



adform

CTV

THE NEXT BIG THING?

OR JUST A LITTLE BIT OF HISTORY REPEATING ITSELF?

Tasneem Domingo, Data & Supply Manager

Agenda

User Behaviour

Current status

Finnish Focus

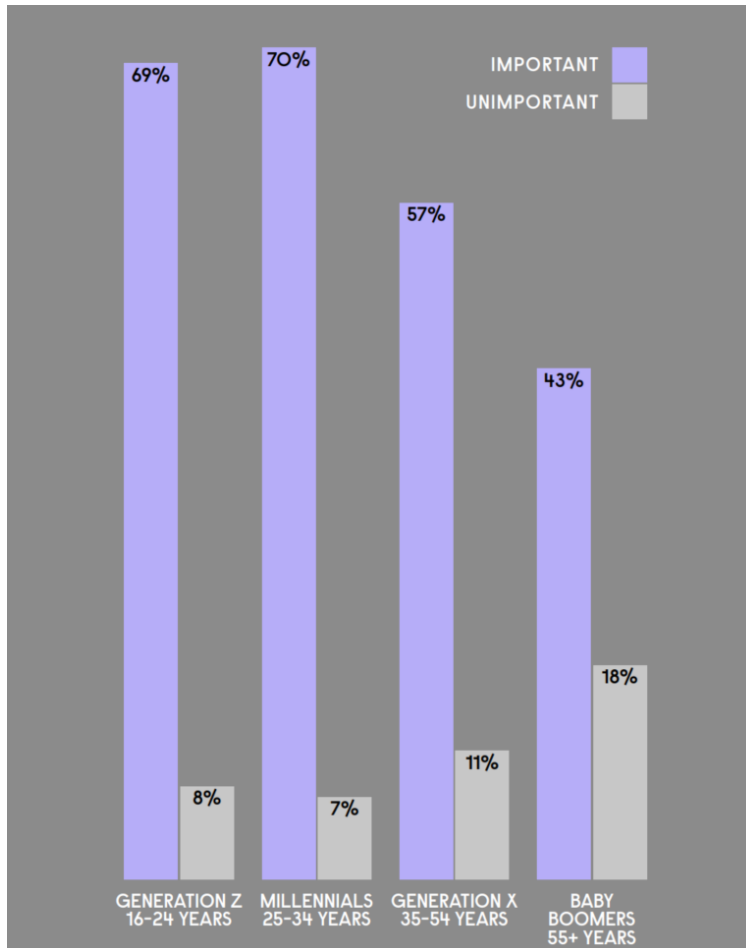
The New Normal



USER BEHAVIOUR

CTV – A MORE TRUSTED ENVIRONMENT

CTV caters to the conscious consumer



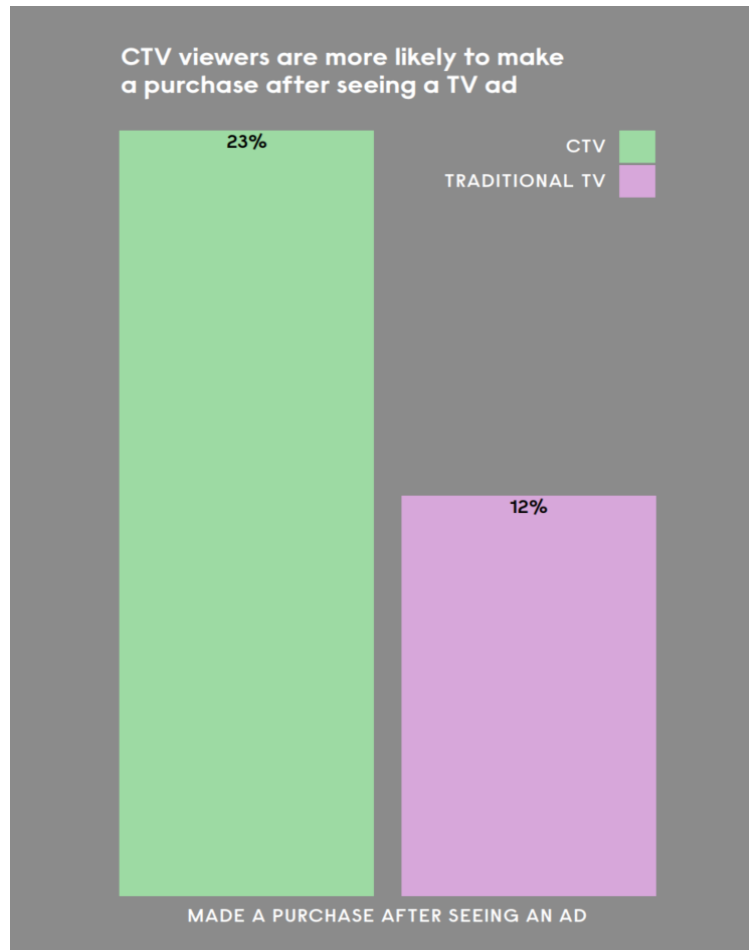
18% say their Political opinions have strengthened in the last 12 months

23% of CTV viewers have a more negative opinion of social media

Only 26% of CTV users pay attention to videos on social media

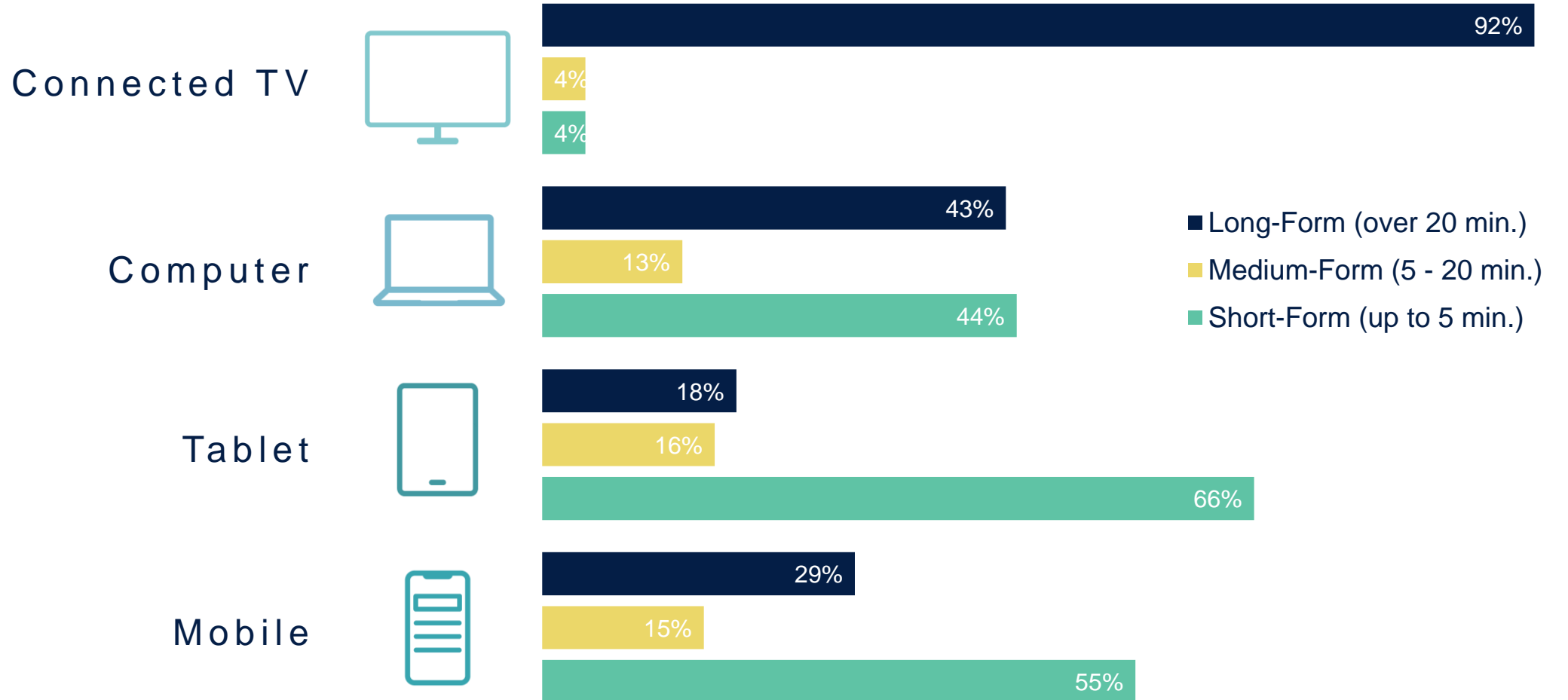
CTV – POWERING PURCHASES

CTV influences purchasing decisions



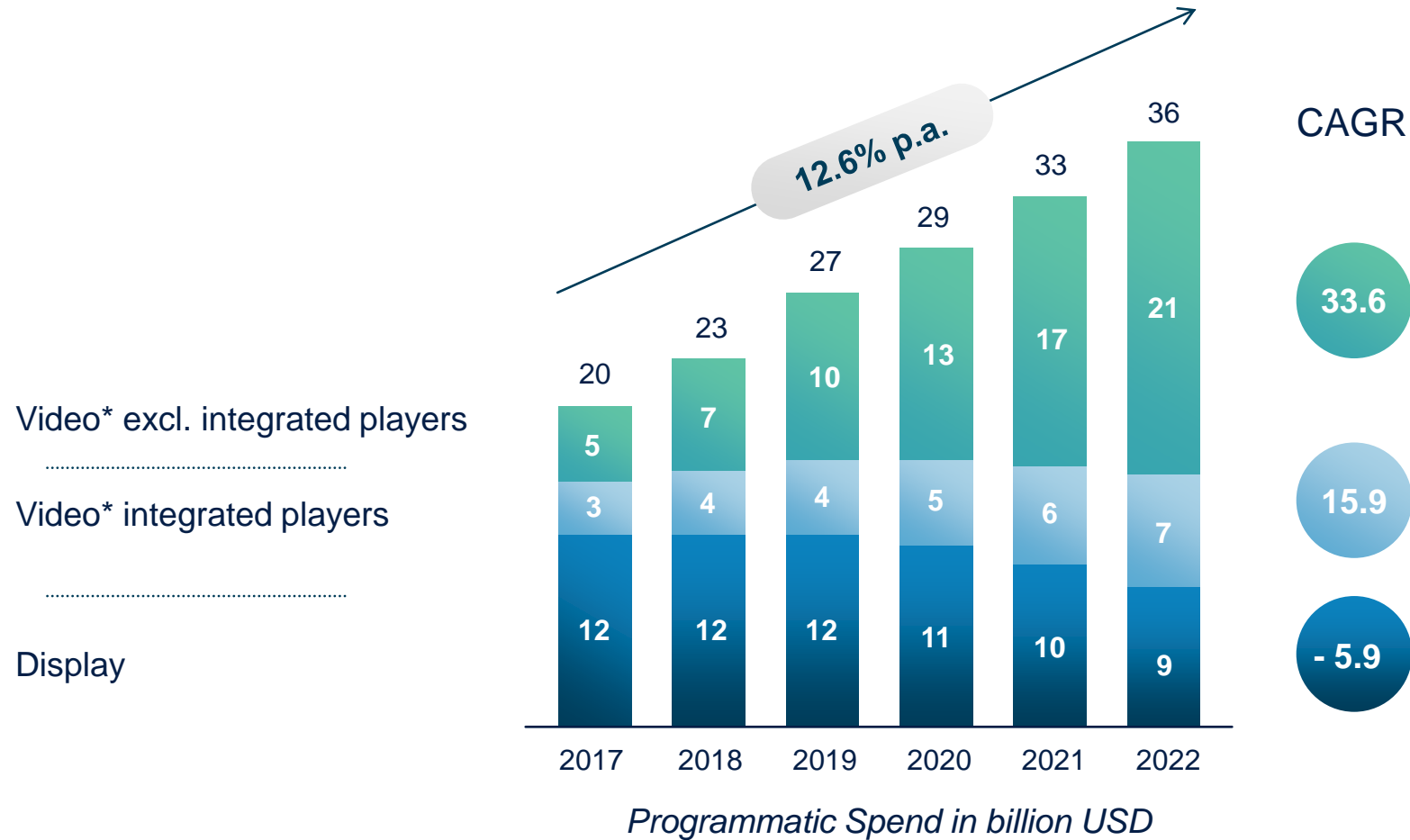
Attentive and engaged viewers are 56% more likely to make a purchase after seeing a CTV ad – compared to 31% of Linear TV viewers

CTV FILLS THE LONG-FORM CONTENT GAP



AN OPPORTUNITY FOR EVERYONE

GROWTH HAPPENS OUTSIDE INTEGRATED PLAYERS

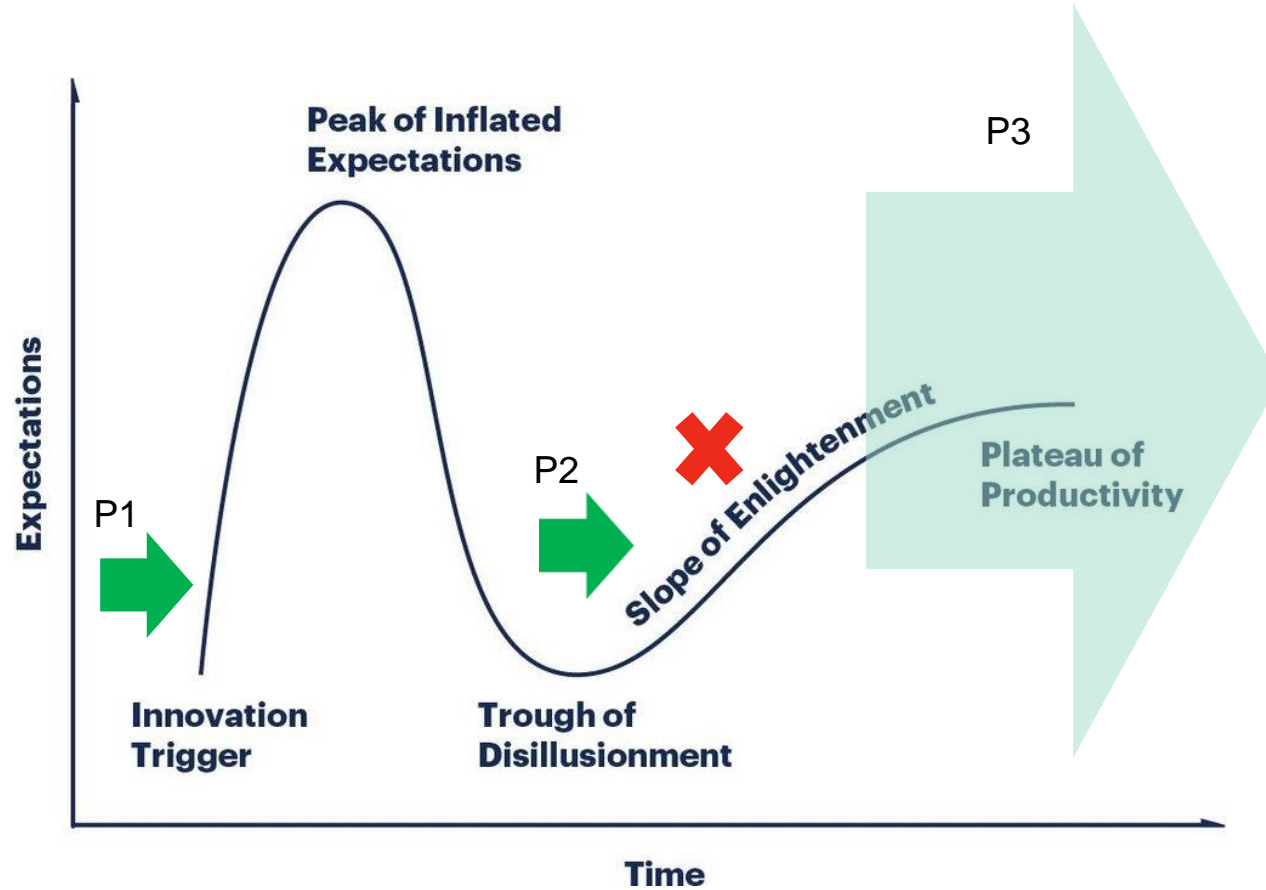




CURRENT STATUS

WHERE ARE WE NOW?

'X' Marks the spot!

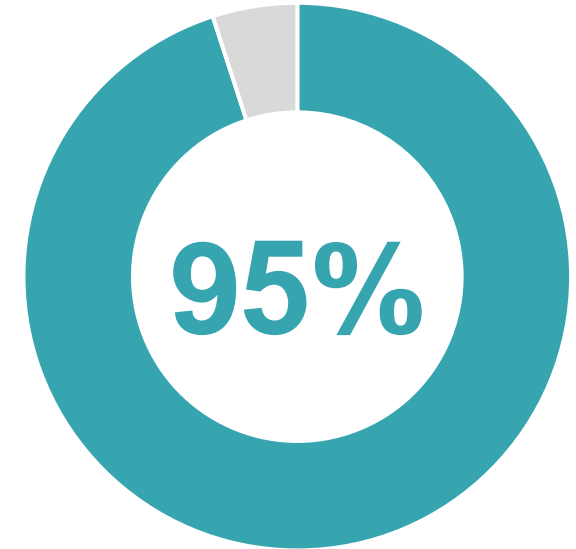
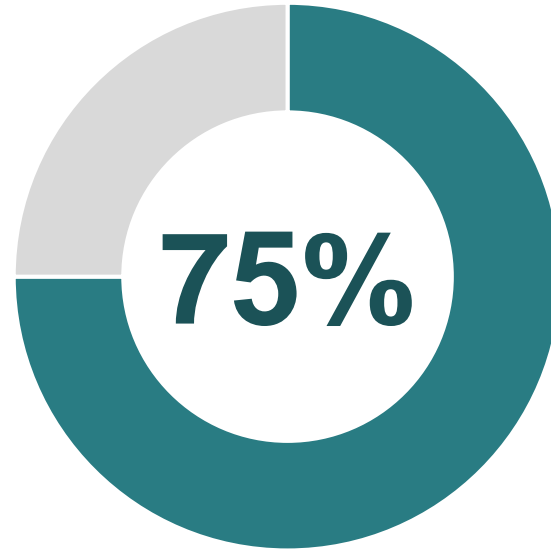


Phase 1:
Excitement – Media Opportunities

Phase 2:
Insecurity – Lack of Standards

Phase 3:
The New Normal

EXCITEMENT + INSECURITY = “PROTECTIVE CONTROL”



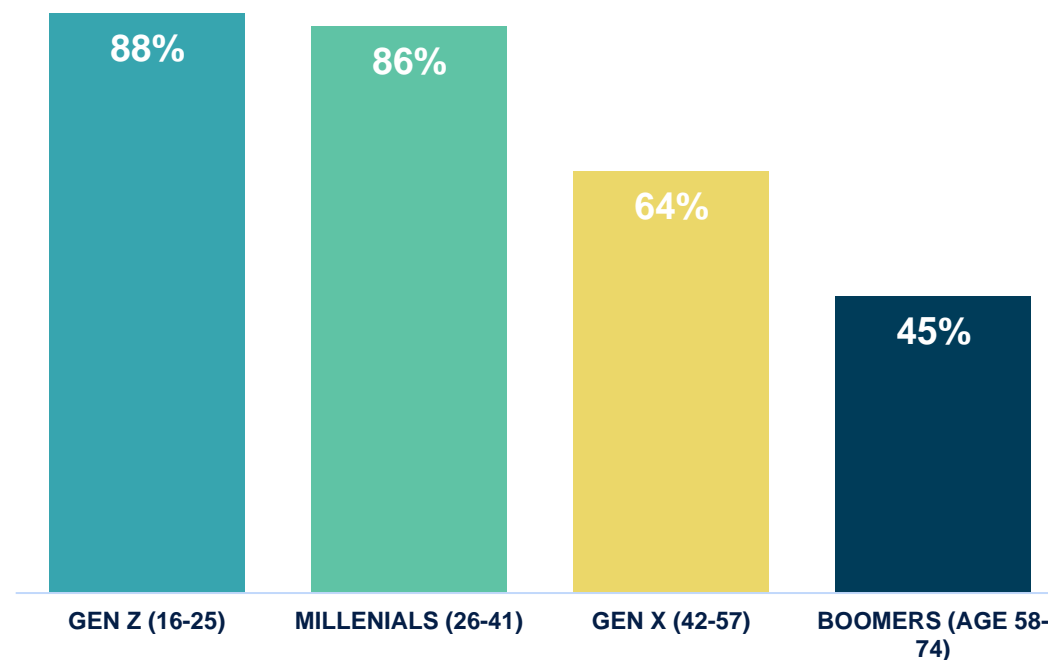
Share of available inventory “locked” in programmatic deals for **VIDEO** and **CTV**



FINNISH FOCUS

CTV PROVIDES INCREMENTAL REACH TO YOUNGER AUDIENCES

MORE GEN Z AND MILLENNIAL TV VIEWERS WATCH STREAMING TV

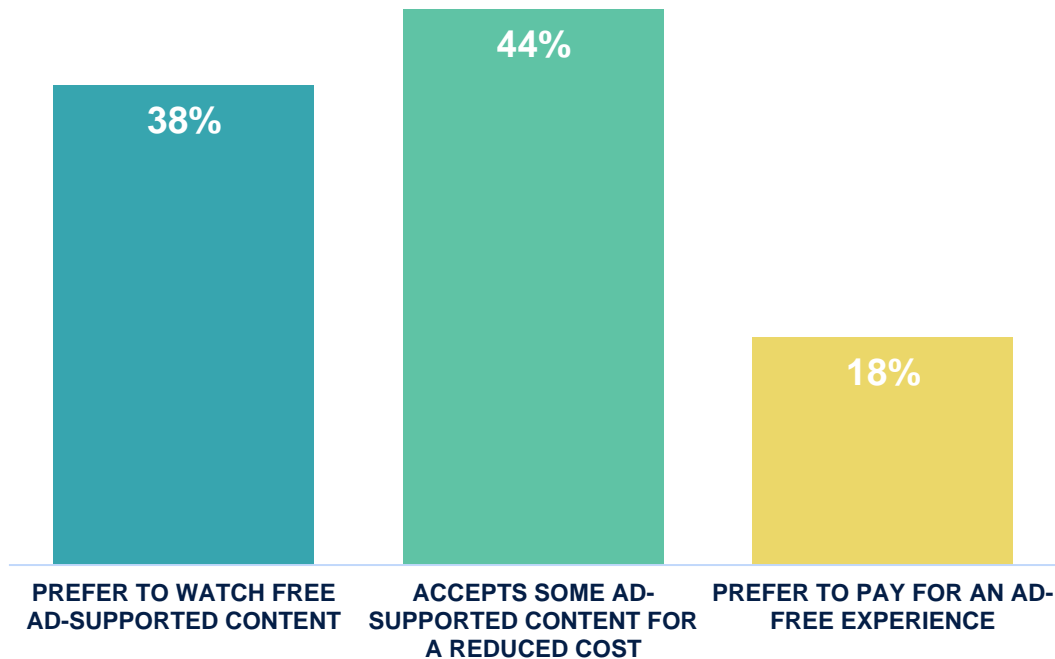


Q: Which of these services do you use to watch TV Shows and films?

Base: Total respondents for each generation / Finland

Source: Magnite

TV VIEWERS WOULD CHOOSE AD-BASED CONTENT



Q: In general, how do you feel about watching advertisements in exchange for free or reduced cost to access TV shows/films?

Base: Total respondents / Finland

Source: Magnite

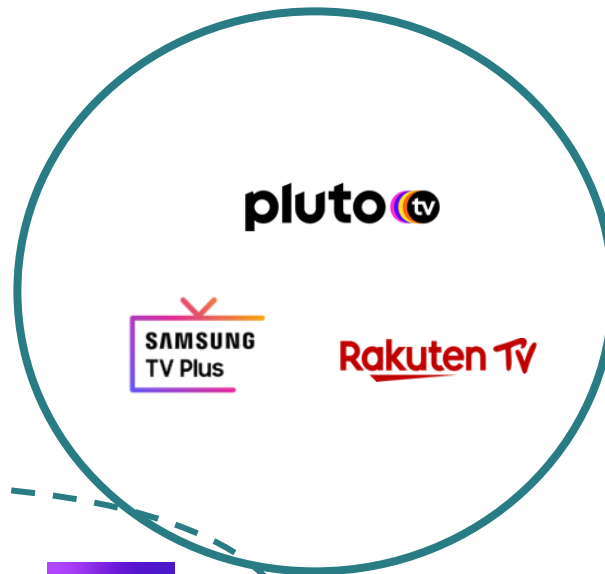
AD-SUPPORTED CONTENT IS WIDELY ACCEPTED AMONG VIEWERS

HOW TO THINK ABOUT CTV

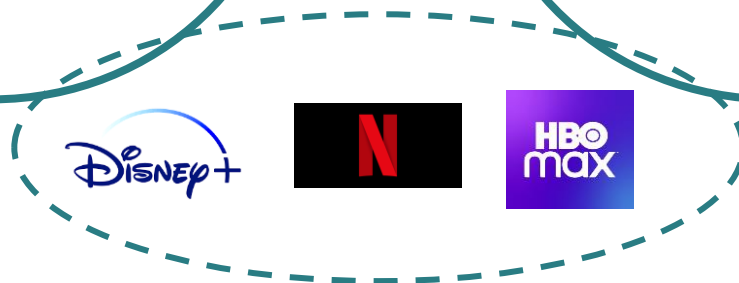
LOCAL



EMERGING



INTERNATIONAL



BUBBLING UNDER

WHY PROGRAMMATIC

Access to inventory

- Ability to buy display, CTV, audio, games and DOOH in a single place
- Ability to buy local and international inventory in a single place

Data and brand safety

- Uniform targeting & brand safety
- Ability to easily add external data

Holistic control

- Start / stop
- Ability to change creatives (DCO)
- Ability to change budgets & strategy (no cost commits)

Algorithms

- Target users based on expected behavior
- AVOC – sound on & viewable on completion

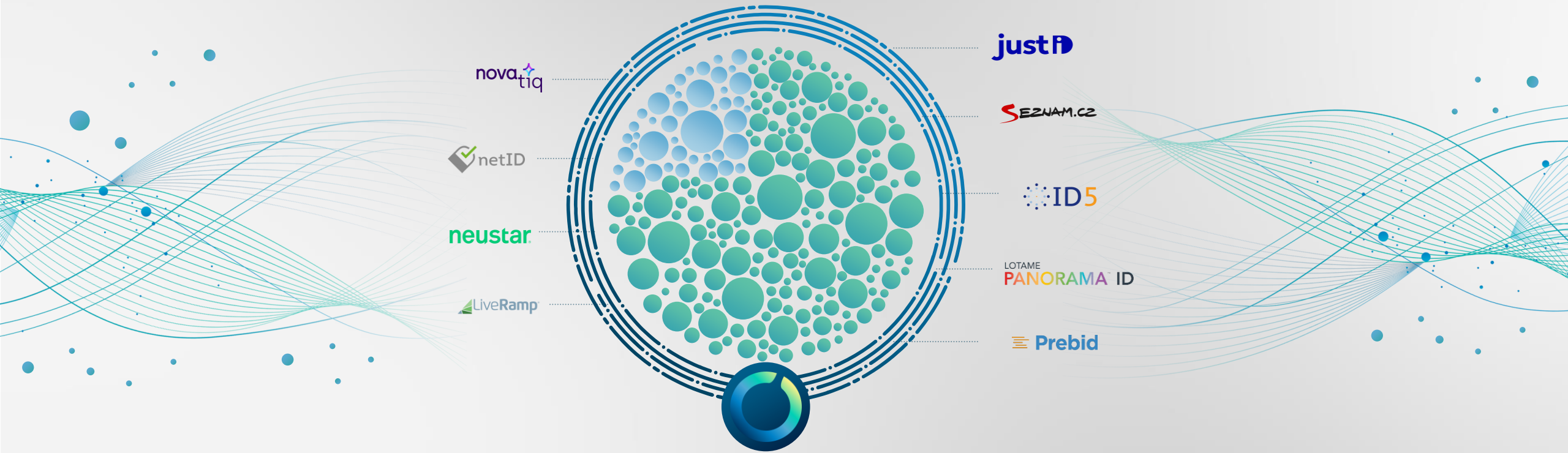
Reporting

- Uniform reporting for campaigns across media
- Uniform CTV / Omnichannel currency (CPM)

Real time market dynamic

- Buy/sell at real time market prices

IMPROVED EFFICIENCY WITH ADFORM ID FUSION



Built from the ground up to the challenges of a **multi-ID world**

Compatible with **any type of identifier**

Scalability for billions of transactions per day

Data-driven solutions for a **privacy-first world**

CTV broadcasters can share **Device IDs** that are fed into ID Fusion for advanced **Frequency Capping***

* Dependent on signals provided by publishers



THE NEW NORMAL

TCF 2.2

Podding via openRTB 2.6

Header Bidding & ID

True cross channel frequency caps

Integrated Brand and Performance Campaigns

WHAT'S NEXT?



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THANK YOU