

BVOD

video one pager

Definition:

Broadcast Video on Demand (BVOD) is a free ad-supported streaming platform that delivers premium broadcaster content made available through live and on-demand viewing.

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BVOD environments typically appear across:

01 CTV | **02** Tablet | **03** Mobile | **04** Desktop

importance of BVOD environment

how is it used?

- 01** BVOD creates an advertising platform that delivers the impact and scale of TV combined with personalisation, interactivity and addressability of Digital to deliver measurable outcomes.
- 02** BVOD is increasingly delivered on connected TV devices, providing the same viewability metrics as TV.
- 03** BVOD content is professionally produced, with non-skippable advertising.

where does it sit within the marketing funnel?

With majority of BVOD viewing consumption taking place across Connected TV, BVOD has shifted from delivering just reach and awareness outcomes to providing more meaningful consumer connections, deeper engagement and the ability to move audiences seamlessly through the marketing funnel.

what about optimising to the user experience?

- 01** Live: appointment viewing with consumers leaning forward.
- 02** On-Demand: Giving viewers choice and control.
- 03** FAST Channels: (Free Ad-Supported Streaming TV) allowing consumers to lean back.

how does BVOD work with other buys?

how does it compliment existing media investment?

BVOD compliments any other media type that can be measured.

how is it bought?

- 01** Direct with Publishers.
- 02** Programmatic Guaranteed (PG) deal via a DSP where an agreed spend and impression commitment is guaranteed.
- 03** Unreserved Fixed Rate (UFR) deal via a DSP where a fixed CPM is agreed.
- 04** Non-Guaranteed Floor Rate deal via DSP where a floor rate is agreed but no impression or spend level is guaranteed.

key watchouts

- 01** It is important for the buy-side to have a clear frequency management strategy or communicate frequency requirements clearly with the supplier if buying direct.
- 02** If specific programming is required, volumes and specific deals should always be discussed with suppliers in advance.
- 03** When looking to apply audience based targeting, speaker with the publisher on what First Party data solutions they have available.