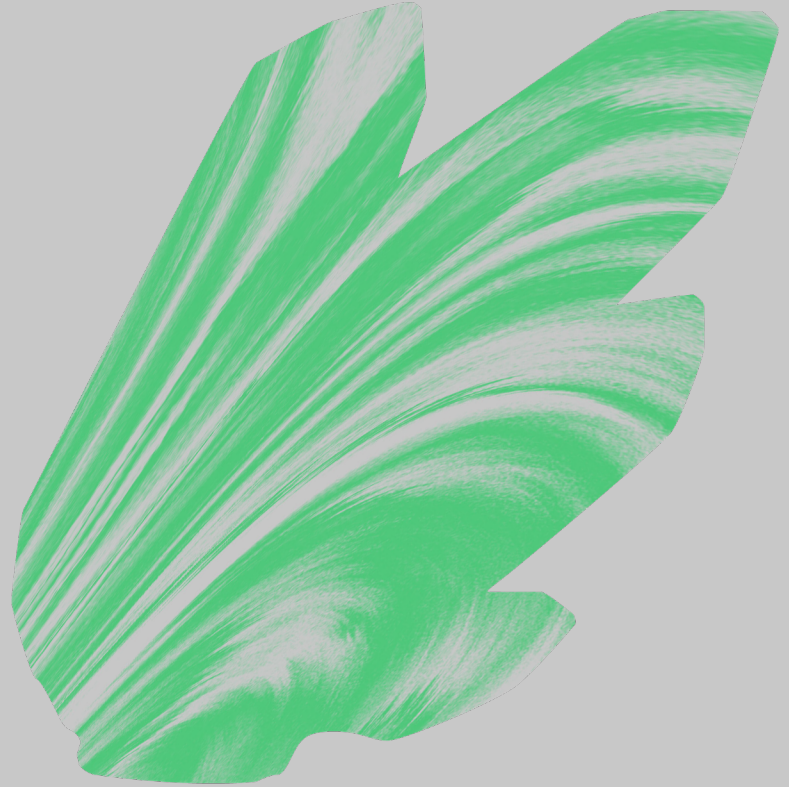




# Connected TV: Technical Best Practices from an SSP Perspective

Jeremy Smith, VP, Sales Engineering

You can call us Magnite.  
We're the world's largest  
independent sell-side  
platform for every channel  
and format.





# Connected TV is TV

# 30% of Canadian Households Not Reachable by Pay TV

Source: Convergence Research Group Ltd., "The Battle for North American (US/Canada)  
Couch Potato: Online & Traditional TV and Movie Distribution



# Connected TV Publishers Have Unique Needs

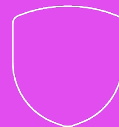
Magnite



Balance yield &  
user experience



Fill ad slots for  
entire commercial  
breaks at once



Protect brand  
& advertiser  
relationships

# How Magneite Solves These Challenges

## Challenge:

Publishers have to manage advertiser and category separation across many demand sources.

Many publishers rely on the SSP to enforce the restrictions on programmatic demand.

## Solution:

Our ad pod technology can quickly fill an entire playlist of ads.

Our competitive separation rules allow for a particular ad to only appear once in an ad break and a maximum of two times in a playlist. Additionally, these rules only allow one advertiser per industry in each ad break.



## Challenge:

Publishers must ensure their users have a seamless experience and also maximize reach for their advertisers

- Inconsistent device identifier from seller to buyer
- Privacy compliance
- Cross-screen device graph complexities

## Solution:

We ensure frequency capping can be achieved regardless of data rights

- Today we can create a unique identifier and pass it to DPSs for frequency capping; communicate ID origin in the bid request
- Enforce frequency capping within the SSP
- Perform analysis when advertiser or category is unknown

## Challenge:

Creatives need to play flawlessly and maintain quality standards

- Creatives are not compatible with the connected TV app
- Creatives can contain code that can affect playout (e.g. VPAID)
- Creative bitrate/audio can vary widely from content

## Solution:

Automate and make transparent creative workflows

- Two-way APIs and dashboards for DSPs to submit creative and understand creative approval status
- Restrictions in place to prevent incompatible creatives from winning in auction
- Audio normalization functionality to ensure ad volume does not vary from content

# Utilizing an SSP to Target Audience & Content





## Audience

- First-party addressable data sourced from publishers or buyers
- Layer audience data from the DMP partner of your choice



## Contextual

- Content Metadata:
  - Show-level targeting
  - Genre targeting
- Platform Targeting:
  - IAB Category
  - Device targeting

# Examples of Contextual Targeting

Magnite

## Types of Contextual Targeting Available

### Genre Targeting

Target by genres such as action, comedy, and more.

Sports

Reality

fubo<sup>TV</sup>

### Network-level Targeting

Target by individual networks to capture loyal fans and relevant audiences.

NBATV

CNBC

### Show-level Targeting

Show-level targeting offers buyers the most granular targeting option.

NBA Gametime

Shark Tank

### Content Rating Targeting

Allows advertisers to target shows and movies by content rating.

G PG  
R PG13

TV G TV PG  
TV 14 TV MA

Connected TV is TV

Connected TV publishers have unique needs

Need a platform to drive yield while protecting user experience & advertiser relationships



# Thank you!



---

**Jeremy Smith**

VP, Sales Engineering

[jsmith@magnite.com](mailto:jsmith@magnite.com)

---

**Damien Véran**

GM, Magnite Canada

[dveran@magnite.com](mailto:dveran@magnite.com)