ORACLE
Data Cloud

Switched On

An essential guide to navigating the advanced TV and video landscape

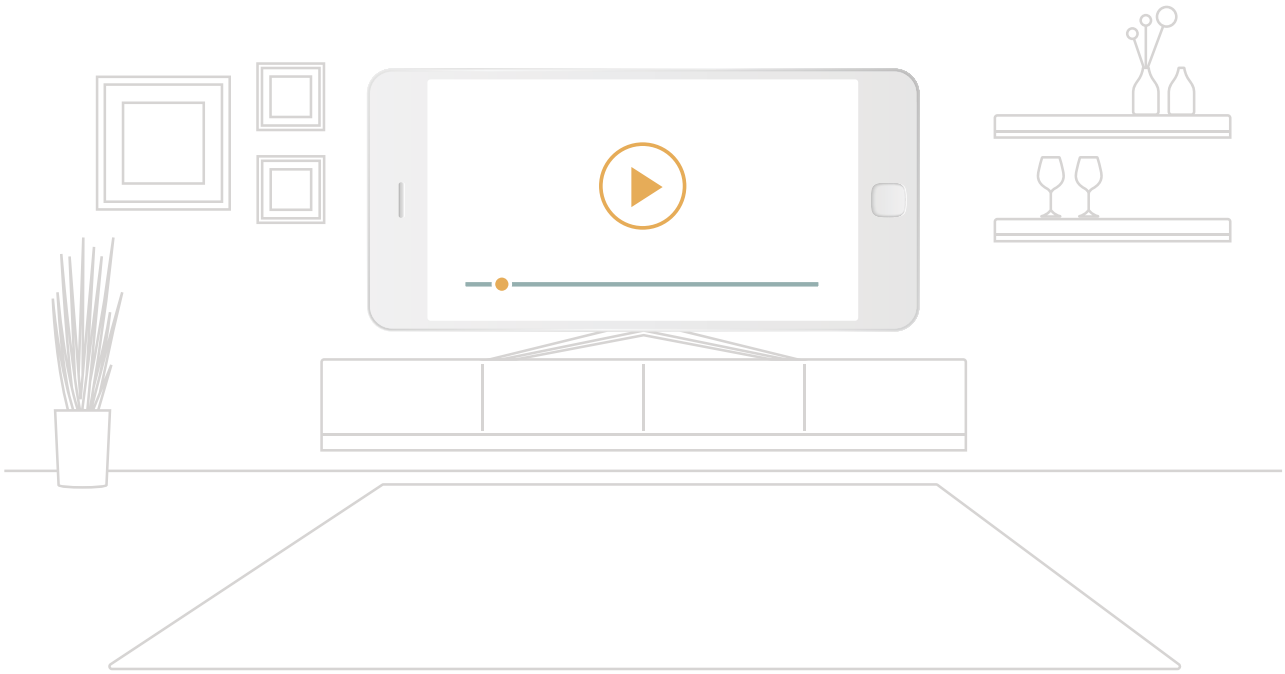


Table of Contents

It has been almost 80 years since the first television commercial aired during a baseball game in 1941.

In the decades since, the television advertising industry has gone from a steady and seemingly unstoppable behemoth to a business fighting to find its foothold alongside today's modern technologies.

But with change and challenges comes innovation and opportunities. As entertainment viewing options become increasingly digital, the modern advertiser must think bigger, and quite literally, outside the box.

So, what is the current state of the television advertising landscape? And with U.S. online video ad spending projected to grow by 66% over the next 5 years,[1] where should marketers binge their budgets? Let's look at the numbers and tune in to what is becoming the most exciting time in television since Technicolor.

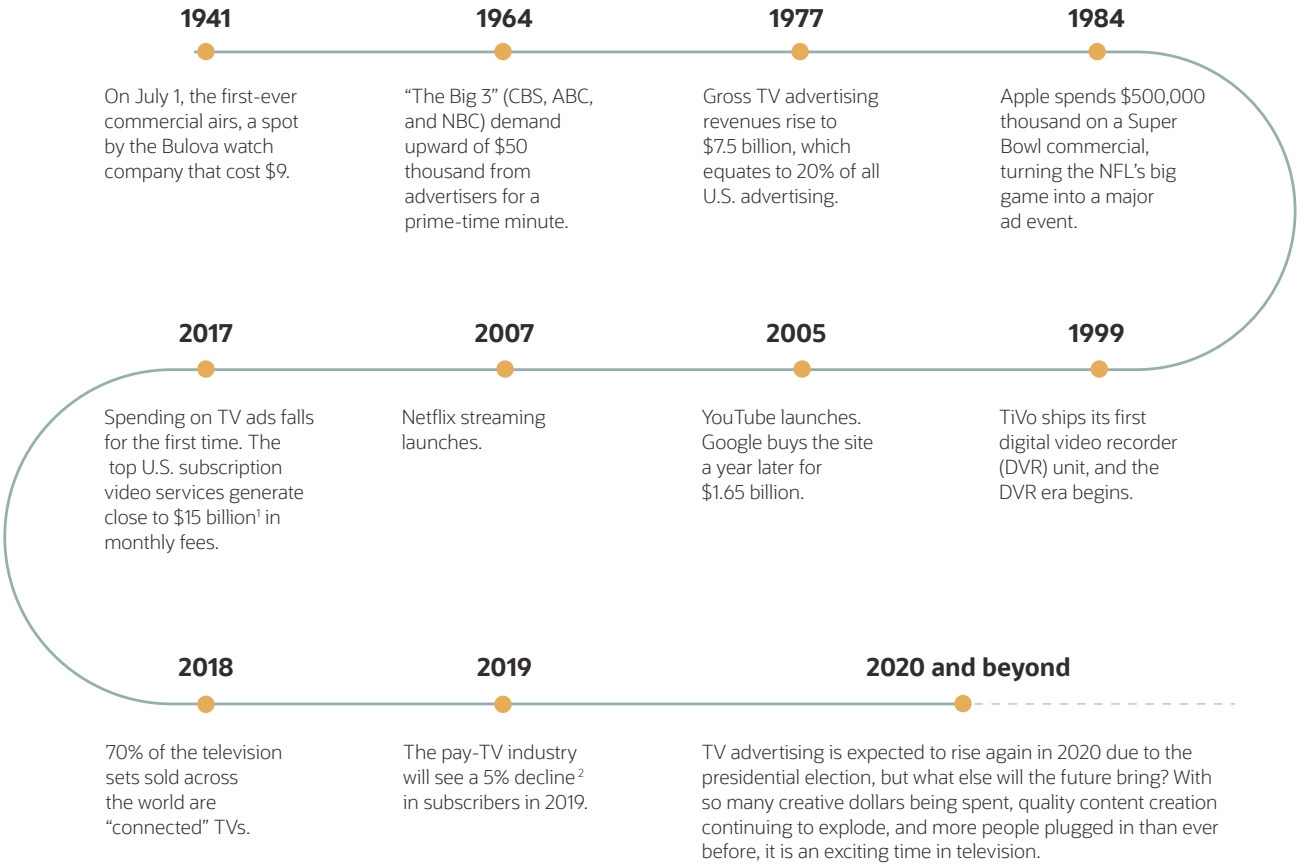
Source
1 eMarketer, Q2 2018 Digital Video Trends, Apr 30, 2018

Chapter One

The history of television advertising

As soon as TVs became a staple in living rooms across the globe, marketers were capitalizing on the breakthrough medium. Never could a brand more effectively deliver their story and sell their product. A way to reach people using sound and video? This extremely appealing avenue of advertising took the marketing world by storm.

A timeline of television advertising



Source
https://adage.com/article/75-years-of-ideas/1950s-tv-turns-america/102703
https://adage.com/article/datacenter/1960-history-tv-advertising/106374/
1 https://content-na1.emarketer.com/us-subscription-video-landscape-2018
2 https://variety.com/2019/digital/news/2019-cord-cutting-data-1203194387/amp/

Chapter Two

Netflix and chill: The current state of the landscape

As evidenced by the timeline, the golden days of Mad Men and traditional television advertising domination have long since passed. The data echoes this. In 2017, digital ad spend beat television for the first time ever.

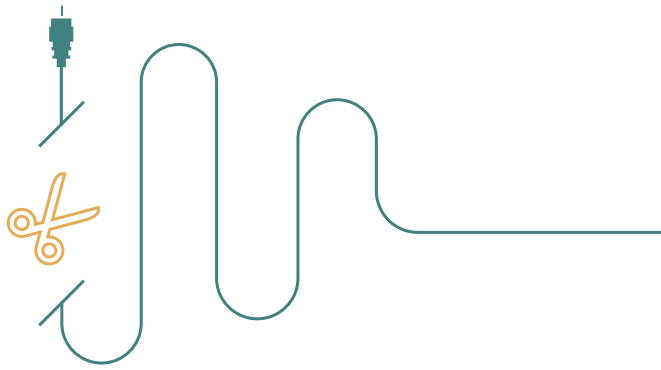
Marketers focused on television advertising are having to adjust strategies, forge new relationships, and study up on advanced technologies to stay in the game.

So, what is driving the new world of digital entertainment viewing? And what are the concerns marketers have top-of-mind? There are a variety of factors at play.

TV consumption trends

Cord-cutting

Cord-cutting is the rising trend of giving up television cable subscriptions in favor of other entertainment viewing options. Cord-cutting is not only driven by the likes of Netflix and Hulu, but also the ability for viewers to select à la carte options vs. pre-packaged cable bundles, ultimately driving price efficiencies for consumers.



Just how popular is cord-cutting? eMarketer estimates that 33 million adults did not renew their cable subscriptions in 2018, up from 24.9 million in 2017.

We also live in an increasingly mobile world. Mobile use for all kinds of content consumption continues to rise. Whether it's commuters catching up on shows while they ride the train or kids taking over their parents' iPads, mobile is quickly becoming the norm. Check out these spectacular stats:

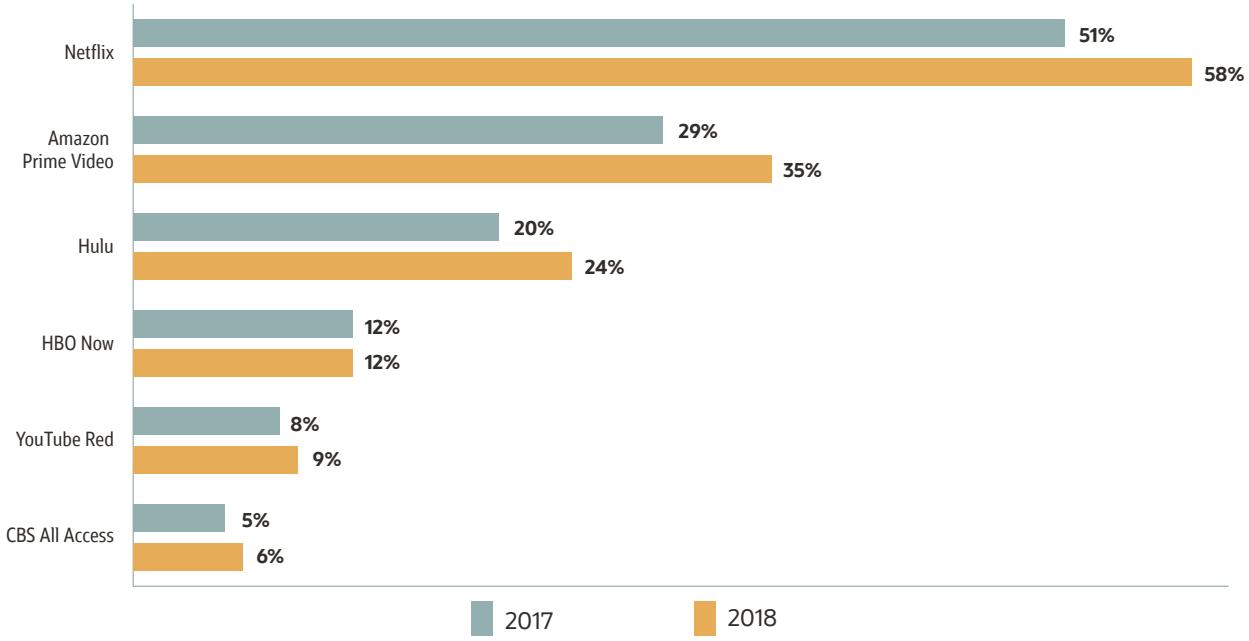
- The average smartphone owners spend more than 5 hours a day on their devices
- Up to 70% of web traffic happens on a mobile device (CIODive, 2018)
- Over half of video content is viewed on mobile
- A AdWeek survey found 88% growth year over year in time spent watching videos on a smartphone

Over-the-top (OTT) media services

On-demand streaming services continue to exert their influence on the viewing population. These entertainment providers (think Hulu, Netflix, etc.) are taking over, churning out the content and investing in their own original programming. It's estimated that almost 150 million people in the U.S. watch Netflix at least once per month, followed by Amazon Prime and Hulu (88.7 million and 55 million, respectively).

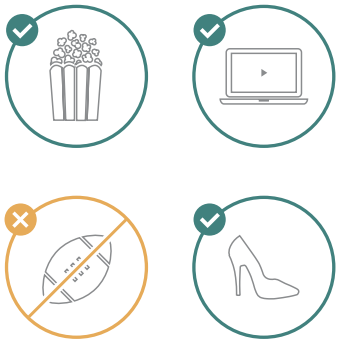
Subscription Video-on-Demand (SVOD) Services Used by U.S. Internet Households, 2017 & 2018[1]

% of respondents



Skinny bundles

In response to the rise of cord-cutting and the popularity of OTT services, many virtual multichannel video programming distributors (vMVPDs) emerged, offering what is commonly referred to as "skinny bundles." Instead of consumers paying for the full multichannel TV offering, they can opt in to certain smaller packages of channels, e.g., sports, news, kids, etc., accessible via streaming video. These "skinny bundles" include networks related to the types of entertainment the subscriber is interested in.



Source
1 eMarketer, Connected TV Advertising: Almost Ready for Primetime, 2018

Three industry concerns in the digital age

Market fragmentation

As the TV space becomes more fragmented, not only is deploying advertising strategies daunting, but the customer journey is unrecognizable to marketers. Yet, they still need to deliver connected, cross-channel customer experiences and measurement without seeing any change in budget or resource allocation. In the increasingly programmatic landscape, how can advertisers ensure they reach the right audience in the right place and learn what is working?

And let's face it—what's right for one brand isn't necessarily right for another. The needs of advertisers can differ widely, so offering custom solutions is more important now than ever before. One-size-fits-all strategies are a thing of the past, as marketers consider the wide array of available data applications and device considerations required not only to be relevant, but also effective.

Brand safety and suitability

Television advertising has long been considered a "safe" medium. Advertisers had control over where their messages appear and along what type of programming. But in the digital video space, ensuring a brand isn't associating with undesirable messages is complicated.

There are multiple challenges with respect to brand safety when dealing with digital programming:

- Brand safety is subjective and can mean different things to different brands
- Blacklists and whitelists aren't enough for scalable and smart brand safety
- Identifying fake news requires human judgement
- The industry needs transparency into brand safety performance

Valid views and fraud

When reaching audiences online and programmatically, advertisers must be mindful of invalid traffic (IVT). Invalid traffic is endemic in online advertising and inflates an advertiser's budget with views or clicks that were never seen by a valid user. While not all IVT is fraud, when it's malicious, both advertisers and service providers can be victims. Ad delivery to connected TV (CTV) and OTT TV devices is just starting to scale into the programmatic landscape and suffers from the same ad fraud issues we see across all video advertising, whether direct or programmatic.

Brands and agencies need to adjust the way they plan and measure their campaigns. No matter if the objective is brand awareness or sales lift, the first step is making sure you're reaching real people. Whether malicious or not, undetected IVT can devalue performance metrics, or worse, deplete budgets.

Chapter Three

The opportunity for advertisers

Along with this new frontier of television viewing are various new technologies and methods for getting your message out and reaching desired audiences wherever they are watching.

And with these technologies, processes are improving. Data is becoming streamlined, and strategies are merging in a way that has never happened before, providing an opportunity for marketers to embrace innovation and be at the cutting edge of forward-thinking industry trends.

So as we dive into the future, here's the TV 101.

Linear TV

What it is: A traditional system in which a viewer watches a scheduled TV program at the time it's broadcast and on its original channel. It also can be recorded via DVR and watched later.

Opportunity

$70B

Media spend in 2018[1]

Its benefits:

- Linear boasts the largest market
- When it comes to buying ad placements within linear TV, advancements in technology have given media buyers the ability to use new platforms, adding a layer of automation and data-driven decision making to TV buys
- Ability to apply 1st and 3rd party data beyond legacy Nielsen age and gender buying demos to make smarter decisions about what linear TV inventory you purchase for a campaign
- Data-driven planning opens consideration for long-tail TV networks buyers may not typically include in a plan because of historically low ratings against their buying demo, which could ultimately lead to cost efficiencies and expanded reach vs. just frequency

Its challenges:

- Reach is fragmenting due to the increasingly competitive advanced TV space
- Old-guard policies and currencies can inhibit audience targeting. For example, many suppliers still only guarantee buys on legacy Nielsen GRPs. Thus, age and gender are often key factors when it comes to pricing and negotiations
- Data can help, but targeting is broad and less granular than other advanced TV formats

Source
1 https://www.forbes.com/sites/danafeldman/2018/03/28/u-s-tv-ad-spend-drops-as-digital-ad-spend-climbs-to-107b-in-2018/

Addressable TV

What it is: A method of segmenting TV viewers and targeting different ads or ad pods at the household or zone level (groups of homes) through cable, satellite, and set-top boxes into linear or video on demand (VOD).

Opportunity

$2.2B

Media spend in 2018[1]

Its benefits:

- Ability to reach 1st and 3rd party audience households in the average 16 minutes of available ad inventory per hour of programming
- Significantly less media waste compared to traditional TV buys, where the same ad is delivered to all households watching a given program at a certain time
- Increased ad relevancy for viewers, along with a shift from the traditional 30- and 60-second spots to shorter more impactful placements
- Better measurement and optimization opportunities

Its challenges:

- Limited inventory. There's only an average of 16 minutes per hour of programming for addressable ad placements
- Execution complexity due to fragmentation in the marketplace and a dependency on multichannel video programming distributors' (MVPDs) ability to manage available inventory against addressable households. Advertisers must work with multiple providers to purchase inventory across the full addressable footprint of homes, if desired
- Brand suitability. Data is applied to buys to reach the right audience regardless of what they're watching, often with less transparency from the inventory supplier of the program and/or content in which the ad will be placed
- Scale. Though the footprint of addressable TV homes continues to grow, it does not offer as much total household reach as linear TV

6 out of 10

advertisers (62%) using addressable TV believe it is a valuable part of their media buys and are planning to increase their investments [2]

With 74% of Americans believing the TV commercials they see aren't relevant to them, addressable advertising solutions allow for relevance and impact.[3]

Source
1 https://content-na1.emarketer.com/television-update-fall-2018
2 Video Advertising Bureau
3 Adobe Digital Insights' Advertising Report

Connected TV and over-the-top (OTT) TV devices

What it is: A device that can connect to a TV (i.e., Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV, and Chromecast) or a smart TV that facilitates the delivery of streaming video content.

Opportunity:

$2B

Media spend in 2018[1]

Its benefits:

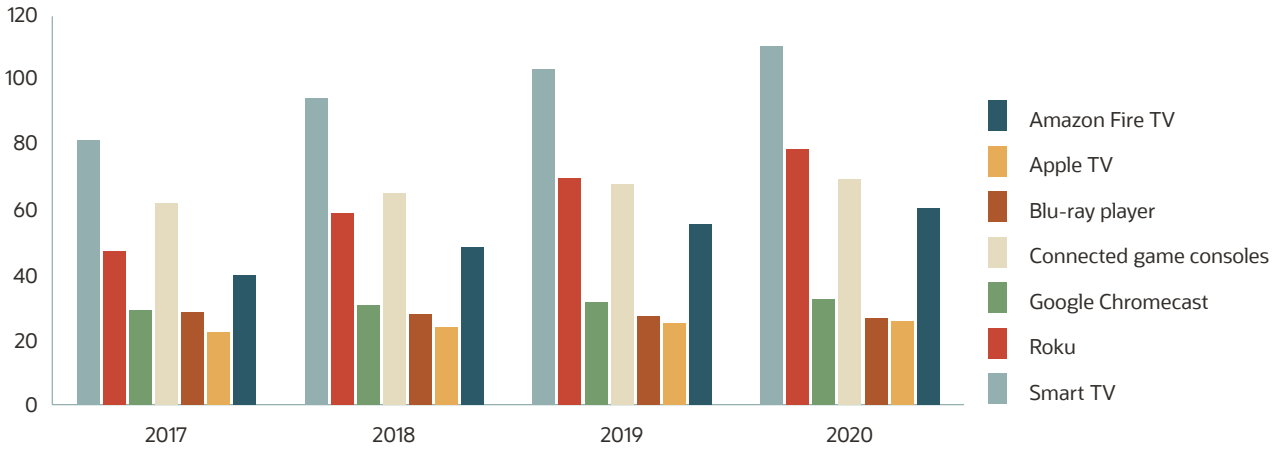
- User-controlled viewing experience allows advertisers to get in front of the right audiences at the right times
- User-registration data allows for cross-screen targeting
- IP-based delivery allows for the application of 1st and 3rd party audience data to target households watching ad-supported OTT content and CTV devices

Its challenges:

- Scale. While the number of homes with a CTV has steady year-over-year growth, it has not yet caught up with the number of households with access to broadcast and cable. Scale also is a challenge tied to the benefit of applying 1st and 3rd party audience data through IP. Many platforms and data providers are not able yet to match cookies or mobile ad IDs (MAIDs) to IP, which limits the scale of inventory available for IP-based audience targeting.
- Fragmentation (including account sharing, which is rampant in the OTT space). Fierce competition for content distributors and companies building and selling CTV devices.

US Connected TV Users by Device, 2017–2020 (millions)[2]

In 2018, 55% of the U.S. population were CTV users. That number is expected to rise to 60% by 2022

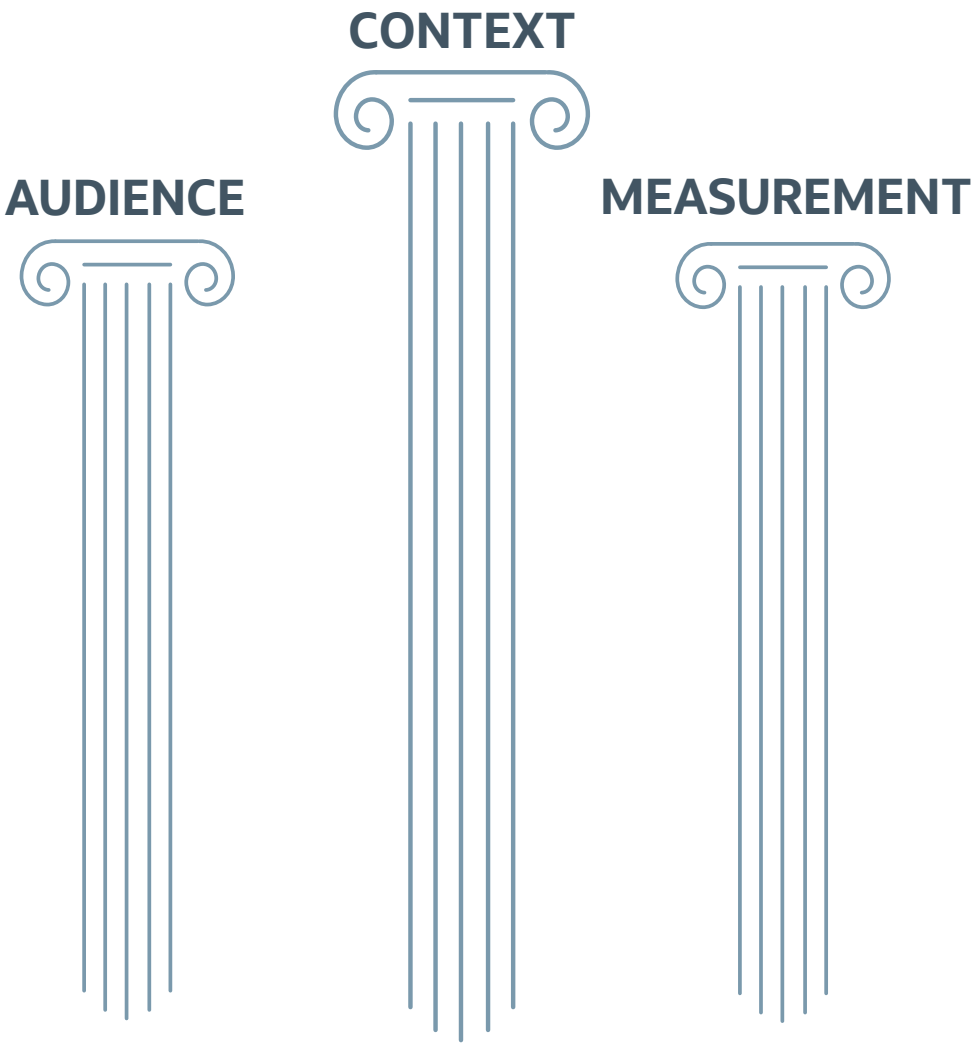


Source
1 https://www.marketingdive.com/news/ott-ad-spending-will-leap-40-to-2b-in-2018-magna-finds/533023/
2 eMarketer, U.S. Connected TV Users by Device, 2017-2020 (millions), 2018

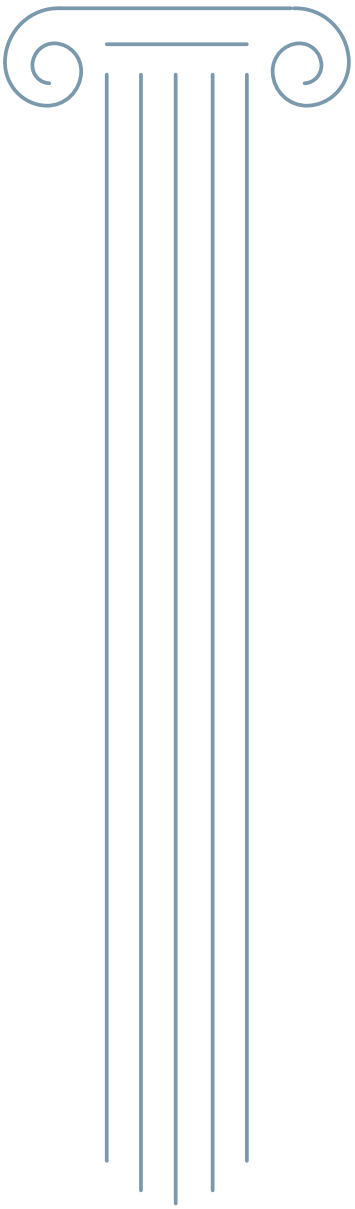
Chapter Four

Getting tactical: 3 pillars to executing an advanced TV and video campaign

It's time to change the channel and get tactical. To help navigate the exciting maze of modern TV, here are 3 pillars to focus on and the questions to ask to ensure a solid and safe strategy.



AUDIENCE



Finding your audience across all screens and services and any other viewing apparatus requires a solid plan and lots of data to do it right. This is where advertisers should consider the benefits of centralized audience planning and activation. Here are the steps to winning audience plans:

- Use 1st and 3rd party data to reach your customers across their touchpoints by using onboarding solutions that have high match rates across ID types
- Better understand your audience by creating a 360-degree view of their online and offline behaviors with audience planning tools.
- Align your audience with your key performance indicators (KPIs)
- Tailor your message to be relevant to your audience—recognize key differences between audience segments; then apply brand and message relevance
- Extend your campaign across both digital and TV, leveraging Linear, Addressable, and Connected TV technologies
- Measure the metrics that matter, with robust analytics that give you a holistic performance view … and optimize

Case Study

SIMULMEDIA®

Bringing data-driven audiences to linear TV

The ask

A major retailer wanted to reach more qualified buyers on national TV for a seasonal campaign promotion using granular, behavior-based 3rd party data.

The solve

- Oracle Data Cloud leveraged a series of client-specific behavioral signals to create unique custom audiences
- Simulmedia then predicted the TV shows that the Oracle Custom Audiences would be watching to maximize reach during the campaign flight using VAMOS, their proprietary technology
- Lastly, the campaign was activated on national TV, and Simulmedia measured sales lift based on campaign exposure.

The result

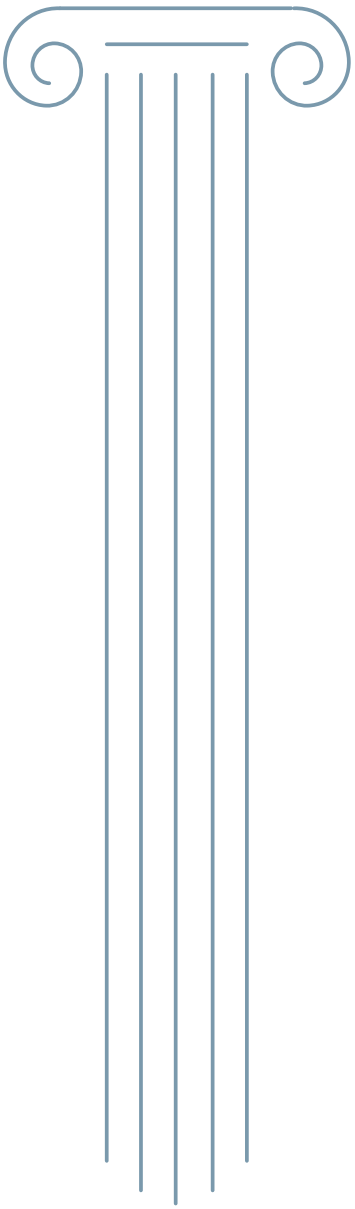
The combined power of Oracle Custom Audiences with Simulmedia's platform resulted in an astounding

71%

lift in the campaign conversion rate.

> "These campaign results were the best the retailer has generated with us to date. As a result of our partnership with Oracle Data Cloud, the client has requested additional custom audiences to be used in future initiatives."
>
> **Simulmedia**

CONTEXT



Advertisers don't often have insight into the subject matter of the video content in which their ads are placed, resulting in potential waste and reputational risk. Using Contextual Intelligence not only is a great way to find new audiences in relevant environments—and moments where viewers are most engaged—but also is the best way to ensure brand safety and suitability.

What should Contextual Intelligence for video be able to do?

- Capture the right consumer attention by delivering messages alongside relevant, high-quality, and brand-appropriate and safe media
- Analyze video elements, including transcription of audio tracks, to identify more granular subject matter and improve targeting
- Understand a variety of languages and dialects to enable a global approach to targeting for in-stream video
- Integrate with industry-leading video platforms, like IRIS.TV and JW Player, to access valuable video inventory at scale without sacrificing safety.

Case study

Not your average brand safety story

The ask

VICE has always played a unique role in the publishing landscape, as they cultivate a deep connection with their audience through transparent, honest, and authentic storytelling. This realism is one of the core principles that makes VICE's engaging narrative trusted by the youth generation. VICE recognized that not all content may be deemed suitable for a brand's message, and that is why they partnered with Oracle Data Cloud to develop keyword blocklist, a contextual brand safety solution to target media in brand-suitable environments.

The solve

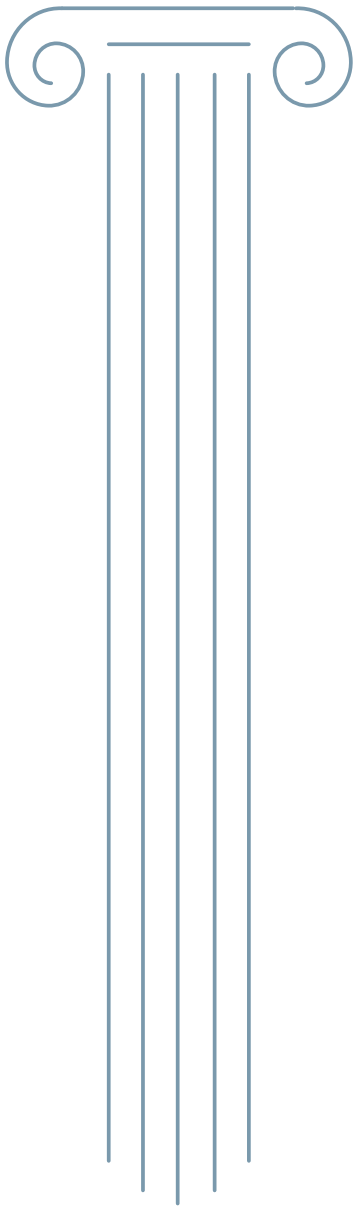
- As more brands have used keyword blocklist, VICE noticed a concerning pattern with keyword infractions
- After investigating their own keyword data infractions over the course of an 18-month period, VICE found that the demographic identifier terms related to LGBTQ, gender, race, and religion were flagged more often than other violent related terms such as "rape," "death," and "gun"
- As a publisher whose audience represents a diverse generation and promotes inclusivity and diversity in its content, VICE considered it imperative to ensure their operations and solutions also reflected this

The result

The partnership with Oracle Data Cloud provided VICE with the solution to counter these infractions and showcase ways to

lead with context.

MEASUREMENT



Measuring TV and video campaigns beyond basic metrics has always been a challenge for even the most advanced advertisers. The need to understand who saw an ad and where seems so simple, but due to changing landscapes, varying industry benchmarks, and disparate measurement solutions, it's hard to know which partner to use. That's not even accounting for more complex metrics like ROI, reach and frequency, and cross-platform/channel performance.

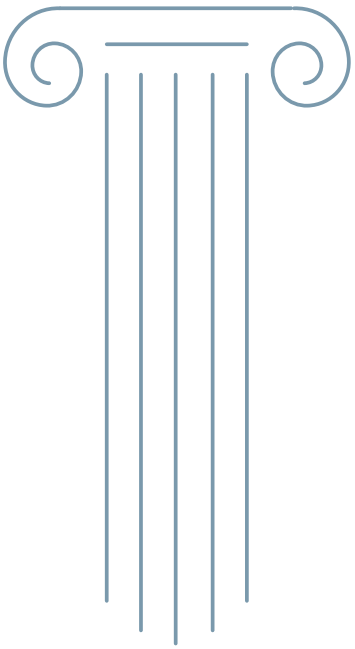
The need for consistent measurement is a challenge that has eluded advertisers for years as they try to piece together a unified data story across diverse platforms and data points. Yet, the industry is at the crux of a change that is bringing together formerly disparate systems, allowing marketers to understand not only who they are reaching, but where they are reaching them and how often.

Gaining a holistic perspective will help marketers fail fast, and optimize faster. It's critical to not rely on impressions alone but actually verify the quality of, and engagement in, the media to ensure budgets aren't wasted.

Here are some questions to consider regarding your measurement capabilities:

- Can you understand how many relevant people you're reaching with viewable impressions?
- Can you measure how long a video was viewed or how long the sound was on?
- Are you able to differentiate TV vs. digital and know who you're reaching across channels?
- Are you able to identify invalid views?
- Are people paying attention to my ads?
- Are my ads being placed in the most relevant, suitable video environments?

MEASUREMENT



What are invalid views?

If you're in the digital advertising space, you've heard the term IVT, which means invalid traffic. IVT includes any clicks or impressions that may artificially inflate an advertiser's costs or a publisher's earnings. This includes nonhuman traffic in the form of bots.

Within the connected TV space, televisions now include embedded browsers, gaming platforms, and multiple set-top boxes that each create unique experiences. It's an expansive attack surface for anyone with malicious intent to scan for vulnerabilities.

Modern measurement capabilities must have protections in place for identifying IVT, which not only helps avoid fraud but also saves advertising dollars.

> "The challenge [with measurement] is that the ability to move to audience or impression-based currency is outside of our reach. We have to figure out how we move as quickly as possible to impression-based measurement across all screens."

Linda Yaccarino

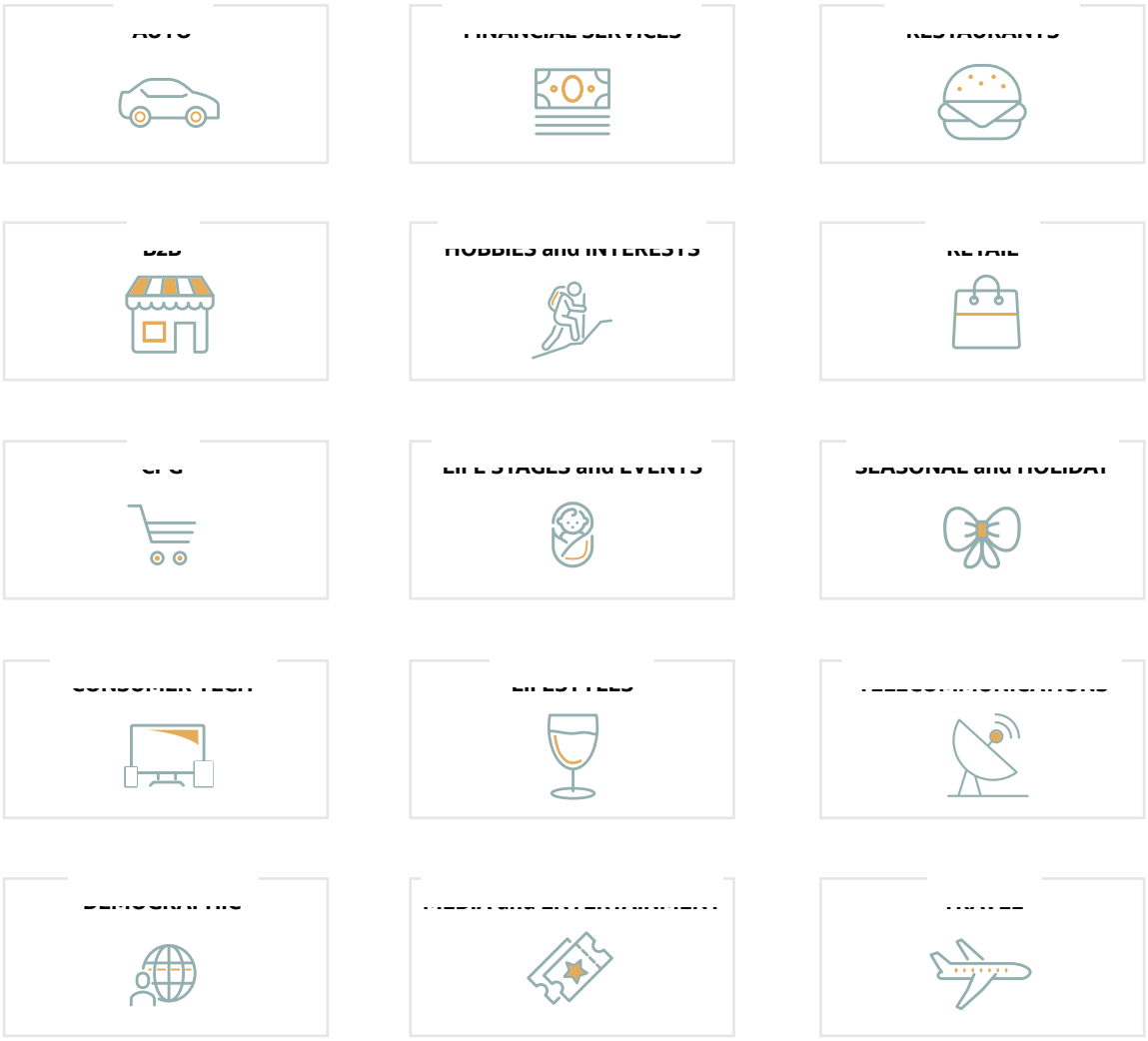
Chairman, Advertising Sales and Client Partnerships
NBCUniversal (source: eMarketer)

Chapter Five

How Oracle Data Cloud can help with your TV and video challenges

Figuring out who to connect with

Bring a data-driven strategy to TV and reach the right consumer on every screen in the home with audiences that extend your campaign across both digital and TV. Oracle Audience solutions are built from offline purchase-based data, online intent, and behavioral signals across a variety of categories.



Discover how to formulate a winning audience strategy. **Contact the Data Hotline.**

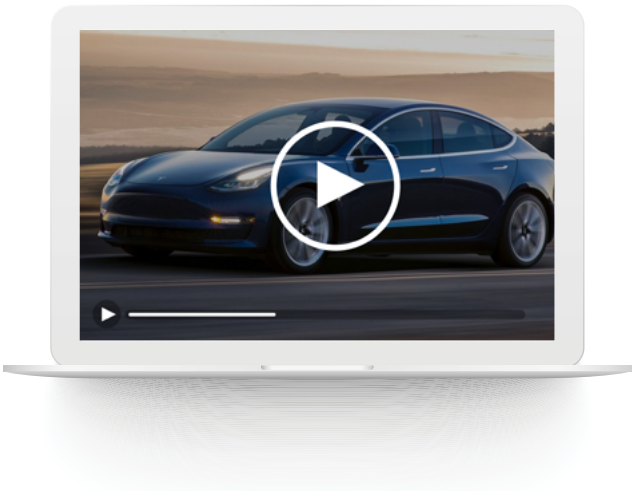
Determining where to engage them

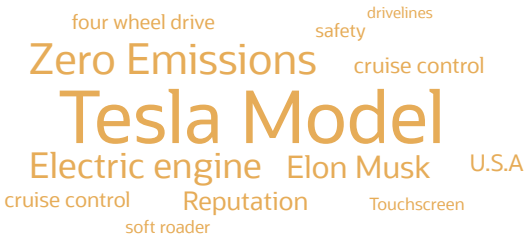
A first-to-market solution that ensures safety, suitability, and relevance across a publisher's in-stream video advertising inventory, Oracle Contextual Intelligence analyzes video and audio to determine its subject matter.

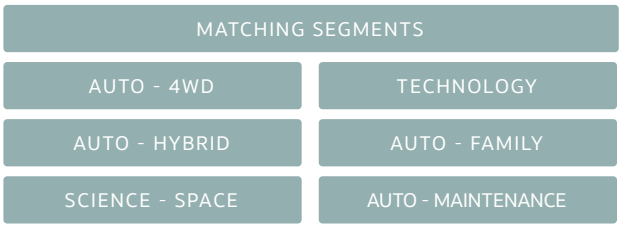
Contextual understanding of virtually any audio or video asset

Minutes to categorize the vast majority of media

21 languages supported—ensure international reach







Learn more about how Oracle Contextual Intelligence can help you balance brand safety and targeted scale. **Download the guide.**

Measuring it all

With billions of dollars transacted on metrics that didn't exist a few years ago, precision and rigor in detailed measurement matter more than ever before. Our Moat solution allows you to measure the business impact of your campaigns, and provide insights to inform optimizations.

Moat goes through a rigorous process annually to maintain being Media Rating Council (MRC) accredited in the following categories: display and video viewability metrics (desktop, mobile web, mobile in-app), general invalid traffic detection and filtration (included in viewability accreditation), and sophisticated invalid traffic detection and filtration (desktop, mobile web, mobile in-app).

Here are a few important metrics available through Moat Analytics:

AD FORMAT	METRIC	DESCRIPTION
Display and Video	Invalid Traffic %	The percentage of unfiltered impressions that were determined to be delivered to an invalid endpoint. This includes General IVT (Spiders, Excessive Activity, and/or Data Center Traffic categories) and Sophisticated IVT (Invalid Proxy, Automated Browser, Incongruous Browser, Invalid Source, Hidden Ad, and/or Session Hijacked Traffic categories).
	In-View %	Percentage of impressions where at least 50% of an ad was in-view for at least 1 continuous second. If the ad is as large or larger in area than 970x250 (e.g., 300x1050 or 970x418), then it only needs to have 30% of its area in-view.
	In-View Time	The average time in seconds that the ad was visible for users who met the requirement for a 2-second, in-view impression.
Video only	Audible and Visible on Complete (AVOC %)	The percentage of valid impressions where the ad was visible and audible on completion
	Audible On	The percentage of measurable impressions where the ad was audible on a given quartile (start, 1st, 2nd, etc.)
	Visible On	The percentage of measurable impressions where at least 50% of the ad was visible on a given quartile (start, 1st, 2nd, etc.)
	Video Score	A video ad score ranging from 0–100 to benchmark the sight, sound, and motion aspects of video. The score is based on the average percentage of the video that was audible and/or visible, amplified by the screen real estate. It is intended to assess the quality of different video ad exposures on desktop and mobile devices.

We recognize the need to break down one of the most significant barriers in advertising—connecting and rationalizing fragmented data across multiple channels. We're building solutions to tie relevant audiences and viewability across TV, mobile, and desktop to make media planning more effective and drive business results.

Discover how you can leverage Moat Analytics to measure and optimize your advanced TV campaigns. **Request a demo.**

Glossary

With the number of acronyms and terms that exist in the TV and video ecosystem, how can you be sure that you and your partners are speaking the same language? To keep you up to speed and in the conversation, we've created a comprehensive glossary of terms that allows you to not only walk the walk but also talk the talk.

Addressable TV
A method of segmenting TV audiences and targeting different ads or ad pods at the household or zone level (groups of homes) through cable, satellite, and set-top boxes into linear or video on demand (VOD).

Connected TV
A device that can connect to a TV (e.g., Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV, and Chromecast) or a smart TV that facilitates the delivery of streaming video content.

Daypart
The time division in a typical broadcast day divided from the perspective of offering slots to various advertisers. Different dayparts are Morning, Daytime, Late News, etc.

Gross-rating point (GRP)
GRPs measure the total of all Rating Points during an advertising campaign, without regard for multiple exposures. GRPs equal Reach x Frequency. For example, an advertisement reaches 25% of homes 3 times over a 1-week period. This means the advertising schedule creates 75 GRPs for that time period (25 x 3 = 75).

Linear TV
A traditional system in which a viewer watches a scheduled TV program at the time it's broadcast and on its original channel. It also can be recorded via DVR and watched later. (Essentially, this is TV as it was known before the digital age.)

Multiple-system operator (MSO)
An operator of multiple cable or direct broadcast satellite television systems.

Multichannel video program distributors (MVPDs)
A service provider delivering TV programming services to the consumer, often charging a subscription fee. These include cable providers such as Charter, Comcast, Verizon Fios, etc.

Optimized linear TV media planning
Utilizing data-driven audiences to create and build the most optimal performance-based media plan based on an advertiser's target audience and campaign objectives.

Over-the-top (OTT) content
The delivery of TV content via the internet. Users are not required to subscribe to a traditional cable or satellite provider to watch TV content. Typically, video is delivered in a streaming or video on demand (VOD) format.

Programmatic TV
There are many definitions for Programmatic TV in the industry; however, the most common is the automation of purchasing audience-based TV advertising through a software platform.

Rating Points
Ratings are the standard measurement of traditional TV. A rating is an estimated percentage of the universe of TV households (or other specified universe) tuned to a program at once. Rating Points are equal to 1% (1 rating) of a population or universe. For example, if 25% of all targeted televisions are tuned to a show containing your advertisement, you have 25 Rating Points.

Set-top box (STB)
A hardware device that allows a digital signal from a broadcaster to be received, decoded, and displayed on a television (your cable box). It also transmits important user data and, in many cases, viewership data back to the broadcaster.

Subscription Video on Demand (SVOD)
OTT technology allowing consumers to choose what and when to watch through streaming services (e.g., Netflix, Hulu, and Amazon Video).

Video on demand (VOD)
Distributors make network programming available that can be accessed by viewers on their own schedules and watched on a TV via their pay-TV provider's set-top box.

Virtual MVPD (vMVPD)
A type of service delivering a multitude of television channels through the internet, often containing fewer channels than traditional satellite or cable subscription models, i.e., "skinny bundles."

ORACLE
Data Cloud

Where better
outcomes begin

Contact your Oracle Data Cloud partner to get started.

OracleDataCloud.com