TVs Are Getting Smarter

A European View @ IAB Finland Webinar

LG Ad Solutions

The Agenda

An
Introduction

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LG Offers Consumers a
Premium TV Viewing Experience

**Innovation Award
Honoree CES 2023**

**The Best 8K
TVs of 2023**

**Best of Show
Best of CES 2023**

**Best TV Innovation
CES 2023**

**The Best Tech
at CES**

**The Best TVs
at CES 2023**

**CES Editors'
Choice Award**

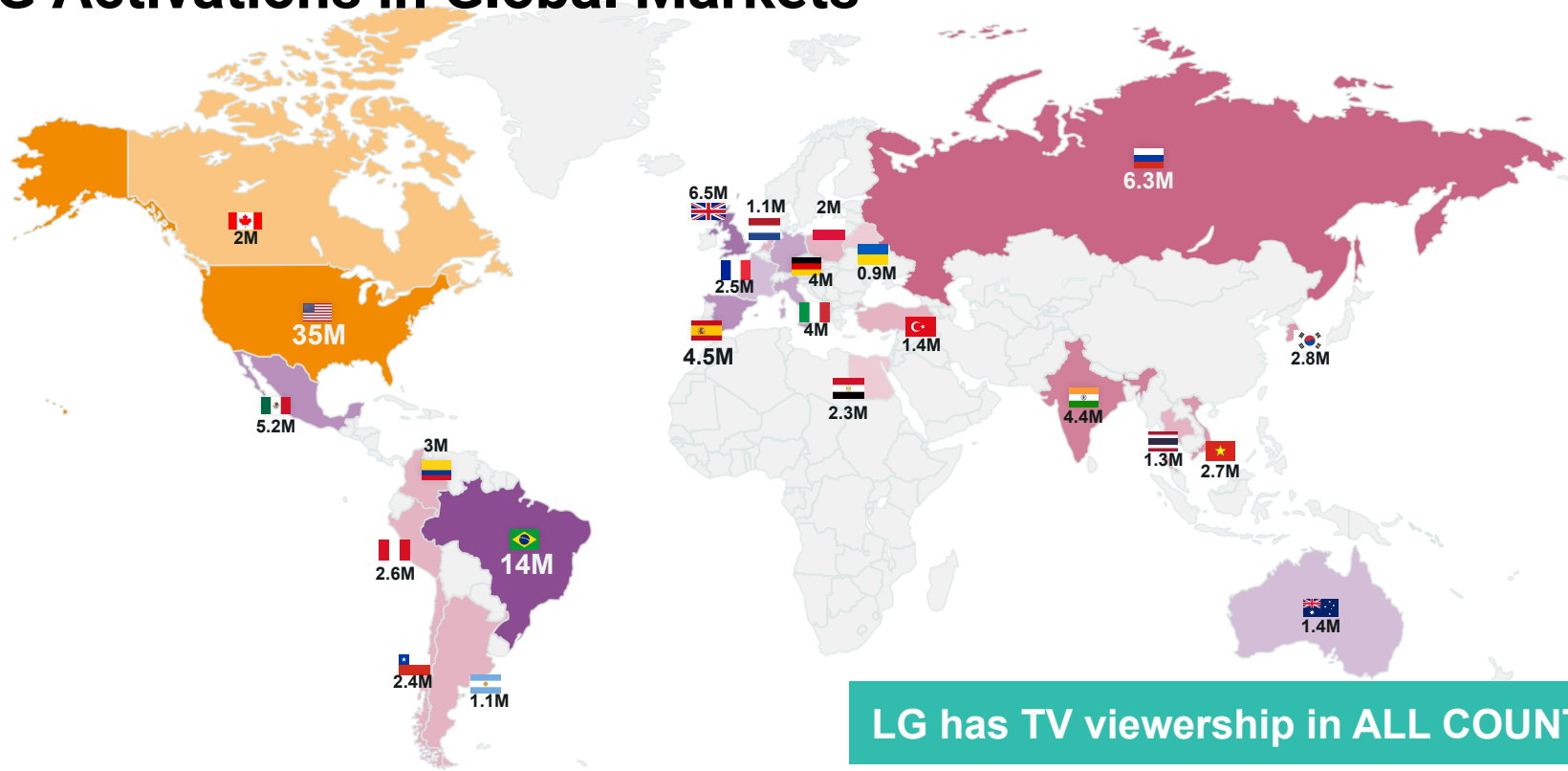**Best in Show
Best of CES 2023**

**Best of CES 2023
Home Theater Tech**

LG Activations in Global Markets

LG has TV viewership in ALL COUNTRIES

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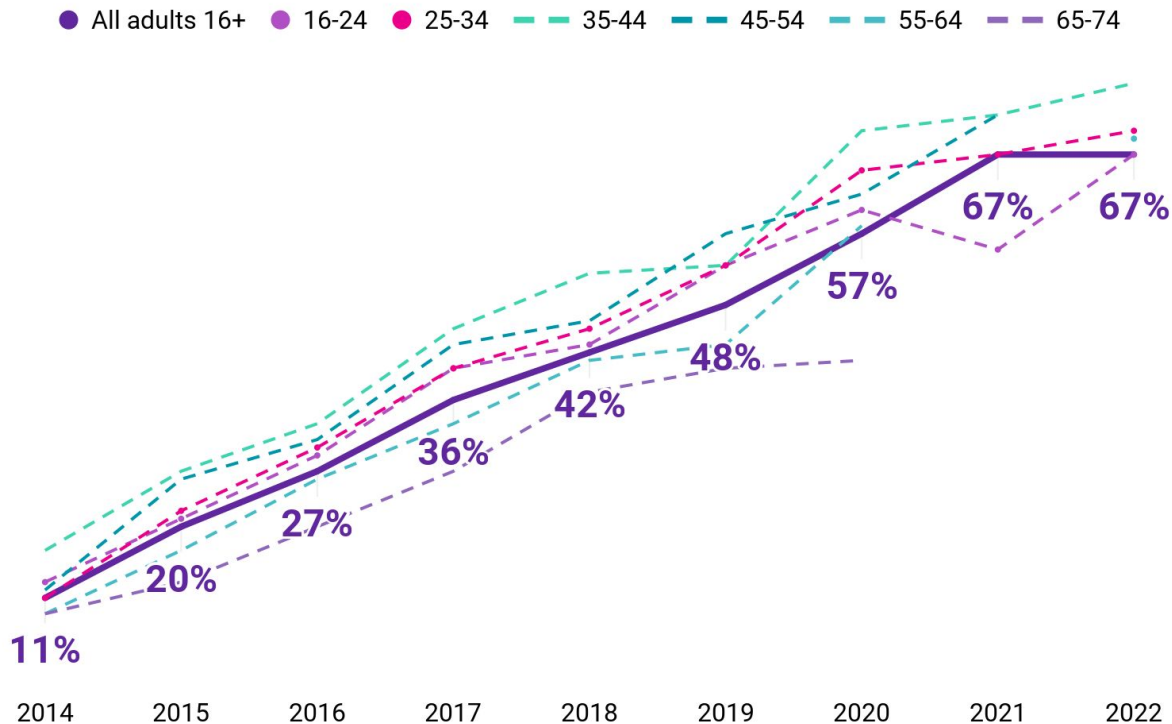**LG Ad Solutions is your exclusive media partner for buying premium ad inventory across LG TVs + access to our partner network**

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European Market Trends

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SmartTV Penetration Growing across all markets & age groups

● All adults 16+   ● 16-24   ● 25-34   – – 35-44   – – 45-54   – – 55-64   – – 65-74

11%
20%
27%
36%
42%
48%
57%
67%
67%

2014   2015   2016   2017   2018   2019   2020   2021   2022

Finland - 6X growth in Smart TV penetration in the last decade

Households with smart-TV

| 2012 | 9% |
| 2022 | 56% |

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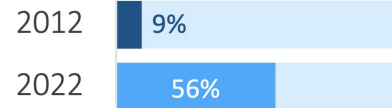
Consumers are choosing streaming via Smart TVs

Which of these ways, if any, do you use to watch online content on your TV set(s)?

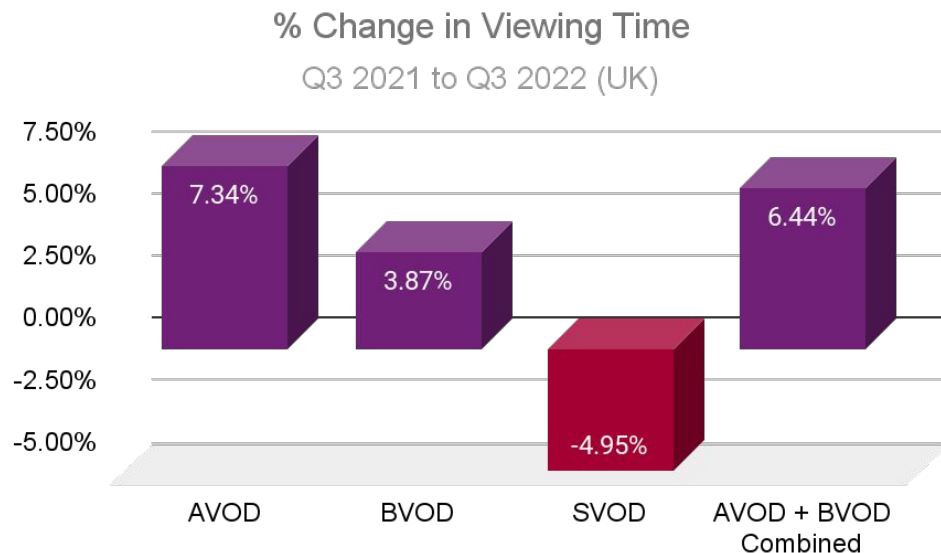| Category	Percentage
TV Apps on Smart TV	52%
Set Top Box	33%
Streaming Stick	28%
Laptop --> TV	15%
Phone --> TV	10%
Console --> TV	9%
Tablet --> TV	5%
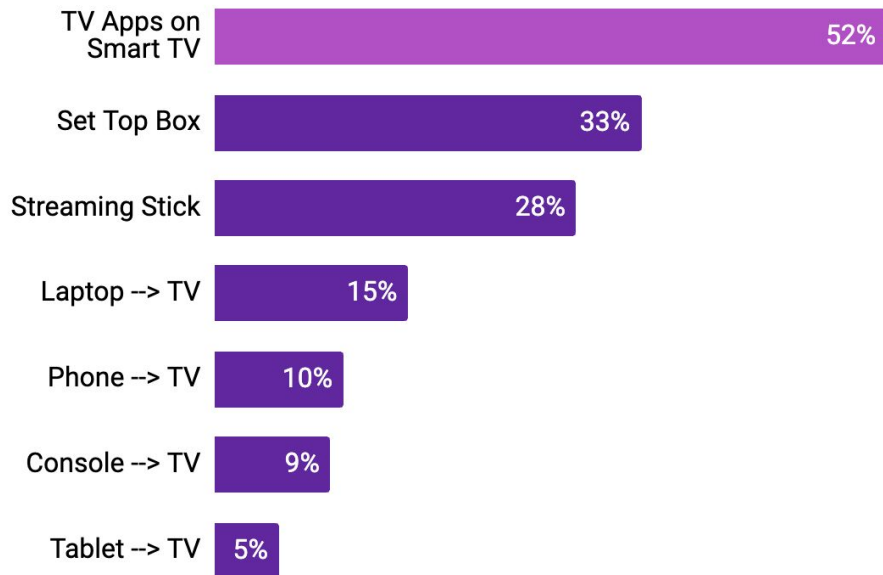
53%

search for content to watch directly from the TV's native homescreen

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Growth of AVOD, Declining SVOD

Share of Total Watch Duration Across LG TV Households

% Change in Viewing Time
Q3 2021 to Q3 2022 (UK)

AVOD	7.34%	
BVOD	3.87%	
SVOD	-4.95%	
AVOD + BVOD Combined	6.44%	

23%

removed subscription CTV service from the household in the last 12 months

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One Direction of Travel: Linear -> Streaming

% of View Time Streaming

60%

54%

61%

44%

55%
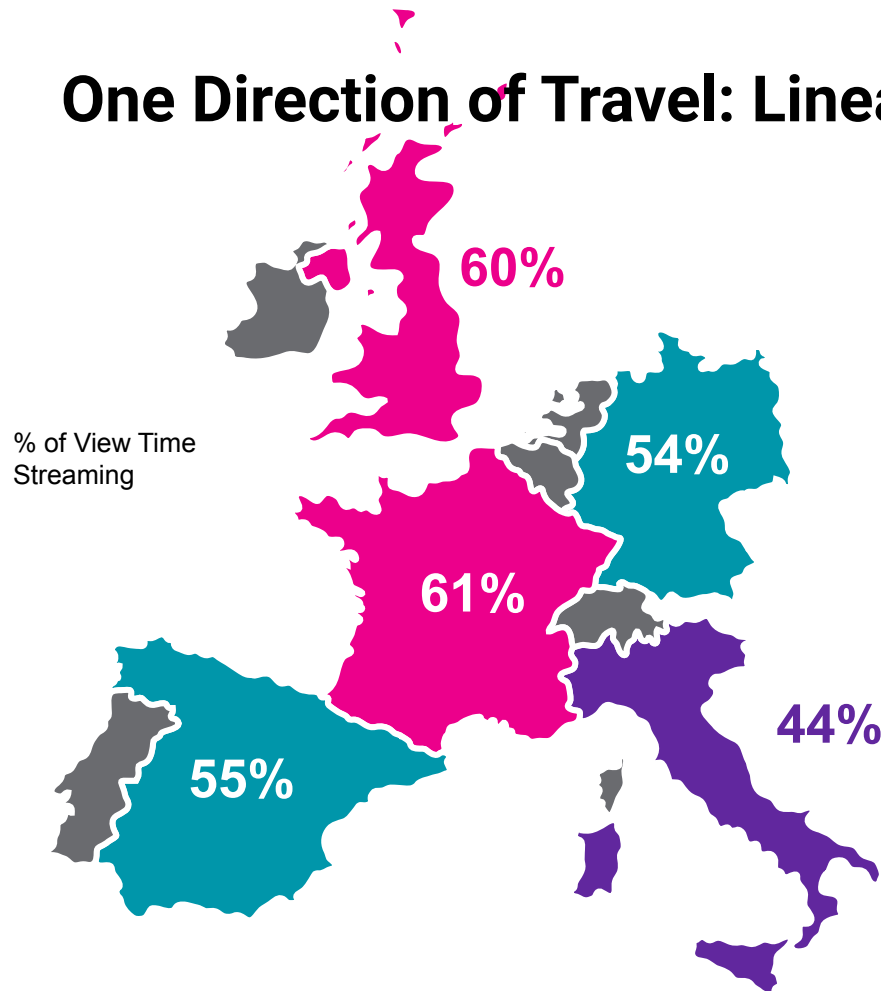
Smart TV Streamers by Demographic & Country

	Spain	Italy	UK	Germany	France
Female	49%	48%	51%	47%	43%
Male	51%	52%	49%	53%	57%
Gen Z	15%	18%	17%	17%	21%
Millennials	36%	33%	39%	38%	41%
Generation X	39%	38%	31%	33%	29%
Baby Boomer	10%	11%	13%	13%	9%
High income	38%	37%	38%	38%	41%
Medium income	33%	38%	34%	36%	33%
Low income	29%	25%	27%	25%	25%

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Smart TVs
Unlocking New Datasets

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The Common Denominator is the Screen

We understand your viewing
audiences regardless of the TV source

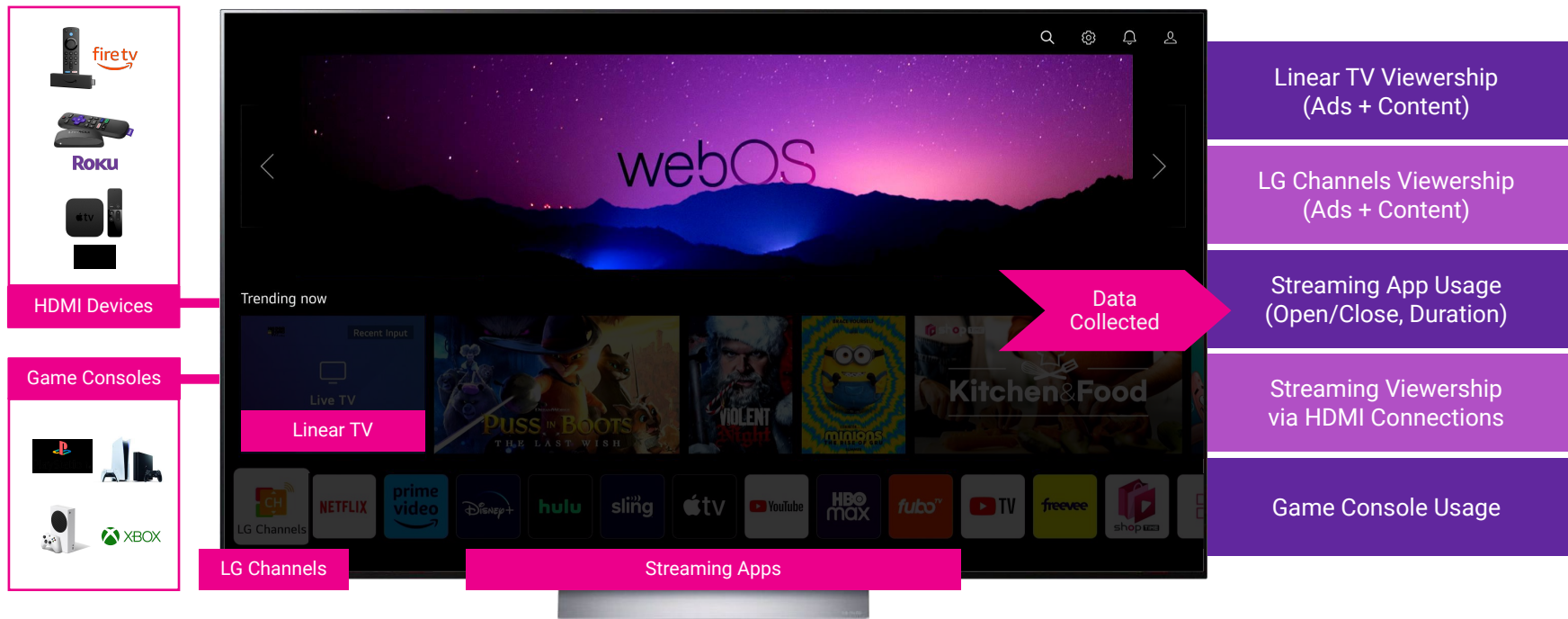LINEAR CONTENT + ADS

HDMI DEVICES

LG CHANNELS

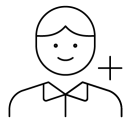OTT APPS

GAMES CONSOLES

PROGRAMMATIC AD EXCHANGES

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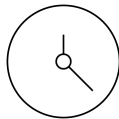# Connect Direct-to-Glass with Deterministic ACR

Today's Top Use Cases for OEM Data

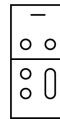Our recommended methods for reaching your target audiences

TV R&F Optimisation

- Retarget across digital channels
- Target lower frequency ad viewers
- Find unreached viewers

Viewership Targeting

- Channel viewers
- Genre fans
- TV tentpoles
- Specific shows and series
- STB plugged in
- Low to no linear TV consumption

App Usage

- App installed or not installed
- Engaged & lapsed user
- Competitor app usage
- High SVOD/AVOD consumption

Device Targeting

- Games console plugged in
- Engaged user
- Specific console (i.e. Playstation, Xbox)
- Genre fans
- Specific games

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04

Emerging
Media Opportunities

Smart TV Homescreen

HIGH IMPACT: Brands take center stage

HIGH SCALE: Take Over Millions of TVs at once OR target specifics

INTERACTIVE click to app, deeplink, web, overlay, video, or image

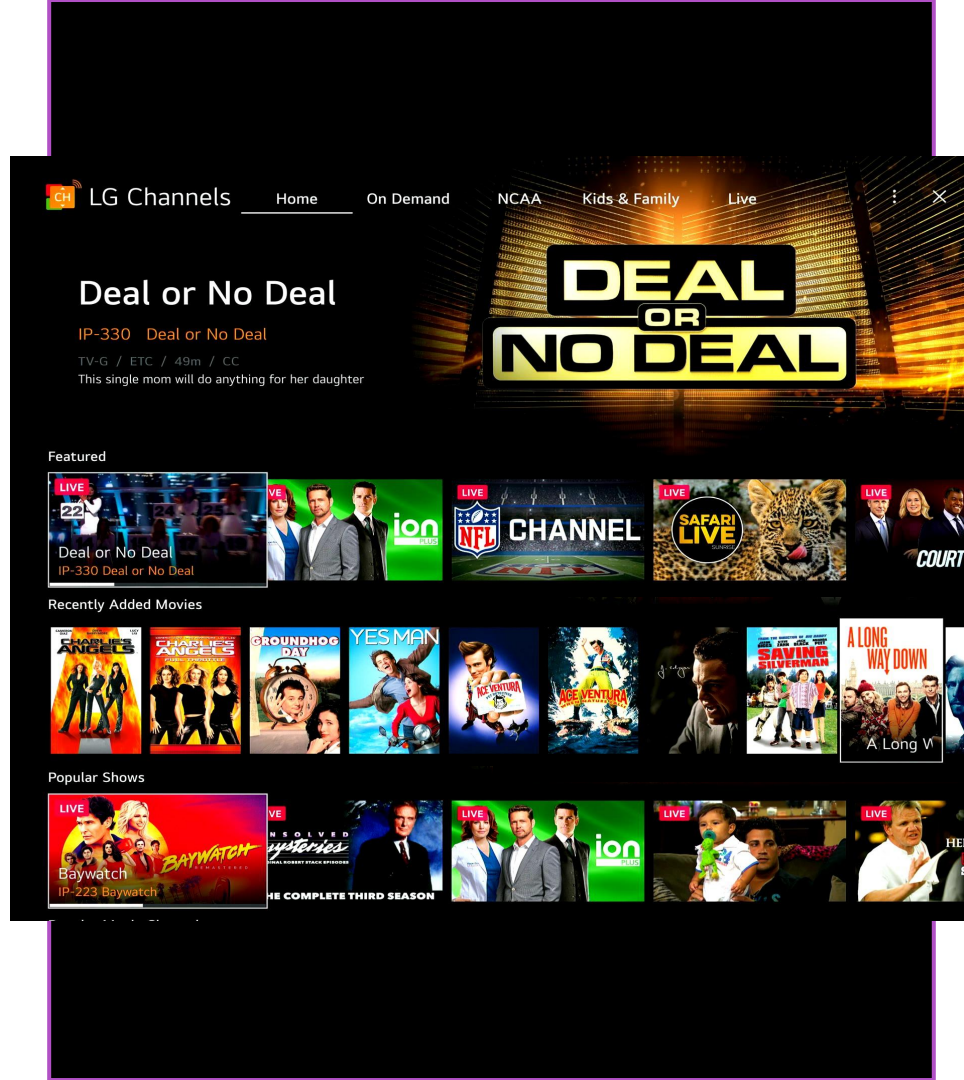**DIRECT TO GLASS:** sits on top of TV fragmentation

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Smart TV FAST & AVOD

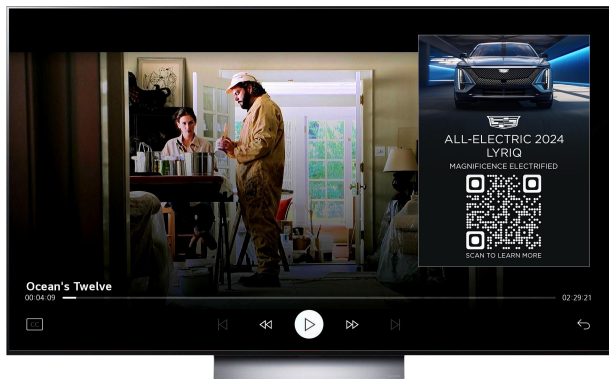**LINEAR FOR STREAMERS:** FAST is simply IP Delivered linear streams

FULL SCREEN IMPACT: 100% viewable, 90%+ Ad Completion

DISCOVERABLE: OEM FAST is Integrated directly into the TV EPG

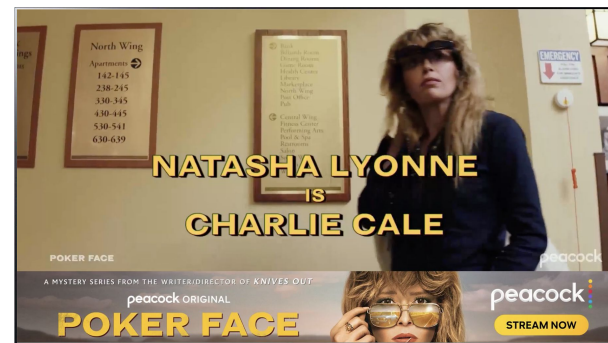**DIRECT TO GLASS:** Tie CTV to linear behaviours through glass level data

Future Smart TV Innovations

**Pause
Ads**

**Sponsored
Screensaver**

Linear Overlay

05

How do brands leverage Smart TVs Ads today?
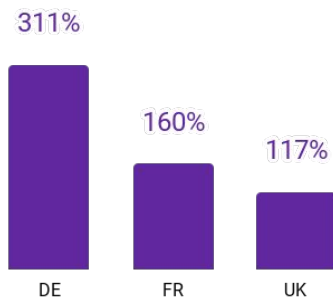
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Video Streaming App Drives High App Launch Rate in UK, DE & FR

Objective: Drive launch and time spent within a video streaming app

Solution: LG Native ads using ACR data were used to target relevant audiences. These segments included:
- Lapsed users of the app
- Engaged users of the app

App Launch Rate by Country

311% — DE
160% — FR
117% — UK

Time Spent In-App (mins) by Country

90 — DE
81 — FE
83 — UK
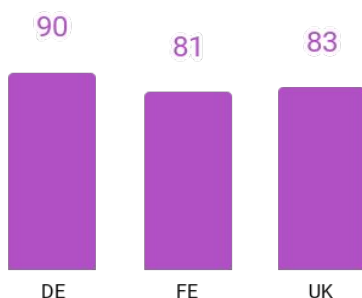
Other Highlights

4.8M
Total Unique Reach

2.6X
Above Benchmark CTR

Source: LG Ad Solutions TV audience data
Dec 1-31, 2022 (UK, Germany and France)

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Luxury Cruise Brand Delivers Impact in Europe and LatAm

Objective: To increase awareness for a new luxury ship liner debut within target countries and bring in potential customers.

Solution: An always-on LG Native ad campaign was used to reach TV viewers from the moment they turned on the TV. Additionally, high-impact 12-HR takeovers were leveraged to reach viewers on heavy viewership days. Each country received localized custom creative to improve ad relevance and encourage viewer engagement.

3.7M
Unique Reach (EU5)

5.4M
Unique Reach (LatAm)

Other Highlights

Europe

1.4X
Higher CTR than benchmark

Latin America

1.3X
Higher CTR than benchmark

Source: LG Ad Solutions TV Audience data
October - December 2022 (Spain, UK, Sweden, Italy, Germany, Norway, Ireland, Argentina, Chile, Colombia, Mexico and Panama)

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Gaming Brand Drives High Engagement for New Console Release

Objective: Find potential customers for their new gaming console

Solution: Using LG Native ads and ACR targeting, the brand was able to find console gamers before they went into ad-free environments. Once engaged, the viewer clicked to the website, where they could purchase the console.

The target audience for campaign included:
- Those who owned previous model of the game console
- Those who owned competitor brand consoles

2.3X
CTR Above Benchmark

1.1M
Unique Reach

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