

Programmatic advertising & GDPR Compliance in HBTV



TCFv2



ABOUT SIBBO



- ✓ Spanish firm
- ✓ Founded in 2016
- ✓ CMP references in the main national and regional TV broadcasters in Spain

CMP

- ✓ Multiplatform CMP



HBTV - Smart TV – in app – web/mobile

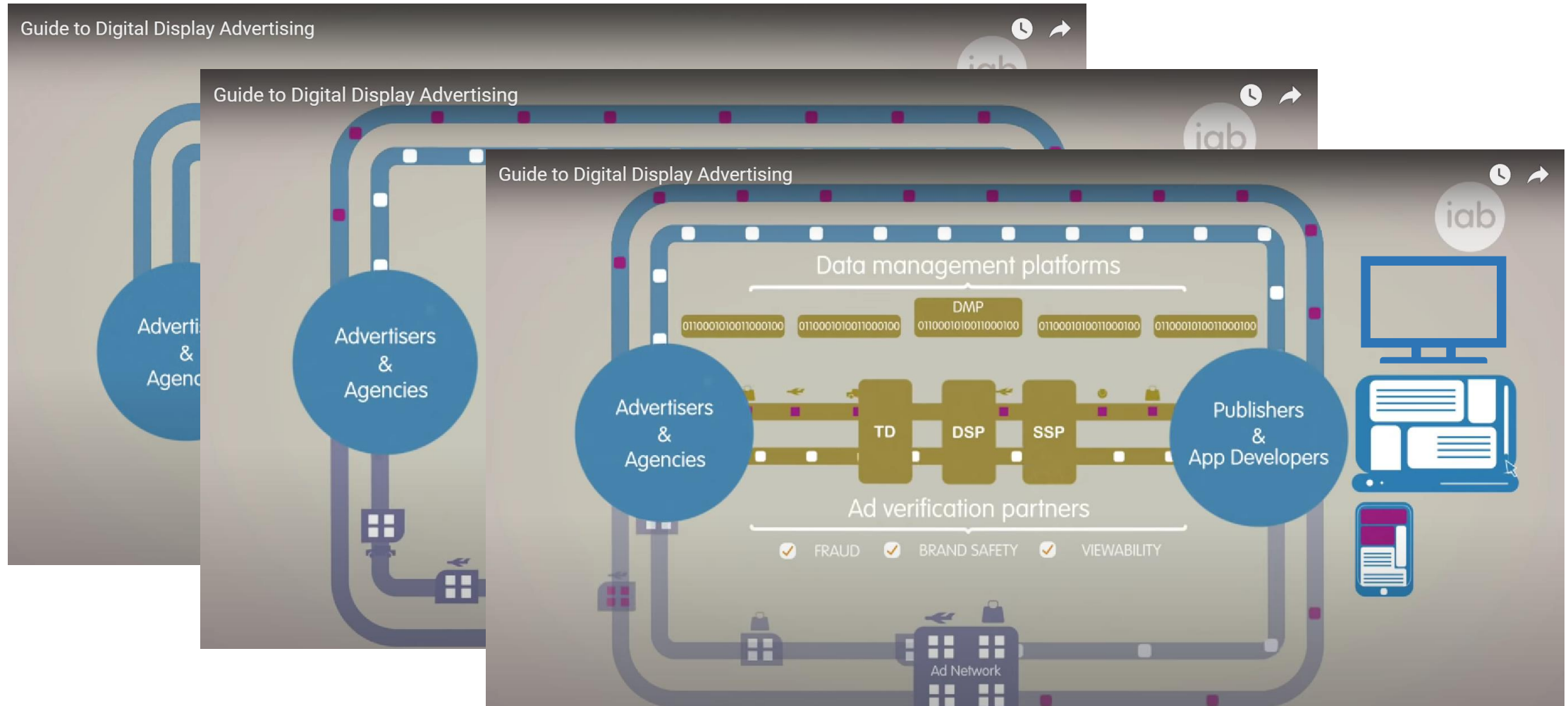
- ✓ IAB Europe certified
- ✓ Customisable
- ✓ For IAB / Non IAB vendors & legal purposes
- ✓ Only technology

Programmatic Consultancy

- ✓ Consultants, experts in programmatic projects
- ✓ Aware of the latest technologies (adserver, ssps, dsps, ID platforms)
- ✓ Trusted & Experienced in monetisation & privacy

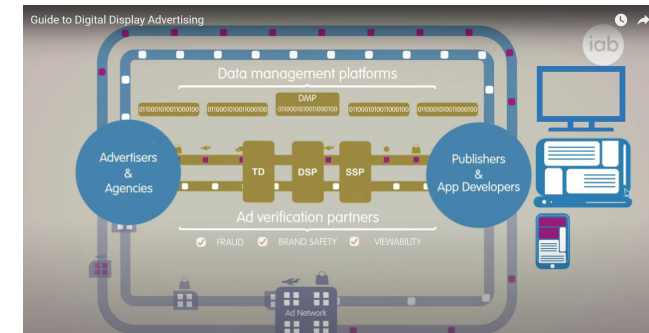
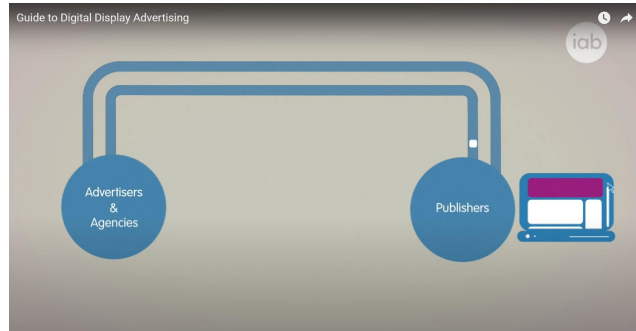
PROGRAMMATIC ADVERTISING

PROGRAMMATIC ADVERTISING INTRO



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Programmatic TV

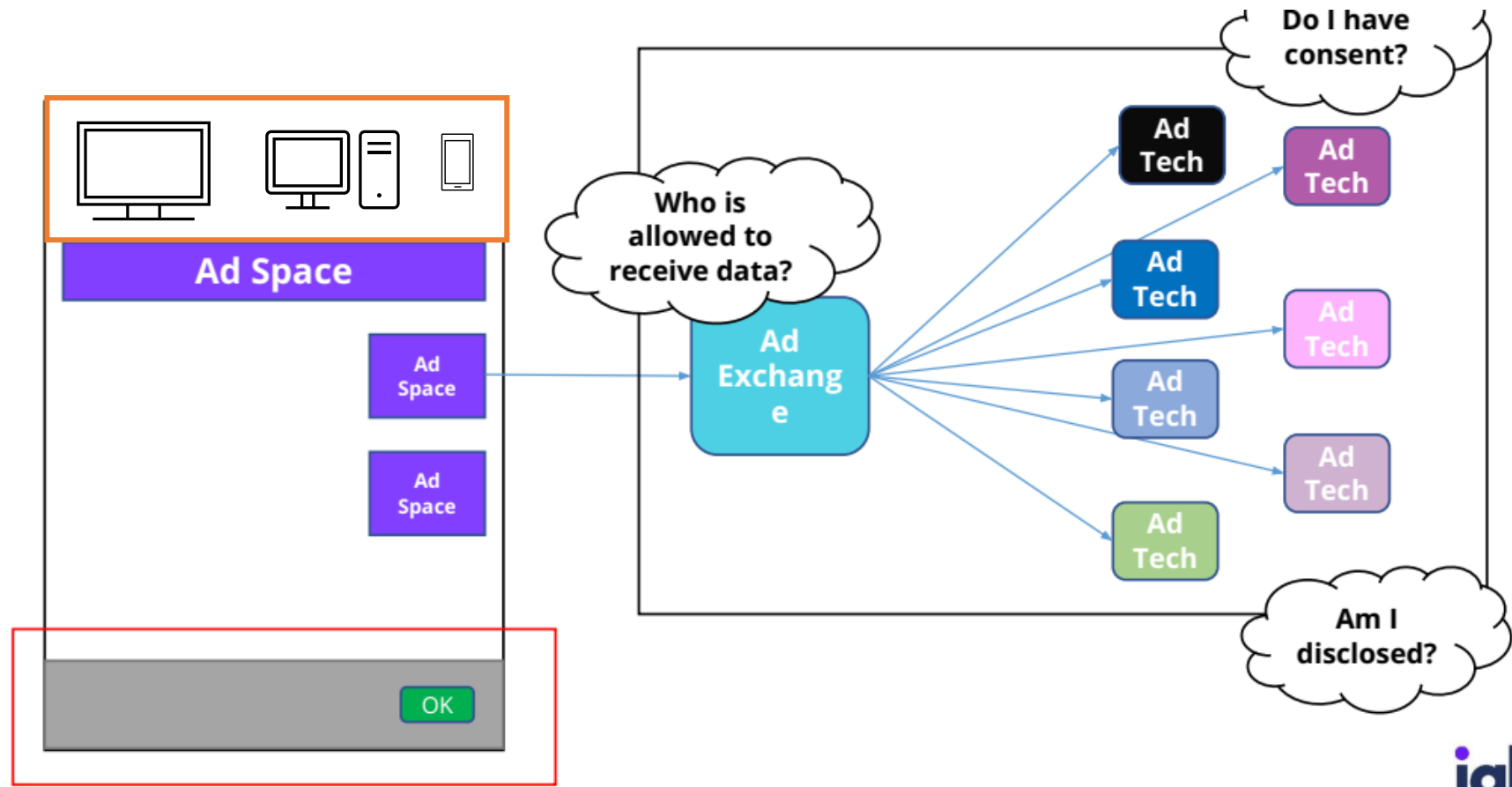
An automated approach to buying and delivering audience-based TV advertising through a software platform.

(It is important to note that programmatic in a premium/linear TV environment is still in its infancy and only accounts for a small fraction of transactions. This is due to stringent regulations (TV is highly regulated and needs to ensure tight control over the ads being delivered, for instance preventing specific categories such as betting, alcohol...); clash management (ensuring that no two brands in the same categories appear next to each other); ad management process (extensive and complex footprint of endpoints); data management and protection).

Source: IAB Europe. The programmatic CTV opportunity

PROGRAMMATIC ADVERTISING

NEED FOR CONSENT

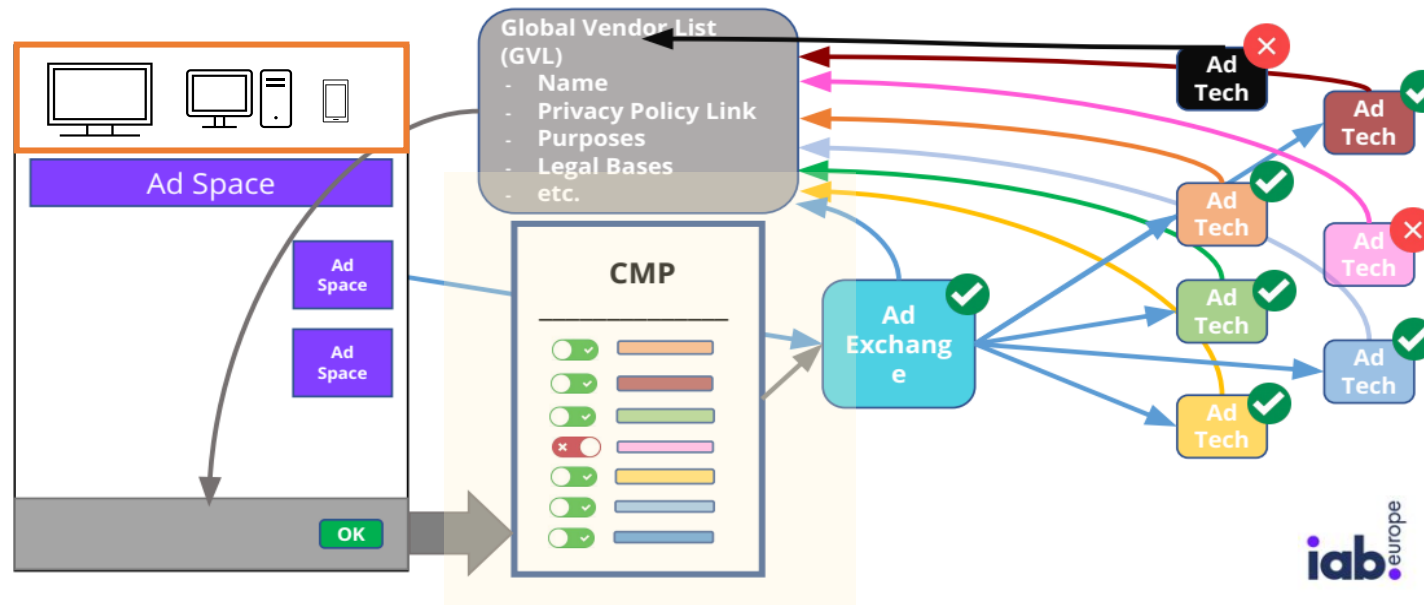


GDPR COMPLIANCE

ABOUT IAB TRANSPARENCY AND CONSENT FRAMEWORK

Why a Consent Management Platform?

- Created to comply with GDPR & ePrivacy Directive when processing personal data and / or accessing/storing information in a device
- Provides means for transmitting signals of consents from a user to vendors working with publishers using a Consent Management Platform (CMP). CMPs centralise and manage transparency, consents and objections of the end user.
- CMPs for IAB are an industry standard. Easy consent for a wide range of vendors



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ABOUT IAB TRANSPARENCY AND CONSENT FRAMEWORK

PURPOSES

- Store and/or access information on a device

- Create personalised ads profile
- Create personalised content profile
- Select basic ads
- Select personalised ads

- Select personalised content
- Measure ad performance
- Measure content performance
- Apply market research to generate audience insights

- Develop and improve products

- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

FEATURES, SPECIAL FEATURES

- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

- Use precise geolocation data
- Actively scan device characteristics for identification

Disclosure only.

Disclosure and opt-in required.

VENDORS

```

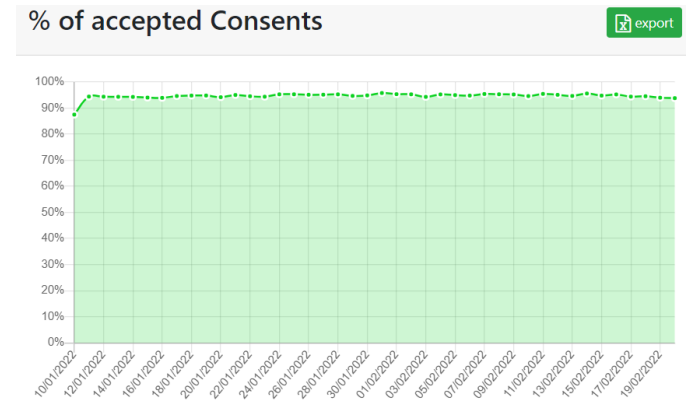
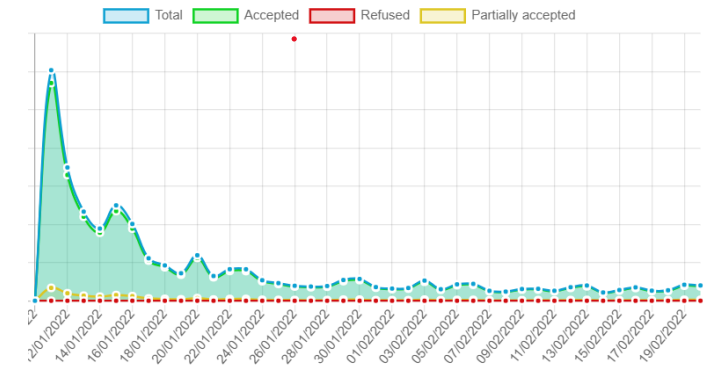
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GDPR COMPLIANCE

SIBBO HBBTV CMP



- CMP in HBBTV live and launched in Mediaset.
- Mediaset 1st private Spanish broadcaster (26,7 % share). TV Channels (Telecinco, Cuatro, Dicity, Energy, FDF, Bemad). Source: Kantar January 2022
- Project objectives
 - Standardise consent across hbbtv ecosystem
 - Get maximum reach and comply with IAB Europe TCFv2
 - Make available the consent to a huge range of vendors (analytics, advertising, etc) while using a standard of the industry
- Implementation:
 - 3 months integration / Q&A
 - 90 % devices included. Blacklist was necessary for certain models
 - Standard integration with IAB vendors
- Some figures:
 - Huge peak of consents in the first week. Later achieved a steady curve
 - 95 % of acceptance as an average. Smooth deployment & general acceptance



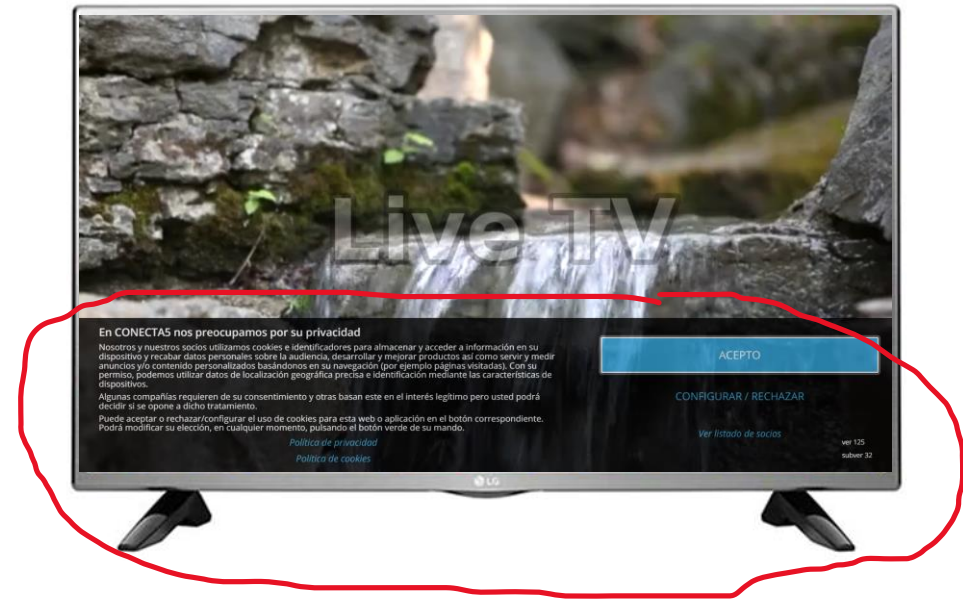
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SIBBO HBBTV CMP

HbbTV Launcher



CMP Initial banner



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SIBBO HBBTV CMP

INITIAL SCREEN



<5% users
click to
configure

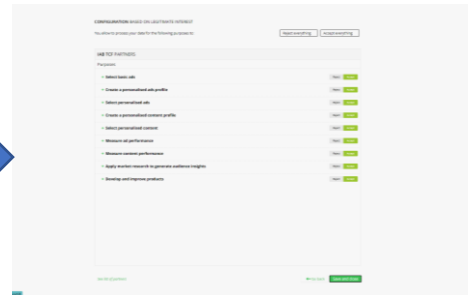


>95% users

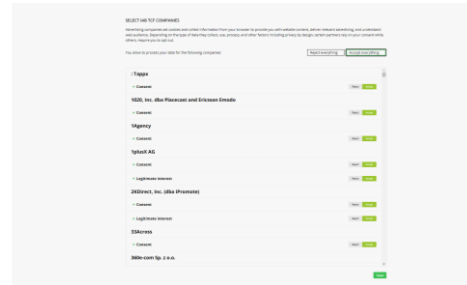
COSENT BASED
CONFIGURATION SCREEN



LEGITIMATE INTEREST
CONFIGURATION SCREEN



PARTNERS
CONFIGURATION SCREEN

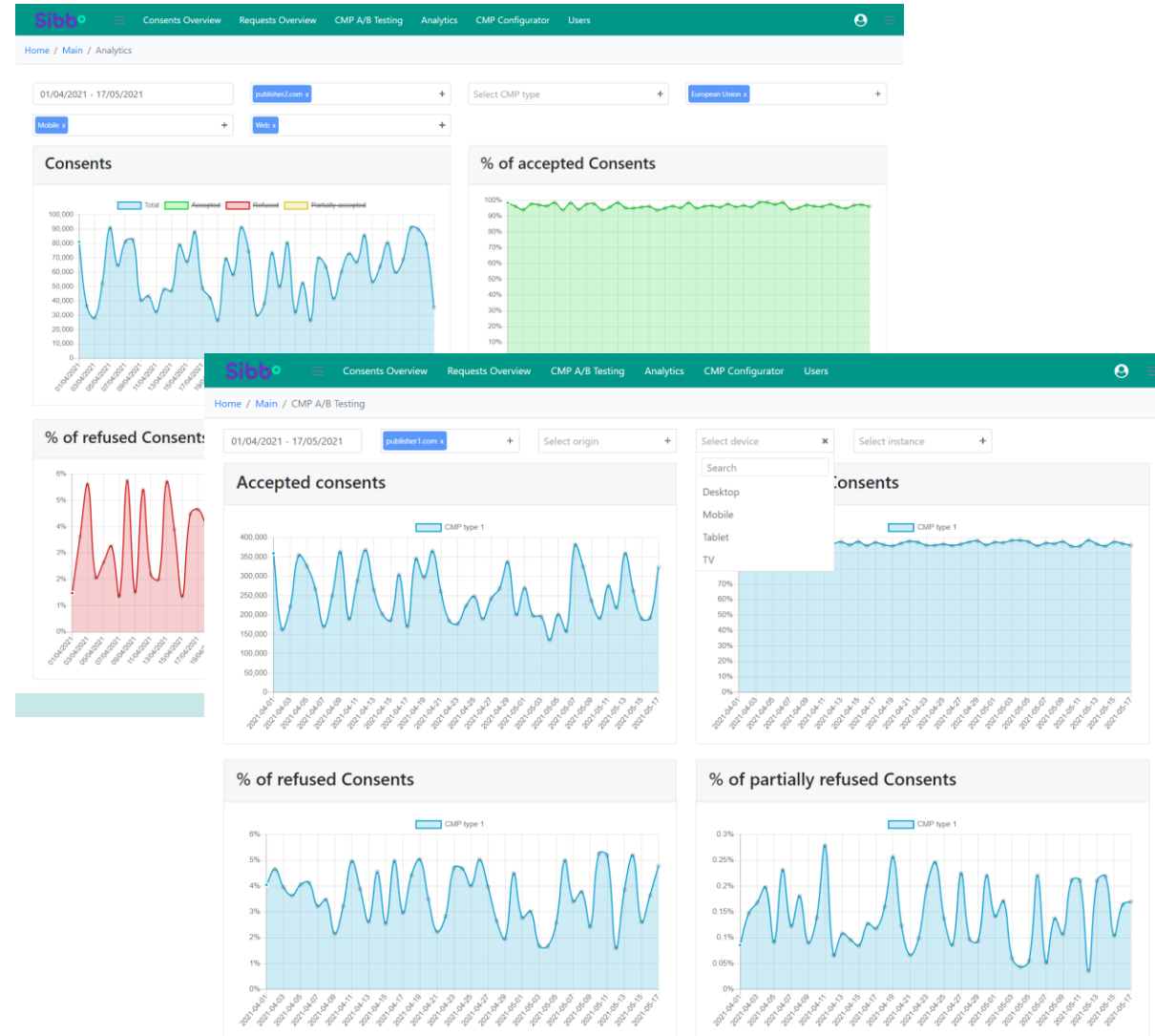


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SIBBO CMP DASHBOARD

Analytics and test A/B module to combine all the dimensions as per user choice:

- Date
- Url
- CMP type (A, B, C). Testing
- Device



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SIBBO CMP CONFIGURATION METHODS

Different onboarding methods

1. **Premium managed service.** Recommended for big publishers that delegate configuration
2. **Self Service +.** Recommended for big publishers with ad tech team involved.
3. **Self service.** Recommended for medium & small publishers with no tech and legal resources.

Configurator Self service “look and feel”

The screenshot displays the Sibbo CMP Configurator interface. At the top, there's a navigation bar with options like 'Consents Overview', 'Requests Overview', 'CMP A/B Testing', 'Analytics', 'CMP Configurator', 'Publishers', and 'Users'. Below this, a table lists two CMPs. The first one is 'Test Agustin' with a description and various action buttons like 'Open CMP', 'Open Configuration', 'Close CMP', 'Save CMP', 'Download CMP', 'Show configuration', and 'Delete TCS'. Below the table, the 'CMP Configurator' section is visible, showing a 'General' tab with fields for 'CMP name' (Test Agustin), 'Cookies Policy URL', and 'CMP type for A/B test'. The 'Look and feel' section includes options for banner position, vertical banner, full height banner, configuration button as link, reverse the order of the main buttons, and place vendors list link in main text. There are also color pickers for text emphasis, background, and overlay colors, and a transparency slider. The 'Texts' section at the bottom allows for language selection and text input for 'Accept button text', 'Configure button text', and 'Show Purposes text'.

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SIBBO CMP SUPPORT TOOLS



Wiki

The screenshot shows the Sibbo Wiki interface. The top navigation bar includes 'TICKETS', 'CENTRO DE ASL...', 'COMUNIDAD', 'CLIENTES', 'INFORMES', 'ACTIVIDADES', 'SOCIAL', and 'CHAT'. The main content area displays the article 'CMP: Versión Web / Samsung Tizen / LG webOS'. Below the article title is a 'Table of contents' section and a heading 'Configuración de la librería'. The text below explains that the script is one of the first to be added to the 'head' of the page and that the API must be loaded before any other script starts making requests.

Artículo	Vistas	Comentarios	Les gusta	No le gusta
DF CMP: Versión AMP	15	0	0	0
DF CMP: Versión Android / AndroidTV	10	0	0	0
DF CMP: Versión IOS	12	0	0	0
DF ¿Con qué navegadores y sistemas operativos es compatible?	27	0	0	0
DF ¿Qué es Sibbo CMP?	40	0	0	0
DF CMP: Versión Web / Samsung Tizen / LG webOS	69	0	0	0

Support & Ticketing

The screenshot shows the Sibbo Support & Ticketing interface. The top navigation bar is the same as the Wiki page. The main content area displays a list of tickets on the left and a detailed view of ticket #139 on the right. The detailed view shows the ticket title '#139 Test: ...', the assignee 'Daniel F.', the status 'Cerrado', and the company 'SIBBO VENTURES SLU'. It also shows a list of comments and a 'Comentarios públicos' section.

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SIBBO CLIENTS





THNX!

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