

Tremor Video

Canada

The Modern Home

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iab•canada

Advanced TV Week

Today's Key Takeaways

- Understanding **the modern home**
- Challenges **for marketers**
- The 3 BEST ways to
 - **Surround hard-to-reach audiences** across All-Screen Video
 - **Extend your reach** through the power of Connected TV
 - **Conquest competitors'** linear TV campaigns
- Tremor event announcement

Connected TV on the Rise

63%

of Canadian households own a
Connected TV (CTV) Device*

200%

Increase in CTV consumption
since March 1st, 2020**

*Source: eMarketer, November 2019

**Based on Tremor Video / RhythmOne CTV supply





CHALLENGE

Competing with many secondary
screens, content and Competitor brands

Brand Recall Plummet 90% When Viewers use Second Screens While Watching TV



*Source: Beyond 30 Second Research



40% Brand Recall



4% Brand Recall

CHALLENGE

A large, dark semi-circular graphic is positioned on the left side of the image, partially overlapping the background. The background is a photograph of a modern living room with a large wall-mounted television. The TV displays a man in a brown suit, white shirt, and sunglasses, smiling and talking on a mobile phone. The room features a dark sofa, a coffee table with a decorative bowl, and a patterned rug. The overall lighting is warm and ambient.

Fragmentation of Screens

On more screens, with devices from many manufacturers, that are both smaller and larger than ever before.

CHALLENGE

Reaching the Hard-to-Reach SVOD Viewers

NETFLIX

hulu

apple tv+

sling

SHOWTIME

peacock

HBOMAX

STARZ

prime video

CHALLENGE

With More Cords Cut or Shaved



CHALLENGE OF CHOICE

What are Consumers Watching?

When? Where?



TREMOR VIDEO





THE ANSWER

What are Consumers Watching?

EVERYTHING

What are Consumers Watching?

AND ON ALL

What are Consumers Watching?

SCREENS

The Largest Screens in the House

SAMSUNG

ROKU[®]

SONY

LG

Panasonic

XBOX

NVIDIA

VIZIO

fire tv

androidtv

Nintendo[®]

PS[®]

SHARP

TOSHIBA

apple tv

INSIGNIA[™]

BIG SCREEN • PREMIUM • BRAND SAFE • NON SKIPPABLE • HIGHLY VIEWABLE ENVIRONMENT

Tremor Video: Simplifying Video Across All Screens



Identify What Viewers are Watching

Recognizing what is watched on opted-in Households TVs across Canada

Hisense



TIVO

TOSHIBA



LG

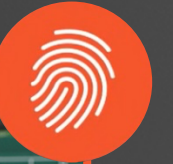
SHARP

SKYWORTH

slig

SEIKI

AUTOMATIC CONTENT RECOGNITION(ACR)



TV Retargeting

Three Tactics:

- **Surround hard-to-reach audiences** across All-Screen Video
- **Extend your reach** through the power of Connected TV
- **Conquest Competitors'** Linear TV campaigns



AMPLIFY YOUR TV SPEND. MAXIMIZE REACH AND FREQUENCY.

- Sync and retarget viewers of your LTV ads
- Ensure viewers see your ad, even when attention is split between the TV & mobile, tablet
- Serve sequential messaging between TV & Digital in either Video or Display



USE VIEWERSHIP DATA TO CONQUEST COMPETITORS.

- Utilize your competitors' TV spend against them -- shift brand awareness and favorability towards your brand
- Deliver your brand message in real-time to audiences exposed to a competitor's TV ad and/or sponsorship
- Capitalize on the TV attention problem – own the ads in a user lap when they look away from the TV (Over 85% of the time during ad pods)



TV Content Targeting



TARGET USERS BASED ON TV GENRE/NETWORK/SHOW

- Reach viewers of premium streaming content on Crave, Disney Plus, Amazon Prime, Hayu etc.
- Reach cord-cutters and viewers of ad-free content
- Surround viewers where no other advertisers can
- BYOB – Ability to create a custom list of shows that resonate with your target audience. Example:

BET^{her}

bravo

E!

LIFETIME

food
network

Citytv

Global

CTV

W
NETWORK



INCREMENTAL REACH TO LTV

- Target viewers who were not exposed to brand LTV ads
- Combine with other tactics to reach new audiences as they watch shows and movies your brand aligns with
- Efficiencies in digital vs incremental costs to reach on broadcast



**Tremor Video: Simplifying
Video Across All Screens**

LEARN MORE!

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- Combating Fraud
- 40+ Data Partners
- Exclusive TV Viewership data (Alphonso)
- CTV Creative Best Practices
- Programmatic CTV
- CTV Benchmarks
- QR Codes for CTV
- Data-Driven Creative
- Incremental Audience Reach to Linear TV
- No minimums to test
(mention code: **Thank You IAB**)

Tremor Special Event Announcement

Virtual Paint Night – WHAT FUN!



Virtual Drag Queen Bingo – COMING IN AUGUST!

JOIN TREMOR VIDEO AND THE QUEENS

**FOR A COLOURFUL NIGHT OF
VIRTUAL BINGO, LAUGHS AND PRIZES!**

**COME DRESSED IN YOUR MOST
FLASHY OUTFIT AND READY TO PLAY!**

**WEDNESDAY, AUGUST 5TH
6PM ET
ZOOM LINK TO FOLLOW**

THE VIRGO QUEEN

TAY BOBO

DRAG QUEEN

BINGO!



TREMOR VIDEO