

CONNECTED TV: How Canadian Marketers Can Win

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WHAT'S INSIDE

Connected TV is linked to the internet to bring users a **multimedia experience** with traditional and OTT services.

Opportunities for advertisers in the connected TV space to **target specific types of users** and gain **real-time insights** on campaigns.

The growth of connected TV will continue to bring **new opportunities** for advertisers and users alike.

CONNECTED TV IS HERE AND NOW

**CONNECTED TV (CTV) IS
CONNECTED TO THE INTERNET,
GIVING THE VIEWER ACCESS TO A
VARIETY OF CONTENT AND
ENTERTAINMENT APPLICATIONS
TO PERSONALIZE THEIR TV
EXPERIENCE.**

Your TV can be a one-stop-shop for all of the content you are looking for. Now users have access to multiple avenues: traditional broadcasting, OTT, built-in apps on one screen.



64%

64% of U.S. consumers have never had cable, are planning to cut the cord, or have already cut their cable subscriptions.

TRADITIONAL TV VIEWERS VS. CORD CUTTERS VS. CORD NEVERS

CONNECTED TV GIVES ADVERTISERS THE ABILITY TO TARGET USERS NO MATTER THE CONTENT THEY CONSUME.

Traditional TV watchers are consistent with their broadcasting subscriptions, while the amount of "cord cutters" (those who have cancelled their subscriptions) and "cord nevers" (those who have never owned a broadcasting subscription) have grown, making reaching these demographics increasingly difficult for advertisers in this medium.



CONNECTED TV BRIDGES THE GAP

**WITH CONNECTED TV, ADVERTISERS
CAN REACH TRADITIONAL AND NON-
TRADITIONAL TV WATCHERS.**

Advertisers can connect to their audiences through the apps, OTT (streaming services), and other media on their connected TV to speak directly to target demographics and households.



"It is fantastic to have Connected TV as an option for our clients finally. Over the years, we began to lose a segment of the population, along with a segment we could never reach via the television.

With Connected TV, it's exciting to now have the option to reach these segments via the most captivating screen in the home"

- Kelly Murray



NO BARRIER TO ENTRY

**HISTORICALLY, ADVERTISING WITHIN
THE TV MEDIUM REQUIRED A
SUBSTANTIAL MINIMUM
INVESTMENT, CONNECTED TV
DRAMATICALLY LOWERS THE ENTRY
POINT FOR MARKETERS.**

The amount of investment advertisers will be required to put forward will be in the hundreds rather than the thousands, giving greater opportunity to break into those demographics of viewers.



LESS RISK, MORE IMPACT

AD BUYING WITHIN THE TRADITIONAL BROADCAST ECOSYSTEM IS MADE BASED ON VIEWERSHIP ESTIMATES PROVIDED BY THE BROADCASTERS. THAT MODEL HAS CHANGED COMPLETELY WITH CONNECTED TV, WHICH IS PURCHASED ON AN AD IMPRESSION LEVEL, IN REAL-TIME

Knowing which demographics are watching what and when will allow advertisers to spend less on risks and more on calculated messaging with a metric driven ROI.





RELY ON METRICS

**METRICS FROM REAL TIME
IMPRESSIONS, VIEWS AND VIEWING
LENGTH ON YOUR ADVERTISEMENTS
ARE NOW POSSIBLE THROUGH
CONNECTED TV.**

Use real-time metrics to track the success of your campaigns across your demographics and use these measurable reports to invest in your next campaign.

RECEIVE IMMEDIATE REPORTING

REPORTS FROM CAMPAIGNS ARE IN REAL-TIME AND MORE IN-DEPTH TO SHOWCASE VIEWS AND IMPRESSIONS.

Linear TV Broadcasting reports from campaigns are currently in the months following the campaign end date. Connected TV will have data available immediately to help adjust throughout for best performance.





"The opportunity for marketers to enhance broadcast TV investments with Connected TV is exciting. As part of a media mix, this emerging platform will offer the ability to bring the targeting and metrics we love from digital advertising to the screen we know captivates Canadians."

-Donna Alteen



DIRECT TARGETING

**DIRECTLY TARGET SPECIFIC
DEMOGRAPHICS OR
HOUSEHOLDS FOR SPECIFIC ADS
TO APPEAL DIRECTLY TO YOUR
AUDIENCE.**

Instead of targeting content, Connected TV gives advertisers the opportunity to target users directly.






CREATIVE INNOVATION

TELL VIEWERS A STORY THROUGH SEQUENTIAL ADVERTISEMENTS.

Advertisers now have the opportunity to share sequential ads for storytelling instead of re-playing the same advertisement to the same household to increase meaning and connection.



A PLACE FOR PERSONALIZED CONTENT

PERSONALIZATION AND CUSTOMIZATION OF YOUR ENTERTAINMENT EXPERIENCE.

With Connected TV, users will have a curated experience of their interests and their advertisements will target them directly, rounding out the personalized content they receive.



"We believe this will continue to grow and result in better content in the Connected TV space. As ad dollars switch into this space and broadcasters see this happening it will reshape how we look at buying and watching TV."

-Shawn Lowe



ACTION PLAYBOOK

No Barrier to Entry

Connected TV allows for more companies to reach TV watching demographics by tearing down the high investment numbers associated with traditional TV advertising.

Less Risk, More Impact

Base your new campaigns off real numbers instead of the group estimates that traditional TV has been using for years.

Rely on Metrics and Receive Immediate Reporting

Real-time metrics from clicks, impressions, and play-thrus will allow you to adjust your campaigns. Receive reports immediately instead of six months after the end of your campaign.

Directly Target Households and Demographics to Tell a Story

Instead of targeting content, target users and offer them your best story-telling experience.

Personalize your Multi-Media Experience

Users will be able to personalize what they consume and advertisers will be able to customize their ads to best suit the users individual preferences.



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