

THE FUTURE IS ADVANCED TV

Understanding and
leveraging the power of
Advanced TV in 2023.



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INTRODUCTION

The TV ecosystem is more fragmented than ever. With over 67% of UK households already owning a smart TV and an ever-increasing number of TV content choices available to both consumers and advertisers, the message is clear: TV is not dying, it's changing.

80% of CTV ads will be served programmatically by the end of 2023. So as brands and advertisers look to diversify and improve their campaigns, they need to understand these changes and turn to programmatic. This is where Advanced TV by MiQ comes in.

The MiQ Advanced TV solution unifies linear and digital TV advertising. This allows UK brands to co-ordinate the planning and execution of programmatic TV advertising campaigns seamlessly and simultaneously across all linear and digital channels, regardless of platform, through a single point of access.

We've put together this ebook to help brands and advertisers understand the power of Advanced TV in 2023 and beyond. We'll talk about the importance of partnering with the best supply partners in the space, how to use TV data-driven planning to take your programmatic campaigns to the next level, and more.

Enjoy!



PARTNERING WITH THE BEST ADVANCED TV SUPPLY PARTNERS

Finding the right partner is crucial to long-term success in the TV space. That's why we partnered with the **Broadcasters Audience Research Board**, also known as BARB. We use BARB to understand viewing figures and habits within the TV space across our advertisers, agencies and clients to power our Advanced TV strategies and measure incremental reach across the TV landscape.

The BARB data is pushed into Techedge's platform AXM to be aggregated alongside the AudienceProject panel. From there, we're able to overlay that with additional MiQ datasets to provide meaningful insights measuring

incremental reach across a client's traditional TV campaigns vs their Advanced TV campaigns with MiQ.

As an aggregated analysis tool that taps into BARB data and AudienceProject data, Techedge helps us provide meaningful insights such as reach and frequency. As for AudienceProject, we utilise their cross-channel measurement platform to provide insights across our Advanced TV campaigns, helping us build a wide range of custom audiences.





TV INTELLIGENCE: WHO'S WATCHING WHAT AND HOW DO YOU USE THAT DATA?

Understanding your TV audience, how it has shifted from linear to digital and what it will look like in 2023 can be challenging. The biggest challenge comes from how fragmented the marketplace is today. We want to target the same audience with the same creative across various channels that are planned and activated differently. Because of this, they are very siloed and understanding your audience holistically can be a huge challenge in itself - and this is before we even get to the activation stage.

As we know from the Thinkbox study about running online video/VOD alongside TV, we see

an average increase of 20% on the advert effect.

This means that we're making the advert more effective through frequency, and we're increasing reach against audiences that are moving away from linear TV viewing habits.

At MiQ, we have ingested a magnitude of offline and cookieless data that not only enable us to understand your audience in more detail but also activate holistically across your whole media plan. This planning tool is known as Cohorts by MiQ and it takes onboard all this data to then pin your audience to a geo-location. What does this mean? Put simply, you can truly activate against

this audience with an omnichannel approach, stretching outside of just digital channels.

Cohorts by MiQ is the sum of a range of different data outputs, including government stats, credit data, location and - crucially - TV planning data. We take this range of inputs and generate a set of insights about audiences, which we can then map to the UK geographically. This allows us to take extremely granular audience demographics and target them in a completely cookieless fashion across any channel.



RUNNING VIDEO ALONGSIDE TV IMPROVES AD EFFECTIVENESS BY 20%

Source: [Thinkbox](#)

HOW MiQ BOOSTED A MAJOR PIZZA CHAIN'S REACH VIA **YOUTUBE & LINEAR TV**

MiQ and a major pizza chain recently worked together on a cross-channel campaign that included both linear and digital TV. This was done with a YouTube & linear TV cross-channel test that:

- served **66.37 million** impressions to **9.5 million** UK households across the client's linear TV campaign with MiQ
- served **71.69 million** impressions to **3.5 million** UK households across the client's YouTube campaign with MiQ

It's worth noting that **53% of households targeted via the YouTube campaign were incremental**, reaching 1.8 million additional households with YouTube. This resulted in an **additional 20% incremental reach** on top of the client's existing linear TV buy.



53% OF UK HOUSEHOLDS TARGETED VIA YOUTUBE WERE INCREMENTAL

Source: MiQ campaign data

SVOD, AVOD, BVOD: UNIFYING THE FRAGMENTED ONLINE MARKET SPACE

There seems to be a view in the market that AVOD is considered poor-quality content. One of the main reasons cited is that AVOD channels are not as mainstream as the more well-known BVOD and SVOD providers. And, traditionally, Connected TV is a bit of a black box when it comes to delivery.

Broadcast dominance in the UK market has suppressed AVOD for a number of years, yet despite this, AVOD has quietly been on the rise. It's gained a larger audience by offering staple shows found on the likes of Freeview, all without the need for a TV licence. Some of these shows include: "Come Dine With Me", "Police Interceptors" and "Geordie Shore".

Where AVOD really shines is its ease of access and specialist content, with 67% of the UK owning a

smart TV that comes pre-loaded with at least one AVOD app. Audiences are learning that when you run out of stuff to watch on more traditional mediums, there's a whole wealth of content free to access at the push of a button, some of which isn't licensed by major broadcasters or subscription streaming services. AVOD is becoming a go-to channel when looking for maximum reach at an efficient price.

At MiQ, we want to debunk this myth around AVOD content quality once and for all. Firstly, we want to be **100% transparent across our delivery** and are working with publishers to ensure we receive the information that brands want to see on every impression. On top of that, it's about educating brands about these platforms - most of

them are actually owned by very well-recognised brands (for example Paramount owns Pluto TV). On top of this, we are now seeing impression availability grow month-on-month as reach extends past the 10 million mark across AVOD and SVOD.

In the US, we are seeing that CTV is becoming a way for these TV giants to extend their revenue streams, which is why we see the market leaning a lot more into CTV. While this is happening across the pond, we are also seeing similar shifts here in the UK.



67% OF UK HOUSEHOLDS OWN A SMART TV

Source: eMarketer

COMPLEMENTING TV THROUGH AUTHENTICATED BARB MEASUREMENT

It's becoming increasingly clear that TV audiences are no longer solely watching linear TV. Younger audiences in particular are moving away from traditional TV in favour of digital alternatives like CTV and YouTube - in fact, **over 67% of UK households now own a smart TV**. With that percentage looking to increase in the coming years. The message for advertisers is clear: TV is not dying, it's changing. If you're planning TV campaigns, don't forget about digital.

Recent stats confirm these trends. In 2013, 18-34 year-olds watched 133 minutes of linear TV per day. In 2018 that number went down to 77 minutes/day and that's predicted to drop to 53 minutes/day in 2023. Are they watching less TV content? Of course not, they're just shifting their TV consumption habits - and advertisers need to adapt to these habits today.

We understand the challenge for advertisers to find this hard-to-reach audience with existing tools and methodologies. At the same time, we understand the importance of finding and reaching this segment by leveraging our BARB partnership to combine it with our data capabilities in order to target and reach TV users that are no longer on (traditional) TV.

LINEAR TV VIEWERSHIP, 18-34 YEAR-OLDS

133

MINS PER DAY



2013

77

MINS PER DAY



2018

53

MINS PER DAY



2023

Source: Ender Analysis, BARB/AdvantEdge, ONS, Comscore, industry research



CONCLUSION

One thing is clear: the TV market is fragmented, with no signs of slowing down in 2023. Brands and advertisers need to adapt and find ways to get to hard-to-reach audiences who are moving away from linear TV. Finding the right partner to bridge the gap between digital and traditional TV is more important than ever.

Looking at the CTV space, results are pinned to brand metrics like VTR. This is a bit redundant with the adverts being non-skippable on TV screens and advertisers will see over 90% on all campaigns.

We believe it's important that CTV should be considered an extension of your overall TV campaign. Therefore, looking at incremental reach ensures brands understand the role it plays in terms of reaching the right audience, as well as pinning that back to how cost-effective it is.

TV is not dying, it's changing. Are you changing with it?



ABOUT MiQ & CONTACT US

ABOUT MiQ

We're MiQ, a programmatic media partner for marketers and agencies. We connect data from multiple sources to do interesting, exciting, business-problem-solving things for our clients. We're experts in data science, analytics and programmatic trading, and we're always ready to react and solve challenges quickly, to make sure you're always spending your media investments on the right things in the right places.

Please visit us wearemiq.com or through our social channels below.



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