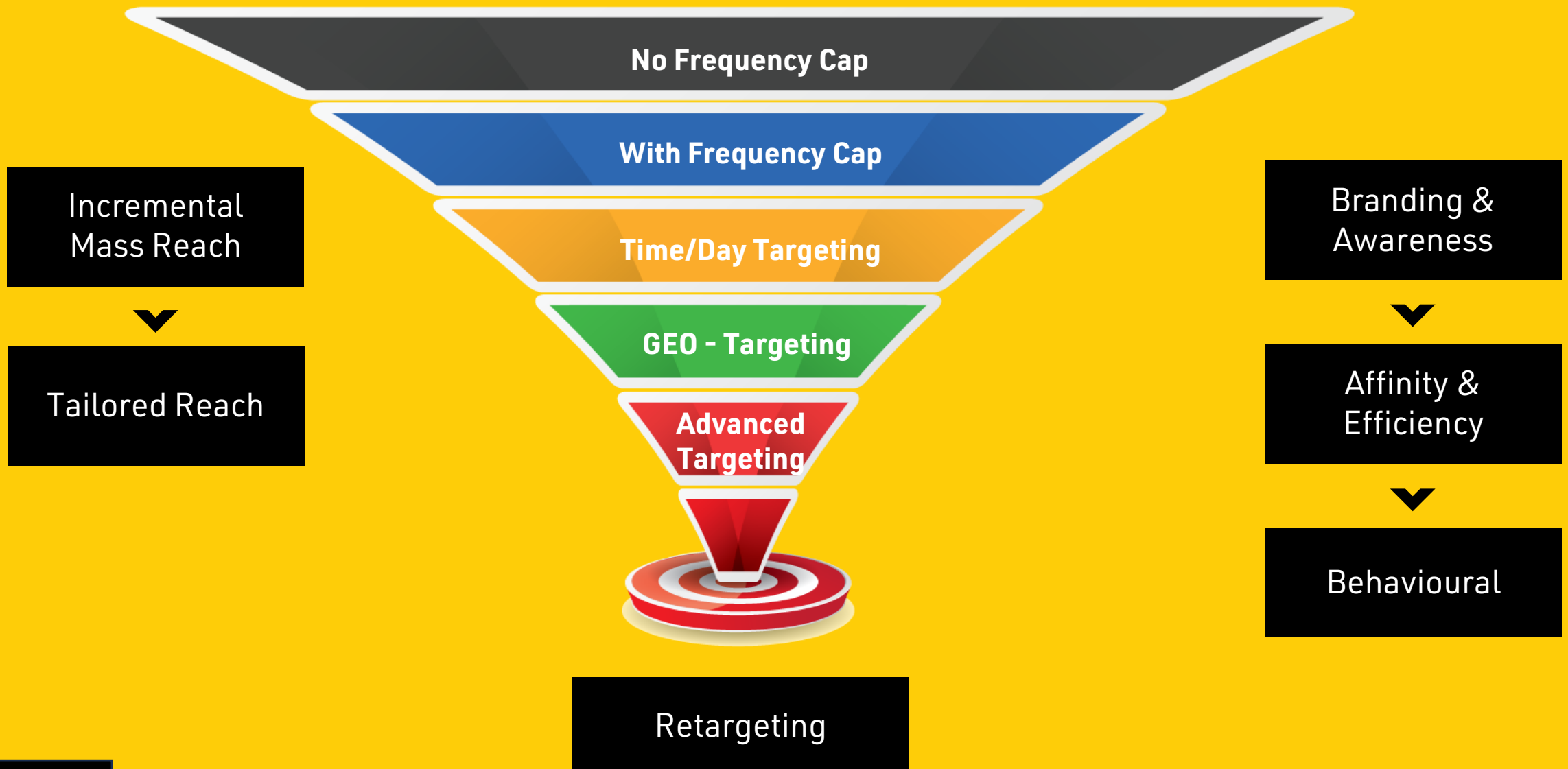
### CLIENT DEVICES

- ✓ Display Ad placements
- ✓ Video Ad placements
  - Pre/mid/post-roll
  - Linear ad break replacement

3<sup>rd</sup> Party

- CSAI (Client-side ad insertion)
- SSAI (Server-side ad insertion)

# Targeting possibilities



# Value of content promotion (case study)

- ✓ Viewers stay longer on channel if they were intrigued to switch to the channel

## 82%

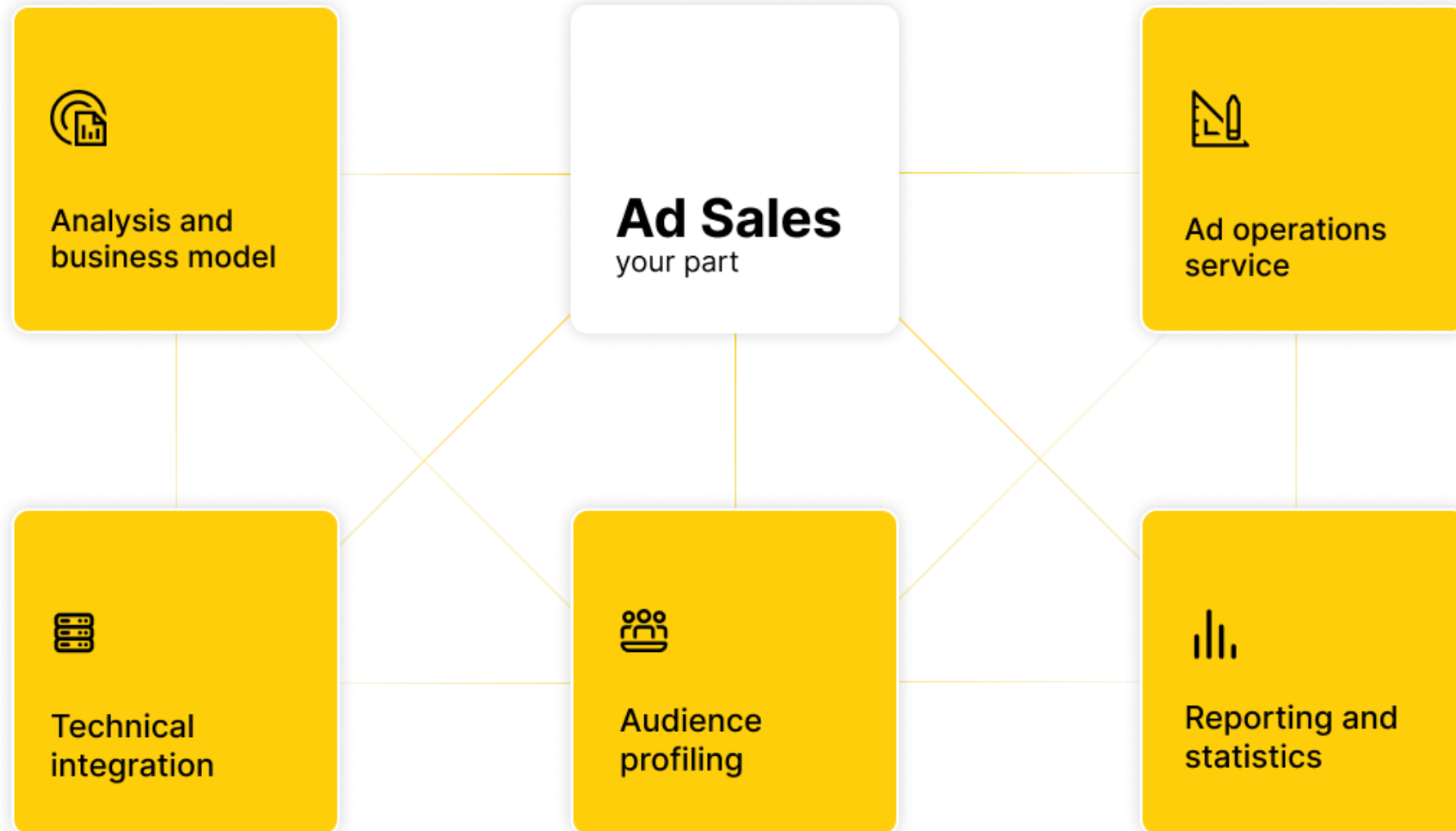
Increase of avg. watching time for users redirected from advertisement



# Who might struggle to keep up?

- Content providers without **relevant offerings**
- Platforms with **poor user experience**
- Those currently meeting standards but acting **too passive** to evolve

# Castoola empowering TV Publishers to focus on sales while we do the rest

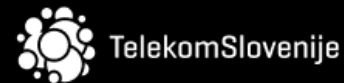


# Castoola+

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## Thank you for your attention. Any questions?

Unlocking TV ad space potential to Broadcasters, Operators and OTT platforms



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