

Synamedia Iris

Advertising. Driven by Insight.

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Solutions Engineering

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Content

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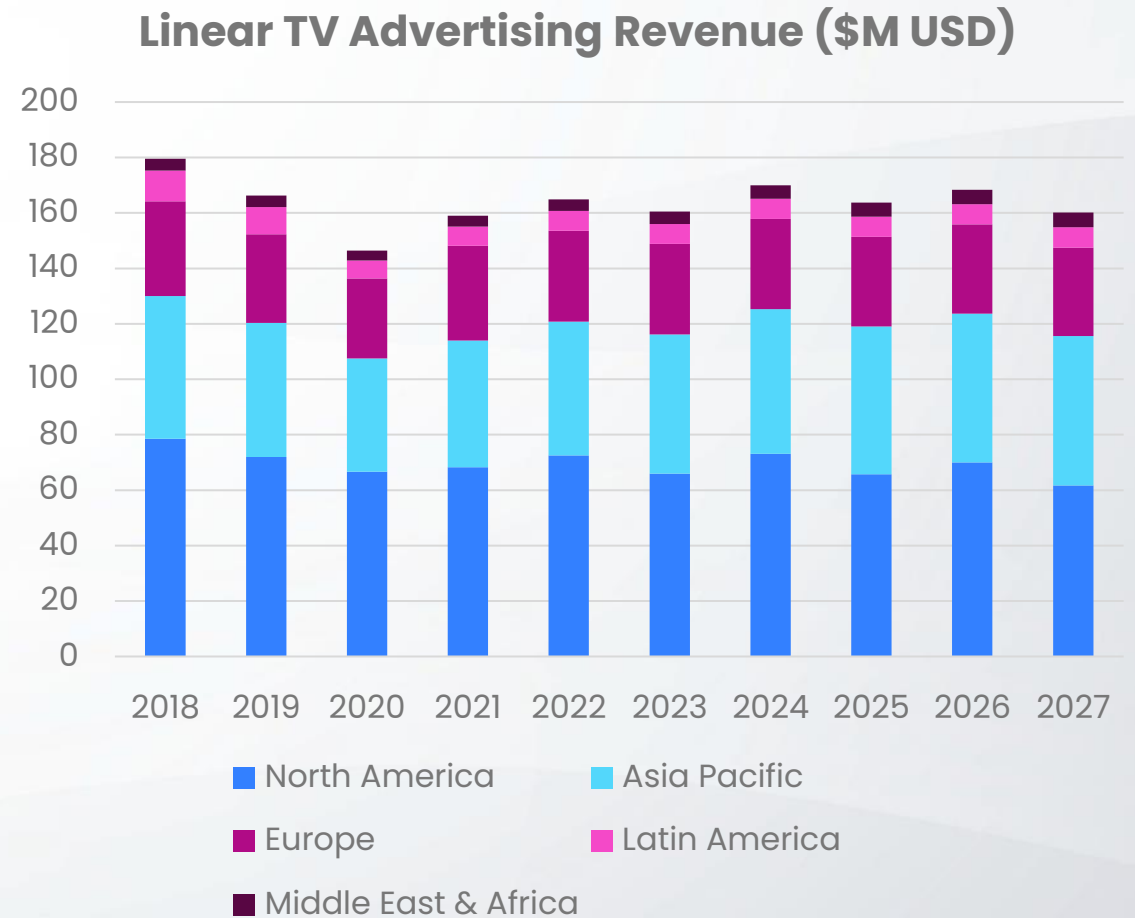
Market Landscape & Challenges

Why Iris and Why
Addressable?



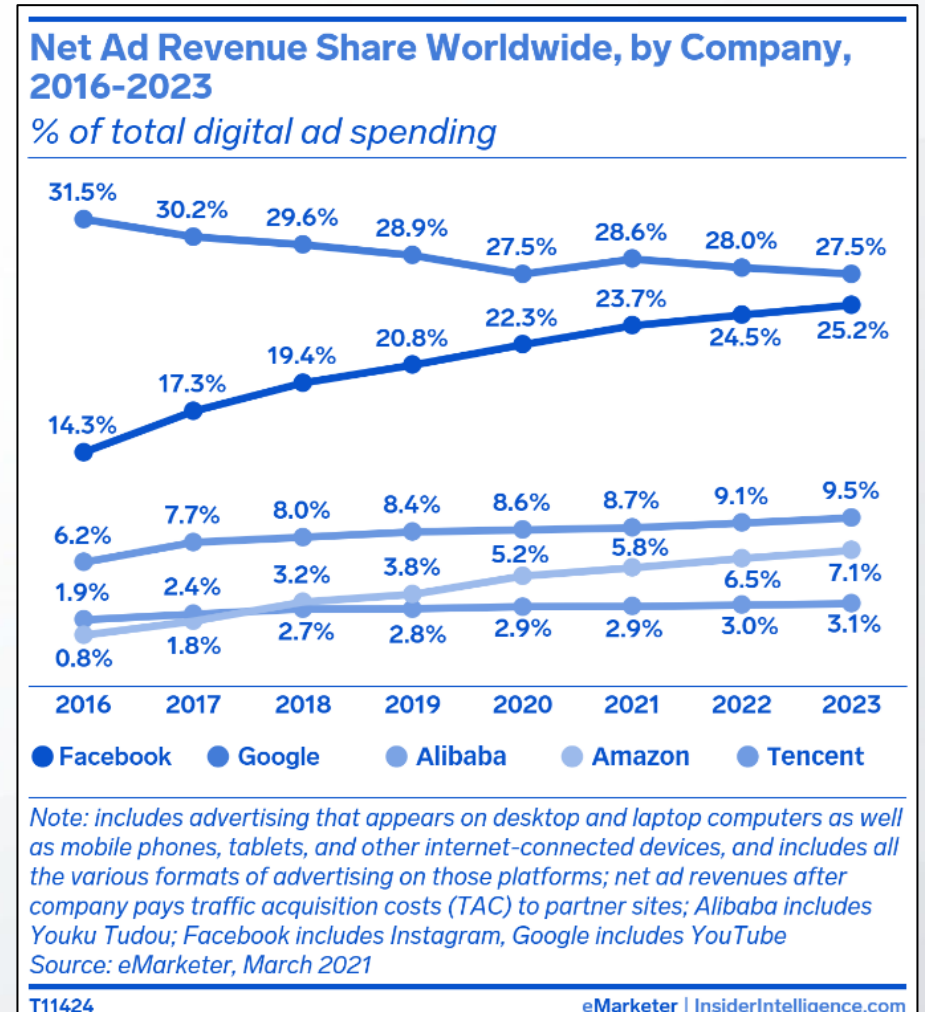
Linear TV Advertising is stagnant in most markets

- The traditional TV advertising market is flattening
- Video consumption migrating online and to FAST
- Linear is slowly eroded by inflation with modest to flat budget increases
- There is a push for brand advertisers to move online
- Opportunity to use existing linear inventory more effectively
- Most campaigns are now mixed linear and digital and multi-platform



Large Digital Platforms are Diverting Ad Spend away from Video Platforms

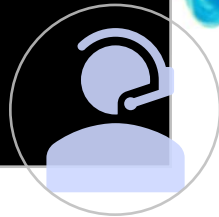
- Google and Facebook own 49% of the total Ad market via digital platforms
- Most markets are struggling to advance broadcast ad revenues as marketers divert more money into digital platforms where they can find highly targeted audiences
- Brands and Agencies are looking for digital led buys coupled with data and targeting
- The ability to execute cross platforms and deliver on KPI's and metrics as opposed to ratings is changing the TV landscape
- Convergence is happening and single measurement metric will come



When Linear and Digital Collide

- Campaign booking
- Reaching a unified audience
- Unified inventory across platforms
- Delivery fluidity

Ad Sales and Operations



- Different models for measurement
- Hidden audience overlap

Measurement



- Linear reach today
- Digital growth tomorrow

Different Initial Scale and Growth





**However, TV
isn't dead...**

It's evolving.



Why Addressable?

20%

More Active
Attention

10%

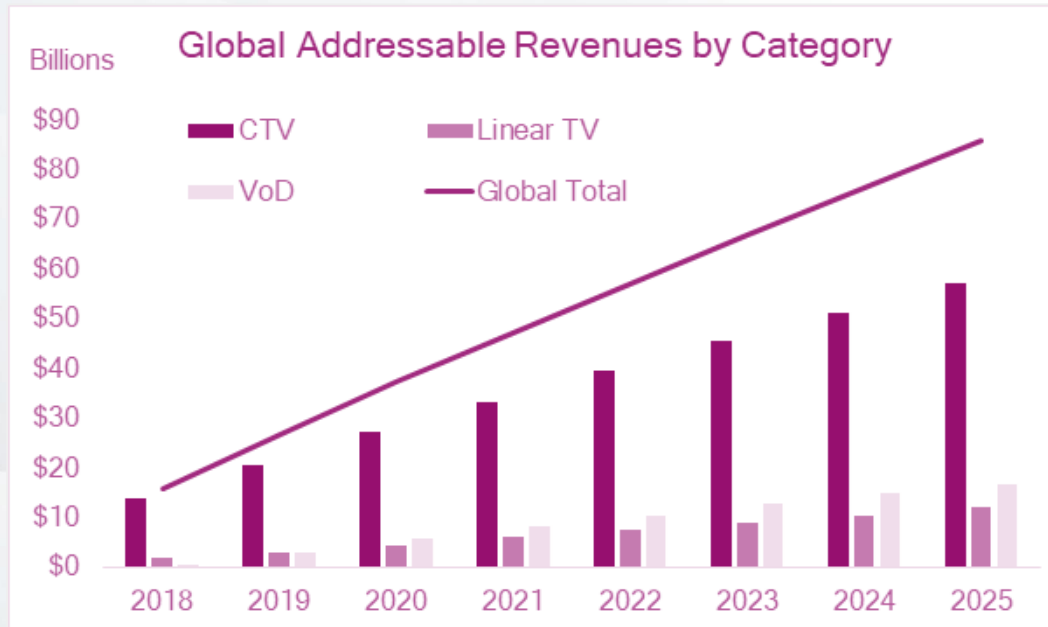
Higher
Ad Recall

Addressable TV Advertising:

- Elicits a greater emotional connection
- Boosts a viewer's sense of reward
- Triggers longer-term memory

Data-Driven TV Advertising is a Huge Opportunity

CTV is growing much faster than linear because it reflects the intersection of **data-driven targeting** and **digital measurement** with **premium content** and **engaged viewing**



Source : ReThink TV

Advantages of TV advertising



It enables digital led targeting via **brand safe** multi-platform inventory



Video providers are sitting on **data assets** that have yet to be truly capitalised on



Users in the digital world are moving to opt out whereas users in video are already **opted in**

Where is the Money?

How addressable generates new revenue opportunities

New Demand	New Demand	New Inventory	Higher CPMs
Global Brands who are country restricted in ad placement	Local Brands who want to target specific markets or regions	Replace non- revenue generating promos or target long tail content that doesn't cannibalize linear	Advertisers pay more to reach hard-to-find segments
Geo Targeting	Geo Targeting	Spot Replacement	Audience Targeting



Solution Overview



Best CTV Ad Tech 2023



Synamedia
IRIS



Reach highly targeted audience segments



Unify campaign management for all inventory and devices



Measure campaign effectiveness to digital levels



Drive incremental revenue through stronger ad yields and performance



Deliver targeted ads across all screens, services, and networks

Synamedia Iris Ad Management Functionality



Campaign Management

A single UI to manage all your campaigns, targeting, and delivery parameters for unified execution



Inventory Management

Manage inventory across every ad opportunity on every service (broadcast, live OTT, VOD OTT)



Audience Management

Ingest data attributes and build segments for consistent identification and targeting



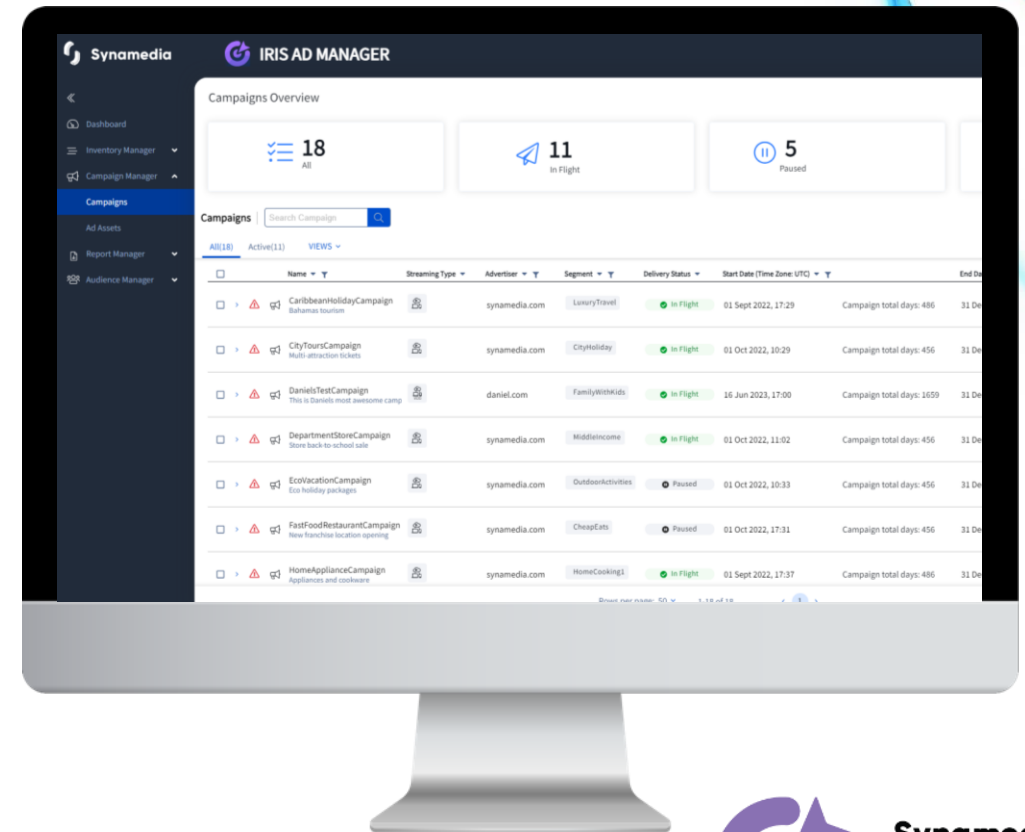
Ad Asset Management

Ingest and transcode creatives for multi-platform campaigns



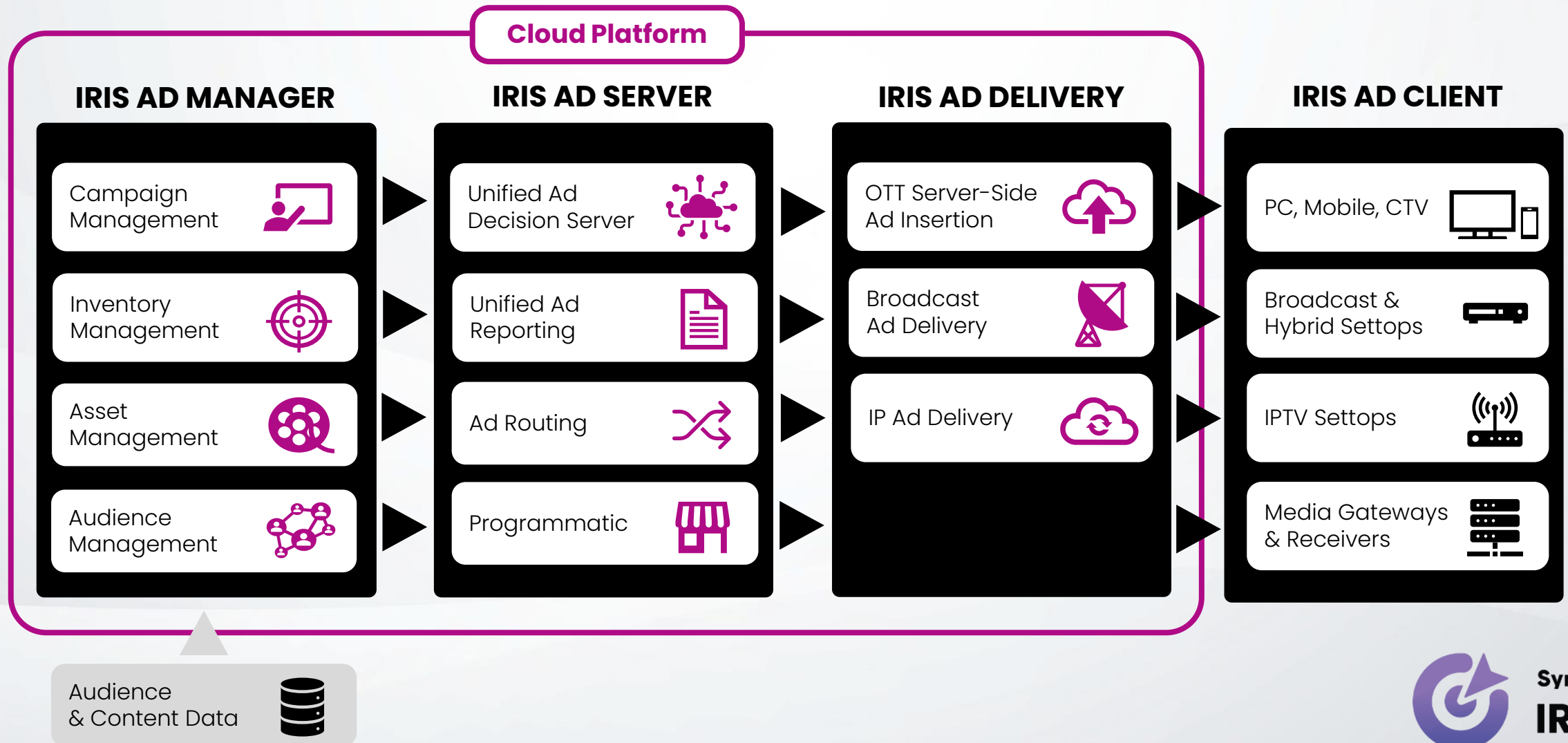
Reporting Management

Generate reports for campaign optimisation and accounting








Synamedia
IRIS

Synamedia Iris Advertising Suite



Expand Addressable Reach to More Devices

	 NOT CONNECTED	CONNECTED 	
DEVICE TYPE 	One-Way Broadcast Device	Two-Way Hybrid Device	Streaming Device
AD DELIVERY & INSERTION 	Broadcast Download	Broadcast or IP Download	Server-Side Ad Insertion
MEASUREMENT 	Panel-based	Panel-based or Real-time	Real-time

Sales Methodologies

Selling Methods, Inventory, & Demand

Factors to evaluate when launching an advertising business:

- How we will sell our inventory?
- Who we will sell it to and in what format?
- How should we classify our inventory between “Premium”, “Mid”, and “Long Tail”?
- What planning needs to be put in place to connect Demand?
- What organizational, technical and contractual changes need to take place to support Ad Sales?



Direct Sales

Sales team directly sells campaigns and ads to Agencies and Brands

- Typically attached to “Premium Inventory”
- Sales team lead with technical execution after deal competition



Programmatic Sales

Automated trading of Digital Inventory via marketplaces and technical integrations

- Automated trading via SSP directly integrated into IRIS
- Using RTB for trading via Private Marketplace / Deal ID

Supported Deal Types in Synamedia Iris

	Mechanism	Market	Buying Model	Also Known As	Seller : Buyer Inventory	Transaction Type
Programmatic	RTB	Private	Private Marketplace (PMP)	Private Auction Closed Auction Invite-Only Auction	One : Some Unreserved	Rev Share + Price Floor
			Preferred Deals	Private Access Unreserved Fixed Rate First Right of Refusal	One : One Unreserved	Fixed Rate
	Programmatic Direct		Programmatic Guaranteed	Programmatic Reserved	One: One Reserved	Fixed Rate
Direct			Insertion Order	Direct Sold	One: One Reserved	Fixed Rate

Data and Personalisation is Key to Targeting...



Premium Car Brand Dealership Campaign

Identification



Demographic

- Female
- High Income Professional
- Age range 30's-50's

Targeting



Device & Location

- Postal codes within 10 miles of dealership
- 4K-capable CTV and mobile devices

Hyper-Targeting



Content & Behaviour

- Premium Channels including Arts, Travel, and Drama genres
- Primetime weeknights
- Live and VOD OTT

Example Segments and Campaigns (1/2)



LOCATION & DEVICE

- Country, region, city
- Postal code
- Device type, brand, model
- OS, Browser



BEHAVIOUR

- Service – Live, VoD, TSTV
- Time of Day
- Day of the Week



DEMOGRAPHICS

- Age
- Gender
- Income
- Household Type



CONTEXTUAL

- Channel
- Programme genre
- Parental ratings
- Keywords



CAMPAIGN OBJECTIVE

Maximize reach to ABC1 adults, Barclays targeted a custom segment of light TV viewers

RESULTS

- 7 to 11% incremental reach for ABC1 adults
- Barclays moved from 4th to 1st place in spontaneous consideration



CAMPAIGN OBJECTIVE

Move units both instore and online encouraging retail to reorder and build awareness of the new positioning with a total budget of less than £400,000

RESULTS

- Deliver a hyper-local campaign to a defined target audience by location and intent (650,000 homes)
- Overdeliver on sales targets and secure valuable long-term distribution with Boots



CAMPAIGN OBJECTIVE

Run store-specific messages and campaigns that were relevant to the competitive threat in each area of the country

RESULTS

Re-targeted BVOD viewers with specific deals and offers and built a non-exposed audience to maximize reach

Example Segments and Campaigns (2/2)



LOCATION & DEVICE

- Country, region, city
- Postal code
- Device type, brand, model
- OS, Browser



BEHAVIOUR

- Service – Live, VoD, TSTV
- Time of Day
- Day of the Week



DEMOGRAPHICS

- Age
- Gender
- Income
- Household Type



CONTEXTUAL

- Channel
- Programme genre
- Parental ratings
- Keywords



CAMPAIGN OBJECTIVE

Target out of region, high affluence males with Sky Sport subscription in areas with access to flights to Inverness airport

RESULTS

- +225% increase in page views
- 184% increase in new website users
- +31% new website users persisted



CAMPAIGN OBJECTIVE

Promote the launch of a new Signature Menu at selected branches, targeting nearby households within a specific age-group.

RESULTS

- +15% lift in awareness of the new menu
- Increase in positivity and trust towards the McDonald's brand
- Improvement in spontaneous recall



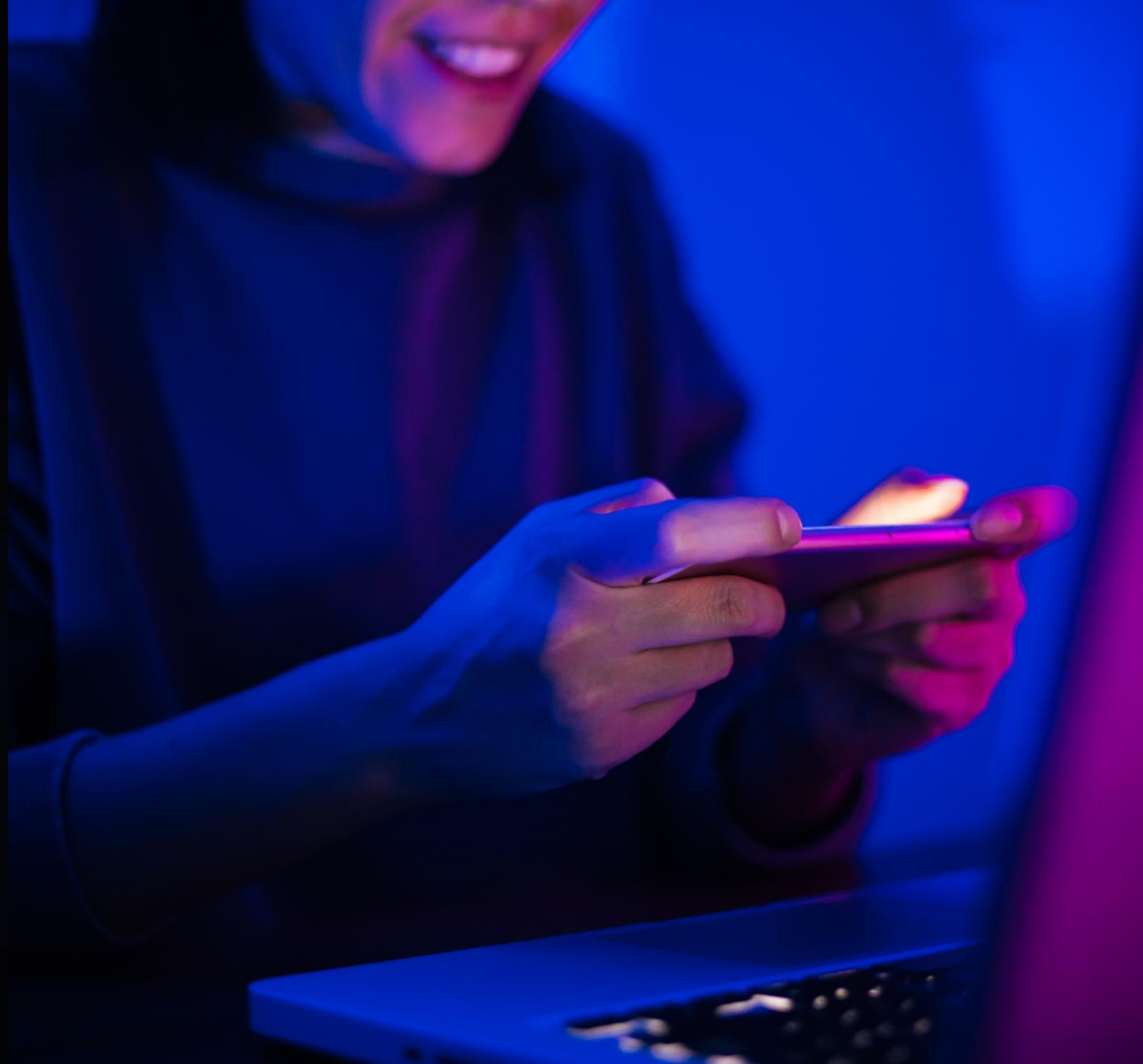
CAMPAIGN OBJECTIVE

Create awareness for Saints retail products during Christmas shopping season. Improve ROI by targeting new customers by location and age range.

RESULTS

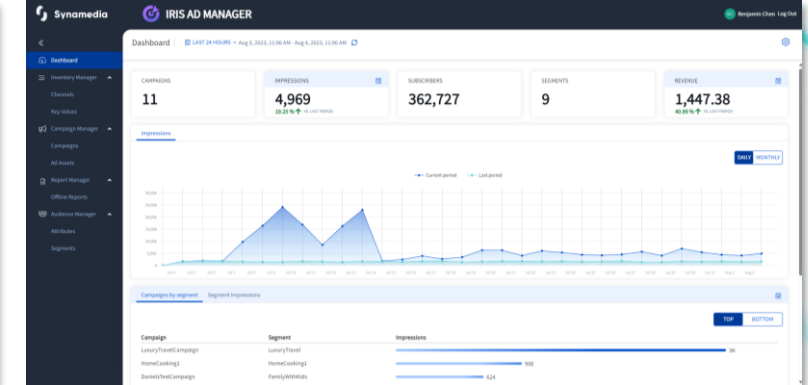
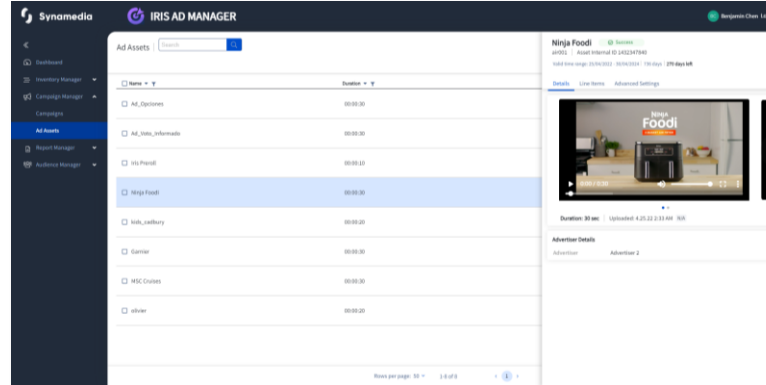
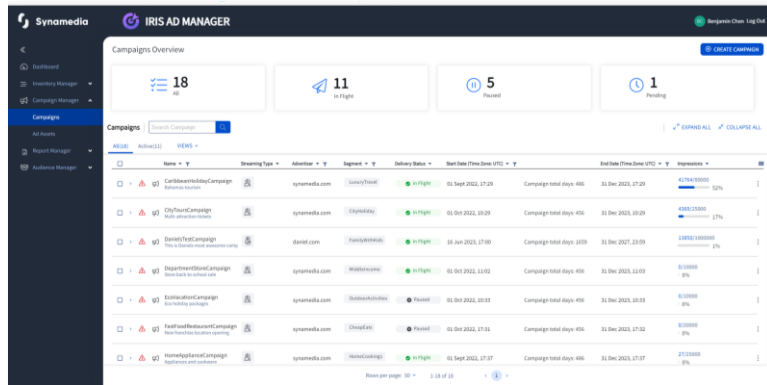
- 1,182 unique household purchases
- 674% ROI on targeted ad campaign
- 53% new customer acquisition

Synamedia Iris Modules



Iris Ad Manager

Unified Campaign Management, Delivery, and Measurement



- Single interface brings significant operational efficiency in campaign, inventory, asset, and audience management
- Supports programmatic, direct-sold, or mixed ad campaigns
- Delivers consistent execution across campaigns, reducing wastage and ad fatigue
- Unifies reporting and forecasting for campaign optimisation and higher yields

Iris Server-Side Ad Insertion

Streaming Ad Replacement and Insertion



Dynamic and Scalable Cloud Solution

Scale up or down and cover a wide-range of devices without requiring bespoke client integration



Seamless Playback with No Buffering

Insert and replace ads on HLS and DASH seamlessly, even on low-latency live OTT, with no client buffering or black screens



Just-in-time transcoding and delivery

Leverage transcoding and CDN for creatives and delivery a premium viewing experience

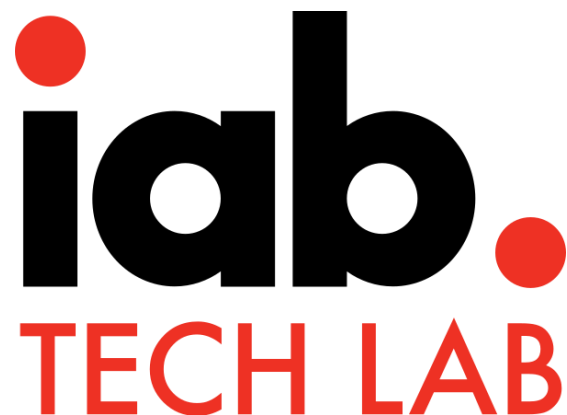


Reporting and 3rd Party Ad Server Support

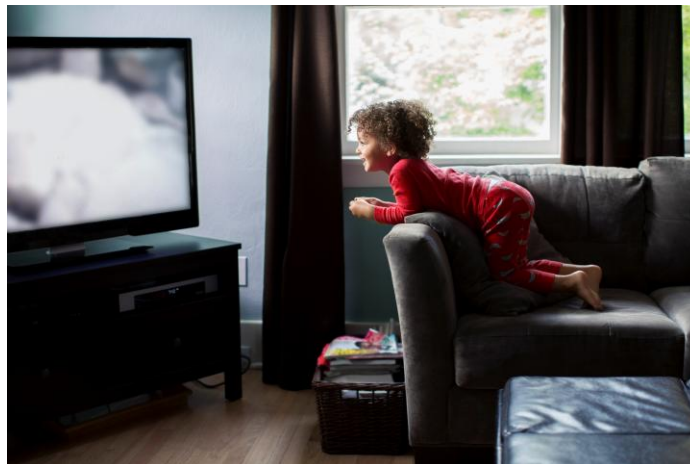
Collect data on successful insertions and provide accurate and reliable reporting

Iris Ad Client

Standards-based signaling and measurement



Lightweight, easy-to-integrate client library that conforms with Open Measurement standards



Works with any VAST-compatible video player or application



Supports Android mobile, Android TV, iOS, and HTML/JS based applications

Iris Measurement & Reporting

Flexible, custom reporting

- Reporting on Campaign/Line Item/Asset/Channel/StreamType /Content ID etc
- Reach reports for unique device/subscriber
- Comprehensive reporting on campaign performance, revenue and impression quartile views

Log-level measurement

- Every decision, impression, and viewing quartile from every client

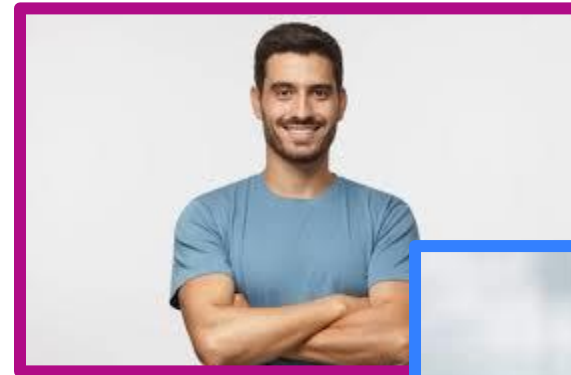
Broadcast decision reporting

- Identifies decisions made for specific broadcast opportunities
- Used with panel data to calculate impressions for the selected campaign

Unlock New Revenue by Enabling Targeting

Synamedia Iris Ad Routing and Server-Side Ad Insertion

- Help your demand partners improve monetization through targeting relevant audiences
- Deliver across all streaming-capable devices with cloud scale and speed with no latency or buffering
- Add value with transparent and aggregated reporting
- Leverage data to improve targeting



Iris Ad Router

Route Demand Flexibly and Dynamically



Single or Multiple Demand Sources and Content Partners

Integrate with one or more Ad Servers using their APIs for ad requests and placement



Dynamic Routing

Configure business rules to route ads based on share and type of inventory



Support for Third Party Tags and Macros

Deliver targeting information and measurement data

Synamedia Iris in Action: Customer Case Studies



AdSmart

The Benchmark in Addressable Advertising



- Launched in 2012
- A joint development between Synamedia and Sky, AdSmart enabled ad insertion, segmentation, inventory matching, and delivery reporting for PVRs
- AdSmart reached 30m individuals with the recent addition of Virgin Media
- Over 4,000 audience segments are targeted using first and third-party data
- Of 1000 companies using the offering for first time, 75% of them are new to Sky as advertisers
- 75 of the UK's top advertisers have adopted AdSmart
- Represents 51% of all addressable revenue in Europe

How Sky used Iris to extend AdSmart for Sky Glass OTT Devices



Business Objective



- Extend AdSmart capabilities to streaming on next-generation Sky Glass OTT devices

Solution



- Synamedia Iris Ad Decision Server

Outcome



- Integrated ad stack for all addressable devices, including broadcast and streaming
- Single decision point for audience and segments wherever they appear
- Designed for large scale decisioning for 8M subscribers

How Astro Launched a Unified Addressable TV Advertising Solution in Malaysia



astro

Business Objective



- Attract new brands with innovative ad propositions across broadcast TV that increase the customer base and revenue
- Build a new revenue stream by boosting performance and conversion rates with data-driven targeting & measurement

Solution



- Synamedia Iris end-to-end solution, including ADS, SSAI, Broadcast Delivery, Ad Manager, and Clients

Outcome



- Unified campaign management, execution, and measurement across broadcast & OTT
- Expanded addressability that incorporates a broad range of legacy broadcast set-tops
- Seamless and scalable ad insertion
- Improved customer engagement and viewing experience by delivering targeted ads that resonate with audiences

How Vodafone used Iris to deliver VOD Advertising to Streaming Devices



Business Objective



- Monetise ads on RTL Video-On-Demand content
- Deliver ads to subscribers using RDK and AndroidTV set-top boxes

Solution



- Iris Server Side Ad Insertion (SSAI) for OTT VOD service to streaming-capable set-tops

Outcome

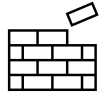


- Seamlessly inserts ads for streaming clients as pre-, mid-, and post-roll advertisements in VOD
- Leverages a cloud-based, scalable architecture that delivers a seamless viewing experience
- Supports multiple bitrates, formats, and resolutions
- Creates new ad inventory which can be monetised by selling to local and regional advertisers

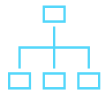
Summary



Iris Advantages



Modular and flexible solution which enables specific use cases that supplement existing ad-tech solutions



Unified campaign management, execution, measurement, and forecasting across all device types and delivery methods



Support for multiple direct and programmatic campaign types



Multi-faceted, data-driven targeting including audience segmentation, behavioural, and contextual



Scalable and seamless multi-screen delivery, including unconnected devices

Data Driven Addressable Advertising

Addressable Advertising That Drives Ad Revenue Growth in TV

 Combine data & tech to reach high-value prospects and unlock new revenue

 Make targeted TV advertising accessible to local advertisers and content partners

 TV is proven to be the most effective medium for advertising

 Increase reach to valuable target audiences regardless of screen or service

Why Synamedia Iris is Uniquely Positioned

Execute Cross Platform

Lower the cost of execution while hitting campaigns based on KPI's

Add Value to Legacy Hardware

Converge your targeted platforms across new and legacy devices without stranding investment

A New Agnostic Partner

Synamedia is agnostic and open to working with new partners without conflict of interest

Capitalise on Data Assets

Leverage data from operator platforms, billing, and panels to deliver relevant ads to target audiences

Bringing a New Revenue Stream

Addressable TV is proven to generate higher value for inventory and opens new markets for advertisers

Develop New TV Ad Propositions

Sell direct or work with content partners to deliver new and valuable offers to advertisers

[Home](#) › [Iris](#)

Synamedia Iris

Synamedia Iris unifies your addressable advertising business across both broadcast and streaming, increasing the value of your business.

[Free trial](#)

Connect a Bigger Audience

Manage your advertising campaigns across all services and screens in a unified solution

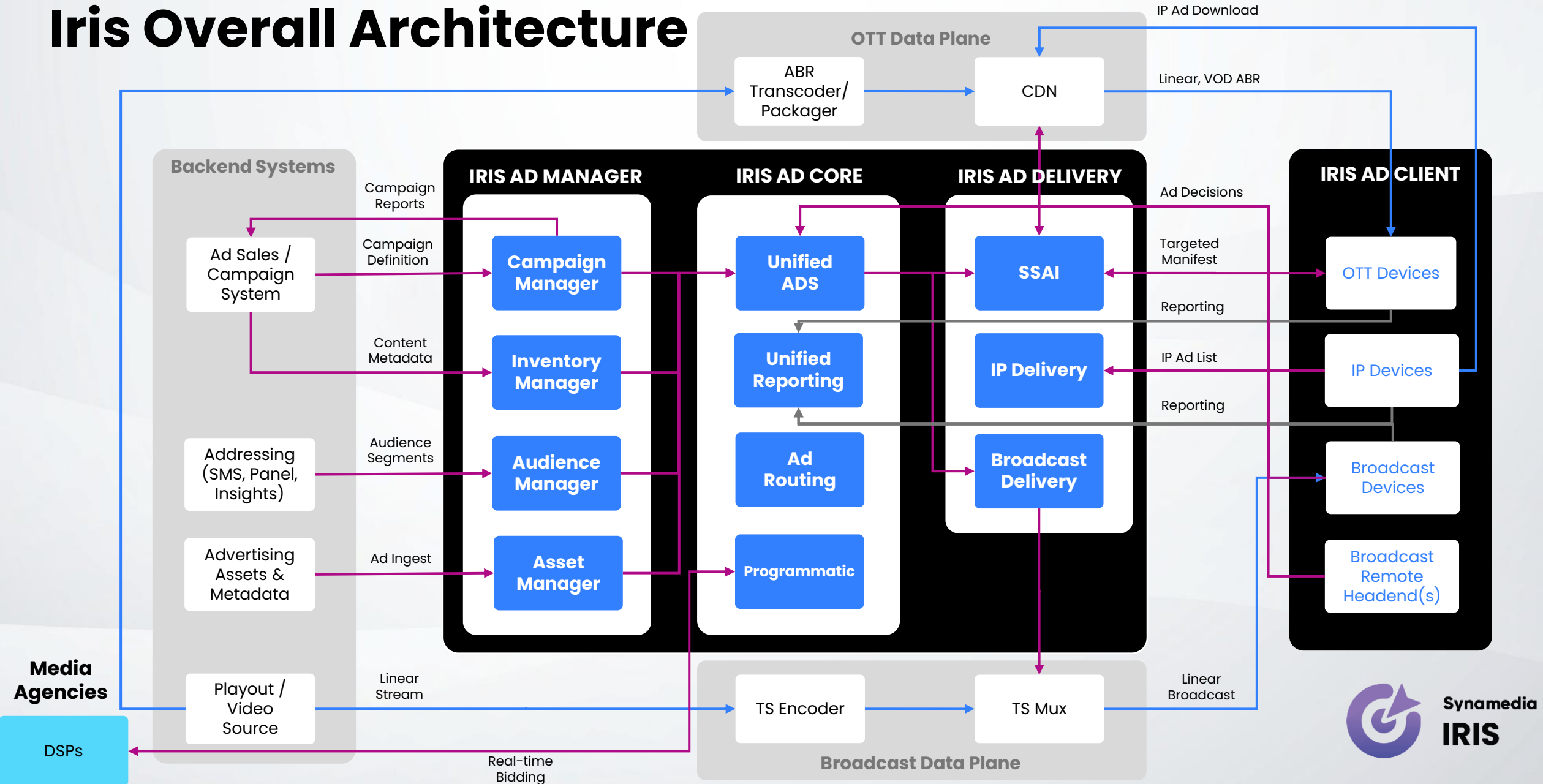
Target audience segments based on data-driven insights

Capture more value for your inventory and attract new advertisers

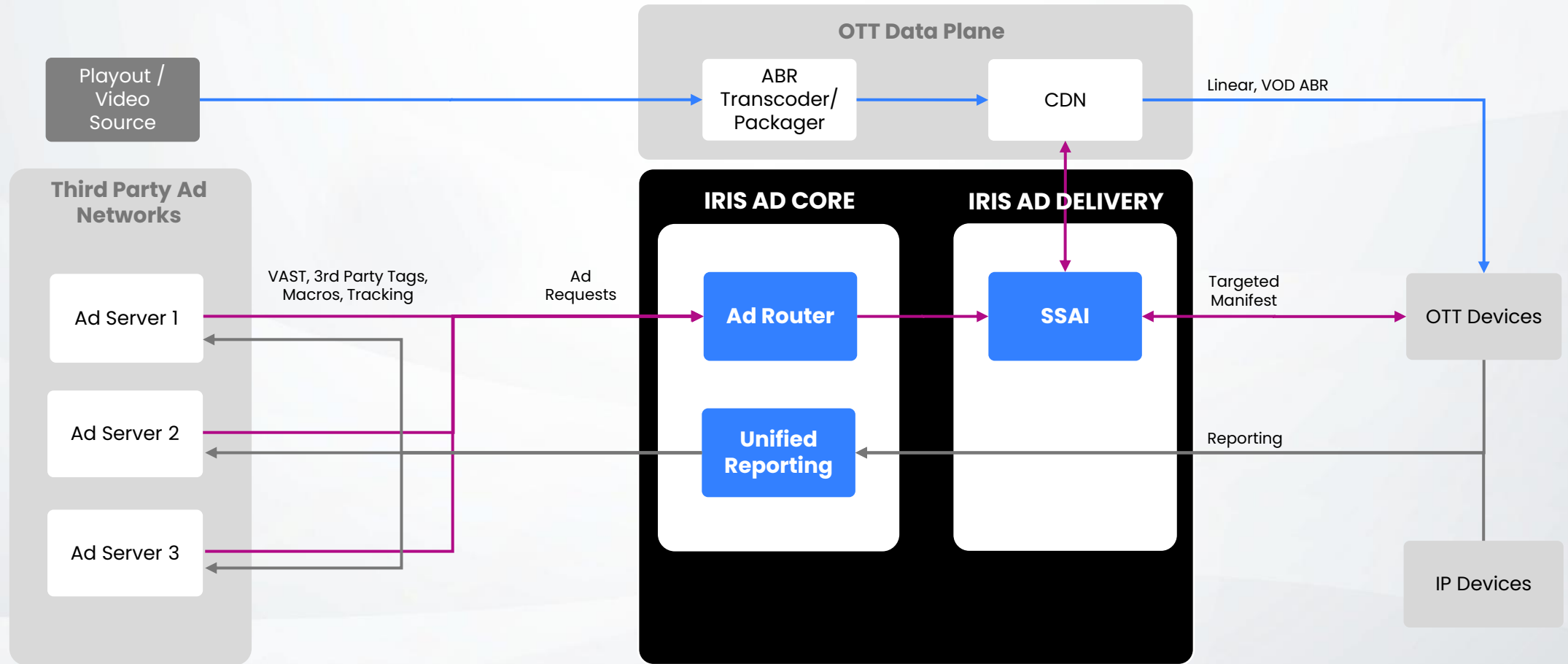


Synamedia
Connect a bigger audience

Iris Overall Architecture



Iris Ad Routing Architecture



Campaign Prioritisation

Features

- Assign levels and tiers to give campaigns relative priority in delivery
- Defines Guaranteed, Sponsorship, Standard, Promo House, Standard House, and Backfill House tiers
- Single level tiers support Share-of-Voice campaigns
- Other tiers include other factors, such as CPM, impressions, and budgets in determining rank score
- API-driven configuration

Benefits

- Allows the most critical campaigns to be given the highest priority with flexibility to fill based on other criteria
- Ensures the value of inventory is maximised



Guaranteed
Sponsorship 1 2 ... 10
Standard 1 2 ... 10
Promo House 1 2 ... 10
Standard House
Backfill House

Key Value Pair Targeting

Features

- Build campaigns that use defined keys and values, when appended to an ad request can be used to influence the ad decision
- Examples of keys are content genre, language, parental rating, interest, location, or any data that can be provided by the client ad request

Benefits

- Enables another dimension of targeting that is more flexible, including contextual or behavioural
- Provides targeting in situations where information on audience segmentation is limited

Genre
Sports Kids Drama Action

Interest
Automotive Cooking Fashion Travel

Rating
TV-Y TV-Y7 TV-G TV-PG TV-14 TV-M

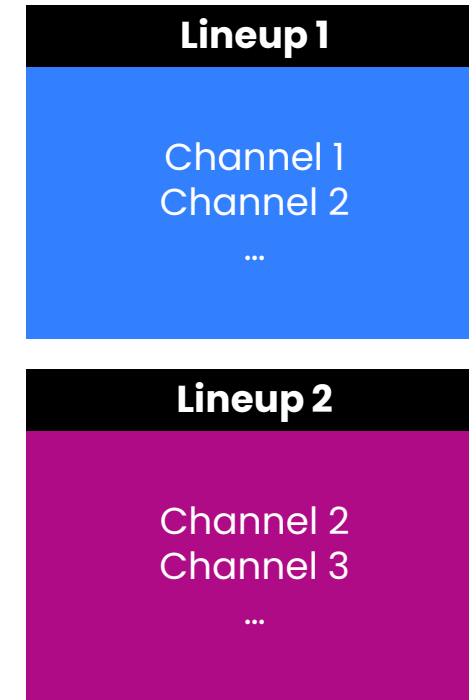
Inventory Targeting: Live OTT & Broadcast

Features

- Group channels into lineups by genre or category
- Specify lineups that are targeted by a specific campaign

Benefits

- Ensures that brand creatives are only delivered on appropriate content
- Provides more granular targeting of inventory



Campaign Hierarchy

Features

- Create multiple variants of the same campaign using line items with different targeting and delivery parameters
- Assign multiple assets per campaign

Benefits

- Enables A/B testing of campaign assets and targeting
- Supports more complex campaign types and execution strategies
- Simplifies operation and reporting by establishing a hierarchy of related line items



Report Manager

Features

- Generate offline reports of advertising viewership and impressions for both total and unique viewers
- Apply filters, dimensions, and metrics to customise reporting outputs
- Select daily, weekly, monthly or custom date ranges

Benefits

- Track campaign performance in order to achieve impression or revenue goals
- Identify trends to improve campaign targeting and delivery

Report
Date Range
Dimensions/Filters: Campaign ID Asset ID Channel ID Stream Type
Metrics: Impressions Viewing Quartiles

Clash Management

Features

- Configure clash groups so that ads from competing advertisers and/or brands aren't shown to the same viewer within a predefined timeframe, a.k.a. clash window
- Apply clash management is at the campaign line-item level to allow for different rules per brand
- Allow ads from the same advertiser to be delivered during the clash window when configured as an exception

Benefits

- Provides advertisers with ad placement separation from competitors

Clash Group

Diapers =
P&G: Pampers, Luvs
Kimberley-Clark:
Huggies

Campaign / Line Item

Campaign: P&G
Line Item 1: Pantene
Line Item 2: Pampers
Line Item 3: Luvs

Third-Party Tags and Macros

Features

- Enable third-party ad servers to target, serve, and measure ads
- Support third-party tracking URLs, a.k.a. beacons, tags, pixels
- Support extensive set of macros to dynamically decorate ad requests with relevant information
- Support just-in-time transcoding of creatives if enabled in Iris SSAI

Benefits

- Provide flexibility and reduces overhead when dealing with multiple ad servers and publishers
- Improve targeting using available client data
- Enable A/B testing of multi-variant creatives
- Track clicks, impressions and conversions with greater transparency

Example Macros

Device IP
Device ID
Household ID
Channel ID
Content ID
Stream Type
User Agent
GDPR Consent

Device/OS/Browser Targeting

Features

- Define a Campaign to target only specific device types, manufacturer, model, OS, or browser version
- Both inclusion and exclusion lists are possible
- Based on client HTTP user-agent string

Benefits

- Focus campaigns on only the types of clients that matter to an advertiser
- Set up different line items of a campaign to target specific devices with matching creatives
- Exclude devices which own their inventory separately

Line Item 1

Include: "Android";
"Samsung"

Exclude: "Galaxy Z"

Line Item 2

Include: Connected
TV

Exclude: "Roku"

Inventory Forecasting

Features

- Leverage historical data collected by the system, minimum recommendation is 90 days of data
- Forecast all inventory across Live OTT, VOD OTT, and Broadcast or individual campaigns based on targeting parameters
- Account for demand from existing campaigns to understand available impressions

Benefits

- Help users plan future campaigns and predict campaign performance
- Understand how campaigns interact with each other and affect forecasted impressions

All Inventory Forecast

Dates
Segments or KVPs
--
Opportunities

Campaign Forecast

Streaming Type
Segments
Priority
--
Available Impressions

Content Targeting

Features

- Use KVP feature to specifically target ads based on content being viewed
- Ingest content metadata containing known key value pairs that are associated with a specific content ID

Benefits

- Reduce overhead on the client to submit KVP information in ad requests, providing just the content ID instead
- Enforce more granular, programme-level content policies

All Inventory Forecast

Content ID

--

Genre=Sports

Rating=TV-PG

Language=Eng

Interest=Football

AdReplace=No

Company Manager

Features

- Enable grouping of advertisers by company and agency
- Provide for an annual budget limit per agency

Benefits

- Streamline billing and reporting
- Enact budget control to avoid over-allocation and reduce waste
- Build an effective clash management between brands

Advertiser
Advertiser ID Billing ID Contact Info -- Brand 1 = Agency A Brand 2 = Agency B ...

Agency
Agency ID Billing ID Contact Info Annual Budget