

# SPB TV ADVERTISING PLATFORM

## Targeted TV advertising – a revolutionary tool for the monetization of your TV service

Advertisers today appreciate tools that enable them to address a well-defined target group with relevant targeted messages. SPB TV's innovative technologies for targeting advertising allow us to produce TV advertising that is as targeted as the contextual advertising on Google, and

maintain emotional impact as a result of the videos being displayed in «Full Screen» mode. The ability to display it on all devices, including mobile phones, tablets, PCs and TVs, can significantly extend the target audience.

SPB TV business analytics technologies allow for the gathering of complete information about viewers, their tastes, preferences and habits. Using this data and the innovative SPB TV Advertising platform, TV providers can deliver customized or even personalized commercials to their audience.

## In-stream ad insertion

SPB TV Advertising Platform supports revolutionary technology that allows you to seamlessly replace an existing television advertisement (within the video feed) with commercials selected by the TV provider and targeted using a number of parameters. If users notice the ad substitution, they will only wonder how the advertiser knows their age, gender and interests.

Advertising substitution takes place on the server, which ensures the smoothness and continuity of the broadcast for viewers on all screens: mobile devices, PCs or TVs.

SPB TV technology has been recognized through prestigious international awards such as TV Technology Europe STAR 2012 and VAS Awards 2012 in the category of «Innovative Product.»



## Pre-roll ads

Advertising is shown to users while channels load, when the viewer's attention is focused on the screen. Users understand that the download might take some time, and so the advertising isn't too annoying, yet it has maximum impact on the viewer.

## Advertising formats:

- Banner advertising
- Video advertising

All the ads demonstrated on the mobile devices contain the Call-to-action element:

- Click to landing page
- Click to video play
- Click to call
- Click to download

• Offer advertisers targeted or personalized advertising space and shield subscribers from unnecessary and annoying commercials with SPB TV

## SPB TV's benefits

- Precise targeting and personalization of advertising
- Ensuring subscribers' maximum attention while watching advertising
- No irritation, no additional delays and pauses
- A complete assessment of the ads performance based on statistical reports

## Targeted advertising's parameters:

- Gender
- Age
- Location (country, city, street address)
- Device type
- Operating system (Windows, Mac OS, iOS, Android, Symbian, Windows Phone, BlackBerry, Maemo, WebOS, WAP and bada)
- Preferred TV channels
- Language and much more

