mediarithmics **Silverbullet**

Become the broadcaster of the future.

A guide to support broadcasters in placing the consumer (and data) at the centre of their business.

Executive summary.

The online video and TV landscape is witnessing incredible innovations in technology. The understanding and importance of customer data in conjunction with shifts in consumer behaviours sits at the centre of this transformation.

The past twelve months has created a seismic shift in the tv-video landscape transformation, driven by data to become increasingly automated and accountable, where the audience becomes just as important as both content and context.

When brand advertisers look to this new data-driven landscape, they understand how valuable digital video is in targeting and delivering cross-platform niche audiences to advertisers, especially younger, tech-savvy, and thus highly desirable demographics.

Yet, all Broadcasters are facing a battle with non-traditional competitors. Facebook, Google, Apple, Netflix and other "Digital First" content owners are taking market share by utilising marketing tools to capture new viewers and then offering viewers new and innovative ways of consuming content and advertising.

To ensure traditional broadcasters continue to lead the way in TV and advertising, maximising the revenue stored within their data, mediarithmics and Silverbullet have created this guide to support broadcasters in placing the consumer (and data) at the centre of their business. To do this there are a number of initiatives and tech platforms to be considered.

The digital broadcaster.

"A trend that will separate relevant broadcasters from fading ones as the business continues to quickly evolve—making connections for their users and making connections with their users. Broadcasters are pumping out more content in both volume and variety, but some have more success than others at having it catch on. It's not that what the winners are producing is necessarily better than the others."
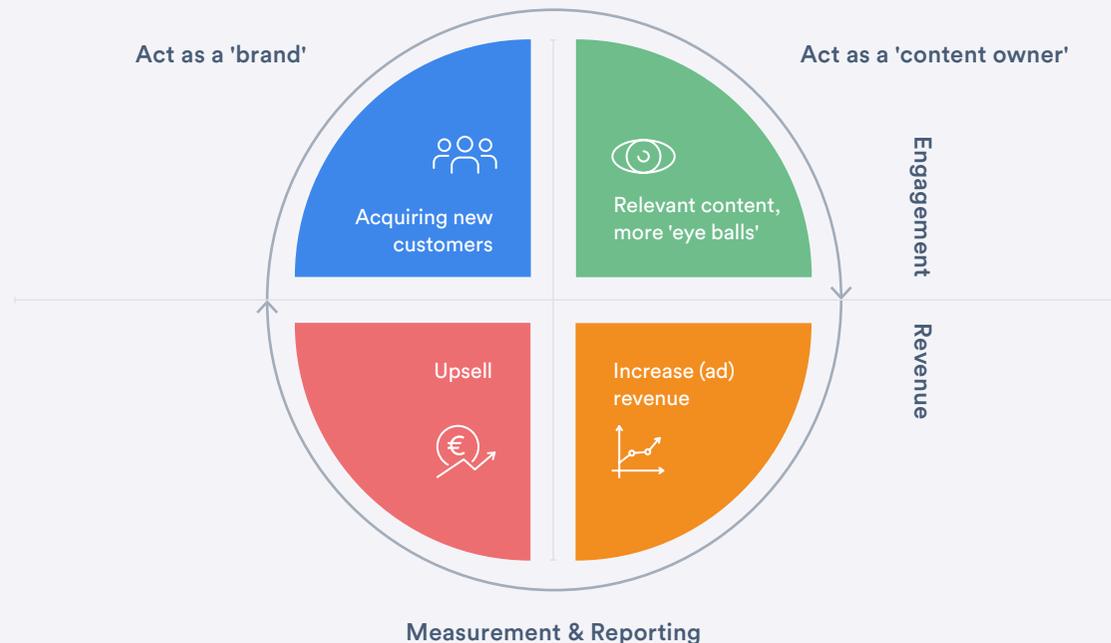
Justin Gehrts, KCRG
IBM.com article 2020

The shift Broadcasters are making.

To fully unlock the value of digital marketing, supply-side businesses need to think like a brand, and utilise both data and technology to maximise their full potential.

Supply-side businesses must think like a brand (for marketing purposes) and a digital content owner (for personalisation and maximising revenue).

Act as a 'brand'

Act as a 'content owner'

Engagement

Acquiring new customers

Relevant content, more 'eye balls'

Upsell

Increase (ad) revenue

Revenue

Measurement & Reporting

Supply side businesses can take this combined approach by adhering to traditional methods adopted by a marketer, blended with innovative methods embraced by a content owner. Wrapped around all of these processes is the application of measurement, reporting, data science and insights.

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Bridging the gap to deliver revenue.

It is also imperative that broadcasters endeavor to bridge the gap between marketing and sales-house teams to ensure the initiatives and technology selected is shared across the business. Broadcasters' ability to acquire new customers, driven by the marketing teams, will fundamentally help the internal sales-house teams to drive revenue by being able to sell more innovative campaign products.

The technology which underpins this process needs to be set up to ensure that users — or data — remains fresh and engaged by deploying personalisation and retention based use cases. This will provide clear benefits for the sales team when packaging up audiences for campaigns. Segments of audiences, insights and learnings can also be shared across a common platform, where the issue of multiple data & technology silos is reduced.

Setting up for success.

To help with this process, mediarithmics and Silverbullet have compiled a checklist of initiatives and technology platforms that should be considered in early, mid and developed stages of moving into the digital world: Crawl, Walk, Run.

We aim to cut through the TLAs (three letter acronyms) and FLEAs (Four letter extended acronyms) to help broadcasters navigate this new world, explaining what should be done and when.

Your Checklist.

Crawl	Data and tech maturity: Nill – moderate.	Walk	Run

INITIATIVE	DESCRIPTION	CHECK
● Define a data strategy	Set out how you want to capture and use data	○
● Define value exchange for data	Ensure viewers have to register and log in to view content	○
● Capturing First-party data	Ensure a unique identifier (likely, email address) is captured from each viewer	○
● Basic audience segmentation for ad sales (i.e. fixed finite groups)	Grouping together viewers with similar traits (eg. sex, age, location)	○
● Define end points for activation	The publisher consumer device ecosystem is really complex: OTT, CTV, mobile/tablet first, not to mention web. A publisher needs to define the areas they want to play in.	○

Become the broadcaster of the future.

Crawl | **Data and tech maturity:** Nill – moderate.

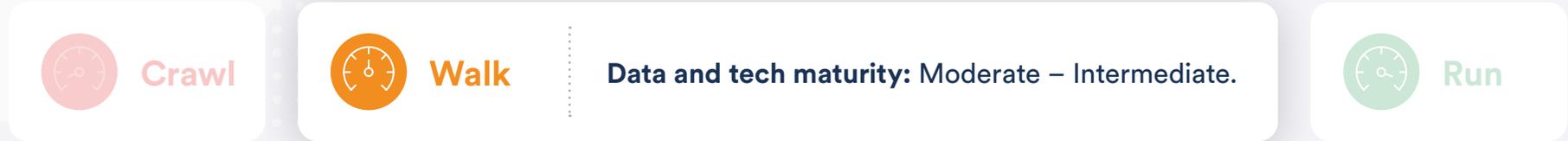**Walk**

Run

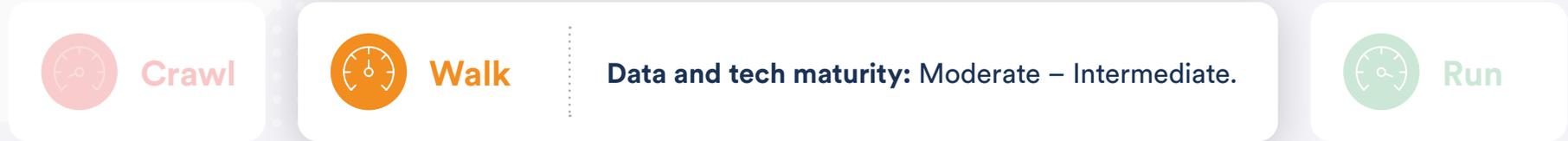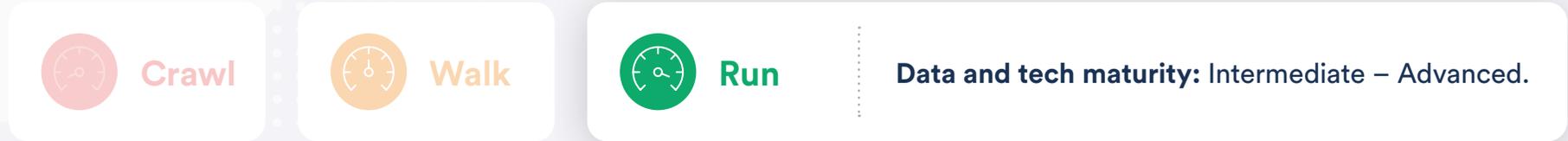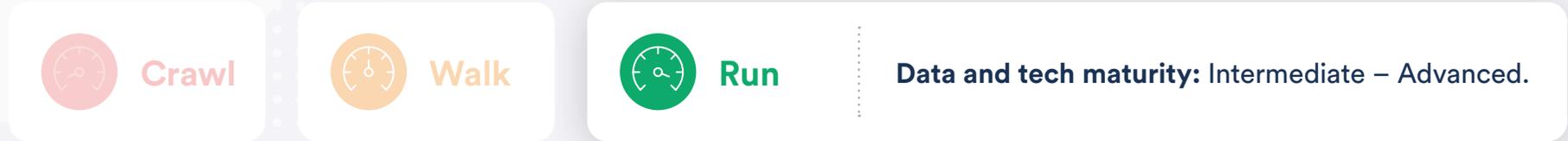| TECH	DESCRIPTION	CHECK
● Adserver Example: FreeWheel, Google	An ad server will manage and run online advertising campaigns. Ad servers are responsible for making instantaneous decisions about what ads to show on a website, then serving them. On top of that, an ad server collects and reports data (such as impressions, clicks, etc.) for advertisers to gain insights from and monitor the performance of their ads.	○
● Consent management platform (CMP) Example:	A CMP is software that helps you collect and handle personal information in a GDPR compliant way. It helps you gain insight into the personal data lifecycle from the moment of opt-in to the data removal enabling you to track, monitor, and respond to the data subject's request and consents preferences.	○
● Customer Relationship Management (CRM) Example: SalesForce	CRM is a technology used to manage interactions with customers and potential customers. A CRM system helps organisations build customer relationships and streamline processes so they can increase sales, improve customer service, and increase profitability.	○
● SSP	A supply-side platform (SSP) is a technology platform used to coordinate and manage the supply and distribution of inventories related to advertising. SSPs help digital media owners and publishers sell digital ads in automated auctions.	○
● CDP Example: mediarithmics, SalesForce, mParticle	A CDP can unify a content owner's consumer data from any source and can work with multiple ID types. It can activate data across marketing channels and help increase CPM for advertisers looking to target users on owned and operated content. A CDP gives content owners an easy UI to create segmentation from viewer data.	○
● Reporting/ Measurement solution	Measurement and reporting is key to understanding how all four areas of the business are working together. Answering questions like: are subscriptions eating my advertising revenue? Which customers are more likely to buy merchandise? It can also be used at an individual business unit level to see what is working well and what isn't. For instance Marketing will want to know what campaigns drive the most viewers to the platform. Note: Dashboarding and visualisation tools are also included in this area.	○

Become the broadcaster of the future.

Crawl	**Walk**	**Data and tech maturity:** Moderate – Intermediate.	Run

INITIATIVE	DESCRIPTION	CHECK
● **Multi-channel marketing offering.** Based on the emails collected being used as a seed group	Multi-channel marketing is the ability to target audiences through multiple activation tools. This requires collection of several identifiers per user (device ID, cookie ID, hashed email, CRM ID, ...) in order to properly identify the same user across multiple networks.	○
● **Advanced audience segmentation (build your own audience)**	Advanced audience segmentation is the notion of building cohorts of users based on defined rules either using an audience builder, or using code in order to scale (e.g. SQL). Cohorts can be built using a range of criteria including sociodemographic, interest, intent etc.	○
● **Advanced legal frameworks for privacy**	In the past few years, advanced privacy regulation laws have been passed in Europe (GDPR) or North America (CCPA). This means digital marketing companies become more exposed to potential faults if they are not able to prove that each data processing they perform for a specific user is licit. Companies will be required to provide their audiences with a means to setting up their privacy preferences (e.g. CMP, Privacy Center, ...); which have to be connected to their data marketing tools.	○
● **Inhouse marketing**	Setting up an in-house marketing function is imperative to the success of the sales house area of the business. In-house marketing teams need to ensure new users are acquired, retained and remain engaged to ensure growth in advertising revenue and yield.	○
● **Header bidding**	Header bidding is an advanced programmatic technique wherein publishers and content owners offer inventory to multiple ad exchanges simultaneously before making calls to their ad servers. The benefit in this initiative is to increase a publisher's yield — by letting multiple demand sources bid on the same inventory at the same time.	○

Become the broadcaster of the future.

Crawl

Walk | **Data and tech maturity:** Moderate – Intermediate.

Run

TECH	DESCRIPTION	CHECK
● Supply Side Platform (SSP)	A supply-side platform (SSP) is a software system that allows publishers to offer their available inventory to ad exchanges and demand-side platforms (DSP).	◯
● Data Lake	A Data Lake is a centralised repository which stores all of a business's structured and unstructured data. A data lake enables a business to carry out tasks including reporting, visualisation, advanced analytics and machine learning. Many data lakes exist offsite in the cloud (e.g. AWS, Azure, GCP), however can also be housed onsite.	◯
● Second-party data matching Example: InfoSum, Cadent, Blockgraph	Is the process of matching two or more parties 1st party data, for commercial and operational benefits. Data is generally housed in two separate data warehouses, or bunkers, where data between the members can be queried based on common identifiers or attributes, in a privacy safe environment. This process is typically carried out to identify common audiences, however can also be used for data enrichment and onboarding purposes, based on what has been specifically agreed between the members of the 2nd party partnership.	◯
● Attribution solution	An attribution solution can allow a content owner a future proofed way to measure marketing performance at a granular level. Attribution provides the content owner with a multi-touch view across all their different environments and channels. Attribution can provide rich data for marketers to make informed decisions around campaign spend and future planning. Attribution data allows scientists to build models around marketing effectiveness for both measurement and prediction.	◯

Become the broadcaster of the future.

Crawl	Walk	Run	
			Data and tech maturity: Intermediate – Advanced.

INITIATIVE	DESCRIPTION	CHECK
● BI/Machine learning	Is the notion of Data Science teams building algorithms for data marketing purposes. Those algorithms are often referred as machine learning because they require to be trained to give the best results. Algorithm training is an iterative process and requires a rich data set to be optimal. Those algorithms are normally built in internal systems, for example a data lake. These capabilities are normally leveraged for a range of data marketing use cases, including look-a-like modelling and anti-churn campaigns.	○
● Data coalitions	A data coalition is a working group set up between two or more members, where data can be leveraged to deliver incremental value to its members or to external partners. An example could include two broadcasters joining forces by onboarding 1st party data their own secure data warehouses, enabling the members to create their own walled garden environment, and provide richer targeting options to external buyers.	○
● Fully customised audiences	Refers to the ability to create bespoke audiences based on all the criteria available in the CDP (including 1st, 2nd and 3rd party data) combined with custom recency and frequency (e.g. 1 event time at least 3 times in the last 30 days).	○

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Become the broadcaster of the future.

Crawl

Walk

Run | **Data and tech maturity:** Intermediate – Advanced.

INITIATIVE	DESCRIPTION	CHECK
● Content acquisition strategy based on highest performing audiences	Choose what content you want to produce or acquire based on what viewers are watching and what content is making the most money — based on advertising or subscriptions.	◯
● Fully personalised UI and marketing strategy	Leveraging a technology platform which enables you to build your own UI based around your own bespoke data requirements and branding	◯
● Self serve, private marketplace — to compete with the walled gardens	The ability to build advanced segments at scale (000s) based on multiple data sources (CRM, navigation) and offering pre-packaged options to brands and agencies within a fully personalised UI. The most successful self-serve marketplaces offer the ability to buy campaigns based on segments: that way, audience data is not transferred to the advertiser, which ensures Privacy is maintained and the advertiser cannot reuse data for free.	◯

Become the broadcaster of the future.

Crawl

Walk

Run | **Data and tech maturity:** Intermediate – Advanced.

TECH	**DESCRIPTION**	**CHECK**
● **Measurement Dashboard** Example:	Dashboards surface insights from data products into an easy to visualise environment. Dashboarding can facilitate limited and basic computations by end users. Real time access to business insights that can include cross-departmental analysis.	◯
● **Personalisation and Recommendation Engine** Example:	A personalisation and recommendation engine can push dynamic tailored content suggestions to viewers. Personalised experiences drive and increase engagement with the viewer to build a stronger relationship with the content owner. Recommendations can be tailored based on a mix of viewer behaviour, previous action, editorial choice and predicted behaviour models.	◯
● **Research Panels** Example:	Research and panel services allow content owners to acquire valuable first party data and customer insights. Research and panel services enrich current 1st party audiences. Data can be used for both marketing, analytics and commercial sales. This can then be scaled and modelled through modelling or data science.	◯
● **DSP + Private ID providers** Example:	With 3rd party cookies being already blocked by some browser and disappearing in the near future, offsite display retargeting campaigns are getting harder to run with good results. Private ID providers have gained traction in the past few months: they are able to identify users cross-site based on deterministic and probabilistic matching. In a nutshell, Private ID providers are able to identify a 1st party ID on 3rd party networks, helping campaign managers to improve their reach.	◯

Become the broadcaster of the future.

	Crawl		Walk		Run	Data and tech maturity: Intermediate – Advanced.

TECH

● Testing and Experimentation Solution

Example:

DESCRIPTION

Experimentation tools allow business owners and teams to test hypotheses and compare the effectiveness of different treatments viewers. Scalable insights delivered through automated data flows. Enhanced dynamic testing that can assess the performance of a multitude of different states and algorithms.

CHECK

○

What does success look like?

A best-in-class case study from Channel 4

24million

User registrations
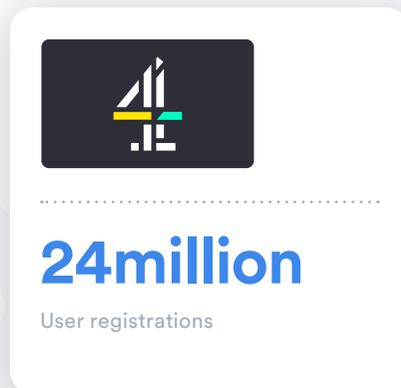
Their story:

Channel 4 is a leading UK broadcaster, who have developed their initiatives in data and technology over the past five years in order to create a best-in-class sales-house and marketing offering to their advertisers — with the goal to compete against the likes of the walled gardens.

Channel 4 was one of the first broadcasters to ask users to log-in as a mandatory requirement — where they have been able to collect over 24million registrations. This has enabled their sales-house (4sales) to create an innovative product offering underpinned by 1st party data, known as BrandM4tch.

The journey to date:

BrandM4tch enables advertisers to upload their own first-party party data to cross reference against Channel 4's owned data, to identify common audiences. These audiences can be segmented and targeted, enabling Channel 4 to leverage their data science capabilities in order to build machine learning functions.

These functions create look-a-like modelling use-cases to extend audience segments within a Channel 4 environment, activated through their adserver (Freewheel) across Video-On-Demand inventory. Rich reporting and analytics are also passed back to the advertisers enabling optimisation and improvement of future campaigns.

The future:

This product has enabled Channel 4 to create an advanced data coalition — or Private Garden if you like — which has been made possible by the initiatives carried about by the Channel 4 Marketing Team (4Marketing). By bringing the Marketing and sales teams together, Channel 4 has ensured the data which underpins their products is available — and to the highest quality possible.

Summary.

No one fully knows what the future of TV holds. But what is clear, is that having a strong and scalable data and technology infrastructure at the core of your business is key.

By learning to crawl, walk and run through the power of data and technology, broadcasters will be able to adapt for any and all eventualities that will come their way.

In short, to win in the digital space, broadcasters must:

- Think like a brand and personalise relationships with users
- Harness technology to create a culture of innovation
- Enlarge their scope to create unique offerings

Whilst it can seem overwhelming, businesses such as mediarithmics and Silverbullet are on hand to help.

Use this guide to ascertain where you are in the life cycle of your data and technology journey and identify where you need to be.

You're not in this alone. Contact us today, to find out how you can start your data and technology journey.

Become the broadcaster of the future.

Find out more.

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