

iab•canada *presents*

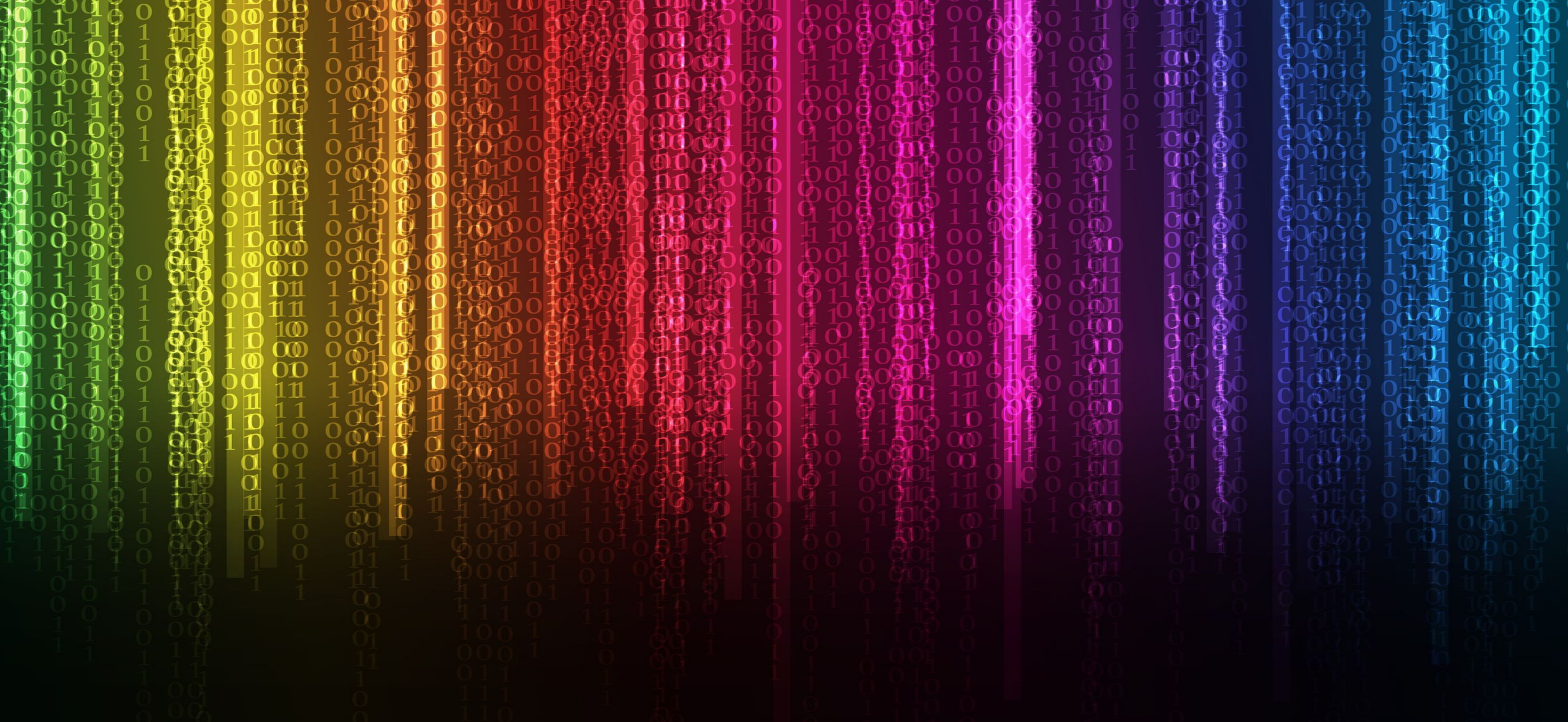
Advanced TV Week

Next Level Sight, Sound and Motion

Welcome to Day One

- **Advanced TV in Canada**






Diversity in the online advertising industry depends on all of us...

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iab.canada presents
Advanced TV Week
Next Level Sight, Sound and Motion

July 20-23, 2020 | 1:00pm

- Day 1: Advanced TV in Canada
- Day 2: Taking it Over the Top (OTT)
- Day 3: Views from the Buy Side
- Day 4: Programmatic TV



IAB Canada Education & Ev...

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What's On This Week

- Showcasing what is possible in Advanced TV in Canada
- Providing actionable insights that can be incorporated planning and executing advanced TV campaigns *today*
- And learning, so ask questions!



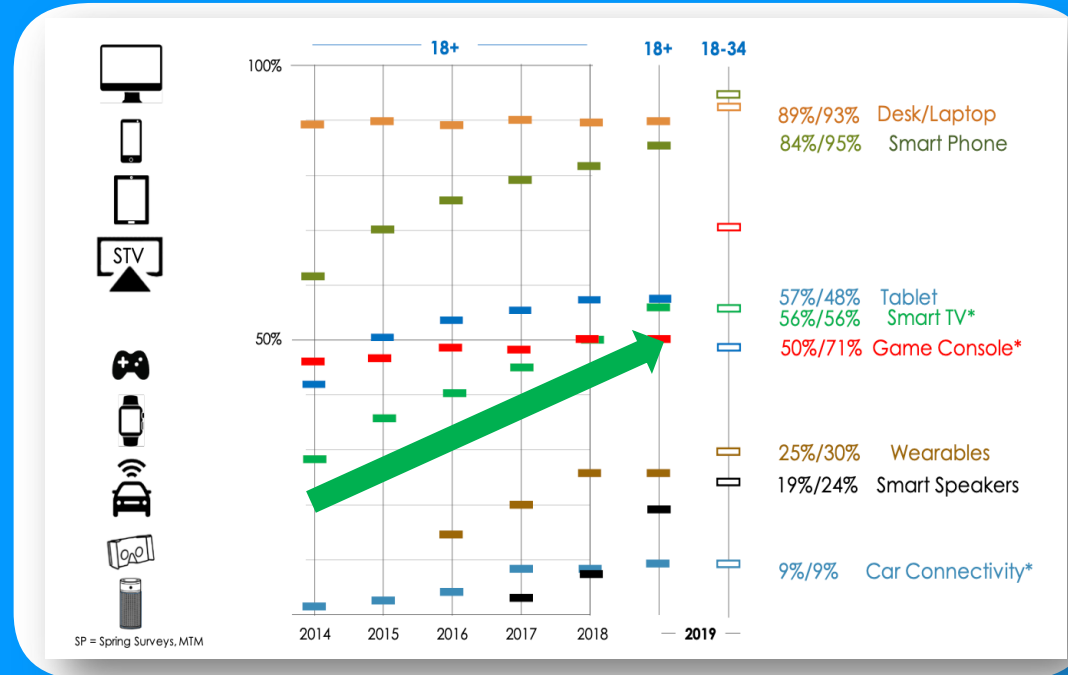
The Evolution of TV

FIRST REVOLUTION: BROADCAST TV		SECOND REVOLUTION: CABLE AND SATELLITE TV		THIRD REVOLUTION: OTT STREAMING VIDEO AND CTV		
						
Broadcast (black and white) TV	Broadcast (Color) TV	Cable TV and Multi-Service Operators	Satellite "Digital" TV	High-Definition and Over-the-Top Streaming Video	"Skinny Bundles" and "Video Everywhere"	OTT Streaming Video Goes Mainstream
1930's	1950's	1970's and 80's	1990's	2000's	2010 - 2015	2016 to present

Smart TVs and Smart Speakers
experiencing the greatest
growth
trajectory over the past six
years.

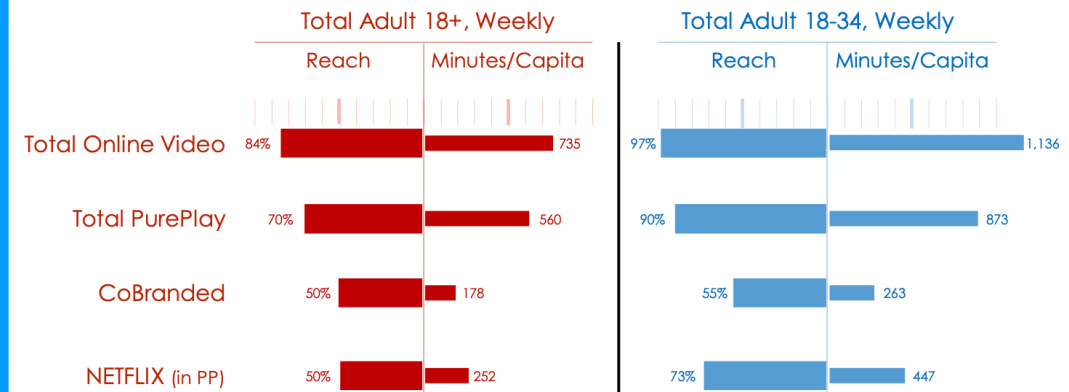
IAB Canada Revenue Survey:

- steady double-digit growth in video ad expenditure
- +18% in 2019 survey
- \$1.8B – almost one-quarter of total internet revenue.



"Online Video is big - big reach - big time counts and Co-Branded reach and time levels appear to be growing quickly and this represents an important development for Canada's legacy broadcast industry."

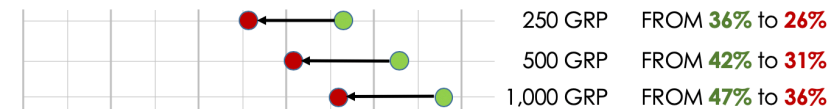
- Rob Young, Phd



- **Downward Spiral on** cost-per-rating points (CPRP)
- Narrow band of low profile TV programming – **low reach/low recall**
- New “breed” of advertisers are re-evaluating the value of TV

Evolved, Data-Driven Advertisers Driving Re-Assessment of TV

CURRENT ● Average Level of Branded TV Commercial Recognition ¹ ● EARLY 2010's



Defining Advanced TV Tra-Digital...

Linear vs. Non-Linear



Linear TV

TV that follows a schedule



Non-Linear

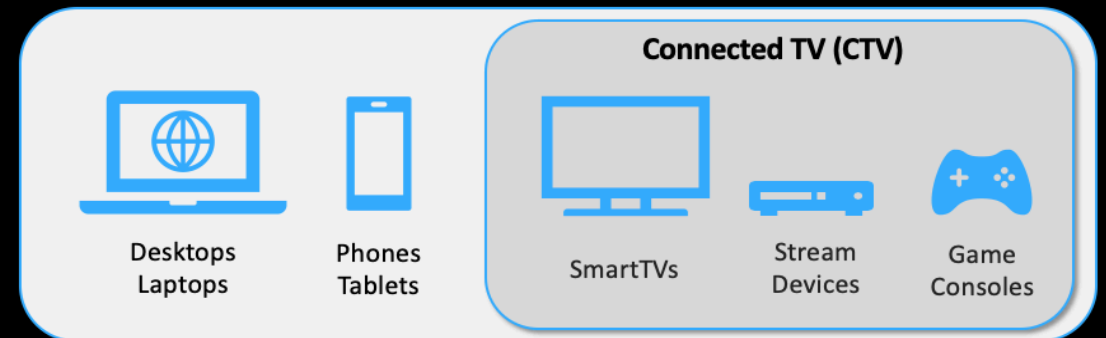
"On-Demand" Programming

OTT – Over the Top

Content Providers



Devices



AVOD/SVOD/TVOD

AVOD – Ad-Supported Video on Demand

Free-to-watch content which is then monetized through video advertising.

SVOD – Subscription Video on Demand

Users have a paid subscription to access to streaming video content.

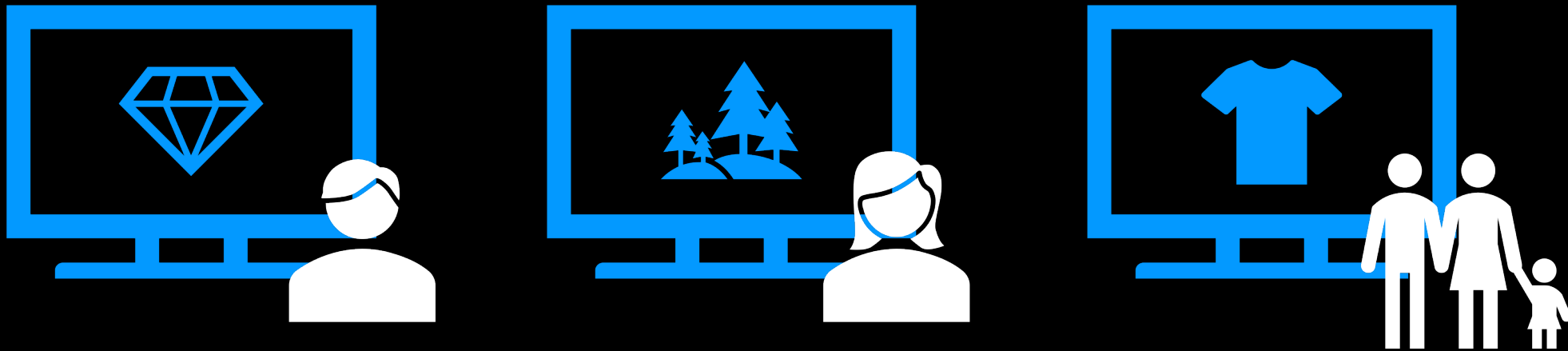
TVOD – Transactional Video on Demand

Users pay to access certain content through a pay-per-view (PPV) purchase model.

Dynamic Ad Insertion

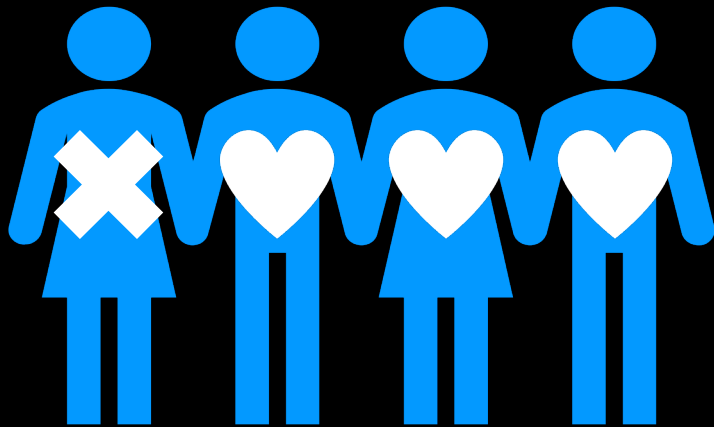


Addressable TV



ADDRESSABLE TV: Using data from advertisers, third party and/or TV providers, to show different ads to different households while they are watching the same program.

The Case for Ad Supported Content



According to our latest Ad Blocking study, 3 out of 4 Canadians prefer free content with ads present.

Ad Supported Video



76%

of people who regularly stream video say that they have **watched ad-supported OTT(AVOD)**.

The Future of TV?

