

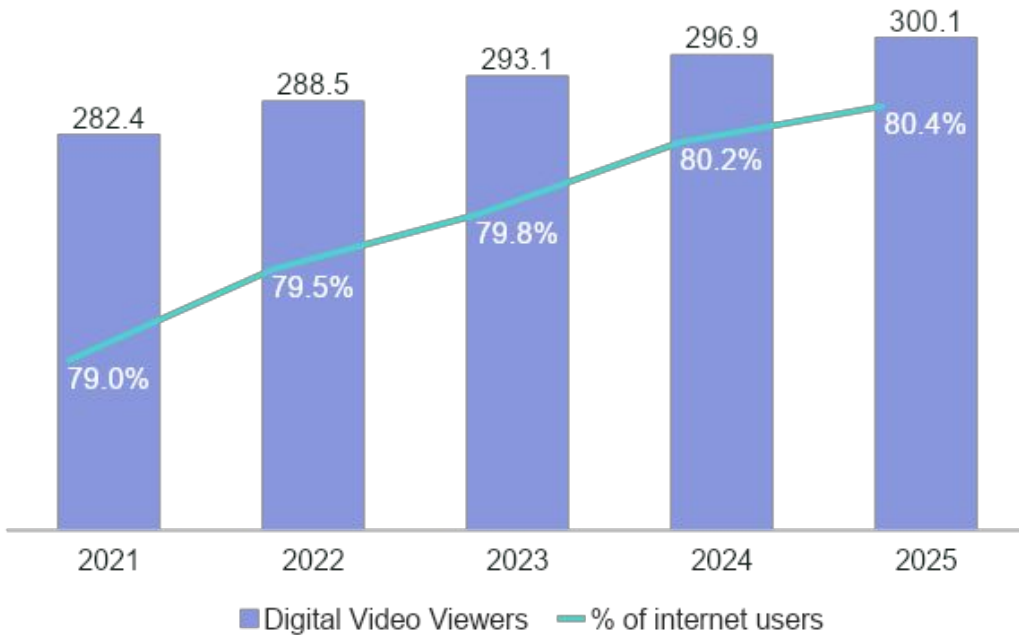
The Future of Video Across Europe

Augustin Decré, Managing Director, SEMEA

Digital Video Viewership Continues to Rise in Europe

- Increase in high-quality video content
- Behaviors carried over from stay-at-home measures
- Expansion of streaming platforms
- Adoption of smart tvs and streaming devices

Digital Video Viewers in Western Europe, 2021-2025



Source: eMarketer, 2022



THE EXPECTATION

CTV buying is as
straightforward as Linear
TV

THE REALITY

There is a lot more
complexity in CTV

FAST AVOD Ad pods SVOD

Watermarks Signal targeting Show-level insights

Content language App bundles Alternative currencies

Original equipment manufacturers Bidding optimization

Prioritization Genre targeting STB OTT Genre

Market floors Bid request O&O Content object

Livestream Preferred deals

The Challenge of Content Signal Transparency

- Trust in the Marketplace
- Contextual Targeting
- Opportunities for Optimization



Action



Kids and family



Game shows



Entertainment



Comedy



Sports



Home and garden



Food



Documentary



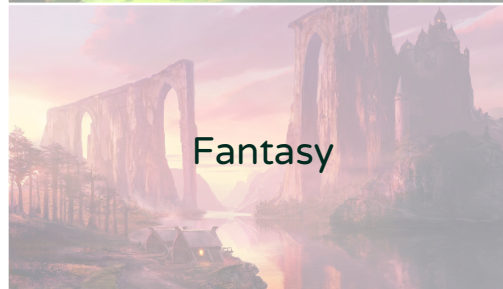
Animation



Music



Health and wellness



Fantasy



Drama



Travel

We've seen this before
in programmatic



Publisher



Buyer

Transparency benefits the marketplaces



Publisher



Buyer



OpenRTB 2.6 Evolves CTV Standards



CTV Content Objects unlock new opportunities



Genre



Language



Livestream



Network / Channel



Rating



Series

But transparency is an
ongoing challenge

Ad Podding: The Next Step in Connected TV



Pod Duration (Total :120 sec)



Thank you!



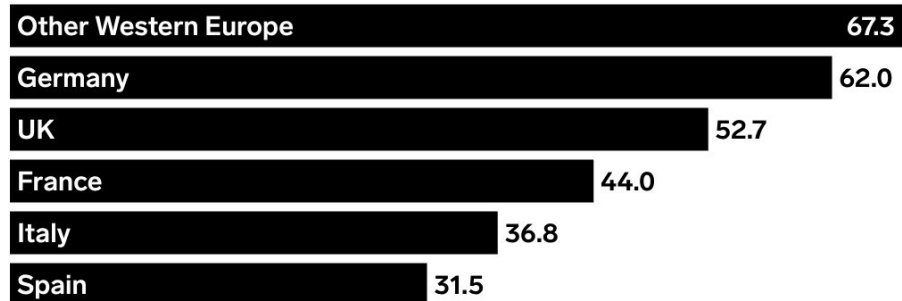
Index⁷
Exchange

Digital Video Trends

Augustin Decré, Managing Director, SEMEA

Digital Video Viewers, by Country

2023, millions



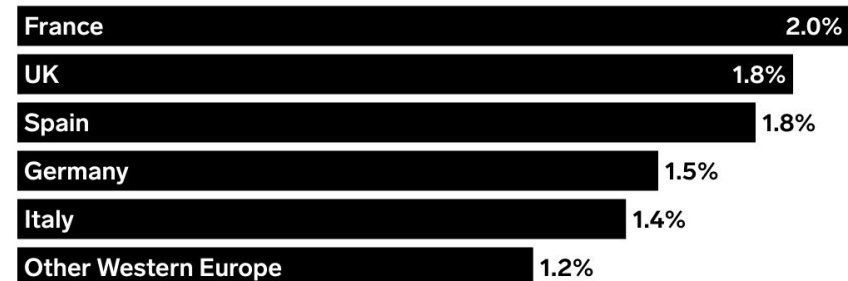
Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month

Source: eMarketer, February 2023

eMarketer | InsiderIntelligence.com

Digital Video Viewer Growth, by Country

2023, % change

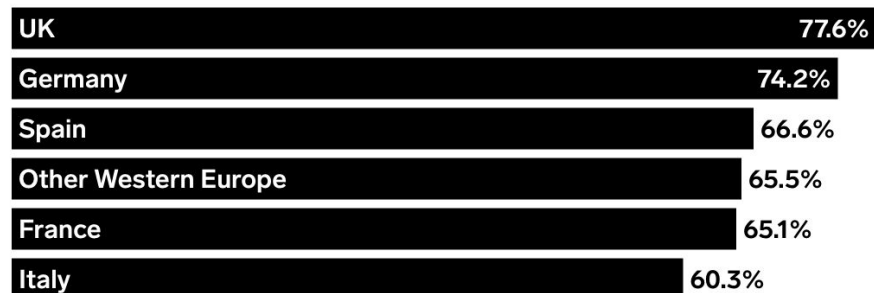


Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month

Source: eMarketer, February 2023

eMarketer | InsiderIntelligence.com

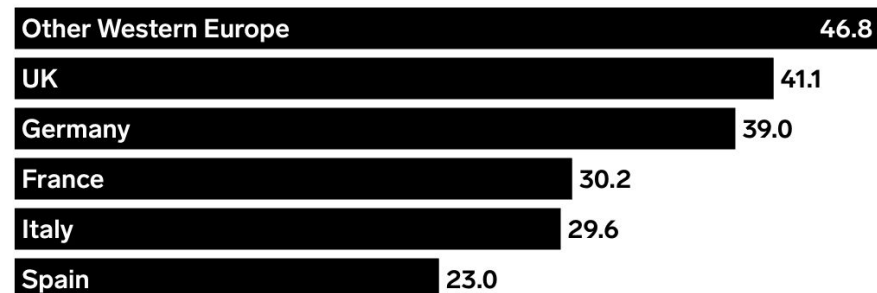
Digital Video Viewer Penetration, by Country
2023, % of internet users



Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month
Source: eMarketer, February 2023

eMarketer | InsiderIntelligence.com

Smartphone Video Viewers, by Country
2023, millions



Note: smartphone users of any age who watch video content via smartphone through a mobile browser, app, subscriptions or downloads at least once per month
Source: eMarketer, February 2023

eMarketer | InsiderIntelligence.com

Digital Video Viewer Penetration: % of Population



European Video Spend estimate

Answer: **\$29.2 billion**

THE EXPECTATION

Linear TV buying is straightforward.

THE REALITY

Why can't CTV be that simple?



FAST AVOD Ad pods SVOD

Watermarks Signal targeting Show-level insights

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OpenRTB 2.6 Evolves CTV Standards





CTV Content Objects unlock new opportunities



Genre



Language



Livestream



Network / Channel



Rating



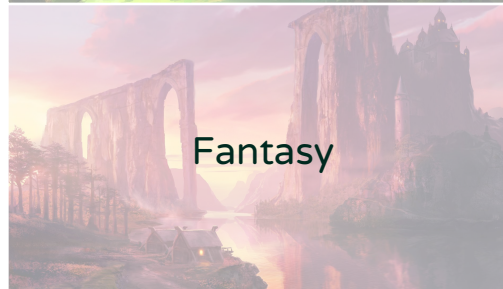
Series

But transparency is an
ongoing challenge

Content Signals

Curated packages tailored for your campaign

Duration	:15	:30	:45	:60	Live Content
	:75	:90	:120		On Demand



We saw this in the early days of programmatic



Publisher



Buyer



Publisher



Buyer

OpenRTB 2.6 unlocks Ad Pod Bidding for forward sustainability

Lorem ipsum



Pod Duration (Total :120 sec)



Thank you!



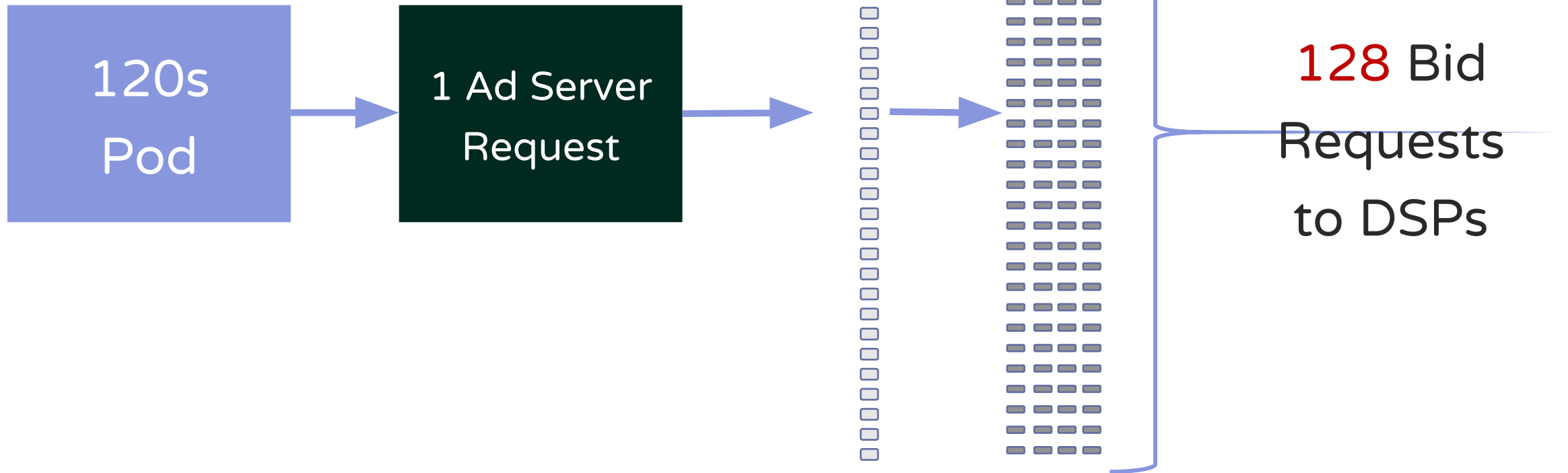
Index⁷
Exchange



Driving the industry forward takes collaboration



OpenRTB 2.6 unlocks Ad Pod Bidding for forward sustainability



Podded request drive informed bidding

