

Ambitious Marketers'

Guide to Television

How to unify and optimize your audience
across TV, CTV, and digital to drive growth



Intro.



Unify



Optimize



Grow

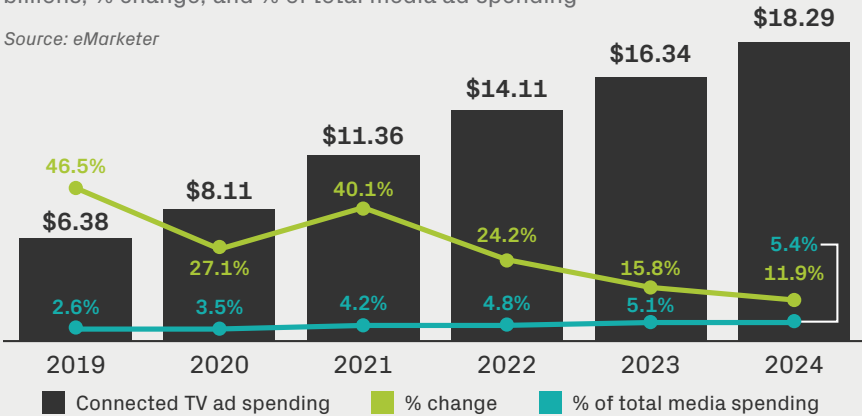
Same Job, Different World: The State of Television Advertising

The Upfronts are here again. Your job is the same and television is still the most important screen in the house. But after the seismic industry shift last year, the world has changed. Advertisers experienced rapid audience fragmentation over the course of eight months that would normally have taken eight years to mature. Pandemic prime-time ratings declined by 20-30%. There was massive under-delivery of programming due to cancelled sports and special events, delays in TV production, and a rare make good inventory shortage that put many TV networks on the hook for cash-back payments to marketers. It was ugly.

But we also saw more video being consumed across all screens than ever before. Covid stay-at-home orders increased TV viewing in all its forms by four hours a day, with seven and a half hours spent on digital media. The streaming wars, now in full effect as seen with the launch of NBCU's Peacock, Paramount+, and many others, accelerated connected TV (CTV) adoption by 81%. Direct-sold and programmatic CTV now claim an \$8.1 billion share of today's national advertising budgets—compared to \$60 billion spent on linear TV—and industry analysts expect that number to reach \$18.29 billion by 2024.

US Connected TV Ad Spending, 2019-2024
billions, % change, and % of total media ad spending

Source: eMarketer



So now what? How can you, a TV-first marketer, solve this year's uncertainties and avoid the train wrecks of last year? You need to re-engineer your approach to TV like your career depends on it. Because it does.

With 59% of linear TV buyers integrating CTV into their media strategies this year, now is the time to either take or defend your brand's market share. That can mean tackling cross-screen measurement issues, working through a lack of transparency in the ad buying process, or orchestrating your linear and digital buys with a focus on reach and frequency. Either way, adopting new tools and tactics now will create greater confidence and agility in the way forward.

Luckily, a flexible Upfronts paradigm is today's new normal. More data-informed negotiations between buyers and sellers encourages flexible deal terms so you can more effectively manage your portfolio and reallocate media commitments. This also enables new ways of getting past legacy roadblocks by adding data and measurement solutions to the TV planning and buying process for a holistic view of a single audience and proof of performance.

This Guide will show brand marketers and TV advertisers three foundational steps on how to unify partnerships and audience investments, optimize and complement linear TV and CTV results, and apply new data-driven technology to measure reach and track attribution so you can grow your business. ■

75%

of broadcasters & media companies have initiated new Upfront procedures because of Covid.

Amobee and Ipsos Research found that the majority of sellers have become more flexible in their ad sales terms and in moving more inventory to programmatic channels.



Unify.



Step 1: Unify

The start of the Upfronts means it's back to school for grownups with a new media budget and a big set of new challenges you need to figure out. Covid's impact on advertisers highlighted that there are no divisions between linear TV and CTV households, and only through the unification of audiences can you unlock greater flexibility for buying the very best of TV in all its forms.

The good news is, with today's advanced TV targeting, you can have your cake and eat it too. That means centering campaigns around audience targets instead of certain types of programming and combining the scale and reach of linear TV with the targeting precision of CTV. Unifying audiences makes it faster and easier to optimize across all networks and formats for better results with less duplication.

But going from planning and buying based on age and gender to strategic target audiences is easier said than done. Working with broadcasters, media companies, and programmatic partners to purchase in a reserved or bidded fashion across a range of formats and

targeting methodologies can feel like a 3D chess game. It takes more than just good faith and a little skill to win.

Even more challenging, traditional TV and CTV are still packaged together but executed separately, leaving TV investors unable to maximize the incremental value of their strategic investments across all buy types.

Heading into this year's Upfronts, buyers and sellers need to understand the unique strengths of different linear TV, CTV, and digital channels and how data-informed campaigns can work in tandem to ignite performance across the entire spectrum of inventory.

Data-driven technology enables you to understand the historical performance of your strategy across all broadcast partners for a clearer picture of where you can layer linear TV investments with Tier 1 direct-sold and programmatic in a way that is complementary, not duplicative.

At the end of the day, flexibility and transparency across all media is key to superior portfolio management. Only when you have X-ray vision into

the Tier 1 broadcaster inventory that you already purchased—and can see where and how your audience consumes content—will you gain greater insight into how to best execute your fluidity and linear extension budgets.

Unifying audiences is the first step to being able to measure and optimize toward more outcomes-based marketing across all your buying strategies, not just within the silo of a single broadcaster or media company. The secret is that the most advanced advertisers are already doing this. ■

47%

of advertisers want to make the most of their CTV/OTT inventory.

54%

want to make sure their digital campaigns are complementary to linear TV and direct-sold campaigns so they can optimize reach and frequency.

Source: Amobee/Advertiser Perceptions

Should the Upfronts and NewFronts merge?

Now that streaming has become such a major part of the Upfronts, some industry leaders think it's finally time to merge with the NewFronts, which launched in 2008 as a forum for media companies to showcase their digital content. IAB CEO David Cohen has been an advocate for bringing the two events under a single tentpole. "Two bifurcated marketplaces make no sense," Cohen told Ad Age.

But while the verdict is still out, research from Amobee and Advertiser Perceptions found that 80% of broadcasters and media companies surveyed feel the Upfronts and NewFronts sales processes should be merged and negotiated together. Point of fact, Disney recently pulled Hulu inventory that was traditionally sold at the NewFronts into its Upfronts to enable greater flexibility in its negotiations.



At UM, we see the future of advertising as being a total video planning optimization platform with granular reporting by partner, network, (and program) that can show how we deliver optimal reach within and across partners.

Eileen Kiernan,
Global CEO, UM Worldwide



Unification Checklist:

What it looks like:

Increased control and flexibility over your media.

Timing:

Immediate

What to do:

- Consolidate your data in-house, or with a partner, and align your linear and digital audiences with a cross-device data set.
- Review the historical performance of your strategy and capabilities across all broadcaster and media partners.
- Establish a baseline for your linear TV investments and layer it with digital-direct and programmatic CTV.
- Find a vendor that can bring these capabilities together to help you maximize reach and control frequency across all channels and screens.



Optim



nize.

Step 2: Optimize

Now that you've secured your most coveted inventory and the money's on the table, how do you optimize all bets on your Upfront buys to ensure you get the best outcomes possible for your brand?

On average, most brand marketers' linear campaigns under-expose their target audience and over-expose heavy TV watchers. This leads to dramatic gaps across your portfolio that can drive your media budget into the ground.

Without the right partnerships and optimization tactics, you're flying blind when it comes to discovering, mapping, and measuring the interplay of media buys across all channels and networks. You need to be able to look across your full portfolio of inventory and re-work how you want to optimize that media on a regular basis.

With limited visibility into performance, you're at risk of damaging your brand and wasting impressions on targets you don't care about hitting. It's also harder to reduce make good inventory or drive on-target reach to your linear TV investments.

The key is being able to allocate your direct-sold and programmatic CTV with greater flexibility and speed against your linear TV with deduplicated reach and frequency. Only then can you reallocate spend, invest money where you make money, and use data to improve targeting.

So here's the good news. TV planning and advertising technologies have finally caught up with better audience targeting. This means forecasting and optimization strategies that reach across all screens and platforms—holistically and simultaneously—for better performance across your inventory and a hugely improved customer experience.

Driving reach that is incremental to linear helps you manage audiences across all networks and formats for better results and less overlap of linear TV and CTV. This helps you find the optimal allocation for the most efficient use of your campaign budget.

Converged planning and optimization also helps you tactically supplement campaigns with frequency controlled

CTV, where viewership is up by 81% and cord-cutters and cord-nevers can be found in greater numbers than anywhere else.

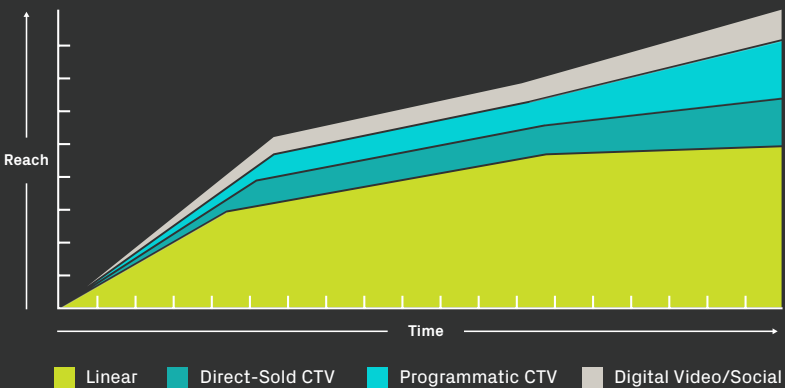
What's more, your cost-per-target will decrease. And for those with more complex multi-brand portfolios to manage, data-driven processes can replace manual agency workflow for greater outcomes that free up teams to focus on a higher order of strategic work.

Illuminating cross-channel gaps and eliminating cross-channel overlaps optimizes campaign performance and promotes greater confidence in future investments. ■

Thinking about buying more scatter this year?

Whether you've committed 90% or 10% of your national TV ad budget to the Upfronts, it's imperative that your Upfronts and scatter buys are aligned. Research from Advertiser Perceptions found that advertisers expect to allocate 57% of their TV budgets to this year's scatter market. So buyer beware. There's now cutting-edge reach forecasting technology available that enables you to optimize both your Upfront and scatter inventory together, whether that's linear TV or Tier 1 direct-sold CTV.

Reach curve analysis from Amobee shows that linear TV scales the fastest and direct-sold CTV, programmatic CTV, and digital can help your brand gain incremental reach. Managing overlap can increase your performance.





As we continue to build out a more modern approach to media investment focused on cross-screen reach and optimization and buying against better defined audiences, Amobee has proven to be a great partner.

Michael Law,
President, Amplifi USA, dentsu



Optimization Checklist:

What it looks like:

Easier and faster allocation across channels.

Timing:

June (mid-Upfronts)

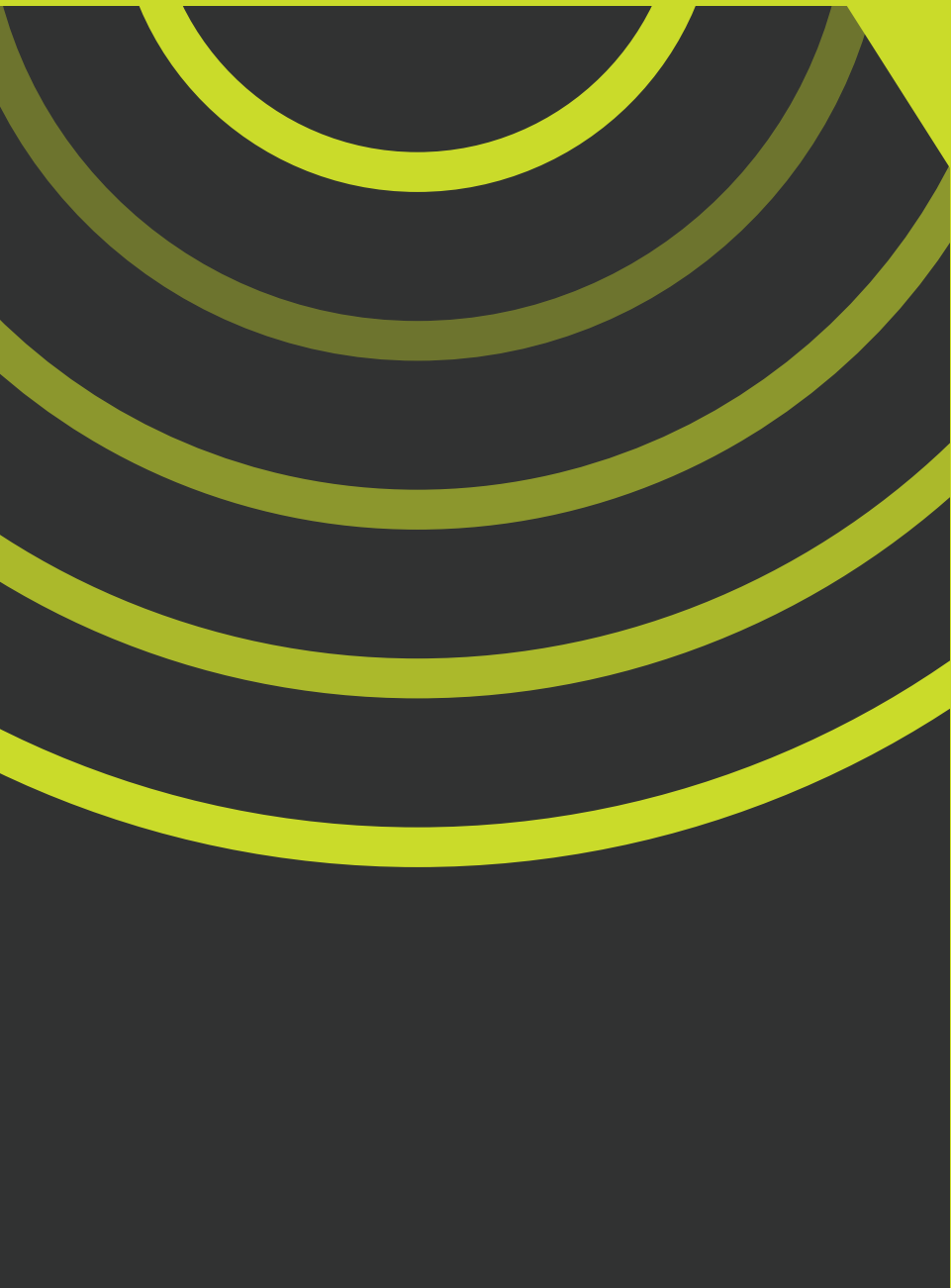
What to do:

- Figure out budget allotments across specific broadcaster/media companies.
- Run different allocation scenarios per each commitment.
- Establish reach and frequency goals within each broadcaster/media partner.
- Don't forget, the scatter market will sell out quickly, so plan ahead.
- Optimize holistically across your entire portfolio to justify spend.





GROW.



Step 3: Grow

Measurement is how we all keep our jobs. So listen up. Marketers can't drive growth for their brands without measuring the efficacy of their advertising. Plain and simple. Except it really isn't. The calculus of measurement is complex and most marketers struggle to demonstrate the impact of their advertising across all screens, including the big one.

Today's level of extreme audience fragmentation requires a consistent measurement yardstick that can extend across TV in all its forms and then tie back to granular reporting insights on how your campaigns are performing. A full view of all audience targets enables you to take advantage of real-time, in-flight decisioning tools so you can finally measure by device, network, and inventory type.

But as the convergence of TV and digital accelerates, industry reporting standards have not evolved at the same rate as audience growth. Many advertisers find themselves unable to identify and effectively target their strategic audiences across linear TV, Tier 1 direct-sold CTV, programmatic, and digital video.

One of the setbacks to more advanced measurement has been a lack of alignment across teams, partnerships, and inventory sources. As long as the ad industry lacks a common language and shared definitions for campaign KPIs—such as awareness and brand lift—advertisers face an uphill battle.

However, measurement and attribution innovations are quickly paving the way for greater visibility and accountability across all types of media, no matter how fragmented. This ensures that your ad dollars are working hard, and strategically, across all of your media investments.

Emerging technology platforms can help you get past the linear TV and cross-screen blindspots that were previously holding you back and causing friction between TV and digital teams.

More holistic measurement reporting gives you the tools to achieve deduplicated reach and frequency and to measure overlap across linear TV, CTV, and digital video. Through the application of common metrics, in-flight budget allocation,

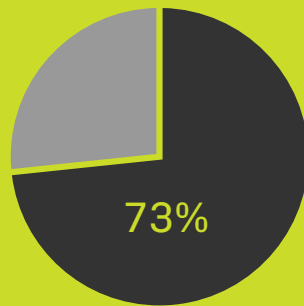
and reliable and accurate TV and digital reporting insights, you're able to see—for the first time—if your unified campaigns delivered what was forecasted. That way, you can finally measure broadcaster deals and digital investments together and highlight the success of your converged campaigns.

This kind of visibility tells you which of your media impressions were the most on-target and in-frequency versus which ones you need to course-correct. It also enables more creative testing and strategic iteration to analyze media performance and drive more efficient outcomes.

The decisions you make now will determine the success and growth of your business this year and into the future. Only when you can unify, optimize, and grow the impact of your media investments across linear TV, CTV, and digital have you truly harnessed the power and potential of TV in all its forms. ■

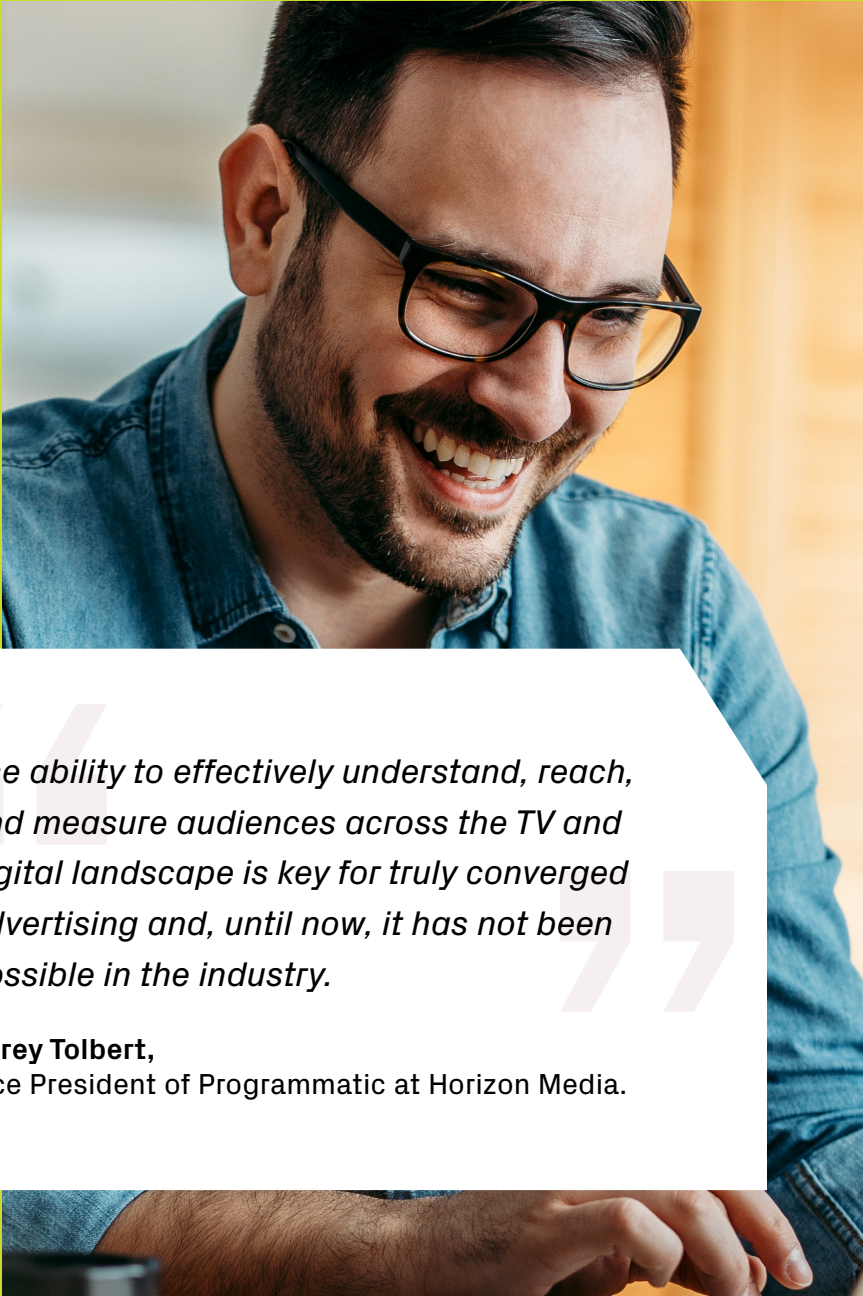
What's the deal with ACR data?

Automatic content recognition (ACR) data recognizes content played on a media device or in a media file. ACR data from smart TVs is an accurate and verified way for networks and advertisers to measure consumers' connected TV viewing behaviors. This powerful data source enables you to more clearly understand audience demographics and where and how often you reached your target audience versus the total media they consumed.



73% of advertisers are increasingly requesting cross-screen measurement and attribution capabilities from their broadcaster/media company partners.

Source: Amobee/Ipsos Research



The ability to effectively understand, reach, and measure audiences across the TV and digital landscape is key for truly converged advertising and, until now, it has not been possible in the industry.

Corey Tolbert,
Vice President of Programmatic at Horizon Media.



Growth Checklist:

What it looks like:

Holistic measurement of TV and digital together.

Timing:

Ongoing

What to do:

- Drive alignment on measurement KPIs across linear TV and digital teams.
- Ensure that you have a system in place to measure unified campaigns delivered against the media that was forecasted. Did campaigns run as expected?
- Focus on how your audience consumes media across all screens and where and how often you reached your target audience.
- Measure consistently throughout your campaign to track performance over time and make in-flight course corrections.
- Seek out a partner that can provide you with a privacy-compliant identity resolution framework and measurement solution.

Offering

ngs.

What Amobee can do for you

Amobee solutions empower advertisers to leverage data to unify, optimize, and grow their entire Upfront portfolio across linear TV, CTV, digital video, and social.

Linear TV Planning

Amobee helps advertisers extract more value from their linear TV investments through sophisticated data-driven planning and optimization tools that maximize reach and control frequency against strategic audiences.

CTV Allocator

Amobee's linear-informed CTV Allocator is a strategic media optimization solution for planning and executing Tier 1 direct-sold CTV and extension campaigns to perfectly complement linear TV schedules.

TV Amplifier

Amobee's TV-aware strategies enable advertisers to target audiences in CTV, digital, and social that their linear TV campaigns have under-exposed or missed entirely.

4Screen Reporting

Amobee 4Screen reports give marketers the insights they need to optimize and validate their cross-screen media campaigns by measuring and deduplicating audiences across all screens.



Finally, there's a technology that understands how people consume content today. Only Amobee makes it easy for you to find your audience—no matter where they are, no matter what they're viewing. We help brands, agencies, and media companies unify audiences to optimize advertising results across all TV, CTV, and digital, including social media. That's how we help you drive growth for your business.

