



# HBBTV AD REPLACEMENT – SOLUTION OVERVIEW

**ATEME**  
Captivate your audience

# HBBTV AD REPLACEMENT

- Replace DVBT/S ads on HbbTV enabled TV Sets
- Using Dynamic Ad Insertion **DAI - Manifest Manipulation** and a **Dynamic Ad Substitution DAS** application in the TV set
- Pre integrated with leading **Ad Decision Services:**
  - Direct Campaign ADS's
  - Programmatic SSP ADS's
- **Ad preparation** with Titan File and serving with NEA-DVR + NEA-CDN
- Server side **Beacons** for measurement

## Target Segments:

Broadcasters	DTT Broadcaster Network Operator	Cable / Telco IPTV + OTT	Pure OTT	DTH Operator
✓	✓			✓

## HbbTV Monetization Benefits

### Increase Revenue:



- Monetize the growing HbbTV audience

### Measurement / Analytics:



- Measure interest in specific programs or viewers' behavior

### Increase Viewership & Loyalty:



- Increase relevancy to viewers with personalized ads

# MONETIZING A HUGE TV MARKET OPPORTUNITY

Our HbbTV Ad Replacement solution addresses the following 4 areas:

## Reach

DTT reaches 250M households in Europe, and almost all Smart TV's carry the HbbTV standard.

## Measurement

Accurately measure programs' popularity and unify ad measurement across OTT and DTT inventory.

## Targeting

Regional or household targeted ads increase the value of your inventory.

## Data Privacy

Comply with GDPR and TCF V2.0 via opt in consents for your audience profiles.

# LINEAR DTT + ADDRESSABLE ADS = HIGH MONETISATION POTENTIAL

## Seamless Substitution on A Wide Range of HbbTV Devices

Insert seamless personalized or regional ads without disrupting your viewers linear experience on a wide range of HbbTV 1.5 and 2.0 devices.

## HbbTV Ad Replacement Solution Benefits

### Comply with Data Privacy Laws

Comply with GDPR and TCF V2.0 rules. Viewers' consent data can be collected, updated, stored and managed to ensure continuous compliance with privacy regulations.



### Make All Ads Trackable and Measurable

Whether you want to keep some of our linear scheduled ads or replace them all with personalized ads, all your ads will be tracked and reported reliably, and granular reports can be shared with your advertisers.

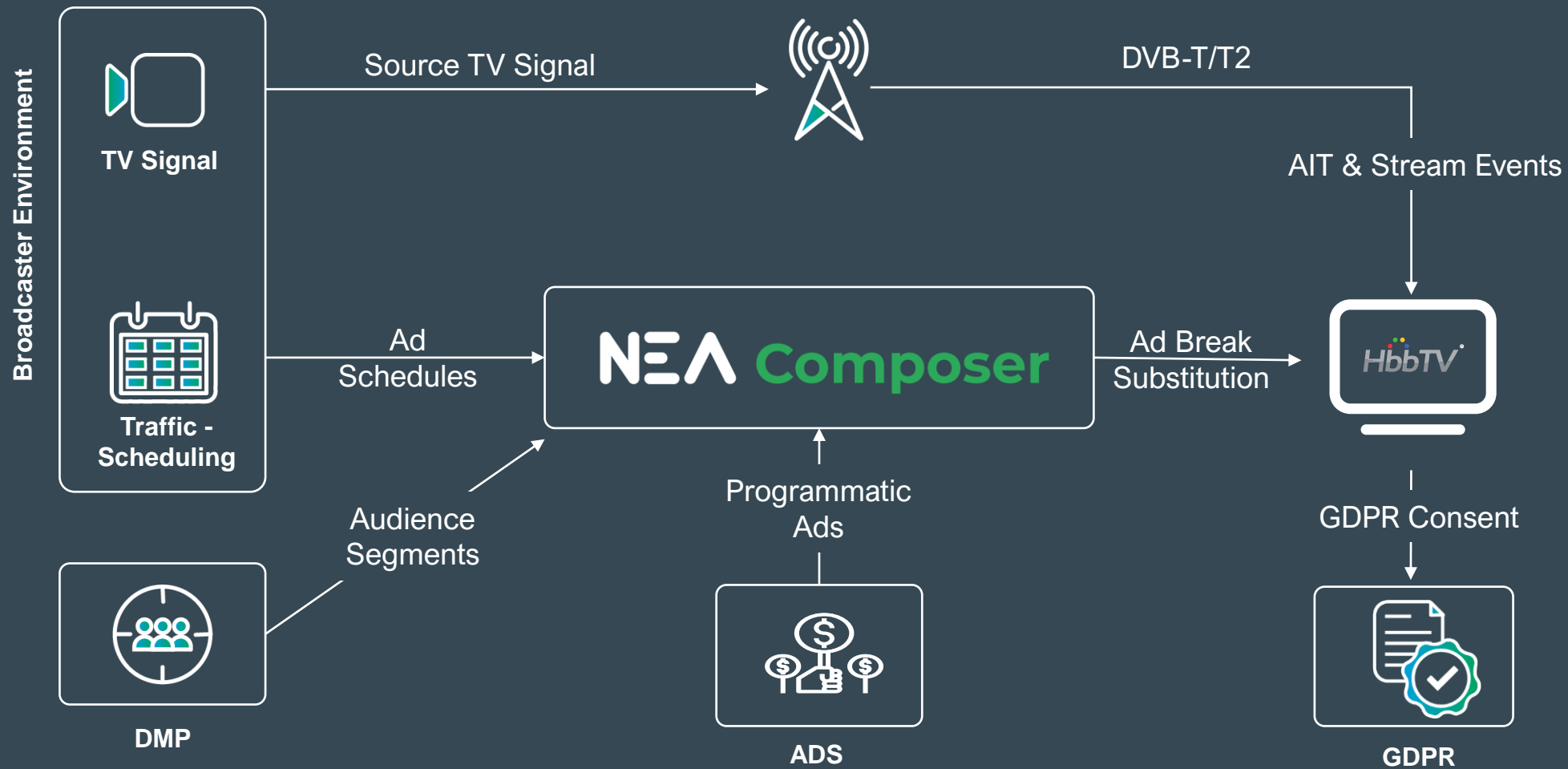
### Increase Revenue with Advanced Targeting

Device, contextual and audience segmentation data can be used to increase the value of your linear DTT inventory.

### Comply With Your Advertiser's Campaign Rules

Exclude competing spots, prevent spot duplication or set frequency capping and floor prices to comply with your advertiser's business needs, and give them the assurances they need to increase spending on your inventory.

# HBBTV AD REPLACEMENT – DTT ARCHITECTURE



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THANK YOU.