

**iab.TECH LAB**

**CTV & Video Advertising:  
Growing with Standards**



THANK YOU TO OUR SPONSORS



ADJUST



DIDOMI



DoubleVerify



OpenX®



publica



HUMAN

formerly White Ops

Index<sup>7</sup>  
Exchange

OneTrust

PRIVACY, SECURITY & THIRD-PARTY RISK

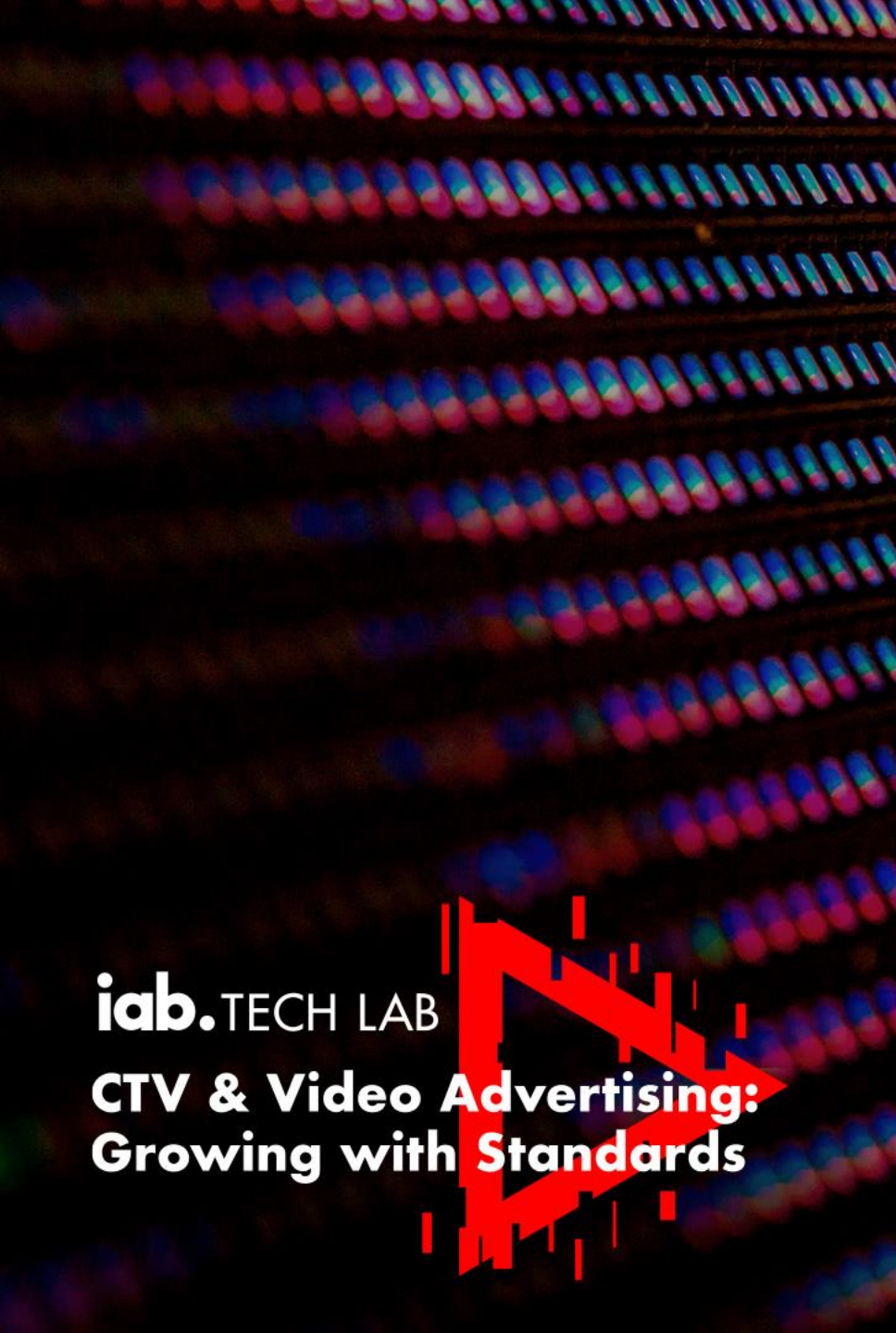
SHOW HEROES  
GROUP



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**Shailley Singh**

**Senior Vice President, Product**

**IAB Tech Lab**

## **Introduction**

- IAB Tech Lab
- Importance of Standards
- 2022 Priorities
- Today's Event

**Member-driven, member-developed**

**750+ companies**

**20+ working groups**

**2500+ participants**

**40+ countries**



**Shared resources & benefits**

**Interoperable, efficient base for innovation**

**neutral, collaborative, transparent, non-profit org**



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**TECH LAB**

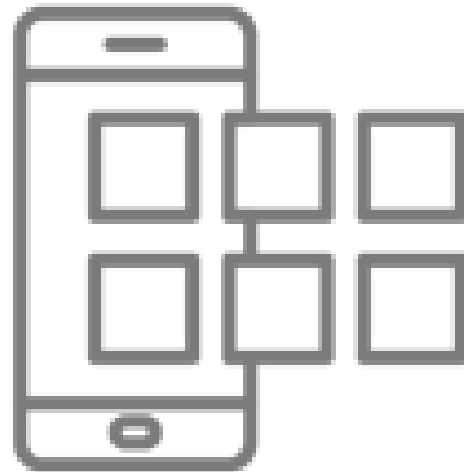


**Engage a global member community to develop foundational technology and standards that enable growth and trust in the digital media ecosystem**



# Transact Programmatically

At **scale** in a **transparent and frictionless** marketplace across all **platforms, devices and mediums**



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Accountability

Addressability **Rearc**

Podcast Measurement Guidelines **OpenRTB** DataLabel.org **ads.txt**

**CCPA** New Ad Portfolio **VAST** **SafeFrames**

Global Privacy Frameworks **Transparency & Consent Framework (IAB Europe)**

**SIMID** **TCF**

MRAID **OM SDK**

OpenDirect **app-ads.txt**

Content Taxonomy **CATS**



**Ads.txt** has been adopted by millions of sites globally

All data available in **Transparency Center**



220+ companies adopted **sellers.json** globally in <6 months.

All data available in **Transparency Center**



100+ **OM SDK** certified integrations (1/2 non-US) ; on 2B+ devices

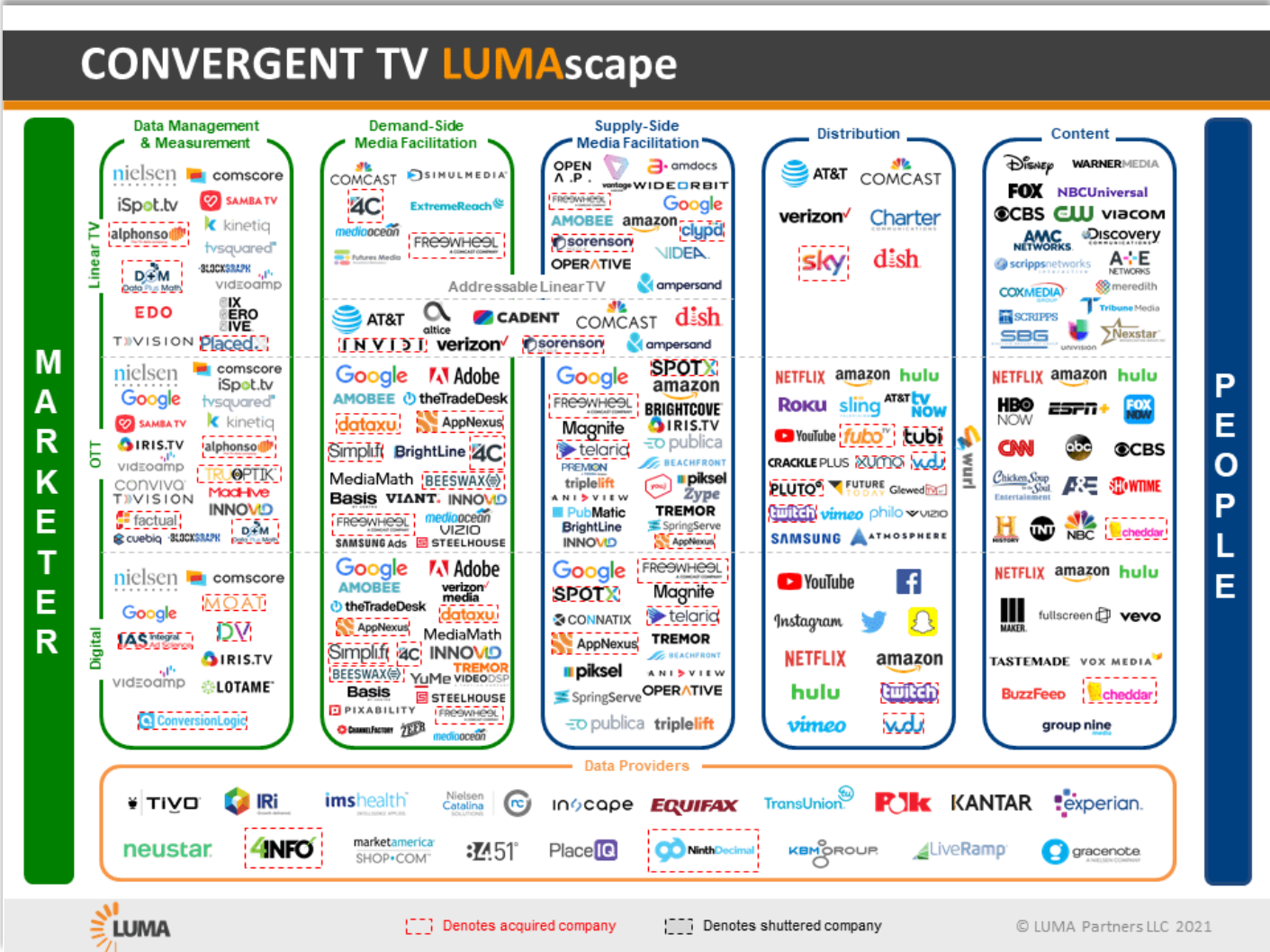
All data available in **Transparency Center**



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# Open Web is a vibrant community



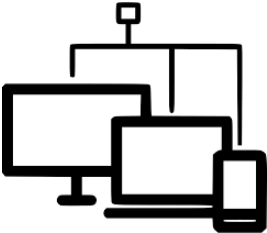


# Why We Need Technical Standards

To help advance and grow the digital media ecosystem by:



As with other essential technologies, Tech Lab standards enable the growth and health of the digital media ecosystem



Improving interoperability & quality



Mitigating risks



Increasing speed to market



Fueling market innovation



Reducing product development efforts & costs





# 2022 Priorities



## CTV

- **Delivery** (Ad Pods, Upfronts, Deal Id)
- **Measurement** (OM SDK)
- **Audience** (CTV Audience, Common Currency)

Open RTB Open Source



## Identity

- **Addressability** (Identity standards, SDA, UID2)
- **Privacy** (PETs, TCF Evolution- GPP, Accountability Framework, Information Disclosure)

VAST

SIMID

Taxonomies



## Security & Fraud

- **CTV Focus**
- **Transparency Center**
- **RTB Transparency and Security** (ads.txt, ads.cert)
- **Compliance**

Ad Experiences



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## Over The Top (OTT)

OTT Streaming Services

CRACKLE

hulu

NETFLIX

sling

tubi

xumo

Devices



Desktops  
Laptops



Phones  
Tablets

### Connected TV (CTV)



SmartTVs



Streaming  
Devices



Game  
Consoles

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<https://iabtechlab.com/ctv-ott>





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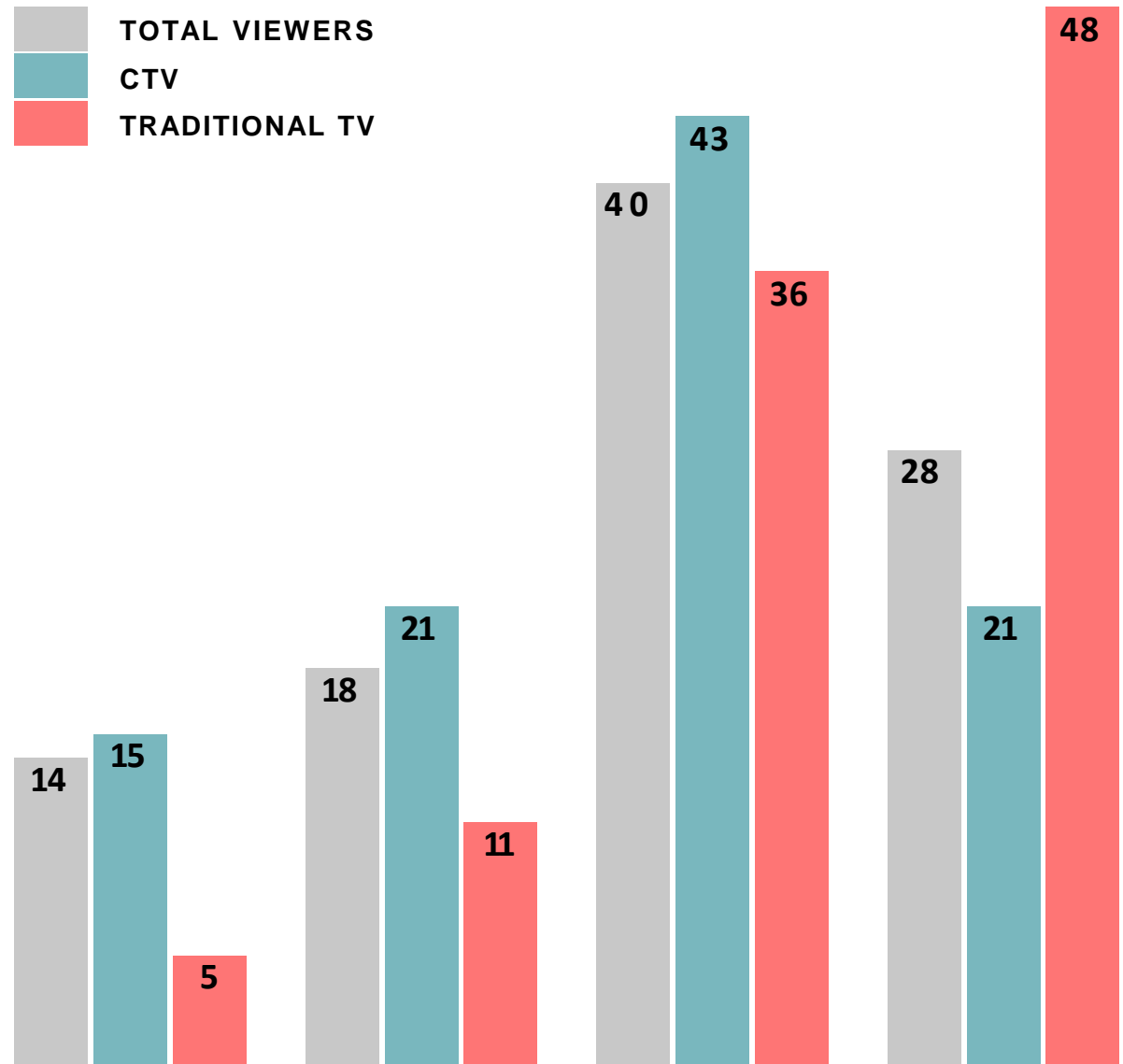
**Across the EU5 markets, between January 2020 and May 2021, traditional TV viewing rose by 17%, while CTV consumption increased by 55%.**

**Samsung TV viewers across the EU5\* now spend a similar amount of hours enjoying both linear (1h 59min) and streamed (2h) content per day.**

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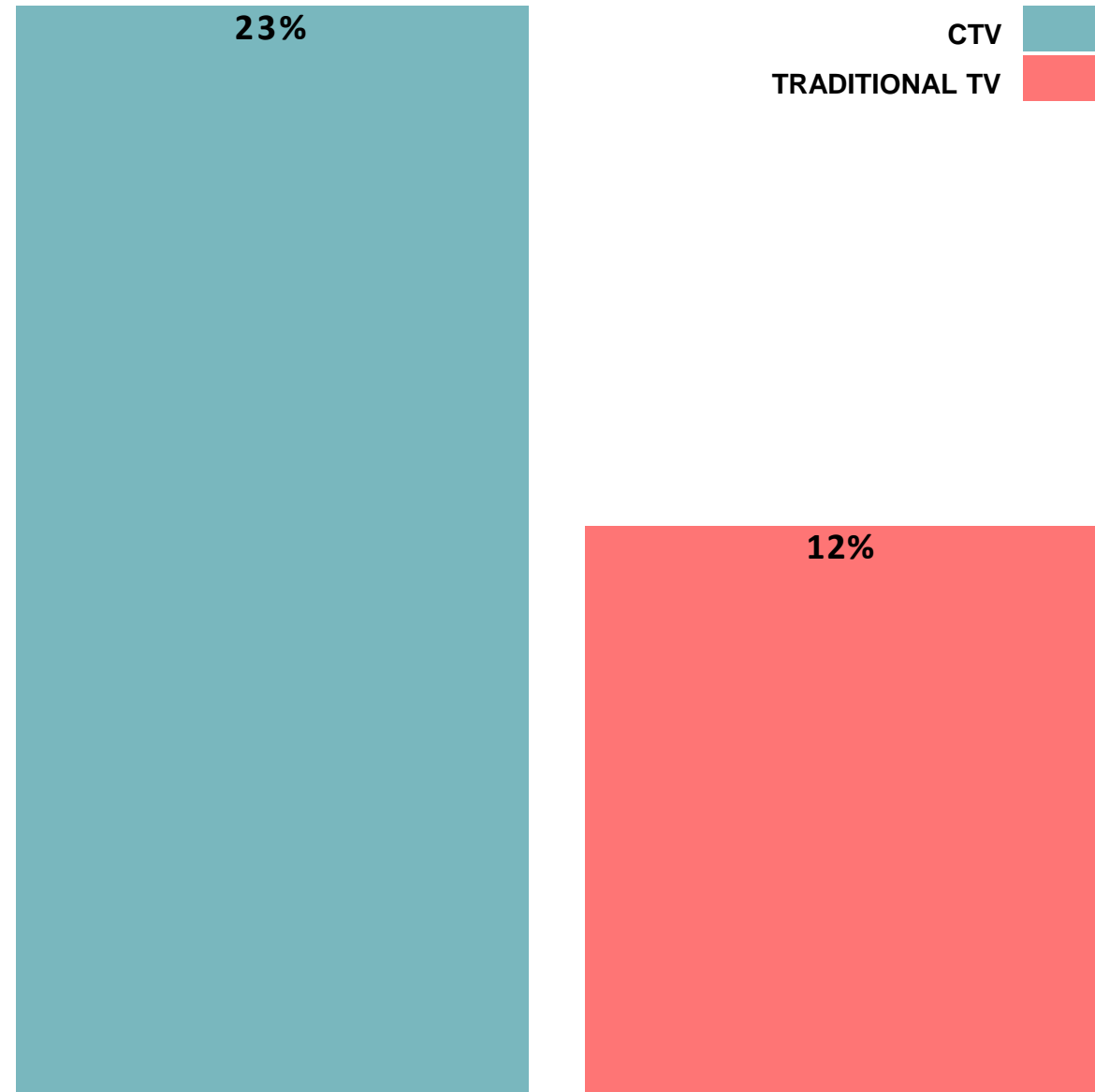
## The Traditional TV audience is mostly 55+ % who watch



CTV IS FOR EVERYONE 2021/22 EMEA REPORT: Magnite/ Statista



## CTV viewers are more likely to make a purchase after seeing a TV ad



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**1**

**Hybrid TV viewing is the new normal**

71% of European audiences now watch a combination of traditional TV and CTV content. 30% of households say they watch mostly CTV delivered content, whereas only 22% watch traditional TV exclusively.

**2**

**The CTV audience mirrors Europe's diverse profile**

Streamers match the national profile, whereas the traditional TV audience skews older and consequently underdelivers younger audiences.

**3**

**Ad-supported programming is becoming a primary way CTV viewers watch content**

Ad-free content such as Netflix and Disney+ no longer dominate CTV content consumption. CTV viewers now watch an almost equal amount of ad-supported content.

**4**

**CTV's reach goes beyond the boundaries of language and location**

CTV is not limited to the constraints of language and location in the same way traditional programming is. The flexibility of CTV meets the needs of modern audiences who wish to watch niche or foreign language content.

**5**

**CTV better caters to the newly emerging conscious consumer**

80% of CTV viewers said they are more likely to pay attention to ads from brands that are in line with their lifestyle and opinions, and attentive viewers are much more likely (65%) to make a purchase after seeing an ad versus those who are passively watching.





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# Agenda

Time (CET)	Topic	Speaker(s)
2:00-2:15 PM	IAB Tech Lab Opening Comments	<i>Shailley Singh, Senior Vice President, Product, IAB Tech Lab</i>
2:15-2:30 PM	Keynote: Building a Safe CTV Supply Chain- Technologies and Gaps	<i>Jochen Schlosser, CTO, Adform</i>
2:30-2:55 PM	Panel: Building a Safe CTV Supply Chain: How to use existing technologies, identifying gaps and what is needed to grow CTV  <i>Moderated by Tech Lab's Tina Lakhani</i>	<i>Tina Lakhani, Director, Product Marketing, IAB Tech Lab Alen Nazarian, CTO, SevenOne Media Adam Noble, Product Marketing Director, CTV Index Exchange John Ross, Director, Product Strategy, DoubleVerify Stephan Zech, Director, OTT, Axel Springer</i>
2:55-3:05 PM	Transparency Center Discussion & Demo	<i>Paul Ryan, CTO, OpenX Jill Wittkopp, Senior Director, Product Management Software, IAB Tech Lab</i>
3:05-3:15 PM	Fireside Chat: Understanding and Making SSAI Work for Publishers and Advertisers	<i>Leander Carell, Co-founder &amp; Managing Director, Nowtilus Oliver von Wersch, Partner, nxt statista</i>
3:15-3:40 PM	Panel: Making SSAI work- Challenges, benefits and ads.cert authenticated connections  <i>Moderated by Index Exchange's Rob Hazan</i>	<i>Ben Antier, Co-founder &amp; CEO, Publica Rob Hazan, Senior Director, Product, Index Exchange Jules Kendrick, MD, UK &amp; Europe, TAG Curtis Light, Staff Software Engineer, Google Joe Tallett, Head of CTV Detection, HUMAN</i>
3:40-3:55 PM	Keynote: Personalized Experiences based on User Choices	<i>Antonio Anguiano, Head of Product, Didomi</i>
3:55-4:20 PM	Panel: How to design a transparent and performant consent-experience for CTV users  <i>Moderated by Tech Lab's Jason Raqueno</i>	<i>Antonio Anguiano, Head of Product, Didomi Jason Raqueno, Senior Director, Privacy &amp; Data Protection Ethan Sailors, Marketing Solutions Engineer, OneTrust Ninon Vagner, Privacy &amp; Compliance Manager, IAB Europe</i>



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# Agenda (cont'd)

Time (CET)	Topic	Speaker(s)
4:20-4:25 PM	<b>BREAK</b>	
4:25-4:35PM	<b>Keynote: The Significance of the Emergence of Connected TV is Enormous: This is TV going Digital</b>	<i>Gijsbert Pols, Lead Product Strategist, Adjust</i>
4:35-5:00 PM	<b>Panel: Open Measurement Technology, Integration and Cross Screen Coverage</b>  <i>Moderated by Tech Lab's Jill Wittkopp</i>	<i>Alice Beecroft, Senior Director, International DSP Client Partnerships, Yahoo</i> <i>Clemens Egle, Director, Product Management, DoubleVerify</i> <i>Sam Mansour, Principal Product Manager, Oracle Advertising</i> <i>Gijsbert Pols, Lead Product Strategist, Adjust</i> <i>Jill Wittkopp, Senior Director, Product Management Software, IAB Tech Lab</i>
5:00-5:05 PM	<b>Introduction: Convergence- Bridging the Digital and Terrestrial Divide</b>	<i>Oliver von Wersch, Partner, nxt statista</i>
5:05-5:30 PM	<b>Panel: How to Best Manage both Digital and Linear Delivery- Technologies, Best Practices and Tactics</b>  <i>Moderated by nxt statista's Oliver von Wersch</i>	<i>Dr. Oliver Friedrich, Head of Video DACH, EMEA Partnerships, Google</i> <i>Sarah Lewis, Global Director CTV, ShowHeroes</i> <i>Oliver von Wersch, Partner, nxt statista</i> <i>Edward Wale, MD CTV, EMEA, Magnite</i>
5:30-5:35 PM	<b>Closing Remarks</b>	<i>Oliver von Wersch, Partner, nxt statista</i>



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**Jochen Schlosser**  
**CTO**  
**Adform**

## **Building a Safe CTV Supply Chain: Technologies & Gaps**



# Building a Safe CTV Supply Chain

Technologies and Gaps



# MARKET UPDATE



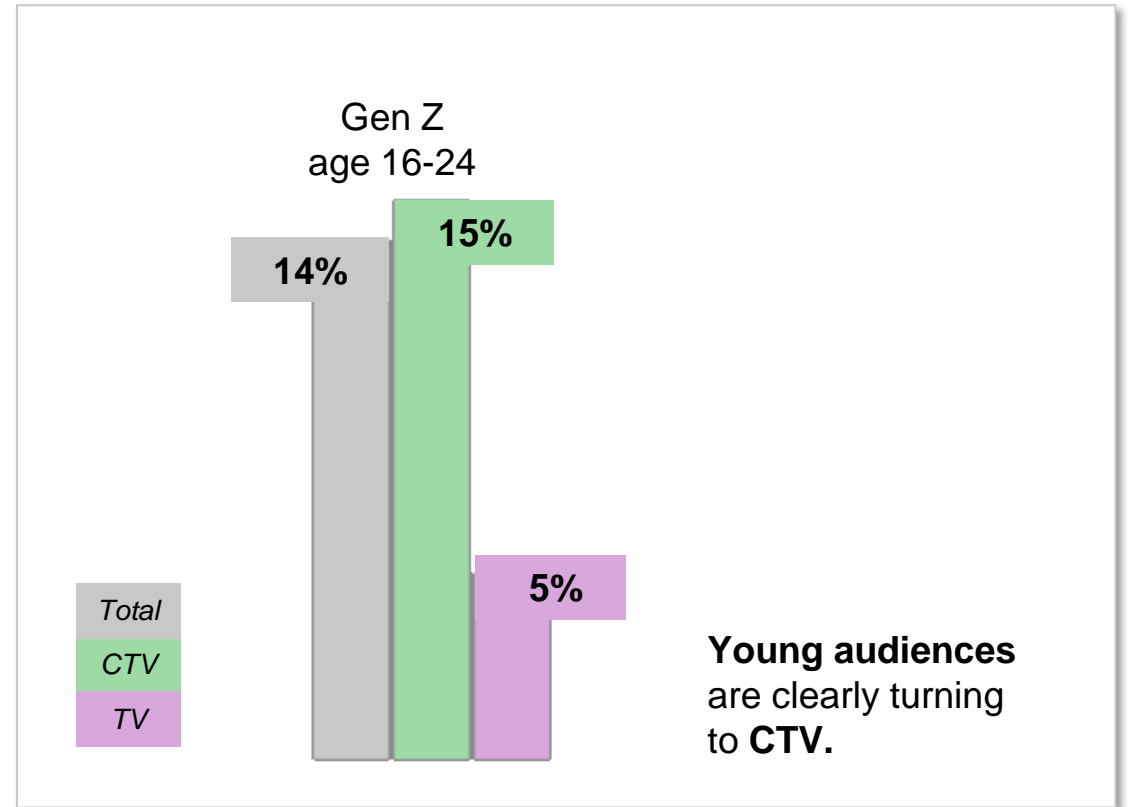
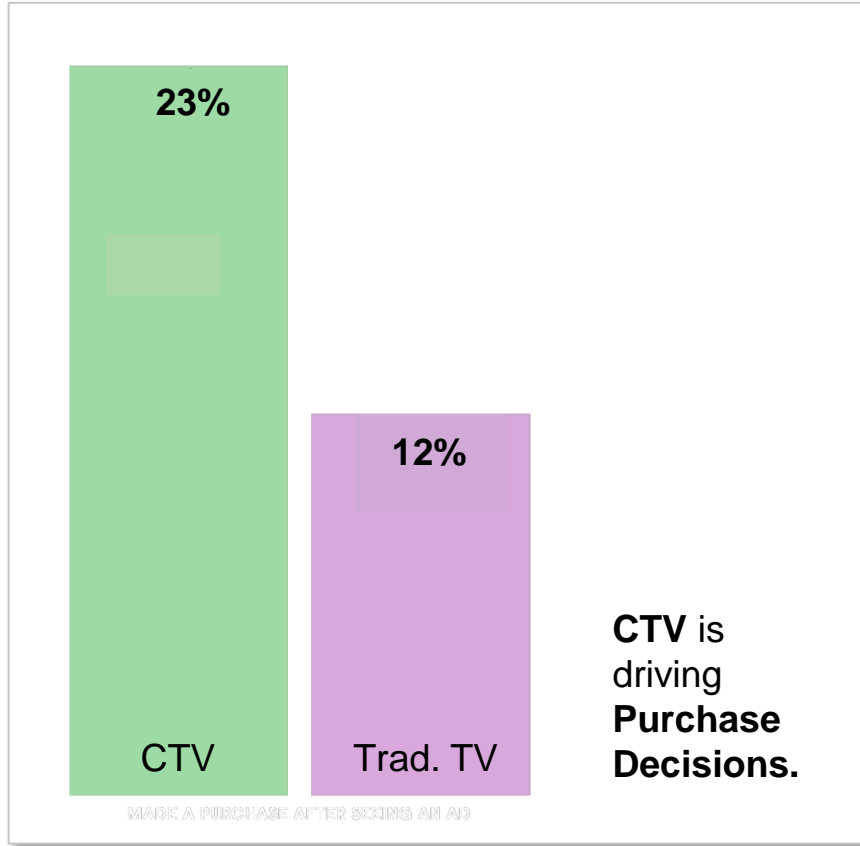
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Across the EU5 markets, between January 2020 and May 2021, traditional TV viewing rose by 17%, while **CTV consumption increased by 55%**

ALEX HOLE  
VP, EUROPE AT SAMSUNG ADS



Source - Magnite - CTV Is for Everyone 21'22 Research Report - EMEA



# WHAT WE NEED TO DO



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PROGRAMMATIC  
OTT<sup>TV</sup> Advanced  
CTV Addressable TV  
IPTV<sup>TV</sup>



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adform



# VAST

Frag·men·ta·ti·on

/Fragmentación/

**MEASUREMENT**

**ADOPTION**

of **STANDARDS**

+ *openRTB*

+ *VAST*

// *Open Measurement SDK*

=

**MEASUREMENT**

**The Consent Framework**



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The industry is finding **BALANCE**

Forget about **ANONYMITY** in Digital Advertising



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aps.ads.txt | seller.json | SupplyChainObject | ads.cert 2.0

adform

# F R A U D

A black and white photograph of a person sitting at a desk, working on a laptop. The person is looking at the screen. On the laptop screen, there is a sign that reads "Privacy vs. Security".

**Privacy**  
vs.  
**Security**





FUTURE?

TCF

Header Bidding + ID

Podding via openRTB 2.6



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# THANK YOU!

## ANY QUESTIONS?

LET US KNOW

[jochen.schlosser@adform.com](mailto:jochen.schlosser@adform.com)



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# Building a Safe CTV Supply Chain - How to use Existing Technologies, Identify Gaps and Understand what is Needed to Grow CTV



**Tina Lakhani**  
Director, Product Marketing  
IAB Tech Lab



**Adam Noble**  
Product Marketing Director, CTV  
Index Exchange



**John Ross**  
Director, Product Strategy  
DoubleVerify



**Stephan Zech**  
Director, OTT  
Axel Springer



**Alen Nazarian**  
CTO  
SevenOne Media



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Transparency Center sponsored by:



**Paul Ryan**  
**CTO**  
**OpenX**



**Jill Wittkopp**  
**Sr. Director, Product Management Software**  
**IAB Tech Lab**

## Transparency Center (Discussion & Demo)

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**Oliver von Wersch**  
Partner, **nxt statista**  
Consulting for **IAB Tech Lab**



**Leander Carell**  
Managing Director & Co-Founder  
**Nowtilus**

## **The Potential of Dynamic Ad Substitution in HbbTV**





# Targeted Advertising in HbbTV

Full Ad Break Replacement with Dynamic Ad-Substitution [DAS]



# Intended Audience

- **Broadcasters**
- **Platform operators**
- **Advertisers, Media Sales-Houses, DSPs, SSPs**
- **Local businesses and SMEs**
- **Other Industry actors**



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A **nowtilus** Ad-Insertion Solution

# Full-Break Ad-Substitution is the most relevant ATV use case

Monetizing a huge TV Market Opportunity



**Leverage Existing & Incremental Reach**



**Increase Relevance  
Decrease Ad-Load**



**Improve Yield  
with Targeting and  
Measurability**



**Raise Market potential  
with new participants  
such as SME**



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# Challenges



NO SINGLE SLOT REPLACEMENT TODAY



INACCURATE AD-SIGNALING w/ SE



DIFFERENT HBBTV STANDARDS



PERSONALIZATION OF COMMERCIAL BREAKS

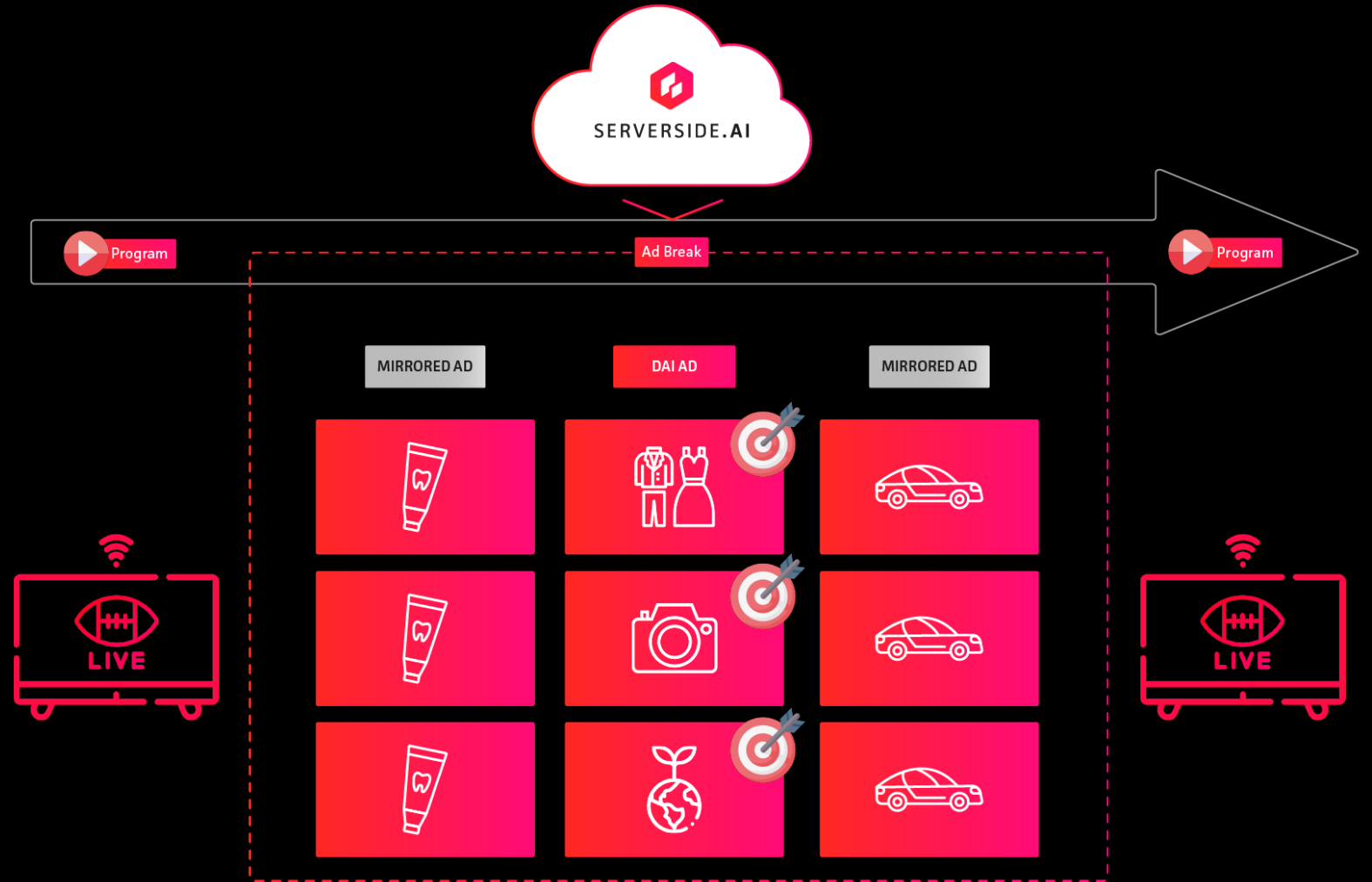




# Benefits

- ✓ Seamless substitution of full ad-breaks in HbbTV 1.5 and 2.0
- ✓ Make all adverts trackable and measurable
- ✓ Use device, audience and contextual data for targeting
- ✓ Exclude competing spots
- ✓ Set frequency capping
- ✓ Prevent spot duplication

Linear scheduled TV ads (mirrored ads) combined with addressable programmatic ads (DAI ads)



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# Serverside.ai Features for HbbTV 1.5 & 2.0



SMART AD-BREAK MANAGEMENT



HYBRID DYNAMIC AD-SUBSTITUTION



INTELLIGENT AD-CONDITIONING AND STITCHING



UNIFIED AD-TRACKING AND MEASUREMENT



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# Making SSAI Work - Challenges, Benefits and ads.cert Authenticated Connections



**Rob Hazan**  
Senior Director, Product  
Index Exchange



**Curtis Light**  
Software Engineer  
Google



**Joe Tallett**  
Head of CTV Detection  
HUMAN



**Ben Antier**  
CEO & Co-Founder  
Publica



**Jules Kendrick**  
MD UK & Europe  
Trustworthy Accountability Group



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**Antonio Anguiano**  
Head of Product  
**Didomi**

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**Personalized Experiences  
based on User Choices**

# What about user privacy for CTV?

---







Didomi builds technology to help companies put their users in control of their personal data.

In doing so, they generate valuable trust and lay the groundwork for privacy-conscious growth.

+160k

Websites and apps where Didomi is deployed.

Number of devices on which Didomi collects consent each quarter.

+2bn

+65bn

Pages viewed with Didomi consent granted.

Privacy first

Platform reliability

Premium service

Cross device solutions

High level integrations & customization





# We take care of every aspect regarding handling your users' consent for connected TV



# Our vision for CTV

Society cross a **trust crisis**.

Everything become suspect, politics, institutions, companies, brand, social media...

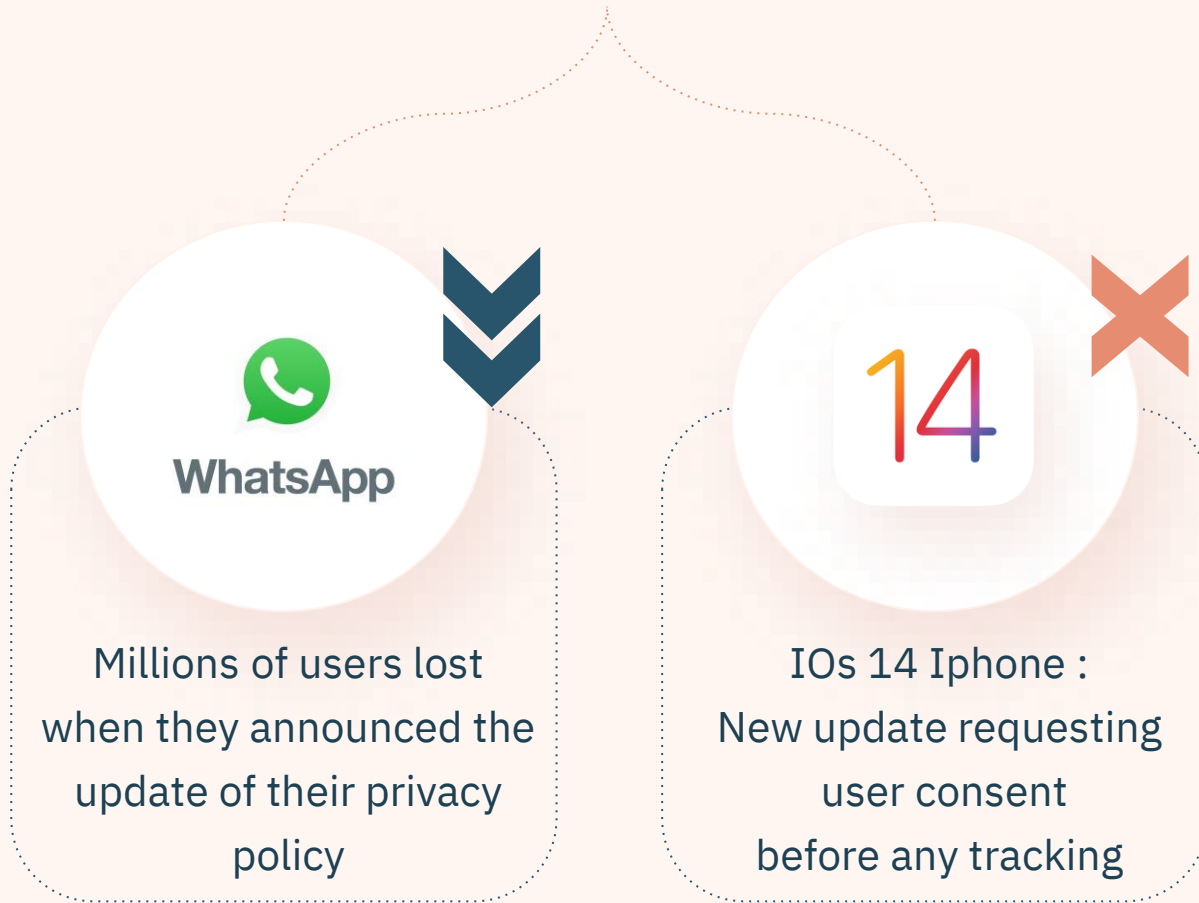






## Customer trust is deteriorating

## Controls are increasing



**"Cookies: 60 million euro fine against GOOGLE LLC"**

**"Carrefour fined 3 millions for not complying with GDPR law"**

**Amazon heavily fined by the CNIL for non-respect on privacy**

We believe Trust between companies and their clients is a combination of two things :



A collection and use of user data in total respect of the law.



A user experience that respects & reflects user preferences.



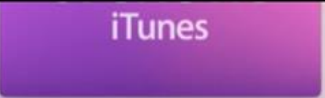
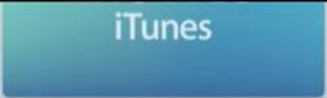
**COMPLIANCE + EXPERIENCE  
= TRUST**





# Ok, fine but how ?





Installing App



Browse

Kids

DVDs

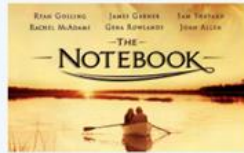
### Comedy



### Documentary



### Romance



### Horror







Browse

Kids

DVDs



With your agreement, we and our partners use device storage to store and access personal data like precise geolocation data, and identification through device scanning. We process that data for purposes like personalised ads and content, ad and content measurement, audience insights and product development. You can withdraw your consent or object to data processing based on legitimate interest at any time from the app menu.

We and our partners do the following data processing based on your consent and/or our legitimate interest:

Personalised ads and content, ad and content measurement, audience insights and product development, Precise geolocation data, and identification through device scanning, Store and/or access information on a device

[Our Privacy Policy](#)

[Our partners](#)

Accept & Close

Disagree & Close

Manage my Choices



privacy management by



Comedy



Documentary



Romance



Horror





Browse

Kids

DVDs



STREAM  
MOVIES

#### HOW WE USE DATA

#### OUR PARTNERS

Save my choices & Close

Accept & Close

Disagree All & Close

## How we use data

We and our partners use non-sensitive information from your device to improve our products and personalize ads and other contents throughout this app. You may accept all or part of these operations. To learn more about how we use your data, to review your options or these operations for each partner, visit our privacy policy.

#### QUICK ACTION



Agree all the purposes for a better user experience

Off

#### PURPOSES



Store and/or access information on a device

Consent Off



Select personalised ads

Consent Off



Create a personalised ads profile

Consent Off

Comedy



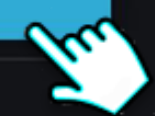
Documentary



Romance



Horror





Browse

Kids

DVDs



STREAM  
MOVIES

#### HOW WE USE DATA

#### OUR PARTNERS

Save my choices & Close

Accept & Close

Disagree All & Close

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#### QUICK ACTION

**Agree all the purposes for a better user experience**  
Off

#### PURPOSES

**Store and/or access information on a device**  
Consent Off

**Select personalised ads**  
Consent Off

**Create a personalised ads profile**  
Consent Off

Comedy



Docume



Romanc



Horror





## Tell us more about you!



What movie genres are you interested in?



Horror



Comedy



Romance



Documentary



Cartoons



Action

How do you prefer to be updated?



Email



SMS



Notifications





Browse

Kids

DVDs

My profile



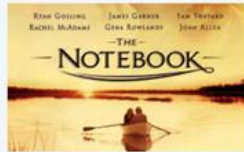
### Comedy



### Documentary



### Romance



### Horror





Browse

Kids

DVDs

My profile



### Comedy



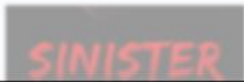
### Documentary



### Romance



### Horror



Marcus



Angela

Manage profiles

My Preferences



My Account

Help Center

Log out



## Tell us more about you!



What movie genres are you interested in?



Horror



Comedy



Romance



Documentary



Cartoons



Action



How do you prefer to be updated?



Email



SMS



Notifications

## Tell us more about you!



### What movie genres are you interested in?

<input type="checkbox"/> Horror	<input checked="" type="checkbox"/> Comedy	<input checked="" type="checkbox"/> Romance
<input checked="" type="checkbox"/> Documentary	<input type="checkbox"/> Cartoons	<input checked="" type="checkbox"/> Action



### How do you prefer to be updated?

<input checked="" type="checkbox"/> Email	<input type="checkbox"/> SMS	<input checked="" type="checkbox"/> Notifications
---	------------------------------	---



Browse

Kids

DVDs

My profile



### Action



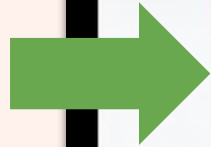
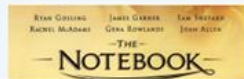
### Comedy



### Documentary



### Romance









# Didomi as your consent and preference management solution for connected TV

1

Approved by the IAB, compliant with TCF and the CNIL guidelines

2

Supporting Apple TV and Android TV, Fire TV (Tizen, LG & HbbTV)

3

Easy cross-device & mark-tech implementation

4

Multi language solution (35 languages)



## We are the preferred solution of dev teams:

- ✔ Smart SDKs allowing easy customization and extension of standard UI and UX
- ✔ Open APIs offering dev teams complete flexibility for integration
- ✔ Detailed public documentation allowing autonomous development

### Import JSON ✕

**IMPORT A NOTICE CONFIGURATION FROM JSON**

Copy and paste a Didomi SDK configuration in JSON format to import it into your consent notice. Configuration options that are present in the JSON will override your existing notice configuration. Vendors that cannot be matched to existing vendors will automatically be created.

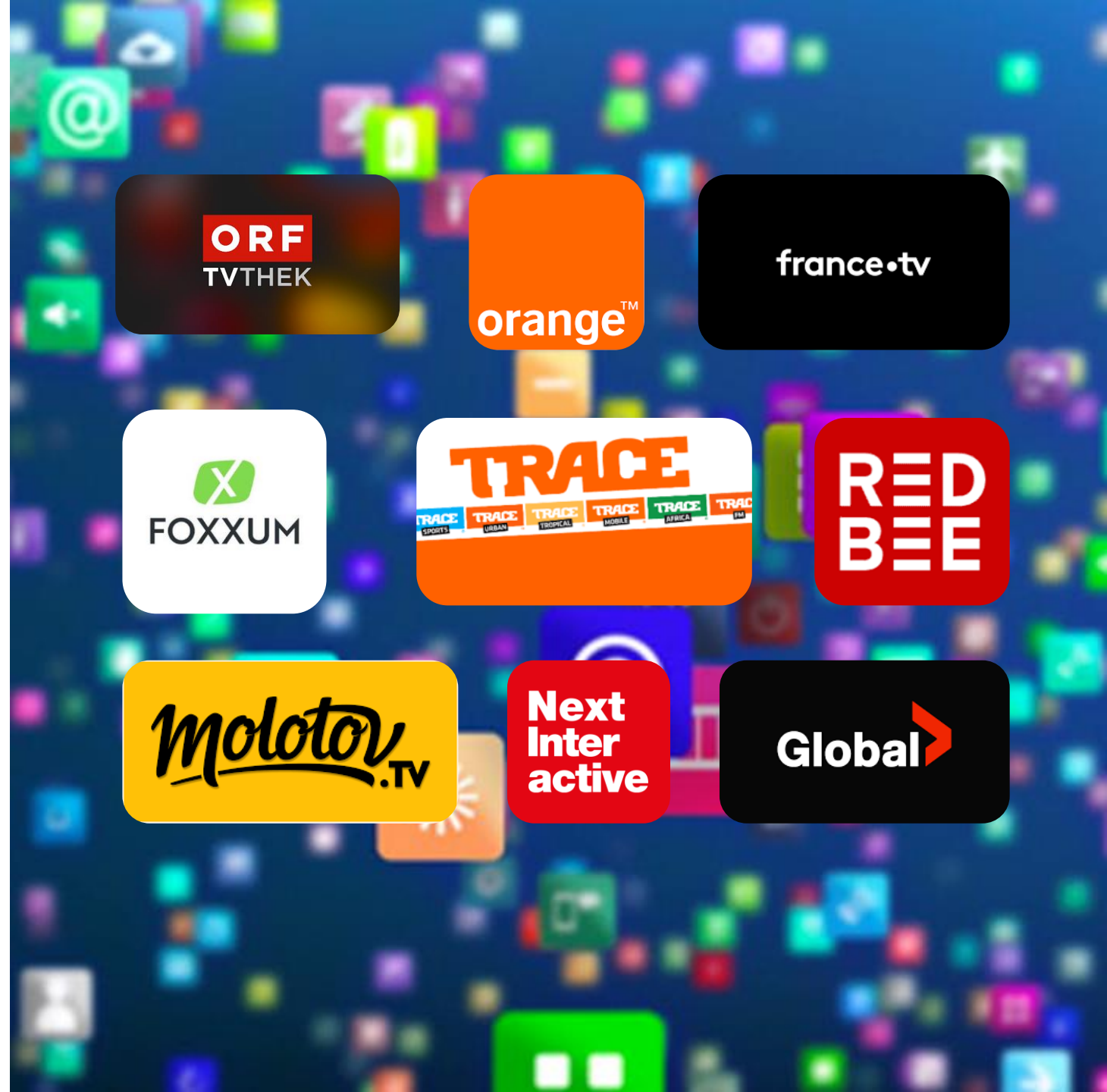
**CUSTOM JSON**

```
window.didomiConfig = {
  app: {
    apiKey: 'secret',
    vendors: {
      iab: {
        all: true,
      },
      didomi: ['google'],
    }
  },
  notice: {
    position: 'bottom',
  },
}
```

CANCEL IMPORT



They trust us !





Thank you!

[didomi.io](https://didomi.io)



## Collecting Consent on Connected TV Apps

### 1. Completely server-side

- a. Usage of Didomi TCF CMP ID
- b. Usage of private CMP ID of the client (development needed)

### 2. Embedding Didomi SDKs in the Connected TV apps

- a. Usage of Didomi UX/UI
- b. Usage of Custom UIs of the client (development needed)





## Collecting Consent on Mobile or Web for Connected TV Apps

With Didomi it is possible to

1. collect consents on the web and mobile applications, and
1. retrieve these consents server-side or via any other device that integrates our Didomi SDK.

This use case requires the user to be informed at the time consent is first obtained to ensure sufficient validity of consent.

# UX Challenges

TVs are not convenient to read long text

> Level the information displayed to promote natural access to it

Browsing via remote control is less natural than mouses and touchscreens

> Promote focusable elements and bulk actions easily accessible at each stage of the user experience

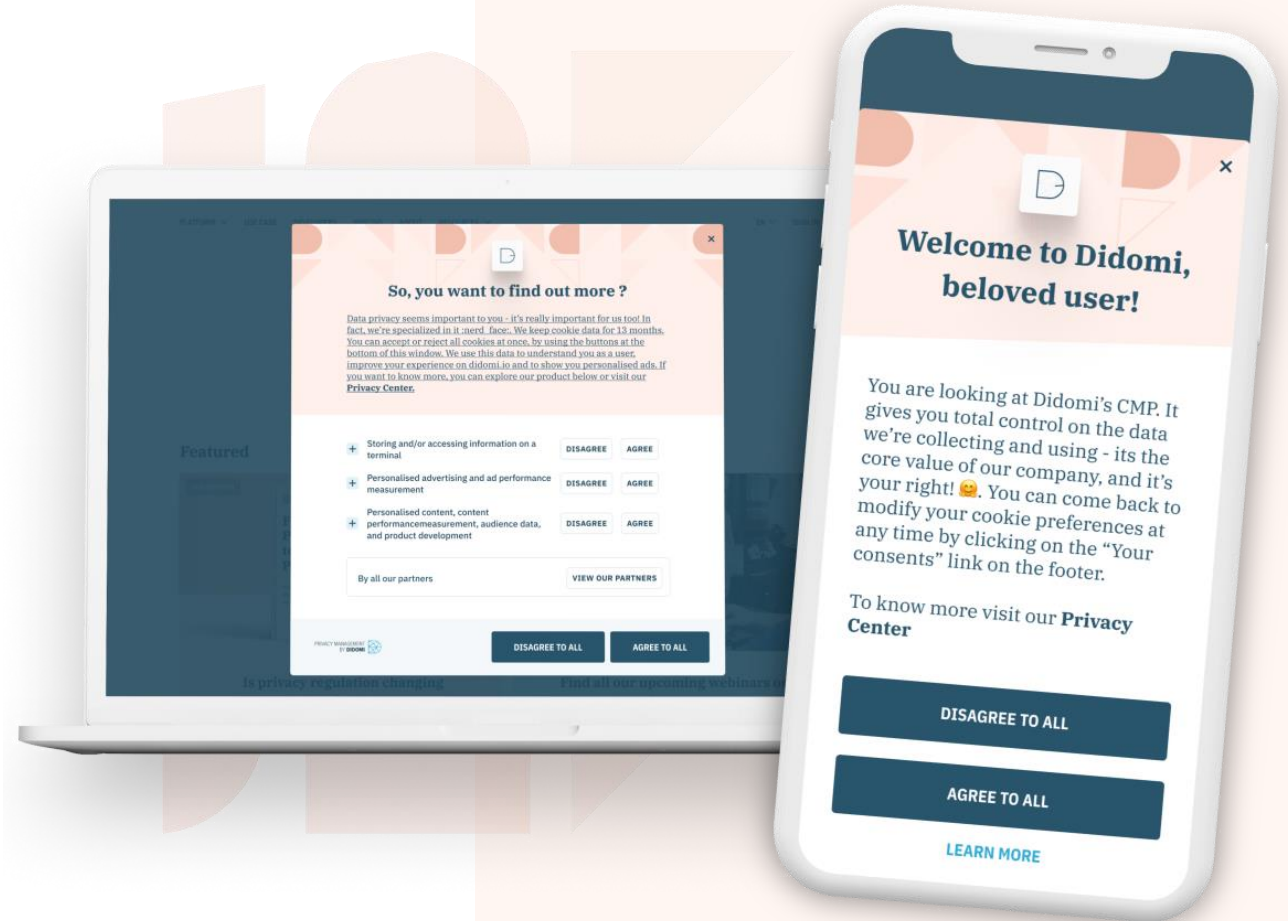
Web browsing on CTV compromises the user-experience

> Manage external link from app to be opened on a more convenient device (mobile)



# Cross device

Share consent across all your devices with Didomi's cross device solution & enhance the overall user experience





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# How to Design a Transparent and Performant Consent-Experience for CTV Users



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IAB Tech Lab



**Ninon Vagner**  
Privacy & Compliance Manager  
IAB Europe



**Antonio Anguiano**  
Head of Product  
Didomi



**Ethan Sailors**  
Marketing Solution Engineering  
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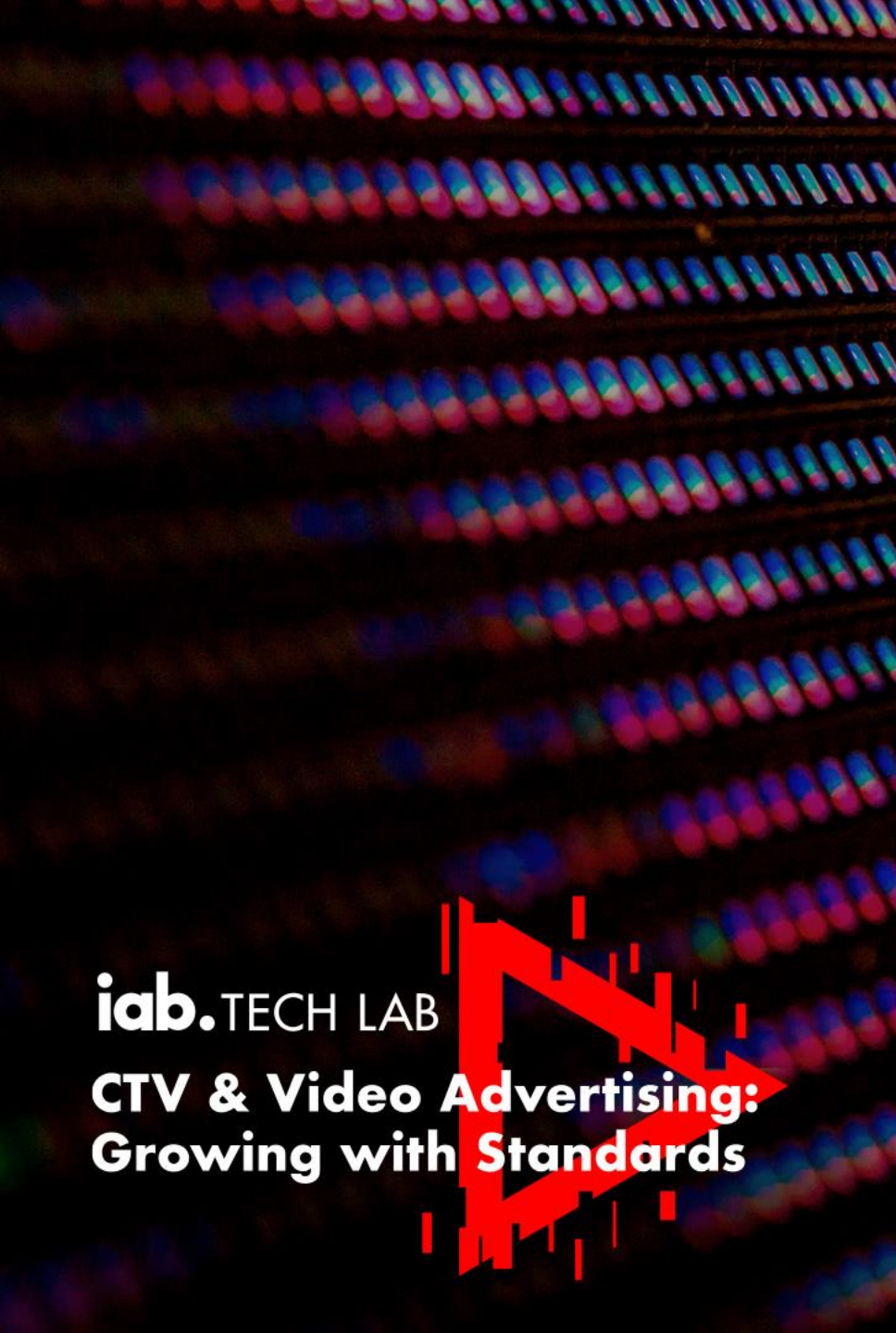
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**Gijsbert Pols**

**Lead Product Strategist**

**Adjust**

**ADJUST**

**The Significance of the Emergence of  
Connected TV is Enormous: This is  
TV going Digital.**

ADJUST ×  APPLOVIN

# TV is going digital

IAB Tech Lab // January 27, 2022



# What is connected TV?

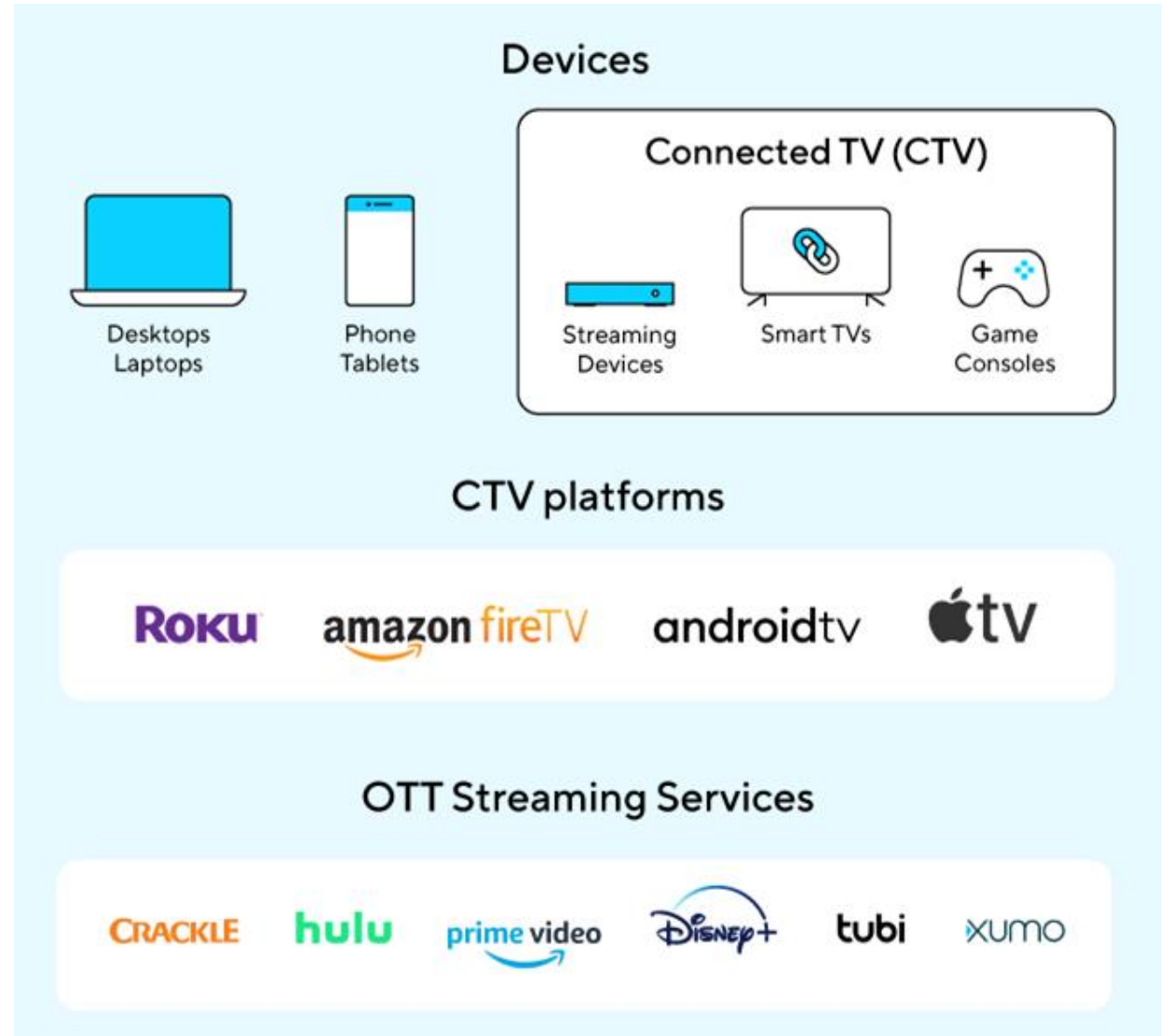


## What is connected TV?

Connected TV (CTV) is a category of **devices that are connected to the internet and enable consumers to consume television content.** Smart TVs are considered CTV devices as are streaming devices like set-top boxes, sticks, etc.

## What is OTT?

OTT stands for “over the top.” The term is applied to services that deliver digital content **directly to consumers by means of streaming technology.** In most cases, the content delivered is video content, through streaming services like **Netflix** or **Hulu**.



# What is connected TV?

Some figures

**54%**

OF US HOUSEHOLDS ARE  
CTV ONLY

**75.5%**

OF ALL TV DEVICES SOLD  
GLOBALLY WERE SMART IN  
2018

**49.8M**

CTV USERS IN GERMANY IN  
2021

**59.9%**

INCREASE OF US CTV AD  
SPEND IN 2021

**\$5.96B**

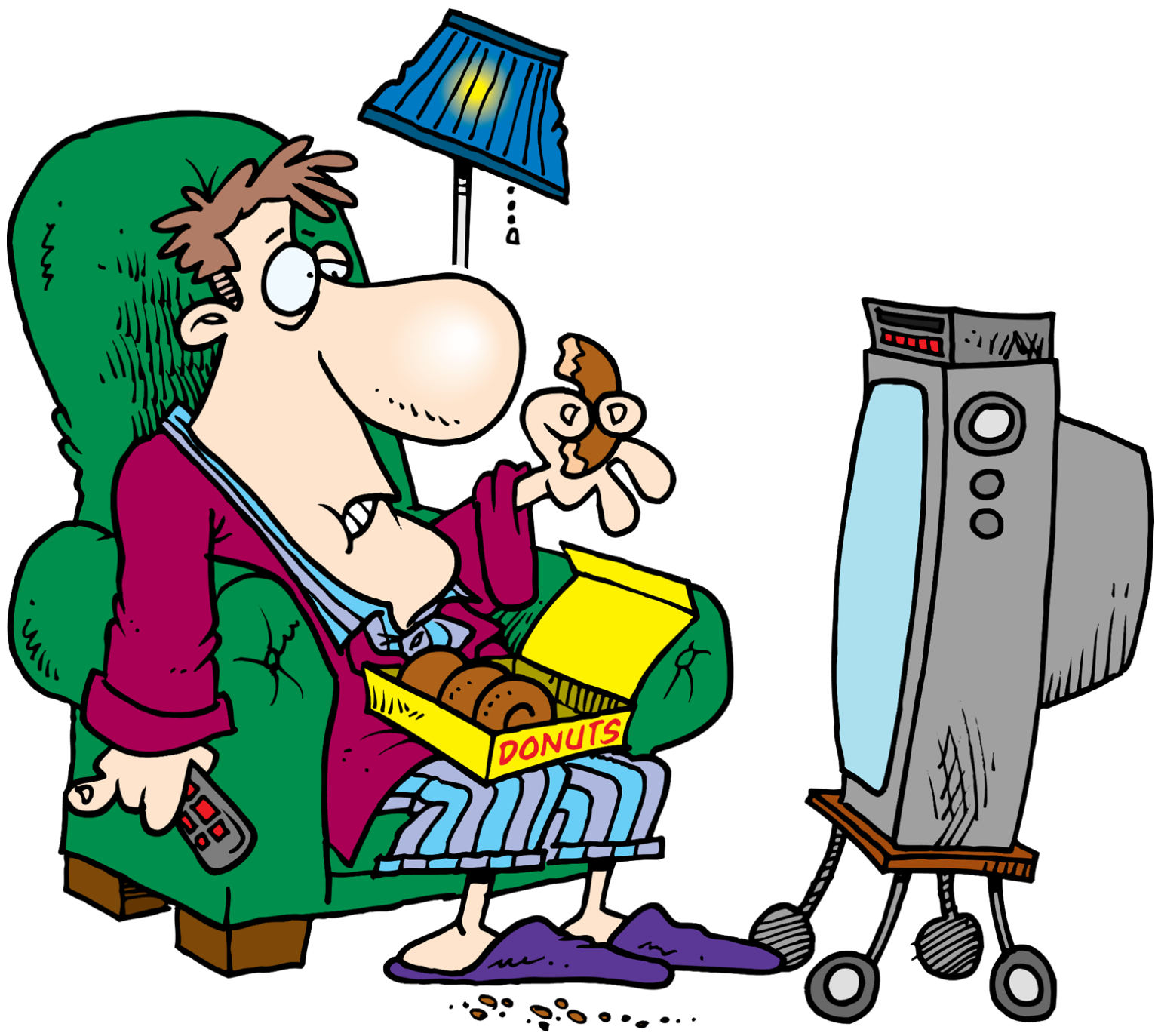
HULU AD REVENUE FOR 2021

**21.2%**

EXPECTED CTV AD BUDGET  
BY FRENCH ADVERTISERS IN  
2021

# But what *is* connected TV?



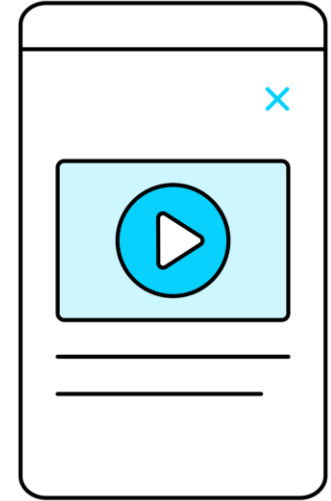
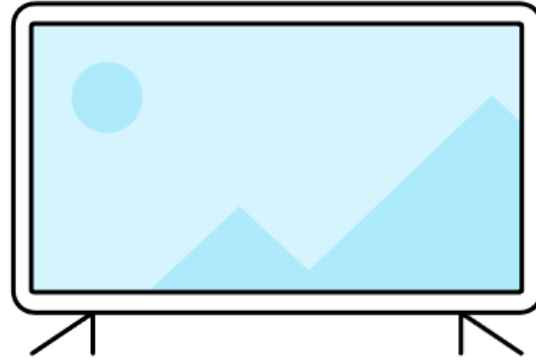


- 
- One device
  - One purpose
  - It's passive, passive, passive

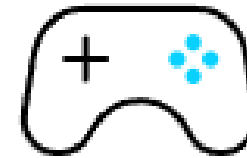


- 
- One device





**Watching TV becomes a  
multi-device activity**



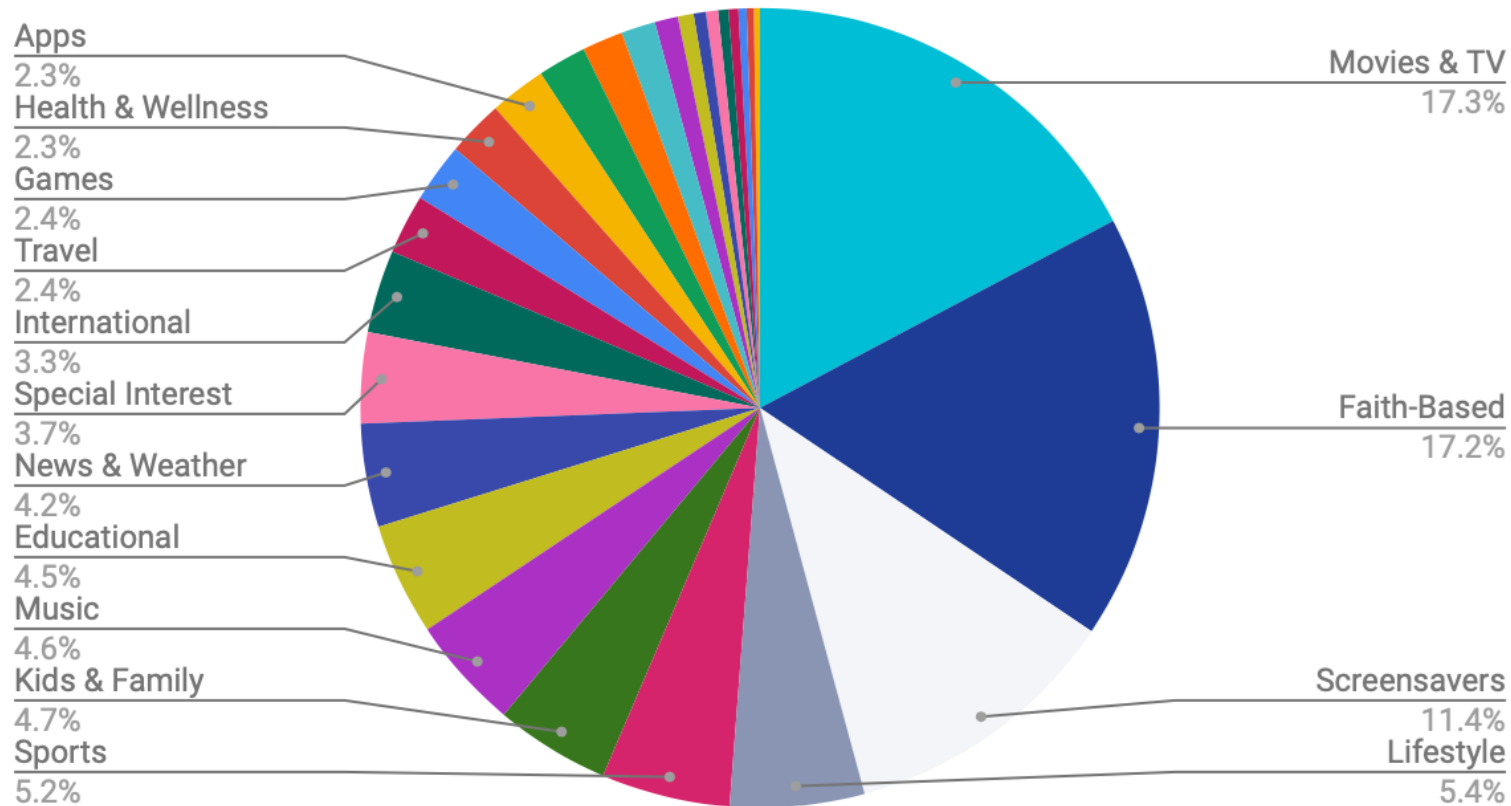


- 
- One purpose



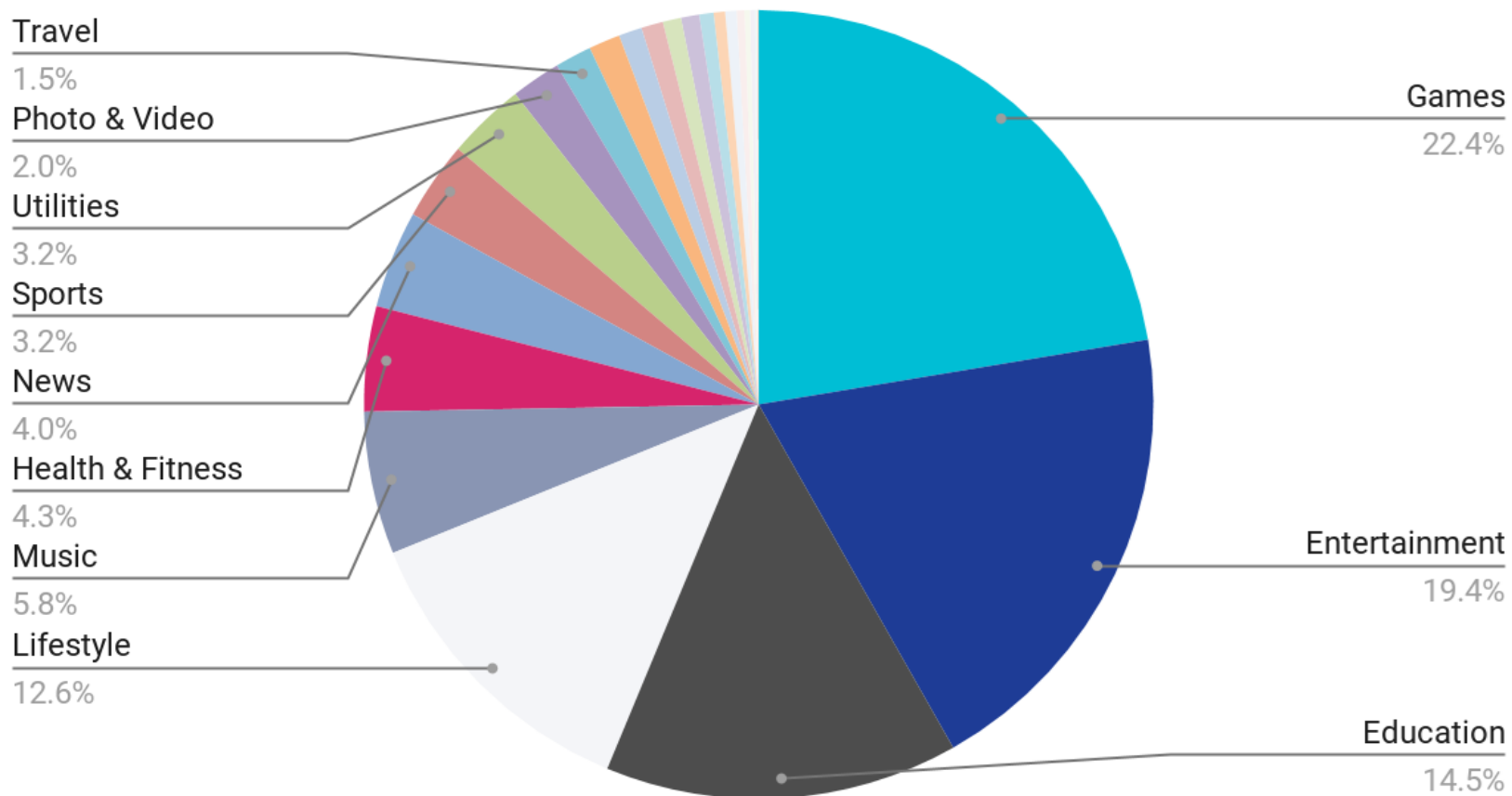
# TV becomes a device catering multiple activities

Roku app categories



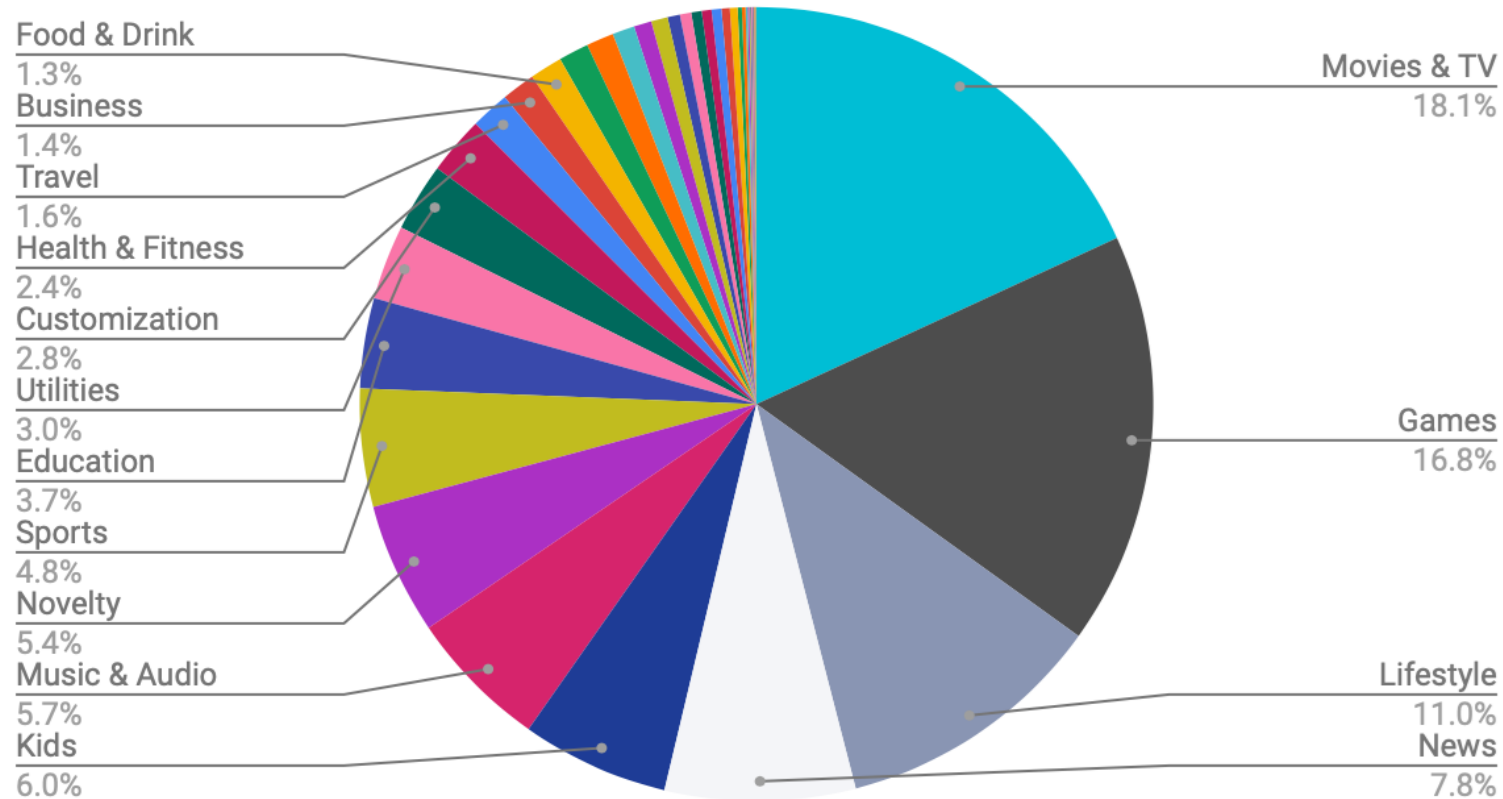
# TV becomes a device catering multiple activities

Apple TV apps by category



# TV becomes a device catering multiple activities

Amazon Fire TV categories





- It's passive, passive, passive



# Experiencing CTV



- Multi-device
- Multi-purpose
- Engaged

# What does this mean for advertising?

# New ad formats



# Marvel's Runaways

S1 E4 - Fifteen

52min | TV14

NEED A BREAK?  
ENJOY THE GO!



ADVERTISEMENT



Settings



Report



Start Over



05:04

52:11

MORE TO WATCH



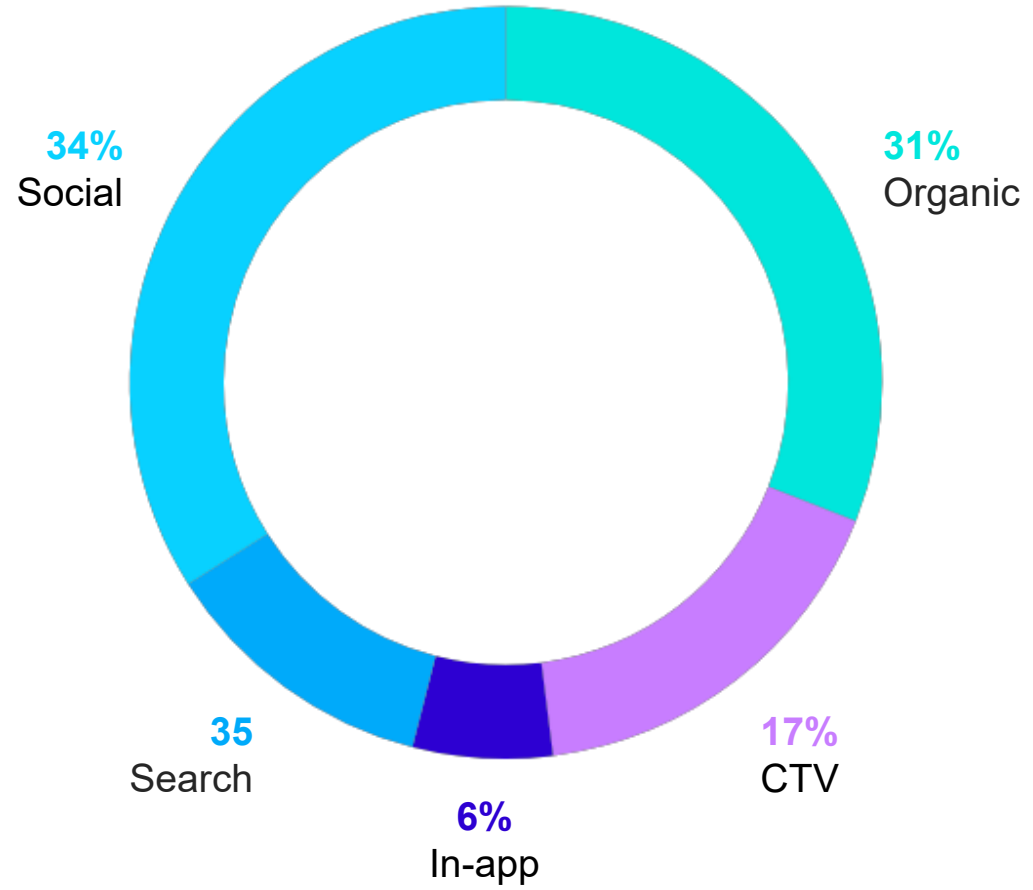


Promotion valid only in the U.S., excluding AK & HI.  
TM & © 2020 Burger King Corporation

# Data

# Data

TV becomes visible in the marketing mix





# Data

TV becomes visible in the customer journey analysis





**It is not going to be *easy***

# Measuring CTV



- Overcome cross-device challenges
- Homogenize data
- Connect a fragmented landscape
- Address privacy concerns
- Keep the digital space open

The logo for Adjust, featuring a stylized infinity symbol followed by the word "ADJUST" in a bold, sans-serif font.

**Adjust HQ**

Saarbrücker Str. 37a, 10405 Berlin, Germany

**Gijsbert Pols**

Lead Product Strategist

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**Thank You**



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# Open Measurement Technology, Integration and Cross Screen Coverage



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**Oliver von Wersch**  
Partner, nxt statista  
Consulting for IAB Tech Lab

**Bridging the Digital & Linear Divide – is there a European perspective on CTV?**



# ***Bridging the Digital & Linear Divide – is there a European Perspective on CTV? (introductory remarks)***

- 1 - Platforms, operating systems, countries – there are many reasons for heterogeneity. How can these be bridged?
- 2 - Video in all channels is made for entertainment and interaction. That is why CTV is here to stay (and grow).
- 3 - There will be open technology solutions and standards available for all strategic challenges: delivery, measurement, privacy, attribution/ targeting. The key is to reach high market adoption.
- 4 - European specialties like HbbTV and the high prevalence of AddressableTV must be considered, when talking about standards.



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# *How to Best Manage both Digital and Linear Delivery: Technologies, Best Practices and Tactics*



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