

VIRTUAL PANEL



Pivoting to addressable ads to uplift Pay TV revenues

8AM Los Angeles | 11AM New York | 4PM London | 5PM Frankfurt



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Pivoting to addressable ads to uplift Pay TV revenues

**Key steps for migrating to SSAI
for operators of all sizes**



The Convergent TV Ad Platform

Unified ad decisioning and monetization

Addressable | Linear TV | Cable VOD | Connected TV





VELOCIX™

Carrier-grade content delivery and ad-tech

CDN | Origin | Recording | Server-Side Ad Insertion



Telefonica



sky®

proximus



TELUS®



e) entel

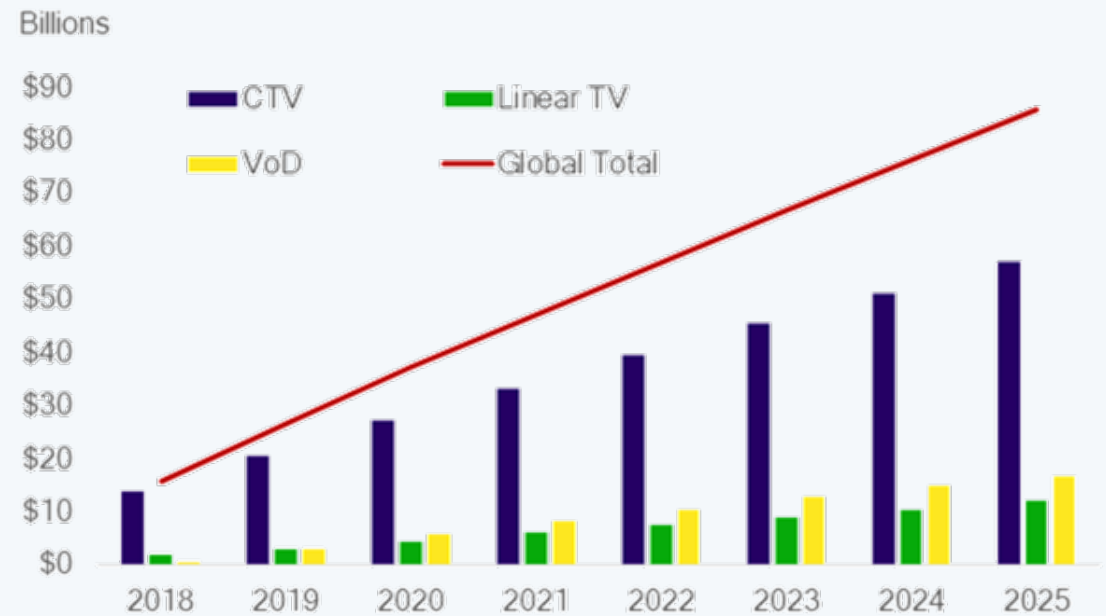
Global addressable TV advertising revenues

33% year-over-year growth rate

Source: Rethink TV

\$85.5 Billion

Global addressable ad revenues by 2025

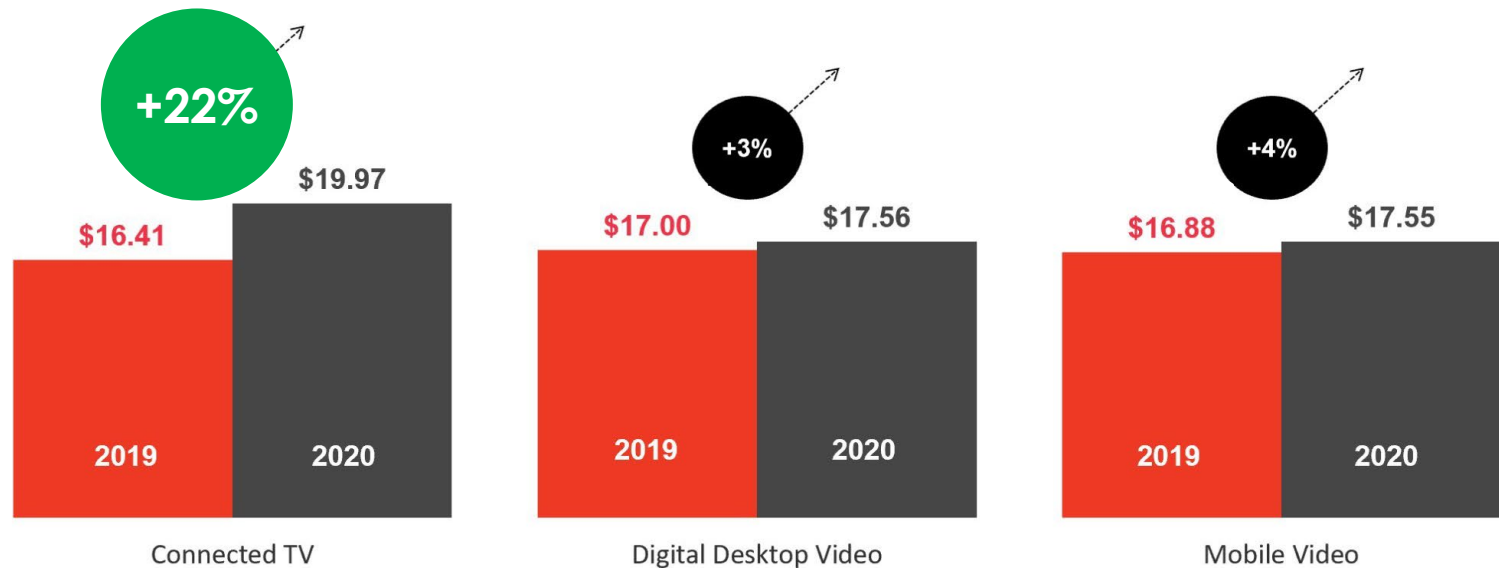


Connected TV advertising growth

73%

of CTV ad buyers are shifting budget from traditional linear

CTV ad spend grew faster than mobile or desktop in 2020



Audience poll #1

What is most challenging about migrating to addressable advertising?

- Technical complexity
- ROI / business case
- Ad insertion rights
- Managing personalisation data
- Gaining parity with legacy ad systems

Audience poll #1 - responses

What is most challenging about migrating to addressable advertising?

Technical complexity

23.5%

ROI / business case

23.5%

Ad insertion rights

11.8%

Managing personalisation data

11.8%

Gaining parity with legacy ad systems

29.4%



Audience poll #2

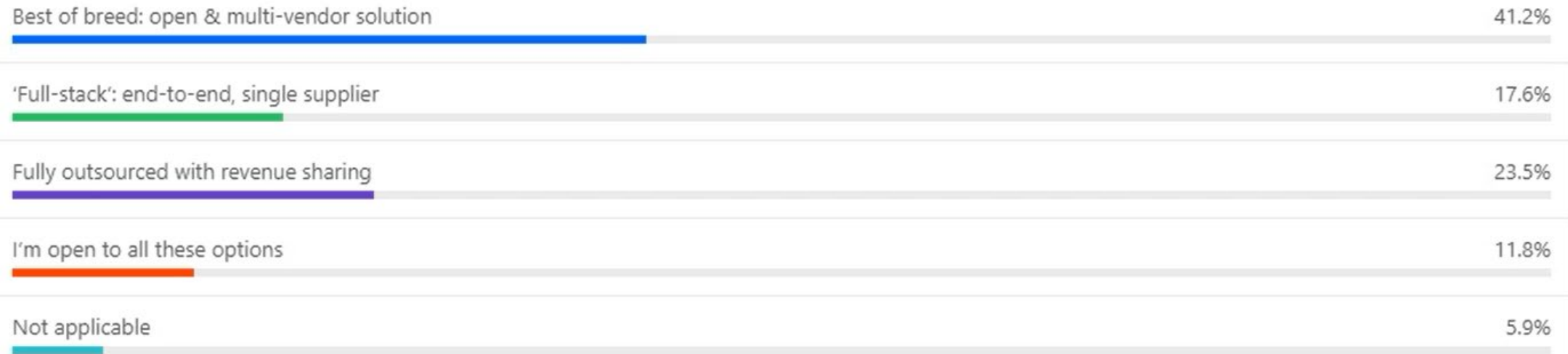
Which approach to addressable advertising seems the best fit for you?

- Best of breed: open & multi-vendor solution
- 'Full-stack': end-to-end, single supplier
- Fully outsourced with revenue sharing
- I'm open to all these options
- Not applicable



Audience poll #2 - responses

Which approach to addressable advertising seems the best fit for you?



Audience Q&A



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VELOCIX EXTERNAL USE



Thank you

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