

# SPB TV ADVERTISING SOLUTION

SPB TV supports all major business models – AVOD, TVOD, SVOD and EST. It empowers easy and convenient realization of the most efficient in many regions of the world hybrid model. Within this model premium DRM-protected content is available by subscription, and free TV channels and videos are successfully monetized through targeted ads.

GIVE YOUR ADVERTISERS  
TARGETED OR PERSONALIZED  
ADVERTISING SPACE AND  
SHIELD SUBSCRIBERS FROM  
ANNOYING COMMERCIALS

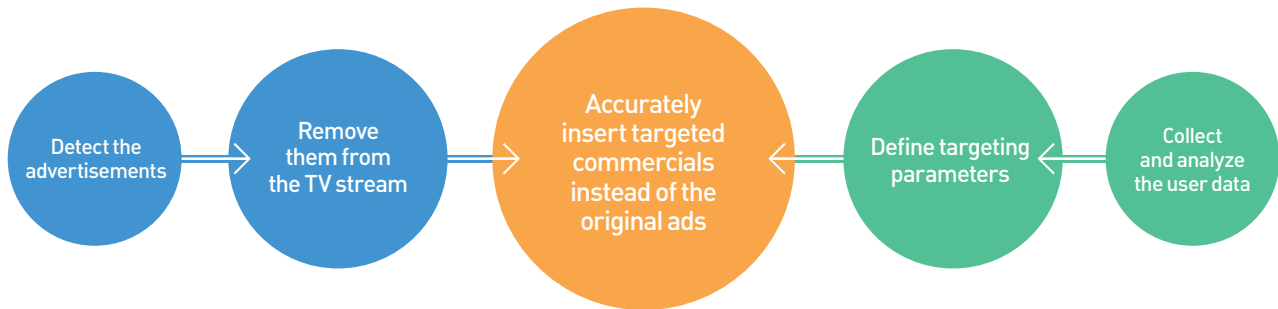
The uniqueness of SPB TV solution is that together with ad placement technologies, SPB TV provides the actual ads. SPB TV operates the advertising network placing the targeted ads into its own end-user TV service, as well as in partner projects.



Running our own advertising network, we know that advertisers today appreciate tools that enable them to reach a well-defined target group with relevant targeted messages. SPB TV's innovative technology allows us to produce TV advertising as targeted as the contextual advertising on Google, while maintaining emotional impact when videos are displayed in "Full Screen" mode. Our multi-screen capabilities mean you have the option to send your message through multiple devices, significantly extending the target audience.

SPB TV's business analytics tools allow you to gather complete information about viewers' tastes, habits and references. With this data and the innovative SPB TV Advertising platform, TV providers can deliver customized or even personalized commercials to their audience.

# IN-STREAM ADVERTISEMENT REPLACEMENT



SPB TV Advertising is a unique one-stop-shop solution that allows accurate substitution of broadcast commercials based on the user's location, gender and age. The solution integrates all the necessary components and doesn't require any third-party assistance.

## **Targeted approach – we know who we are targeting**

Traditional TV commercials target massive segments of the audience. However, the OTT TV format, unlike its predecessors, includes redistribution of video content by request of the individual viewer. It means that OTT TV providers can actually deliver narrowly targeted and even personal ads.

SPB TV collects detailed information about user profiles and provides targeting parameters for highly-effective promotional campaigns. The platform also breaks down analytics on behavior patterns and interests, offering targeting so accurate it can pin point a small group of people – even one individual user.

## **Broadcast ads detection**

SPB TV has developed its own ads detection technology that allows recognizing and tracking commercials within the television stream.

We track acoustic matches across all monitored TV streams, validate the advertisements, segment them and

add them to the database. SPB TV also accurately defines starting and ending points of the commercial units.

## **In-stream ad replacement with a multi-screen reach**

Knowing the exact ad location, SPB TV removes the commercials and inserts new accurately selected ads. Now the TV service provider or its partner advertising agency can easily plan, track and adjust the promotional campaigns running within the broadcast stream.

The ad replacement is carried out on the streaming server and applies to all connected screens, including mobile, desktop and TV, and ensures an uninterrupted TV viewing experience to users.

**SPB TV's advertising technology has been recognized through prestigious international awards such as TV Technology Europe STAR and VAS Awards in the category of "Innovative Product".**