

ONECAMP1GN

# Agenda

- 1 **What** is One Campaign?
- 2 **How** does One Campaign Addressable work?
- 3 **Case Studies**

What is One Campaign?

# ONECAMPAIGN

Combines Live TV + On Demand TV as a single sales proposition

Live



Live or recorded TV on Sky STB  
(All Sky Media channels)



On Demand



On Demand TV via Sky STB, Games Consoles, Laptops, Mobile  
(Sky Platforms: Sky STB, Sky Go, Now TV)

- ✓ Optimising Reach
- ✓ Simplifying TV Buying
- ✓ Reporting Cross Platform

# One Campaign Benefits



## Optimising Reach %

**Target** more audiences on VoD to mirror Live TV

Why?

Reach hindered by evolving viewing habits

**ONE Audience, All Platforms**



## Simplifying TV Buying

**Book** Live & On Demand TV as ONE

Growth in TV Platforms has led to complex TV buying

**ONE Simple way to Book**



## Reporting Cross Platform

**Report** Live & On Demand TV as ONE

No holistic view of different TV Platforms

**ONE Measurement**

# There are two ways to buy One Campaign, depending on the Audience you are trying to reach on TV

1



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BARB

2



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Addressable

Both propositions are reaching **your target audience** across **Live + On Demand**,

*Whether that's a traditional BARB Audience OR a more targeted Addressable audience*

One Campaign Addressable







Simplifying TV Buying

# Book AdSmart & VoD as ONE

✓ **ONE Proposal** with **ONE Budget** against **ONE Price** for **ONE Audience** across AdSmart & VoD

One Campaign Addressable  
Proposal Document

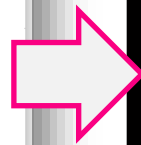
Agency Name/ Advertiser Name

<b>Dates</b>	October (1st - 31st)
<b>Audience</b>	Mosaic Groups + Affluence + Region
<b>Universe</b>	1,500,000

Platform	Revenue	CPT	Impressions	Split %	Reach	Freq
AdSmart	£80,000	£50.00	1,600,000	80%	80%	1.33
VoD	£20,000	£50.00	400,000	20%	10%	2.67
<b>One Campaign</b>	<b>£100,000</b>	<b>£50.00</b>	<b>2,000,000</b>	<b>100%</b>	<b>85%</b>	<b>1.57</b>

\*Proposal based on 30" Equivalents. Apply TL Factor if needed

**\*VoD CPT**  
Mirrors AdSmart CPT unless VoD CPT for this audience exists in deal



\*All numbers are illustrative and NOT actual, to demonstrate an example campaign running across platforms

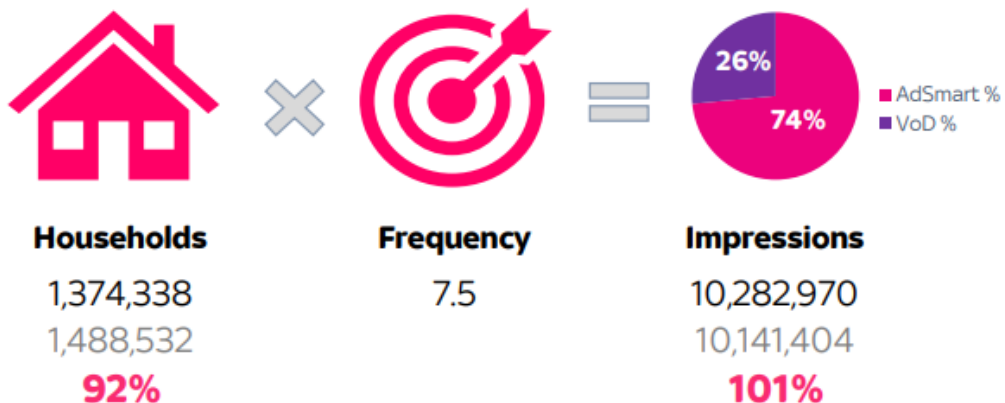


Reporting  
Cross Platform

# Report AdSmart & VoD as ONE

- ✓ **De-Duplicated Reach & Frequency** cross platform (currently manual & post campaign)  
**Coming in Aug 2022:** Moving to Automated, In-Flight & Self-serve on Sky Analytics Portal

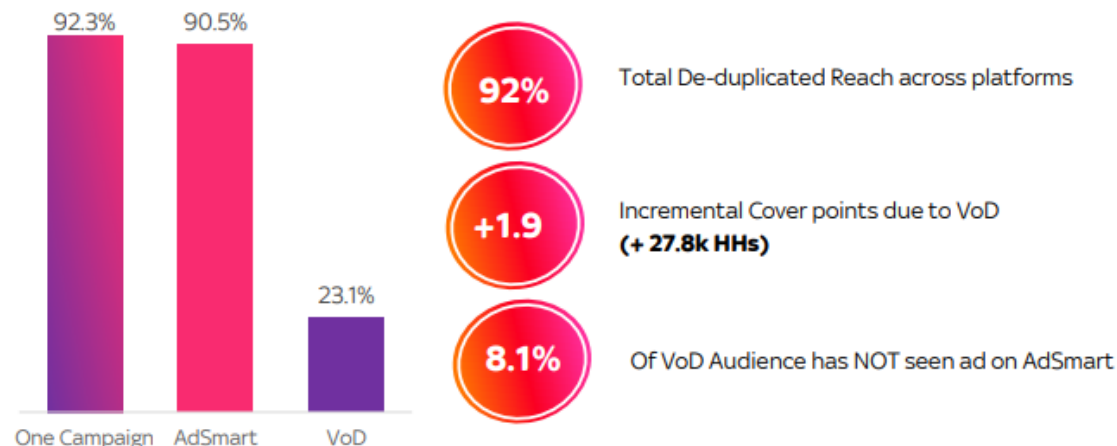
## Campaign Delivery



## Summary Table

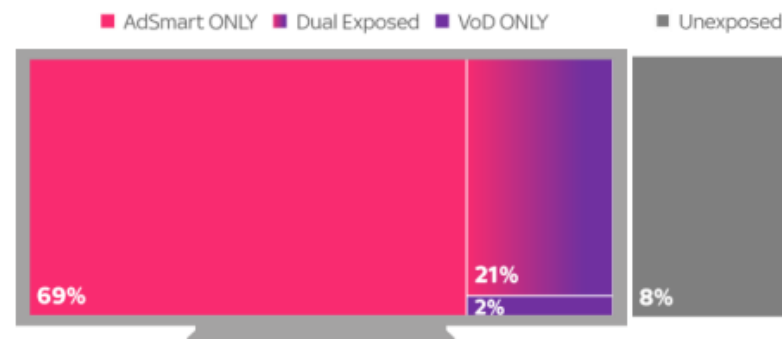
	One Campaign			AdSmart			VoD		
	Delivered	Target	%	Delivered	Target	%	Delivered	Target	%
<b>Impressions</b>	10,282,970	10,141,404	<b>101%</b>	7,559,364	7,426,969	<b>102%</b>	2,723,606	2,714,435	<b>100%</b>
<b>Reach</b>	1,374,338	1,488,532	<b>92%</b>	1,346,568	1,488,532	<b>90%</b>	344,235	1,488,532	<b>23%</b>
<b>Freq</b>	Av. Freq		<b>7.5</b>	Av. Freq		<b>5.6</b>	Av. Freq		<b>7.9</b>

## Incremental Reach driven by VoD

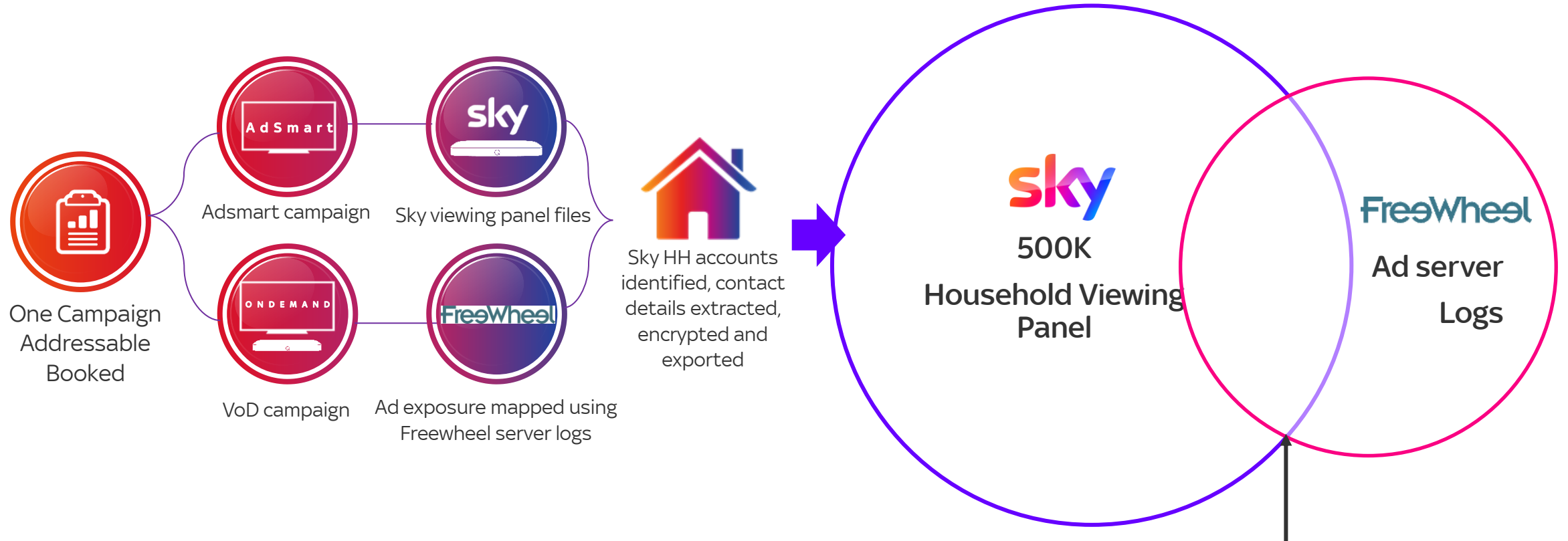


## Audience Crossover

**21%**  
Of your Audience saw your ad on both Adsmart & VoD



# How do we de-duplicate reach by platform?



- ✓ Dual Exposed Households Identified & **De-duplicated**
- ✓ **Uniquely accurate** estimate of Combined Reach %
- ✓ <sup>1</sup>Based on **measured household behaviour**

# Case Studies

# One Campaign Addressable Results

191

Campaigns

28

Advertisers

32%

New to AdSmart

83%

Repeat Booking  
Rate

25%

New to VoD



# Unlocking AdSmart audiences on VOD through One Campaign

Examples of addressable audiences made available on VOD for the first time



Postcode and  
Drive Time Radius



Vehicle Ownership



FMCG Data



Home Movers



Consumer  
Electronics Data

# Appendix Examples

# Leading sound system provider extends reach of addressable

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**+88%**

Total reach delivered across  
AdSmart & VOD

**+3.2**

Incremental cover points  
driven by VOD

**19.6%**

Of audience were dual exposed  
to AdSmart & VOD

CFlight™



# Global streaming platform extends reach of addressable

ONECAMPAIGN



**+92%**

Total reach delivered across  
AdSmart & VOD

**+1.9**

Incremental cover points  
driven by VOD

**21%**

Of audience were dual exposed  
to AdSmart & VOD

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# Automotive manufacturer extends reach of addressable

## ONECAMPAIGN



**+86%**

Total reach delivered across  
AdSmart & VOD

**+9.2**

Incremental cover points  
driven by VOD

**40%**

Of audience were dual exposed  
to AdSmart & VOD

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# Charitable organisation extends reach of addressable

ONECAMPAIGN



**+80%**

Total reach delivered across  
AdSmart & VOD

**+8.4**

Incremental cover points  
driven by VOD

**34%**

Of audience were dual exposed  
to AdSmart & VOD

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# Tutoring platform extends reach of addressable

ONECAMPAIGN



**+78%**

Total reach delivered across  
AdSmart & VOD

**+2.9**

Incremental cover points  
driven by VOD

**15.5%**

Of audience were dual exposed  
to AdSmart & VOD

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# Loans company extends reach of addressable

ONECAMPAIGN



**+76%**

Total reach delivered across  
AdSmart & VOD

**+2.8**

Incremental cover points  
driven by VOD

**13%**

Of audience were dual exposed  
to AdSmart & VOD

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# Car buying service extends reach of addressable

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**+82%**

Total reach delivered across  
AdSmart & VOD

**+3.3**

Incremental cover points  
driven by VOD

**17%**

Of audience were dual exposed  
to AdSmart & VOD

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# Investment company extends reach of addressable

ONECAMPAIGN



**+80%**

Total reach delivered across  
AdSmart & VOD

**+3.1**

Incremental cover points  
driven by VOD

**17%**

Of audience were dual exposed  
to AdSmart & VOD

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# Pain relief brand extends reach of addressable

ONECAMPAIGN



**+65%**

Total reach delivered across  
AdSmart & VOD

**+2.0**

Incremental cover points  
driven by VOD

**31%**

Of audience were dual exposed  
to AdSmart & VOD

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