

TV reklamer i fremtiden...

The 2020 (Tele)Vision





**TV-reklamer...er der
stadig noget at grine af?**

Agenda

- 01 Hvem er vi (egentlig)?
 - 02 Reklamer på TV historisk
 - 03 2020 truslen
 - 04 Læren fra udlandet
 - 05 Hvor går pengene hen 2021?
 - 06 Afrunding
-

Hvem er vi (egentlig)?



Mad Men



Math Men



Match Men



43% rating, Bom!!



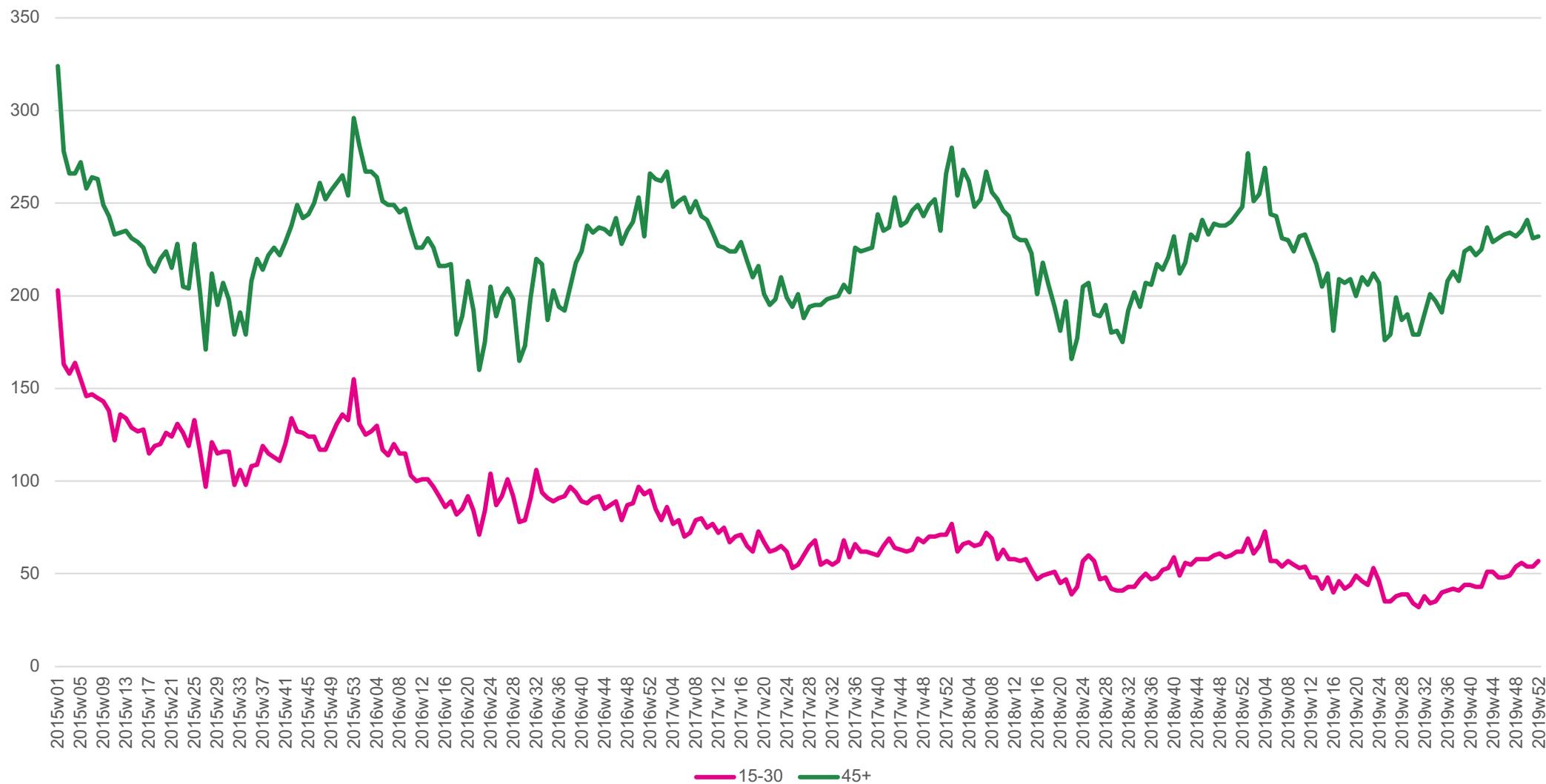
Reklamer på TV

historisk

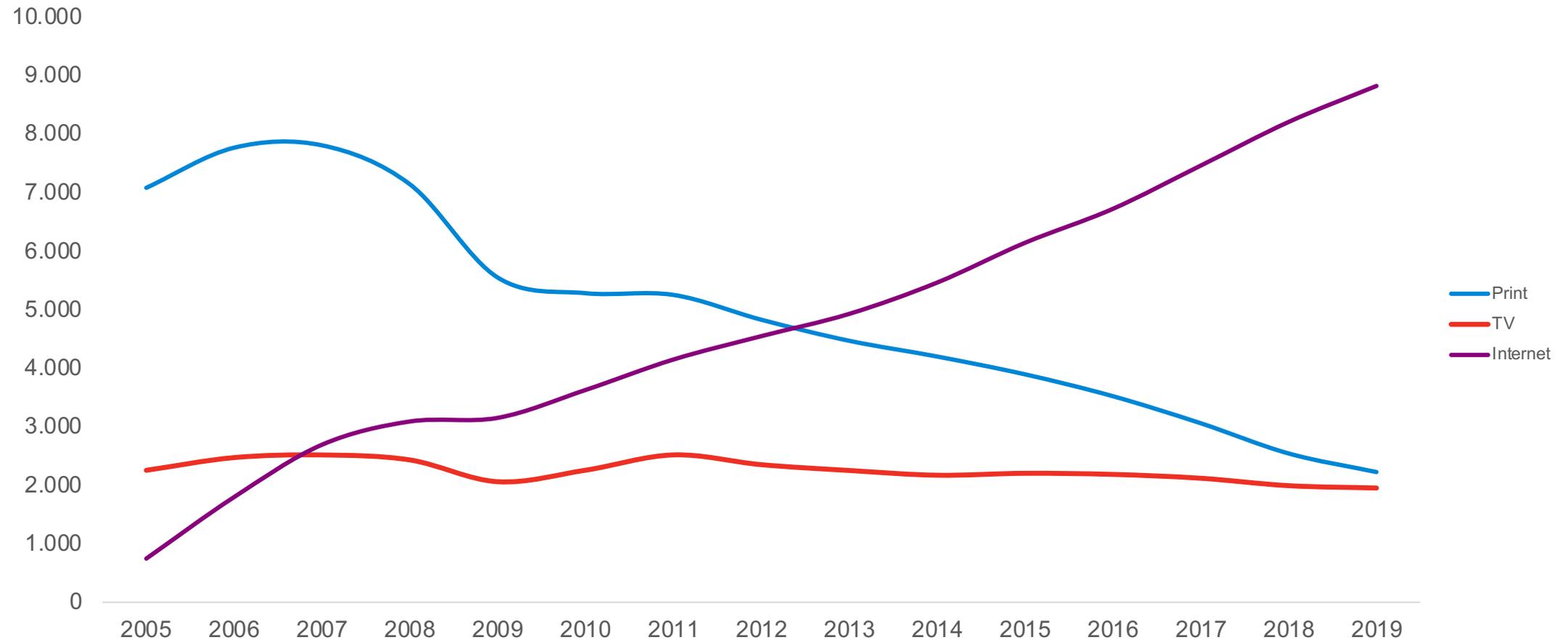
Pengene følger effekten, effekten kommer fra
gennemslagskraft, skala og pris



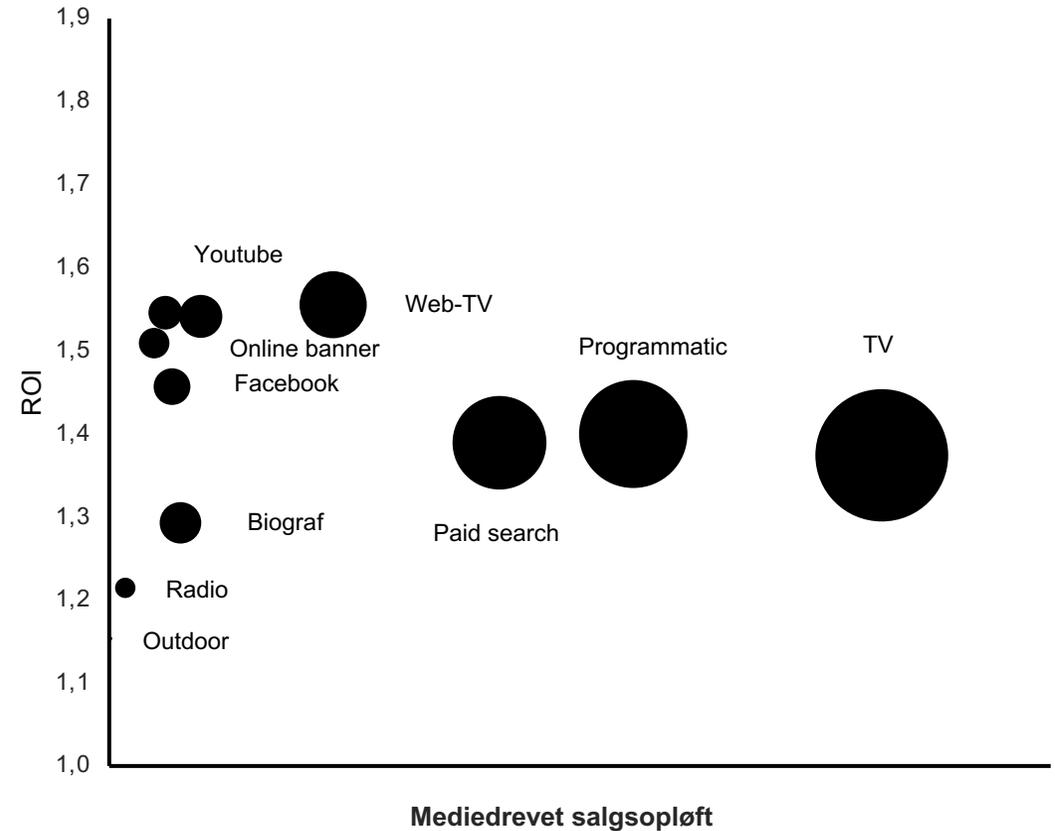
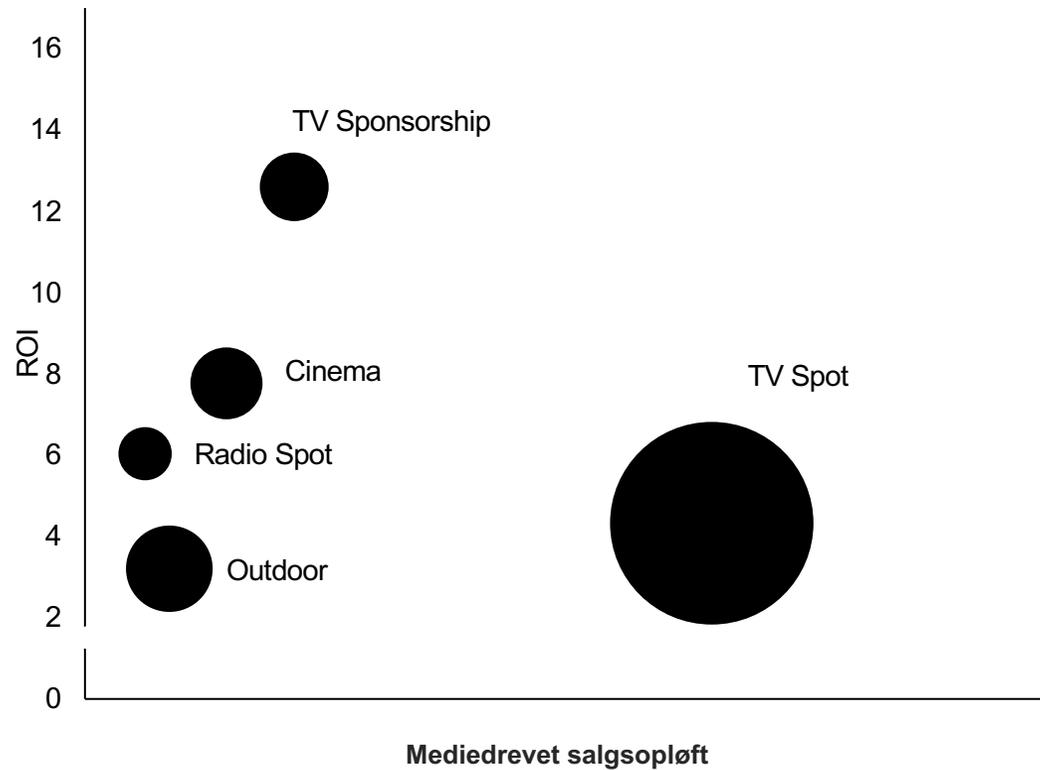
Antal sete min - udvikling 2015-2019



Reklameomsætning – TV's udvikling i forhold til andre mediegrupper til og med 2019



TV reklamers historiske særstatus indenfor effektiv markedsføring.



Tv Reklamer i den digitale tidsalder

Pengene følger effekten, effekten kommer fra gennemslagskraft, skala og pris **og data**

Youtube & Facebook => videoprodukter & målgrupper - Meget brugt til at ramme "light tv viewers", da de kan målrettes præcist, blandt andet via demografi.

Youtube sætter tal på annoncesalg: Det ligger på den pæne side af 100 milliarder

Den Google-ejede videotjeneste genererede 15,2 mia. dollars i annoncesalg i 2019. Det oplyser selskabet bag, i forbindelse med at det for første gang giver indblik i Youtubes indtægter.



Foto: ROBYN BECK/AFP/Ritzau Scanpix

AF JULIE FOGDE
Offentliggjort: 04.02.20 kl. 16:35



Læs også

Drive Studios ansætter "Bedrag"-forfatter

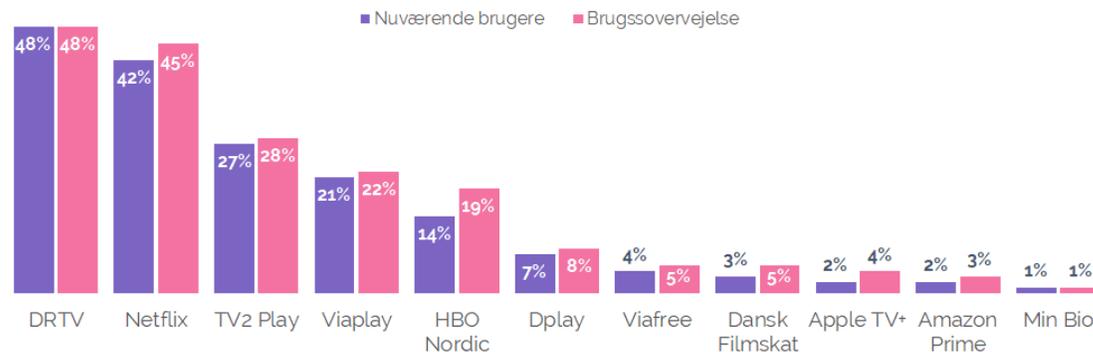
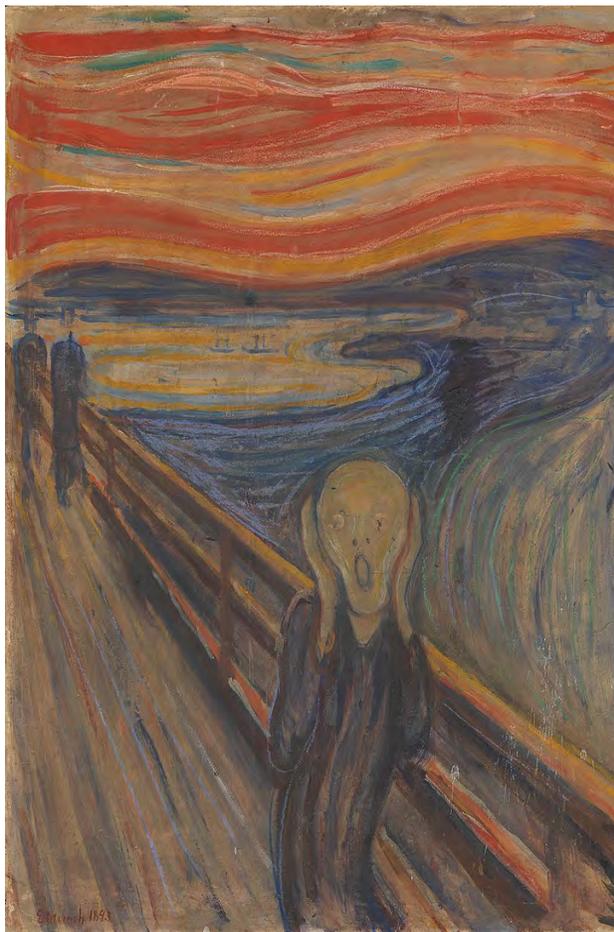
Underdirektør stopper i DR Medier

Cookiesamtykke: Ny vejledning vil vise vej i tekst med lyd...

Der er faktisk data i platformene der hedder "light tv viewers"

TV Reklamer & "The Stream"

Pengene følger effekten, effekten kommer fra gennemslagskraft, (skala) og pris og data



Hvorfor er TV reklamer der stadig, på trods af den digitale udvikling?

Pengene følger effekten, effekten kommer fra **gennemslagskraft**, (**skala**) og pris **og data**

Fordi det er effektivt og dokumenterbart!

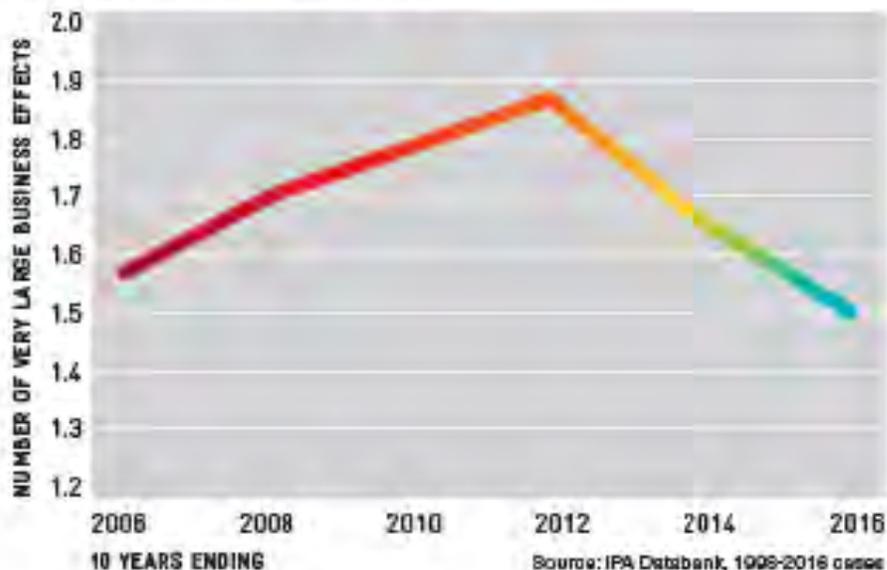
edigital GAIN THEORY

PROFIT ABILITY
THE BUSINESS CASE
FOR ADVERTISING

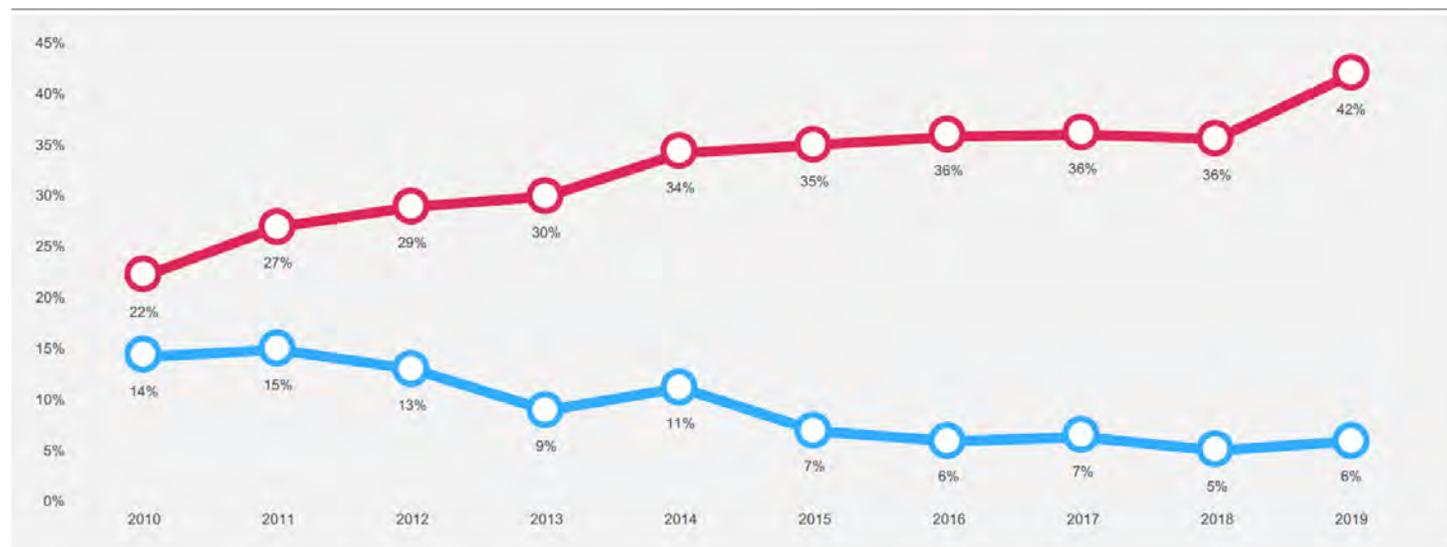


Post-finanskrisen, billig, digitalt fokuseret, markedsføring

CAMPAIGN EFFECTIVENESS HAS FALLEN (FIGURE 47)



Ad Irritation



Ad Attention

EMOTIONAL

VIEWABLE

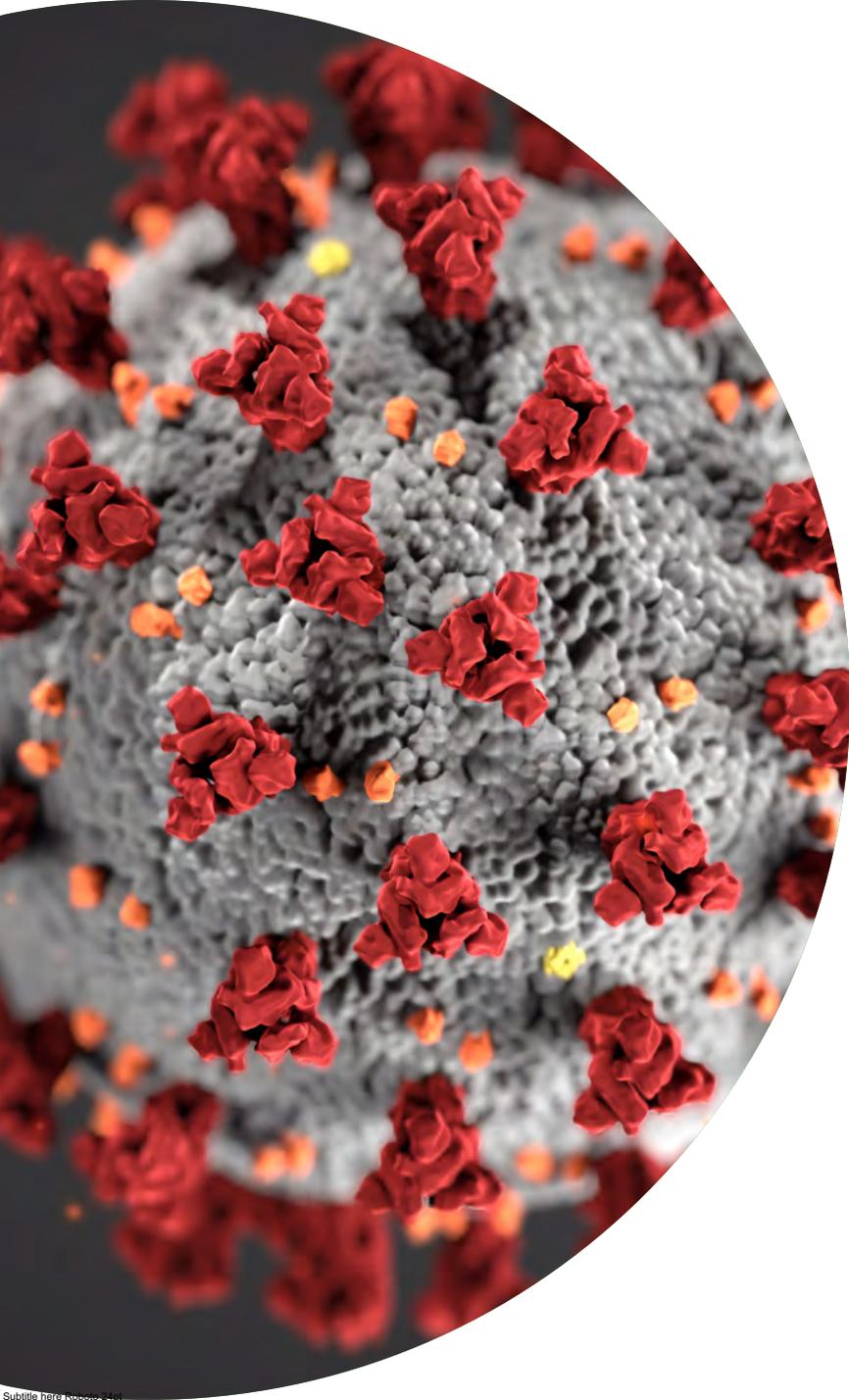
AUDIOBLE

De sidste par år har tv-reklamerne endda genvundet fordums hæder hos mange indkøbere, på langt større skærme.



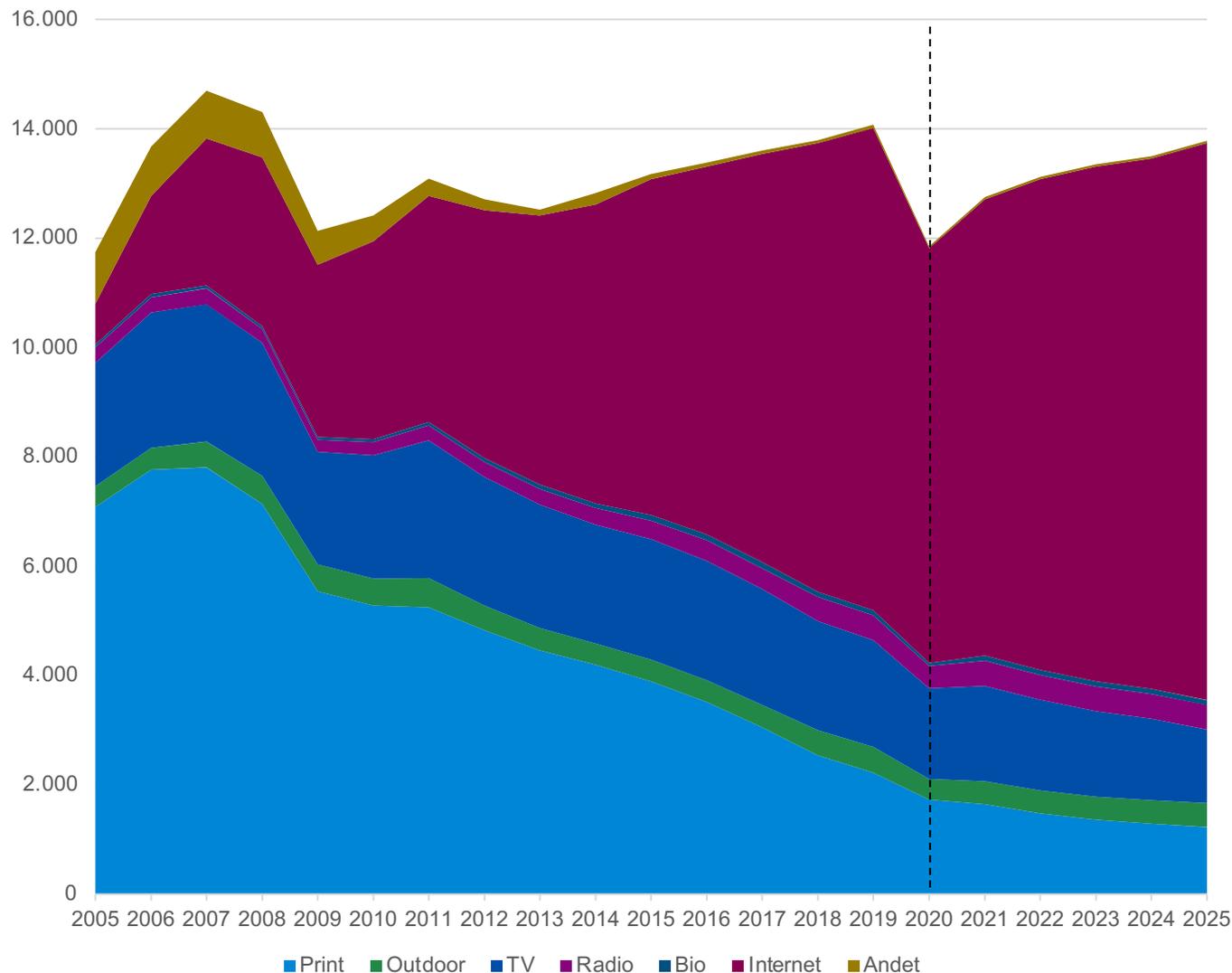
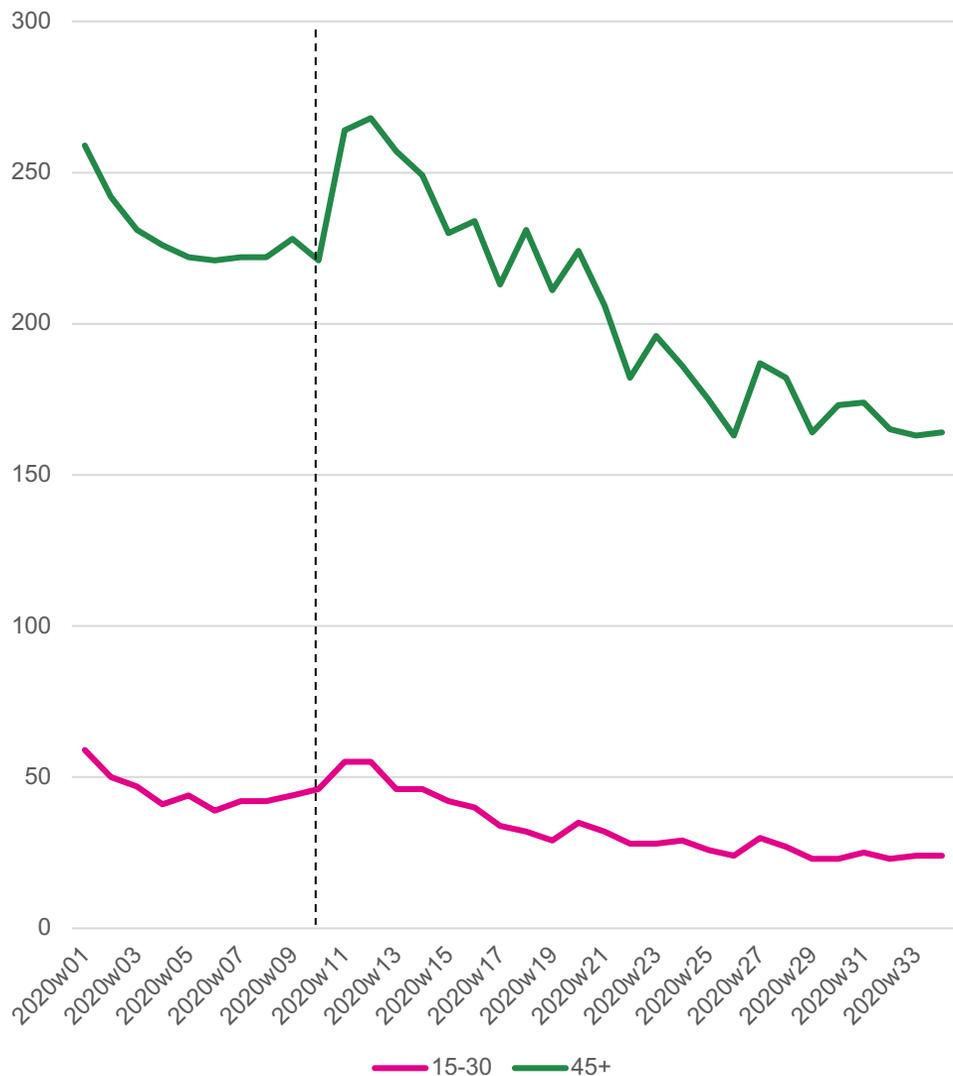
**Men....
Mørke reklameskyer truer 2020...**

Discovery vs Yousee - Mere streaming - Nye indtjeningsprioriteter



2020 *blev* anderledes

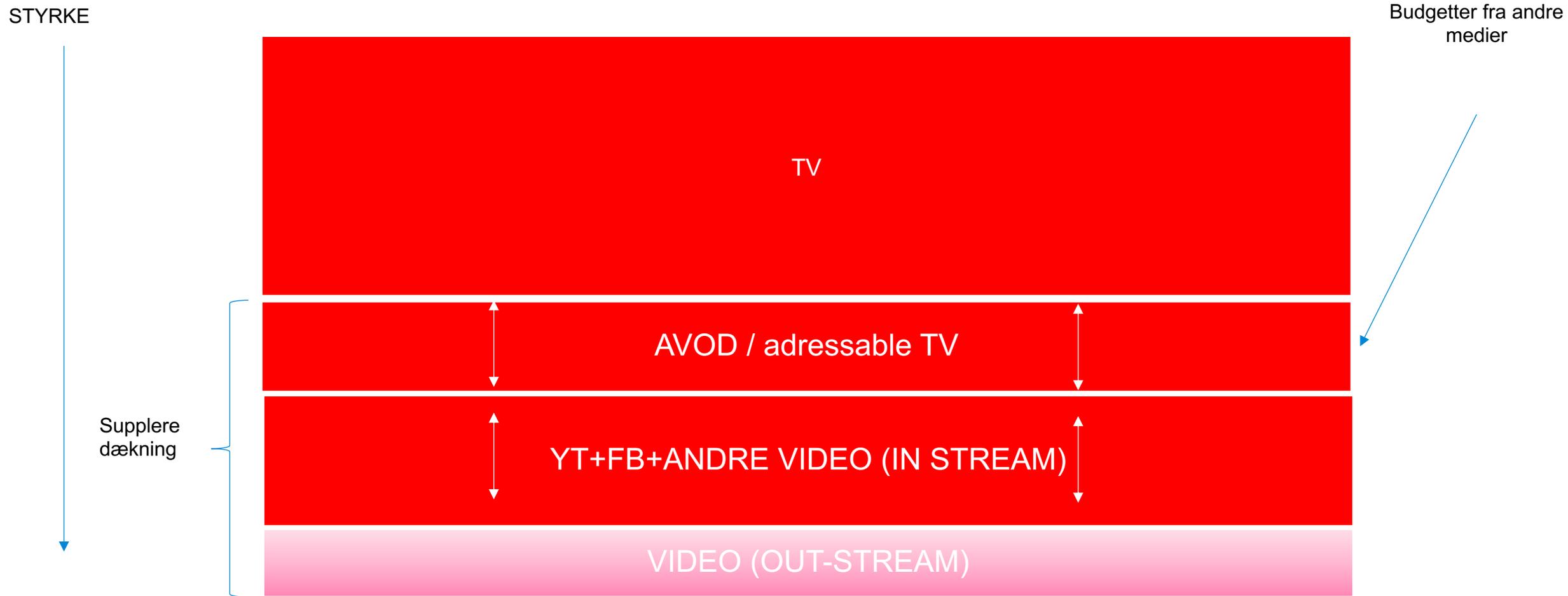
Tv seeing 2020 + TV reklamespend 2020



**Vi har 1,742 milliarder
til TV Reklamer,
hvor skal de hen
næste år?**



Tv-reklamen er ikke død, den har fået børn, og mange af dem....



**Hvad kan vi lære fra
udlandet?**





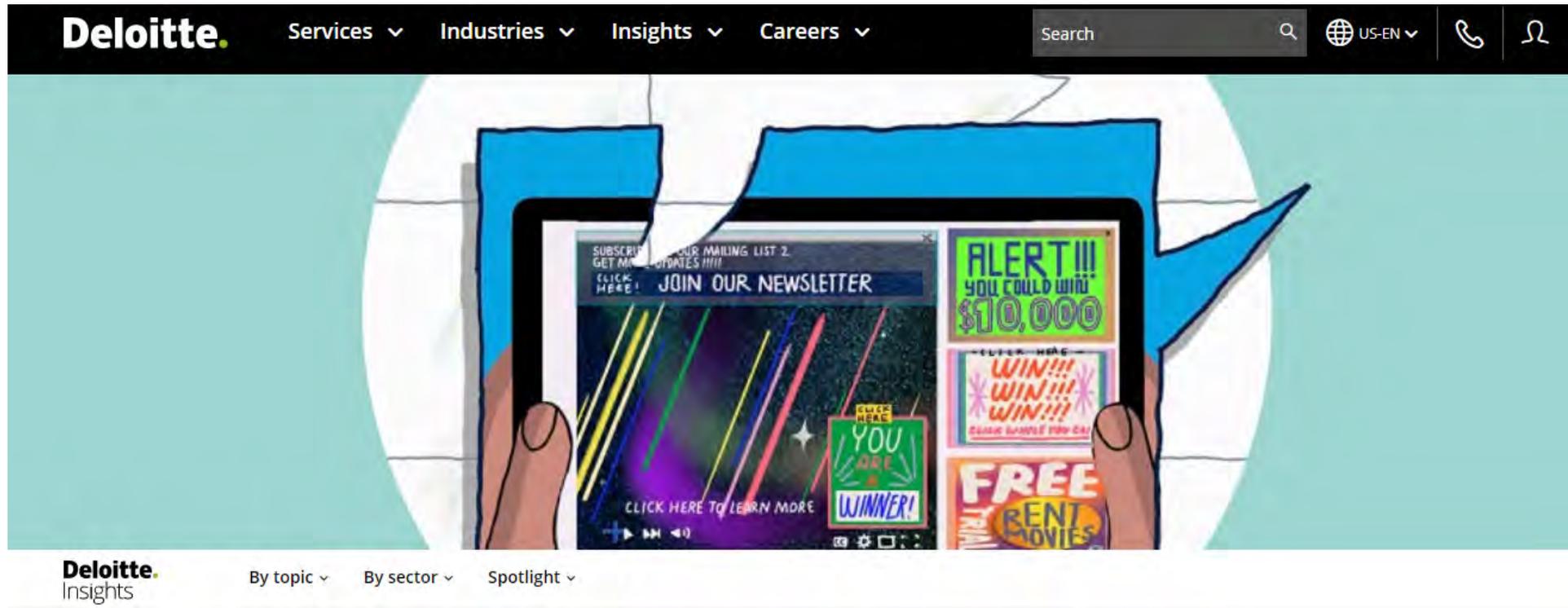
peacock

• TIME & TV WITH THE FAMILY
• AND THE CITY OF THE FUTURE
• @NBCUNIVERSITY

NBC NEWS

TURNER CLASSIC MOVIES
TURNER CLASSIC MOVIES

To SVOD or Not...



Article

11 minute read · 18 September 2019

Digital media trends

Are ads the prescription for subscription fatigue?

Data sælger



FIVE
YEARS & FORWARD

Location Based Targeting

Many businesses currently using AdSmart choose to utilise one of our many location based targeting options.



**Location Based Targeting:
Choose a Local Authority**



**Location Based Targeting:
Choose Geo-flex targeting**



**Location Based Targeting:
Choose a Region(s)**



**Location Based Targeting:
Choose a Postcode Area(s)**

Attribute Based Targeting

And you can choose from our wide range of fixed segments...



Senior Decision Makers

Where a company owner or director of a limited company or PLC has been identified.



Pet Ownership

Identifies households that have a cat, dog or both.



Mosaic Types

Adsmart from Sky offers the Experian Mosaic attributes.



Lifestage

Age of head of household combined with mix of people residing.



Home Ownership

Identifies whether a property is owner occupied, or not.



Household Composition

Choose households based on gender and age categories



Financial Strategy

Reflects how consumers interact with financial service providers.



Expectant Families

Identifies households expecting and how many other children there are.



Early Tech Adopters

Households that are likely to be early adopters of new technology.



Car Ownership

Identifies the types of vehicles owned by a household.



Beauty

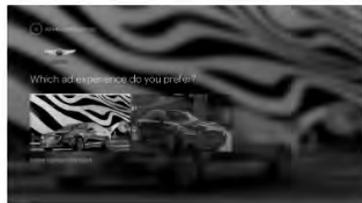
Beauty products purchased via Boots cards.



Age of Baby & Kids

Target households with a baby or children residing. Split into 9 age ranges.

Innovation virker: HULU



Ad Selector

The Ad Selector allows the user to control their ad experience by choosing the ad they want to see. The user will be presented with two or three video options. Once a selection is made, the user will be presented with the commercial of their choice. If no selection is made after :15, one video in the unit will be randomly selected to play.

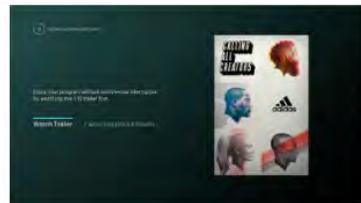
[READ MORE →](#)



Binge Ad

Hulu's Binge Ads enable marketers to deliver contextually and situationally-relevant messages at the right time and place - during a viewer's binge session. It also allows brands to create and own a positive, entertaining viewer experience that compliments bingeing and reduces ad fatigue.

[READ MORE →](#)



Branded Entertainment Selector (BES)

The Branded Entertainment Selector (BES) allows the user to control their ad experience by choosing whether to watch a long-form commercial or to view the show with standard commercial breaks.

[READ MORE →](#)



GatewayGo (Beta)

Combining Hulu's traditional living room video ads with action-oriented prompts and personalized offers, the GatewayGo ad unit allows brands to get significantly closer to their conversion goals with Streaming TV by shifting conversion actions from the TV to mobile.

[READ MORE →](#)



Interactive Living Room

Interactive video formats foster greater affinity with a brand using customizable interactivity that can inform viewers about a brand's latest products, features, and services.

[READ MORE →](#)



Max Selector (Beta)

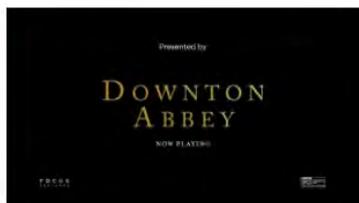
The Max Selector provides marketers with enhanced creative controls and capabilities to maximize the impact of their message through customization and viewer choice.

[READ MORE →](#)



Branded Slate

A branded slate is a custom title card that appears in premium positioning before video creative in the first pod before the beginning of a show. The advertiser's brand logo is shown with "Presented by" intro text and Hulu-provided voiceover audio.



Branded Slate Entertainment Clients

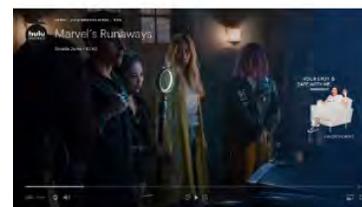
A branded slate is a custom title card that appears in premium positioning before a video creative in the first pod before the beginning of a show. The advertiser's brand logo is shown with "Presented by" intro text and Hulu-provided



Cover Story Brand Placement

The Cover Story Brand Placement offers advertising clients the opportunity to integrate their branding with Hulu's homepage.

[READ MORE →](#)



Pause Ad

Hulu's Pause Ad is a non-disruptive, non-intrusive user-initiated ad experience that appears when a viewer presses pause when watching content.

[READ MORE →](#)



Premium Slate

A Premium Slate is a :07 custom title card with "Presented by" messaging and voiceover that appears in premium positioning before video creative in the first pod before the beginning of a show. This unit offers enhanced creative flexibility for a client to leverage their own video, dynamic visuals, and sound.

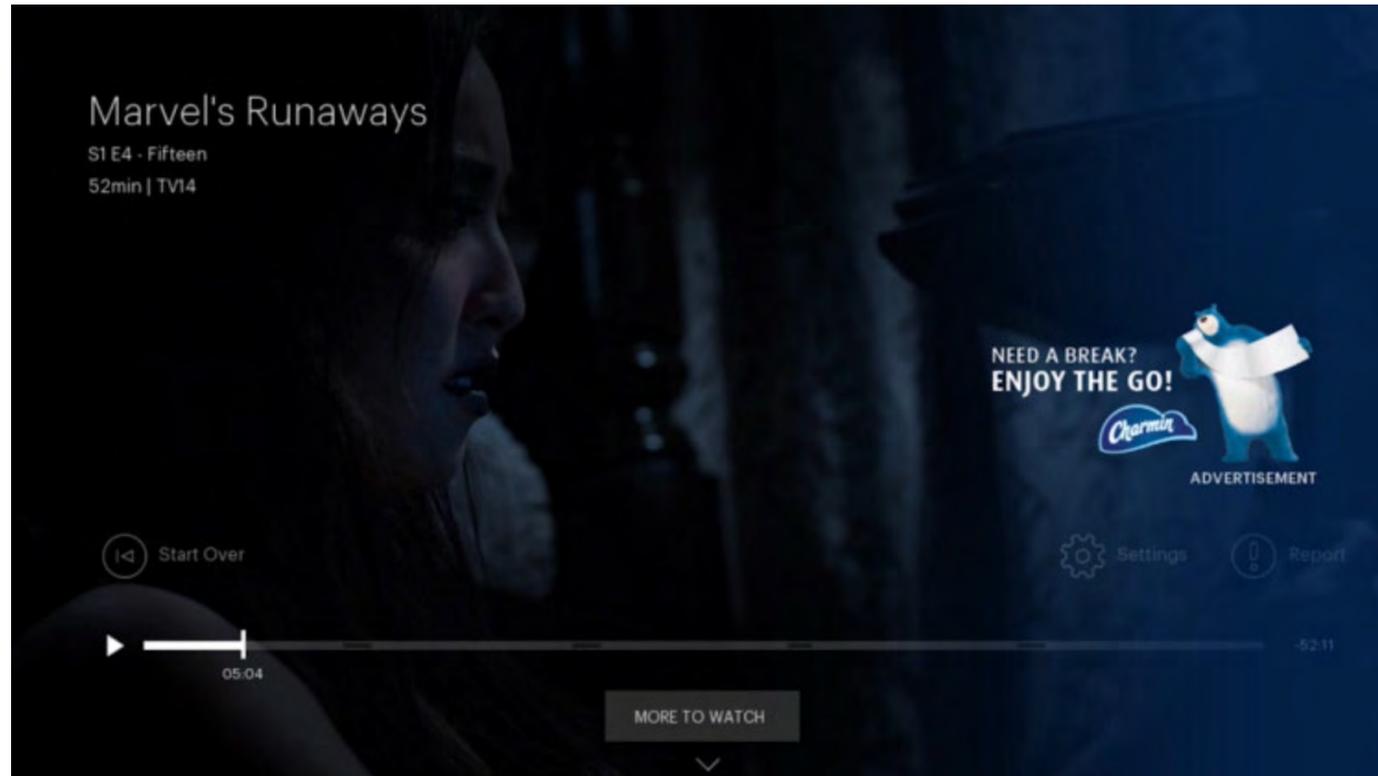
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Premium Slate Entertainment Clients

A Premium Slate is a :07 custom title card with "Presented by" messaging and voiceover that appears in premium positioning before a video creative in the first pod before the beginning of a show. This unit offers enhanced creative flexibility for a client to leverage their own video, dynamic visuals, and sound.

Hulu Pause Ad



Innovation virker: Peacock

ShoppableTV: Commerce and content unite for an average conversion rate almost 30% higher than ecommerce benchmarks

Prime Pods: Single, 60-second, ownable pods that reduce ad load and interruptions

Pause Ads: A full screen, high-impact takeover with messaging from relevant brands and products around the idea of “taking a break” when a viewer pauses content

Binge Ads: Watch three episodes of a show, have a sponsor bring the fourth episode ad-free

Engagement Ads: Innovative activations that maximize engagement through personalized, interactive experiences such as trivia questions, product galleries, extended-look videos, and more

Trending Ads: Timely ad experiences alongside the day’s most topical content

Solo Ads: An exclusive sponsorship that limits advertising to a single ad within an episode of a show

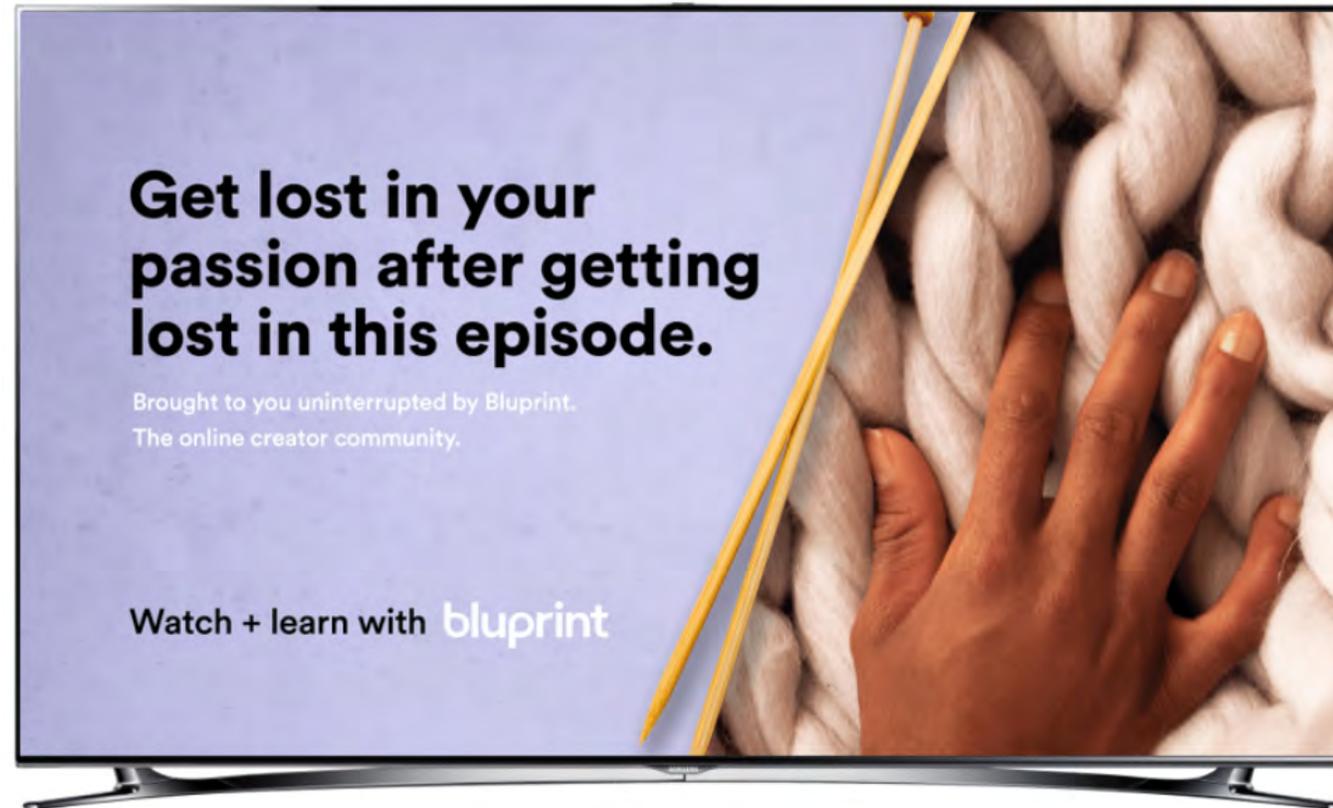
Curator Ads: Peacock’s editorial team curates collections of the best titles across the NBCUniversal library, based on specific moods, genres, events, or other themes, and brands organically integrate into these collections through contextually relevant sponsorships

Explore Ads: During a pause, unique data populates the screen with contextually relevant content that relates to what the viewer was just watching and offers the option for a viewer to take action—like getting a brand experience or discount sent to their phone

On Command Ads: Comcast’s best-in-class Xfinity voice technology integrates directly into Peacock, allowing audiences to use their voice to interact with a brand following on-screen prompts to speak into their remote and get an exclusive offer

Peacock Binge Ad

Sample Peacock Binge Ad



Self service is great service



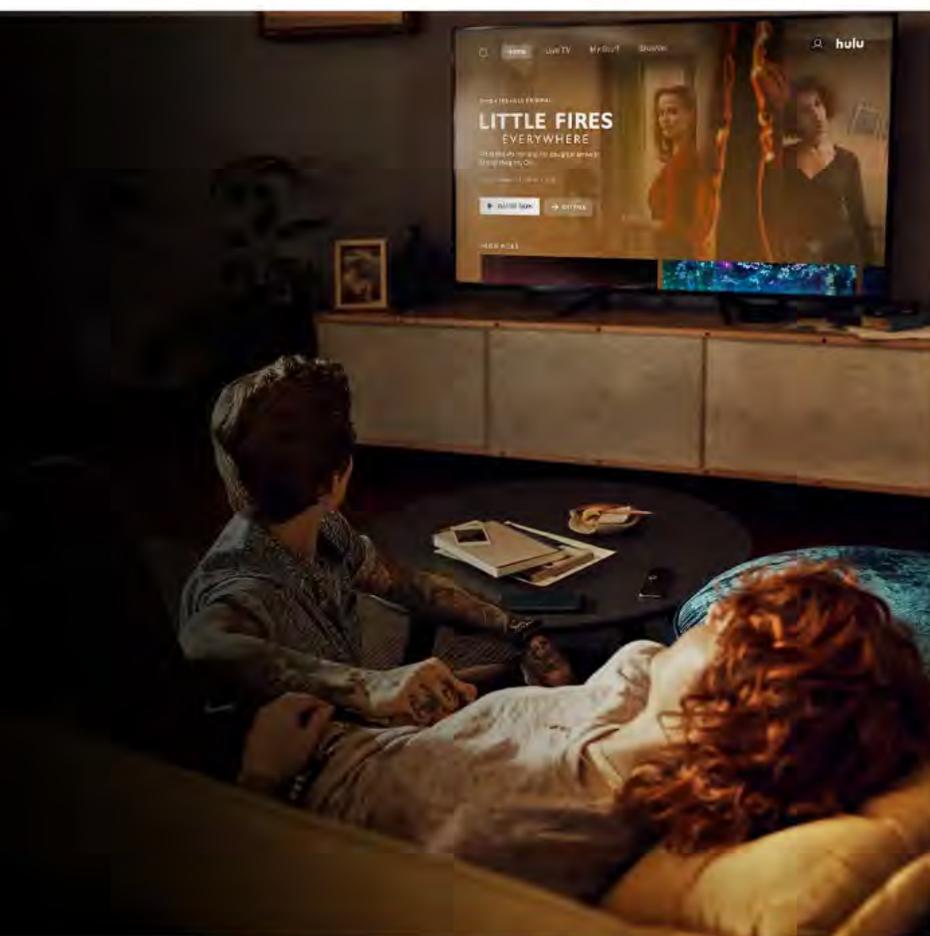
HULU AD MANAGER

YOUR CUSTOMERS ARE STREAMING. YOUR ADS CAN BE TOO.

Connect with your audience in a new way with our self-service solution. RSVP now for a chance to be a part of our beta.

RSVP FOR BETA

WATCH OVERVIEW



Runde 2 – hvis de bliver presset...

Reklamer 2021



Promotions + Hulu



Indirekte



Tim Cook says Apple TV+ won't have ads anytime soon

By [Andrew Blustein](#) - 28 January 2020 23:54pm

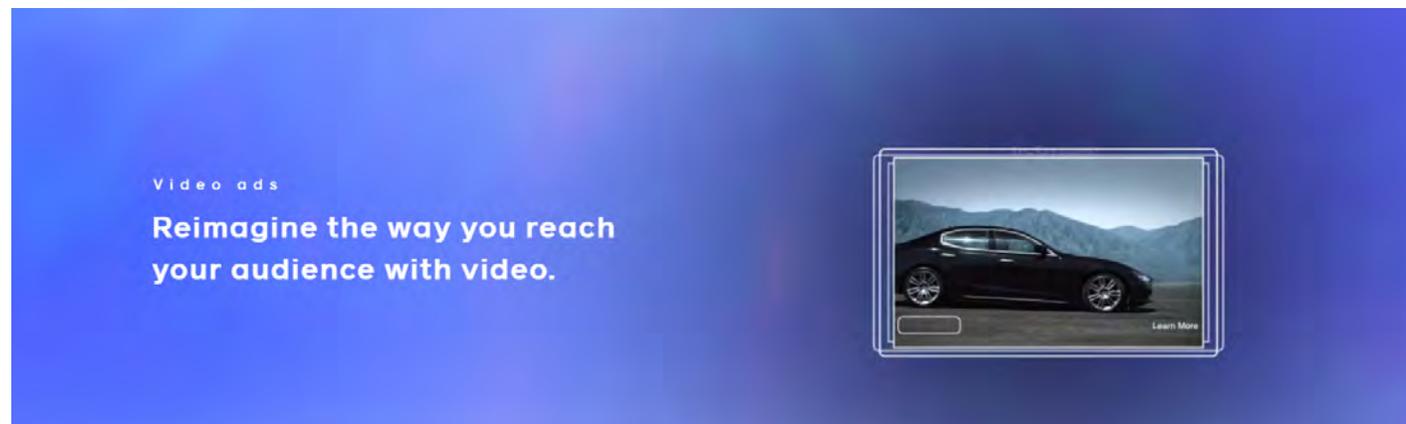
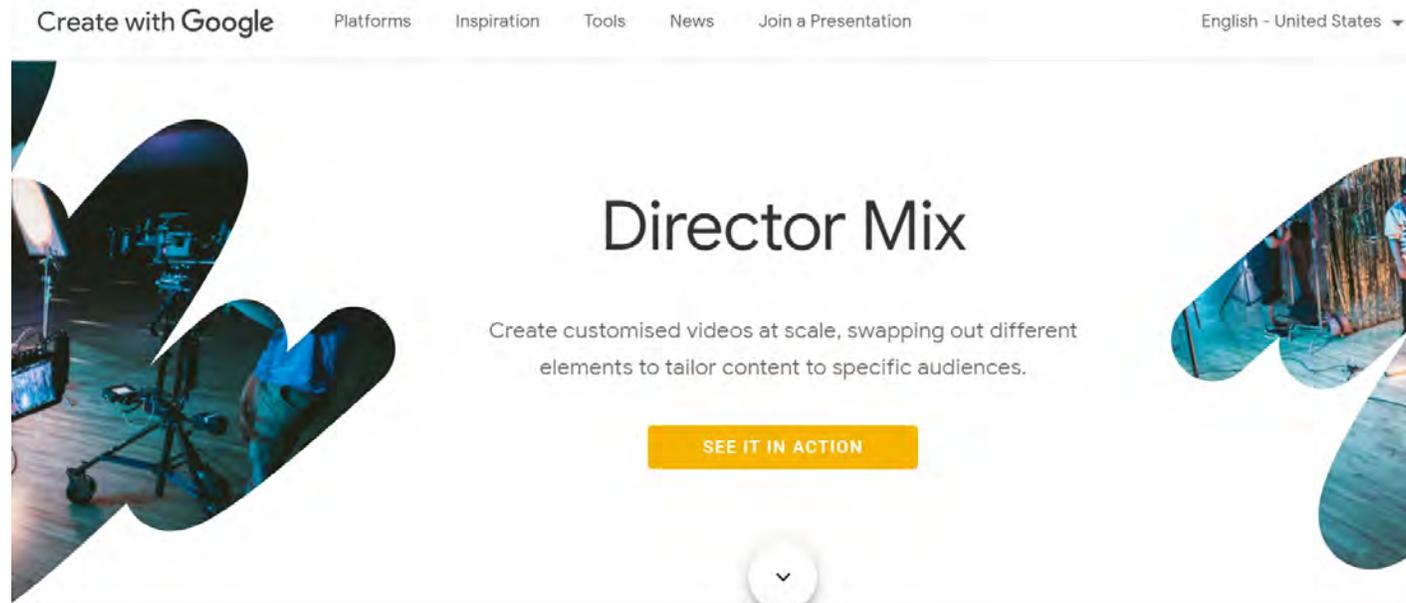


Despite ongoing speculation and investor pressure, Netflix is still declining to adopt an advertising-based business model as a means to boost its revenue, Netflix CEO Reed Hastings confirmed on Tuesday. The company on its Q4 earnings call again shot down the idea of an ad-supported option, with Hastings explaining there's no “easy money” in an online advertising business that has to compete with the likes of Google, Amazon and Facebook.

“Nothing will work, but everything might” – C. Shirky



I mellemtiden kører innovationen på fuld kraft hos Youtube & Facebook



Hovedpointer

- Mange bække små...
- TV reklamen forsvinder ikke..den får børn
- AVOD stærkt på vej frem
- Reklamer transformerer sig...

- Pengene følger effekten, effekten kommer fra **gennemslagskraft, (skala) og pris og data**

A-VOD eller VOD-A?

"Every tech company needs a streaming service. So ... introducing Mint Mobile +. The world's most affordable streaming service!" Reynolds wrote on Twitter. "Two minutes after launch, and our crack data team has already determined Mint Mobile + should probably be shut down by the weekend. We'll go back to focusing on premium wireless ..."

The screenshot shows a web browser displaying the Mint Mobile + website. The address bar shows 'mintmobileplus.com'. The browser's taskbar includes 'Apps', 'New Tab', 'Analytics UG', 'Kampagner - Searc...', 'FB Ads Manager - ...', 'Urban Gym - Settin...', 'Message | Secure S...', and 'MandagsJeopardy V...'. The website content features a large banner for the movie 'Foolproof' starring Ryan Reynolds, with three 'Play' buttons. Below the banner is a row of four green tiles, each with the 'mintmobile+' logo and the text 'ORIGINAL ORIGINALS'. Underneath are three rows of content tiles: 'Original Originals', 'Kind of Originals', and 'Unoriginal Originals'. Each row contains multiple 'Foolproof' movie posters. A white text box is overlaid on the bottom right of the content grid.

The launch trailer promises that you can "binge over 80 minutes of Ryan Reynolds ... all streaming in 2003 DVD quality." And it's true, the movie's resolution is just awful. Still, it's all in good fun, especially the fact that the website (modeled after Disney+'s layout) seems to boast

Næste generation af Dynamisk Product placement Reklamer direkte i content...All hail AI!

