How to successfully manage online video services and in-stream advertising?

TVN case study

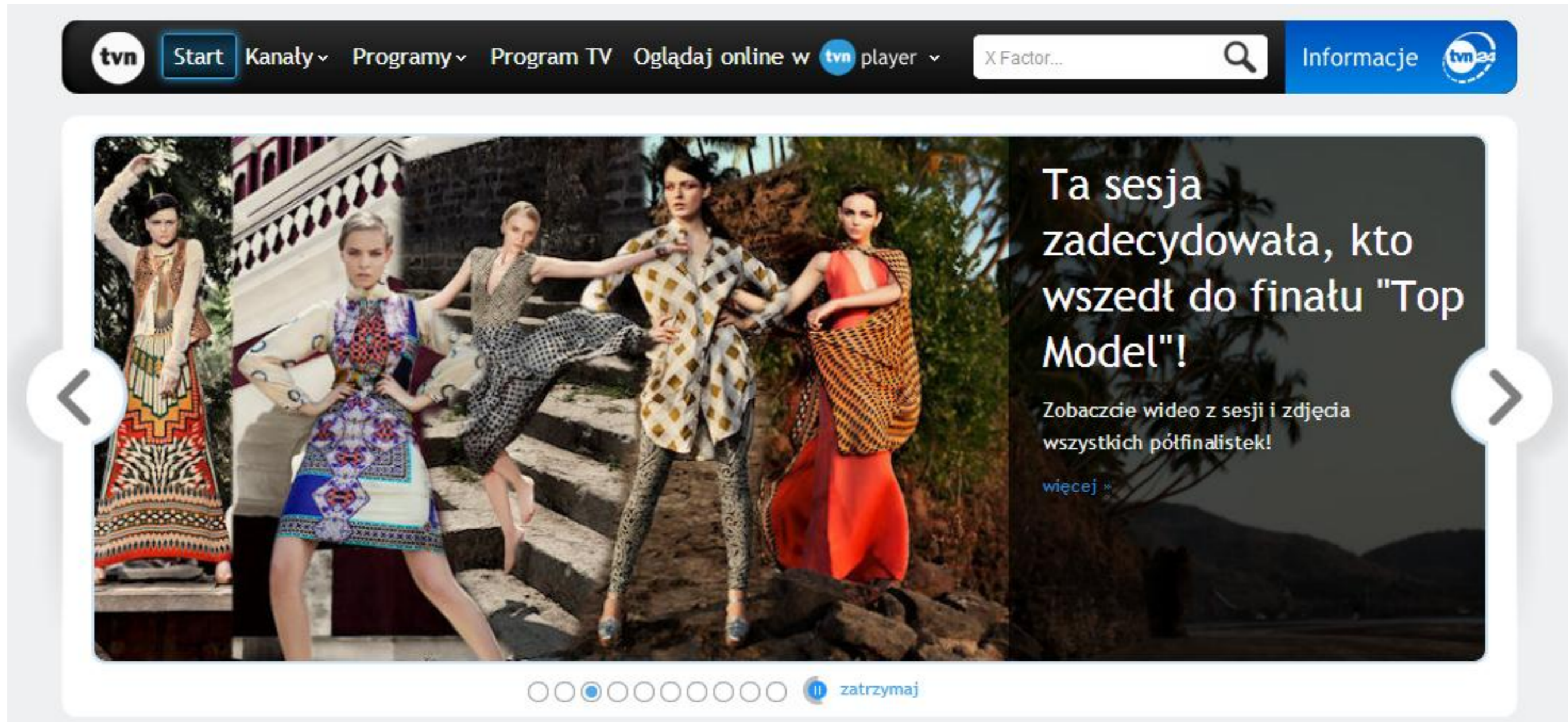**We support knowledge driven business decissions.com**

▶ The TVN group (tvn.pl, tvn24.pl and tvnplayer.pl) – popular Polish video service.

Target group	Node	No.	Visitors (real users)	Domestic page views	Domestic time [hr]	Visitors Reach-Internet	Sessions
Population	Grupa TVN	1.	5 160 481	147 365 914	19 552 726,90	24,43%	23 502 046
	Grupa Cyfrowy Polsat	2.	5 375 274	90 614 905	4 599 432,40	25,45%	13 905 260
	Grupa TVP	3.	2 542 409	31 697 354	633 593,75	12,04%	7 566 772
	Selected nodes		9 458 545	269 678 173	24 785 753,04	44,78%	

01.2014

gemiusAudience, January 2014

Introduction - Services

▶ Wide video content, with more than 10 own-brand or locally adopted shows, including "X factor" and "Poland's next top model".

Business challenge

▶ 3 years ago TVN separated from Onet.pl and lost part of it's online presence.

▶ In 2011 they launched tvnplayer.pl and started to run ads with AdOcean.

▶ It was important that new platforms generate incremental revenue.

Business challenge

- Ad spots to be planned and sold together with particular show.

- Not efficient to plan ads per placements not per breaks.

- Web, Mobile and SmartTV materials to be launched as one campaign.

Solution - AdOcean

1. DESIGN ADSPOTS
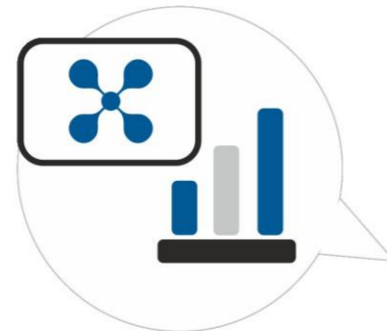Create placement tree structure
of website's advertising areas.

2. SELL INVENTORY
Forecast available inventory
to maximize sales potential.

6. DRIVE UP REVENUES.
Release impressions and improve
campaign deliverables with
inventory optimization tools.

3. CREATE CAMPAIGNS
Choose layout from rich gallery
of templates and set targeting criteria.
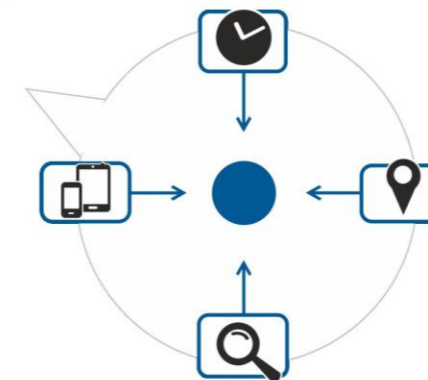
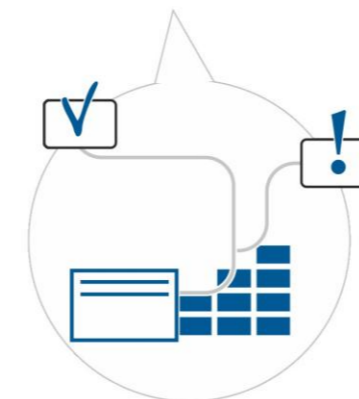**5. MEASURE EFFECTIVENESS.**
Measure the campaign performance
and report the statistics to advertisers.

4. DELIVER ADS.
Reliable algorithms ensure reaching
campaigngoals.Get alerted if any
under delivery is predicted.

AdOcean
WITHOUT LIMITS

Solution

Title

Episode

Audience

Weather

Season

Category

*http://tvn.adocean.pl/_1397222686407/ad.js?id=lXFFUx.5PXrUq8AQdimwaBoiHXmbn0eFzWKl.6cMQg3.t7/x=1366/y=768/tvn_player_website=new/tvn_login=no/tvn_page=programy_online_sekrety_chirurgii_odcinki_989_odcinek_6_s03e06_28688_html/key=cialo,**operacje_plastyczne**,uroda,operacje,zabiegi,chirurgia_plastyczna,upiekszanie,sekrety_chirurgii_online,powiekszanie_piersi,korekta_nosa,plastyka_brzucha,dr_szczyt,klinika_dr_szczyta/tvn_vod_serie=sekrety_chirurgii/tvn_vod_**season**=3/tvn_vod_**episode**=6/tvn_vod_wonid=14_400_18644_0006/tvn_vod_**category=200,201,204**/tvn_content_source=tvn_s_a/tvn_price=no/tvn_zone=tvn_style/tvn_content_**category=programy**,ostatni_dzwonek/tvn_driver=1/tvn_weather_icon=6/tvn_weather_pressure=102100/tvn_**weather**_rain=100/tvn_weather_humidity=6100/tvn_weather_snow=0/tvn_weather_temp=28315/tvn_weather_wind=700/tvn_weather_temp_summer_2=zimno/tvn_weather_wind_2=wieje/tvn_weather_pressure_2=wysokie/tvn_weather_rain_2=nie_pada/tvn_weather_snow_2=nie_pada/tvn_weather_humidity_2=duze/tvn_weather_icon_2=chmura/tvn_device_type=Desktop/fv=Shockwave%20Flash%2012.0%20r0*

Solution

▸ Each ad break was handled by one placement, VAST 3.0 standard.

PRE-ROLL ad break, max 100 seconds, max 4 rolls			MID-ROLL	POST-ROLL
1st 40sec ad	2nd 30sec ad	3rd 30sec ad		
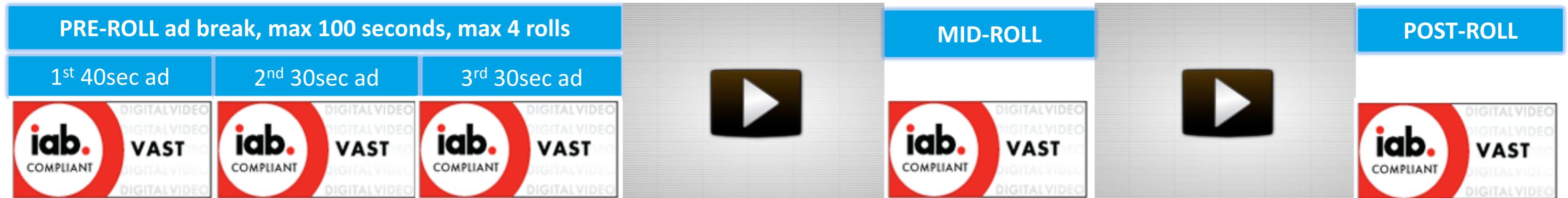
▸ Settings adopted to material length.

Solution

- Position the ad within a certain break. «Almette» campaign followed cooking show scene:

- Ads from several consecutive parts displayed in the right order.
- Exclusion of competing brands was extensively used by TVN.

Solution

▶ Player branding format was connected to the video material:

▶ During long videos TVN uses «overlay» in-between of mid-rolls:
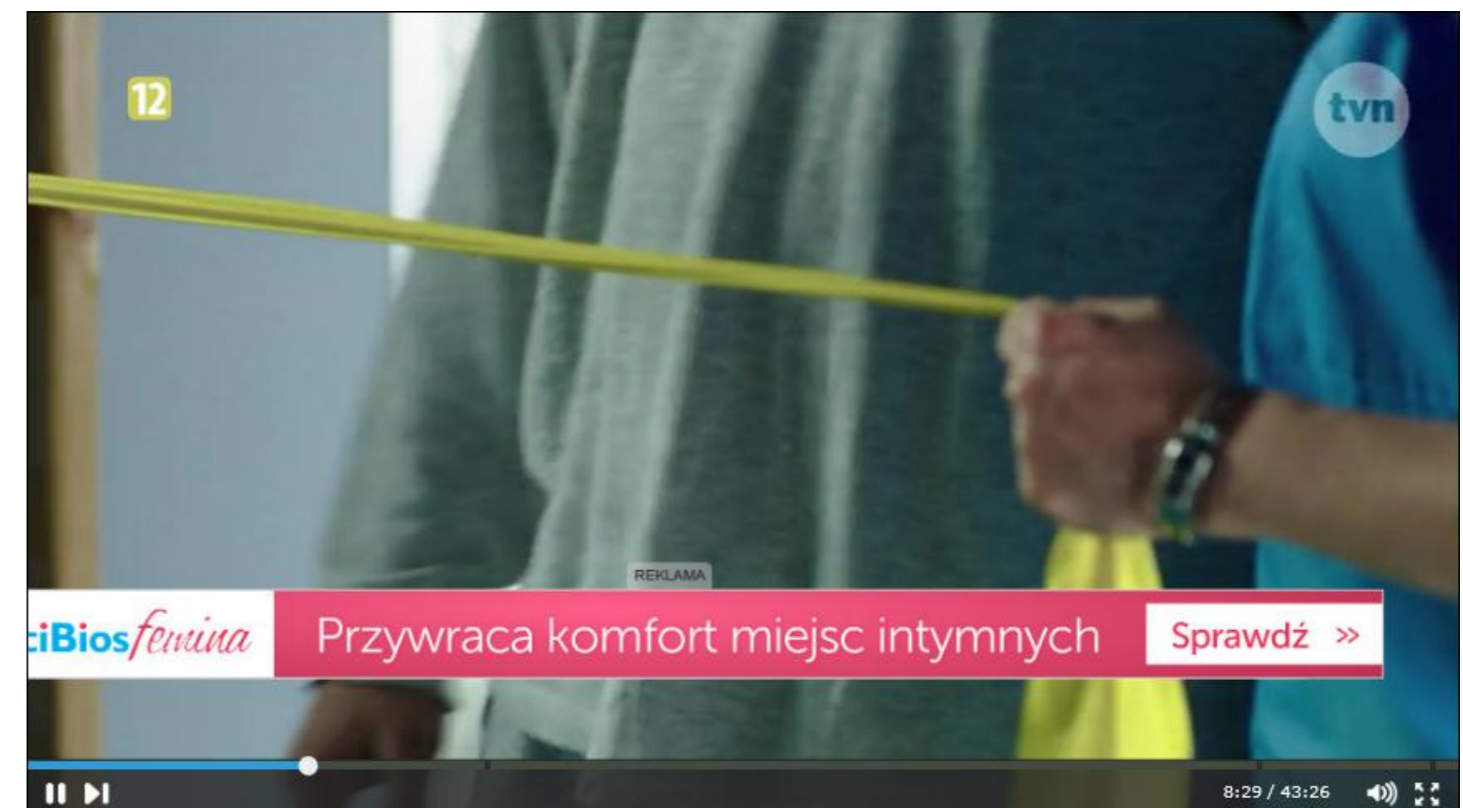
Solution

▶ TVN developed in-house player. It allowed additional advertising features:

   ▶ Play mid-rolls after seeking

   ▶ Pause on switching browser tabs

   ▶ Stop streaming on adblock

▶ TVN started to focus on interaction possibilities and links with social media.

▶ Dwell rate, Skip and Progress statistics

Solution

▶ TVN created dedicated placements for web, mobile and smartTV and connected with a material format supported by a particular device.

▶ Such orders are grouped under one campaign to be launched and monitored together.

List of creatives:

No	Action	Creative	Creative format	Weight
1	☐	13052420CPM Hangover 3 MOBILE	Preroll/Postroll	100
2	☐	13052420CPM Hangover 3 TV	Preroll/Postroll	100
3	☐	13052420CPM Hangover 3 MOBILE MID	Preroll/Postroll	100
4	☐	13052420CPM Hangover 3 TV MID	Preroll/Postroll	100
5	☐	13052420CPM Hangover 3 FORMATY	Preroll/Postroll	100
6	☐	13052420CPM Hangover 3 WWW	Preroll/Postroll	100
7	☐	13052420CPM Hangover 3 WWW MID	Preroll/Postroll	100

Solution

▶ TVN rate card for 30 second roll is on average 4 times higher than standard display CPMs.

Instream Video	Emisja	CPM
Pre Roll (max 30 sekund, bez cappingu)	ROS	150 zł
	targetowana po kontencie	160 zł
Interaktywny Pre Roll* (do 30 sekund, bez cappingu)	ROS	180 zł
	targetowana po kontencie	192 zł
Pre/Mid Roll (max 30 sekund, bez cappingu)	ROS	140 zł
	targetowana po kontencie	147 zł
Interaktywny Pre/Mid Roll* (do 30 sekund, bez cappingu)	ROS	168 zł
	targetowana po kontencie	176 zł
Mid Roll (max 30 sekund, bez cappingu)	ROS	110 zł
	targetowana po kontencie	120 zł
Interaktywny Mid Roll* (do 30 sekund, bez cappingu)	ROS	132 zł
	targetowana po kontencie	144 zł

Solution

▶ For a little extra, advertisers can get targeting on selected content/audience, set capping or interaction link possibilities mentioned earlier.

Dopłaty (do podstawowego poziomu CPM)	
targetowanie na województwa	30%
targetowanie na miasta	50%
capping 1 na kampanie	50%
capping na in-stream	20%
emisja w określonym czasie	10%
emisja na wybranym systemie operacyjnym	50%
sekwencyjna emisja kreacji	10%
pierwsza pozycja w bloku reklamowym	20%

**ROS (Run on site)** — termin określający emisję reklamy w obrębie danej witryny.

CPM (Cost per mille) — jest to koszt dotarcia do tysiąca odbiorców i obliczany jest na podstawie liczby odsłon witryny internetowej.

* spot interaktywny, z możliwością linkowania do 5 wybranych miejsc przez Klienta (portale społecznościowe, strona Klienta, konkursy, wydarzenia, itp.)

† oficjalne strony programów TVN oraz kanałów Grupy TVN

Solution

▶ TVN provided full VAST 2.0 video statistics. It proves the effectiveness of video campaign second by second.
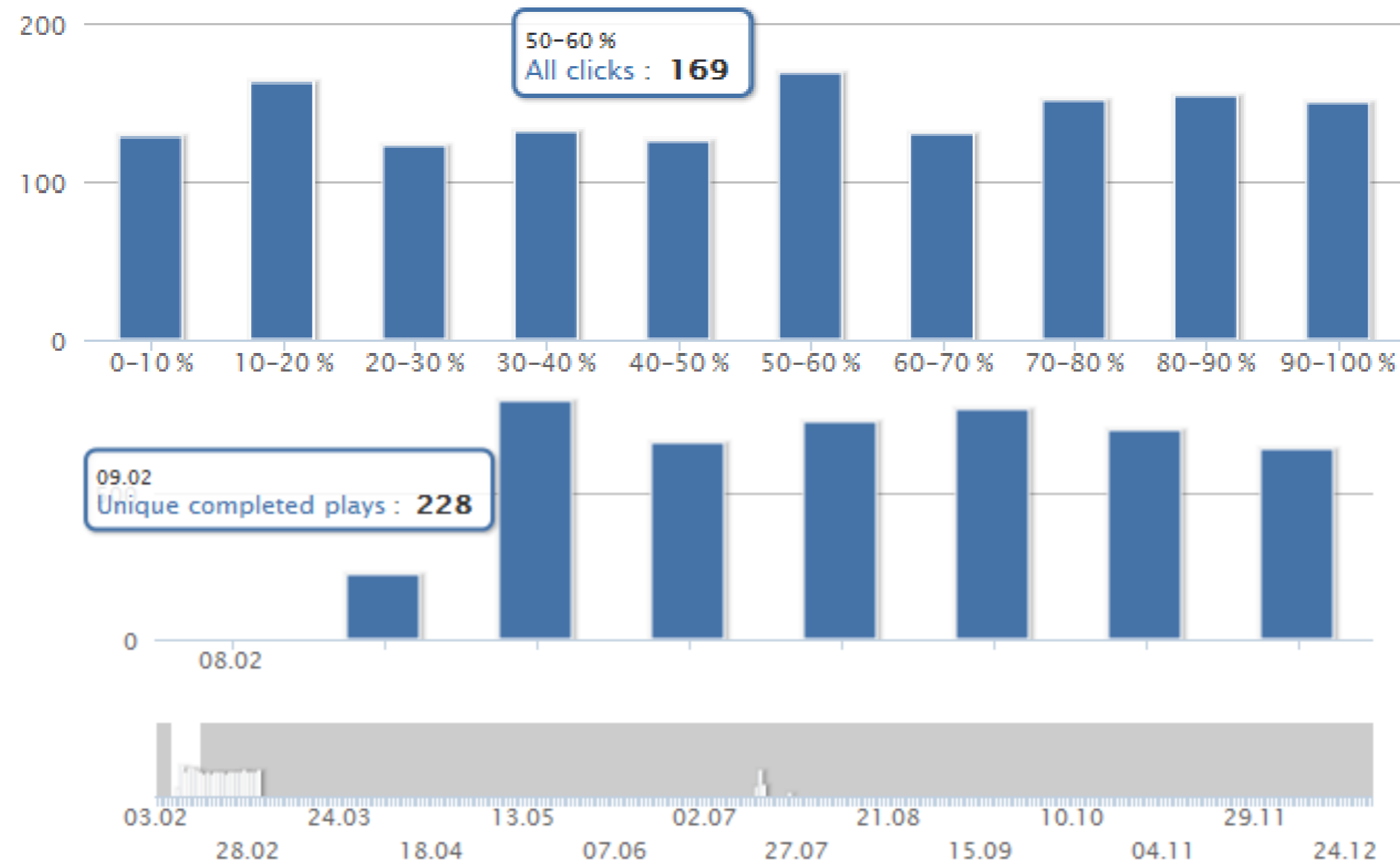
Synergy with gemiusStream

▸ The success of video services is also due to scheduling ad breaks before drop-outs and peaks.

▸ Some shows on the internet were launched earlier in order to learn the user's behaviour.
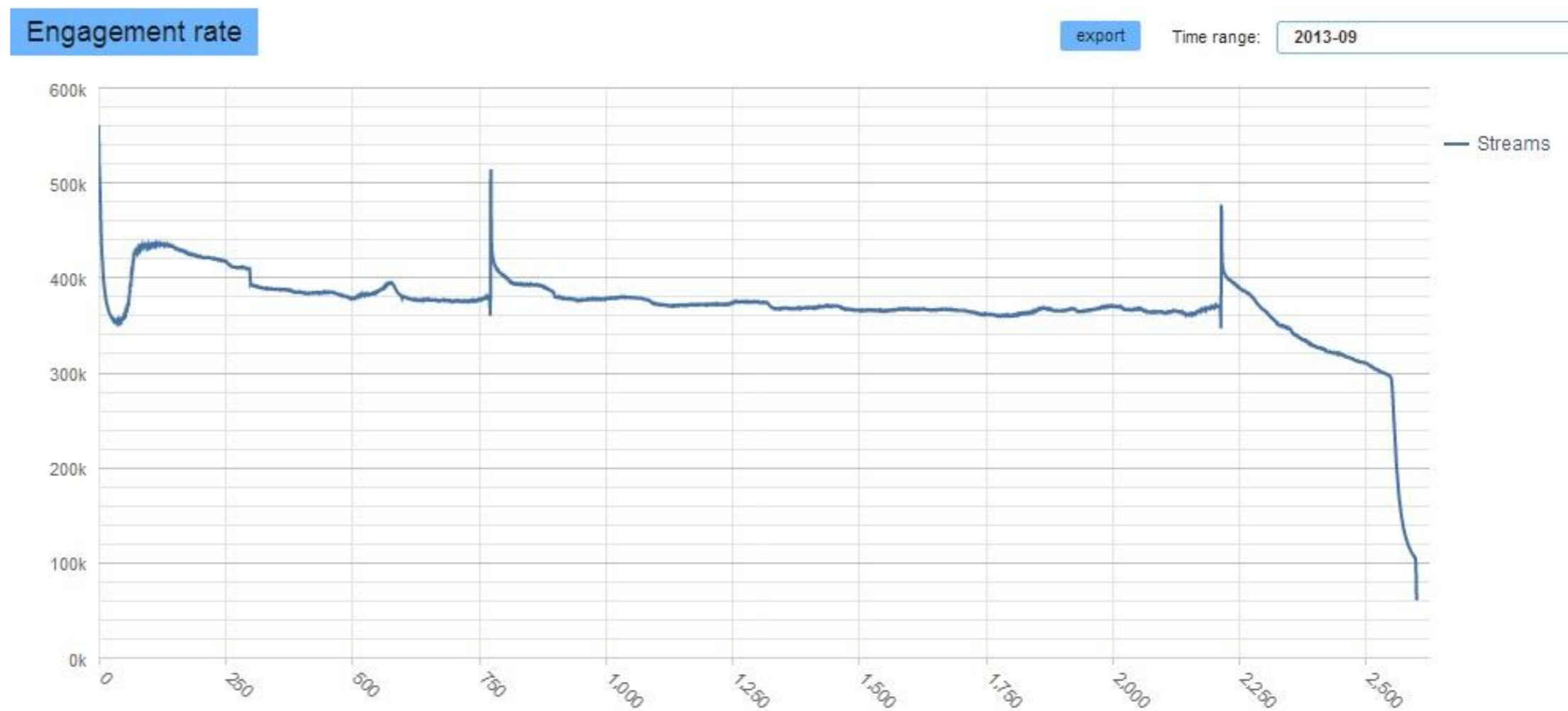
Results

▶ The total number on **TVN inventory has increased over 10 times.**

▶ **TVN's video inventory** is about 80m impressions a month and it **generates twice more revenue than their display inventory** of 250m monthly impressions.

▶ Television is generating higher revenues for TVN but online is more profitable.

▶ TVN have started to build their video network over other Polish websites.

Recommendations

▸ Join TV and online sales teams, but create separate strategies and goals, supported by different USPs.

▸ Make users used to multiple ads within ad breaks. Fill them up with self-promo campaigns and TV rolls.

▸ Take the practice from TV and enhance it with online possibilities.

Serve your ads with us!

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