

## Web-style Targeting and Measurability

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- What customer usage data is available from next-generation TV services
- How do you capture it and correlate with other customer information, inc. web-based services
- How do you interpret all data usefully
- How do you use that interpretation to drive commercially-driven services on TV platform and what platform capabilities you need to functionally enable that

# A Day in the Life of Telco TV



**Breakfast**

- The children are up first watching cartoons on demand in the den on their iMac
- Mum gets up and watches GMTV in the kitchen while making breakfast
- Dad comes in and switches between Sky News and BBC Breakfast News
- Children set the PVR to record Sarah Jane Adventures later that day



**Lunch**

- Mum turns on Jeremy Kyle in the sitting room and sits there transfixed
- At 11am, Kath comes round for coffee and a gossip and together they watch E! on demand
- At 3pm, Mum begins watching Desperate Housewives on demand and realises it's time to pick up the kids so presses pause
- She arrives at school early so takes out her Android phone and presses play to resume DH from the exact point she left it



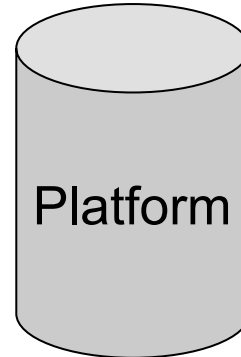
**Dinner**

- After watching Sarah Jane off the PVR in the sitting room, the kids go to bed
- Dad arrives home and watches the Six O'clock News live in the kitchen
- After dinner, Mum and Dad watch yesterday's Eastenders on the iPlayer while recording today's on the PVR – which they then begin watching while the show's still on
- They then begin Testament of Youth – a somewhat long-tail item – on demand

# How this works (simplistically)

## TV Data

- Who is watching
- Where they are watching
- Entitlement history (VoD, trailers etc.)
- PVR history
- Channel change history



## Web Data

- Trusted purchase histories
- Browser cookies/histories
- Phorm-style analytics



- Household profiles
- Individual profiles
- Targeted adverts
- Targeted retail
- VoD recommendations

## Uses for Interpreted Data

- Targeted advertising around VoD so viewers watch ads for products and services they are likely to be interested in
- Creating profiles of our customers so marketing can be effectively targeted
- Recommending other VoD or music titles that we believe specific viewers will want to watch or listen to
- Creating communities of viewers with proven interests and developing interactive services for them

## Simple use: recommendations

- 
- People who bought/watched that also bought/watched this based on viewing habits
  - Thumbs up / thumbs down ratings system based on viewer feedback
  - People who liked that movie may also like this based on genre, actor or director
  - People who listened to that music track may also like this based on the rhythm of the music

## Complex use: advertising/retailing

- You watch Little Britain, Match of the Day and Pobol Y Cum therefore you're a Welsh man in his 30s so we'll try to sell you tickets to Swansea City at home through banner adverts in the TSG
- You watch CBeebies all day, Newsnight in the evening and subscribe to the US Drama VoD pack therefore you are an aspirational professional couple with a young child so we'll target you with adverts for Club Med skiing holidays
- You make 20 EDQ queries a week, watch The Jeremy Kyle Show every day and subscribe to the Classic UK Soap VoD pack therefore you are a middle-aged, divorced empty-nester harridan so we'll try to sell you diamonique jewellery

## Components

- Identity
- Presence
- Entitlement history
- PVR history
- Channel change history
- Targeting engine
- Advertising management system

## Capabilities

- Open APIs into mSDP components
- Flexible screen real estate in TSG/EPG
- Web-style runtimes (browser, Flash, SVG, Java)
- Video stream triggers
- Remote button triggers

## Manifestations

- Banner adverts
- Pre- and mid-roll VoD
- DALs
- Interactive adverts



# Banner Ads in the EPG/TSG



- Sky, Foxtel pioneered commercialising links in EPG and enthusiastically taken up by many others including FetchTV
- Includes banner-style adverts promoting VoD or other services
- Includes direct links to advertiser DALs from EPG listing numbers
- Must be able to dynamically tailor EPG channel numbers, their functions and the screen real estate

# Pre- and mid-roll ad-supported VoD



## Pre-roll

- Must be short
- Can be targeted
- Fast-forward disabled
- Requires VoD playlist capability

## Mid-roll

- Ad breaks usually available in commercial TV shows
- Can be targeted
- Fast-forward disabled
- Requires VoD stream insert capability

## Post-roll

- Has anyone, anywhere ever watched a post-roll advert?

# Interactive Advertising (and DALs)



**Gillette** *The Best a Man Can Get™* [www.gillettechampions.co.nz](http://www.gillettechampions.co.nz)

**Gillette Champions**

## WIN WITH GILLETTE

- Flights & Accommodation for two people to Melbourne for three nights and meet Roger Federer at an exclusive party.
- \$450 Gillette grooming packs.
- Free Gillette Fusion when you respond using your SKY Set-Top Box

Press SELECT to find out more

Exit ? Help + / i Terms & Conditions

The advertisement features three men in suits at the bottom, each holding a Gillette razor. A blue razor is also shown in the top right corner.

# What does the telco TV system look like?

