

# Unleashing your addressable advertising potential

How to unify the best of broadcast and streaming TV advertising



Synamedia  
**IRIS**

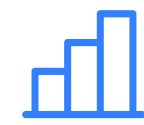


# Introduction

Traditional advertising remains a key revenue generator for broadcasters and pay TV operators, particularly with premium programming that attracts large-scale audiences. But it has yet to deliver the flexibility, precision, and ultimately, greater value that digital addressable advertising brings to streaming OTT video providers. As a result, broadcast advertising spend has been on a slow decline as more money continues to shift to online media channels<sup>1</sup>. What if you could merge the best of both platforms to:



**Reach highly targeted audiences via every screen and service**



**Deliver better campaign performance**



**Unlock new advertising propositions and inventory**



**Generate higher ad yields**

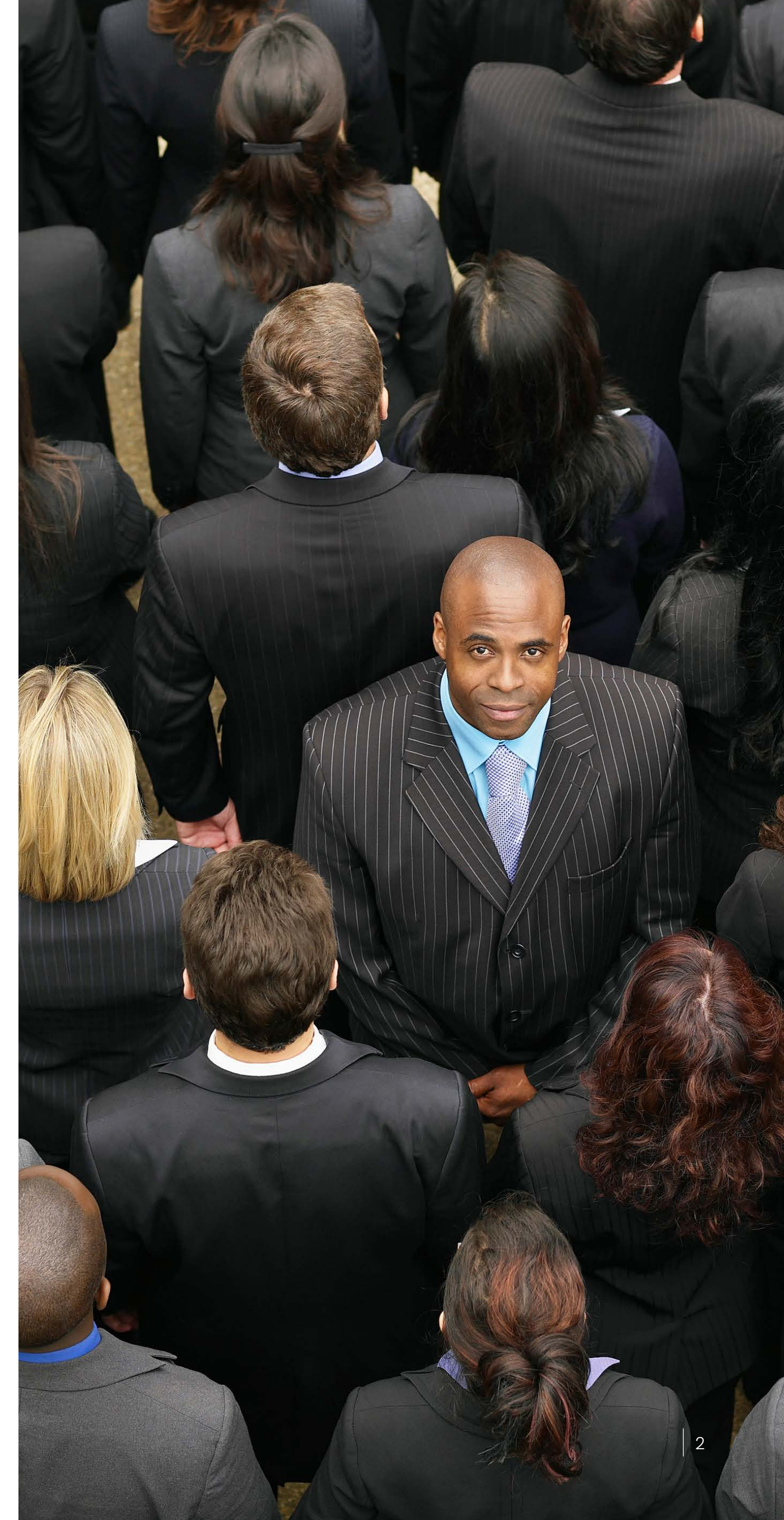


**Attract new advertisers to TV**

With a unified ad platform for broadcast and streaming, you can manage inventory, campaigns, creatives, delivery, and reporting – all in one place. It's a win for you, your advertisers, and your viewers.

This guide shows how you can reverse the trend of declining broadcast spend and unleash your full advertising potential.

<sup>1</sup> WARC Data. Global Ad Trends: State of the Industry 2020/21

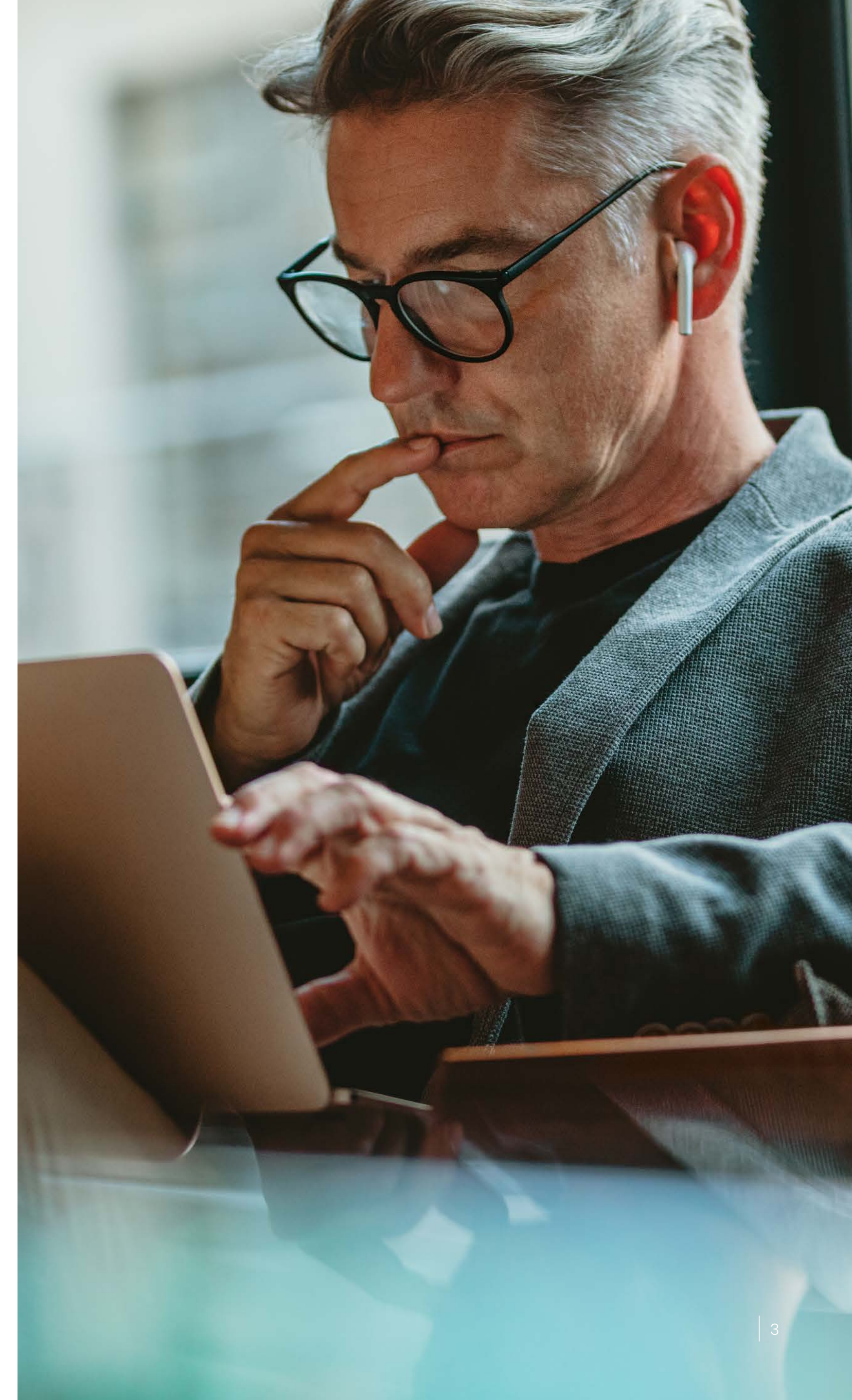


# The challenges of managing silos

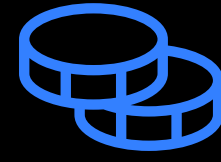
Both broadcast and digital advertising offer unique benefits. But they operate very differently at many levels, as the table below shows:

	Broadcast	Streaming Video
Inventory Sales Method	Direct sales	Programmatic
Delivery	Fixed one-way pipes to mass audiences	Dynamic two-way connection with a single viewer
Impression Measurement	Non-real-time panel data	Real-time, always-on connected devices

Due to these differences, applying addressable advertising across both platforms has, until now, required you to resort to siloed solutions: one for broadcast and one for streaming video. While this approach may be feasible, it is unwieldy, complex, time-consuming, and costly. And it creates many business and technical challenges that keep you from maximising your revenue.

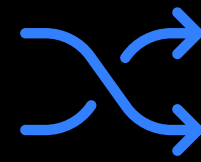


# Business challenges



## Efficiency and cost

Managing multiple technical solutions and myriad internal stakeholders and teams – from sales, through operations, to management – reduces your efficiency and increases your operational costs.



## Competing interests

Today's advertising industry ecosystem is more compartmentalised than ever. Each agency, data provider, back-office system, or other partner you work with has a separate business model and incentives that make optimising a multi-platform campaign nearly impossible.

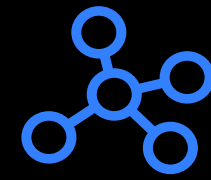


## Compliance with privacy and content requirements

Regardless of campaign type, you still need to comply with a litany of local content regulations and privacy laws are likely to have multiple touchpoints across each advertising technology platform.



# Technical challenges



## Inconsistent delivery and measurement

Given the stark differences between the delivery and measurement mechanisms of broadcast and streaming video advertising, accurately merging cross-platform reporting and forecasting is challenging at best.



## Insufficient scalability and reach

Reaching targeted audiences through a siloed broadcast platform is problematic. Many set-top boxes are only partially IP-connected or lack a hard drive for storing ads, yet still represent a large proportion of the devices that viewers use.



## Poor viewer experience

A siloed approach ties your hands when it comes to consistent targeting while trying to avoid ad fatigue/repetition across devices and platforms. At the same time, scalability limitations often translate to a poor video playback experience, namely black screens, buffering and latency.



**Introducing Tom,  
CMO at Blooberry TV.  
Could this be you?**

## *Juggling silos*

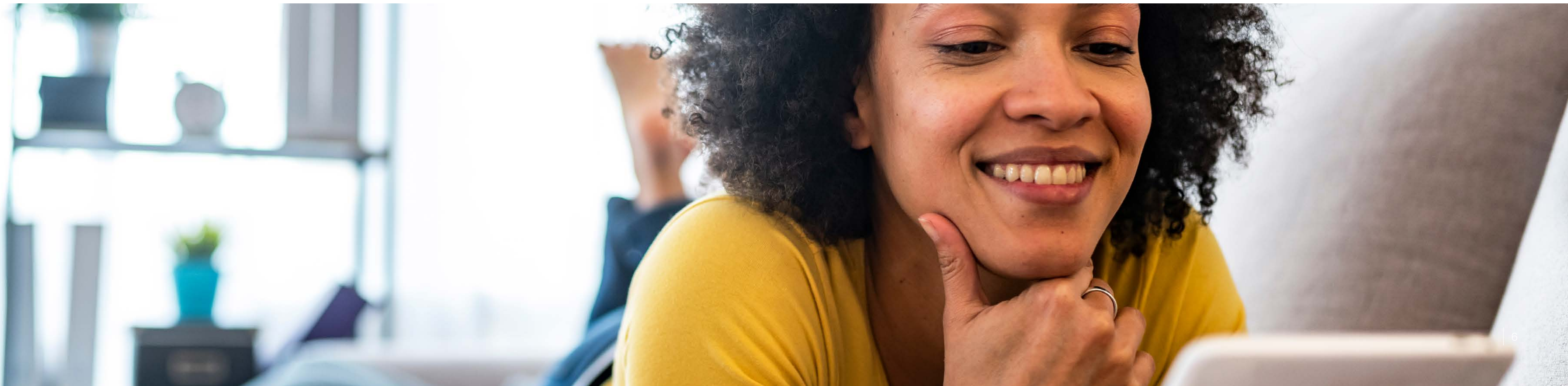
Tom is the Chief Marketing Officer at Blooberry TV. He juggles multiple agencies, data providers, and back-office systems to deliver addressable ads across multiple video platforms and screens. Most of his broadcast devices aren't enabled for addressability beyond basic geographic targeting, and the few that are consume valuable network bandwidth and local storage.

Even if Tom could carry out addressable advertising for broadcast and streaming video, the differences in targeting and measurement between the two make campaign execution costly and complicated. All the while, he's likely leaving money on the table.

# Win, win, win with unified addressable advertising

Thankfully, there's a way to mitigate the challenges: moving from a siloed approach to a unified addressable advertising solution that brings together broadcast and streaming. Such a solution delivers tangible benefits to the three main players in your advertising ecosystem: the operator, the viewer and the advertiser.

**A unified solution helps everyone win: Better control over data for operators, enhanced experiences for viewers, and a broader audience reach for advertisers.**



# Benefits for the operator



## More inventory and monetisation

By segmenting available opportunities that address multiple potential audience profiles, attribute-based targeted advertising enables you to expand your inventory and monetise it more effectively for both live and on-demand TV.



## Higher efficiency

Delivering ads just in time for the viewer results in more efficient use of client and network resources. It enables you to scale linear content on every screen and extend your footprint to broadcast audiences via all set-top boxes, even those without hard drive storage or IP connections. Moreover, by managing cross-device campaigns via a single, user-friendly interface, you can reduce operational overhead and optimise campaigns for all inventory and devices.



## Greater control over data

A unified addressable solution gets your multi-sourced data to talk the same language so you can more effectively identify, segment, and measure your audiences. By eliminating such silos, you can comply with local privacy regulations more easily, while keeping the data secure from third parties that might use it for other purposes.



**Tom's new mantra**

## Better together

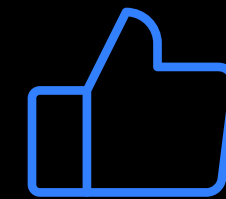
By bringing all his advertising data together, Tom has not only improved his operational efficiency, but also tripled his addressable reach. Consistent measurement and targeting mean that his campaign performance – and forecasting – have improved, leading to 30% higher yields. Now he can leverage his data to identify new audiences, refine segmentation and bring his advertising to a higher level.

# Benefits for the viewer



## Better value

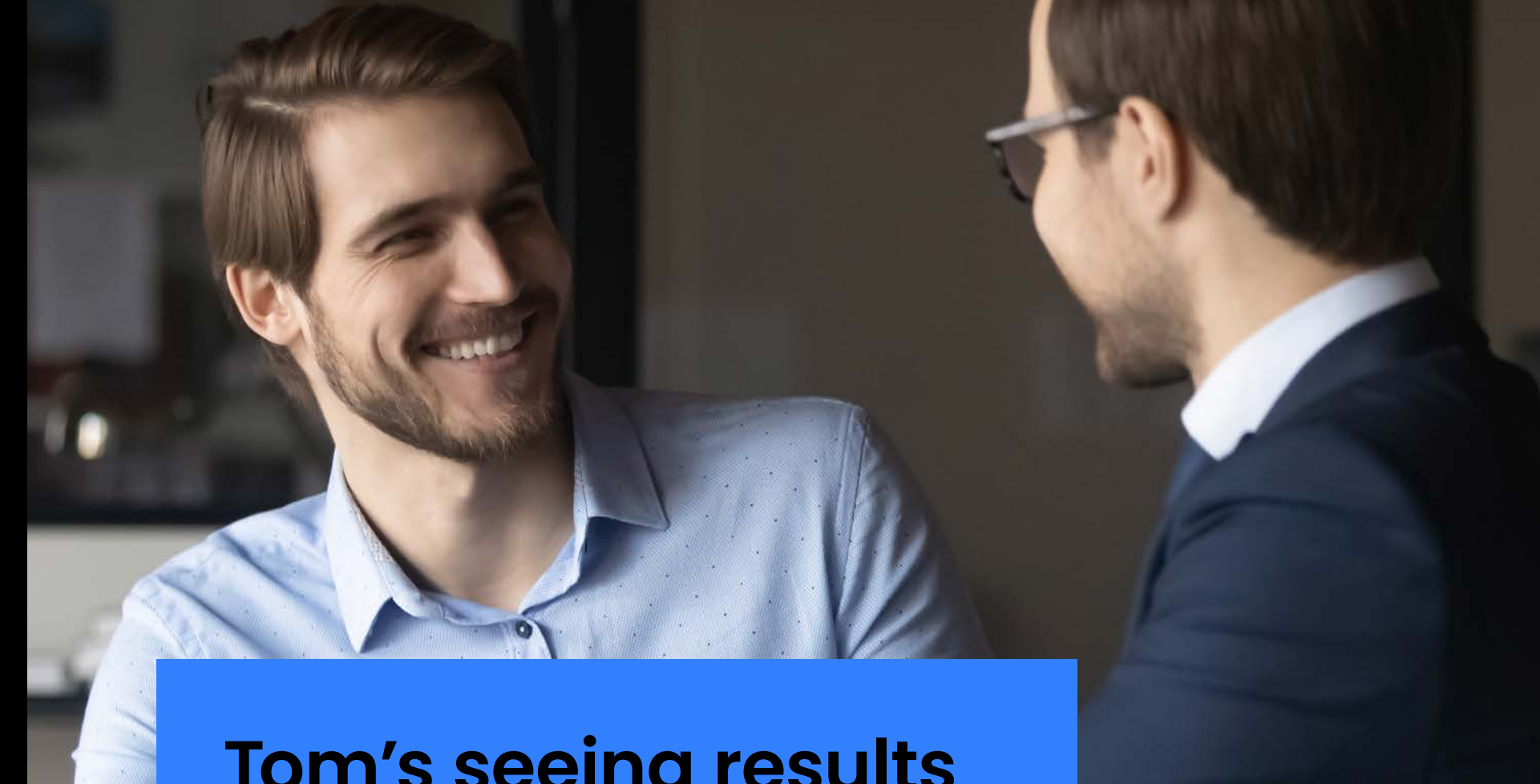
A targeted ad means a more relevant ad. And viewers are more willing to watch relevant ads, whether on a broadcast or a video streaming platform, since it allows them to get the content they want at a lower price.



## Enhanced experience

Targeted ads keep viewers more engaged by ensuring quality insertion, particularly during live events. That means no annoying black screens, ad cuts or constant ad repetition, regardless of what screen they're on.

“Viewers are more willing to watch relevant ads, whether on a broadcast or a video streaming platform.”



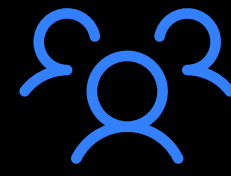
**Tom's seeing results**

## Happier Viewers

Even Tom's viewers are more engaged, experiencing less ad fatigue while seeing ads that they find more interesting and less disruptive. So much so, that this led to 50% fewer channel changes and 20% higher ad completion.



# Benefits for the advertisers



## Wider audiences

Supporting both broadcast and OTT campaigns, a unified solution enables advertisers to reach broader audiences of all sizes. As a result, advertisers can cost-effectively extend their digital campaign strategies to the widest audience possible, across all TV platforms.



## More engagement

By keeping viewers more engaged with targeted ads, they are less likely to leave in the middle. Ads that 'speak' to them increase recall, making for a stronger and more valuable impression.



## New opportunities

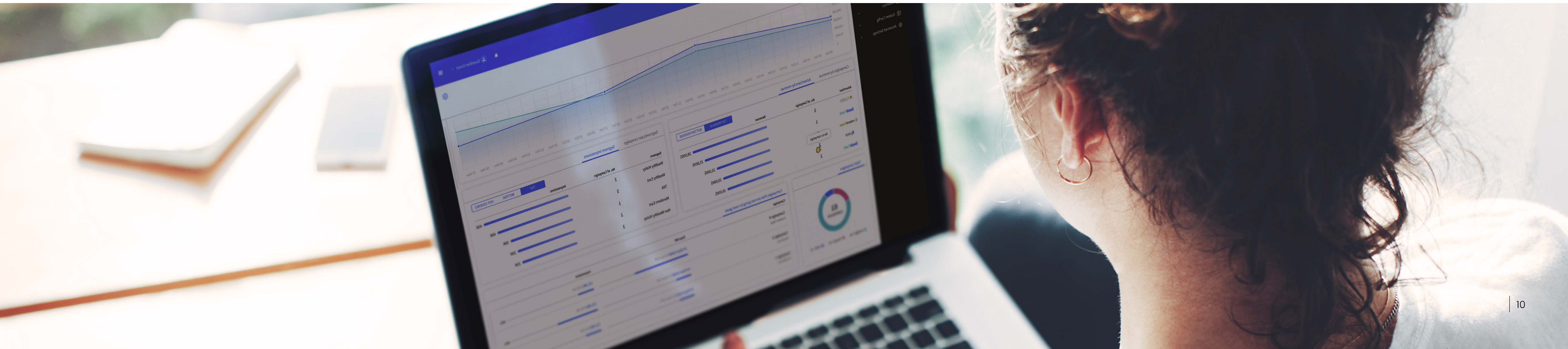
A unified solution opens the door to new revenue opportunities for advertisers, while reducing wastage. Rather than paying a high cost-per-ad for a broader, non-addressable audience, advertisers can pay less for a smaller, yet highly targeted audience... one that brings more advertising bang for their buck.



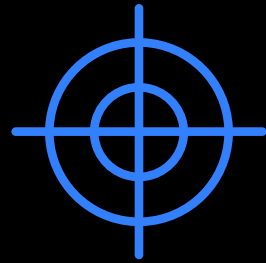
# How to build a unified addressable solution to unleash your potential

We've already established that bringing broadcast and video streaming advertising into a single, unified platform enables you to take a more holistic approach to management, decisioning, delivery, and reporting. By following these guidelines, you can make that happen and quickly reap the rewards.

“A single, unified platform enables you to take a more holistic approach.”



# Unified addressable solution building blocks



## Leverage your rich data sources

Targeting starts with gathering data. If the data originates from your own platforms, you can, for example, find out *when* your users consume content, *what* devices they use, *where* they live, and *how much* they're paying. Based on these and other measured behaviours, you gain a more direct and deeper insight into your viewers.



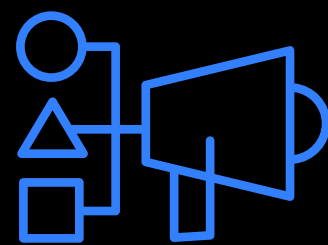
## Acquire supplemental data

Data is also available from third-party providers and can be used to enhance your understanding of audiences. Viewership data collected by representative panels provides a significant amount of quality demographic information such as age, income, lifestyle, and education.



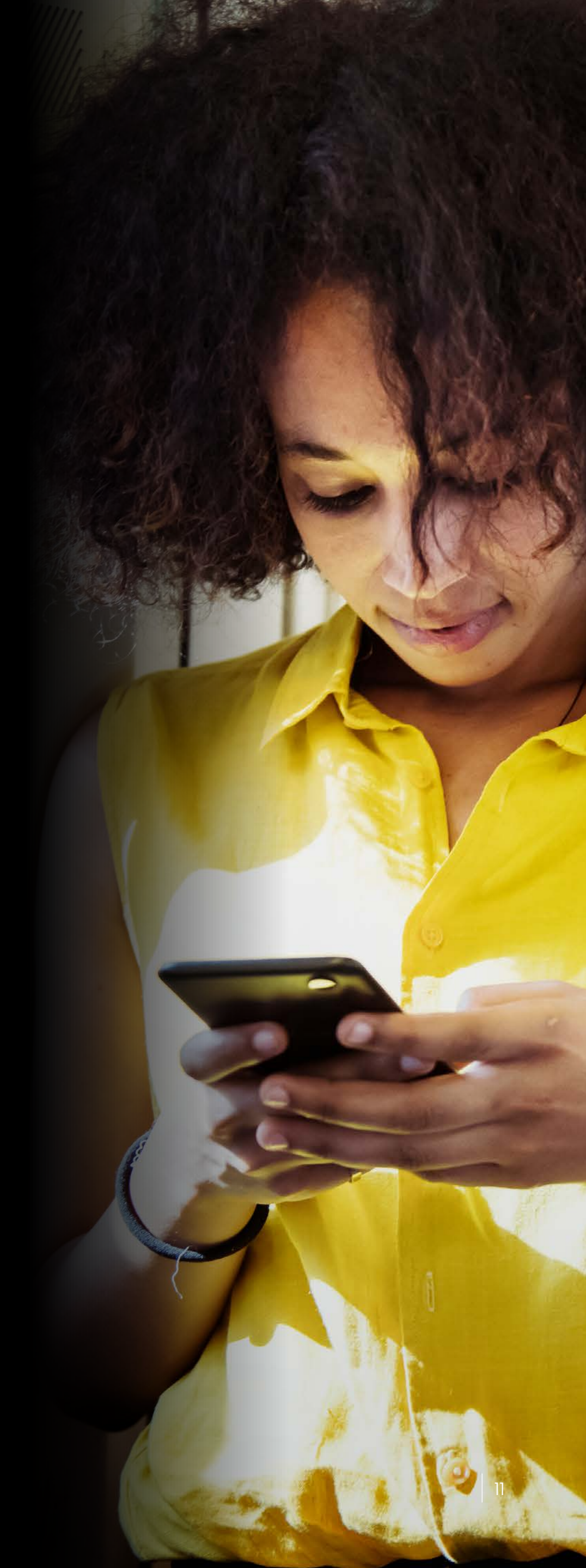
## Identify audiences

Regardless of the source, a unified solution will enable you to consolidate and leverage data to build and target audience segments with greater flexibility and precision. You can even combine attributes to hyper-target unique audiences.

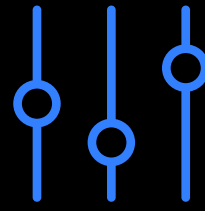


## Plan and execute campaigns

Now with your segments in hand, you can execute a targeted campaign. Define the parameters best suited for achieving your impression goals, while complying with local regulations. Specify dayparts, days of the week, device types, and channels that will reach the audience that you are looking to attract.

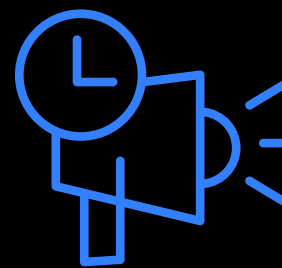


# Unified addressable solution building blocks



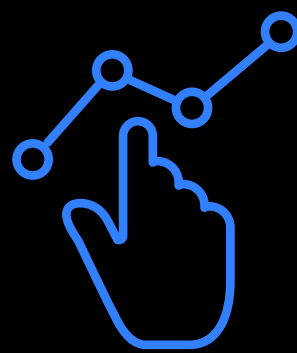
## Configure delivery parameters

You can even implement capping and pacing. Capping limits the number of times the same ad can be played for a specific viewer within a given time span. Pacing sets a minimum period of time between playing the same ad for a specific viewer.



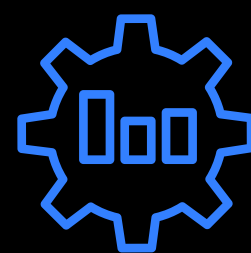
## Prioritise campaigns

You can also set priorities to ensure that your most valuable campaigns are delivered first, and define delivery curves for time-sensitive campaigns that might need to ramp up or down over their duration.



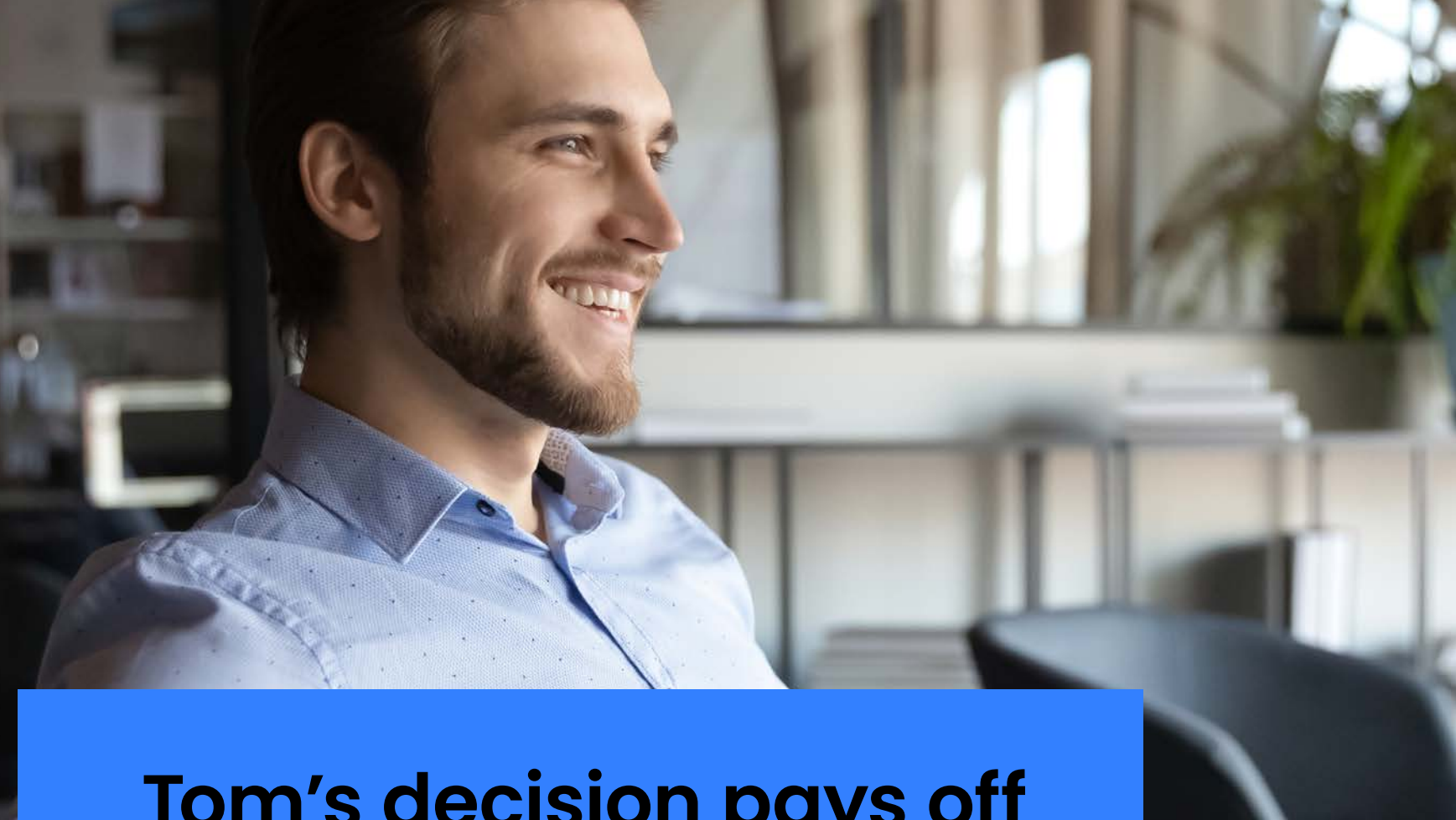
## Optimise your campaigns to reach your goals

A unified solution gives you a broader view of how your campaign is performing. Based on your forecast and initial real-time results, you can gauge whether you're going to reach your goals. If not, you can easily make changes on the fly to optimise your inventory across all platforms and services.



## Get data-driven results

By coupling all of that with precise reporting, you can continually optimise your campaigns and segmentation to tap into more of your ad inventory's potential value.



## Tom's decision pays off

### The only way is up

Tom has decided that a unified multi-platform solution can indeed be a gamechanger for his advertising business. He needs a solution that brings management, execution, measurement, and forecasting under a single umbrella. One that not only simplifies his life, but also grows his advertising business. By leveraging his new solution, Tom has seen his CPMs double, while adding a score of new advertisers who see the value of running campaigns on his company's platform. Now Tom is also seeing less subscriber churn and higher NPS, reducing his retention costs.

# About Synamedia Iris

Synamedia Iris empowers you to manage and deliver addressable ads across broadcast and streaming OTT video from a unified platform.

A modular cloud SaaS solution, Synamedia Iris unlocks more value from your inventory on all services and devices.

Operators like **Sky** and **Astro** (Malaysia) are successfully transforming their advertising business across all screens with Synamedia Iris, attracting new advertisers and improving viewer engagement.

[Learn more](#) about Synamedia Iris.

To book a free demo [contact us](#).

## Synamedia Iris Benefits

- Expands your addressable footprint across all screens
- Targets your audience segments via data-driven attributes
- Generates new inventory and addressable propositions
- Supports both direct and programmatic ad selling



**Winner: Best CTV  
Ad Tech Innovation**