

CASE STUDY:

TF1 IPTV

TF1 and StickyADS.tv join forces to revolutionise programmatic TV, enabling the TV broadcaster to monetise its Internet Protocol Television (IPTV) over-the-top video inventory in real-time on the TV screen.



THE OBJECTIVE

Reach a diversified audience on catch-up TV and monetize TV screen via programmatic advertising.



THE CHALLENGE

For TV broadcasters the next great challenge is how to monetise on-demand inventory on the TV screen since it represents 65%* of on-demand video consumption. IPTV itself represents 40% of french households penetration.

Additionally, TV broadcasters want to protect their video content value, by maintaining full control over monetization through direct relations to buyers.

THE RESULTS



Coca-cola was the first advertiser to reach its audience programmatically, in real-time, on a TV screen via IPTV on myTF1.fr



98% VTR (View Through Rate) for 15-34 year-olds



Reach of 5 million incremental TV viewers

SOLUTIONS



TECHNOLOGY

Technical Integration with Demand (DSP) technology providing programmatic capabilities to TV.



PRIVATE EXCHANGE

StickyADS.tv's technology enables advertisements to be bought and sold programmatically in real-time via TF1's One Exchange IPTV inventory.



ALL SCREENS INCLUDING TV

StickyADS.tv's proprietary programmatic video technology creates a private exchange for TF1 enabling monetization on all screens including TV.



SEAMLESS CONNECTION WITH BUYERS

TF1 offers advertisers the opportunity to target and reach their audience in real-time.

*L'économie de la télévision de rattrapage en 2014 (CNC, Mars 2015)