

# Binary Media

Binary Media reimagines the passenger experience in ride-hail vehicles/taxis by delivering curated content, interactive games, and a variety of entertainment options, creating an enjoyable journey for riders. Binary Media also offers advertisers a unique platform to captivate millions of passengers monthly with targeted, location-based, and interactive video ads, effectively promoting their brands.

## Binary Media Full-Screen AD Campaigns

This document outlines the architecture and features needed to build our campaign management system. From basic attributes to advanced geofencing, we're setting the groundwork for our advertising platform. Let's get started.

### Campaign Creation Attributes:

When creating a new campaign, the following attributes must be specified:

- Campaign Name: The unique name identifying the campaign.
- Company Name: The name of the company behind the campaign. If the company is not already listed in our database, an option to add a new company must be available.
- Industry Type: Select the industry type for the campaign from a predefined list in the database.
- Campaign Type: Choose between two options - 'Brand Awareness' or 'Website Visits'.

### Specific Campaign Types:

- Brand Awareness: No redirect URL is needed.
- Website Visits: Users must input a redirect URL where the ad will direct visitors.

User Experience for 'Website Visits' Campaigns:

In a 'Website Visits' campaign, when a user clicks on an ad, they should be directed to the designated URL. They may stay on this website for up to one minute without encountering any additional ads. The user retains the option to close the website at any time.

If the ad session is interrupted—say, a user clicks on an ad during minute 2 and remains on the website for the full one minutes—the ad session will resume where it left off upon the user's return. In this example, the user would continue viewing the remaining ads scheduled for minutes 2 and 3. This ensures a seamless experience, enabling the user to fully engage with the website while still completing the ad schedule for the given time slots.

* Campaign Name	* Company
<input type="text" value="KAYA 2023 POST RAMADAN 2023"/>	<input type="text" value="Kaya Skin Clinic"/> <input type="button" value="Add"/>
* Industry Type	* Campaign Type
<input type="text" value="Beauty Products"/>	<input type="text" value="Brand Awareness"/>

Redirect url
<input type="text" value="https://www.kayaskinclinic.com/uae/en/book-an-appointment/?utm_source=SEM%20others&amp;utm_medium=Digi"/>

Campaign class can be removed:

* Campaign Class
<input type="text" value="Geofence Campaign"/>

## Auto-Click Feature

**What it Does:** As a contingency, the auto-click feature automatically directs viewers to a set URL without requiring them to click manually.

**When it's Used:** This is an exceptional case feature, deployed only in scenarios where high user engagement is critical or guaranteed.

Auto Click frequency

## Scheduling Options and duration and slots.

### Date and Duration Parameters:

- Start and End Date: Each campaign must have a clearly defined start and end date, outlining when the ad will begin and cease to be displayed.
- Commercial Duration: Users must specify the length of the video commercial, with a maximum limit of 2 minutes.

### Ad Placement and Frequency:

- Slots: This refers to the total number of times a video commercial is displayed on our rear seat infotainment screens. Users must set the maximum number of slots for each campaign, based on the agreement between the sales teams and the brand.
- Frequency: This setting dictates the maximum number of times a video commercial or ad will be played during a single ride. For example, a frequency setting of 2 means that a rider will see the ad a maximum of two times in one ride.

▼ Alloted Spots

Campaign Start and End Date

2023-04-28 11:36



2023-05-19 23:59



Duration (in seconds)

15

Maximum slots

45000

☒ Define Custom Frequency

Per ride frequency

2

Ad inventory config should confirm at this stage that such a number of slots and duration is available.

## Ad Inventory Configuration:

This module provides insights into ad inventory availability by considering factors such as the number of cars, daily ride count, average ride duration, and the ratio of ads to content. This info should come from rides data but we should be able to edit.

### Ad Inventory Config

* Number of cars	* Number of rides per car per day	* Number of minutes per ride	* Ad %
<input type="text" value="230"/>	<input type="text" value="300"/>	<input type="text" value="25"/>	<input type="text" value="50"/>
* Mass Campaign inventory %	* Geofence Campaign inventory %		
<input type="text" value="40"/>	<input type="text" value="60"/>		
Total Daily In-Ride Minutes	Total Daily Ad Minutes	Total Daily Ad Seconds	Total Monthly Ad Seconds
<input type="text" value="1725000"/>	<input type="text" value="862500"/>	<input type="text" value="51750000"/>	<input type="text" value="1552500000"/>
Total Daily Mass Campaign Ad Seconds	Total Daily Geofence Campaign Ad Seconds		
<input type="text" value="20700000"/>	<input type="text" value="31050000"/>		
<input type="button" value="Save"/>			

The mass campaign and Geofence campaign divider need to be removed.

The number of minutes per ride should be 20 and should be displayed as per the below schedule.

## Content-Ad Loop

- Minute 1: No Ads
- Minutes 2 & 3: Ads
- Minutes 4.5 & 6: No Ads
- Minute 7: Ads
- Minutes 8, 9, 10, 11, 12: No Ads
- Minute 13: Ads
- Minutes 14, 15, 16, 17, 18: No Ads
- Minute 19: Ads

Adding these together, we get 4 (from minutes 2 & 3) + 2 (from minute 7) + 2 (from minute 13) + 2 (from minute 19) = 10 total 30-second ads. Or 5-minute ads in every 20-minute loop. 25% of the average ride time of 20 minutes. When the ride is above 20 minutes, the loop starts again from minute 1.

## Location-based targeting

**Mass Campaign:** Brands have the option to run campaigns across the entire UAE. When "Mass Campaign" is selected, no further location-based settings or geofence targeting options are displayed. The ad will be displayed nationwide, no matter where the taxi is located.

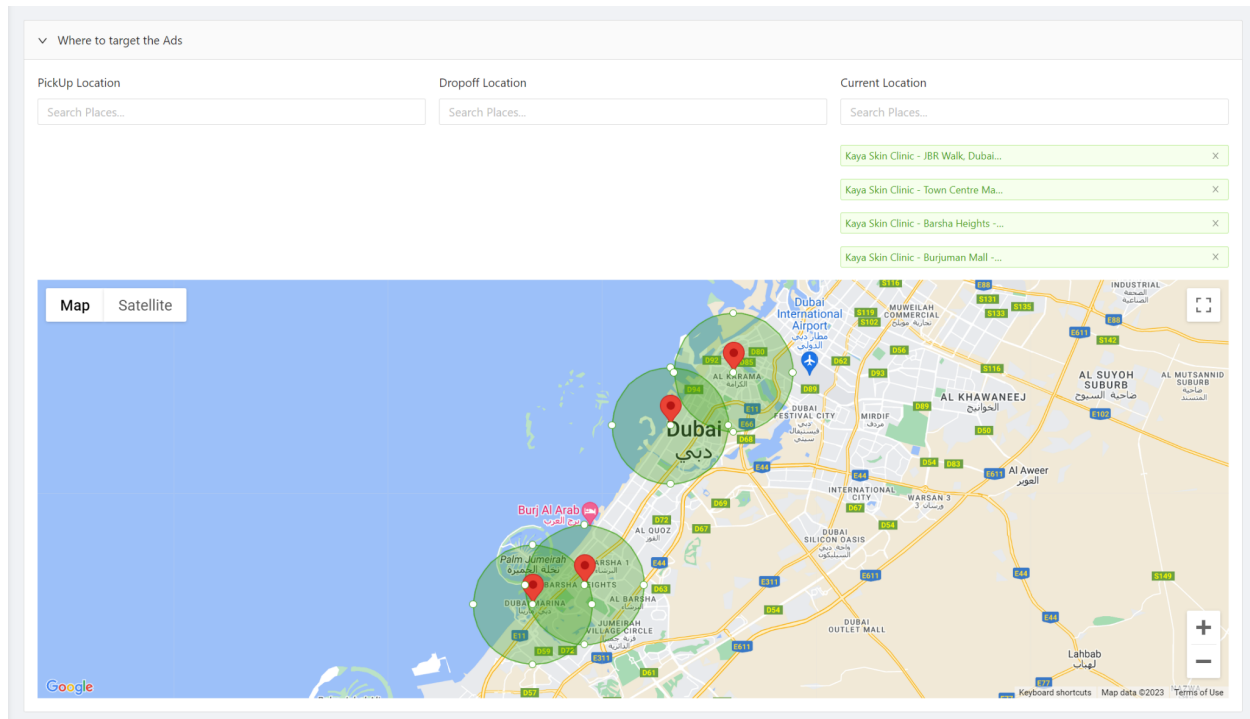
**Geofence Targeting:** Campaigns can be customized to run in specific areas within the UAE, using three types of targeting—pick-up location, current location, and in the future, destination-based targeting.

### Types of Geofence Targeting:

**Pick-Up Location:** This refers to the starting point of the taxi ride. If a user selects specific geofences for pick-up locations, the ad will only be displayed if the ride originates within those predefined areas.

**Current Location:** Should the user choose a list of current locations, the ad will be displayed when the taxi enters any of those specified geofenced areas. Note that the ad will play even if the pick-up location is outside these selected zones.

**Destination-Based Targeting (Future Feature):** Once available through API integration, brands will be able to target ads based on the endpoint of the taxi ride. This allows for even more relevant advertising, with brands being able to target users heading to specific places.



**We need to add a Mass Campaign as an option here.**

## Audience Demographics and Content Verticals

### Language Preferences:

Brands can tailor their ads to match the language currently set on the rear-seat entertainment system. Options currently include English and Arabic, helping advertisers resonate more closely with the linguistic preferences of riders.

### Content Verticals:

Advertisers can position their ads within four principal content categories:

- **Watch:** Ads are displayed when passengers engage with video content. Specific genres, like "relaxation videos," can also be targeted.
- **Discover:** Ads surface when riders interact with the Discover Dubai section
- **Read:** Ads appear alongside written content like articles, blogs, or news in the read section.
- **Play:** Ads are shown during gameplay or interactive experiences available on the platform.

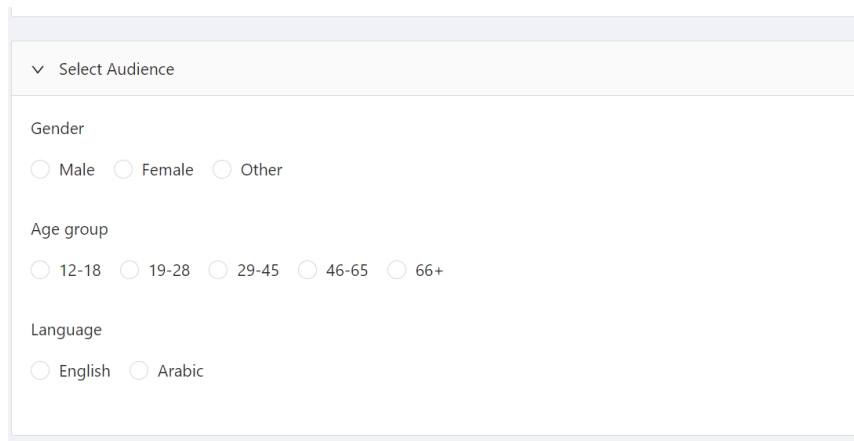
### Conditional Display:

Should brands opt to target a particular content category or even a more specific sub-category, such as "relaxation videos," their ad will be exclusively displayed to passengers who are engaged with that particular type of content.

***Content Verticals targeting can be developed later.***

### Future Demographic Targeting:

While we currently don't capture age or gender information, plans are in place to incorporate these demographic details in the future via face-detection technology and advertisers can target users based on such attributes.



▼ Select Audience

Gender

☐ Male ☐ Female ☐ Other

Age group

☐ 12-18 ☐ 19-28 ☐ 29-45 ☐ 46-65 ☐ 66+

Language

☐ English ☐ Arabic

## Dayparting: Time-Specific Ad Scheduling

By choosing Dayparting where a user schedules his ads to only run on certain days of the week and certain times of the day.

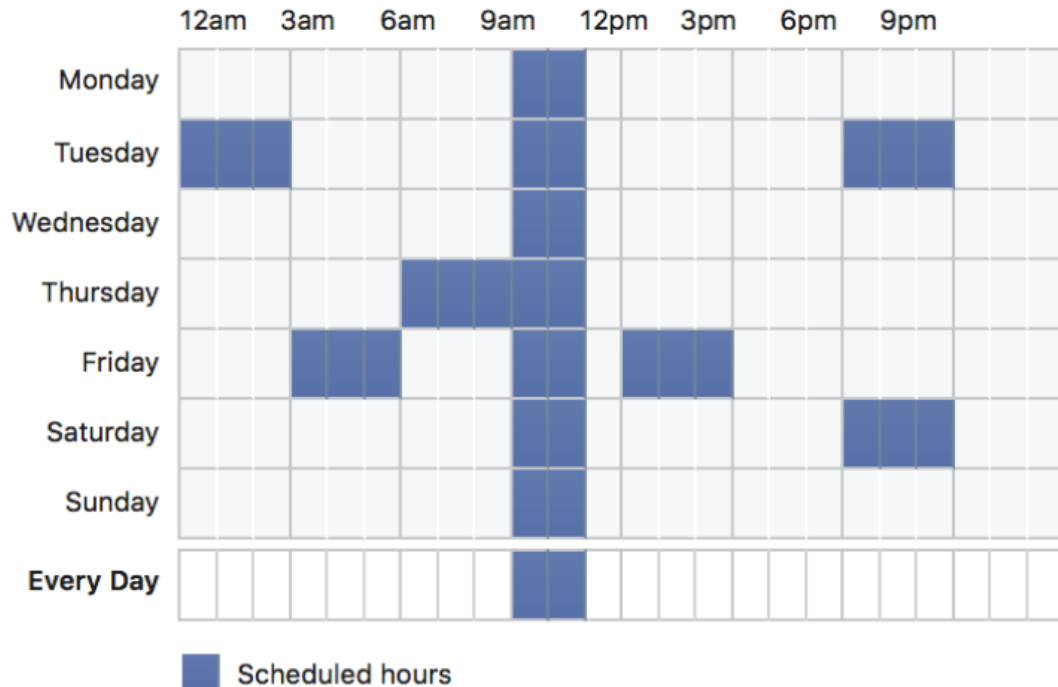
### Ad Scheduling ⓘ

- ☐ Run ads all the time
- ☒ Run ads on a schedule

Use viewer's time zone ▼

We'll schedule your ads based on the time zone of the person seeing it.

For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.



## Upload Media

Once you've made all your targeting selections, you can upload your ad in either video or image format to complete the campaign setup. After uploading your ad, you can preview it to see how it will look on the rear-seat screen before finalizing your campaign.

Media

Preview Video



## Delivery Preference: Slot Allocation and Fulfillment

After the total number of ad slots for a campaign is determined, the next step is to distribute these slots across the campaign's duration, ensuring equitable and accurate delivery. The allocation is designed in such a way that campaigns with more slots receive greater exposure by appearing in more cars each day. Below are the key mechanisms to ensure this:

### Daily Slot Distribution

- **Equitable Allocation:** Divide the total number of slots for a campaign by the number of days it's set to run. This will give you the number of slots to be delivered each day.
- **Priority Exposure:** Campaigns with a higher number of daily slots will be queued to appear in more vehicles, thereby ensuring they get the level of exposure commensurate with their size.

### Slot Fulfillment Monitoring

- **Real-time Tracking:** Monitor the number of slots delivered each day in real-time. Ensure that the campaign reaches its daily target across the participating vehicles.
- **Fulfillment Assurance:** If for any reason the daily quota of slots is not met, the system will automatically reschedule the missed slots for delivery on the subsequent day.

### Looping Mechanism for Continuous Delivery

- **Ongoing Assessment:** The system continually assesses the fulfillment of slots, making adjustments as needed to ensure each campaign meets its allocated exposure for each day.
- **Missed Slot Compensation:** In the event of missed slots, the system will prioritize these the next day, ensuring that the overall campaign objectives are still met within the set duration.
- **Daily Reset:** At the beginning of each day, the system resets, incorporating any adjustments or missed slots from the previous day into the new day's schedule.

# Binary Media Home Page AD Campaigns

We will source home page ad campaign demands through our programmatic AD partner, Hivestack. These campaigns won't have specific targeting preferences.

Additionally, Binary Media's full-screen AD campaigns will need to be integrated into the homepage ad campaign loop.