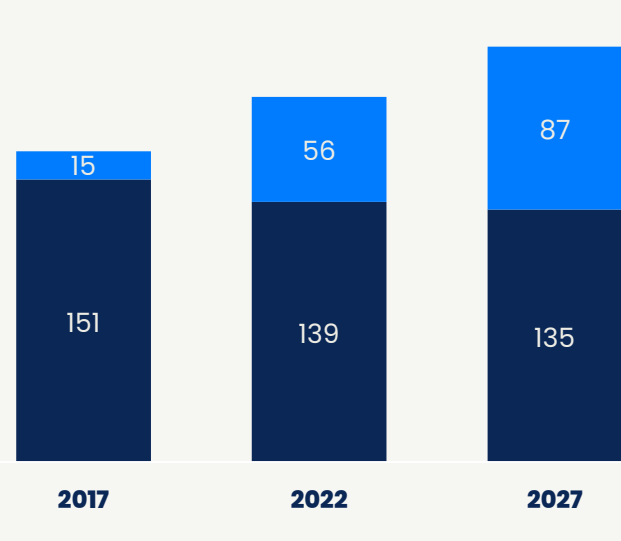
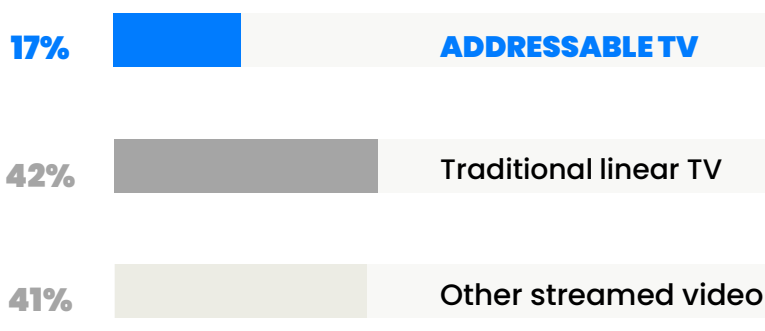


ADDRESSABLE TV IS GROWING

HERE'S HOW AND WHY



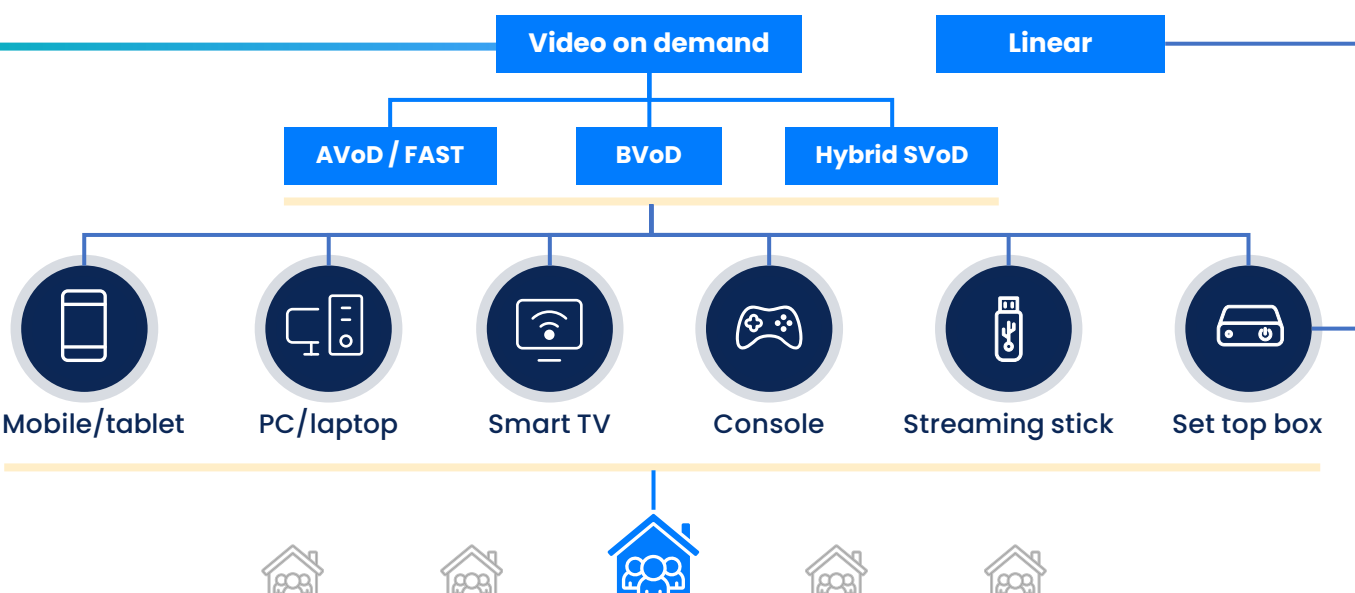
ADDRESSABLE TV
Accounts for **one-sixth** of video ad spend globally



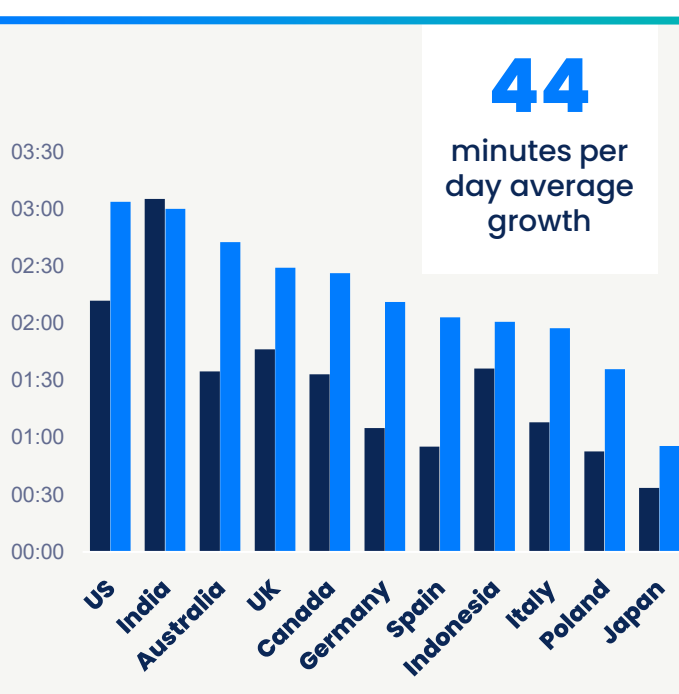
It is expected to grow **50%** globally by 2027, capturing one-fifth of global video buying

Global addressable TV revenue vs 'traditional' TV ad revenue (\$bn)

ADDRESSABLE TV encompasses an array of platforms and technologies which allow advertisers to buy TV inventory in a targeted manner



Viewers are flocking to the format, with daily streaming viewing time soaring



Brands are using **ADDRESSABLE TV'S** capabilities to achieve key objectives

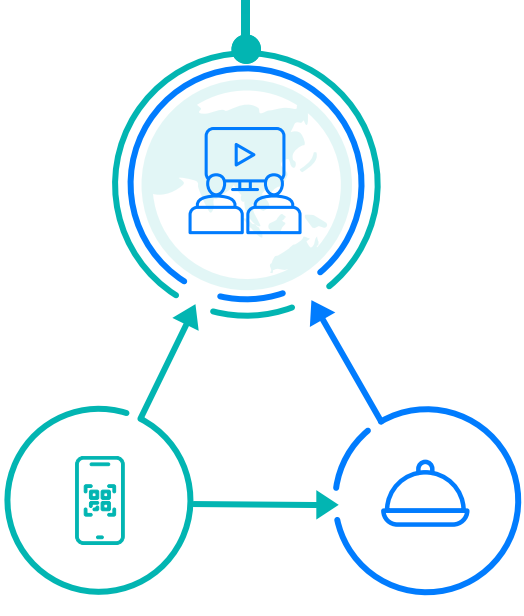
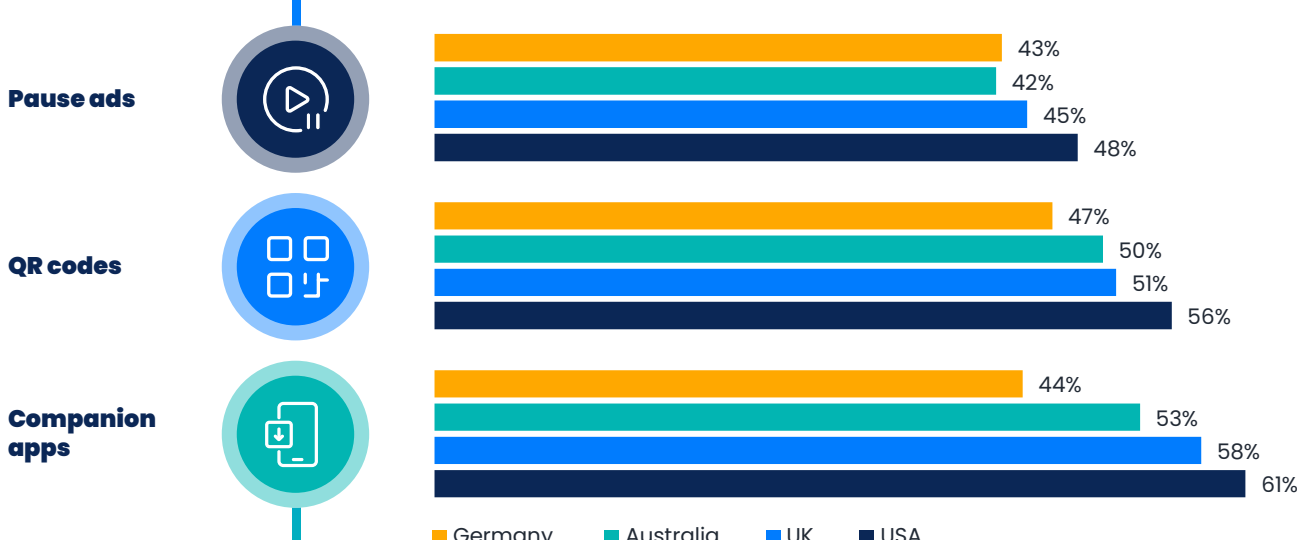
- Incremental Reach** especially among younger viewers who are difficult to find through other means
- Creative optimisation** targeting audience segments with the creative that's most effective
- Brand awareness plus performance marketing** addressable TV provides both capabilities
- Cost savings** up to 50% more cost-effective than traditional ad formats
- Holistic viewer journey** mapping the journey from contact to purchase via data clean-rooms



Consumers like its capabilities, too!

Over half of internet users actively want to see advertising designed to show products aimed at people like them

...and are **INTERESTED** in new ad formats



ADDRESSABLE TV is effective

In the APAC region, a campaign for food delivery saw sales increase by nearly **700%** due to addressable TV ads with embedded QR codes. The campaign served viewers ads for food and ensured that the delivery was made within **30 minutes** so that the viewer could eat while watching