CASE STUDY: TF1 IPTV

TF1 and StickyADS.tv join forces to revolutionise programmatic TV, enabling the TV broadcaster to monetise its Internet Protocol Television (IPTV) over-the-top video inventory in real-time on the TV screen.

THE OBJECTIVE

Reach a diversified audience on catch-up TV and monetize TV screen via programmatic advertising.

THE CHALLENGE

For TV broadcasters the next great challenge is how to monetise on-demand inventory on the TV screen since it represents 65%* of on-demand video consumption. IPTV itself represents 40% of French households penetration.

Additionally, TV broadcasters want to protect their video content value, by maintaining full control over monetization through direct relations to buyers.

THE RESULTS

Coca-cola was the first advertiser to reach its audience programmatically, in real-time, on a TV screen via IPTV on myTF1.fr

98% VTR (View Through Rate) for 15-34 year-olds

Reach of 5 million incremental TV viewers

SOLUTIONS

TECHNOLOGY

Technical Integration with Demand (DSP) technology providing programmatic capabilities to TV.

PRIVATE EXCHANGE

StickyADS.tv’s technology enables advertisements to be bought and sold programmatically in real-time via TF1’s One Exchange IPTV inventory.

ALL SCREENS INCLUDING TV

StickyADS.tv’s proprietary programmatic video technology creates a private exchange for TF1 enabling monetization on all screens including TV.

SEAMLESS CONNECTION WITH BUYERS

TF1 offers advertisers the opportunity to target and reach their audience in real-time.

*Économie de la télévision de streaming en 2014 (CNC, Mars 2013)

www.stickyads.tv
@stickyADStv
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PHILIPPE BOSCHER
HEAD OF MARKETING AND BUSINESS DEVELOPMENT AT TF1 PUBLICITE

“Catch-up on IPTV is already huge in France, with 20 million unique users watching on-demand video on their TV screen every month. MYTF1, TF1’s on-demand service, is the leading offering, with eight million unique users per month.

Through utilising the power of StickyADS.tv’s technology, One Exchange IPTV is taking programmatic TV to a new dimension, a revolutionary industry first.”

HERVE BRUNET
CEO & CO-FOUNDER STICKYADS.TV

“For TV broadcasters, monetising on-demand inventory on the TV screen is essential as almost two-thirds (65%) of on-demand videos are viewed this way. French broadcasters are the first to embrace this next-generation software and we are proud to be part of such a groundbreaking development in programmatic.”

MYTF1 IN FIGURES

- 8 MILLION UNIQUE USERS A MONTH AND UP TO 1.5 MILLION PER DAY
- USERS SPEND AN AVERAGE OF 1:15 HOUR ON ON-DEMAND SESSIONS
- ON-DEMAND VIDEO EXPANDS THE REACH OF A LINEAR TV SHOW BY 8-15%.
- 83% OF TF1 SHOWS ARE AVAILABLE ON-DEMAND.

ABOUT STICKYADS.TV

StickyADS.tv is the leading European private exchange technology provider, with a mission to help premium publishers embrace programmatic video in a controlled and totally transparent manner.

StickyADS.tv’s publisher-controlled software allows publishers to build, run and operate their own video private exchange and monetise their video content directly with their clients. The main benefit for publishers is simple: eliminate middle-men who absorb a significant portion of the margin and establish a direct relationship with your advertisers. Major TV broadcasters, large media groups and premium syndicators employ StickyADS.tv’s technology to create, execute and manage their own video private exchange.

StickyADS.tv’s platform is deployed across 60 private exchanges by more than 2,500 customers in 132 countries worldwide. Offices in France, UK, Spain, Italy, Germany, and Holland, with further locations to be announced this year. For more information, please visit www.stickyads.tv.