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P U B Advertising



MAXIMIZE THE REACH OF YOUR VIDEO CAMPAIGN WITH ADDRESSABLE TV

CASE STUDY

November 2021



OBJECTIVE

Measure the additional reach generated by an addressable TV campaign that targets lower TV viewers.

STUDY FRAMEWORK



Orange base

Addressable TV eligible boxes = 2,166,808

Addressable TV eligible spot excluding prime-time

Household target



CAMPAIGN MEASURED

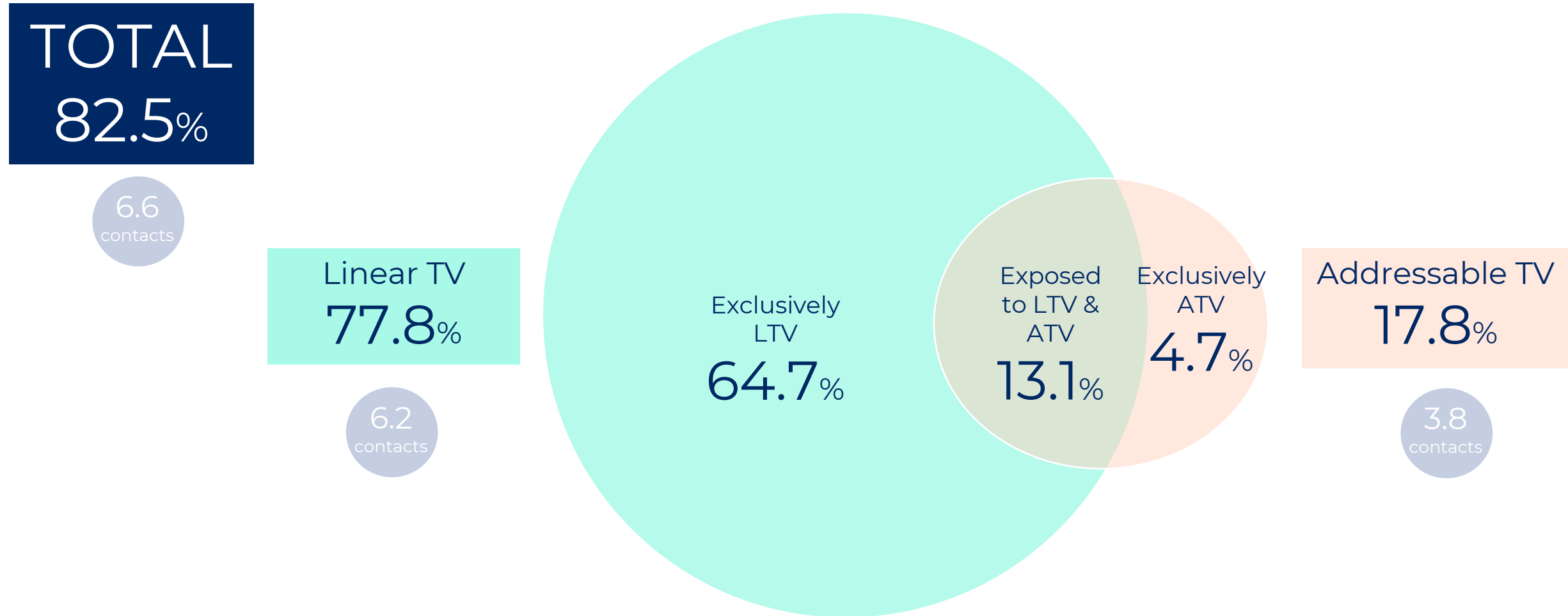
Linear TV = 602 GRP on the target Individuals aged 25-49

Addressable TV = 1.3 M impressions on lower TV viewers

CAMPAIGN PERFORMANCES

Orange box universe eligible for addressable TV – Household target

By targeting lower TV viewers, the addressable TV campaign generated 4.7% in incremental reach.



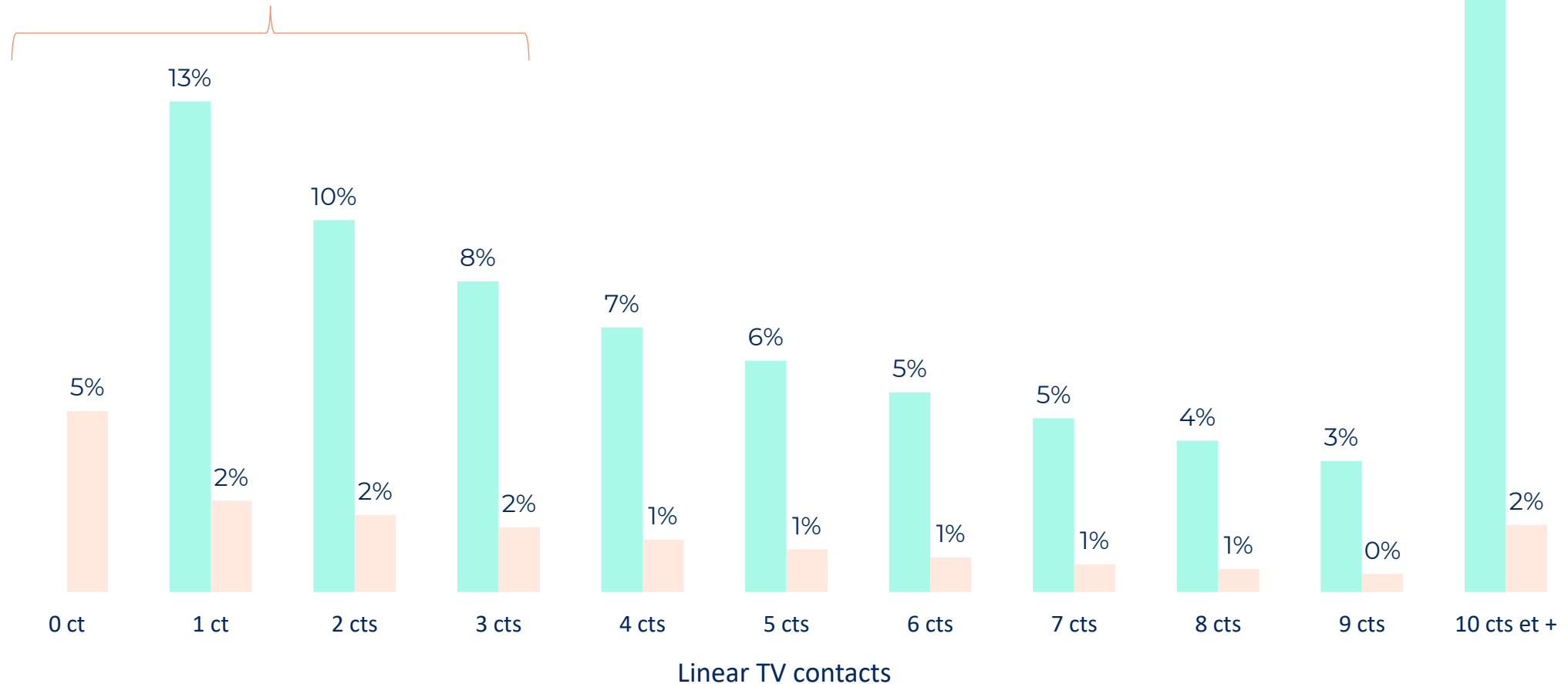
CAMPAIGN PERFORMANCES

Orange box universe eligible for addressable TV – Household target

Distribution of contacts

11% of household who are underexposed or not exposed to the linear TV campaign are reached by the addressable TV campaign.

■ TV Linéaire ■ TVS

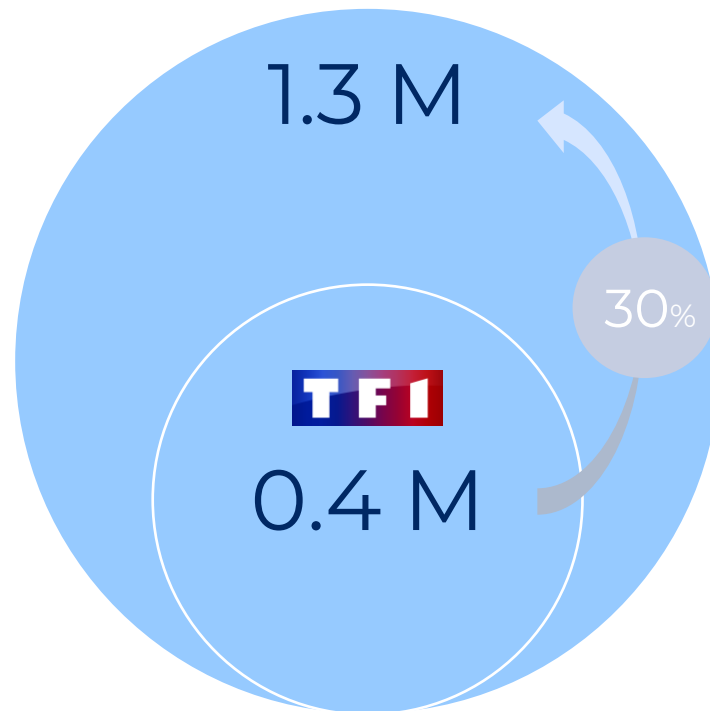


TF1 GROUP PERFORMANCES

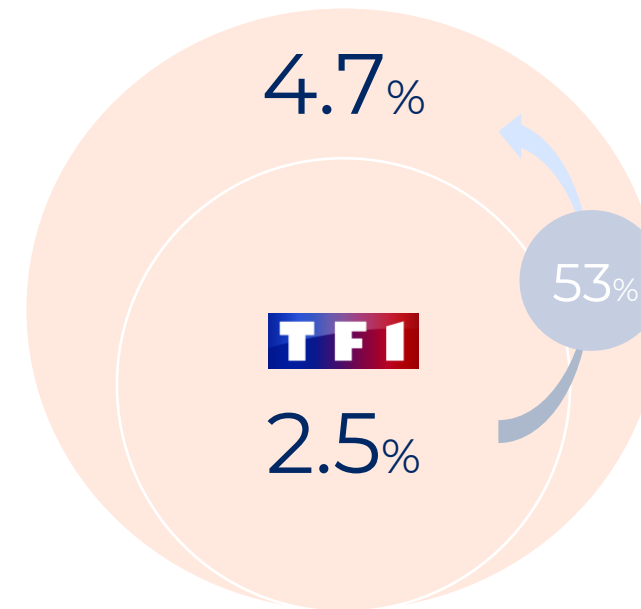
Orange box universe eligible for addressable TV – Household target

The TF1 Group contributes strongly to incremental reach regarding the impressions delivered.

Addressable TV Impressions



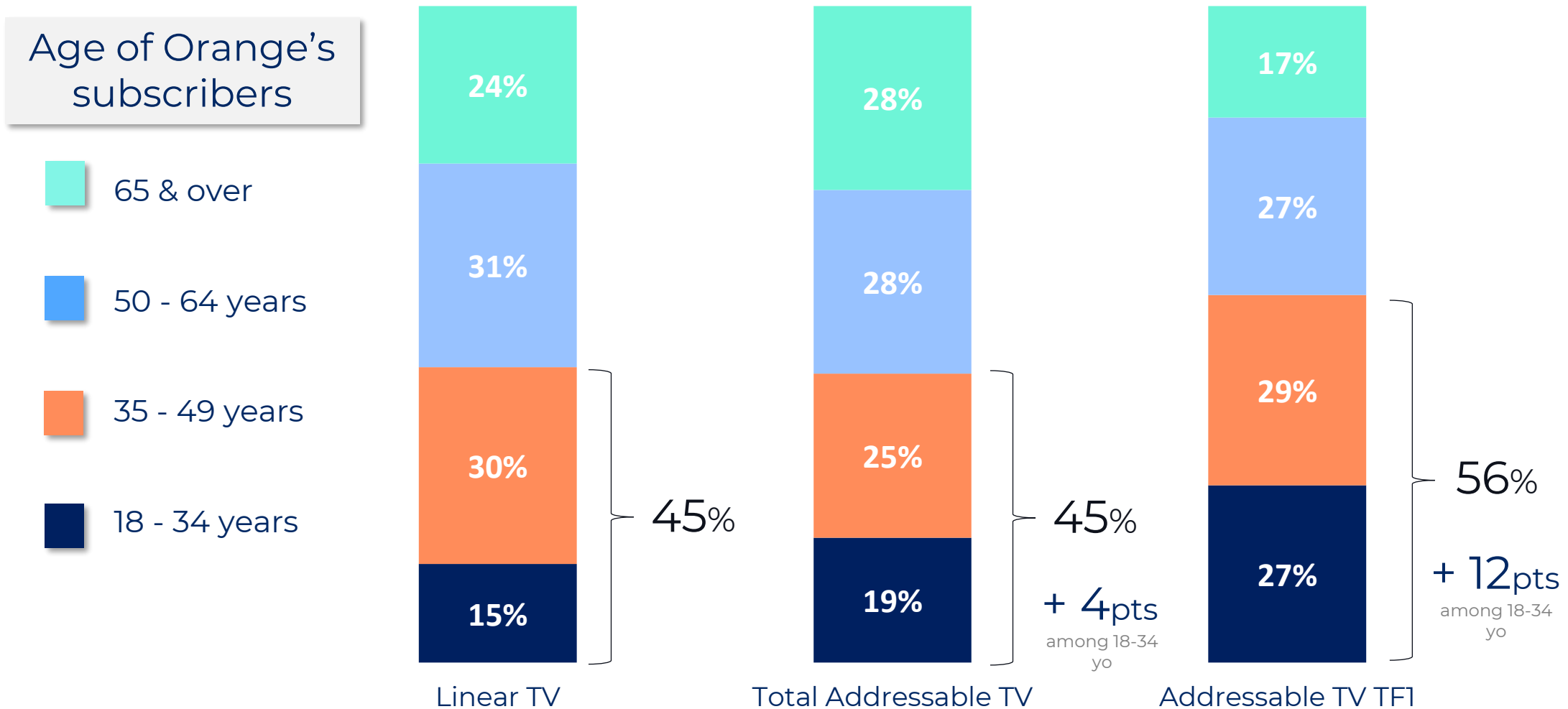
Addressable TV Incremental reach



STRUCTURE OF IMPRESSIONS

Orange box universe eligible for addressable TV – Household target

The TFI Group delivers many more addressable TV contacts to viewers under 50.



CONCLUSION

By targeting lower TV viewers, addressable TV can maximize the reach of a video campaign.

+5pts in incremental reach within the scope of addressable TV eligible boxes

62% of ATV reach is with viewers who are underexposed or not exposed to linear TV (0 to 3 contacts)

53% of incremental reach is generated by the TF1 Group

Performances that will be improved :

Thanks to an increase in the size of the eligible base, currently 2.6 M boxes

With prime-time integration, available since last summer