



# LBS WEBINAR SERIES

# 2nd

TUESDAY

**Presented by: Mark Landon**  
Co-Founder & Managing Principal at  
[OTTBuyer.com](http://OTTBuyer.com) and LBS Digital Expert

## OVER-THE-TOP - WHAT EVERY LOCAL TV AND RADIO SELLER MUST KNOW AS YOU'RE SELLING FOR, OR COMPETING AGAINST, OTT



This fast-growing segment of media sales is doing more than taking your money. In many ways, it's defining the future of advertising. So, drop in and find out the things you should consider and know about what's available to your clients on this "new TV" front. "But wait", you say, "OTT isn't television!" Really? Your advertisers think it is!

**THIS WEBINAR WILL BEGIN AT 12:01 ET**



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!



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**Binge watch 2 hours of LBS videos every weekday until New Years WITHOUT a repeat!**



**Over 1,300 Training**



**Weekly Sales Ideas**



**3,000+ Marketing Support Materials**



**Sales Development Library**



**700+ Q&A Scenarios**



**2nd Tuesday Webinars**

**Get yourself and your entire team signed up FREE today!**

1. Go to [www.localbroadcastsales.com](http://www.localbroadcastsales.com)
2. Complete the simple form and submit
3. We'll begin the process to get you all set-up



# WEYLAND WEDNESDAYS

APRIL 28TH - NOON ET

ARE LONG-TERM ADVERTISING CONTRACTS  
POSSIBLE IN TODAY'S WORLD?

<http://localbroadcastsales.com/lbswebinars>



# EMAIL AND PHONE SCRIPTS SUPPORTED RESEARCH DATA



**LBS Research powered by: Pulse Research**



# WE ASKED THE QUESTIONS YOU WOULD ASK

To give you some answers during these uncertain times.

## Do you Plan to shop Clothing Stores over the next 3 months?

# 18,828

Said Yes

Out of the 36,000 households in the LBS market area

52.3% plan to shop Clothing Stores over the next 3 months

## Together, let's find some ideas to get you more customers.

We asked about specific buying plans over the next 90 days to give you some ideas

We asked about these categories	results	opportunity	select
Outerwear	5.3%	1,908 households	<input type="radio"/>
Scarves	1.8%	648 households	<input type="radio"/>
Women's Shoes	29.2%	10,512 households	<input type="radio"/>
Handbags	7.3%	2,628 households	<input type="radio"/>
Women's Apparel	44.1%	15,876 households	<input type="radio"/>

## Would you like to know more?

*I would be happy to share more of the Clothing Store research results and ideas with Karisma.*

*Let's get together to review opportunities and ideas for your business during this time of challenge.*



# Signup Today!



## FREE LBS Research 21

[www.pulseresearch.com/lbs](http://www.pulseresearch.com/lbs)



# QUESTIONS?

A screenshot of the GoToWebinar Control Panel interface. The window title is "GoToWebinar Control Panel". The main menu is expanded to "Audio", and the "Questions" sub-menu item is circled in red. Below the menu, there is a large empty text area for questions, followed by a text input field with the placeholder "Type question here." and a "Send" button with a paper plane icon. The GoToWebinar logo is visible at the bottom of the panel.

GoToWebinar Control Panel

Audio

View audio options

Questions

Type question here.

Send

GoToWebinar





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# Connected TV & Over-The Top: What Reps Must Know To Compete

April 13, 2021

# My Background

## Recrue Media, LLC – Co-Founder & Managing Partner

- Digital sales and marketing company supporting revenue creation and execution for partners
- Specialize in campaign fulfillment for media and agency partners across CTV, Social, Display, Search
- Provide unique audience packaging solutions using “first party” data by device ID’s and HH IP’s
- Launched OTTBuyer in 2018 as initial entry into the OTT space.

## tvScientific – Investor & Channel Development Partner

- Recrue Media is an early-stage investor in tvScientific
- tvScientific is TV advertising technology company that brings the power of digital advertising to television
- Managed service and self-serve platform capability

## Prior Life:

- Landon Media Group – National Newspaper Sales & Marketing company
- Los Angeles Times
- Katz Media Group – Radio Division



## Why Connected TV Should Matter To You

There have been 3 significant ad tech events that have reshaped the advertising business:

1. Pay Per Click – auction-based search
2. Real Time Bidding (RTB) – auction-based banner ad delivery
3. Connected TV – auction-based tv ad delivery

Connected TV will develop much more rapidly than search or display as they had to be proven.

The TV format is already accepted by all, and budgets will follow the audience.

Connected TV will create the largest shift of ad budgets ever.

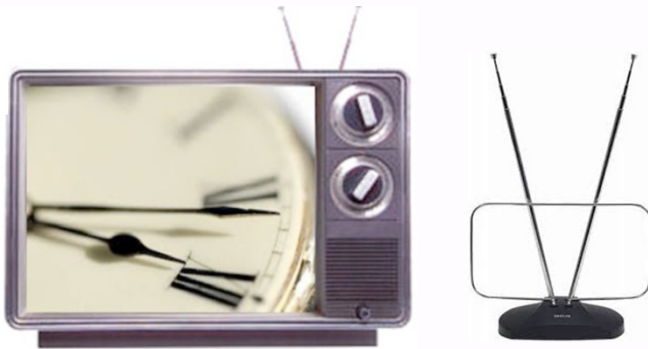
*“Consumers are choosing to cut the cord because of high prices, especially compared with streaming alternatives,” eMarketer analyst Eric Haggstrom noted in the report. “The loss of live sports in [the first half of] 2020 contributed to further declines. While sports have returned, people will not return to their old cable or satellite plans.”*

– Fortune, 9/21/2020

## The “Old” Way To Watch TV

Appointment Television: Offered only a few options. If you wanted to watch a show, you needed to watch the show when it aired. The user was not in control of the viewing experience.

Black & White Migrated to Color  
1950's to 1960's



Few Channels to Choose  
From



Linear TV: Cable or  
Satellite –which provide  
many channels





# The “Old” Way To Buy TV

Advertisers had to work exclusively with Cable and Broadcast TV representatives to execute a campaign.  
Reach X Freq = GRP's has the audience delivery tool for 60 years.

Black & White Migrated to Color



Several Channels to Choose



Linear TV: Cable or Satellite –which provide many channels



## Many Ways to Watch Or Buy A Show Today. . .



Meet Ted.



Ted's favorite show is Chicago Fire

Ted can watch the latest episodes in various ways.



# Lots Of New Terms For Just Watching TV!



Ted can watch the show when it airs on TV. This is known as **Live TV**.

Or Ted could record the show on his DVR and watch it at a later time. This is called **Time-Shifted TV**.

Or Ted could watch an episode through his cable providers library of shows at a later time. This is called **On Demand TV**.



# Connected TV, Otherwise Known As CTV



- A Connected TV is the unit that hangs on a wall
- Ted can stream Chicago Fire on an Internet television app (Netflix, Hulu, Disney+) through his smart TV, gaming console or streaming device (Roku, Fire, Playstation). This is known as **Connected TV (CTV)**.
- He can also watch it on his cable or satellite providers app.
- Hard Costs can be above \$25 CPM.



Connected TV

# Over The Top TV – OTT

You**Tube** TV

sling

fubo<sup>TV</sup>

peacock

hulu

- OTT, or Over The Top is all other devices besides the TV.
- Ted can also watch Chicago Fire on these apps using his computer, smartphone or tablet. This includes Live TV on these apps.
- Hard Costs can be above \$14 CPM.

## Connected Television

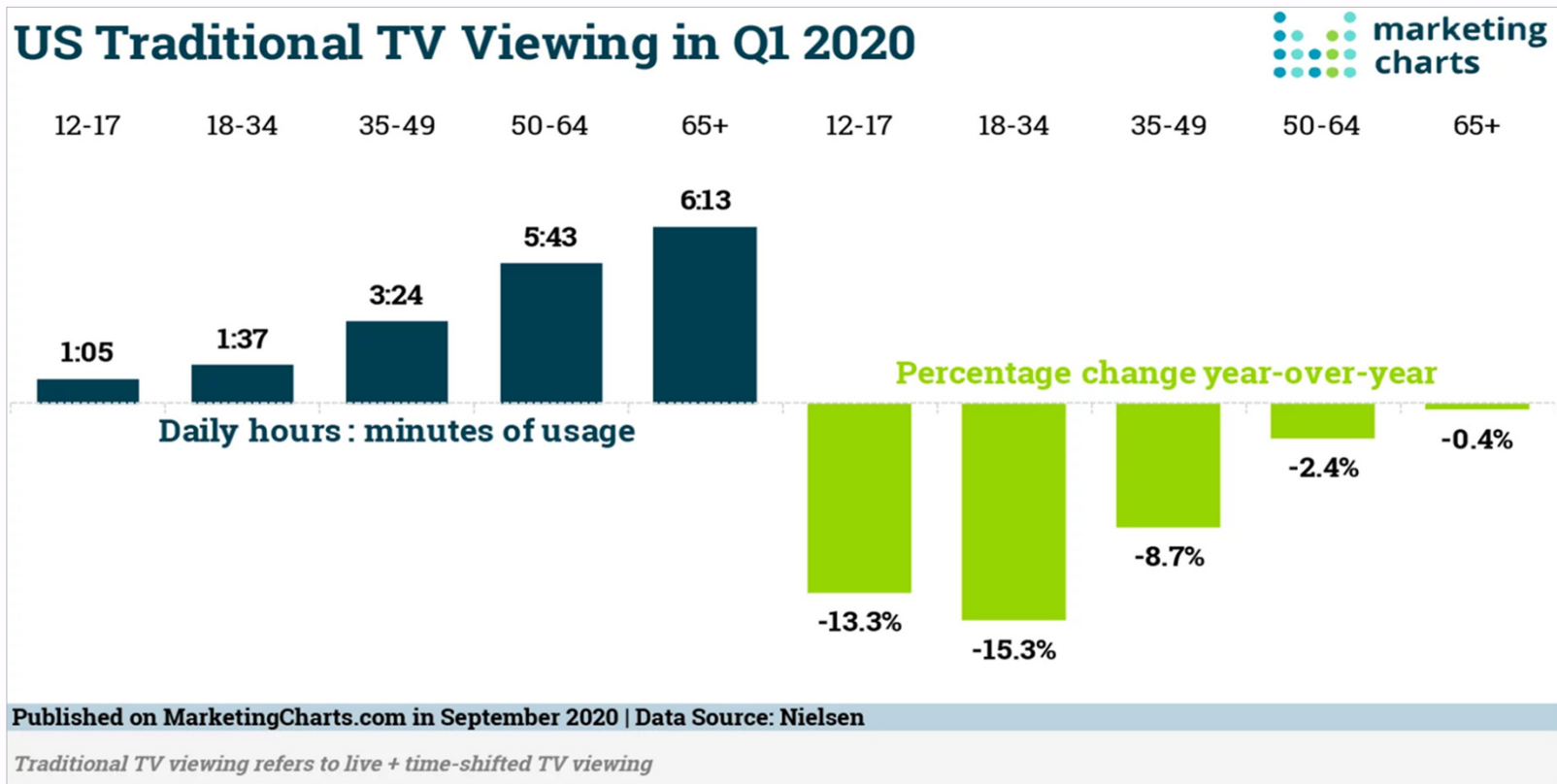
## Connected TV (CTV)



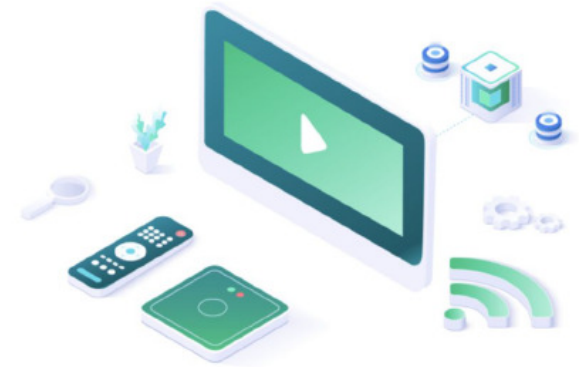
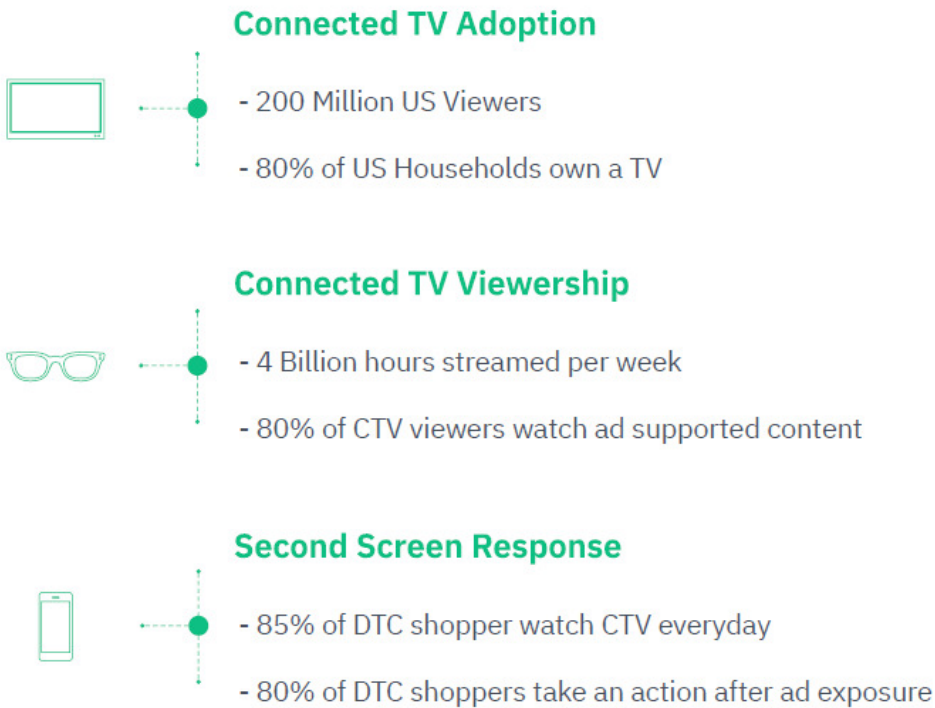
- Connected TV is bought on platforms just like other digital campaigns, and is no longer exclusive to TV reps.
- Companies like Recrue Media make this possible – Trade Desk, Simplifi, Steelhouse and similar services.



# TV Viewing On Traditional TV Continues To Fall



# Reach a Massive Audience via Connected TV





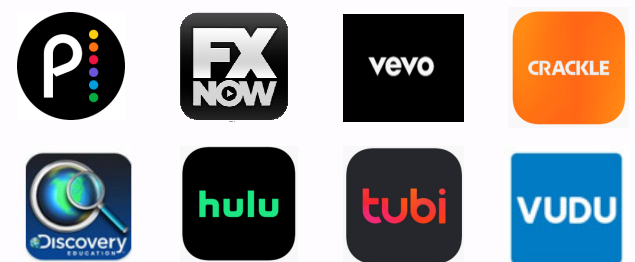


## Remember, Connected TV's Are Digital Devices

- Just like a computer, mobile phone or tablet
- Smart TVs connect to your home Wi-Fi connection
- Targeting audiences works like all other digital targeting – understand audience first
- TV commercials are the same as you see on cable or satellite
- Ad units are either :15, :30, or :60 seconds.
- Ads on CTV or OTT are not clickable



Connected Television Ad Content

# Many sources to buy or sell CTV ad units

<p><b>CONNECTED TV STREAMING APPS</b></p>	<ul style="list-style-type: none"> <li>- NBC</li> <li>- ABC</li> <li>- CBS</li> <li>- FOX</li> <li>- HULU</li> <li>- DISCOVERY</li> <li>- FX</li> <li>- VEVO</li> <li>- YOUTUBE TV</li> <li>- VUDU</li> <li>- TUBI</li> <li>- CRACKLE</li> </ul>	
<p><b>CONNECTED TV PLATFORMS</b></p>	<ul style="list-style-type: none"> <li>- SAMSUNG TV+</li> <li>- VIZIO</li> <li>- ROKU</li> <li>- SPOTX</li> <li>- MAGNITE</li> <li>- PLUTO TV</li> <li>- OPENX</li> </ul>	
<p><b>BRING YOUR OWN SUPPLY</b></p>	<p>CONNECT YOUR DEAL ID DIRECTLY TO THE PLATFORM</p>	



## Ads Only Run On Ad Supported Channels

A common misconception is that ads run on any streaming channel, like Netflix – they can not.

Commercials run only on ad supported TV – this is a growing list of providers.

TV Shows are typically not bought do not buy shows themselves, but through content bundles.

Contextual Bundles would be represented as News & Info; Sports/Golf; Home & Garden; etc. . . .



## First Party Audience Activation

Most advertisers sit on a wealth of audience targeting data – their customers. This data can be onboarded to a campaign using a range of identifiers:

- Physical address
- Email address
- IP – home or business
- Mobile device ID's

This is referred to as “addressable” TV.

Engagement is typically strong as both parties know each other



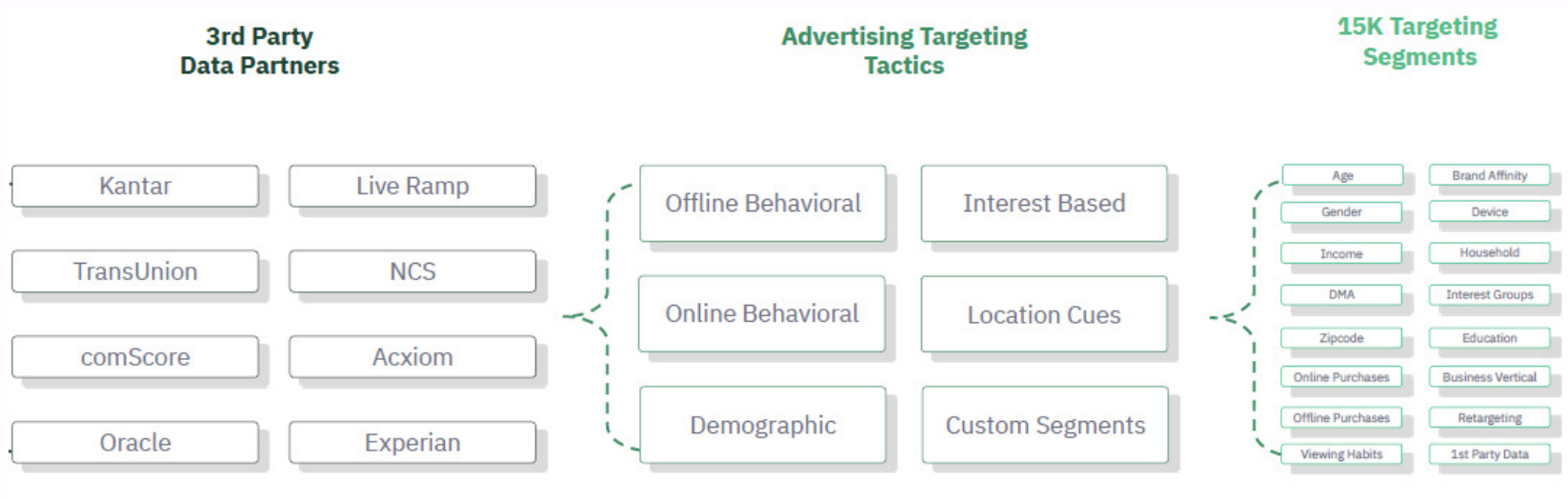


# Web-to-TV Retargeting

Retargeting is successful as it typically drives the most conversions in any campaign

- Retargeting on CTV works the same way as it does for all other digital campaigns
- A pixel is placed on the advertiser's website
- Any visitors to your site get added to the retargeting audience pool to retarget them on tv
- These visitors will be retargeted with a non-skippable CTV ad that reignites their interest

# More Typically, Ads Are Delivered By Audience



This is similar to most targeting used in digital campaigns



# ACR Technology Enables Unique Targeting Solutions

ACR means Automated Content Recognition, and it records all content being viewed

Unique as it enables targeting based on programs viewed over any period

Or ads can be shown on CTV to someone unexposed to the same ad on linear tv

Scale is a major limitation of this technology

Works best for larger scale campaigns than local

# Household IP Is The Key To Measuring Attribution

Ads delivered to a Connected TV are not clickable

Therefore, attribution must come from devices that can engage the advertiser

The Household IP recognizes all devices it serves

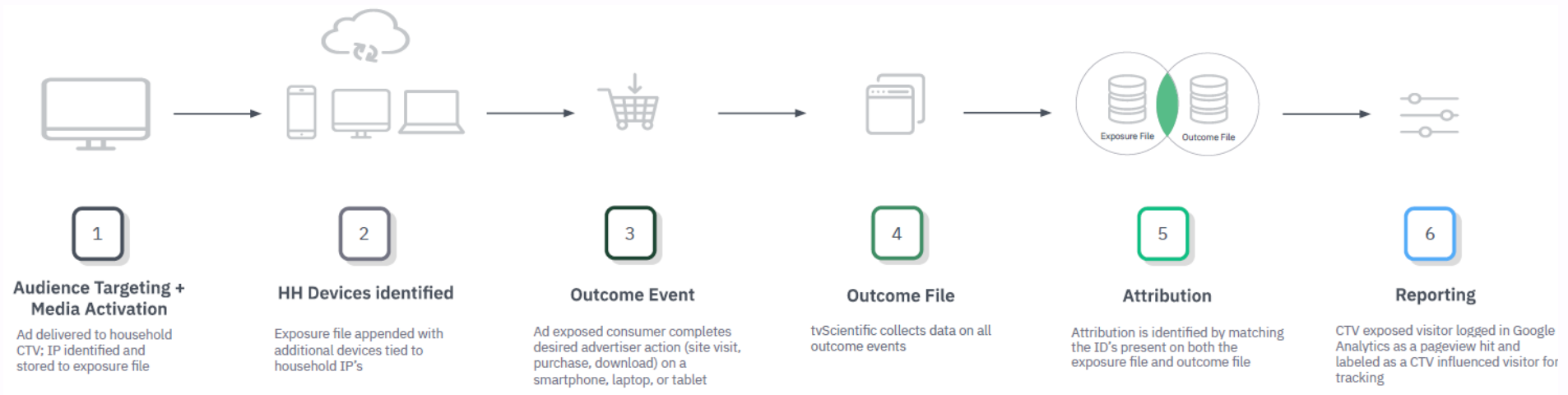
The IP enables us to know where TV exposure occurred, and if a HH device visited the advertiser's site





## Connected Television's Future Is Measurement

# How Measurement Will Work



Match TV Ad Exposure To Site Visitation and Outcomes

# tvScientific Will Be A Performance TV Platform

Key Measurements it will report on are:



Post Impression Game Activation



Completion (standard delivery)



Frequency



Post Impression Purchase



Post Impression Website Visit



Delivery (at the household exposure level)



Reach



Post Impression App Download

## Advertisers Will Expect Specific Measurement

- GRP's are an antiquated model built on fuzzy math – panel-based ratings
- Google and Facebook get credit for the effectiveness of television ads
- TV's role in influencing purchase decisions is undervalued as a result
- CTV's will enable TV ads to be measured like search and social is today
- Advertisers will want to see results in Google Analytics as well other sources
- Television will become a performance advertising medium



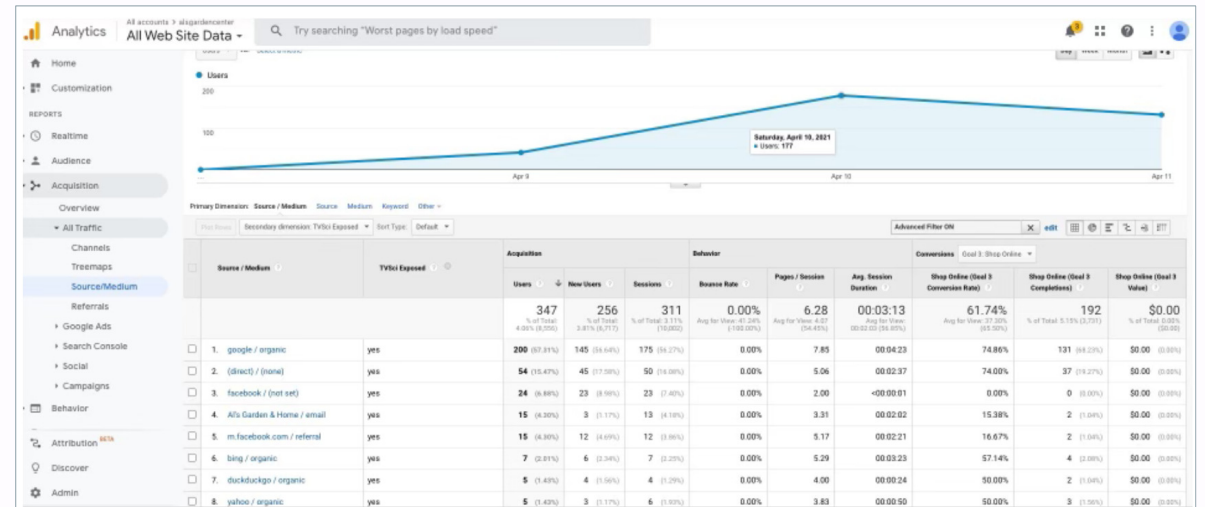
## Actual Performance

# Live CTV Campaign Data In Client's Google Analytics

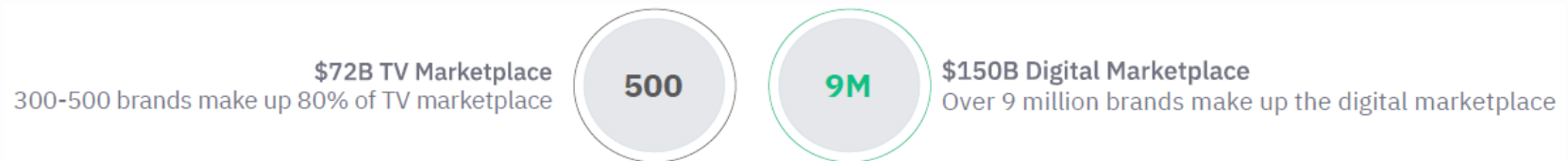
Advertiser: Home & Garden Center  
 Geo: DMA Level  
 Dates: Over 3 Days – April 9 to 11  
 Budget Spent: \$300

## Results:

- Website Visits: 347
- New Users: 256
- Inc. LiftL 3.81%
- Sessions: 311
- Bounce Rate: 0%
- Pages/Session: 6.28
- Avg Session: 3:13
- Cost Per Visit:\$0.86



# The Future of Television Advertising



- As CTV measurement approaches parity with digital, TV will demonstrate the ability to drive choices
- Companies like tvScientific will make tv advertising easier for any advertiser to participate
- Tech companies will emerge to help advertisers develop creatives and integrate new tools to drive engagement
- As a result, there will be many more tv advertisers to emerge that have not used television before
- The TV ad landscape will evolve to resemble digital marketplace models.

## How To Proceed Selling CTV Ads Effectively

Sell Connected Television or OTT like you would any other digital program.

Focus on the audience the advertiser wants to reach.

OTT is less expensive and provides an efficient way to build frequency.

Keep your geographies as broad as possible. . .DMA level is still best.

Sell to advertisers that have video assets or can afford to produce them, and still run a robust campaign

TV works, it always has. Sell it with confidence now that it is available to you.



# THANK YOU!

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