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## **Ready for HbbTV 2.0 – Mediengruppe RTL and Ferrero celebrate a German premiere with an ad exchange in linear TV**

### **Ad switch for Raffaello and nutella B-ready in the RTLplus ad breaks**

Addressable TV – Time for the next milestone. Mediengruppe RTL Deutschland has successfully implemented the first HbbTV 2.0 event in linear TV for its customer Ferrero. To achieve this, the media company brought the necessary technological and the marketing expertise together under one roof. The leading broadcast technology and IT center of expertise CBC, the media marketing company IP Deutschland and the addressable TV technology specialist smartclip, together with their customer Ferrero and the latter's media agency Vizeum (Dentsu Aegis Network), are demonstrating just how the next development stage of addressable TV is going to work.

HbbTV 2.0 is a further important step in combining the advantages of television with being able to address a target group personally. To this end, the new hybrid TV standard provides the basis from which ads can be exchanged in linear TV. Ferrero was the first client for whom this functionality was specifically tested live in operation. In mid-August several of the confectionery manufacturer's different ads were used in the pilot tests for RTLplus. All the TV viewers on that day saw the TV ad for the Raffaello chocolates. But the whole point of the campaign was that on HbbTV 2.0 capable devices this ad was switched for an ad for nutella B-ready. The HbbTV 2.0 framework, developed jointly by smartclip and CBC, allows ads to be switched in the TV advertising break in real time, meaning that for the first time in German broadcasting a customised advertising break could be transmitted via a linear TV signal. For the purposes of this premiere, the whole focus was placed on one, single broadcaster, that is to say, on RTLplus.

“The course has been set and we have gained our first experience in live operation. HbbTV 2.0 heralds the start of the next development stage and is also the next step towards customised television advertising. Our goal is to gather experience as quickly as possible, to learn and to keep pace with developments,” said **Paul Mudter**, General Manager at IP Deutschland. “This specific case allows us to fulfil our own aspirations to be a leading innovator. We have the best pre-requisites because Mediengruppe RTL has not only brought the top expertise hubs together under one roof but has also brought advertising partners who love innovation on board from the very beginning – like Ferrero.”

“We see ourselves as an innovative and enthusiastic company that does not shy away from taking unfamiliar and unknown paths – even in communications. We have an extensive range of products that find favor with a mass audience yet also serve various specific target

groups. For this reason an opportunity to customize TV advertising is an extremely interesting area for us. We didn't have to think twice as to whether we wanted to take part in this pilot," said **Eddy Perner**, Senior Media Manager at Ferrero. As a customer communications expert, Vizeum (Dentsu Aegis Network) recognizes the value of innovation. **Sandra Fostini**, Managing Partner, explains: "In our role as a communications advisor we see ourselves as the ideas people and motivators – especially for product innovations. This increasingly technological and digital world is making our reality even more complex yet at the same time more effective if we know how to use the channels of communication properly. It was therefore also very much in our own interests that Ferrero took part in this pilot project and that we were able to gain experience together."

**Thorsten Schütte-Gravelaar**, General Manager smartclip, is very pleased at the new development impetus: "As an addressable TV specialist we are extremely delighted that HbbTV 2.0 is now becoming more concrete. The ad switch for Ferrero successfully proved just what opportunities there are to be had to better exploit both marketing sales and potential. Addressable TV is an infrastructure that will become completely exploitable in commercial breaks through the extended standard HbbTV 2.0. The learning curve is already in full swing – for us and our advertising clients. With our expertise, dedication and experience we are excellently positioned to follow through on this."