



SERVERSIDE.AI
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Capped Revenues in Broadcast TV and how to tackle them with Targeted Advertising



The Circle of Life



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The Circle of TV



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Just a
Story

Just a STORY



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Why revenues are capped?



No Strategy for Digital



Budgets shift away from TV



Inventory is fixed & capped



Sales only deals with Direct IO



Non-compliant Data Privacy



No reconciliation btw TV
Measurement & Currency



How to win with Targeted Advertising?



Strategy alignment
esp. with Buy-Side



Ad-Server to support digital
with linear awareness



Ad-Substitution Service with
client, backend & monitoring



TV Currency for ATV / TA



Data Initiatives for household
and personal targeting data



TCF - Consent Management
to allow programmatic deals

Stream Event handling
for Ad-Signales



Warner Bros. Discovery



Channels

TVN, TTV, TVN7

Usecase

Full Ad-Break Replacement

Targeted Impressions monthly

90 million

Reach

850.000 unique TV devices

2.550.000 viewers

Campaigns

over 1.000, Geolocation and Retargeting

Pricing

4-5x CPM increase vs. classic TV Pricing

Measurement

Nielsen via DAI Watermarking



WARNER BROS.
DISCOVERY



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TVN – Full Break Replacement



Player1 - Original Broadcast Stream



Player 2 - Dynamic Ad Substitution

Warner Bros. Discovery



Channels

DMAX, HGTV, Motortrend, FoodNetwork, Giallo, Realtime

Usecase

Single Spot Replacement, SwitchIn Spot (Q4/25)

Targeted Impressions monthly

9 million, 50 million SwitchIn (est.)

Reach

**1.500.000 unique TV devices
4.500.000 viewers**

Campaigns

over 150, Geolocation and Retargeting

Pricing

4-5x CPM increase vs. classic TV Pricing



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Motortrend - SwitchIn Spot



Telia TVM - Finland



Channels	3 MTV (ramp-up launch starting Q4/24)
Usecase	Full Ad-Break Replacement
Reach	High HbbTV penetration (+1m active devices) 50% growth expected in 2025 (DVB T2 launch)
Measurement	Solution In discussion between stakeholders



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Euronews Germany



euronews.

Channels	Euronews (launch early 2025)
Usecase	Program Replacement (e.g. Weather forecast)
Reach	17 million technical reach 100.000 households daily
Targeting	Contextual and specific audience segments



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Euronews – Program Replacement



Player1 - Original Broadcast Stream



Player 2 - Dynamic Ad Substitution

BE.OPEN.TO.ADAPT

THANK.YOU

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