

Advanced TV and Innovation in Local Television

1:00 pm – 1:45 pm



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What is "Advanced TV"? Short answer, it's a moving target.

We define "advanced TV" to be inclusive of a variety of technology and data enhanced local television that extends the value proposition *beyond traditional linear television*. This includes signal distribution and format, and the data, methods and workflows behind selling and buying local TV.

- **Traditional TV:** Live, linear, including C3/C7 VOD/DVR local TV programming released first to broadcast. Audience currency is gender/age demos.
- **Advanced TV:** A grab bag.
 - Index-based buying
 - Contextual Audience Networks (CANs)
 - OTT
 - Addressability
 - Automated TV
 - Programmatic TV
 - Cross-Platform/Cross-Device
 - ATSC 3.0

Local Advanced TV “Ingredients”

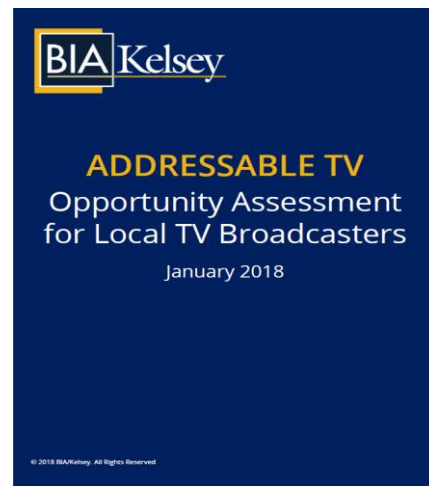
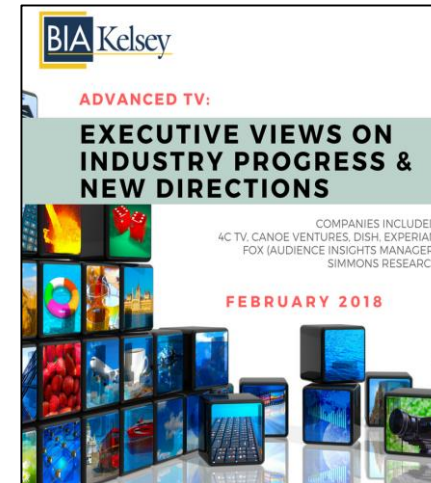
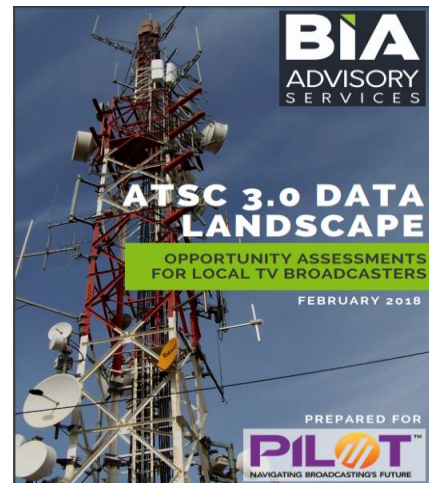
Data-driven audience targeting with automated workflows for linear, non-linear video.

- **Data:** 1st, 2nd, 3rd party data, DMPs, CPSs
- **DAI:** Dynamic Ad Insertion
- **Addressability:** HH, Persons
- **Identity:** Audience identify graphing and management
- **Attribution:** Probabilistic, deterministic measurement
- **Automated:** Workflow automation
- **Cross-Device:** Identifying and targeting audience across platforms and devices.
- **Linear TV/Non-Linear TV:** 1st release platform, optimized linear, C3/C7, AVOD
- **Platforms:** OTA, MVPD, OTT
- **Devices:** CTV, PC, Tablet, Mobile, IoT
- **Content:** Premium local and network, long-form programming



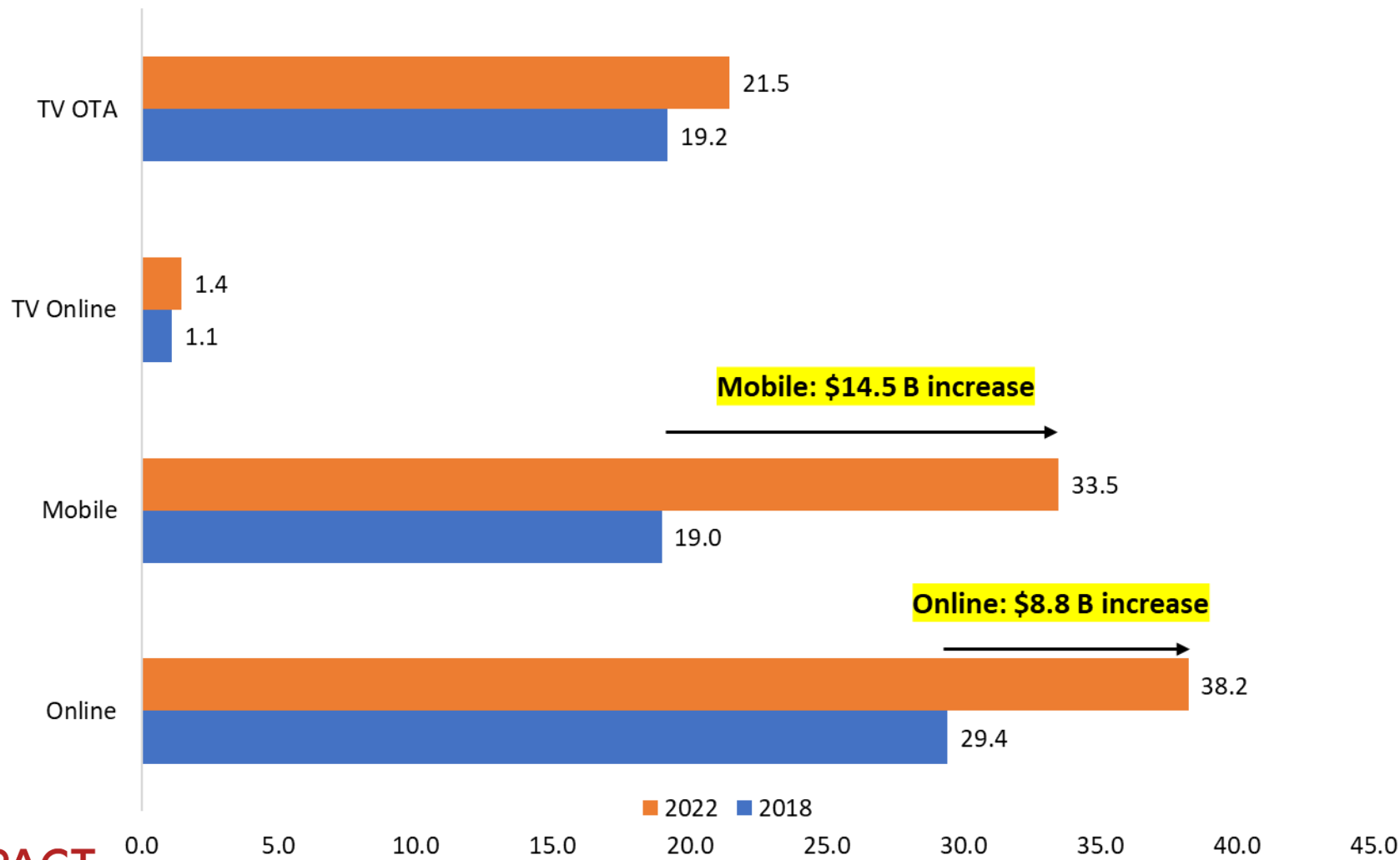
Examples of BIA's Recent Work in Advanced TV

Location Intelligence, CANs, Addressability, OTT, ATSC 3.0, Cross-Device



TV's Digital Opportunity Target: Growth Won't Come from OTA

The Big Target for TV: \$23B+ growth in local spending going to Online and Mobile.



Source: BIA Advisory Services, September 2018.
Note: Online excludes "TV Online"

Questions & Comments:

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Advanced TV – An Historical Perspective



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A 21ST CENTURY ADVANCED TV HISTORICAL PERSPECTIVE

CONTEXTUAL ASSETS NETWORKS

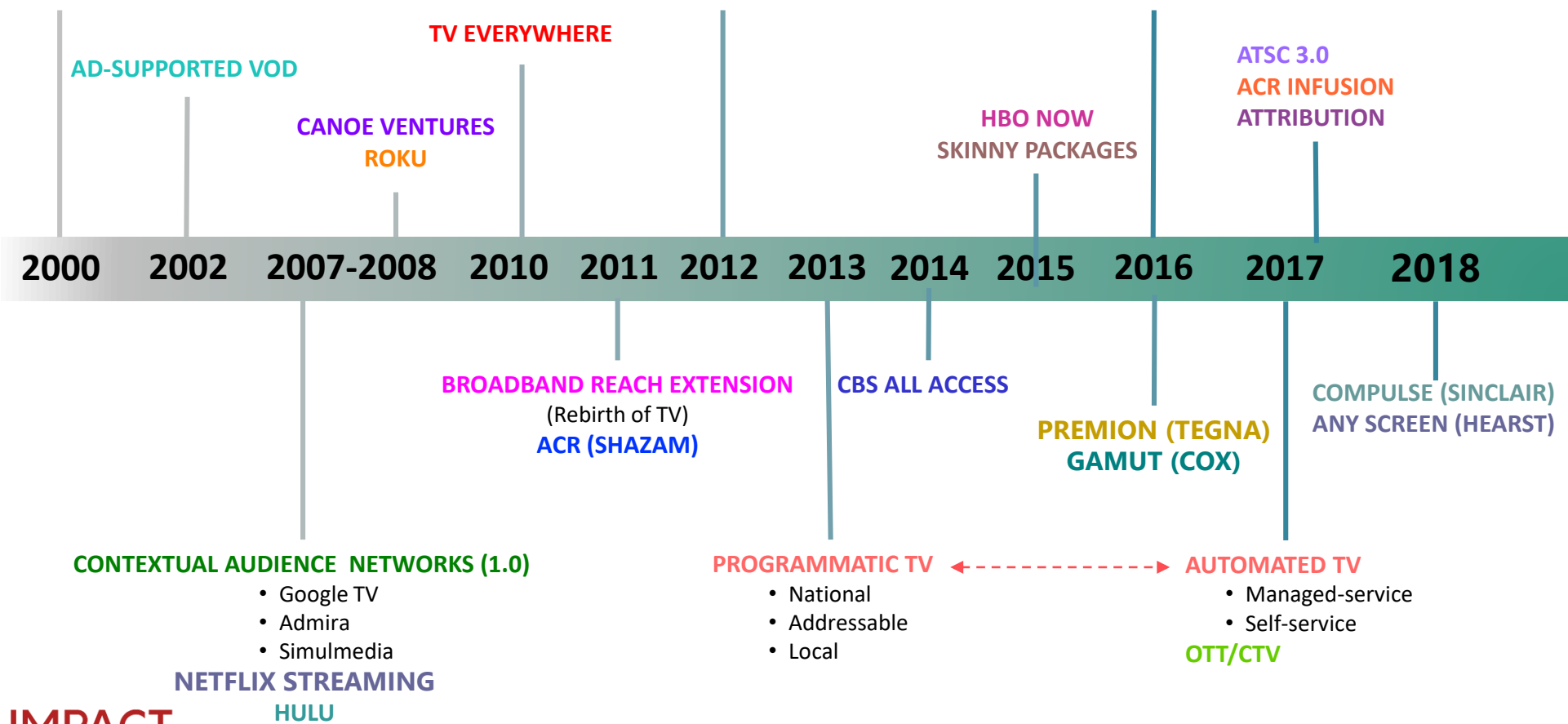
- ABC Unlimited
- ESPN Brand Partnerships
- NBC Connect
- News Corp One
- Time Warner Global Solutions
- Viacom Plus

CONTEXTUAL AUDIENCE NETWORKS (2.0)

- A&E Precision
- Discovery Engage
- Fox AIM
- NBCU Audience Studio
- Turner Ignite
- Viacom Vantage

ADDRESSABLE TV

- Cablevision (Altice)
- DirecTV
- Dish



**Panel
Members:
Advanced TV
and
Innovation in
Local TV**



Will Felcon

Head of Product &
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