



Building expertise

in national linear addressable advertising: Where to start?

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Successful pilots have proved national linear addressable advertising is no longer an interesting theoretical concept but a major value driver available right now. But the disjointed advertising ecosystem isn't going to make it easy — multiple different components, platforms and systems need to work in sync. For broadcasters, the technical complexity can be overwhelming.

Ad sales, ad operations and engineering teams each have new challenges to overcome and critical requirements to meet. Given the technical and operational complexities, they'll need to work closely together. The ones who do have a unique opportunity to build their expertise and reputations as innovation drivers, by building a new revenue engine.

The good news is there are modular ad tech stacks to help engineers pivot to national linear addressable TV quickly, while meeting ad sales and operational requirements.

Ad sales:

Making the most of new addressable advertising business models without risking existing core business

National linear addressable advertising brings new business models and new revenue streams. The single advertiser spot optimisation (SASO) model is a good starting point for ad sales teams to ease themselves into national linear addressable campaigns. Replacing national ad spots with versions by the same advertiser, targeting different audience segments, opens up new revenue opportunities with minimal risk.

When the national linear addressable TV workflows are running and ad sales teams have started to build their expertise in the space, they can move to more sophisticated business models that further boost revenue.

The multiple advertiser spot optimisation (MASO) model allows ad sales to sell the same advertiser spot to multiple brands, each targeting different audience segments. They can take it a step further by leveraging programmatic for any unsold spots. The right ad tech stack allows ad sales teams to deploy business models quickly today and get ready for tomorrow — without violating competitive separation rules.

Ad operations:

Delivering high-quality national linear addressable advertising

For ad operations teams, everything revolves around ad quality. These teams know any problem or delay in delivering an ad has a massive impact on the viewing experience. Glitches with the addressable advertising workflow can lead to issues like frame-inaccurate switching or failure to stage the right creative in time. Sometimes the correct addressable ad creative fails to be loaded. The result is a poor viewing experience and networks losing out on the advertising spot — with the added risk of corporate reputation damage and revenue loss.

Automation and visibility into the operations workflow (across ad decisioning and downstream systems) enable ad operations teams to prevent problems. Monitoring capabilities that proactively alert about any potential disruptions before they occur allow room for teams to take quick corrective action. To do their job right, ad operations professionals need transparency across the workflow, and the right ad tech stack can give them this level of control.

Engineers:

Deploying the national linear addressable advertising tech stack that makes it all happen

Engineers are the ones who face the challenges of ad ecosystem complexity first-hand. They experience how the lack of interoperability with different platforms, networks, and systems that require different standards renders the

execution of single addressable advertising campaigns more complex and costly. An ad tech stack that automates platform requirements and workflows and is flexible enough to allow business as usual without disrupting existing workflows, unties engineers' hands — and makes them the heroes of national linear addressable TV.

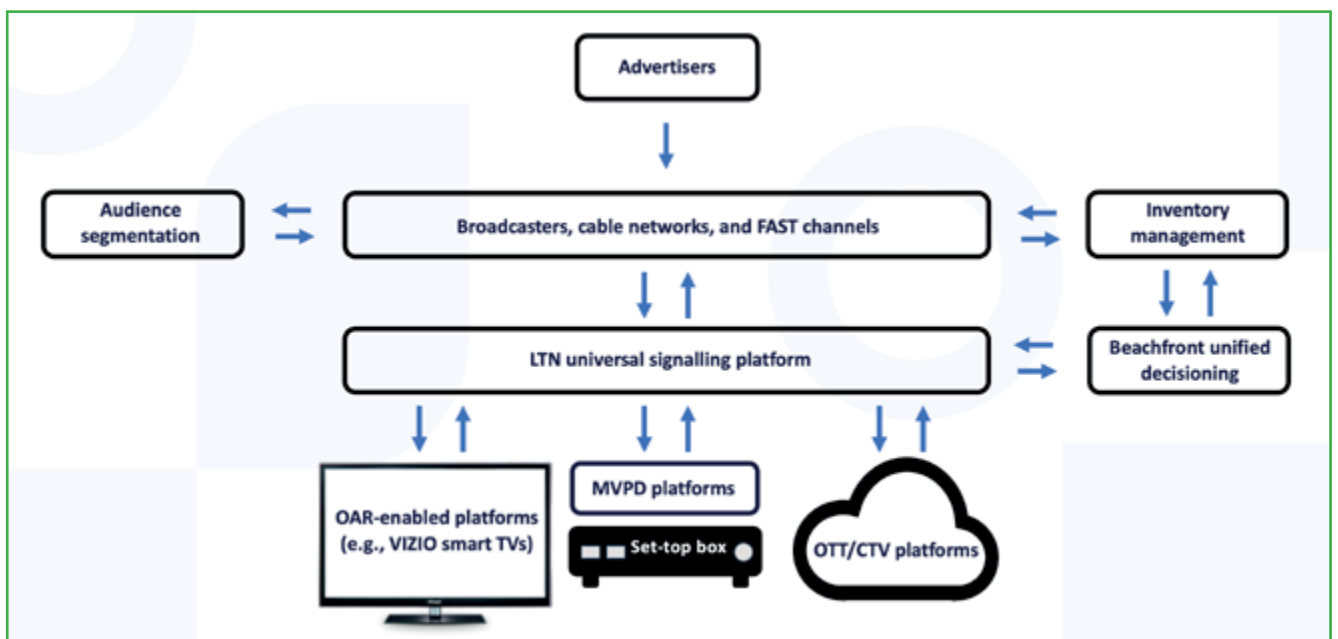
Beating complexity with a proven ad tech stack

Programmers have different options for starting national linear addressable advertising. They can opt to completely overhaul their tech infrastructure or keep some existing technologies and complement them with new solutions. Or they can select an already tested and pre-integrated stack.

For example, some partners from Project OAR, an addressable advertising consortium led by TV manufacturer VIZIO, have delivered a proven ad tech stack that quickly helps programmers sink their teeth into national linear addressable advertising. The tech stack includes VIZIO's smart TV footprint, LTN Global's universal signaling solution, and Beachfront's unified decisioning capabilities.

The benefits of choosing this type of ad tech stack?

- **Tested and proven** — It has already been delivered for large-scale national linear addressable campaigns across 125 broadcast-designated market areas and several million VIZIO TVs, so programmers do not need to worry about any ugly surprises.



- **Open and flexible** — It allows programmers to choose solutions from OAR partners or other vendors without worrying about integration headaches. Programmers can deploy addressable TV on their terms while maintaining existing workflows. They can configure the modular tech stack to work on any platform and scale beyond the 11 million households VIZIO reaches.
- **Enhances interoperability and automation** — It enables interoperability at scale by integrating with all parts of the ad ecosystem. For example, it integrates with ad decision providers; ad replacement systems; and TV channel playout automation, traffic, and scheduling systems, while automating processes throughout the ecosystem.
- **Quick to implement** — As the tech stack is pre-integrated, deployment is easy and seamless. Programmers can deploy national addressable campaigns in just a few weeks.
- **Future-proofed** — It's designed for the business models of today and tomorrow. It enables programmers to deliver SASO campaigns today and is quickly evolving to help industry players prepare for MASO and programmatic models.

The future is here

Ad sales, ad operations and engineers can start testing national linear addressable campaigns now to build their expertise and prepare for new business models and revenue streams.

Programmers have several options for implementing national linear addressable advertising. A modular ad tech stack enables them to build the capabilities they need quickly without disrupting existing workflows or current client relationships.

While change is never easy, the right ad tech stack can streamline and automate processes so sales, operations and engineering teams no longer have to stay up at night. New business models and new growth opportunities will open for those who build national linear addressable TV expertise today.



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