



**Digitwise**

## **THE "NEW"**

**The New GAMES  
The "New" TV  
New Audience  
New Revenues  
New Broadcasting**

[www.digitwise.com](http://www.digitwise.com)



/digitwise





# Digitwise

**Digitwise is an  
award-winning  
ad-technology  
company**

**Interactive  
Addressable TV  
Advertising**

**Addressable TV**

**SSAI (Server-Side Ad Insertion)**

**TV Analytics**

**OTT Platform**

**EPG (Electronic Program Guide)**

**HbbTv Applications**



# Digitwise

BROADCASTERS / TR

8.4 Million Households

ADVERTISERS 200+ Brand



700+ Addressable TV Campaigns



PARTNERS

adform

D Digiseg



# Digitwise

**Coming together is a  
beginning, staying  
together is progress,  
and working together  
is success.**

**(Henry Ford)**

- **Incremental Reach**
- **Re-targeting**
- **SSP, DSP and DMP**
  - **Re-Marketing (Linear to OTT / OTT to Linear)**
  - **Lookalike**
  - **Ready for Cookieless World**
- **Targeting, Target Audience (Digiseg)**



[https://www.youtube.com/watch?v=XuovSntjMv0&list=PLGF\\_wdIUlvQLsN7YmvOqx6bA5jGAePc-j](https://www.youtube.com/watch?v=XuovSntjMv0&list=PLGF_wdIUlvQLsN7YmvOqx6bA5jGAePc-j)



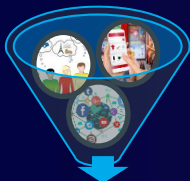
# Digitwise

## Targeting with wide variety of variables

### Data collection from different sources



TV integration targeting



Digital taxonomy

- > Online shopping behavior
- > Searches related to brands
- > Work and house location
- > TV Program genres watched
- > News tracked
- > Interests searched for
- > Social media usage
- > Offline questionnaire results
- > Turkish Statistical Institute data

### Digitwise services



### Final segment (One of example of our campaign)



#### New 2 Series Gran Coup Target Segment

young, outward  
Achievement-oriented,  
newly married,  
love spending time with his/her  
friends and family



#### New 5 Series Target Segment

middle-aged,  
successful in his career,  
leader businessman





# Digitwise

## Interactive Ad Campaign examples (Information Form)



BMW : BMW get (Phone Numbers) from Tv audience who is interested in get info about BMW X Electric Car.  
<https://www.youtube.com/watch?v=gyEAMmVE0nQ>



BMW : BMW ADTV Ad L banner also gets Tv Audience Phone numbers on Landing Page.  
<https://www.youtube.com/watch?v=9GRQ20yKF1Y>

Before the form submission, We are asking to the Tv Audience for their permission due to GDPR. When the TV Audience mark the check box due to GDPR permit, We are sending the Phone numbers to the BMW CRM System. Digitwise can technically implement all campaign setups within the capacity of HbbTV. The rest depends on your imagination.



# Digitwise

## Interactive Ad Campaign examples (Road Map)



BMW : BMW iX3 Electric Car goes 450 – 459 KM with full charged.

With Addressable Tv Ads, BMW suggested 3 big city travel options with one time charge.

(ADTV Ad Road Map) Application can offer different city roadmaps. Also can be includes charging points for longer trips.

<https://www.youtube.com/watch?v=2xbcTLkob4U>





# Digitwise

## Who Wants to Be a Millionaire? ( Bank Card)



Who Wants to Be a Millionaire?

Time-coded Gamification example made for «Ziraat Bankası» one of the biggest Bank companies.

TV viewers also answered 1 Million Questions with their remote control's color buttons.

According to their answer, they redirect to the Landing page and also see the Bank Card Advertisement.

<https://www.youtube.com/watch?v=Z5VwxzN1uYE>



# Digitwise

## Interactive Ad Campaign examples (Random Games)



Cheetos gamification : rock & paper & scissors, when the tv audience win game get coupon code and use that code 'KazandıRio' mobile application to win free Data package for mobile operator.

<https://www.youtube.com/watch?v=bLj-ZNxGQiw>



Doritos gamification: Tv audience try to find wasabi flavored chips, when finds it, they get a coupon code and can redeem KazandıRio mobile application to get game Money.

Digitwise can technically implement all campaign setups within the capacity of HbbTV.  
The rest depends on your imagination.

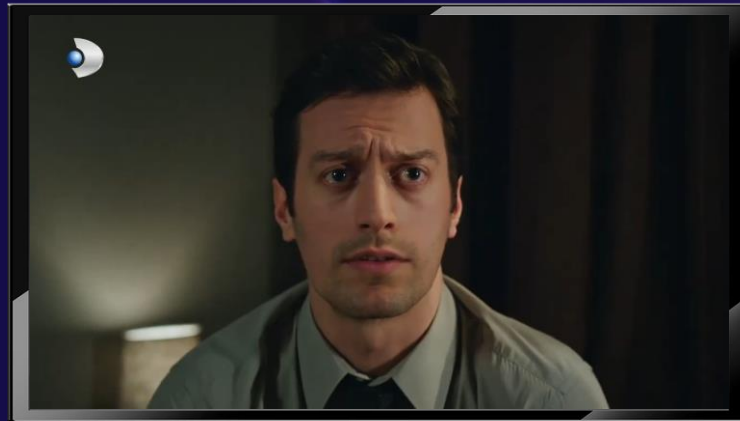


# Digitwise

## Interactive Ad Campaign examples (Catching Games)



Fanta Snack Games : TV Audience started to play Fanta Snack game using their remote's direction key. Customers not only had a fun experience but also gained a discount for their Fanta purchases with points they earned in the game  
[https://www.youtube.com/watch?v=OcLuw\\_LBJo8](https://www.youtube.com/watch?v=OcLuw_LBJo8)



OLDU BİL: A mobile loyalty application that offers advantages for their customers. Tv Audience using their remotes, caught the advantages.  
<https://www.youtube.com/watch?v=-WEYQuqH1s0>

Digitwise can technically implement all campaign setups within the capacity of HbbTV.  
The rest depends on your imagination.



# Digitwise

## Interactive Ad Campaign examples (Wheel Games)



Tatil Sepeti : Tv Audience turn the Wheel to get discount percentage for their holidays. (Wheel stops randomly)

<https://www.youtube.com/watch?v=d9o4DluVonE>



Little Caesars : Tv Audience turn the Wheel to win the surprise. When the Tv audience get their surprise (Wheel stops randomly) , they used discount code their web site or mobile application.

<https://www.youtube.com/watch?v=TMF6SOXq8Vs>

Digitwise can technically implement all campaign setups within the capacity of HbbTV.  
The rest depends on your imagination.





# Digitwise

## Interactive Ad Campaign examples (Direction Keys Catalogue, Detail info)



Mercedes: Mercedes showed its car model details using remote direction buttons. The TV audience could look in detail at the Car's extra features.

<https://www.youtube.com/watch?v=iQH3c0EDQJU>



Şok Market: Tv Audience able to see the Market Catalogue by their remotes direction keys.

[https://www.youtube.com/watch?v=G7f5u\\_ebebU](https://www.youtube.com/watch?v=G7f5u_ebebU)

Digitwise can technically implement all campaign setups within the capacity of HbbTV. The rest depends on your imagination.



# Digitwise

## Score Band Example (Fixed Band Ad)



2. And fixed score band appears on the top of the Tv stream and stays on the screen until the tv is turned off. It won't appear when the tv is turned on. It will start over as the same flow.

This fiction sponsored by Gillette Brand also could be more different score band examples such as; finance bitcoin currency etc. That band can be used for different setups.

While the Tv broadcast is continuing, the soccer score is given as a below band and Tv Audience will push the «Green» button to fix to the Tv Screen.

[https://www.youtube.com/watch?v=3EVmml\\_VZq0](https://www.youtube.com/watch?v=3EVmml_VZq0)

Digitwise can technically implement all campaign setups within the capacity of HbbTV. The rest depends on your imagination.





# Digitwise

## Ramadan Band Example (Fixed Band Ad)



2. And fixed score bant appears on the top of the Tv stream and stays on the screen until the tv is turned off. Also Tv Audience can see closest cities İftar time using remotes key direction buttons to slide it.

This fiction sponsored by Albaraka Bank.

While the Tv broadcast is continuing, The İftar Meal times shows on the screen for each city. When the Tv Audience push the «Green» button to fix to the Tv Screen.

<https://www.youtube.com/watch?v=4crrkICbk3Y>



Digitwise

Game Portal (2023)





# Digitwise

Thank You

Global Commercial & Business Operations  
Director

[nil.arslanoglu@digitwise.com](mailto:nil.Arslanoglu@digitwise.com)

Contact for Info

[info@digitwise.com](mailto:info@digitwise.com)

For any questions please do not hesitate  
to contact us

Itälahdenkatu 18 A, FI-00210 Helsinki Finland

[www.digitwise.com](http://www.digitwise.com)



/digitwise

