ADVANCED TV

AN INTRODUCTION

CYNOPSISMEDIA

ENTERTAINMENT MARKETING
Sawyer Studios

ABOUT SAWYER STUDIOS

UNIVERSAL · FOCUS FEATURES · LIONSGATE · participant media · amazonstudios · SONY PICTURES CLASSICS · IFC · magnolia pictures · PBS · The Orchard · ANGELIKA FILM CENTER · DRAFTHOUSE FILMS · Samuel Goldwyn Films · OPENROAD

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ABOUT SAWYER STUDIOS

ADVANCED TV

Our advanced TV team leverages the most progressive and data backed techniques to address the time-shifted, place-shifted, device-shifted reality of today's traditional and cord-cutter viewer. We also work closely with cable and satellite, set-top and console providers to build co-op strategies that click.

IN-HOUSE TRADING DESK

Our team of traders, ops analysts and data scientists apply statistical principles to secure the right ad, on the right device, at the right time, for the right price. Controlling the trade in-house means we can pivot quickly as we build and analyze datasets and save tons of money on expensive, wasteful middlemen.

HYPERLOCAL CROSS-DEVICE

We leverage proximity and location history data to reach users who frequent specific points of interest. Cross-device data then reaches these users across mobile, tablet, desktop and set-top - and household targeting activates related users. User profiles can then be populated over time.

THE SAWYER CUBE

With hundreds of millions of cells of data collected into our technology stack every week, we are able to perform sophisticated analytics to surface sequences of variables that drive performance. The power of more than 50 integrated data partners means we drive deep insights to inform campaigns.

THE SAWYER DASH

Our elegant and easy-to-use dashboard, connected directly into the Sawyer Cube, gives a real-time fully-transparent view of quantitative and qualitative data from our campaigns. Logs from our optimization and analytics teams enable an unparalled opportunity to collaborate with us.

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ADVANCED TV AN OVERVIEW

THE MOST ADVANCED APPROACH TO MODERN BROADCAST MEDIA

ADDRESSABLETV | TV**EVERYWHERE** | **PROGRAMMATIC**TV | DYNAMIC**AD**INSERTION | **OTT**&CONNECTED TV

52%
of all US Internet homes have at least one connected TV

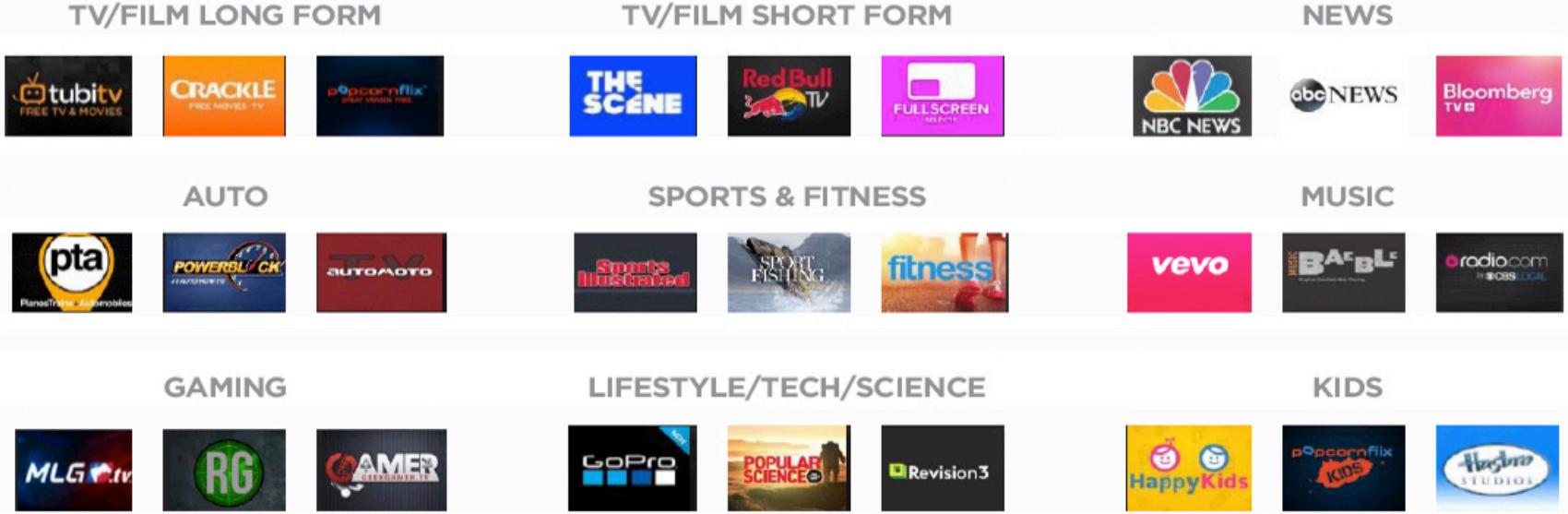
40%
of US pay tv subscribers use TVE services

23%
Watch authenticated video at least once a month

30%
Increase in Hulu subscribers to 2016

60M WATCH AD-SUPPORTED OTT VIDEO

hulu Roku



BUYING BLINDSPOT A CASE STUDY

Campaign: High-tech conspiracy thriller movie

In theaters and on demand

$500k broadcast budget

Target: Blindspot

Based on traditional research, social data and digital data

BUYING BLINDSPOT A CASE STUDY

NATIONAL LINEAR

	SPEND	CPM	TOTAL IMP	PAID IMP. NOT IN VIEW	NET IMP	ECPM
SIX NAT'L. LINEAR SPOTS	$ 498,000	$ 25.00	19,920,000	3,286,800	16,633,200	29.94

NY/LA LINEAR SPOT

	SPEND	CPM	TOTAL IMP	PAID IMP. NOT IN VIEW	NET IMP	ECPM
12 LA SPOTS	$ 204,000	$ 66.67	3,060,000	504,900	2,555,100	$ 79.84
20 NY SPOTS	$ 300,000	$ 45.45	6,600,000	1,089,000	5,511,000	$ 54.44
SPOT TOTAL	$ 504,000	$ 52.17	9,660,000	1,593,900	8,066,100	$ 62.48

BUYING BLINDSPOT A CASE STUDY

ADVANCED TV

	SPEND	CPM	TOTAL IMP	PAID IMP. NOT IN VIEW	NET IMP	ECPM
NON LINEAR						
TVE	$ 125,000	$ 30.00	4,166,667	0	4,166,667	$ 30.00
DAI	$ 75,000	$ 29.00	2,586,207	0	2,586,207	$ 29.00
HULU	$ 100,000	$ 29.00	3,448,276	0	3,448,276	$ 29.00
LINEAR						
ADDRESSABLE	$ 50,000	$ 25.00	2,000,000	330,000	1,670,000	$ 29.94
PROG TV	$ 50,000	$ 15.00	3,333,333	550,000	2,783,333	$ 17.96
DIGITAL VIDEO						
PROGRAMMATIC VIDEO	$ 35,000	$ 15.00	2,333,333	583,333	1,750,000	$ 20.00
YOUTUBE	$ 25,000	$ 15.00	1,666,667	0	1,666,667	$ 15.00
FACEBOOK VIDEO	$ 20,000	$ 5.00	4,000,000	0	4,000,000	$ 5.00
TWITTER VIDEO	$ 20,000	$ 6.00	3,333,333	0	3,333,333	$ 6.00
VIDEO TOTAL	$ 500,000		26,867,816	1,463,333	25,404,483	$ 19.68

RESULTS LINEAR VS ADVANCED TV

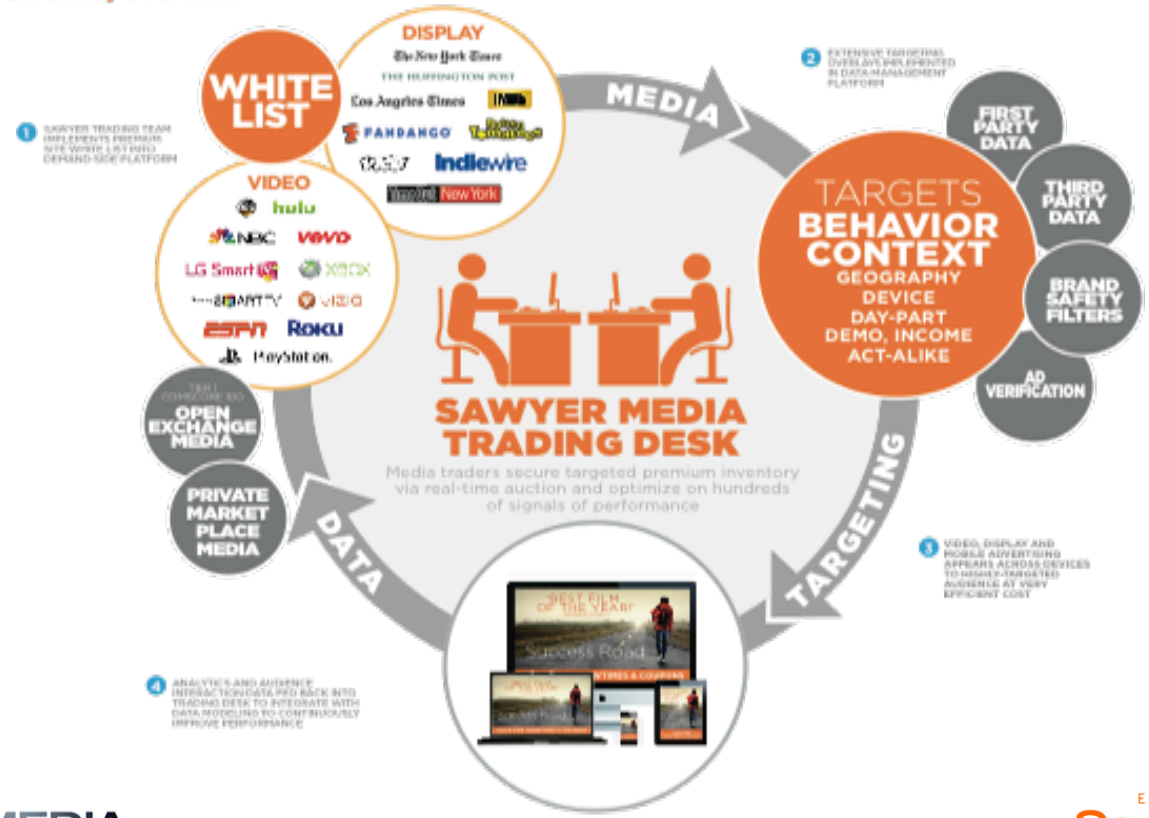
+53% IMPRESSIONS ADVANCED TV VS. NATIONAL LINEAR

3.1x IMPRESSIONS ADVANCED TV VS. SPOT TV

	LINEAR	ADVANCED TV
NON SKIPPABLE	✖	✔ (USUALLY)
TARGETING	AGE/GENDER (SOME ADDRESSABILITY SEGMENTS, HHI, INTERESTS)	ATTRIBUTES (GEO, GENRE, AUDIENCE, DEVICE, BEHAVIOR, CUSTOM VARIABLES)
GUARANTEED IMPRESSIONS AT DELIVERY	✖ (MAKEGOOD VIA AUDIENCE DEFICIENCYUNIT)	✔
MEASURABLE IN AGENCY	✖	✔ (USUALLY VIA AD SERVER)

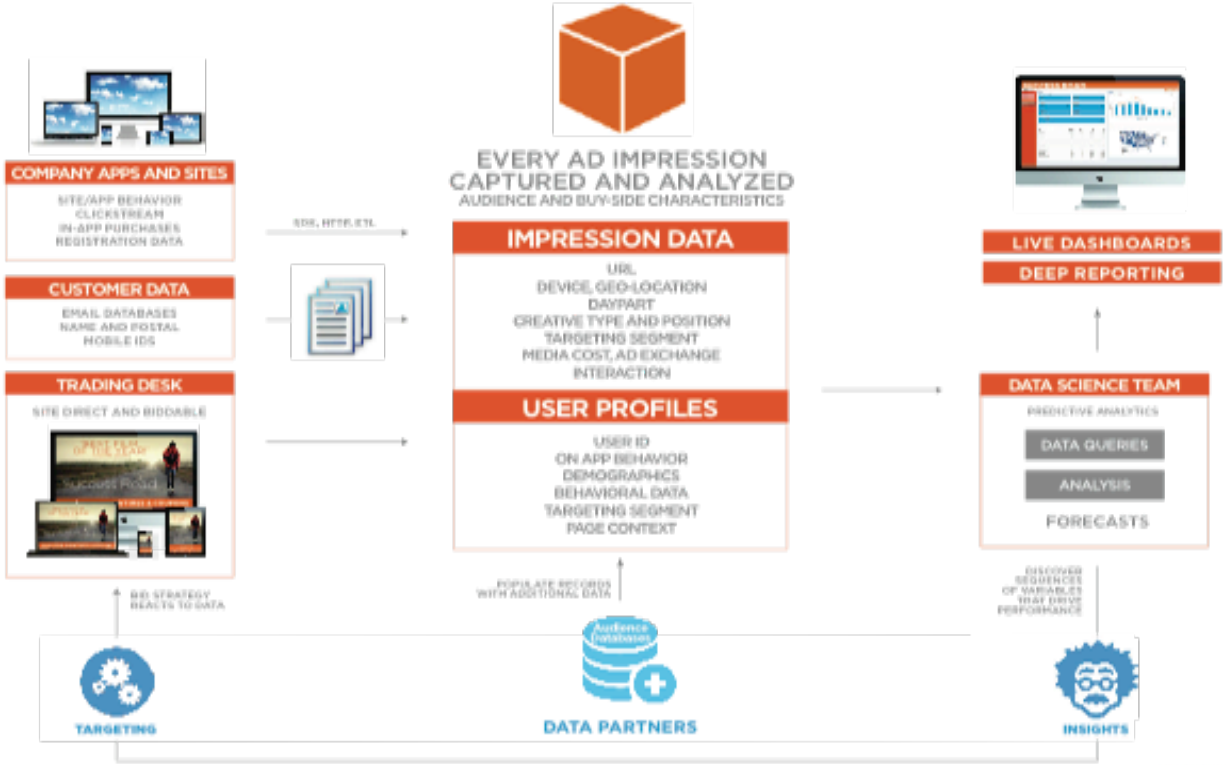
TRADING DESK PROGRAMMATIC

Our in-house trading desk leverages real-time decisioning to consistently deliver efficiency over time



DATA MANAGEMENT SAWYER CUBE

Leveraging data capture and advanced analytics to target, understand and refine campaigns against sequences of variables in real time



THANK YOU!