

EBOOK SERIES

TV IS MORE THAN TV



PART 2

THE MULTI-SCREEN, MULTI-PLATFORM, MULTI-DEVICE OPPORTUNITY

Why it's time to think about TV as a
performance channel

KEY TAKEAWAYS

In this short ebook you'll find out:

- ▶ How the way we watch TV is changing and what it means for marketers
- ▶ Why even live TV like sports events isn't immune to the changes of TV in a digital era
- ▶ Why marketers need to rethink TV as a performance channel and how they can do it

INTRODUCTION

It used to be simple. The TV was the largest screen in the house. You knew what shows were on by looking at the schedule and you knew (approximately) who was watching from the ratings. Then it was just a case of buying as many slots to hit the demo you wanted as your budget would allow.

Okay, so maybe it was a bit more complicated than that.

But compared to today, TV was a cinch.

Nowadays, TV is a multichannel, multiplatform, multi-device conundrum.

By watching video on their mobiles, their laptops, their tablets and their connected TVs, consumers are generating the kinds of data that media buyers of old could only dream of. But

connecting all that data together, digging out the insights, and then activating them in unified campaigns that reach audiences across all the things that now count as TV is really, really tough.

And getting your TV strategy right is what this ebook series is all about.

In this first installment, we focused on YouTube and how marketers could get more from their spend on the platform.

In this next book in the series, we're looking at TV's evolution into a performance channel, an addressable space where brands can get all the "right time, right place, right message" goodness of programmatic on the biggest screen in the house.

Let's get into it.

EXPERT INSIGHTS

Bridging the gap between TV and digital

TV buying is more complex than it's ever been, with ever more options for data, supply, targeting and measurement. If you're interested in getting up to speed with the latest trends and best practices, why not book an MiQ Unlocked session?

Why not book an **MiQ Unlocked session**, so our experts can take you through it?

FIND OUT MORE

MiQ UNLOCKED

01

THE END OF THE WATERCOOLER MOMENT

Big moments have always mattered to TV advertisers.

Things like extensively-trailed premiers, jaw-dropping plot twists, and season finales have always been the friend of the TV exec because of the concomitant ad revenue they generate. It's simple: if you know a lot of eyeballs are going to be watching at a particular moment, then it's a very good time to get your brand out there.

But in the new era of TV, things don't work like that anymore. As consumers, we're no longer beholden to schedules. We can watch the gripping conclusion to our favorite show on a laptop in bed after a day-long binge or on the train to work via a smartphone.

And even live sports, long seen as the last bastion of 'predictable' watercooler moments for linear and cable TV advertising, are evolving. 30% of TV sports watchers in the US now stream sports over their tablets or phones, a migration away from linear TV to other platforms that seems to have been

accelerated by the COVID-19 pandemic.

Since live sporting activity returned, after its temporary COVID-enforced shutdown, we analyzed the viewing behavior of over 200,000 active sports fans in the US and saw a drastic transition in the streaming preferences for sports content. In Q4 of 2020, there was a 19% increase in the number of households tuned into sporting activities through OTT and sports streaming apps compared to the first quarter of the year, and the shift has continued since. In contrast, the viewership for sports programming (both live and delayed) across linear TV platforms declined by close to 7% even after the resumption of live sports.

SuperBowl LV, the usual first-to-mind example of advertisers using live sports moments to get in front of people, was a showcase for changing viewer preferences for sports content. An average 7% decline in viewership across the 2020-21 NFL

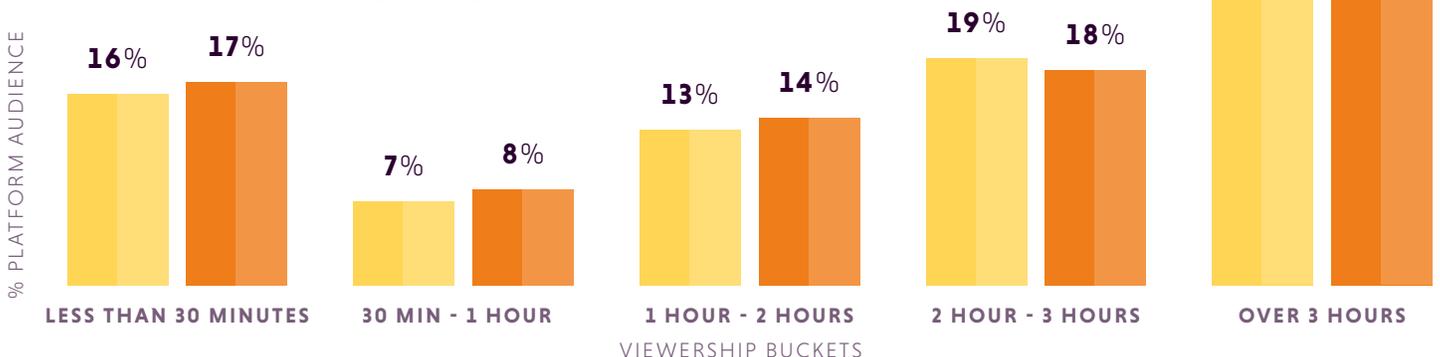
season concluded with a 8% decline in the SuperBowl audience, with TV ratings hitting a 14-year low.

But despite the decline in overall viewership, the digital audience for the SuperBowl continued to show an upward trend in the shape of a 65% year-on-year growth compared to streaming audiences in 2020.

This explains the recent announcement that OTT platform Amazon Prime will now be showing Thursday Night Football, while CBS and NBC's streaming services (Paramount and Peacock, respectively) will be simulcasting Sunday Football games.

SUPER BOWL LV VIEWERSHIP BY PLATFORMS

OTT PLATFORM TRADITIONAL



Source: MIQ Superbowl blog post, March 2021

02

THE MINDSET SHIFT

The changes in the way people are viewing content, across different platforms and different devices, means advertisers need to rethink the way they think about these moments.

The changes in the way people are viewing content, across different platforms and different devices, means advertisers need to rethink the way they think about these moments.

And it's a shift that requires rethinking about TV as a channel. It's no longer solely a brand channel where you show your best face to the world - it's now a performance channel

that can drive towards specific business outcomes (like sales, store visits, downloads, or whatever you want your customers to do) as part of your combined digital efforts.

And, it's the fact that consumers are making the move to watching TV, both live and pre-recorded, in connected environments that makes this shift possible.

Here's how it works in practice.

Let's say you're a pizza company and you want to raise awareness of your brand to get an increase in online delivery orders.



STEP ONE: DATA DISCOVERY

This means you can do more of the hard work up front to make sure you're not wasting any media spend on testing and learning during a live campaign. By combining first party data with automatic content recognition (ACR) viewership data gleaned from opted-in TVs, you can build a much clearer picture of the kinds of things your brand's customers watch and when they watch them.

(If you're looking for more information on ACR data and how it can be used to bridge the gap between your TV and digital campaigns, then this [whitepaper has you covered.](#))

Add in a layer of something like geo-location data, and you start to get a really, really rich picture of your audience. By seeing the branded locations they've been visiting in the big, wide world outside the living room, you can understand the offline behavior of your customers to build targetable segments for when they're back home watching TV on their connected devices.



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CONTINUED

STEP TWO: OMNICHANNEL ACTIVATION



Once you've got all that data, you can start doing really smart things with your targeting.

So, for your pizza business, rather than putting out blanket ads across a whole bunch of channels, you can target connected TVs watching entertainment and news programmes between 6-9pm in households that are within two miles of one of your outlets.

You're already more likely to be reaching a more receptive audience - but now you've got to seal the deal. So, when you know someone has seen one

of your ads, you can also retarget the mobile devices in that household with offers, coupons or whatever you think is going to nudge them towards making an order.

Even better, you can do the same with competitor ads. So, maybe your arch rival Danny's Pizzas has a TV spot that's got someone in the mood for a double pepperoni - but because you know they've seen the ad on a connected TV, you can swoop in on their second screen and make sure it's your business that gets the order.

STEP THREE: MEASURE IT

None of this new thinking about TV would amount to anything unless you can point to the numbers and show it's working.

Fortunately, the digital evolution of TV makes sophisticated measurement of TV advertising the standard we should all be aiming for.

Whether it's showing the increase in the size of audience you reach, measuring the real world outcomes you achieve (like in-store visits or online orders),

or even things like conducting brand surveys to better understand the sentiment and intent of your customers, TV data can be used to validate and improve your whole marketing strategy.

03

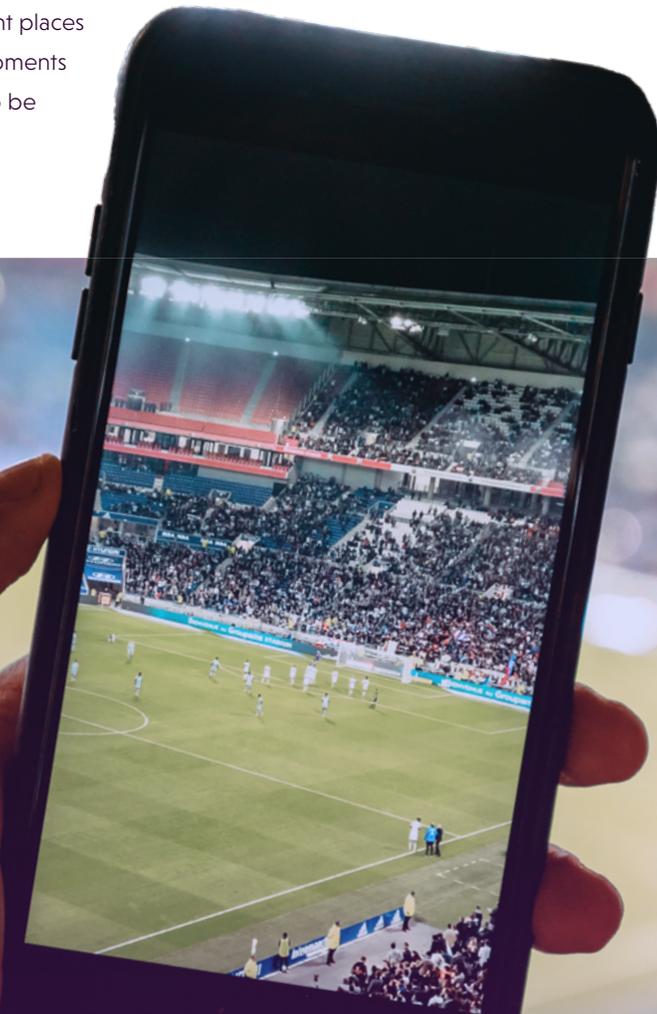
IT'S TIME TO RETHINK TV

The way we watch TV has changed, so the way we advertise on TV has to change too.

While the fragmentation across channels, devices and platforms means that the opportunity for reaching huge numbers of people all watching the same thing, in the same place, at the same moment is declining, the data generated by digital TV and the omnichannel connections that are now possible mean there's an even bigger opportunity for marketers - the opportunity to reach exactly the right people in all the right places at the exactly the moments they're most likely to be receptive.

The time to start thinking of TV as a performance channel is right now. If you'd like to talk about how to integrate TV into your wider digital strategy, we'd love to talk.

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THE FUTURE, FASTER PODCAST

The future is coming faster than ever...

Thanks so much for making it to the end of the ebook. Who says long-form content is dead...?

If you enjoyed reading this, maybe you'd like to check out the Future, Faster podcast, a laid back look at the trends, topics and technologies shaping the future of advertising, with some of the smartest minds in our industry.

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