



ATLANTA, GA
OCTOBER 11-14

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**2021 Fall
Technical Forum**
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Video Services

Using SCTE 224 to Increase Advertising Revenue

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Comcast Technology Solutions

Mom & Pop Store



- Manual labeling and POS
- Paper receipt
- Gut feel inventory management
- No link to customer

Gas Station/Mini Mart



- Bar code enablement for POS and product pricing
- More automated inventory management

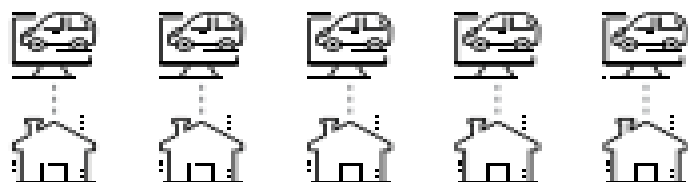
Big Box Retailer



- Sophisticated Self Service POS
- Automated pricing and inventory management
- Personalized linkage to buyer – coupons, what bought last time, etc.

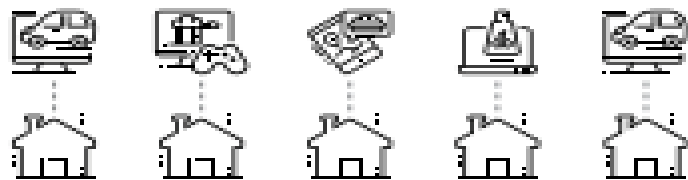
Traditional Advertising

Households watching the same show see the same ads.



Addressable Advertising

Households watching the same show see more relevant/targeted ads across devices.



Addressable TV: Reach the right audience at the household level

Deliver custom ads to the household or zone level based on:

- Your brand's customer database
- Your brand's custom models
- Experian demographic and behavioral data



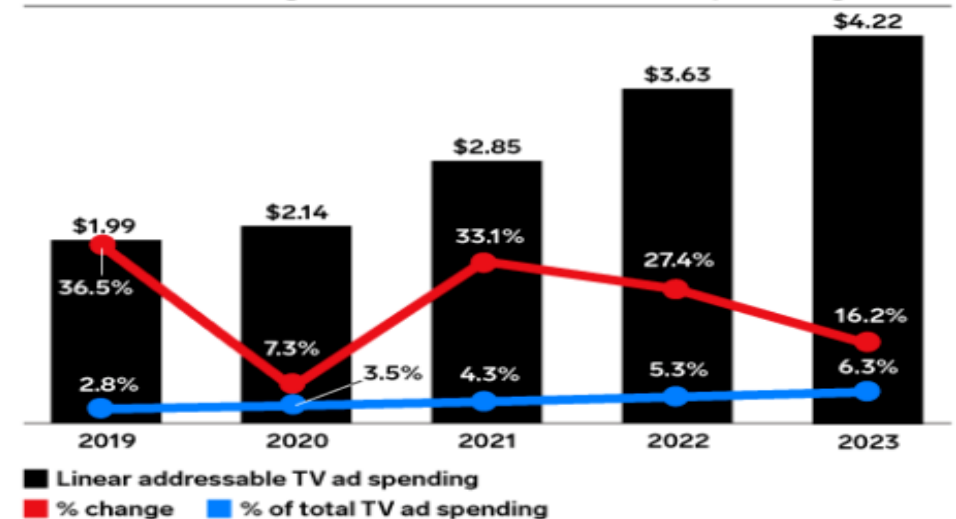
3 main platforms of Addressable

Platform	Description	Consortiums	Summary
Cable TV	<ul style="list-style-type: none"> Transitioning Content Provider National ads to Addressable on traditional cable tv Referred to as Linear Addressable 	<ul style="list-style-type: none"> GoAddressable (http://www.goaddressable.com/) 	<ul style="list-style-type: none"> Least advanced technically Highest available footprint but declining Most existing infrastructure that must be retrofitted
vMVPD/OTT	<ul style="list-style-type: none"> Enabling Dynamic Ad Insertion(DAI) for vMVPDs on CTV and other multiscreen devices All Inventory is natively addressable 		<ul style="list-style-type: none"> Most long-term growth opportunity Footprint is growing
ATSC 3.0 or OTA	<ul style="list-style-type: none"> Enabling Addressable advertising on CTV devices over linear playout of OTA channels 	<ul style="list-style-type: none"> Project Oar (https://projectoar.org/) 	<ul style="list-style-type: none"> Smallest footprint, not sure on growth path

State of the market

- Linear Addressability is the initiative of converting national programmer ads to more targeted ads similar to the local avails sold by the operators.
- According to eMarketer, the U.S.-based Addressable TV Ad Spending is expected to grow 33.1%, 27.4% and 16.2% respectively in 2021, 2022 and 2023. Will eventually be 6.3% of TV ad spending
- 92% of advertisers agree that addressability is important to the future of TV - Go Addressable
- The EMEA market is starting open due to deregulation around ads but market is still fragmented
- One of the key challenges is creating a standardized ecosystem for content providers, operators, and technology providers to enable automated and trackable addressable ads

US Linear Addressable TV Ad Spending, 2019-2023
billions, % change, and % of total TV ad spending



Note: targeted TV ads delivered on a home-by-home basis via cable and satellite boxes; includes video-on-demand (VOD) and ads delivered by dynamic ad insertion (DAI) technology from smart TVs connected to set top boxes; excludes connected TV, internet-only connected smart TVs, and OTT
Source: eMarketer, April 2021

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eMarketer | InsiderIntelligence.com

Core Use Cases

Addressability SCTE 224 Use Cases

- **Ad Slot Availability:** SCTE 224 is used to identify to the operator or distributor which ads from the programmer are addressable and can be replaced by the system.
- **Ad Conflicting rules:** SCTE 224 is used by the content provider to communicate with the Ad Decisioning Systems (ADS) ad rules around how the addressable ad should be played against other ads within a specific ad pod.
- **Intelligent Ad Decisioning:** SCTE 224 can be used to enrich ad data with scene, actor, or creative metadata in ways that strengthen the visual ties and improve overall effectiveness

What does it look like for the different parts of the eco-system

Technical view on the Addressable opportunity across the eco-system

Content Provider

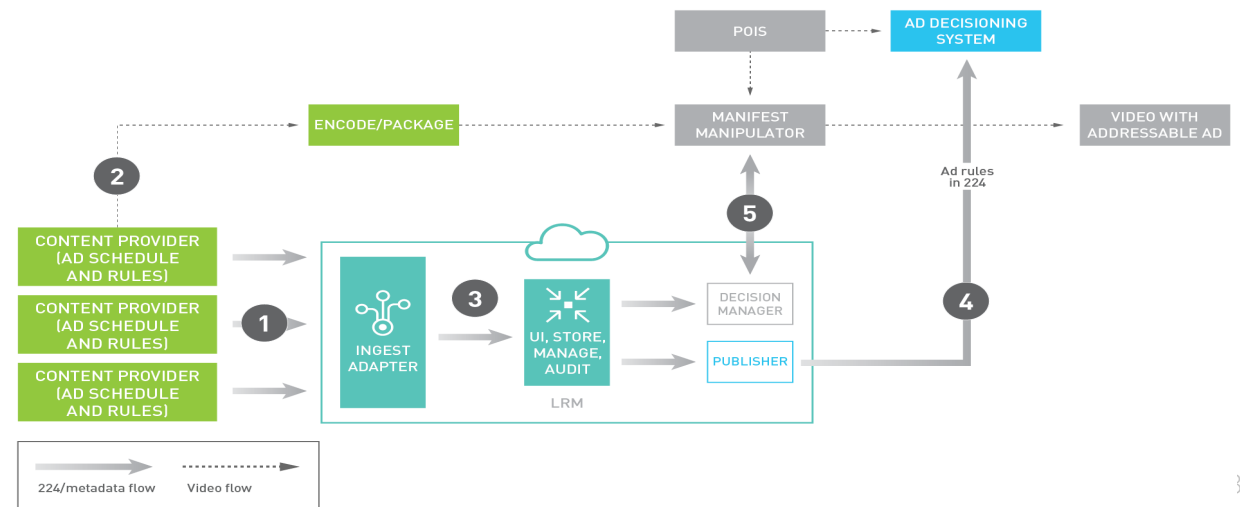
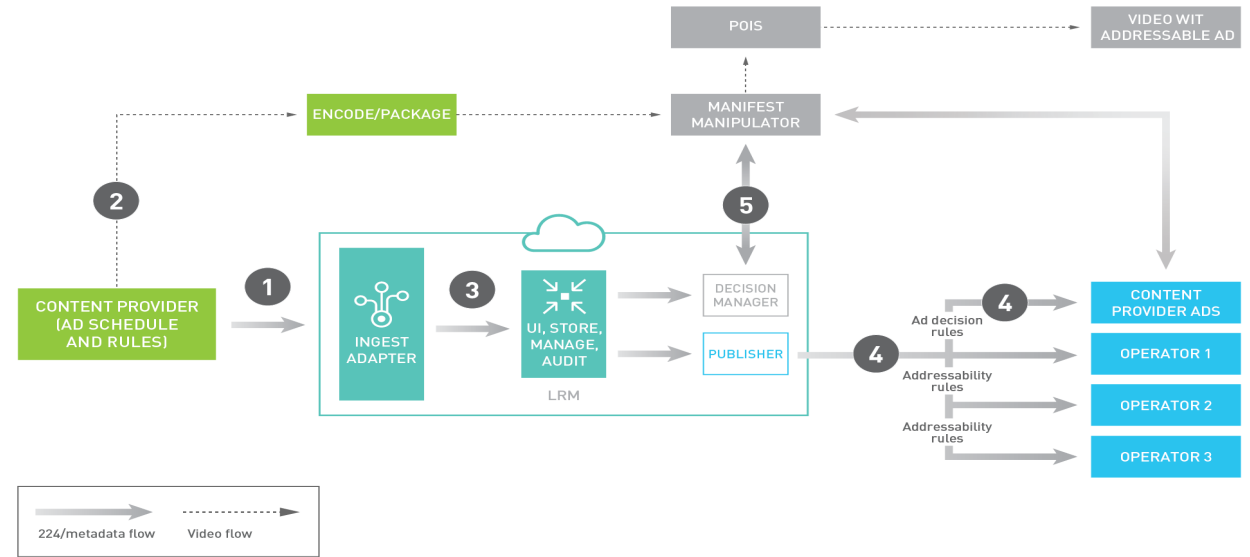
- Create and administer SCTE-224 feed based on ad data and distribute to applicable operators and ADSs for addressability use cases
- Service assurance and audit capability

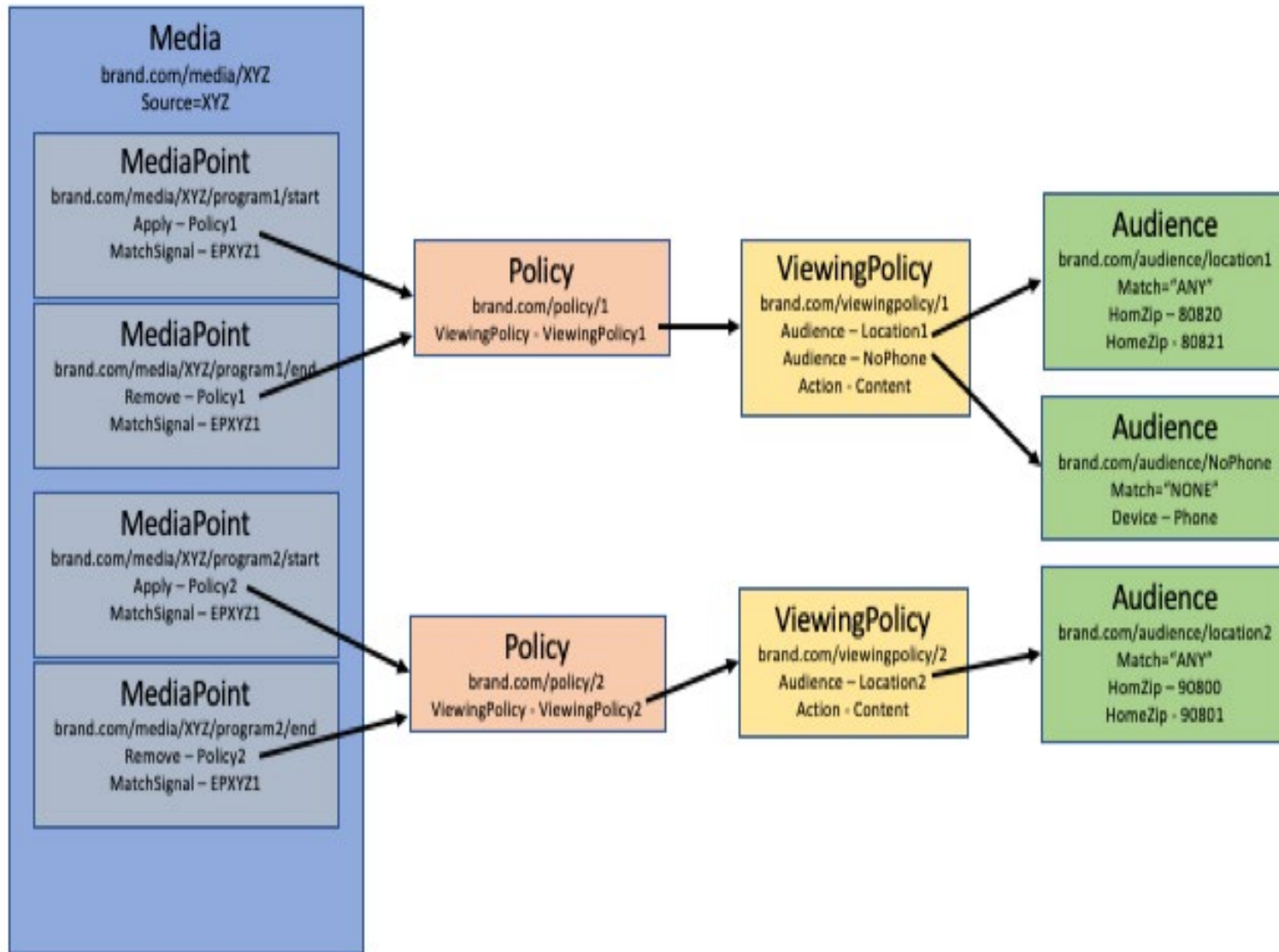
Operator

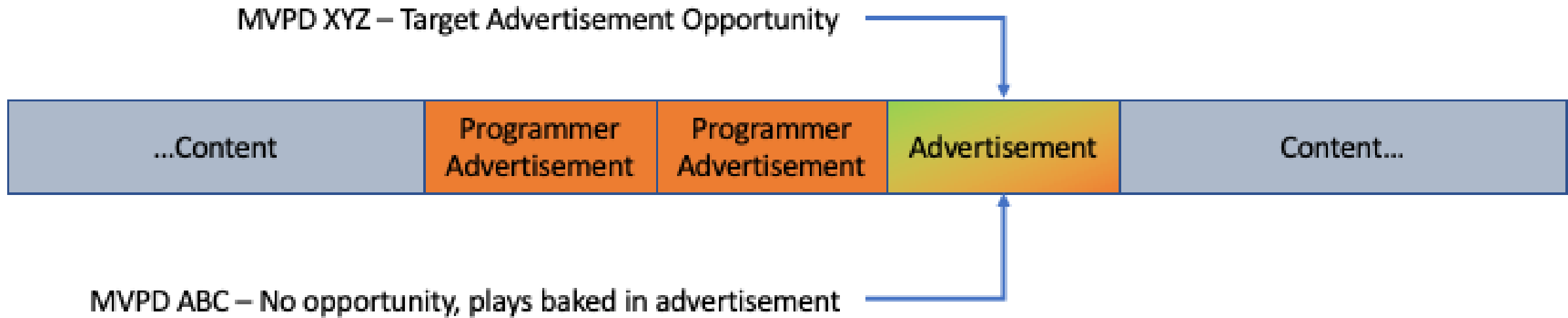
- Ingestion and normalization aggregation point for ad based SCTE-224 from programmers
- Decision system for acting on ad-based SCTE-224
- Service assurance and audit capability

ADS and Other Tech Components

- Ingesting and normalization aggregation point for SCTE-224 based ad rules communication from programmers
- Neutral party audit capability for technology provider







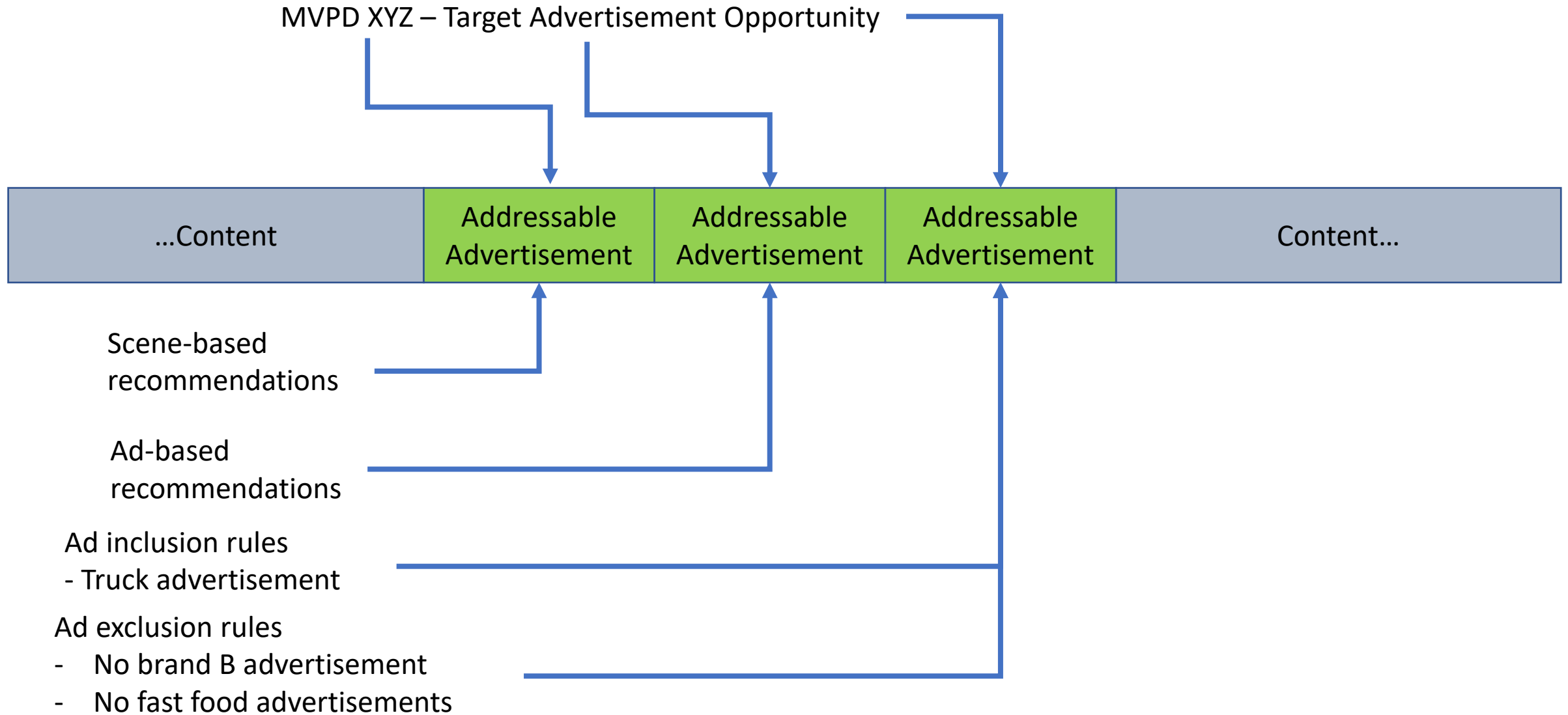
MVPD XYZ – Target Advertisement Opportunity



Ad inclusion rules
- Truck advertisement

Ad exclusion rules
- No Pepsi advertisement
- No fast food advertisements

Addressable Conflicting Rules – Long Term Future



5 key ways using SCTE-224 drives higher CPM for Addressable Ads

- Addressable ad slots can be identified different for different operators
- Different Ad Decisioning Systems for different operators
- Inclusion and exclusion rules conveyed machine-to-machine
- Different inclusion and exclusion rules for different operators
- Enriching metadata about the advertisements or the scenes leading up to the slot to create more intelligent ads



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Thank You!

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