

Programmatic TV to Addressable TV: The New Potential of Targeted Advertising for Television

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Abstracts

In a context where linear TV consumption is declining, and where the Internet presents fierce competition in terms of viewing time and its ability to attract ad spend from advertisers, the TV sector is looking to reinvent itself so it can remain attractive and still benefit from bountiful advertising budgets.

With individualisation of audiovisual consumption, the popularity of pay-TV in most Western countries and TV sets now connected to the Internet, it is now technically possible to offer advertisers similar conditions to those they enjoy on the Internet.

This study seeks to clarify the different flavours of programmatic TV, the advantages and disadvantages, how the new value chain is organised and who the major players are.

It also analyses the strategies being taken by broadcasters, satellite operators, cable operators and telcos. The opportunities and threats with programmatic for all TV stakeholders are also examined.

Finally, it looks at the key factors that will influence future growth of this market and provides forecasts for the market in 2021.

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