



**Convergent
TV Week**



A VAB INSPIRE Series

Challenges & Best Practices When Implementing Convergent TV

The Balancing Act: Reach & Frequency in a Converged TV World

Just Released!

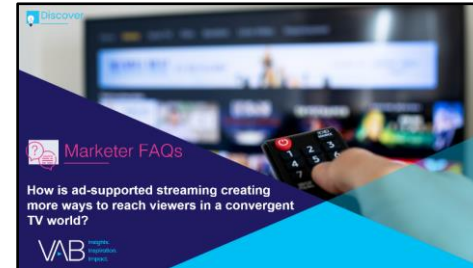
VAB's 4-part series answering marketers' most pressing questions on how to buy, plan and measure convergent TV effectively



What is convergent TV and why is it happening?



How might customized, targeted video ads help me create stronger engagement?



How is ad-supported streaming creating more ways to reach viewers in a convergent TV world?



How can a convergent TV strategy drive business results for my brand?

VAB members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com.

Today's Speakers



**Drew
Groner**

GVP, Head of Client
Partnerships & National
Offices, *DIRECTV
Advertising*



**Elsa Castro
Blumberg**

VP, Client Analytics,
DIRECTV Advertising



**Mark
Griffin**

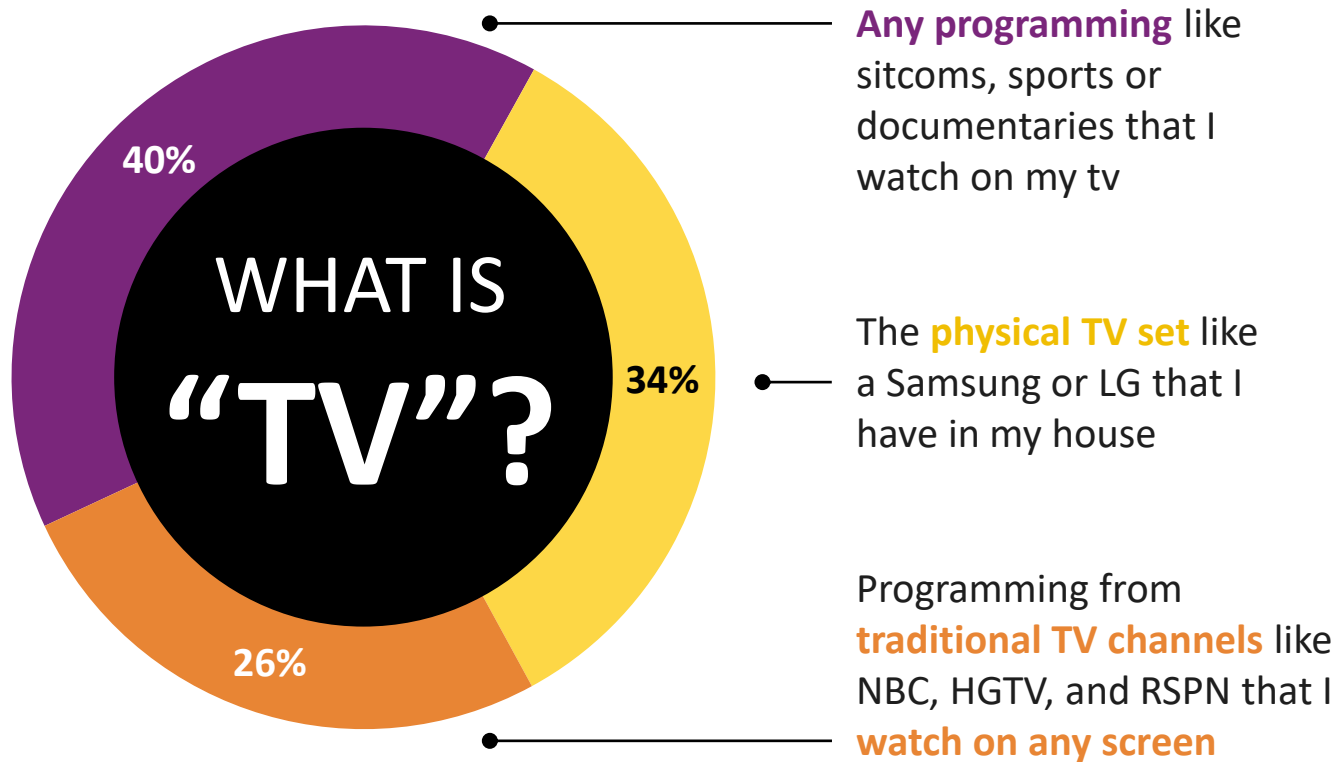
President, *PMX Lift*



**Marianne
Vita**

SVP, Director of
Integrated Strategy &
Marketing, *VAB*

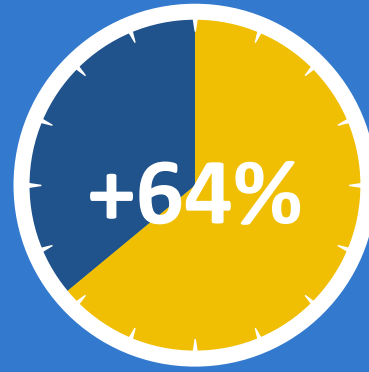
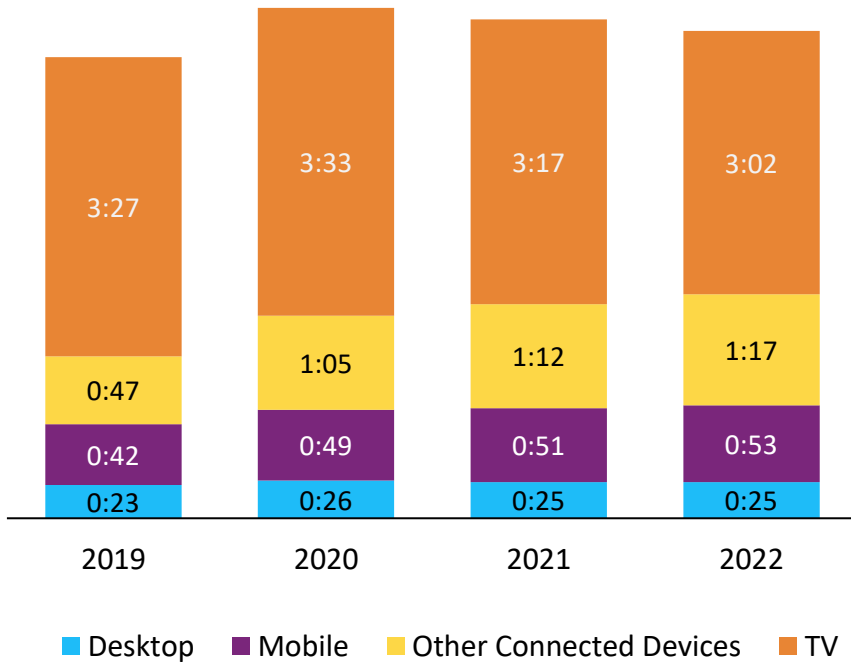
CONSUMERS AGREE THAT TV IS DEFINED BY THE PREMIUM QUALITY OF PROGRAMMING



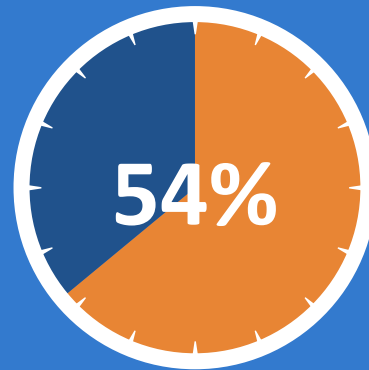
“ I define TV as the actual television and what is on TV without streaming or a pay service. When I refer to pay TV services I refer them by their names Cable, Netflix etc. ”

VIDEO CONSUMPTION PATTERNS CONTINUE TO SHIFT ACROSS SCREENS & DEVICES

Time Spent with Video
(U.S., Average Hours Per Day)



Time Spent with Other Connected Devices
2019 v 2022



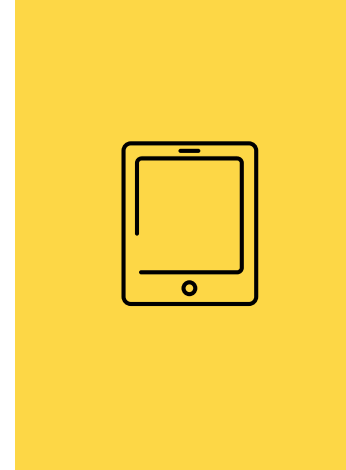
TV Share of Total Time Spent with Video in 2022



TV IS CONVERGING AND HAS BECOME A MULTI-SCREEN EXPERIENCE

Advertiser Definition

Video
Cable
Streaming
OTT
Commercial
Broadcast
Streaming
Spots
Linear
CTV
Long Form Content



NAVIGATING TODAY'S LANDSCAPE

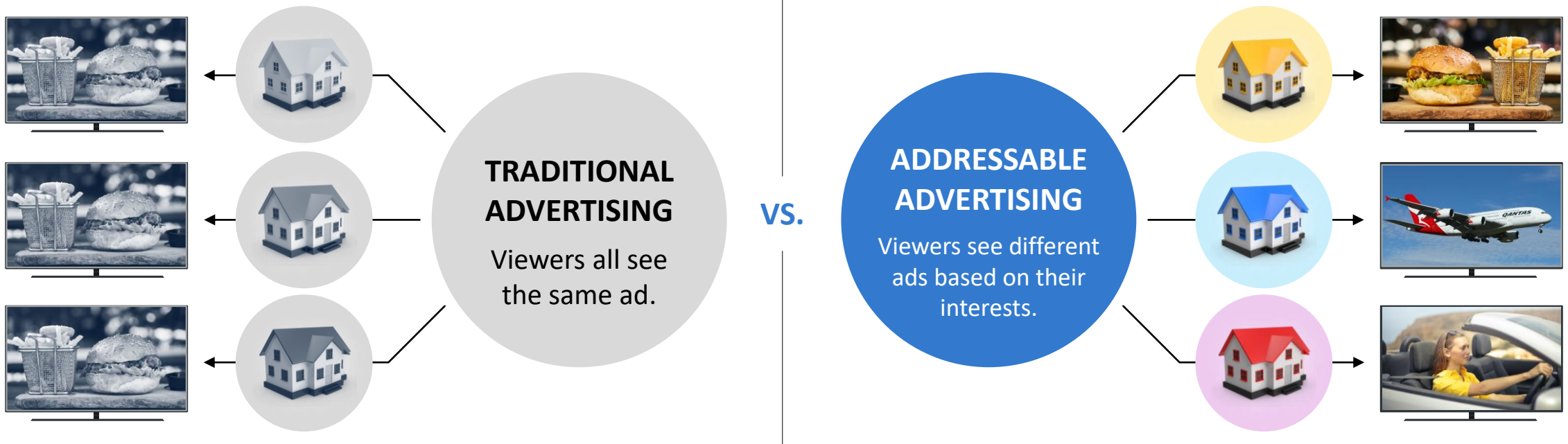


NAVIGATING TODAY'S LANDSCAPE



UTILIZE ADDRESSABLE TECHNOLOGY TO NAVIGATE THE FRAGMENTED MARKETPLACE

Targeted ads dynamically served directly into the household – **in live, playback or VOD** – based on deterministic identifiers. It allows brands to define and serve their message to the best-qualified audience **across any screen or device, whenever they're watching.**



ADVERTISERS AGREE THAT ADDRESSABLE IS A CONVERGED TV TOOL



Targeted ads dynamically **inserted into a content stream**, allowing for different ads to be served to relevant households within the same ad break

37%



Ads served **across screens** to a target audience based on the application of first and third-party data

13%

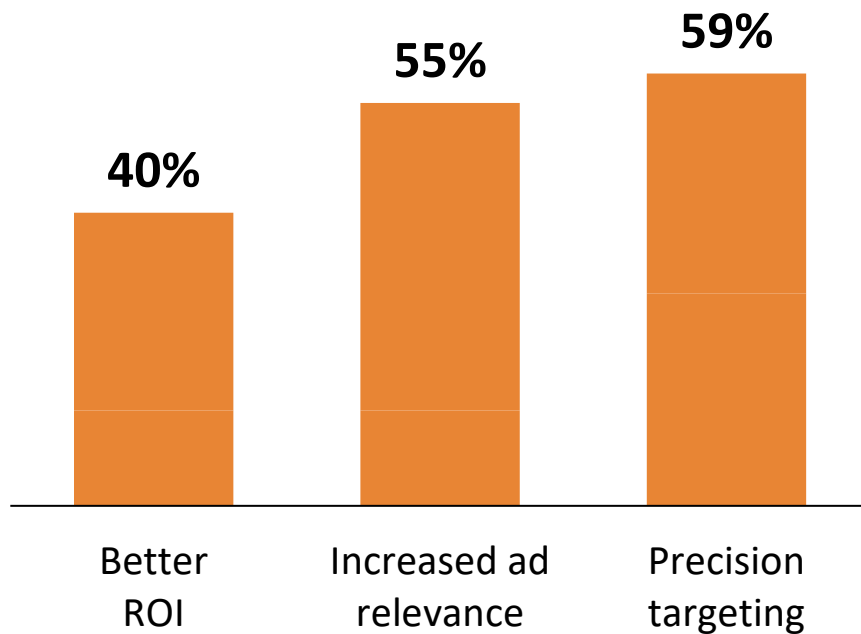


Cable TV ads served only to households in a given target and delivered **via set-top-box technology**

12%

PRECISION TARGETING IS TOP REASON FOR USING ADDRESSABLE

WHY ADVERTISERS USE ADDRESSABLE



PRECISION STRATEGIES



Advertiser 1P Data

Customers | Prospects
Look-alikes



Industry-leading 3P Data

Demographic | Psychographic
Behavioral | Purchase-Based Geographic



DIRECTV Viewership Data

Past Viewers of Shows or Networks Premium
Subscribers | Look-alikes

ADDRESSABLE CAN EXTEND TV REACH WITH MAXIMUM EFFICENCY

Traditional Linear Campaigns



Overdeliver impressions and exposure to heavy TV viewers



Underexpose or miss light TV viewers all together



Uneven frequency and impression distribution

Traditional Campaigns With Addressable



Limit impressions against the overexposed households using frequency thresholds



Target and reach underexposed viewers when they are watching TV



More evenly distribute impression delivery and frequency against target audience

PROVEN SUCCESS

Incremental Reach

↑ **6.6%**

Combined vs. National

Effective CPM

(DECILES 1-5)

↓ **38%**

Combined vs. National

Effective CPM

(DECILES 1-3)

↓ **50%**

Combined vs. National



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PANEL CONVERSATION



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Thank You For Attending!

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com. **Follow us** on [LinkedIn](#) and [Twitter](#) to stay up-to-date on VAB insights and happenings.