

The Future of CTV Transparency Supported by Content Object



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THE FUTURE OF CTV TRANSPARENCY SUPPORTED BY CONTENT OBJECT

TOKYO MILAN NEW DELHI LOS ANGELES
FUELING ADVERTISING INNOVATION

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AGENDA

1. Why Transparency Matters
2. What is Content Object
3. Content Object Features and Targeting

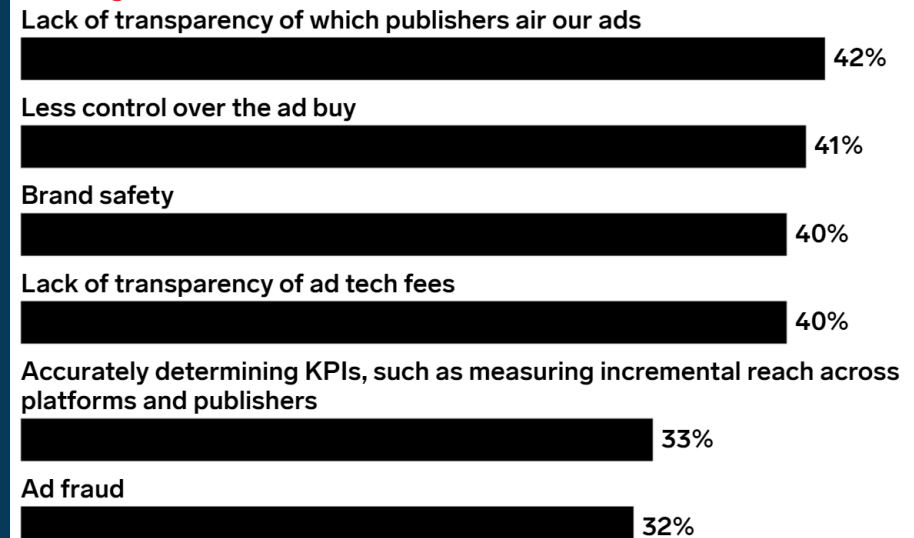
CTV TRANSPARENCY

CTV TRANSPARENCY – WHY IT MATTERS!

- The biggest problem in connected TV today is transparency
- Advertisers want as much information about the content they're bidding against, similar to linear TV

Challenges of Buying CTV Inventory Programmatically According to US Agency/Marketing Professionals (May 2021)

Challenges



Note: respondents chose their top six

Source: Advertiser Perceptions, "CTV Landscape Report" as cited in press release, Oct 25, 2021

270867

eMarketer | InsiderIntelligence.com

CTV TRANSPARENCY: SUPPORTED BY CONTENT OBJECT

CONTENT OBJECT DATA SIGNALS PROVIDE BUYERS WITH TRANSPARENCY INTO CONTENT DETAILS OF WHAT THEY CAN TARGET



DRIVE DEMAND WITH TRANSPARENCY THROUGH **CONTENT OBJECT** SIGNALS



Greater Transparency



Gain Competitive Advantage



Informed Pricing



More Like Linear TV, But Better...

CONTENT OBJECT

WHAT IS IT?

CONTENT OBJECT (TARGETING) OVERVIEW

Content Object targeting is a type of contextual targeting, it provides Publishers and Buyers the transparency and brand safety needed to take programmatic CTV to the next level.

1. Target against a variety of content object attributes.
2. Provides publishers increased demand while maintaining control
3. Provides buyers with supply transparency and brand safe protections
4. Drives convergence of Linear TV and CTV into a fully programmatic buying experience
5. Content Object is part of the IAB's openRTB standard

WHY IS IT IMPORTANT?

BUYERS

- Buyers are asking for more **transparency** into their ad buys to help inform their buying strategy.
- Creates a new opportunity for buyers to curate CTV & OTT inventory that enables them to **target against specific content**.

Omnicom Media Group Issues Call-to-Action for Industry Adoption of CTV Standards

Connected TV Signal Standardization Initiative Launches with Support from Industry Stakeholders

November 2, 2021

<https://www.omnicomgroup.com/newsroom/omnicom-media-group-issues-call-to-action-for-industry-adoption-of-ctv-standards/>

PUBLISHERS

- When a publisher passes content object signals, **buyers will spend more**, (and from other budgets such as linear TV), than when publishers are less transparent.



<https://www.adexchanger.com/tv-and-video/why-the-ctv-industry-needs-to-invest-in-content-metadata-for-ott-ads/>

HOW DOES IT BENEFIT PUBLISHERS?



- **Increased Revenue Potential:** Significant revenue potential through increased demand and repeat business
- **Greater Transparency:** Provide more transparency to buyers on which video content they can target against to help drive greater demand density
- **Informed Pricing & Controls:** Set preferable pricing floors to control your inventory and manage yield
- **Gain Competitive Advantage:** Generate significant value to advertisers resulting in competitive advantage

HOW DOES IT BENEFIT BUYERS?



- **Contextual Targeting Capabilities:** Buyers can curate video and CTV deals that are more tailored to their brand safety needs.
- **Increased Addressability:** Ramp up addressable strategies by accessing a contextual way of reaching desired audiences in a privacy-first fashion.
- **Next Evolution of CTV/OTT Buying:** Brings the best of linear and digital buying together through the ease of programmatic execution.
- **Expanded Relevance and Transparency:** Leverage a range of over 10 frequently targeted content signals and categories to enhance ad relevance.

SO WHY HAS ADOPTION BEEN SLOW?

STATE OF CONTENT OBJECT TODAY

Some publishers are hesitant to pass content object due to:

PUBLISHERS
Requires Content Mgmt System (CMS) and AdServer compatibility
Lack of adoption (IAB 3.0 Content Taxonomy)
Concerned of interference with direct deals (price erosion)
Lack of controls
Contractual rights to pass this content information



Technical challenges exist on the buy side too:

BUYERS
Does not ingest content object into the bidder
Perception is that there isn't a lot of demand from buyers
Perception is that there isn't enough supply with content object signals
May rely on SSPs to pass signals through (contractual agreements)
Requires product development and roadmap planning

CONTENT OBJECT FEATURES & TARGETING

WHAT IS INCLUDED?

A SAMPLE OF CONTENT OBJECT PARAMETERS AND VALUES

Type	Parameter	Value	Notes
Content ID	cntid	string	Unique identifier for the video asset
Producer Name	cntprname	string	Represents the production house (e.g. Warner Bros.)
Channel		string	Passed in extension fields to signal the channel (e.g. HGTV, History, ESPN, etc..)
Network		string	Passed in extension fields to signal the Network of channels (e.g. Discovery, A+E, ABC)
Category	cntctx	string	Comma separated values of IAB Content Categories
Genre	cntgen	string	Some standardization around IAB Contextual Taxonomy V2 for Movies/TV Shows
Series	cntser	string	This is generally what people mean when they say "Title" (e.g. The Big Bang Theory)
Title	cnttitle	binary	Generally, not what people really want - this is episode name (present/not present)
Length	cntlen	ranges	N/A, >1min, 1-5min, 5-15min, 15-30min, 30-60min, 60-120min, 120-240, Unreadable
Language	cntln	string	Short forms (e.g. EN, ES, DE, etc...)
Livestream	cntislive	binary	0= not live, 1= live

THANK YOU