Programmatic Buying @ Discovery Communications

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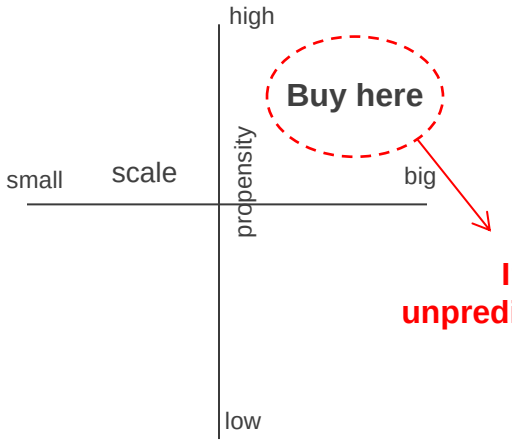
The role of the media planner is changing

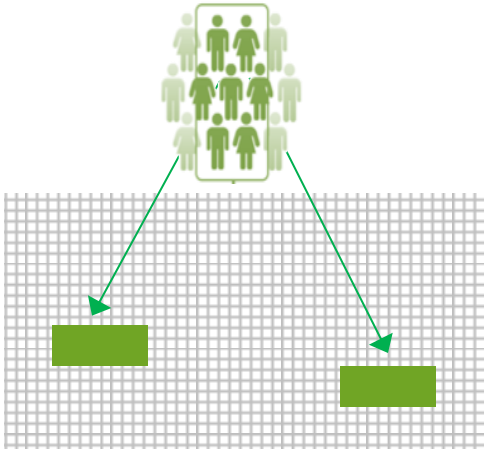
What media planning <u>was</u>:
"Top right planning"



Imprecise, unpredictable, contains waste

VS.

What media planning <u>is/will be</u>:
"Target people, not content"



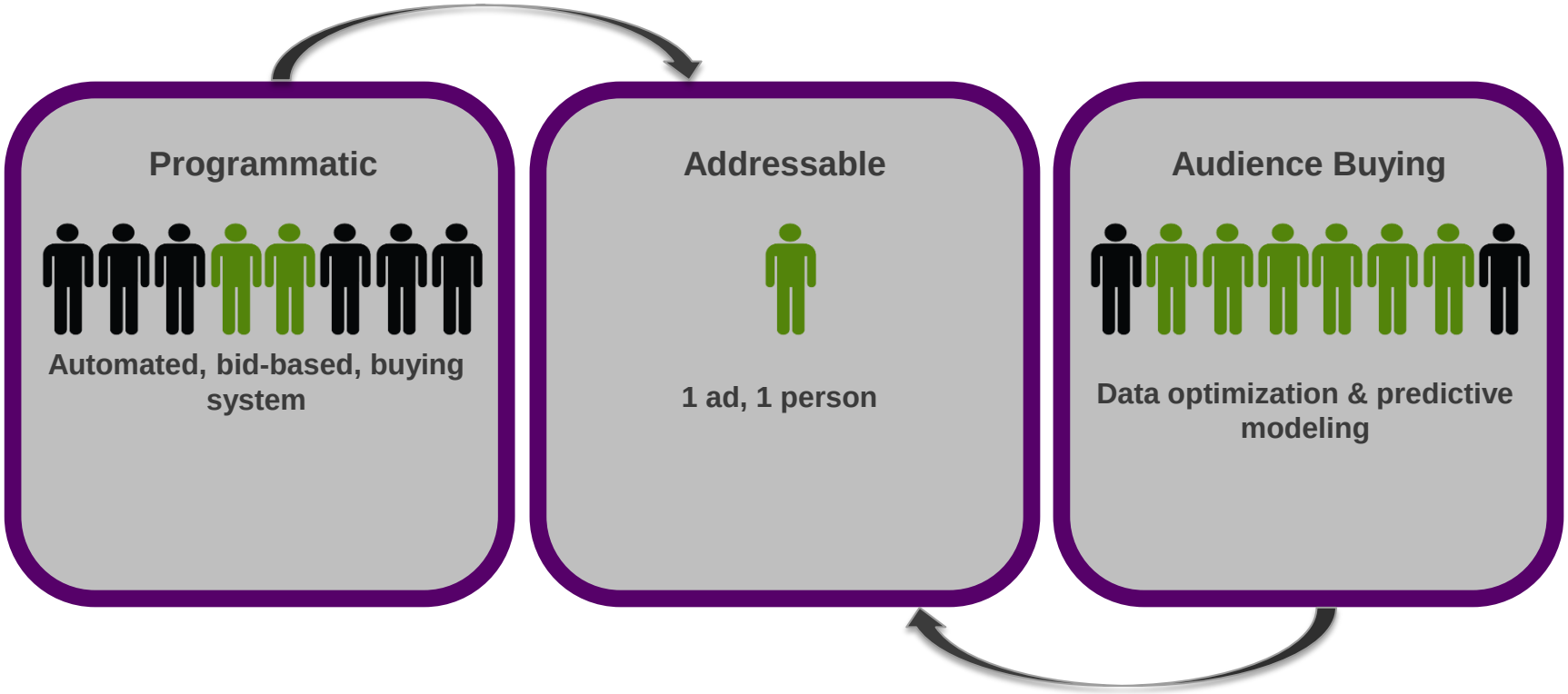
Precision targeting cuts waste and increases control

Need to be experts in defining, creating, and measuring audiences

Clearing the fog around terminology

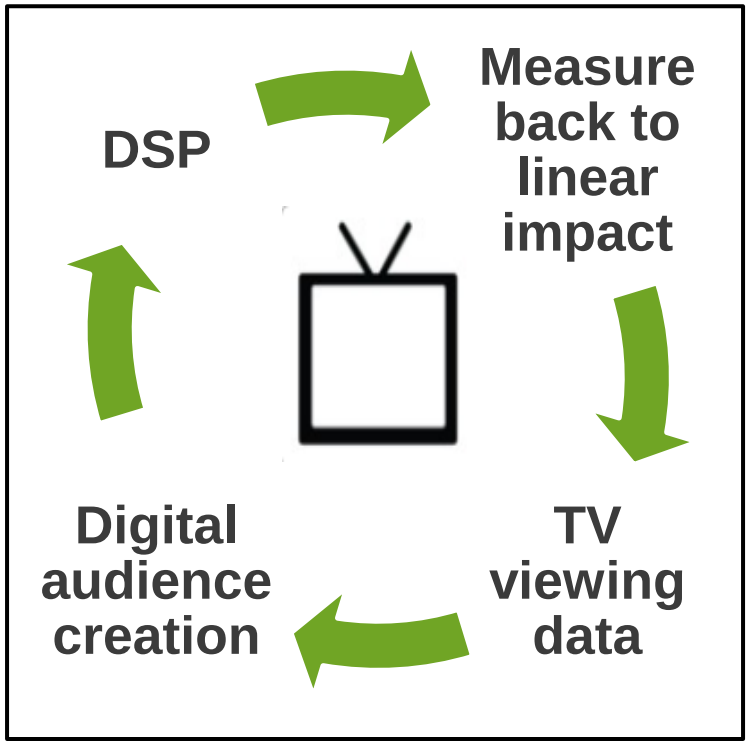
My definition of programmatic:

The use of data and algorithms to bid on the opportunity to serve 1 ad, to 1 person, in 1 context.



TV data is at the core of our programmatic strategy

Digital Addressability
Nielsen Panel Targeting



Watchouts:

- **Careful of the click (esp. for offline ROI)**
- **Focus on the standard sizes**
- **Establish a measurement infrastructure**
- **Cookie limitations super-serve desktop**

Connect data to people, and people to inventory

The upside of programmatic

BENEFITS	HOW TO MAKE IT SING
Pre-Campaign Forecasting	Lead time!
Campaign Level Frequency Management	Data management platform (DMP), or link other deals into DSPs
Transparency & Control	Private marketplaces, tracking pixels
Real-Time Optimization	Multiple creative executions, isolate your KPI

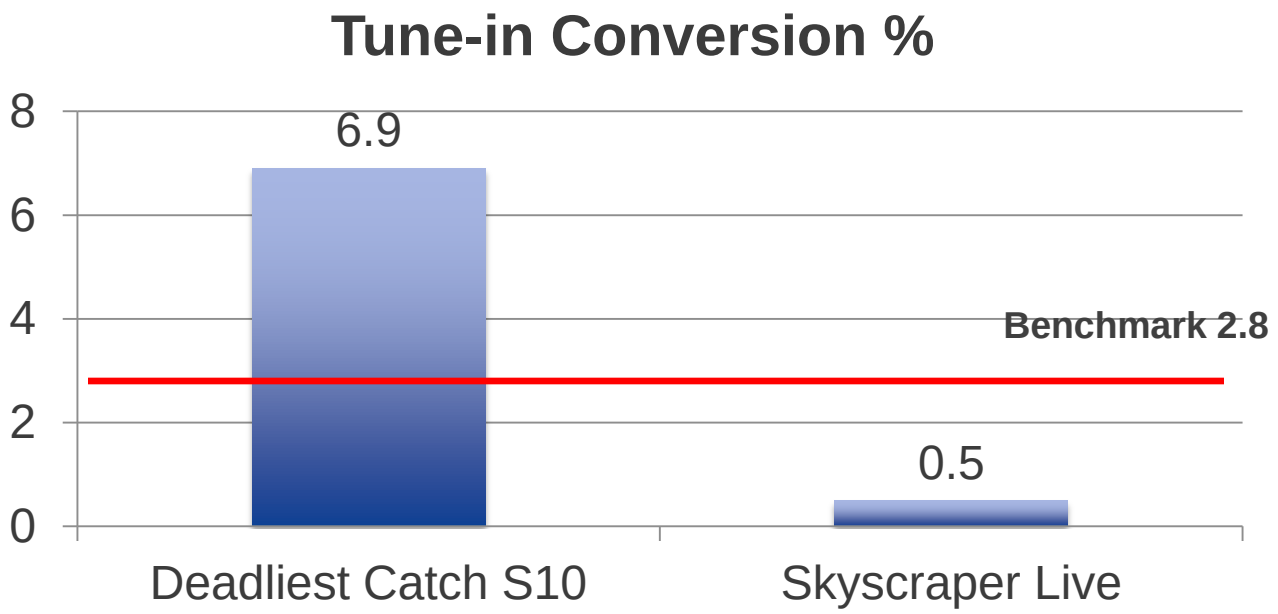
Discovery Channel case studies

Deadliest Catch

- Season 10…clear fanbase
- Long data history

Skyscraper Live

- Big, broad appeal
- Limited data



Precision marketing is key in utilizing programmatic

Programmatic TV strategies

Tap into current addressable footprints

CABLEVISION

DIRECTV

dish

Smart TVs

- Listening and retargeting
- Buying in the UI

The future: Screen sequencing

Challenge: Unifying identities across screens

Audience buying/predictive analytics

SIMULMEDIA

AudienceXpress programmatic tv platform

clypd

Over The Top (OTT) viewing

hulu

amazon instant video

Programmatic TV is in its nascent stages, but get ahead of the curve

Parting thoughts

For Brands

- Become experts at defining and creating audiences
- Plan now to integrate programmatic into your workstream
- Leave your ego at home
- Start collecting and organizing your first party data
- Get in the game! Start slow and keep testing

For Sellers

- Think differently about products, services, and relationships
- Have a unique data and inventory angle
- Become tech agnostic

Lightning Round

- Viewabiilty
- Private marketplaces
- Future of the cookie
- Full stack
- Multi-touch attribution
- Data-Driven Creative