

ONECAMPAIGN

Transforming the TV advertising landscape
Focusing on audiences not platforms



ONE audience, ONE currency,
ONE simple way to book



**Optimised
Reach %**

TARGET more
audiences on VoD



**Simplified TV
Buying**

BOOK Live & On
Demand TV as ONE



**Cross Platform
Reporting**

REPORTING Live & On
Demand TV as ONE

ONECAMPA1GN

Platforms

Two ways to buy One Campaign

1. *One Campaign TAM*

Available for Spot and VoD

2.. *One Campaign Addressable*

Available for AdSmart and VoD

Audiences

ONECAMPA1GN TAM

At launch, four established trading audiences

A34

A2544

AABC1

HWCH

ONECAMPA1GN Addressable

AdSmart targeting attributes including

Mosaics

Location

Tech Engagement

Currency

One single industry adopted currency of impacts

Pricing

One weighted blended price with visibility of each platform price

ONECAMPA1GN TAM

Spot as per existing pricing

VoD price calculated using factored individuals impacts

ONECAMPA1GN Addressable

One price and one budget across AdSmart and VoD

Optimal
platform splits
per **audience**

ONECAMPA1GN
TAM



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Addressable

