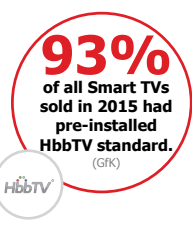




ADDRESSABLE TV

What is Addressable TV ?

Addressable TV is a technology and marketing practice that enables advertisers to selectively segment broadcast TV audiences and serve different ads within a common program. In Europe the technology is based on the HbbTV standard.



How does Addressable TV work ?

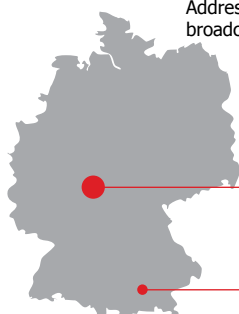


- REGION
- FREQUENCY
- TARGET GROUP
- TIMEFRAME

i Addressable TV combines TV reach with the advantages of digital ad technology – allowing advertisers greater ROI and efficiency.

REGIONAL AD DELIVERY

Addressable TV enables new ad opportunities within broadcast TV for local suppliers and regional offers.



EXAMPLES:

- Individual travel routes and packages, e.g. from the next airport
- Offers from chain stores and local suppliers, e.g. delivery services, furniture stores, car rental, fitness centre

CONTACT CLASS TARGETING

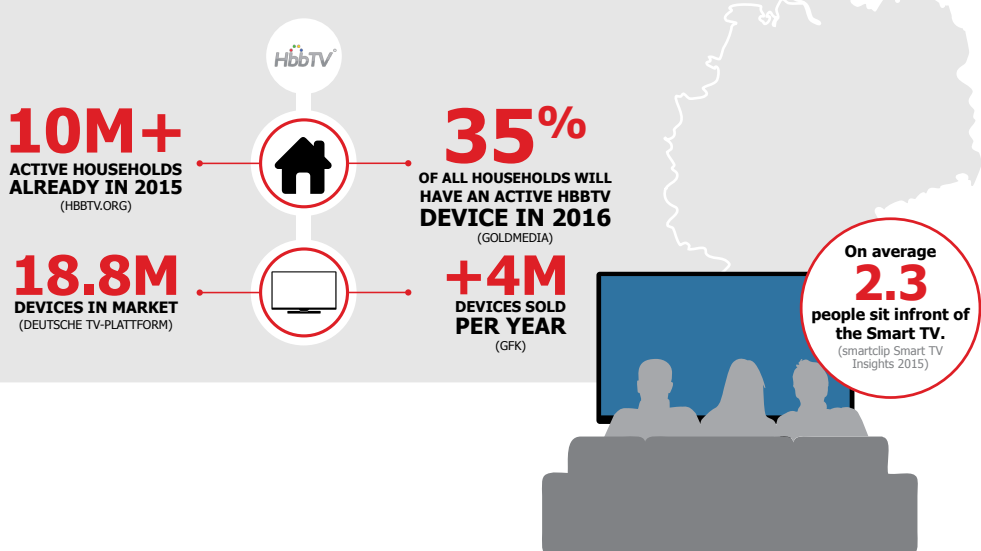
Based on ad-server technology, advertisers can explicitly target users, e.g. to tell a story via different creatives.



Benefits and opportunities

- SCALABLE, TARGETED REACH IN BROADCAST TV**
- LOWER ENTRY BARRIERS FOR TV ADVERTISING**
- EXCLUSIVE AD PLACEMENT**
- HIGH AWARENESS & IMPACT**
- TECHNICAL REAL-TIME MEASUREMENT & OPTIMIZATION**
- AUTOMATION OF TV AD DELIVERY**

Addressable TV reach in Germany



ADDRESSABLE TV IS NOT ABOUT CHANGING TV CONSUMPTION, IT IS A REVOLUTIONAL CHANGE IN TV ADVERTISING.

Founded in 2008 as an independent company, smartclip provides long-term experience in the development and implementation of digital video ad solutions across all screens. After pioneering the TV market with Smart TV advertising in 2010, smartclip introduced the first Addressable TV Platform in Europe in 2014. The smartclip Addressable TV Platform, explicitly built for the broadcast TV industry, brings digital advertising and analytic solutions to linear TV and unlocks new potential for broadcasters and advertisers.

