

# TMT LAB

at



SPOT DIRECT  
*Showcase*

Frictionless **Shoppable** TV on any video distribution platform  
**Linear TV | Linear OTT | AVOD | Addressable | ATSC 3.0**

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## Shoppable TV without apps, privacy opt-ins or special special hardware

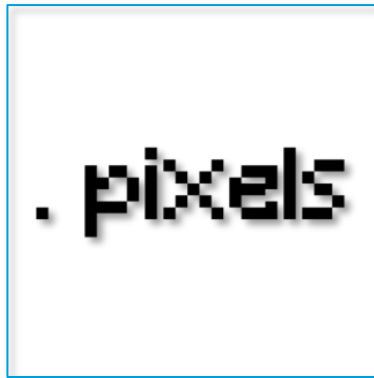


Applications for:

Linear TV | Linear OTT | S/AVOD | Addressable | ATSC 3.0



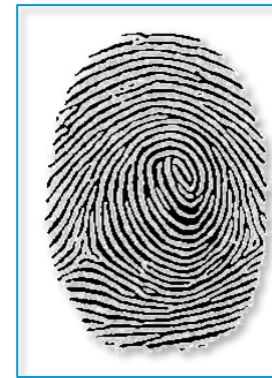
QR Codes



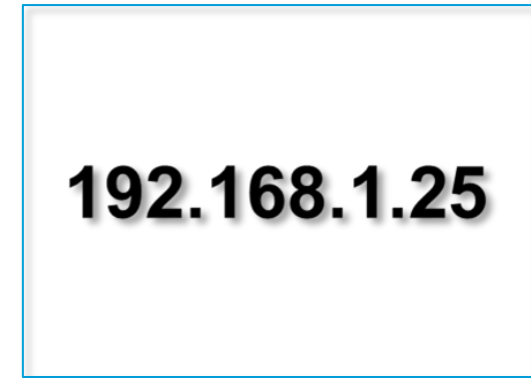
Video Recognition



Audio Tags



Viewer ID



I.P. Addresses

While monetizing real time proprietary data already part of video distributors' operation

Linear TV Implementation Example

Broadcast / Video Distribution playlist management console

Time	Description	Logo	Duration	Contract ID
21:12:00:00	Tokyo Olympics 100 M Final Coverage		...	N/A
21:30:35:00	Toyota Venza		00:00:30:00	1234451321 ←
21:31:00:00	Bond – No Time to Die		00:01:00:05	8623257524 ←
21:32:00:05	Samsung GS30 Promo		00:00:30:00	9564524603 ←
21:32:30:00	Tokyo Olympics 100 M Final Coverage		...	N/A

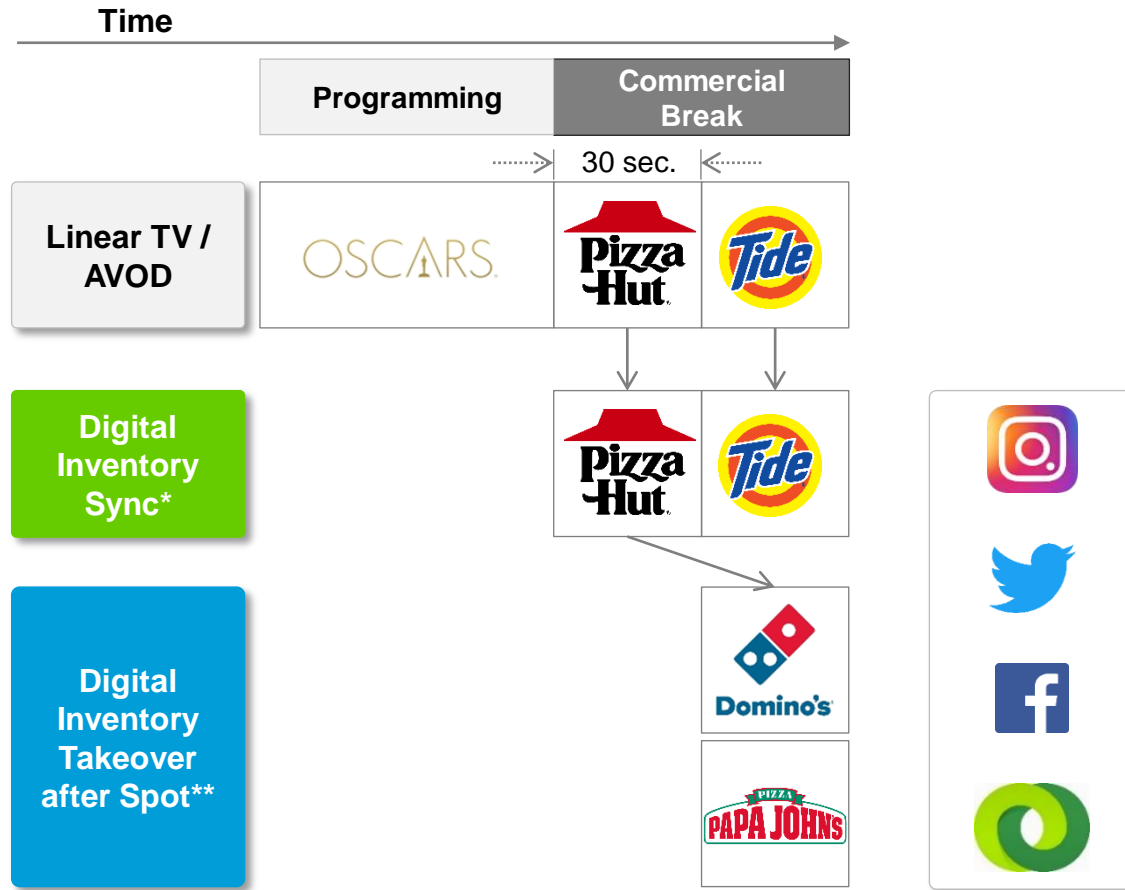
Agency Domain



Publisher Domain



Automate delivery of clients' digital campaigns with real time data from playlist automation systems



■ \* **Digital Synchronization:** digital campaigns can be triggered to coincide with TV spots. (or even slightly before they air)

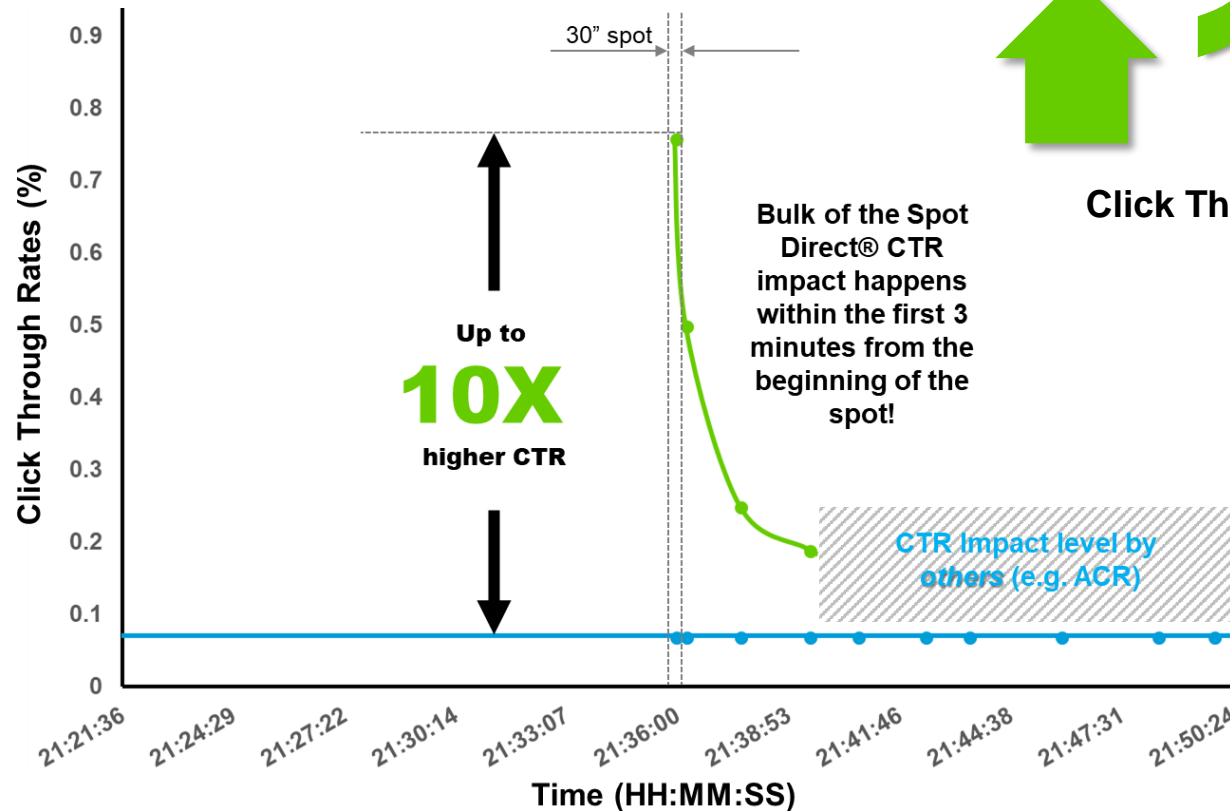
■ \*\* **Digital Takeover** allows advertisers within similar categories to be automatically triggered after a competitor's spot has finished airing on TV.

Multiply your client pool per commercial break!

## Impact on Click Through Rates

### Real time analysis

SPOT DIRECT® vs. Control\*



## Engagement Improvement

Up to

**↑ 10X**

Click Through Rate (CTR)

## Cost Reduction

**↓ 43%**

Costs per Click (CPC)

Resulting CPM

**3%** ↑

vs. control campaign

**Peak Engagement Rates happen within the spot... not after.  
Hence Timing and speed are extremely important to max performance**

\* DoubleClick Data. Both Control and Spot Direct® campaigns have same creatives, target and budgets. Control operating for a few hours/day. Spot Direct® just for a few minutes to show CTR behavior.

## Non-Coordinated Video Campaign vs. Coordinated Display Campaign

**Objective:** Compare Return on Investment of a non coordinated traditional digital video campaigns vs a coordinated display campaign. This shows the efficiency of coordinated display vs. the much more expensive digital video campaign.

**Protocol:** Control campaign is non coordinated video vs TV spots and runs during Prime-Time periods. The other one is a coordinated display campaign running in coordination with Prime-Time TV spots. Both campaigns have equal target demographics and are normalized per \$ spent.

## Results

↑ 377%

Clicks Through Rates (all)\*\*

↓ 44%

Costs per Click (CPC)

With 29% more reach per \$ spent vs. video!

This debunks the idea of digital video campaigns being superior to display campaigns in terms of engagement, plus it further reinforces the value proposition of large screen video advertising.



## Linear OTT



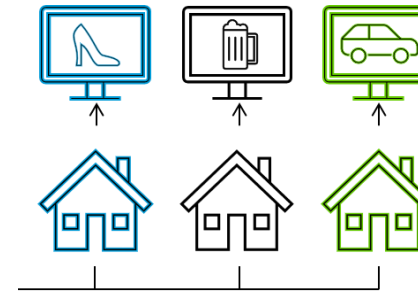
Linear Commercials on licensed signals can be “clickable” within the YouTube TV User Interface

## AVOD / SVOD



Standardization for advertisers & agencies buying across multiple AVOD/SVOD platforms while allowing for tailored shoppable video experiences on each platform.

## Addressable TV



Close the loop on attribution with data originating from video distributors

## ATSC 3.0



Ultimate shoppable TV experience exploiting ATSC 3.0 return channel with the OEM provided remote control.



**Use historical campaign parameters, results and benchmarks and known real time data from audiences to further optimize bid amounts, timing, geo, etc.**



**Rodrigo Madriz**, Co-Founder, CEO. Strategy/Biz Dev Lead for Bell Canada's \$6B IPTV Deployment (now Fibe TV). Most recently the TELUS lead on the creation of a Canada-wide mobile payments standard (Suretap). Engineer, MEng (Colorado), MBA (York).



**Alvaro Briceño**, Co-Founder, COO. Entrepreneur. +20 years C-Level Strategy & Organization Consultant working with subsidiaries of Microsoft, Verizon, AES Energy, ENI-Spa, and Inter-American Development Bank. Former Board Member of Amnesty International. Engineer, CMC, MPA (Columbia), EPSO (Stanford).



**Udi Subasinghe**, CTO. 20+ years providing execution leadership in software implementations. Specialist in Project/Program Management, Product Design, IT/IS Strategy, Global Delivery Operations, and Outsourcing. Engineer (Manchester Metropolitan UK).



**Doug Knopper**, Co-Founder and former co-CEO of **Freewheel** where he raised over US\$45M in Venture Financing and sold the business to **Comcast** for US\$375M. Previously Doug served as General Manager at **DoubleClick** where he was a part of the team responsible for its US\$1.1B sale. Doug is currently a Board Member of **Telaria** (NYSE:TLRA) and **TripleLift Inc.**, and an Advisor to several technology companies. Doug holds an Honors B.A. Degree from the University of Michigan and an MBA from Georgetown University. Doug Resides in Palo Alto, California.



**Arturo Duran**, Partner at **IVA Ventures**. Internationally recognized leader in digital media monetization through his involvement with **Prisa** (El Pais), Impremedia Digital, **Canwest Mediaworks**, and others. Former VP of International at **AOL**. Arturo holds a B.A. in Econometrics and Quantitative and Economics from ITAM (Mexico). He also has a Graduate Degree in Sociology and Computer Technology. Arturo splits his residence between Silicon Valley, Madrid, and Santiago de Chile.

# SPOT DIRECT®

**Seamless Shoppable Video Experiences**

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