



# Programmatic Advertising



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# PROGRAMMATIC VISION



**Companion to  
Audience  
Targeting**



**Fundamental  
to Digital  
Shift**



**From Ratings  
to Impressions,  
Audiences**



**Automation  
Efficiency**

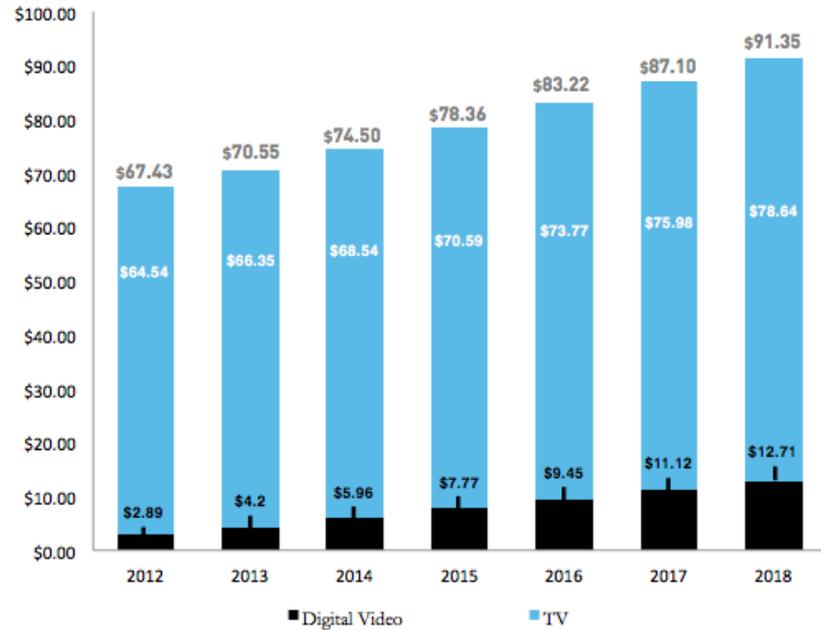


# Our lens...

...CTV

Blurring Lines  
Optimization  
Targeting & Scale  
Reporting

eMarketer DIGITAL INTELLIGENCE US Television and Digital Video Ad Spend

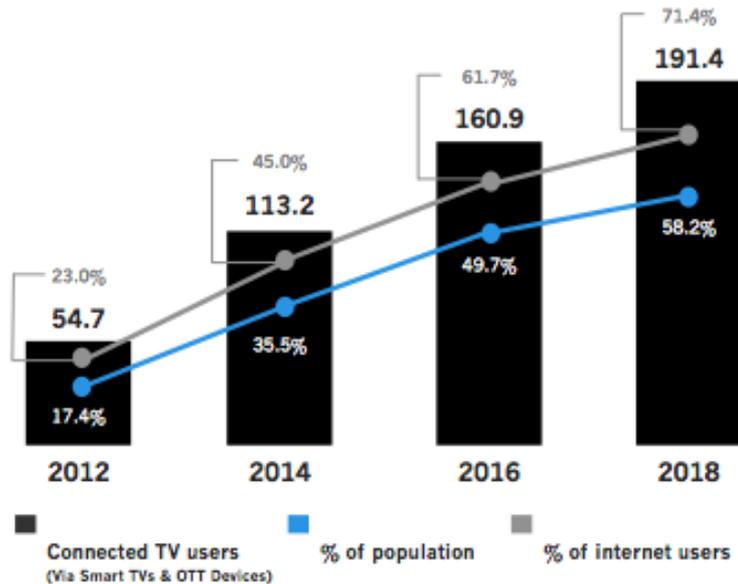


## 113M used a Connected TV regularly in 2014

eMarketer  
DIGITAL INTELLIGENCE

### US CONNECTED TV USERS, 2012-2018

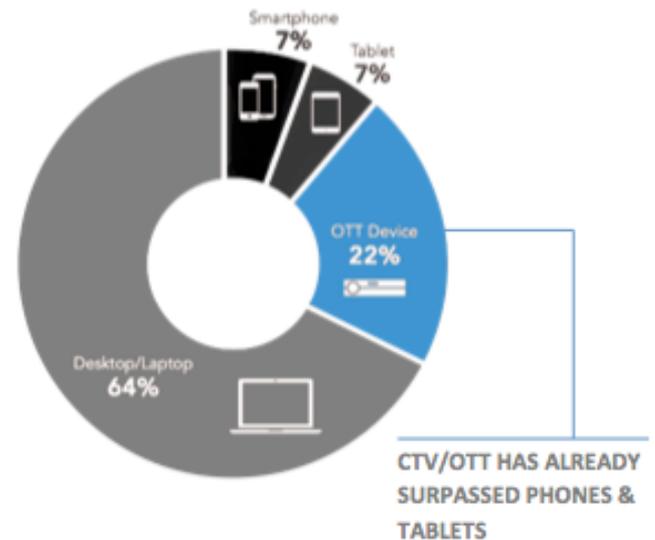
Millions, % of population and % of internet users



Note: individuals of any age who use the internet through a connected TV at least once per month

## Growing ubiquity of video streaming on OTT

### ONLINE TV VIEWING BY SOURCE



Source: Freewheel Video Monetization Report, Q3 2014



Our lens...

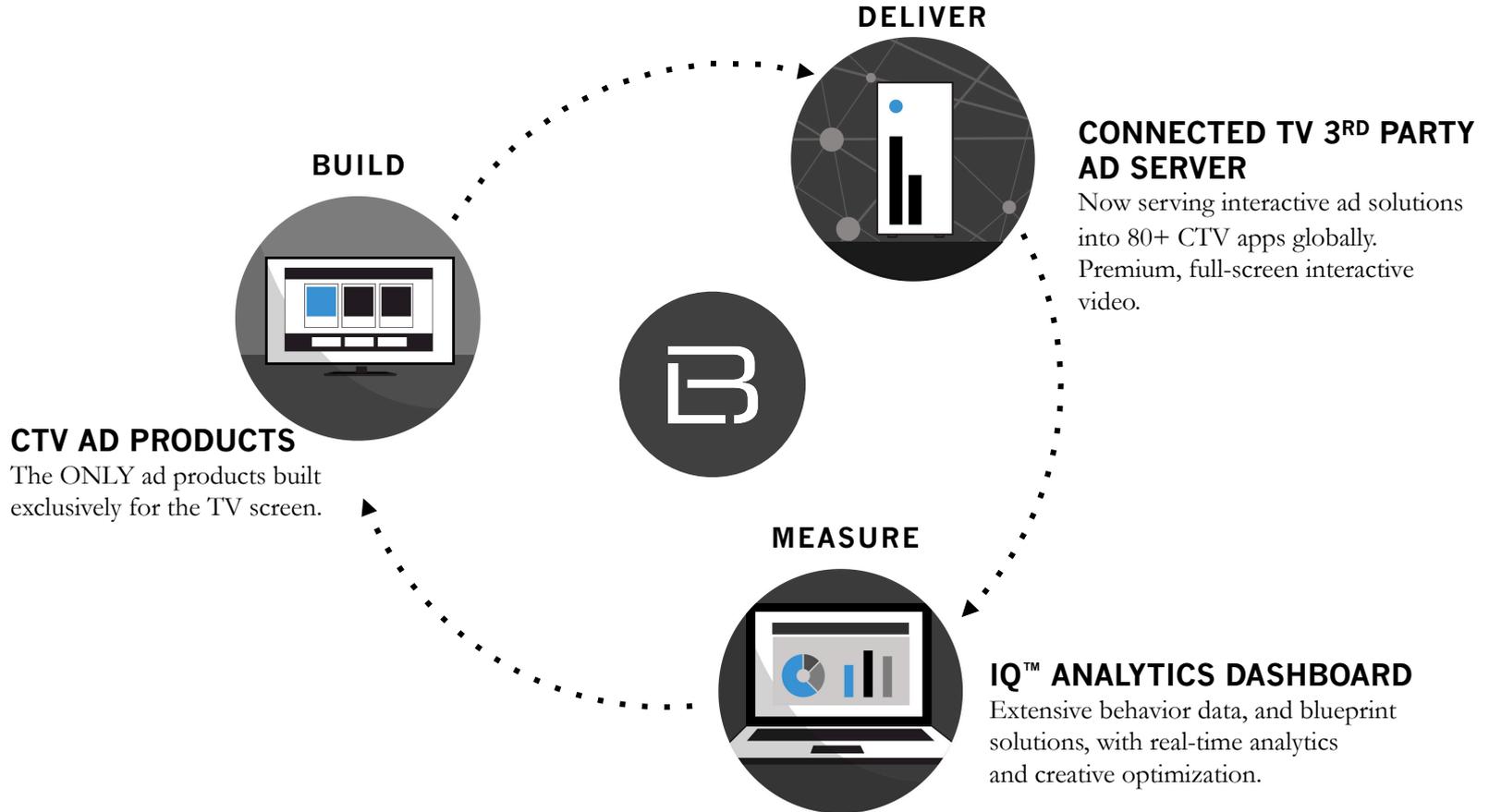
...CTV

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# Operational Readiness





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**Blurring Lines  
Optimization  
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Reporting**

**Capture second by second click data measuring effectiveness. Compare real time impact on behavior/actions in front of and beyond the TV screen.**

- Total/Unique Visits
- Video Views
- Duration
- Social Activity
- Email Requests/CTR
- Text-Ins
- Sign Up/Purchase
- Awareness
- Affinity
- Advocacy
- Purchase Intent



**Thank you**



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