



CONNECTED TV: THE SCREEN OF OPPORTUNITY



THIS WEBINAR WILL BEGIN SHORTLY

WELCOME TO THE CONNECTED TV WEBINAR




Jenn Thomas
Head of Marketing and Memberships



TODAY'S SPEAKERS AND AGENDA



James Young
General Manager




Natalie Stanbury
Research Director




Clare Tsubono
Media Controller




Flaminia Saponi
Head of Partnerships
matterkind



Jonathan Munsch
Head of Digital Sales

SEVEN WEST MEDIA




Jodi Fraser
Commercial Director: Screens




Gai Le Roy
CEO




James Bayes
General Manager ANZ


IAB VIDEO COUNCIL CO-CHAIRS



James Young
General Manager



Jonathan Munschi
Head of Digital Sales



IAB AUSTRALIA VIDEO COUNCIL

Promote the use of digital video advertising formats across all screens through advertising standards, best practice, research & events.



AMOBEE



brightcove

ESPN



foxtel
media

Google

INNOVIO

matterkind

News Corp

Nine



PubMatic



SEVEN WEST MEDIA

SPOTX

telaria



theTradeDesk



twitter

UNRULY

verizon

xandr

CONSUMPTION HABITS ON CONNECTED TV



Natalie Stanbury
Research Director



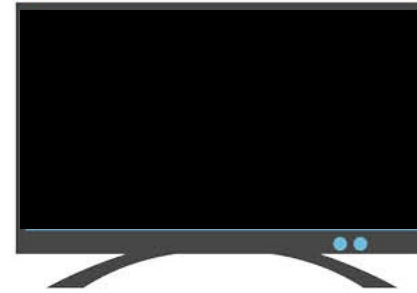
Australians accessing online content daily across multiple screens



MOBILE
16.7 million



DESKTOP
7.6 million PC
2.7 million MAC



CONNECTED TV
6.3 million

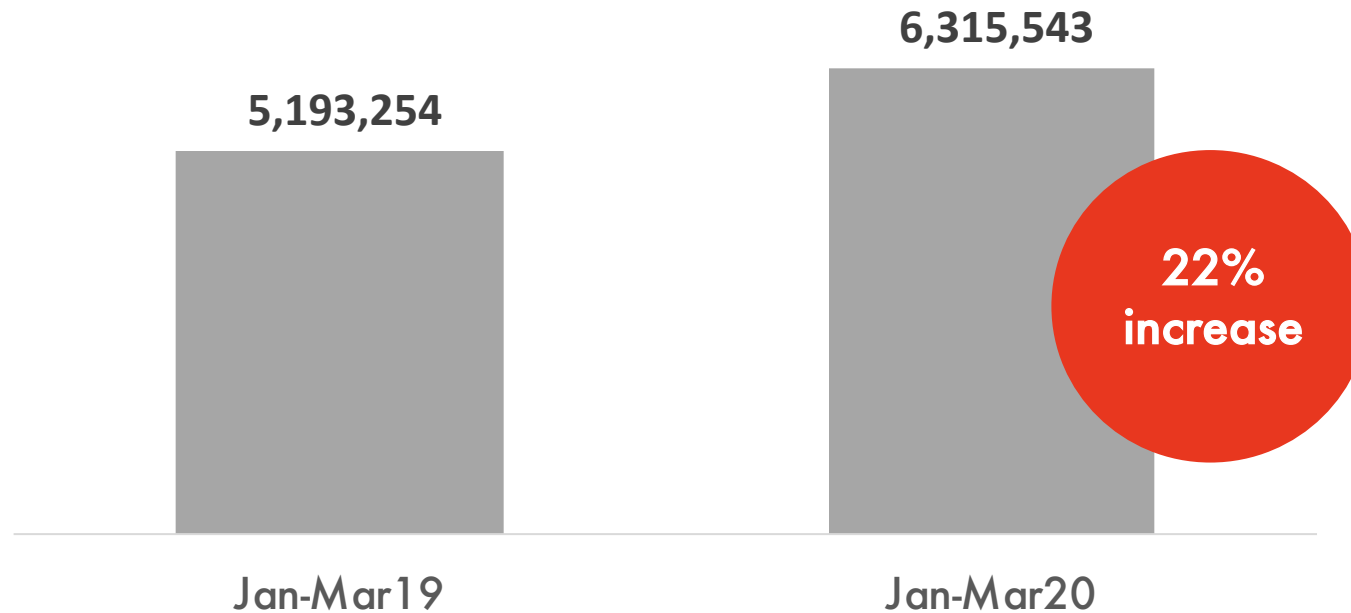


TABLET
3.9 million iPad
1.3 million Android

Average 6.6 video capable screens per household

Connected TV audience is growing strongly

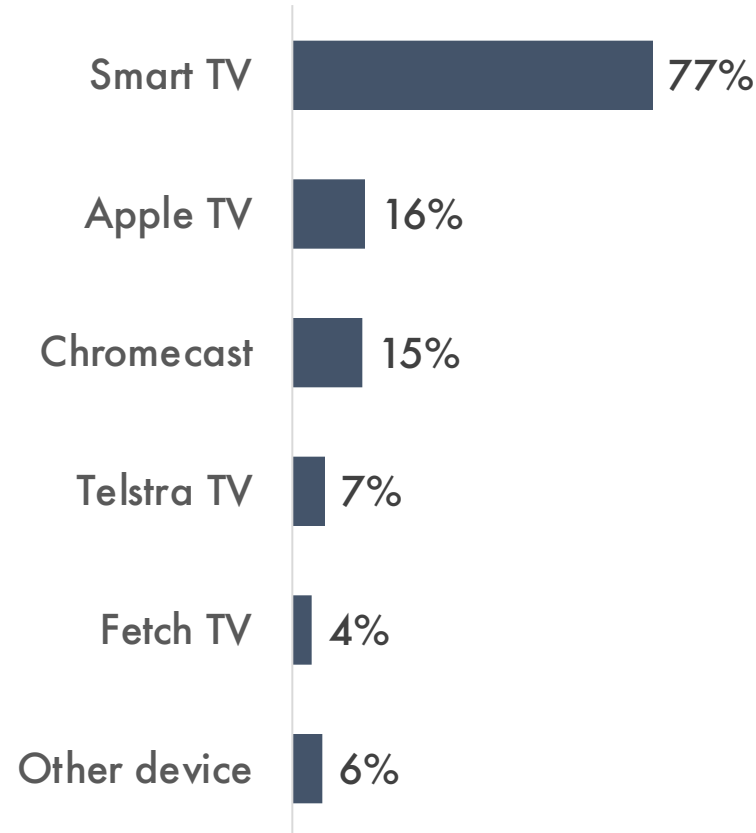
VIEW INTERNET CONTENT ON A CONNECTED TV DAILY



9.4 million
Australians have
ever viewed
Internet content
on a TV screen,
6.3 million daily.

Connected TV viewing is mostly via a Smart TV

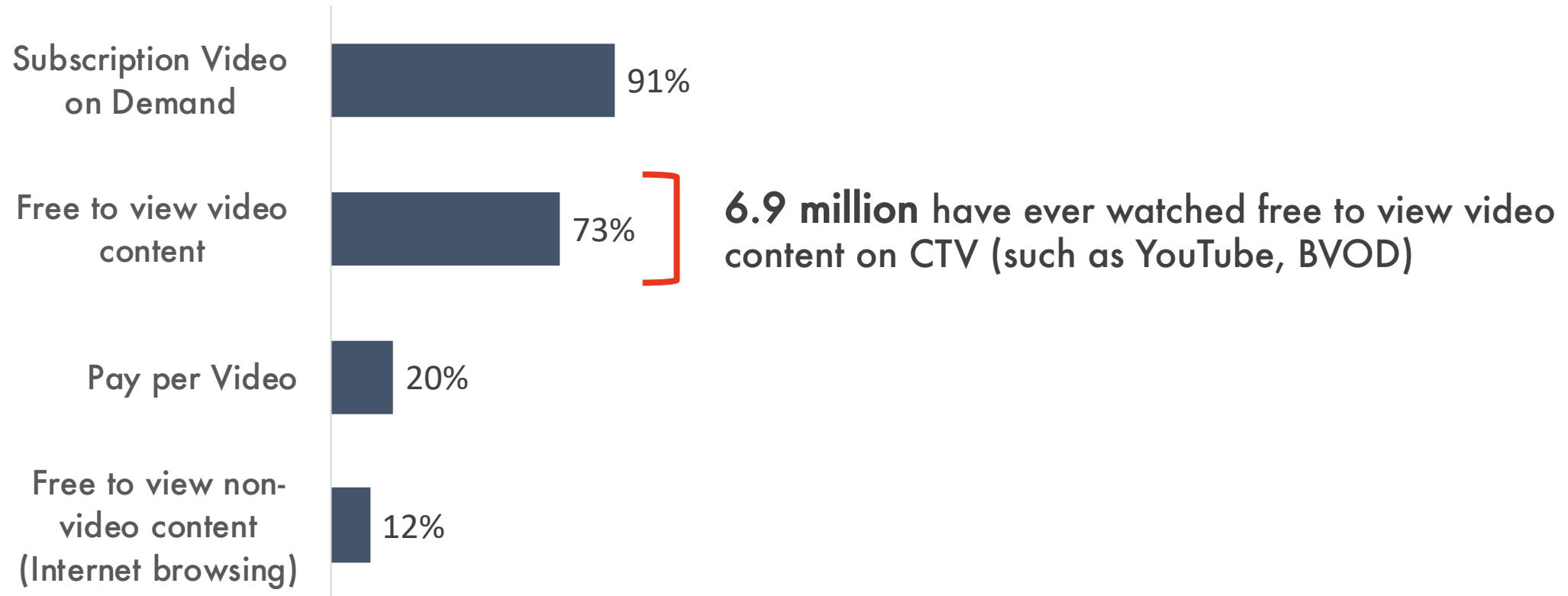
DEVICES USED TO VIEW INTERNET CONTENT ON TV (AMONGST THOSE EVER VIEWED)



Various ways
to access CTV
content have
increased over
the last year.

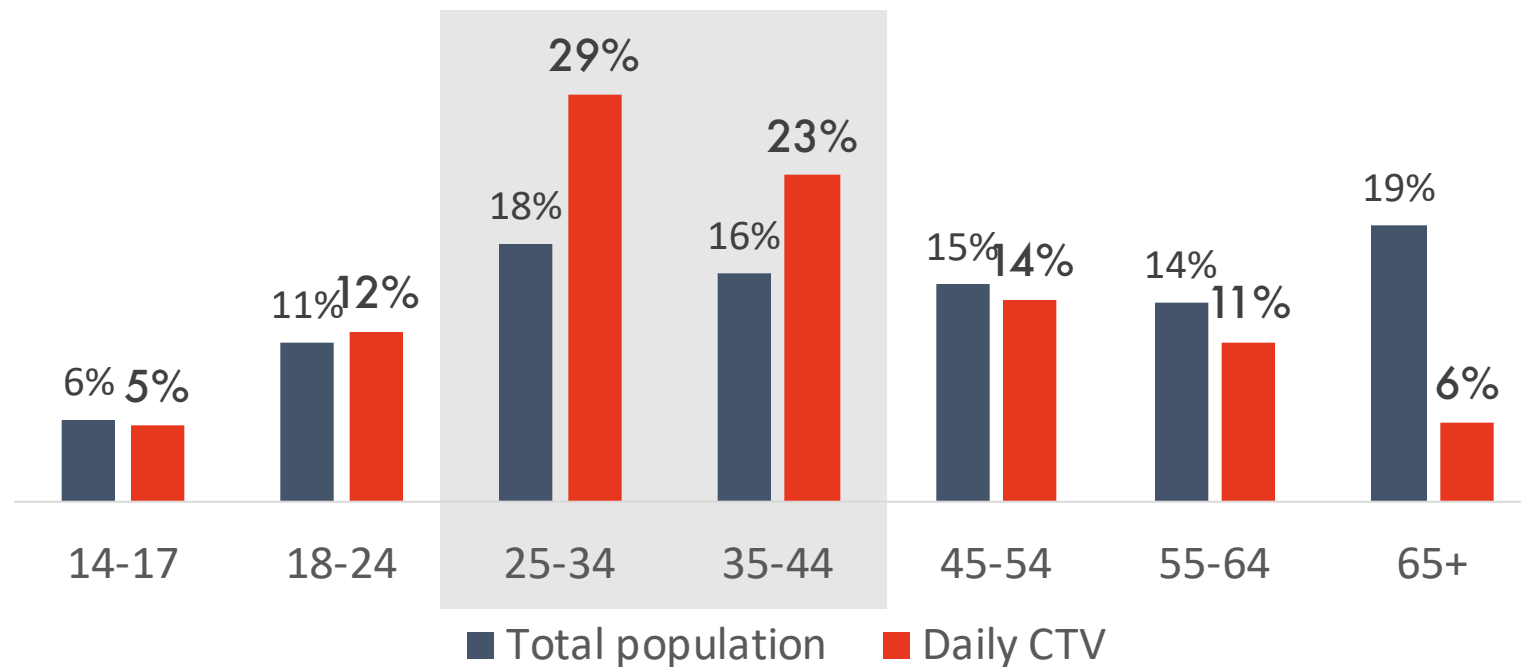
Nearly 7 million have viewed free content on CTV

INTERNET CONTENT VIEWED ON TV (AMONGST THOSE EVER VIEWED)



3.3m Australians aged 25-44 (45%) are online on a Connected TV everyday

AGE OF DAILY CTV VIEWERS % of audience

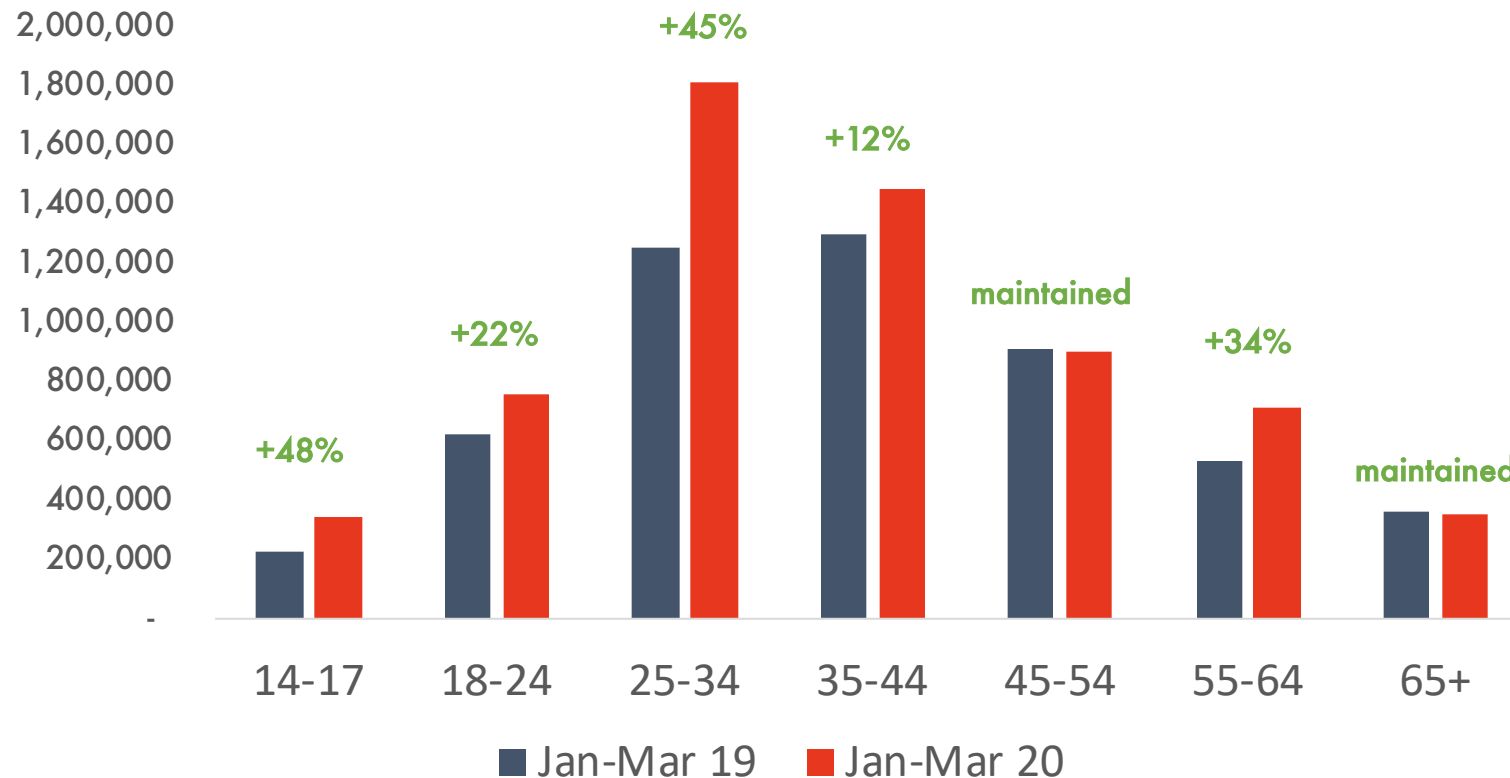


GENDER:
48% Male
52% Female

LOCATION:
77% 5 cap city metro

Audience growth driven by 25-34's and females

AGE OF DAILY CTV VIEWERS Audience YoY Growth



GENDER

Male +12%

Female +32%

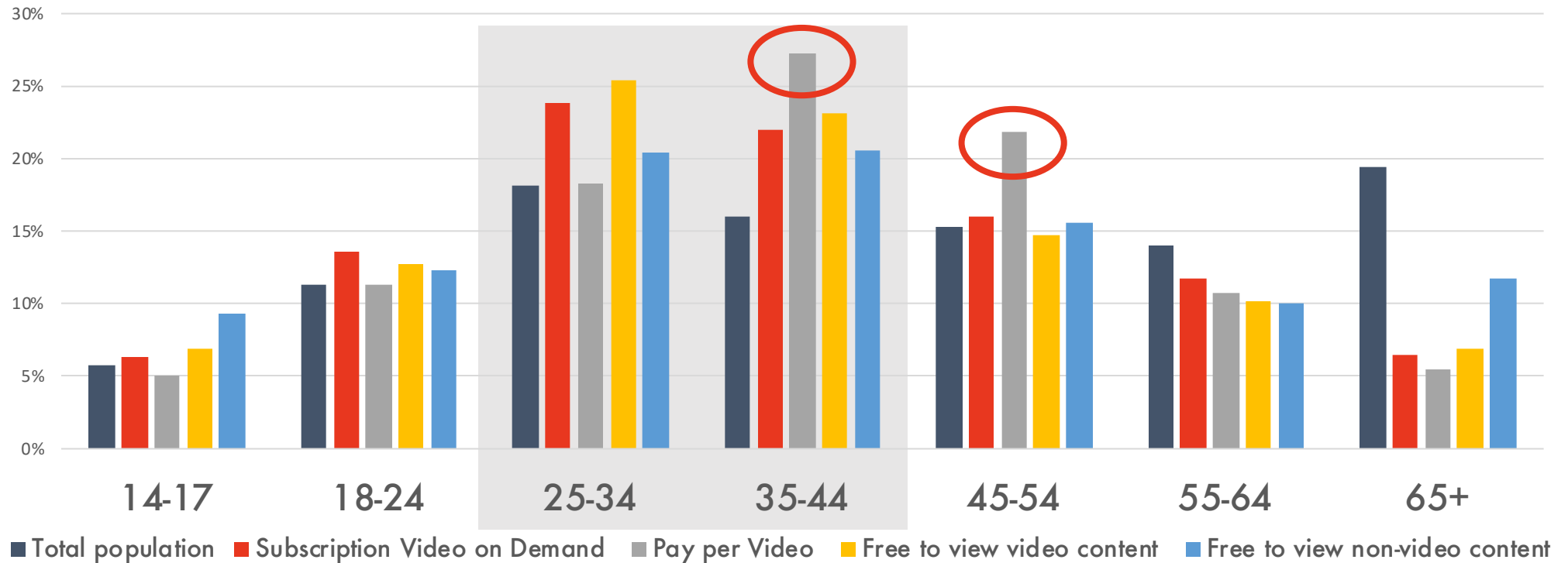
LOCATION

5 cap city metro

+27%

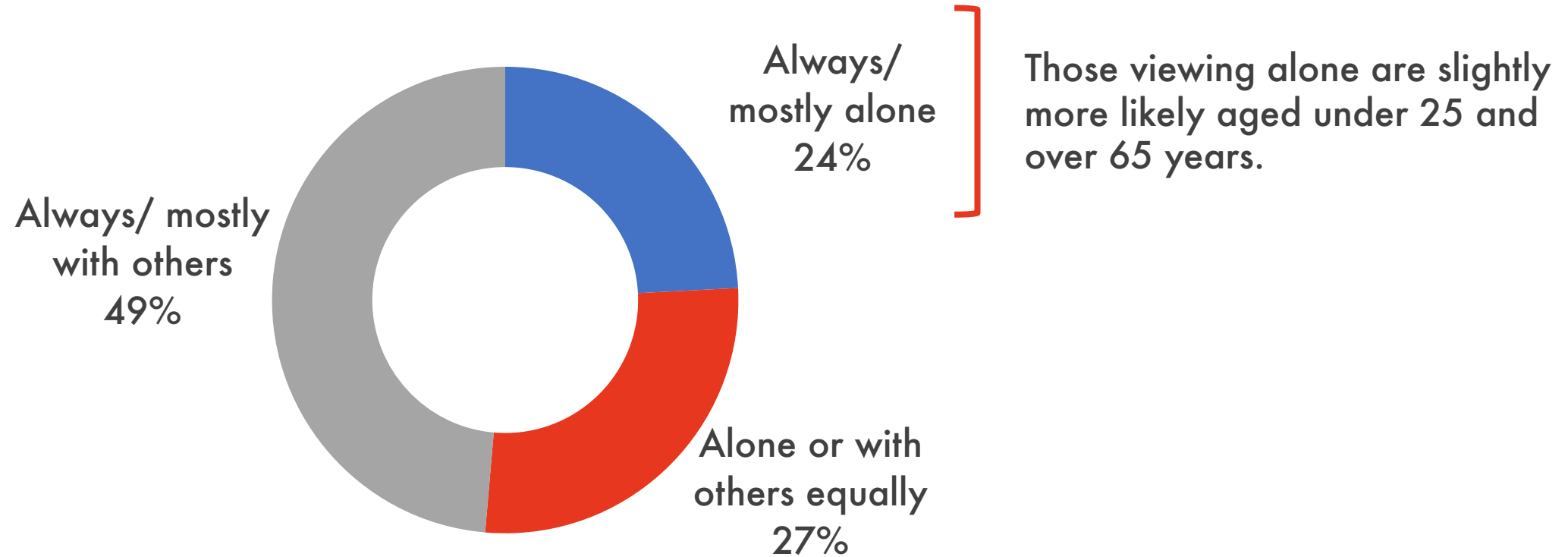
Free and subscription audiences higher in 25-44's, pay-per-video audiences higher in 35-54 group

AGE OF CTV VIEWERS BY CONTENT TYPE
% of audience



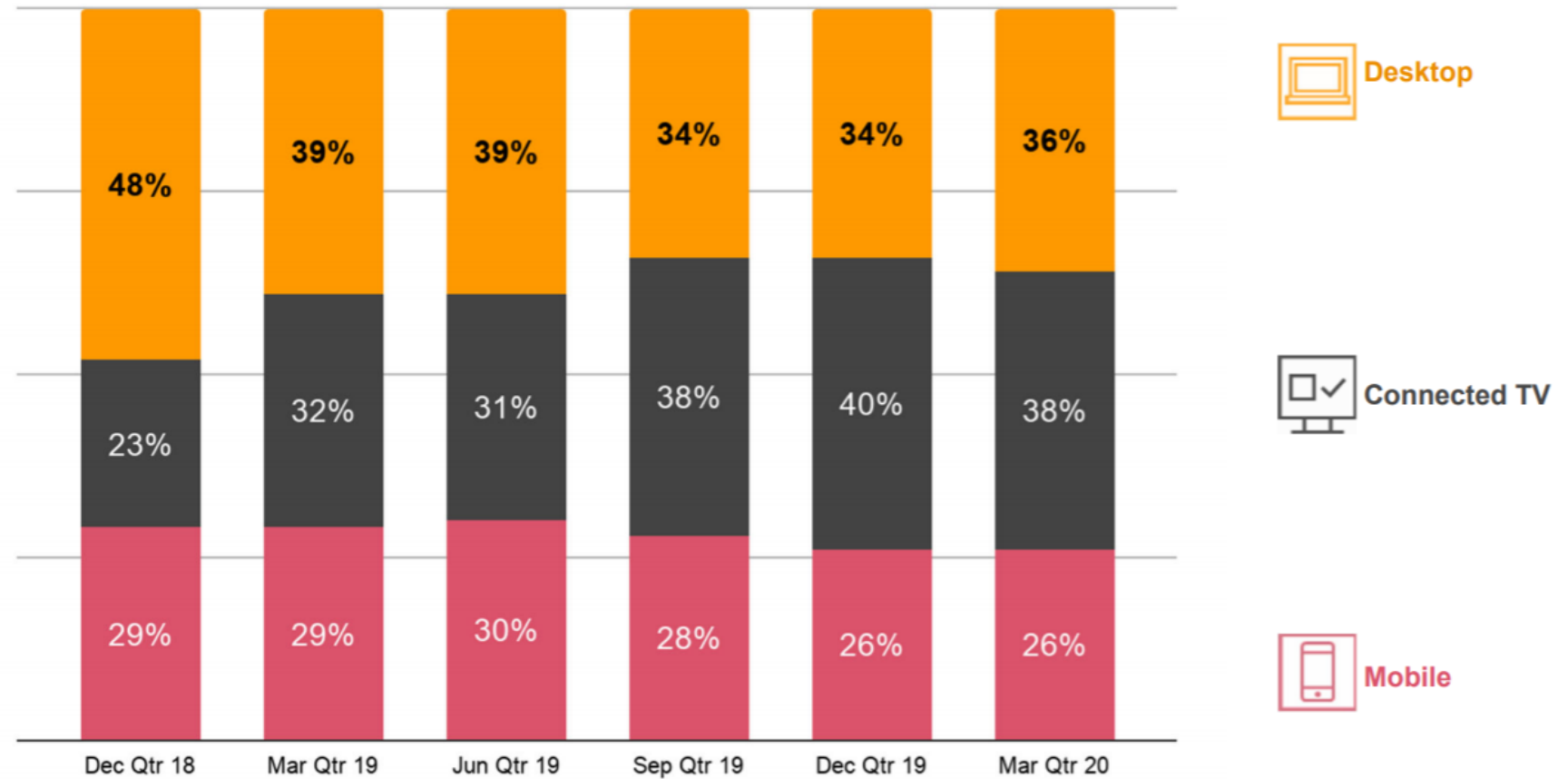
Connected TV viewing done mostly with others

INTERNET CONTENT ON TV VIEWED ALONE OR WITH OTHERS (AMONGST THOSE EVER VIEWED)



With consumption on the rise, advertisers are increasing investment

CONTENT PUBLISHERS VIDEO EXPENDITURE BY DEVICE BY QUARTER



Expenditure by device presented above is only in relation to content publishers and therefore percentages presented above cannot be extrapolated across total video expenditure.

PLANNING AND BUYING CONNECTED TV



Jodi Fraser
Commercial Director: Screens



Clare Tsubono
Media Controller



UNIQUE OPPORTUNITIES OF CONNECTED TV



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CEO



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 **theTradeDesk**



WEBINAR
SERIES

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Q&A