



Addressable TV Advertising: Creating a Better, More Personal TV and Video Experience

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People can now watch their favourite TV content at any time on a variety of devices. This means advertisers can't count on reaching audiences with just traditional TV ad buys. In our latest Evolution of TV article, we explore the opportunities and challenges in creating a personalised advertising strategy.

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Gone are the days when watching TV meant weekly living room gatherings around a broadcast or cable network's most popular show. Now, viewers watch what they want and when they want, across multiple platforms and devices; from the small screens in their pockets to the large screens in their living rooms.

With such fragmented, time-shifted audiences, how can advertisers ensure that they are reaching the right viewers with the right message? Addressable advertising.

Addressable TV advertising is the ability to show different ads to different households while they are watching the same programme. With the help of addressable advertising, advertisers can move beyond large-scale traditional TV ad buys, to focus on relevance and impact.

Bottomline: Viewers get more relevant and interesting ads.

For marketers, addressable advertising allows you to reach more specific audiences with greater creative flexibility, deep insights and dependable ROI data. With much more granular TV attribution and measurement, advertisers can understand the true performance of their ad – including engagement, brand lift and conversions.

As addressability continues its march towards wide-scale deployment, as with any nascent technology, it is accompanied by some challenges. Achieving reliability at scale is a concern for many advertisers considering the switch from traditional ad buys to personalised advertising. Audience measurement will need to integrate traditional, panel-based gross rating points and internet-enabled, census-based measurement before the potential of addressable advertising can be fully realised. With the recent launch of DoubleClick Dynamic Ad Insertion for TV broadcasters and distributors, we took a major step toward enabling addressability at scale and addressing some of these challenges.

Report

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