Advanced TV

Everything you need to know about advanced TV advertising

thinkbox

Contents

Why read this?

Hasn't TV always been advanced? Well, yes. Advanced TV can seem an odd term as TV has never stopped advancing, from the introduction of colour to the introduction of catch-up, from HD to 4K. And its advertising capabilities have always joined it on this voyage of innovation.

Perhaps the best way to describe what is today known as Advanced TV advertising is that it is the umbrella term for the multitude of technological and data-driven business solutions now offered by TV broadcasters. These new capabilities are making TV more flexible and more available to businesses of all sizes.

This publication will walk the new frontier of TV advertising. It is designed to bring marketers up to date with the incredible things happening right now in TV advertising and how to get the best out of it all. It aims to simplify the fast-moving world of advanced TV advertising, providing everything you need to know in one place.

In the coming pages you'll hear what the different TV broadcasters in the UK now offer, from cross-broadcaster audience mapping and customer data-matching to their rapidly expanding addressable capabilities. We'll look at how the measurement challenge is being faced. We'll explore the rich contextual AI tools that are improving advertisers' access to perfect programming environments. We'll raise our eyes to see what's in the pipeline. And, crucially, we'll show the possibilities in practice and explore how different brands, from SodaStream to Barclays, have been advancing their own use of TV advertising in this new world.

Our goal in the coming pages is to furnish you with everything you need to know about advanced TV advertising right now, and what's around the corner. You'll hopefully finish inspired with the knowledge that there are few industries currently more vibrant than TV advertising. You'll see how TV has become a marketer's Swiss army knife: its brand-building blades remain razor-sharp, but broadcasters' investment in data and tech has added the magnifying glass, the corkscrew, and the thing for cleaning horses' hooves too.

TV now has it all, and so can its advertisers. ◼

Advanced TV advertising at a glance

Want to be conversant in advanced TV advertising immediately? This bit's for you.

The best of both worlds
Advanced TV brings together the best of the internet – dynamic, one-to-one ad delivery and access to huge volumes of first-party data – with the best of TV – a high-quality, scalable and brand-safe environment; big screen; fully viewable; fully viewed; sound on; shared viewing.

Immense scale
There are two main ways to access advanced TV advertising: via the broadcasters' video on demand services and with AdSmart from Sky.

17 million people use one of the broadcaster VOD players to watch their favourite shows at least once a week, and Sky AdSmart can reach 40% of homes – or 30 million people – in the UK.

Rich first-party data
ITV, Channel 4 and Channel 5 have 32 million, 24 million and 5.5 million registered users and counting respectively. Sky's contracts with its 10+ million subscribers offer a valuable, detailed, and direct customer data source.

A premium environment
TV set VOD now accounts for 70% of all broadcaster VOD viewing. It offers advertisers all the advantages of the big screen – such as shared viewing and 100% viewability.

97% of the advertising delivered in and around broadcaster VOD content is played out in full, from start to finish.

Extend campaign reach
As TV viewing redistributes across linear TV and on demand, advertisers need to utilise the whole of TV in order to attain the highest possible levels of cost-effective reach. BARB's new planning tool reveals the optimal splits between linear TV and Broadcaster VOD, for a given budget, in order to maximise reach.

Explore geo-targeting
This advanced TV opportunity works for businesses of all sizes and has made TV more attractive to more brands, many of whom would never have considered TV before – for example, smaller businesses with highly specific geographical footprints.

Choose from customised target audiences
By combining broadcasters' first-party registration or customer data sets with other data sources they have access to, advertisers can select from advanced TV's huge array of targeted, customisable audiences covering demographic, psychographic and behavioural classifications.

Data match customers
All the broadcasters also offer a means for advertisers to combine and match their own customer data sets with the broadcasters' first-party data. This enables advertisers to target very specific audiences that can deliver against highly tactical marketing objectives.

Evolving measurement
Currently, broadcasters trade advanced advertising inventory using their own first-party, census-level return path data, as the panel-based measurement used for linear TV isn't suitable for one-to-one advertising.

However, Sky has developed a very sophisticated means of measuring total reach and frequency across their linear and VOD offerings called CFlight. Plans are in place for a collaborative project to build a cross-broadcaster CFlight tool.

Simplifying buying
The broadcasters are developing sophisticated buying platforms that will enable advertisers and media agencies to automate the way they access TV inventory, increasing their control and allowing them to take full advantage of the advanced TV solutions on offer. ■

⬇
Bulletproof, Sky Atlantic
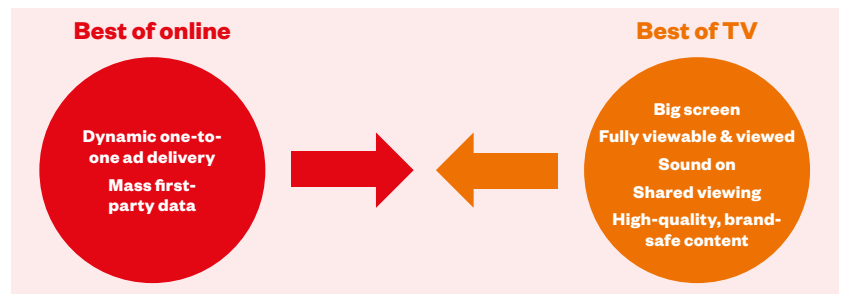
Delivering the best of both worlds

As TV viewing redistributes across linear and on demand, the TV advertising opportunity has expanded from one-to-many ad delivery to now include one-to-one targeting.

Broadcasters' investment in new tech and data have brought together the best of the internet – its dynamic, one-to-one ad delivery and mass access to first-party data – with the best of TV – its high-quality, scalable and brand-safe environment; big screen; fully viewable; fully viewed; sound on; shared viewing. This is a powerful alchemy that has created an array of new advertising opportunities.

TV delivers the promise of online advertising

The online promise has always been about its potential to help marketers be even more targeted in their communications. But addressable or programmatic advertising has often fallen below expectations. This is because of poor quality, third-party or modelled data, coupled with online advertising environments that aren't conducive to high levels of attention, such as in-feed ads that are scrolled past at speed and so tend to deliver low levels of view-through for video advertising.

Advanced TV advertising is different. It's based on first-party data, provided directly by viewers for access to their favourite shows on demand, and delivers the same high-quality ad environment as that of linear TV advertising. All the promise of dynamic, addressable, data-driven advertising can finally be brought to life. ■

Best of online

Dynamic one-to-one ad delivery

Mass first-party data

Best of TV

Big screen
Fully viewable & viewed
Sound on
Shared viewing
High-quality, brand-safe content

← Bake Off: The Professionals, Channel 4

↓ Taskmaster, Channel 4

← Escape to the Chateau, Channel 4

The advanced TV opportunity

There are two main ways to access advanced TV advertising: via the broadcasters' video on demand services and, specifically, with AdSmart from Sky.

Unrivalled scale

80% of homes in the UK now have a TV connected to the internet, so the ability to watch BVOD is near universal when this is coupled with the prevalence of smartphones, tablets and desktop PCs.

According to the latest IPA Touchpoints data, some 17 million people use one of the broadcaster VOD players to watch their favourite shows at least once a week. Among 16–34s, broadcaster VOD accounts for 20% of all their TV viewing, which equates to just under three hours of viewing time per person per week.

Rich first-party data

ITV, Channel 4 and Channel 5 require users to log in and register their names, gender, age, postcode and email before watching content on their players. They have 32 million, 24 million and 5.5 million registered users and counting respectively. Sky's contract with its subscribers is a valuable, detailed and direct customer data source.

Such scale – high-quality data combined with high time spent and high potential reach – is just as vital for highly targeted advertising as it is for mass advertising. To be effective in narrowing your communications down to a tightly defined audience, you still need a big pool to start from.

Premium environment

Put simply, there is no better environment for dynamic ad delivery than that of broadcaster VOD.

TV set VOD is the largest growth area for the broadcasters, with a 30% increase in 2019, according to the broadcasters' own viewing data. It now accounts for 70% of all broadcaster VOD viewing and offers advertisers all the advantages of the big screen – such as shared viewing and 100% viewability.

The broadcasters' own ad server data reveals that 97% of the advertising delivered in and around BVOD content is played out in full, from start to finish. That is remarkable – and they are committed to guaranteeing 100% view-through, once the technical challenges of doing so are overcome.

Most new types of video advertising opportunities such as user-generated content (UGC) and short-form online video skew towards the small screen and suffer from low levels of view-through. When you're paying for 'ad starts', as advertisers usually do with these other forms of video, this can hugely impact on the cost effectiveness of this inventory.

Confidence in BVOD's quality audience

Advertising in broadcaster VOD is a guaranteed means of reaching people who you know are watching the content that is most valuable to them. Why else would they be going out of their way to watch that specific show?

We also know from Broadcasters' Audience Research Board (BARB) data that BVOD viewing is very much skewed to the top-performing shows on TV, much of which is high-quality drama.

AdSmart from Sky

Alongside broadcaster VOD, AdSmart from Sky is the other fully established and scalable means of accessing advanced advertising opportunities within the high-quality TV environment.

How AdSmart works

AdSmart works by downloading ads onto individual households' Sky, and now also Virgin Media, set top boxes. This makes it possible to replace ads running within linear TV with targeted ads specifically addressed to a given household.

For example, if a street with five homes were all watching A League Of Their Own on Sky One at 9pm, each home could be served a different ad in the centre break, determined by the specific demographic make-up of their household.

High reach across high-quality channels

AdSmart is available across the majority of Sky homes as well as the majority of Virgin Media homes, which means that it's possible to reach 40% of all homes or 30 million individuals through an AdSmart campaign.

As a Sky Media product, it's currently possible to serve ads across all of Sky's wholly owned channels as well as a host of top channel brands, including Channel 5, the Viacom portfolio, Discovery, A&E Networks and Fox. Channel 4 has signed up to AdSmart and is in the process of developing the technology they need in order to add their sales portfolio to the AdSmart offering.

Having the combined power of linear TV and VOD to play with across 40% of homes and across this many channels, provides advertisers with a particularly powerful advanced TV advertising opportunity. ■

Riviera, Sky Atlantic

All Creatures Great and Small, Channel 5

Broadcaster VOD viewed on TV set grew by 30% in 2019

Source: UK broadcaster data 2013–2019, Individuals

■ TV set BVOD ■ Device BVOD
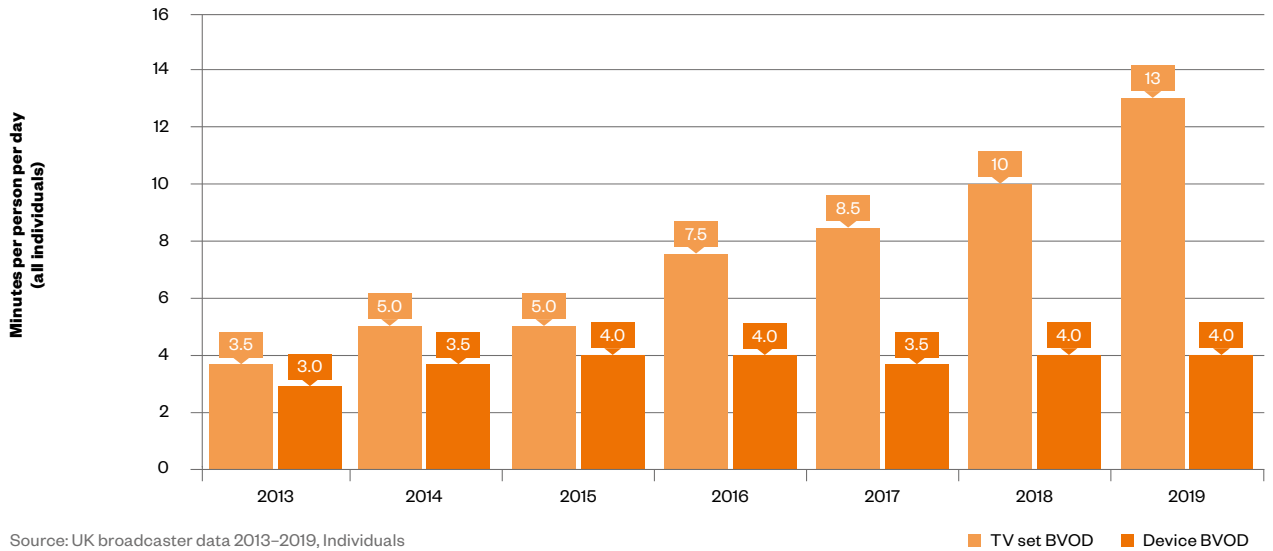
Viewing proportions by device

% of all video time	Live/streamed/ recorded TV	BVOD catch up	SVOD	YouTube	All other online video
	62.5%	5.5%	9.6%	12.4%	7.7%
	99.1%	72%	74.2%	23.3%	15.4%
	0.4%	12.3%	12.1%	29.7%	29.6%
	0.3%	10%	7.1%	11.5%	8.3%
	0.2%	5.7%	6.5%	35.5%	46.7%

Source: Touchpoints 2019, IPA. All adults. 'Other device' not shown

The advanced TV toolkit

There are many ways that advanced TV enhances the effectiveness of media plans. For simplicity, here we'll focus on four main functions: extending reach, geo-targeting, customised audiences, and customer data matching.

Extending the reach of linear TV campaigns

Cost-effective reach is one of the pillars of marketing effectiveness, so the ability of TV to get advertisers' messages in front of their target market at scale and at speed has always sat at the heart of TV's power.

With TV viewing redistributing across linear TV and on demand, advertisers now need to make sure that they're utilising the whole of TV in order to attain the highest possible levels of cost-effective reach.

To help advertisers determine their optimal split of ratings across linear and BVOD for their target audience and reach target, the Broadcasters' Audience Research Board (BARB) has created a planning tool that combines IPA Touchpoints data, monthly ad-impression data from the broadcasters, and BARB's gold-standard panel and census data.

Using these data, we've produced a guide of what the optimal linear TV budget splits need to be in order to deliver the maximum 1+ reach. You'll note that we've used 2019 station average prices rather than 2020 – this is to avoid using data from the rather abnormal period of time during the Covid pandemic where TV prices decreased dramatically. 2019 prices will provide a much more realistic view of what the optimal splits should look like in 2021.

To produce this analysis, we've had to use a snapshot in time, but as BVOD viewing fluctuates quite considerably dependent on content, advertisers will want to make sure that they upweight spend to each broadcaster depending on what they're showing.

Budget												
	£100,000			£500,000			£1,000,000			£5,000,000		
	% linear	% BVOD	1+ reach	% linear	% BVOD	1+ reach	% linear	% BVOD	1+ reach	% linear	% BVOD	1+ reach
16–34	50%	50%	16.5	70%	30%	45.3	70%	30%	58.3	75%	25%	79.2
Ads ABC1	95%	5%	19.5	90%	10%	50.1	90%	10%	64.2	90%	10%	85.6
HP + CH	35%	65%	27.5	40%	60%	62.5	45%	55%	74.8	50%	50%	88.6
Adults	95%	5%	23.6	95%	5%	56.5	95%	5%	69.7	95%	5%	87.5

Source: BARB BVOD Planner (K2), six-week campaign running from 31 Aug–11 Oct 2020. Linear plans based on natural impact delivery and 2019 station average prices. Broadcaster VOD plans based on a three-way even split across ITV hub, All 4 (inc UKTV), Sky on demand/go (inc C5, BT, Viacom, Discovery + all other Sky sold third-party VOD players). All BVOD impressions based on £30 CPM.

For example, Love Island, Bake Off and Premier League football are types of content that generate spikes in VOD viewing, and need to be factored into planning.

The % investment into broadcaster VOD suggested for broader audiences such as ABC1 adults is lower than for more tightly targeted and younger skewing audiences. This is correct for planning the highest possible 1+ reach, but it's worth bearing in mind that if you're interested in the profile of the audience you reach having a more even distribution across both younger and older viewers, it's worth sacrificing some of that 1+ reach and investing a higher percentage into broadcaster VOD.

It's worth noting that AdSmart from Sky also offers a clever way to deliver against the objective of maximising reach. By using their own 500k-strong panel of homes it's possible to identify who the lightest viewers are. They can then use this data to help advertisers use AdSmart to selectively reach the lightest viewers and extend the reach of their campaign.

Geo-targeting

One of the most commonly used targeting capabilities is geography-based addressability, which is available through both broadcaster VOD and AdSmart from Sky. It works for businesses of all sizes and has made TV more attractive to more brands – many of whom would never have considered TV before.

For example, smaller businesses with highly specific footprints aren't interested in speaking to people who live outside of their catchment area. These businesses can provide a list of predefined postcodes to the broadcasters so they can restrict the delivery of their ads to just these areas. This kind of hyper-local targeting has opened up the world of TV to thousands of advertisers who previously would have found regional advertising options just a bit too broad for the locality of their specific business.

Larger businesses also take advantage of this functionality, to either upweight campaigns in areas where they have a high number of stores, or to those postcodes that are within a certain distance from their stores. Sometimes advertisers run offers in certain areas but not others, so this kind of targeting ensures that customers who can't take up the offer don't see the ad.

It's also possible to run slightly different versions of creative based on the location of the viewer watching the ad. For example, train companies use this type of targeting to serve location-based creative communicating a pricing message for specific routes likely to be of relevance to people in specific areas. If you live in or near to Newcastle, say, you might receive a specific offer for weekend trips from Newcastle to Edinburgh.

Customised target audiences

All of the broadcasters offer similar buying audiences in on demand to those available through linear TV, such as adults, 16–34s, house people with children, and ABC1 adults.

But, with advanced TV there is a huge array of even more targeted, customisable audiences that advertisers can select. So, rather than buying an audience that you think will convert well to your tight target audience, you can actively buy this tight target audience directly.

These customised audiences are created by combining the broadcasters' first-party registration or customer data sets with other data sources that they have access to. For example, they can create audiences based on historic viewing preferences.

So, if you're operating in, say, the food category and would like to target people who you know are food lovers, you could target past viewers of Gino's Italian Escape, or the Great British Bake off or the Food Network on Sky and so on. With the huge variety of TV genres available, this creates a world of targeting options.

Using their own viewer panels, the broadcasters can also combine more detailed viewer data alongside their first-party data to create custom 'lookalike' audiences based on viewer interests. With this technique you can target groups such as motor enthusiasts, gamers, DIYers, fitness fanatics – or indeed pretty much any interest-based group you can think of. This also extends to targeting people based on their income, or net worth, or their specific life stage and household size.

The other main opportunity for creating and using customised target audiences is through companies like Experian or Mastercard, who hold high-quality data sets that can be matched against the broadcasters' own data through sophisticated, GDPR-compliant means.

Audience Type	Audience
BARB audiences	Adults ABC1 Ads ABC1 Men ABC1 Women Men Women 16–34 Ads 16–34 Men 16–34 Women HP w/kids BARB Regions
Viewing based	Genre – e.g. drama, sport, documentary
Custom demographics	Gender Social Grade Age Location (postcode-based)
Data matching solutions	First-party data matching Overlaid third-party data*

*Data partners:
C4 Axicom
ITV: Experian, Mastercard
Sky: Experian, Mastercard, TwentyCi home mover data, GAME Reward card data, Emma's Diary
Nectar: Nectar card data, CACI

By combining first-party data with high-quality third-party data you can create tightly defined audiences, with confidence that the data you're using will accurately target the intended audience.

Customer data matching

All the broadcasters offer a means for advertisers to combine their own customer data sets with the broadcasters' own first-party data.

This involves a third-party company that can take both datasets and find the individuals that match. They do this by using data such as email addresses in a completely secure manner that is compliant with general data protection regulation (GDPR).

Data matching is a rapidly developing and hugely exciting area, especially at the activation end of the marketing spectrum where many of the more targeted opportunities thrive.

There are a range of opportunities that this kind of data match can provide, for example:

— You can target existing customers only with specific promotions, or target non-customers only to ensure you're just speaking to potential new customers

— If your product has an annual renewal date, you can upweight activity at the time a customer is coming to the point of renewal and remind them of the benefits of your service

— You can use your own customer relationship management database to target customers who look like they might churn or might benefit from another product/service you offer

— You could target different customers with different creative executions based on what you believe is most likely to trigger a response.
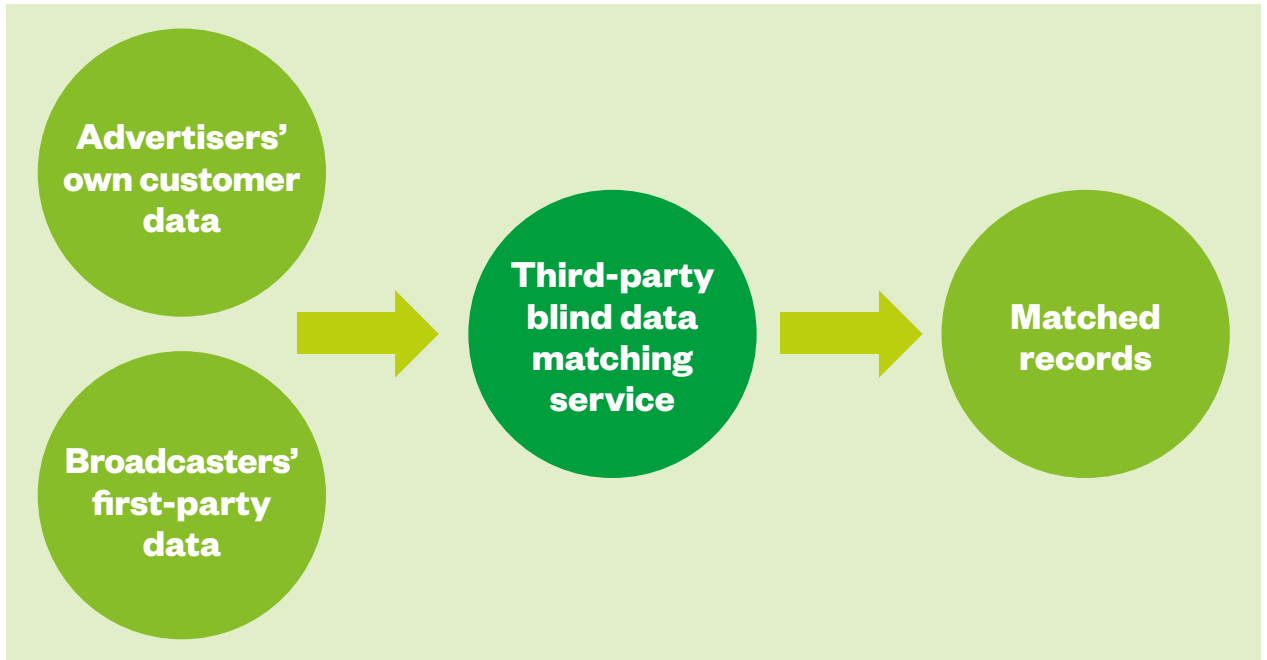
Whilst the broadcaster sales houses have distinct advanced TV offerings, there's still a great deal of commonality across all three, which can make it easier for advertisers to buy against a single audience. ■

This Morning, ITV

Dancing On Ice, ITV

Customer data matching

Advertisers' own customer data

Broadcasters' first-party data

→ Third-party blind data matching service → Matched records

Broadcaster capabilities: Channel 4

With over 24 million registered users and integrations with a number of the world's leading ad-tech businesses, Channel 4 is able to offer advertisers market-leading targeting and creative products.

David Amodio
Deputy Head of Digital and Innovation
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When viewers first log into All 4 they are asked to share five data points, their name, email address, date of birth, gender and postcode. In addition to this 'viewer attribution' data, we also collect 'viewing consumption' data, meaning we have a record of the content viewers are watching, the platform they are viewing on and the time they are viewing it. We also keep a full log of their 'viewing history' data.

This data has enabled us to build a full suite of data targeting products for advertisers which can be transacted both directly and programmatically.

ADVANCED DATA SUITE:
Demographic
Enables advertisers to use viewer attribution data to target viewers based on who they are – such as upmarket women or 16–34s.

Interest
Enables advertisers to target viewers based on 20 different interest categories. These are built using survey panel data (powered by Dynata) which is then used to form segments by our data science team using lookalike modelling across our full user base. Example segments include App Users, High Net Worth, Film Fans, Environ Aware, and Male Grooming.

Contextual
Enables advertisers to target viewers based on the content they are viewing e.g. Comedy or Drama.

In 2020 we added three new data targeting products to our suite:

Brandm4tch
Enables advertisers for the first time to bring their own first-party data and identify and match individuals within All 4's 24 million users. The product is powered by two technical integrations: Infosum, who act as a clean room where the data match takes place in a cookieless environment, and Mediarithmics, our advanced data platform, which is able to process and build segments from our own 24 million users as well as host third-party data sources. The Mediarithmics platform is used to add modelling to the matched segments in order to add scale.

The data match process is extremely quick (minutes) and the safe and compliant manner of the match has made this product popular with clients.

Brandm4tch use cases:
— **Reach lapsed customers**
   Customers that haven't engaged for six months could be targeted with specific messaging

— **Brand responsibility messaging**
   All customers could be reached with COVID-19 creative, for example

— **Upselling products**
   Customers of product A can be targeted with product B

— **New customers**
   Reach prospective customers by removing existing customers.

Effectiveness study:
An MTM 'Effectiveness Study' conducted between Mar–Dec 2020 set out to measure uplifts across a number of brand metrics, targeting 'advertiser-matched audiences' versus standard demographic audiences. The results showed significant uplifts across a wide range of brand metrics across all client categories that were measured:

A leading energy provider aimed to increase customer retention:

— Brand consideration +23%

— First choice consideration amongst customers +27%.

A major bank aimed to improve its reputation for rewarding loyalty with existing customers and to improve retention of existing funds:

— Audience's agreement that they did reward loyalty +93%

— Brand consideration +57%.

Just Eat aimed to improve brand consideration and increase sales:

— Spontaneous brand awareness +63%

— Brand consideration +38%

— Significant increase in claimed sales (figures confidential).

Approved
Enables advertisers the opportunity to buy pre-defined data sets from approved data vendors. An integration with Acxiom enables over 100 segments to be identified and sold within our advanced data-management platform. Example segments include Personal and Family, Automotive, Employment & Income, Home & Property, Newspaper Readership, Travel, Hobbies, and Finance.

Approved use cases:

— **Attractive option for brands without their own first-party data**
Many brands would like more granular targeting than basic demographic and context but lack their own first-party data – e.g. FMCG brands. Approved offers an alternative via third-party matched segments on All 4. So, for example, an FMCG child paracetamol brand can target Parents with Kids aged 1–4 years old

— **Additional audience variables**
Offering further options outside of traditional audience targeting, the Approved pre-defined segments cross a number of verticals including Personal & Family, Home & Property and Travel

— **Greater variety of targeting**
Offering a more niche approach to advertisers, e.g. what was previously a Holiday Lovers audience can now be a more specific holiday audience of 'Take UK / European / USA Holidays'.

Bespoke
Enables advertisers for the first time to layer All 4 data sets on top of each other to build bespoke segments for their specific needs. This product is enabled through our Mediarithmics integration.

Bespoke use cases:

— **Precision segmentation**
Use planing insight to build your own audience according to your targeting needs. Create niche, laser-targeted segments using Channel 4 first-party data, such as viewers who have watched Formula One via a connected TV, or viewers who watch on Tuesdays on mobile devices

— **Reach and scale segments**
Build scale by overlaying segments to broaden out your campaign reach across a number of audiences, e.g. 16–34 men, or view on games consoles, or view The Inbetweeners.

DISPLAY ADVERTISING PRODUCTS
We offer a selection of display products on a direct basis, including leaderboards, MPUs and HPTOs. These are available on our desktop platform. We also offer content lounges which enable brands to host C4 content in a sponsored lounge across desktop, mobile and big screen.

ENGAGE VOD PRODUCT SUITE
Our award-winning Engage Suite offers advertisers the opportunity to build a number of creative video formats. There are three products available:

Personalised: allows advertisers to use All 4 data to individually address users by name. This can be delivered both visually and audibly. C4 is the only broadcaster globally to deliver this functionality.

Interactive: allows advertisers to build formats that viewers can interact with within the player, e.g. click to buy, or select different content to view.

Dynamic: allows advertisers to dynamically alter creative depending on different data points, e.g. time of day, demographic, location or the weather.

PROGRAMMATIC PRODUCTS
Channel 4 take an agnostic approach to technology and believe that advertisers should be able to select how they transact against All 4 inventory. Therefore Channel 4 has built two programmatic products for advertisers to choose from:

Tag Guaranteed:
— Launched in 2015 offering the first access to TV programmatically in the UK

— There are integrations with four DSPs for advertisers to choose from: Google DV360, Adobe Ad Cloud, The Trade Desk and Amobee

— Campaigns are delivered across mobile, desktop and big screen.

Programmatic Guaranteed:
— Launched in July 2020 in response to demand for more sophisticated transactional capabilities

— Enabled through an SSP integration with our ad-serving partner Freewheel

— Deals are set up using deal IDs through two DSP integrations (TTD and Adobe), with more planned for 2021

— Full campaign reporting is available via your chosen DSP

— Campaigns are delivered across mobile, desktop and big screen.
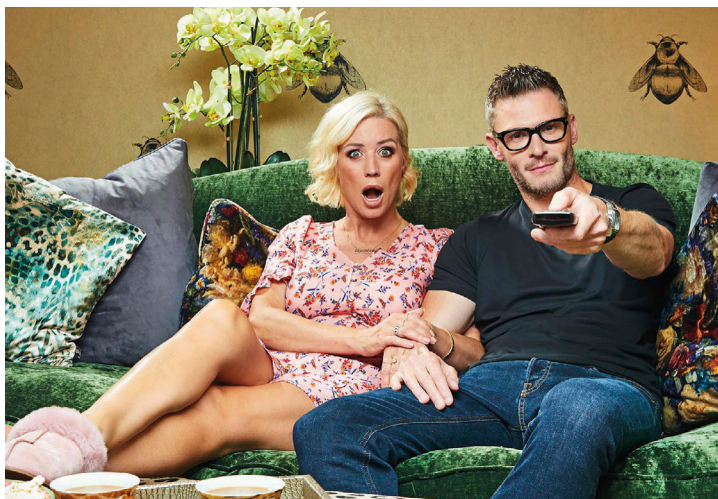
Celebrity Gogglebox, Channel 4

The Great British Bake Off, Channel 4

Younger profile than Facebook with **38%** of All 4 viewing done by 16–34s

(Touchpoints 2020)

24m

registered users including **80% of all 16–34s in the UK**

Platform viewing breakdown:

70% Big screen
22% Mobile
8% Desktop

More upmarket profile than YouTube with **60% ABC1**

(Touchpoints 2020)

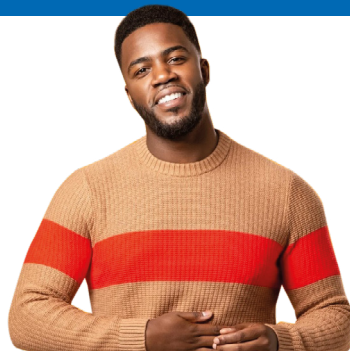2020 viewing **+31%** YoY

(Owned and Operated)

98% Completion rate

(MOAT)

13,000 hrs+

of content on **28 platforms and devices**

47 mins

average viewing time on All 4

1.7 viewers

average viewers per view

⬆
Friday Night Dinner, Channel 4

⬆
Jamie: Keep Cooking Family Favourites, Channel 4

⬈
The Lateish Show with Mo Gilligan, Channel 4

⬋
Channel 4 News

Broadcaster capabilities: ITV

ITV is in the midst of a digital evolution. Audience viewing habits are changing, and in turn so is our business and advertising proposition.

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In early October we announced the creation of a brand-new business unit – On Demand – to better serve the ever-changing TV landscape. Ensuring ITV is at the forefront of driving this change, advanced TV is now at the heart of our More than TV strategy – our AVOD service ITV Hub now boasts 32 million subscribers; our SVOD platform BritBox has just reached its one year anniversary; our advanced advertising platform, Planet V, has launched, signifying a dramatic shift in the way content is produced, distributed, viewed and activated for advertisers, and certifying ITV as an impactful media partner for advertisers.

ITV Hub

ITV Hub is the home of our advanced TV advertising opportunity, with 32 million registered users across over 30 different connected TV, mobile, tablet and desktop devices. ITV Hub has evolved to become a leading destination to watch live TV, catch up, and countless hours of box sets, across the entire family of ITV content. It offers uplifting and trusted programming to a breadth of audiences, with 45% of viewing coming from 16–34 adults and 52% from ABC1 adults in 2020.

The advancement of the ITV Hub service has meant that it is increasingly becoming the primary route for consumers to access our content, as demonstrated by the fact that viewing on the biggest

screen in the home has risen to over 60%, Des being our biggest ever drama, and live streaming now accounting for over 35% of viewing in 2020. Additionally we are now offering programming exclusive to the ITV Hub – throughout the year we've commissioned Britain's Got Talent Unseen, I'm A Celebrity...The Daily Drop, The Masked Singer Unmasked and The TOWIE Years.

The rise of connected TV viewing not only means that advertisers can address consumers on a one-to-one basis, but also capture shared viewing moments (ITV and Channel 4's 'Project Firefly' study found an average of 1.7 viewers per stream), which can have a multiplying effect on the impact of a campaign, as shared viewing means viewers are four times more likely to go and find out about a brand, as we found in our 'Primal Screen' study.

Advertising campaigns with maximum impact require scale, data and technology. The former, driven by our content as well as our unique relationship with our consumers, ensures we have the required reach to significantly impact our clients' business objectives. Our first-party registration data helps to minimise wastage and focus your efforts on the most relevant audience. Planet V, our self-serve video-buying technology, facilitates the application of your unique understanding of your brand to your media buys.

Maximising the addressable opportunity

ITV Hub combines the best of TV content, with the power of digital addressability, from targeting through to personalised creative and measurement. Our targeted advertising solutions are underpinned by our first-party registration data, providing us with accurate and robust audiences, as well as unique insights around viewing and behaviours that can maximise the relevance of your campaigns. We further enhance this data with rigorously vetted partners to provide deeper insight into our consumers' life stage and purchase behaviours.

Addressable advertising on ITV Hub can be used to complement the mass reach of ITV1 or, as is increasingly the case, as a hugely impactful and scalable media channel in its own right.

So if your objective is to increase awareness, meaningfully shift perceptions or generate demand for your business, then there are over 10,000 targeting options to choose from that will ensure your investment is working as hard as possible towards that aim.

Content Alignment

Contextual targeting, recently reinvigorated for online publishers in response to the demise of the cookie, has long been an effective method to align your brand with the most relevant content, capturing moments when the consumer is most open to your proposition.

Offering advertisers scalable opportunities around content categories such as drama, comedy and home & garden, as well as more specific programme alignment like sporting apparel around live sport, finance around The Martin Lewis Money Show, and grocers alongside Eat, Shop, Save.

Unique to ITV is also the opportunity to tap into the mood and emotions that our content evokes. Giving advertisers access to the most uplifting, intense and talked-about moments in TV, that shape and reflect our UK culture.

> Advertising works best in a symbiotic relationship with its environment and the mood of the audience...
>
> **Nick Manning**
> Founder, Encyclomedia International

Extending TV Reach

The impact of TV is well documented, and ITV Hub extends that in an environment that mirrors TV's credentials of big screen, sound on, market-leading viewability and advertising completion rates. Reaching light TV and heavy Hub viewers is an effective and efficient approach.
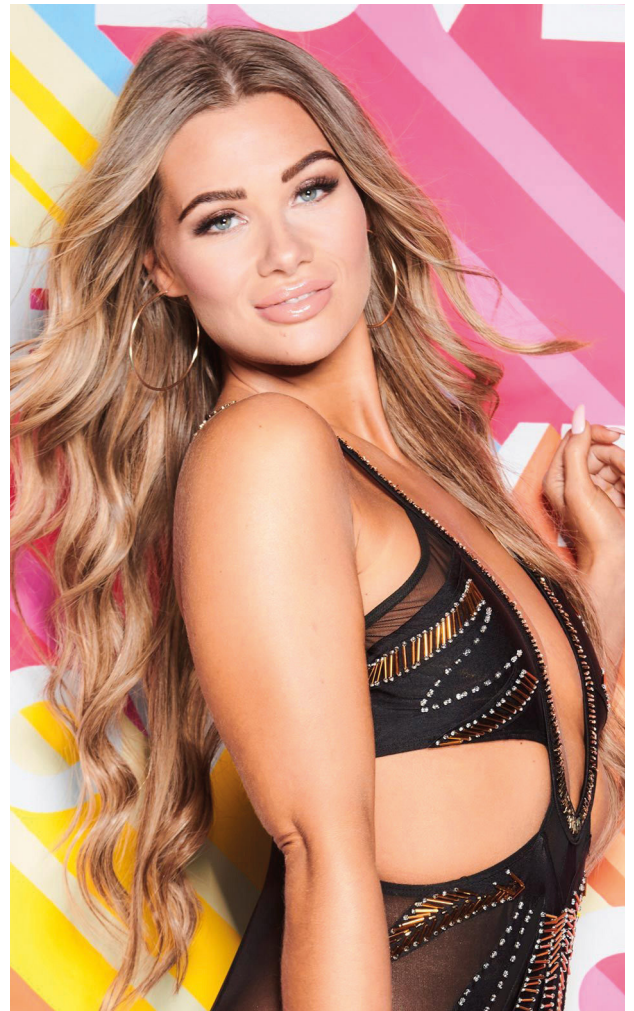
So, to maximise the extension of your reach, we recommend mirroring your TV audiences and, where possible, your TV spot schedule, reaching viewers of your chosen content on their preferred platform.

Furthermore, we enable targeting based on our registered users' viewing behaviours, such as Next Gen Viewers, defined by the fact that at least half of their consumption on ITV Hub is live TV. This is a strong indication that they access reduced volumes of TV content through broadcast channels, thus making them hard to reach, and a valuable addition to your campaign. The value of this cohort has been quantified by recent studies in the FMCG sector, averaging a sales uplift of over 15% across three subcategories.

> Brands only thrive when they matter to people and they matter most when they're part of culture. But to be part of culture, you have to be visible. This is where the power of television advertising to a mass audience comes into its own.
>
> **Kelly Williams**
> Managing Director of Commercial at ITV

The Martin Lewis Money Show, ITV

Love Island, ITV

Precision Targeting

Precision targeting gives brands the opportunity to focus their marketing efforts on their core target audience. Closely matching your campaigns to your carefully created audience segmentation, reaching only the most likely customers.

ITV offers high-fidelity audiences, combining the best of our registered customer data with leading partners. Built on robust registration data (age, gender, postcode, email), we have a unique understanding of consumers' tastes and habits. When layered with insights into life stage, household makeup and purchase preferences – for example: brand switchers and COVID caution levels – this brings a new purpose to a premium broadcast environment.

Data Matching

The planned retirement of cookie tracking has placed greater onus on first-party data as a route to target users based on their behaviours. ITV's data is applied to enhance our consumers' experience and surface the most relevant content. This also has clear benefits for advertisers. Matching advertiser and publisher data can help to enhance your existing segmentation, constructing custom audiences and an opportunity to use your marketing to create a competitive advantage.

The ability to apply your unique customer insights and segmentation directly to ITV Hub and find like-minded audiences based on similar traits and behaviours helps to ensure your marketing is working to drive your business objective, whether that be customer retention, increased frequency of purchase or new customer acquisition.

Key to understanding the value of data matching is measurement. As part of our relationship with InfoSum, our data-matching technology partner, we commit to analysing the impact on your brand metrics, as well as the subsequent interactions our viewers have with your business. This is an essential step in applying a test-and-learn approach to your media activity on ITV Hub.

This is something we have done to great effect in a recent data match with direct-to-consumer brands, demonstrating an uplift of over 200% on conversion rates, when comparing broad audiences to custom lookalike targeting.

Planet V

The final piece of the puzzle to maximise the impact of your advertising campaigns is technology. Planet V, our recently launched self-serve platform, is designed to put the power of ITV Hub's premium broadcast content and unique data proposition in your hands. Empowering agencies and advertisers to apply their unique understanding of their audiences, to their premium video buys.

As a demand-side platform, sell-side platform and an ad server all in one, Planet V marries the best of programmatic advertising's customisable buying options with the fundamentals you expect from a market-leading media partner. As a wholly owned technology, we are able to protect our buyers from advertising fraud and ensure that every pound invested will be delivered as working media.

Planet V is already an impactful technology, but we are just getting started. As an evolving proposition, Planet V enables us to surface additive premium video inventory, and aims to be the technology that facilitates addressable linear TV on a self-serve platform. ■

I'm A Celebrity... Get Me Out Of Here!, ITV

Des, ITV
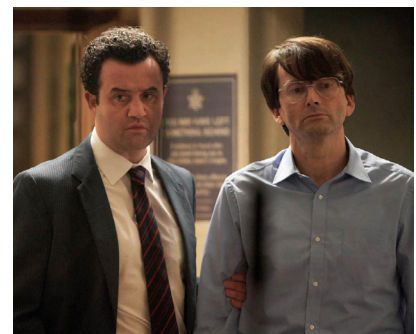
ITV Hub has **32 million registered users** across over **30 different connected devices**

66%

of ITV Hub viewing is on the biggest screen in the home

Live streaming now accounts for over **35%** of viewing

↑ White House Farm, ITV

↗ Quiz, ITV

→ Tenable, ITV

→ The Masked Singer, ITV

↓ Coronation Street, ITV

Over 10,000

audience targeting options to choose from

45%

of ITV Hub viewing comes from **16–34 adults**

52%

of ITV Hub viewing comes from **ABC1 adults**

Broadcaster capabilities: Sky

At Sky we have continually been at the heart of significant cultural viewing and advertising shifts – through the introduction of digital TV, Sky+, HD, Sky Q and AdSmart to name a few. Our unique access to customer and viewing data offers a rich understanding of how consumption is changing and we're also driving that change through viewing innovations.

Dan Cohen
Director of Products and Advertising Innovation
Dan.Cohen@sky.uk

Advanced, data-driven advertising
This is central to our proposition for advertisers – underpinned by the world's largest representative viewing panel, combined with industry-leading technology. Our advanced advertising capability lives across our suite of products – from building reach for linear and VOD plans; data-driven optimisation; addressable targeting across platforms; to our holistic measurement capability – our business model and toolkit help keep us, and our advertisers, at the cutting edge of video advertising.

Sky's Advanced TV toolkit:
— A large, profiled customer base with a box – which is essentially an ad-server in every home

— A nationally representative panel of 500,000 customers for viewing insights, custom targeting and measurement

— An addressable advertising platform (AdSmart) that exists across millions of Sky and Virgin homes – bringing our addressable TV reach to over 10 million households

— Thousands of targeting combinations using data attributes from Sky and our third-party data partners, plus the capability to overlay a brand's customer segments

— Device-level insights to bridge the TV and digital divide through Sky AdVance

— Measurement tools and capabilities to optimise and prove campaign success via Sky Analytics.

Leveraging the power of the Sky customer panel
We can match an advertiser's customer data with our viewing panel, to unlock a range of capabilities:

From an insight perspective, we can help advertisers understand what your audiences love to watch on TV – providing granular data around programmes, genres, channels and dayparts. These insights can help fuel macro planning decisions – like what passion points to associate their brand with – as well as implementational decisions, such as which contexts to up-weight or down-weight to ensure TV plans are as efficient in driving reach as possible.

In terms of targeting, we can use the data match to design a custom audience with in-house data profiling, segmentation and modelling services. We can then test different audience data sets against one another to optimise targeting for future campaigns.

AdSmart from Sky
AdSmart can now reach 40% of the UK population with a roadmap to expand its reach further. AdSmart remains the only addressable platform that can deliver ads in the live linear broadcast feed, now also able to target addressable audiences across our VoD portfolio which reaches over 30 million adults every month.

AdSmart opens-up the opportunity for advertisers of all shapes and sizes to use TV, at different points of the marketing funnel – from optimising reach, to building relevance and driving response from 'in-market' audiences. For example:

— We can build fast cover and achieve strong reach in the first few days by capping the frequency delivered per household at 1

— We can build reach of light TV viewers, which are often a hard to reach, high-value audience

— We can upweight frequency to 'in-market' audiences that are low-hanging fruit.

If you are looking to identify 'in-market' audiences, we have over 200 data attributes covering purchase behaviour, lifestyle & interests, life events, location, demographics, viewing habits, people who have been exposed to your TV campaign, as well as on-boarding custom audience segments. So whether you want to target new mums, or people who spend a lot of money on technology, or people who watch the Olympics, we can combine different data signals to build a relevant target audience that will work for your brand.

75 of the top 100 advertisers have used AdSmart as well as thousands of SME businesses. From six years of research we know the positive impact of AdSmart on key marketing metrics – from reduction in channel switching (-47%), higher ad engagement (+35%) and recall (+10%) as well as increased propensity to buy (+21%).

Sky AdVance

Through our closer connection with our customers it's not just TV where we can help advertisers connect and engage, it's across all screens. Through Sky AdVance we can also reinforce or extend the reach of your campaign into the digital world.

Very simply you can run your ad on TV and then reach those households that have or haven't seen the TV ad using a sequential message or a more response focused creative. This also helps to collapse the funnel to enable consumers to click directly through to site.

By connecting TV and digital in this way we've seen significant uplifts on promoted ad awareness (+39%), creative recall (+71%) and spontaneous brand mentions (+86%).

Sky Analytics & Measurement

As well as building and reaching your audience through data-driven means, you also need a holistic, closed loop measurement to help optimise and understand the impact of your campaign. Sky Analytics is the central hub for all our capabilities in this area.

From a campaign output perspective, CFlight measures the net reach of cross-platform advertising.

In terms of brand out-takes in the upper funnel, we can deliver brand evaluations of exposed versus non-exposed audiences, underpinned by our viewing panel.

In the mid funnel we have web attribution. This is a new deterministic tool which links an advertiser's web visitors back

to Sky viewing data to see the impact of advertising on traffic to their site or app. We can then feed this information into ongoing TV optimisation. In the lower funnel we can run closed-loop performance evaluations where brands send us their sales data and we link back to our exposure data to see if and how the campaign has had an impact on sales.

This end-to-end measurement capability means you can truly understand which elements of your plan are working hardest to drive the right metrics, so you can test and learn, and continue to improve effectiveness for future campaigns. ■

↓
Gangs of London, Sky Atlantic

1,000s

of **SME businesses** have used AdSmart

AdSmart can now reach **40%** of UK population

Sky AdSmart reaches over **10 million households**

75

of the **top 100 advertisers** have used AdSmart

Wheeler Dealers, Discovery

Westworld, Sky Atlantic

Pawn Stars, Blaze

Cricket, Sky Sports

Save Me Too, Sky Atlantic

AdSmart reduces channel switching by **47%**

A nationally representative panel of **500,000 customers** for viewing insights, custom targeting and measurement

CFlight measures the net reach of cross-platform advertising

Advertisers can choose from **200 data attributes**, from purchase behaviour to location

Sky's VOD portfolio reaches over **30 million adults** every month

AdSmart increases propensity to buy **21%**

Brassic, Sky One

Advanced TV measurement

Measurement. The section you've been waiting for. As TV advertising has expanded and advanced TV has emerged, its measurement has become one of the most hotly discussed topics.

One-to-many advertising such as linear TV can happily work off an audience panel-based measurement system, and the Broadcasters' Audience Research Board (BARB) is very well suited to this task.

However, with one-to-one advertising such as broadcaster VOD and AdSmart, panel-based measurement becomes redundant. A sample of 12,000 individuals or even 100,000 just can't cope with the granularity of ad delivery.

For example, let's say 500,000 people watch an episode of the Great British Bake Off on All 4. Through BARB measurement an audience of this size would be represented by about 100 panel members. But with the 500,000 viewers on VOD all potentially being served different ads, there's no way that 100 people can accurately estimate how many people have been exposed to all the different ads for all the different custom audiences that All 4 will have been serving those 500,000 viewers. Because of this, the way advanced TV campaigns are measured, falls outside of the scope of panel-based measurement.

The importance of return path data
However, as one-to-one advertising is delivered via the internet, there is a return path data feed that can provide some basic measures of ad delivery. When an ad server sends out an ad to be played within a piece of content, it will receive a signal back to confirm that the ad was delivered as intended and that the ad played out.

Each broadcaster is therefore able to trade their available ad inventory using their own return path data, without the need for panel-based measurement. This kind of measurement has advantages in that it's census level, meaning there is data relating to every single ad that was served to every single device – unlike audience panels, there isn't any sampling error from statistically based estimates of audience delivery.

But there are also disadvantages, as this is machine-based data, rather than people-based data. What this means is the return signal that an ad has started playing or that an ad has completed is from a machine – a mobile phone, a TV set or a set top box and so on. BARB audience data is people based, as it's not measuring when an ad was served, but when there was an ad played out in the presence of a person.

With the majority of TV watched on the TV set, and the TV set being a shared screen, there's an average of 1.6 people in the room. So a single machine-based impression is likely going to reach more than one individual person, but that isn't currently measured.

Calculating total TV
So, there are now two distinct means of measuring total TV campaign delivery: BARB for the linear, one-to-many ad delivery, and the broadcasters' own census-level first-party data for the advanced TV advertising. This means that, unfortunately, measuring campaign

delivery and, more importantly, total campaign reach across all forms of TV is currently very challenging.

Calculating total exposures is, however, relatively straightforward as long as you have an idea of the average numbers of viewers per view for BVOD or AdSmart machine-based impressions. But trying to determine the total reach of a campaign is much harder as you have to have a means of assessing who has only seen the ad on linear TV, who has only seen it via BVOD or AdSmart, and who has seen it across everything.

This issue is compounded because each TV sales house currently has its own dataset of BVOD ad delivery. There is no single point of measurement for BVOD, in the way that BARB measures all of linear TV.
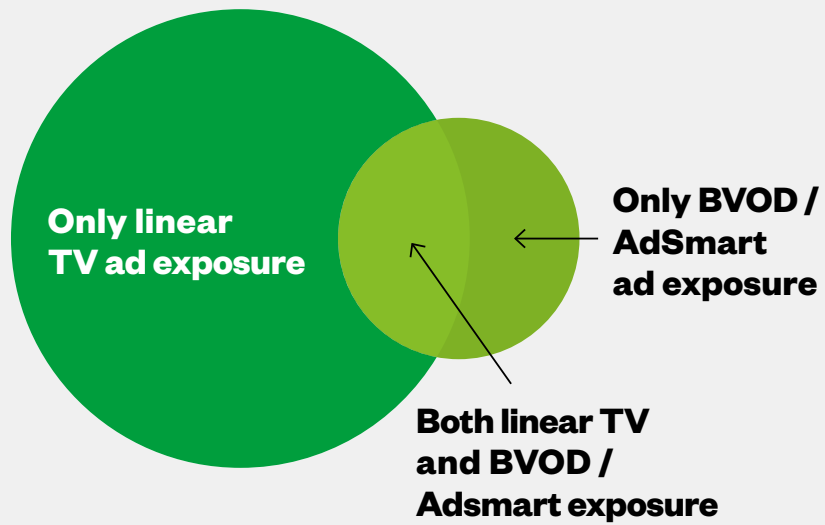
CFlight offers a solution
However, there are strong signs that the total measurement challenge can be overcome. Sky has developed a very sophisticated means of measuring total reach and frequency across their linear and VOD offerings. This is CFlight, which was first developed by Sky's American owners, NBC Universal.

The Undoing, Sky One

Measuring deduplicated reach and frequency

Only linear TV ad exposure

Only BVOD / AdSmart ad exposure

Both linear TV and BVOD / Adsmart exposure

Sky has taken CFlight a step further and developed a methodology, in partnership with audience measurement experts RSMB, to not only provide a like-for-like measurement of ad exposure (as in a people-based measure of who saw an ad that had played all the way through from start to finish), but to also estimate total campaign reach and frequency across both their linear ad delivery and the ad delivery of all their on demand platforms, including Sky Go and third-party broadcasters who Sky sell on behalf of, such as Discovery and Viacom.

The CFlight methodology uses ad-server impression-level data, alongside viewer-per-view factors of how many people on average are in front of a screen in order to create a measure of people rather than machine impressions. By then breaking down the ad delivery into hundreds of distinct groups, such as people watching on Sky on demand or people watching on Demand 5 via YouView or Demand 5 via Samsung Connected TV sets and so on, they can start to build a picture of who's been exposed and the likeliness of the potential overlap of ad exposure between these groups.

It then combines this raw ad server data with linear TV spot data from BARB across a similar set of universes in order to assess the most probable incremental levels of reach that will have been delivered by VOD across the whole campaign.

On the right is an example output of a Sky CFlight assessment of the total reach and frequency of a campaign across the Sky sales portfolio. You can see the total volume of linear ratings bought, the total volume of VOD ratings bought, and the corresponding reach that has been delivered alongside the unique reach delivered by the VOD element of the campaign.

This is a huge advancement and delivers the detail that advertisers have been seeking regarding VOD advertising.

The good news is that Sky has generously offered to share this methodology with the other broadcasters and plans are in place for a collaborative project to build a cross-broadcaster CFlight tool as an interim solution for the total TV campaign measurement challenge. ■

Example: Cflight reach and frequency report

Linear TV Total VoD	173 eqv. TVRs over 31 days 39.5 eqv. TVRs over 89 days (£207.831)	01/03/19 to 31/03/19

Audience Definition
ABC1 adults (29.4 million in the UK)

Incremental Reach

% of actual campaign exposures on VoD **+18.6%**	% increase in +1 reach due to VoD **+ 20.7%**	Incremental cover points due to VoD **+7.3 pts**

Linear TV	**Total VoD**	**Combined**
30 sec eqv. impacts **26,234,700**	30 sec eqv. impressions **5,988,407**	30 sec eqv. exposures **32,223,107**
Actual Raw Impacts **26,234,700**	Actual Raw Impressions **5,988,407**	Actual Raw Exposures **32,223,107**
1+ Individual Reach **35.1%**	1+ Individual Reach **13.9%**	1+ Individual Reach **42.4%**
Average Frequency **2.54**	Average Frequency **1.47**	Average Frequency **2.58**

Audience Cover Build

Sky Media

■ VoD Impressions (Actual) ■ Linear Impacts (Actual) — Linear 1+ Reach % — Combined 1+ Reach %
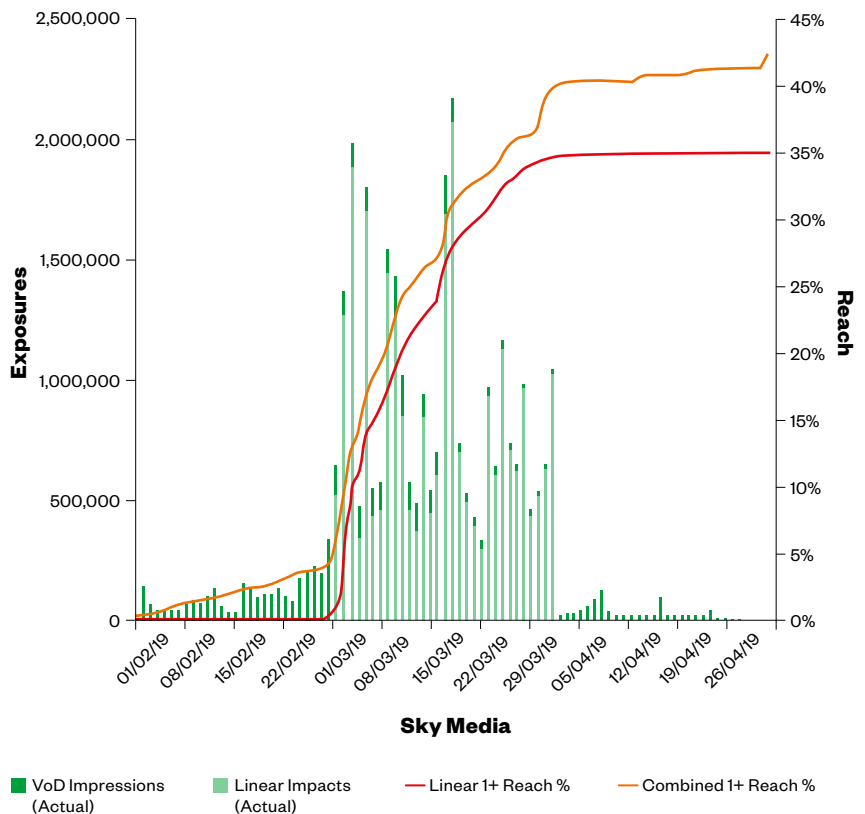
Buying advanced TV advertising

As an evolution of linear TV, the advanced TV advertising buying process naturally grew from the linear broadcast sales teams, but it has always been bought distinctly from linear TV. Here we explain the process.

Fixed pricing

The price of Broadcaster VOD or AdSmart doesn't fluctuate with supply and demand in the same way linear TV does, instead operating on fixed pricing. There is some seasonal variation coming into play with broadcaster VOD pricing, which is based on demand, but it's not dictated by market supply and demand mechanics in the same way as linear TV.

No advance booking for advanced TV

Unlike linear TV, broadcaster VOD doesn't require advance booking, although there are some incentives offered for early booking.

Automated buying

As most broadcaster VOD campaigns are bought through media agencies as opposed to individual advertisers buying directly, campaigns have generally been bought by agency buyers who pick up

the phone or email the broadcast sales teams to place their orders.

However, this practice is rapidly evolving as the broadcasters develop more sophisticated, automated platforms through which agencies, or indeed advertisers, can place their orders. So agencies can now completely automate the way they buy audiences from the broadcaster VOD players.

In 2019, ITV acquired UK exclusive rights to utilise Amobee's demand-side platform (DSP), which they've recently branded Planet V. Planet V will offer a means for advertisers and agencies to plug their own trading desks in, so they can directly place orders against their custom audiences.

Channel 4 operate on a DSP agnostic basis, and have partnerships already

formed with the likes of the Trade Desk and Adobe, who can plug into Channel 4's sell-side platform (SSP) Freewheel. And they also have integrations with Google's Demand Side Platform called DV360.

Sky's AVX (Audio Visual Exchange) proposition offers advertiser and agencies automated access to long-form VOD ad inventory via their partnerships with Freewheel and Adobe DSP. AVX continues to evolve and will expand to become DSP agnostic, offering fully automated access to targeting, with reporting feeding into CFlight to provide a unique cross-platform understanding of campaign performance. ■

↓
8 Out of 10 Cats Does Countdown, Channel 4

Best-in-class: Case studies

Hilton Hotels
Using custom-built audience to reach only the best prospects

Hotel chain Hilton wanted to raise awareness of their direct booking proposition. OMD's aim was to educate audiences that booking directly on the Hilton website as opposed to using other online travel agents is simple and can save you time and money.

To be more precise with their targeting, they used Mosaic Groups. Mosaic is a consumer segmentation model designed by Experian. It's a classification system which segments the population into 15 groups and 66 types that helps you to understand an individual's likely customer behaviour.

Through analysis, OMD found that the two Mosaic groups found to be most closely matched with Hilton prospects were the two named City Prosperity and Domestic Success. They combined these two groups to create a custom-built target audience.

The activity drove strong uplifts in spontaneous brand awareness with exposed groups 32% more likely to cite Hilton. Of those who recall seeing the advert, 27% took some form of action as a result, 17% visited the website and 4% went on to book a room via the Hilton.com website.

Domino's
Embracing the world of advanced TV

Domino's are the number one pizza delivery company and a committed, long-term TV advertiser, but they constantly have to be alert with fierce competition from takeaway aggregators like Just Eat and Uber Eats.

Arena Media are continually evolving their AV strategy to enable Domino's to stay ahead of the competition and recently, they've moved from short, sharp, tactical campaigns to a more consistent year-round presence. For example, Domino's sponsored the ITV Hub and All 4, which meant they reached 76% of their target audience every month.

In addition, Arena Media matched Domino's their own customer data with broadcaster data to segment specific customer groups. They then over-served these groups and as a result they improved the sales uplift 4.6 times.

As well as data matching, they did geo-targeting using AdSmart from Sky to run store-specific messages and campaigns that were relevant to the competitive threat in each area of the country.

They also re-targeted BVOD viewers with specific targeted deals and offers and built a non-exposed audience to maximise reach.

It's a great example of a brand embracing various advanced TV technologies and helped Domino's to remain the nation's favourite takeaway and delivery brand.

SodaStream
Using geo-targeting for precision targeting

SodaStream is an iconic brand with very modern technology which substantially reduces single-use plastic bottles and offers a cheap source of sparkling water. In 2019, it was struggling to get significant high-street distribution but pre-Christmas, an opportunity arose to test in 80 large Boots stores across the country.

The challenge was to shift units both instore and online to a level that would encourage Boots to reorder and also build awareness of the new positioning of the brand with a total budget of less than £400,000.

Pintarget analysed data that showed that potential SodaStream users' media of choice was a mix of TV and online. Their solution was to create 80 hyper-local TV campaigns to target high-opportunity audiences close to specific stores using AdSmart from Sky technology.

The use of TV gave the brand stature, delivering a national weight-branding campaign but only in areas where there was distribution of the product.

The objective was to communicate only to people who had the opportunity and intent to buy the product from Boots and Pintarget's modelling work suggested this was potentially 650,000 homes out of a national population of 27 million homes. They were able to deliver a heavyweight campaign to a clearly defined target audience, defined by location and attitude.

The campaign created brand awareness and purchase intent that didn't previously exist, helping an iconic brand to overdeliver on sales targets and secure valuable long-term distribution with Boots. SodaStream rediscovered its fizz and is now a committed TV advertiser.

Barclays
Using advanced TV to reach lighter viewers

In 2019, the financial marketplace was evolving and becoming increasingly cluttered and so OMD needed their AV strategy for Barclays to work harder than ever. They conducted analysis that showed that brand consideration is an important driver of sales and that weekly reach showed a direct correlation with consideration. Weekly delivery is critical for keeping Barclays top of mind in a low-interest category.

The challenge for Barclays was how to maximise reach against their target audience of ABC1 adults.

They decided to target lighter TV viewers in order to unlock unique cover for Barclays and bolster their AV strategy and so they partnered with Sky Media and AdSmart.

Sky has a wealth of set top data regarding viewing habits, which includes a robust pool of the lightest TV viewers. Barclays became the pioneering test partner for AdSmart's custom-built light TV viewers segment running alongside the linear TV to build incremental reach against this hard to reach audience.

With access to Sky's panel data, they built a bespoke tool to analyse potential programmes, channels and times where they could reach light TV viewers.

By using AdSmart in this way, they saw on average between 7 and 11% incremental reach for ABC1 adults and were able to maintain Barclays' in-week share of voice without having to increase their TVR weight on linear. As a result of this campaign, Barclays also saw an increase in spontaneous consideration within their category, a great example of how data can be used to make the most of any activity.

Sainsbury's
Using advanced TV to measure the effect of a campaign

Advanced TV technology can also be used to measure campaigns in in a different way.

ITV partnered with LiveRamp and Sainsbury's in order to link campaign exposure data to in-store transactions.

LiveRamp have a data connectivity platform that links disparate data sets enabling collaboration among different parties.

They compared two groups – one that had been exposed to the ad and one that had not – and then matched these to real Sainsbury's customers to determine individual sales.

The exposed group was compared to a balanced unexposed group to determine the uplift in sales and increase in customers as a result of viewers seeing the campaign on ITV Hub.

An example of this in practice comes from a cleaning product (which we are unable to name for confidentiality reasons) that ran a 12-week video campaign on ITV Hub which reached 2.7 million unique viewers.

After six weeks, they ran the results. They found that there was an 8.3% customer uplift and a 10.6% sales uplift. The incremental sales amounted to £41,000 after six weeks but this rose to £207,000 after 34 weeks. The return on advertising investment was £1.23 after 34 weeks.
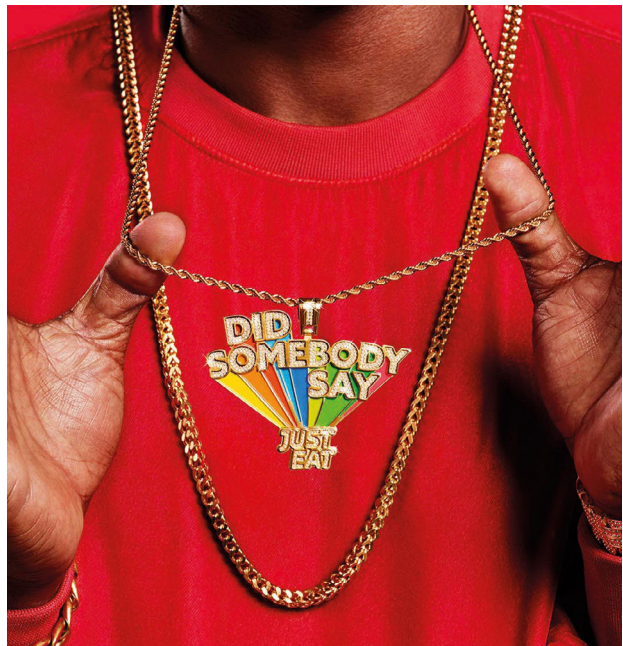
Just Eat
Matching their own data with Channel 4's viewing data

Just Eat wanted to improve consideration and to increase purchase of takeaways. UM decided that a good way to do this would be to target Just Eat's lapsed customers. So, in 2020, Just Eat partnered with All 4 to trial their new advanced TV solution – Brandmatch.

The challenge was to activate Just Eat's first-party data in a way that didn't rely upon any cookie data and that was completely GDPR compliant. Working with data clean room Infosum and Channel 4's advanced data management platform Mediarithmics, the Brandmatch solution allowed them to match users from Just Eat's CRM database with Channel 4's 24 million registered users.

This meant they were then able to target the highly valuable audience of lapsed Just Eat customers, delivering relevant advertising across all devices.

This sophisticated targeting approach delivered great results, measured by independent research agency MTM:

— 63% uplift for spontaneous brand awareness among the Brandmatch audience

— Significant increase in percentage of people claiming to order in the last month*

— 38% uplift for consideration among the Brandmatch audience vs all 16–34s adults.

*Unable to share exact uplift due to confidentiality.

Master the transforming world of TV advertising

TV Masters is a new, free online training course in TV advertising, created by Thinkbox in collaboration with marketers, agencies and broadcasters to help boost critical TV advertising knowledge and skills across the industry.

From the latest advanced TV solutions to the practicalities of planning and buying a TV campaign, it covers all the existing and emerging ways brands can work with TV to deliver business success.

Whether you're new to TV, an advertising all-rounder, or a media pro looking for a refresher, **TV Masters** is essential learning.

Find out more at tvmasters.thinkbox.tv

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About Thinkbox
Thinkbox is the marketing body for commercial TV in the UK, in all its forms. Its shareholders are Channel 4, ITV, Sky Media and UKTV who represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Thinkbox works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

About The Marketing Society
The Marketing Society is an exclusive network of senior marketers. Over the past 60 years we have emerged as one of the most influential drivers of marketing in the business community. The Society challenges its members to think differently and be bolder, braver marketing leaders by supporting the development of leading-edge thinking and promoting the evidence of effective marketing. We are the place for discerning marketers to learn, develop and share best practice.

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