



How to Buy It?

Buying CTV Programmatically.

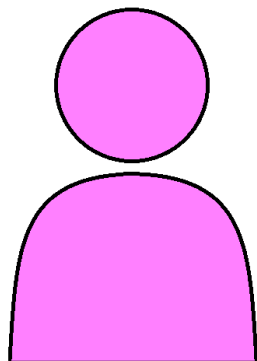
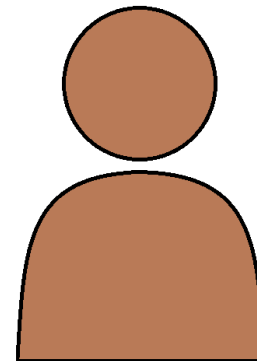
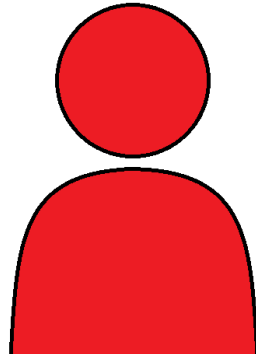
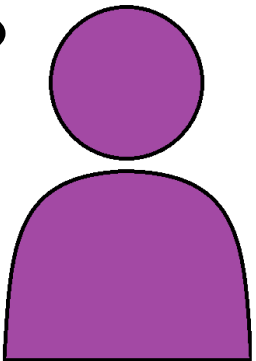


Your Canadian Media Solution 

With growing audiences and a broad canvas of content to choose from, what is the best way to buy CTV? Take a deep dive into programmatic buying and how to harness the power of CTV

Step 1: Define what you're buying.

Connected TV Is Ambiguous.



Let's Play A Game.

I S I T

Connected TV?

Let's Play A Game.



Connected TV?



Let's Play A Game.

I S I T

Connected TV?



Let's Play A Game.

I S I T *Connected TV?*



Let's Play A Game.

I S I T

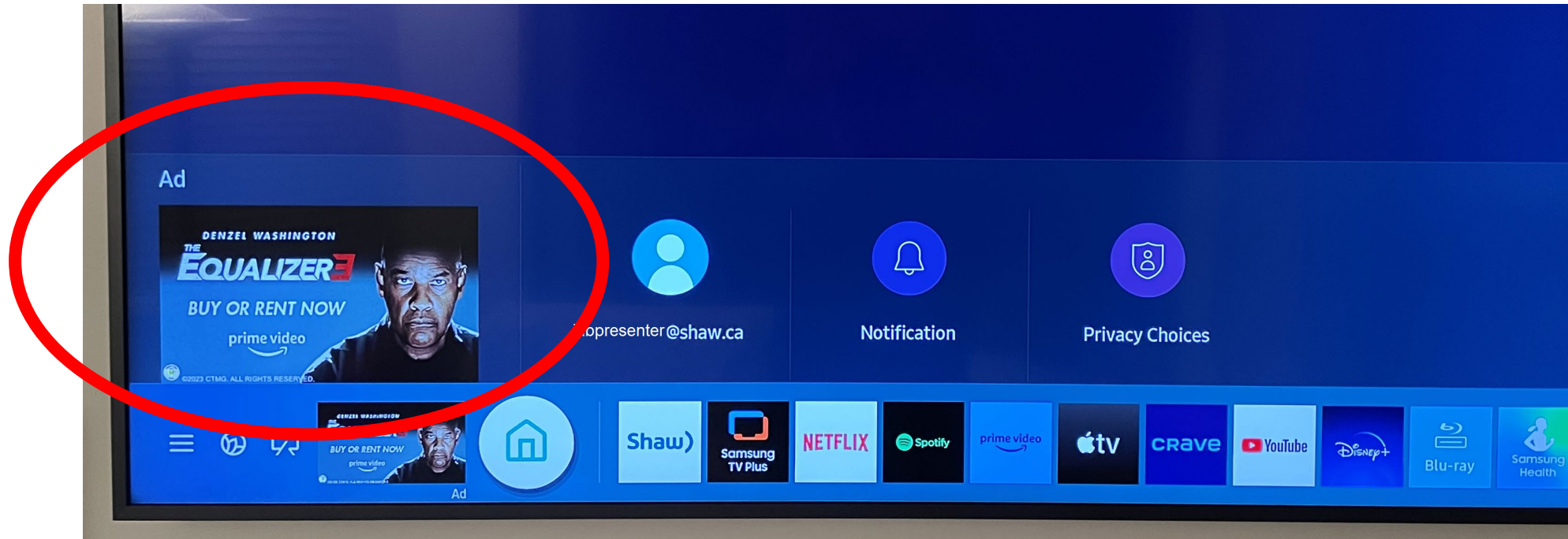
Connected TV?



Let's Play A Game.

I S I T

Connected TV?





Ambient mode



Shaw)



Samsung TV Plus

NETFLIX



Spotify

prime video



Apple TV

CRAVE



YouTube



Disney+



Blu-ray



Samsung Health

* Sma



Learn more



Best **Coke**. Ever?



#takeataste

*Coca-Cola 100% and water from...



Best **Coke**. Ever?



Shaw)



NETFLIX



prime video



CRAVE

YouTube



Blu-ray



SmartTV



Learn more



Best **Coke** Ever?



#takeataste



Best **Coke** Ever?



Shaw)



NETFLIX



prime video



CRAVE



Blu-ray



SmartThings

Make Sure You're Clear On...

Devices

- Smart TVs
- Phones
- Tablets
- Gaming consoles
- Laptops

Apps

- Video
- Games
- Screen savers
- Short vs. long form
- FAST
- Promoted

Content

- Allow list
- Block list
- Open exchange

How WMG Does It.

Devices

- Smart TVs
- Phones
- Tablets
- Gaming consoles
- Laptops

Apps

- Video
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Content

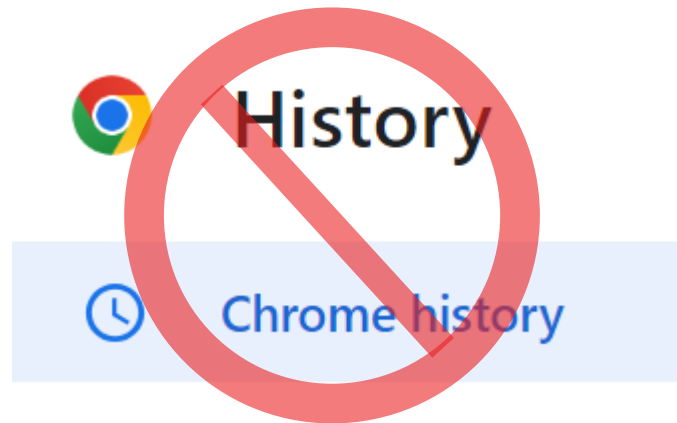
- Allow list
- Block list
- Open exchange

Step 2: What targeting do you want?

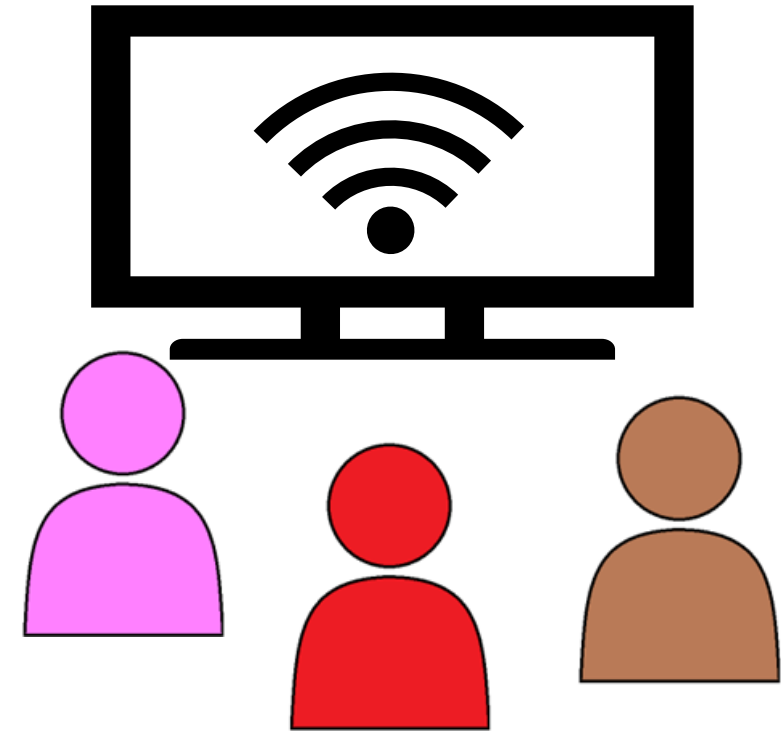
Connected TV Is A Unique Environment.



No cookies

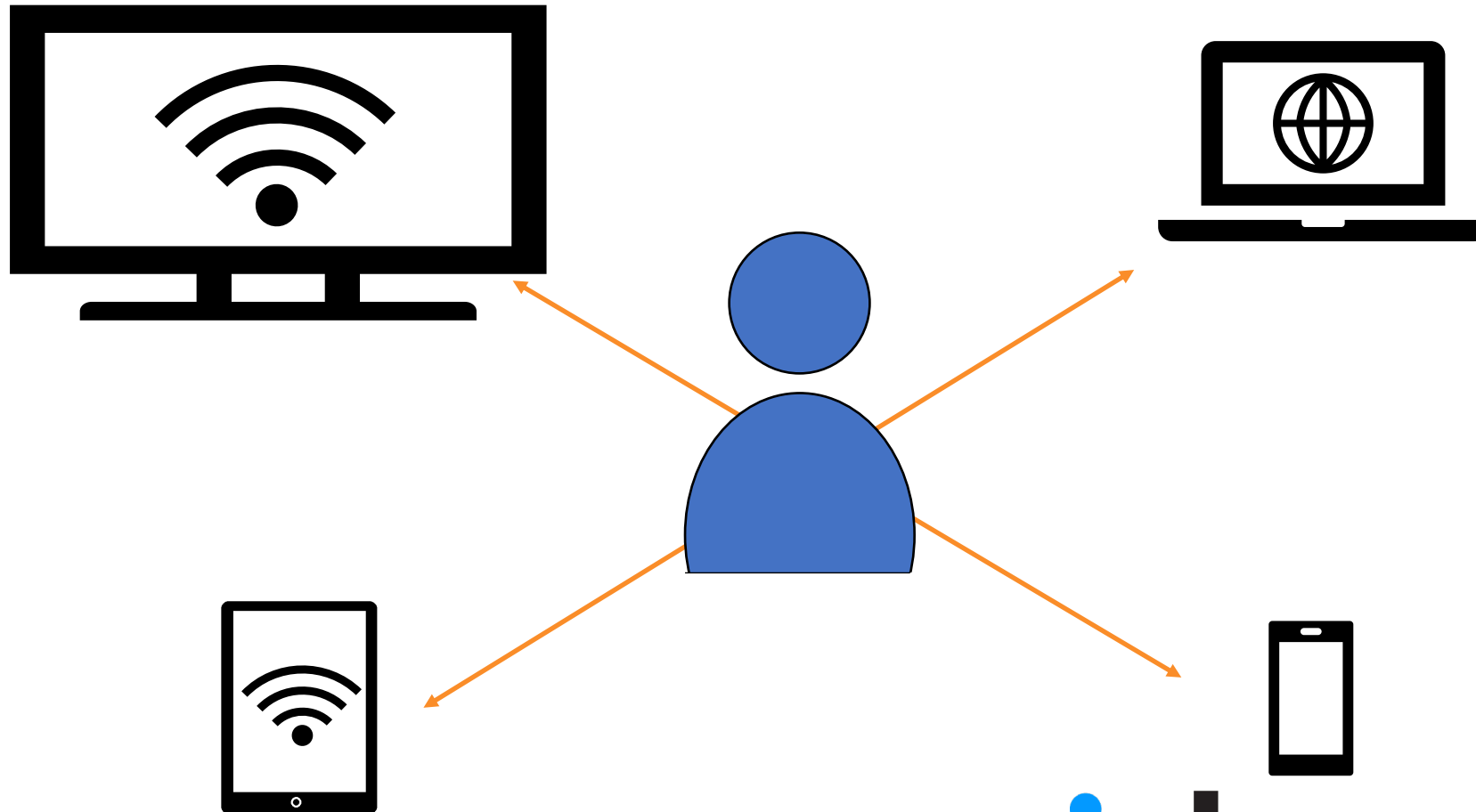


No browser history



Not one-to-one

Some 3rd Party Data Is Available Through Device Graph Matching.



Context Is Important.



ACR Is Behavioural for Connected TV.



ACR Is Behavioural for Connected TV.



Costs Vary Widely.

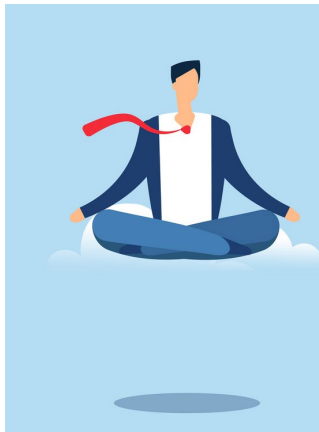
dollars

Step 3: Decide how you're going to buy.

Managed Service vs. Self-serve

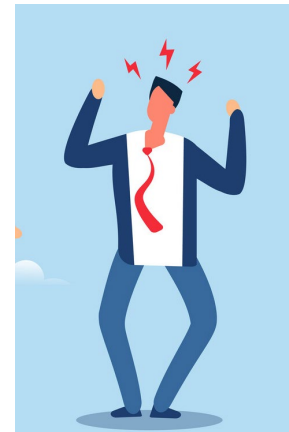
Managed Service

- Rely on your partners' expertise
- More options

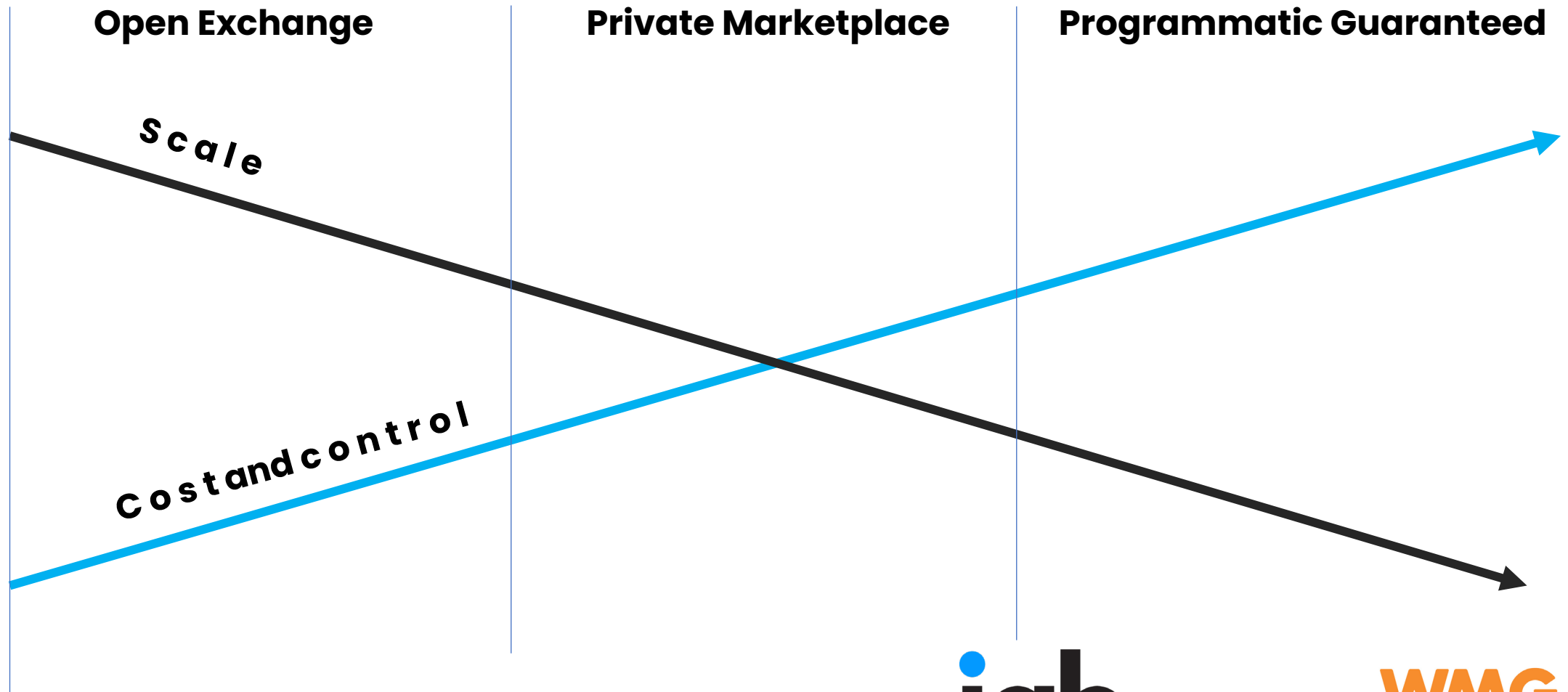


Self-serve

- DIY
- May (or may not) be less expensive
- More control



How Open Do You Want To Be?



How Open Do You Want To Be?

Open Exchange

- Most opportunity to deliver
- Most diverse inventory
- Fewest controls on what you're buying
- Lowest cost

Private Marketplace

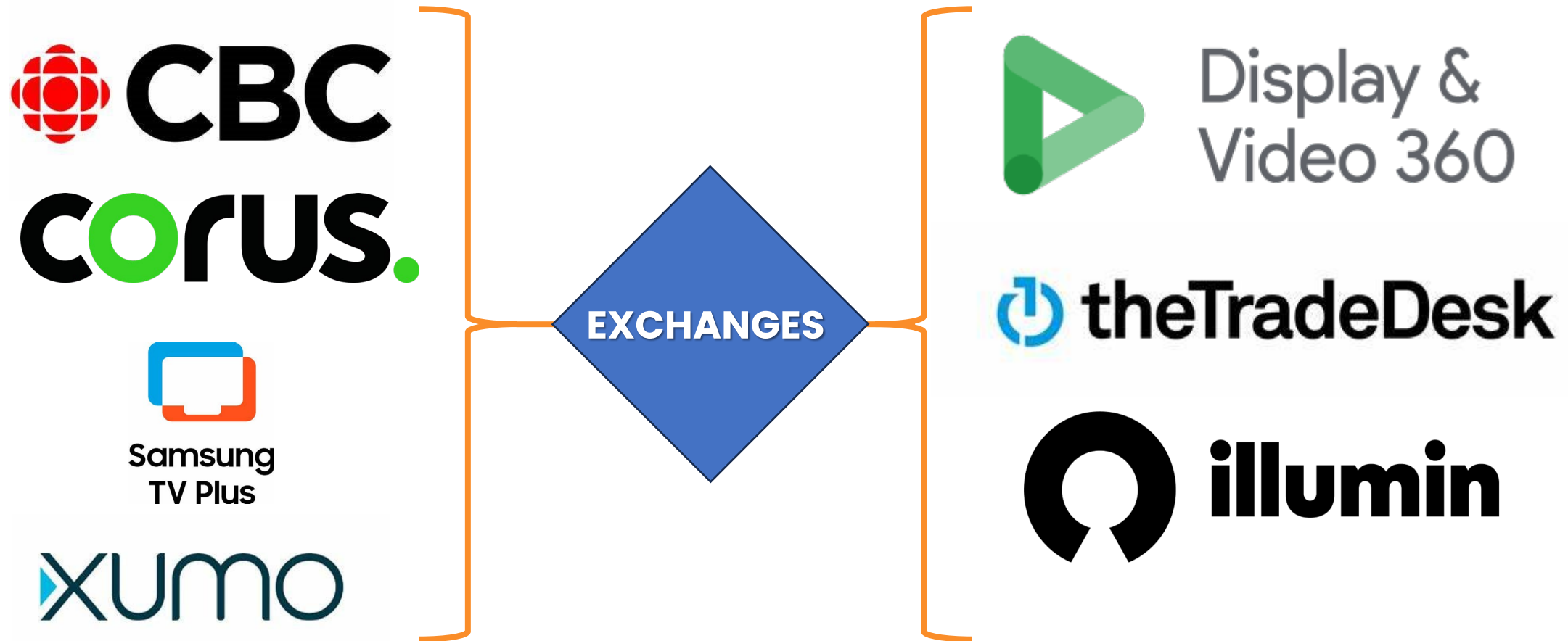
- Tighter controls on what you're buying
- RTB
- Curated inventory in the deals that you negotiate

Programmatic Guaranteed

- Like an IO but through programmatic pipes
- Guaranteed (as close as possible in programmatic) that you will deliver
- Inventory is exactly what you want
- Easy
- Lower tech fees

Step 4: What inventory are you looking for?

Most DSPs Plug Into Most Programmatic Inventory.



Some publishers have their own tools.

Bell
Media

OneView Roku

Amazon DSP

Magnite

SAMSUNG DSP

...which may offer some advantages

iab.canada

WMG WESTERN
MEDIA
GROUP
Your Canadian Media Solution

Some Publishers Have Exclusives.

NETFLIX



Microsoft | Advertising
xandr **Bell**
Media

Disney+



ROGERS

Step 5: Measure and optimize.

Metrics.

Impressions

Video completion rates (typically 90%+)

No clicks (unless something is weird)

No conversions

It's Not Display.



No cookies

You'll probably need a partner.



Summary


Summary.

1. Define your (or the client's or your boss's) expectations
2. Define the inventory that you expect
3. Choose the platform that you want to use
4. Determine how you're going to measure
5. Have fun with it!

Thank you



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