Today's Speakers

Derek Newman
Product Lead, Advanced TV

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Frederick Lee
Director, WO Programmatic Sales

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What We're Talking About Today

How advertisers have found success extending their digital-only buys with Advanced TV

How TV Advertising is more accessible now than ever before

Why TV is an ideal channel for brands of all sizes to establish legitimacy

How to approach TV advertising if you've never done it before

Defining Advanced TV
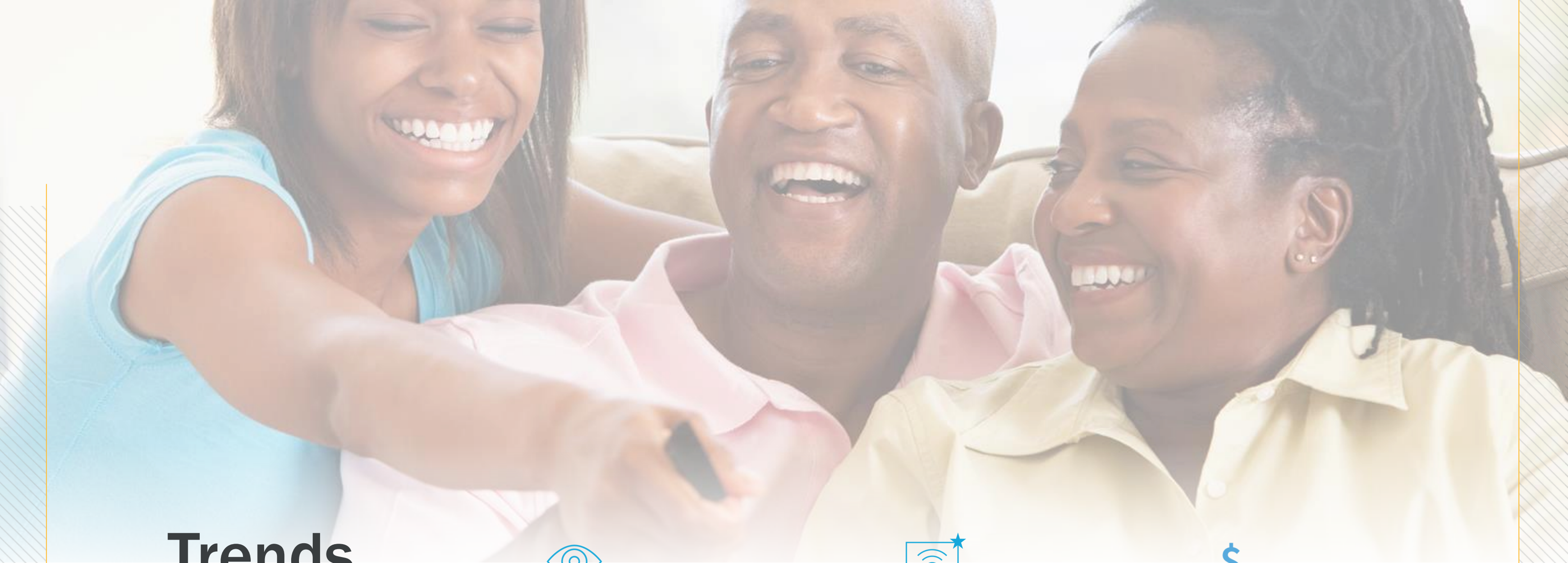
To the consumer, it is all TV

OTT / CTV

Streaming video over the internet via any app, website or hardware

Data-Driven Linear

An automated technology or data-driven method of buying linear TV ads, both broadcast and cable

Addressable

Targeted TV ads delivered home-by-home via cable, satellite and telco boxes

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Trends

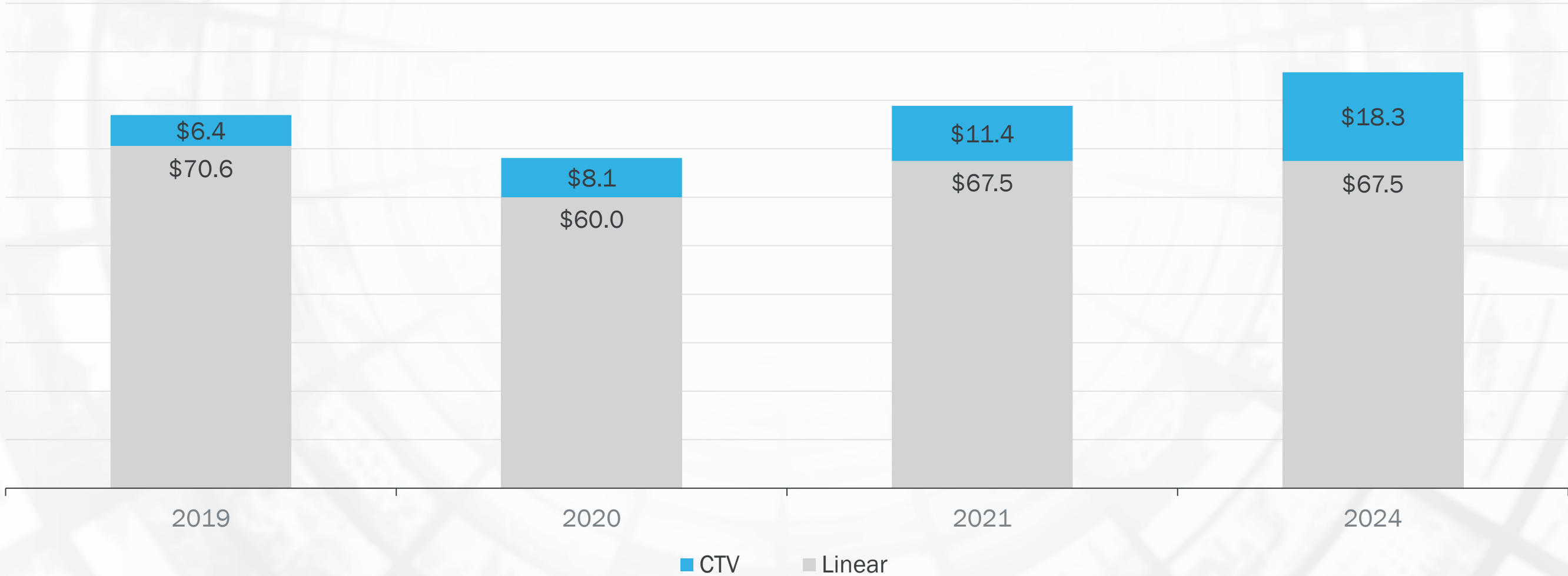Viewing trends are way up, consumer behavior changing drastically

Shift from Data-Driven LTV to CTV

Advertisers want to maximize ROI across all channels

Advanced TV + Digital Super Strength

LTV STILL HAS SIGNIFICANT POWER

- local & breaking news continues to drive consumption

- not reaching customers in both linear + ctv will result in wasted spend

- full funnel outcomes driving effectiveness for your other media touchpoints

WHEN DONE RIGHT, TV WILL DRIVE ROI FOR ALL OF YOUR CHANNELS

Direct   Search   Social   Biddable
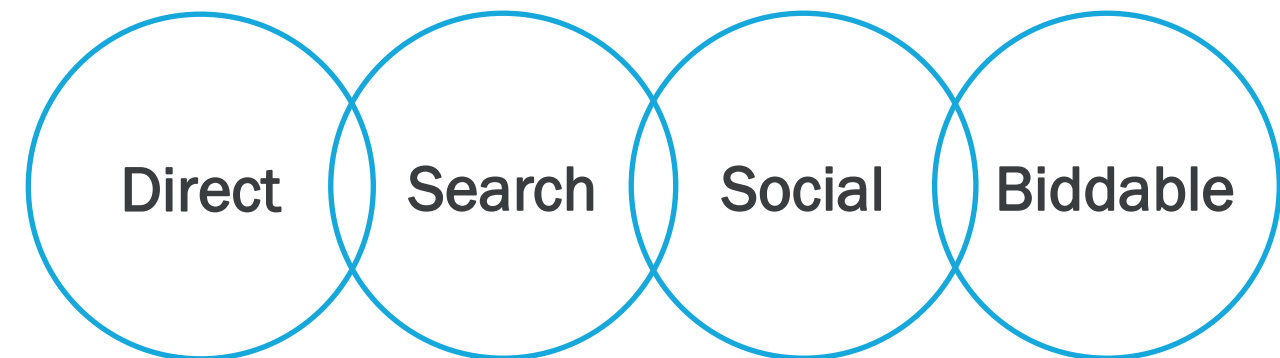
How Linear TV advertising is more accessible now than ever before

LOWER Barriers to entry for linear TV advertising in 2021.

Advertising on TV isn't exclusive to massive brands. It's an ideal channel for small and emerging brands to establish legitimacy.

IN FACT, MEDIA BUYERS AND SMALL- AND MEDIUM-SIZED BUSINESSES NEED TO BE ON TV

Drive brand results across funnel: awareness to consideration, intent and sales

Planning & measurement is becoming more like digital (moving beyond the standard GRP)

Supply chain accessibility vastly improved

The Need for Automation

Need for automation in disparate Linear TV market (national and local)

**Buying
network to network**
is burdensome

**Using consolidated
supply networks**
to identify your
audiences' viewing
habits has been a
significant value add

**Research shows
TV campaigns across**
many networks yields
higher performance
than running across
fewer networks

**Platforms have
become one stop shops**
for planning, buying,
and reporting holistic
LTV + CTV media plans

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Who Is Helping Solve The Problem?

WHO IS WIDEORBIT?
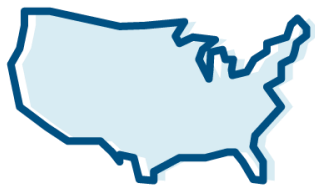
93%

$35B

96%

The Power of TV

REACH

Engage nearly every American home

VIEWABILITY

Limited distractions result in captive audiences

IMPACT

Retains premium status among media types

BRAND SAFETY

No issues with impression fraud or brand safety

The Incomparable Value of Local Broadcast TV

REACH

More than 1,000 TV stations reaching **over 110 million** US households
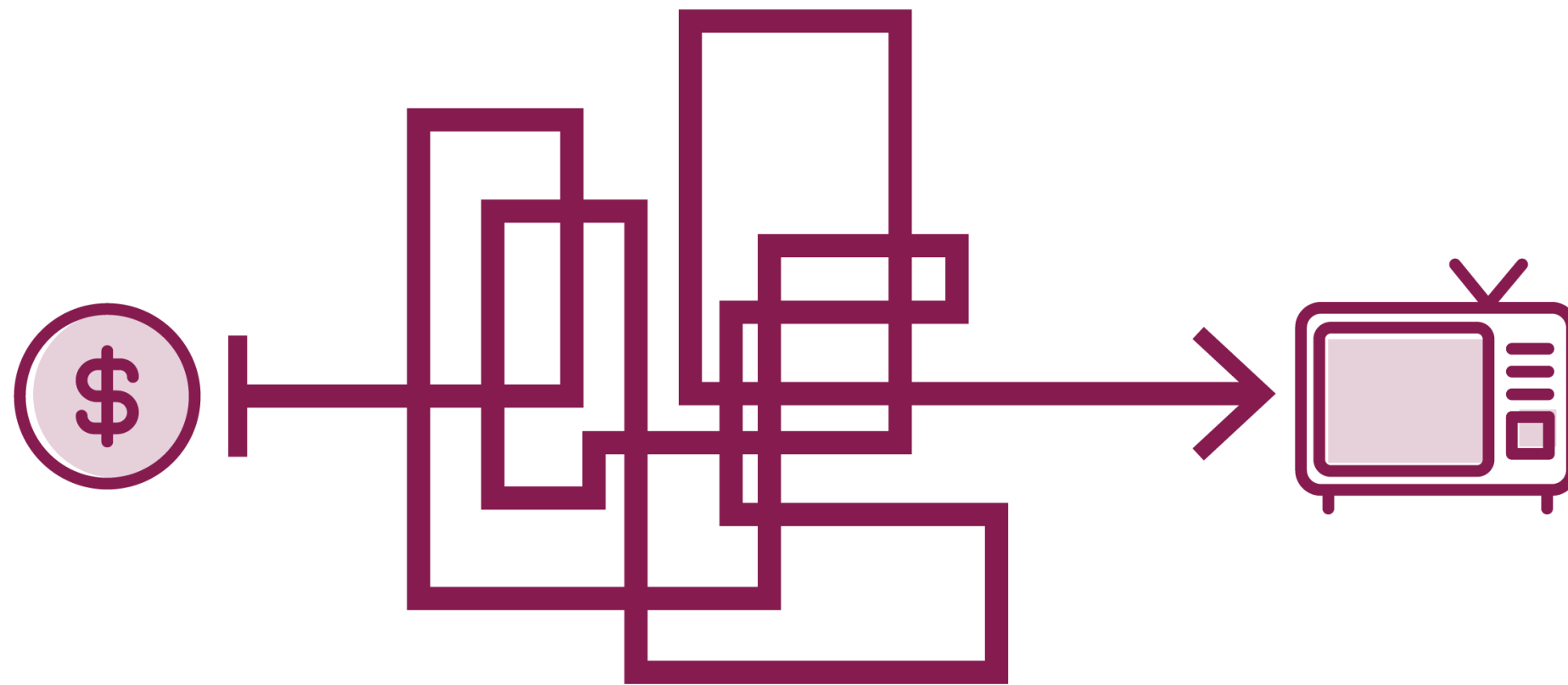
QUALITY TARGETING

Buy ads on **any program**, including primetime hits

TRUST

Most trusted source for news – **brand-safe** and **fraud-free**

Until Now, Buying Local Broadcast TV Has Been Hard......

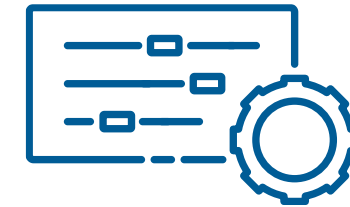| | Time-consuming to make a single buy | | Difficult to buy at scale | | Takes a long time to measure success |

Buy-Side Realizes the Benefits

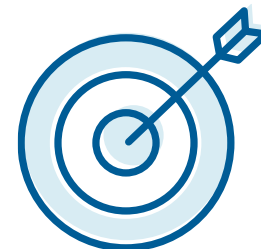Not arbitrage – fraud free

DMA-specific targeting eliminates waste

True omnichannel campaigns

Performance tools & reporting for attribution

Advanced targeting capabilities

Time-honored and trusted media type

TV IS EXTREMELY
EFFECTIVE

TV HAS NOT BEEN
EASILY ACCESSIBLE

WE CAN HELP

Success Stories

Advanced TV + Digital Display

Scenario

International shoe and apparel brand looking to increase awareness and affinity amongst buyers at key retail partners sought a cross channel solution to complement their digital media.

Solution

+ Focused on **reaching retail buyers** across 20 DMAs, while maintaining a consumer-friendly message

+ Realized operational efficiencies to **streamline the campaign** across mediums: **Linear TV, Connected TV, Desktop, & Mobile Display**

+ Centralized media and campaign management, holistic reporting across digital and TV, and preferred supply-side relationships

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Data-Driven Linear TV

Scenario

Nationally recognized research university looking to promote and increase awareness of their adult online education programs and extend reach/frequency beyond digital campaign.

Solution

+ Linear TV campaign focused on **reaching A22-45** heavy up on Sports and News in select DMAs across key states

+ **Linear TV** showed 50% increase in total pageviews and 35% increase in unique pageviews on unique URL

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Where Do We Go From Here?

Keep In Mind...

What is the reach each platform, network and/or daypart?

How is linear reach decay impacting your current investments and are there ways to be more strategic in planning and optimizing your use of CTV?

Are you comparing spend by channel to discover which are most effective at reaching relevant audiences?

Do not plan in a silo. Understand performance and to determine future yield allocation.

Questions?

THANK YOU