

ONECAMPA1GN

One Campaign will transform the TV advertising landscape by focusing on audiences not platforms. Delivering **one audience, one currency, one simple** way to book, measure and managed campaigns.



Why are we doing this?

Consumption viewing habits are changing:

live and on demand viewing is key to delivering reach

Inconsistent measurement by platform:

No cross platform total TV view

TV Buying is too complex:

TV products are priced separately at different currencies

Campaign Management is too difficult:

TV products are booked, reported and billed in silo

What are the benefits?

Optimising Audience Reach:

By combining live and on demand as a single buy

Cross platform reporting and measurement:

Giving you a total TV view using CFlight methodology

Simplifying the buy:

The ability to work out a single price using a consistent currency

Unifying Systems:

To streamline the management process

How can I buy?

One Campaign combines Live TV + On Demand TV as a single sales proposition.

There are 2 ways to buy One Campaign, depending on The Audience you are trying to Reach:



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ONECAMPA1GN BARB



+



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ONECAMPA1GN Addressable

ONECAMPAIGN



What Audiences can I buy ONE campaign for?

SPOT (Live) + VOD (On Demand)

Agencies/ advertisers can buy any **BARB audience** on the VoD platform (mirroring their spot traded audience) to optimise reach %.

ADSMART (Live) + VOD (On Demand)

Agencies/ advertisers can buy any Data Driven **Addressable audience** on the VoD platform (mirroring their AdSmart audience) to optimise reach %.



How do you measure as ONE?

SPOT (Live) + VOD (On Demand)

Using CFlight Methodology, we can translate VoD Household Impressions into Equivalent Spot BARB Impacts. This allows us One Measure across Spot and VoD. An Average Viewer per View factor is applied to every VoD Household Impression. It is a dynamic factor that is tailored at a granular level, by demo, platform, device and time of day. We look at:

Propensity to View: Likelihood that the demographic in the households is watching AND

Co-viewing Factor: How many individuals of the demographic are watching

ADSMART (Live) + VoD (On Demand)

We aren't changing the way we measure our data driven addressable audiences, as they will all remain at Household Level.



SINGLE currency and ONE price?

SPOT (Live) + VOD (On Demand)

We will be trading VoD BARB Household Impressions as TVRS/Impacts to **align currency with Spot**. This will give you the ability to work out **ONE AV price**

ADSMART (Live) + VOD (On Demand)

You already trade the **same currency** of Household Impressions with AdSmart and VoD. We will be **aligning VoD pricing to mirror AdSmart**.



ONE Approval, ONE Report, ONE Bill?

SPOT (Live) + VOD (On Demand)

OR ADSMART (Live) + VOD (On Demand)

You will have One Campaign **BY AUDIENCE** (BARB or Addressable) For each campaign, we have built the ability to send **ONE approval** across Live + On Demand. You will get **ONE In Flight delivery report** across live and on demand, **ONE post campaign reach & freq report** and **ONE Single bill** by audience.