

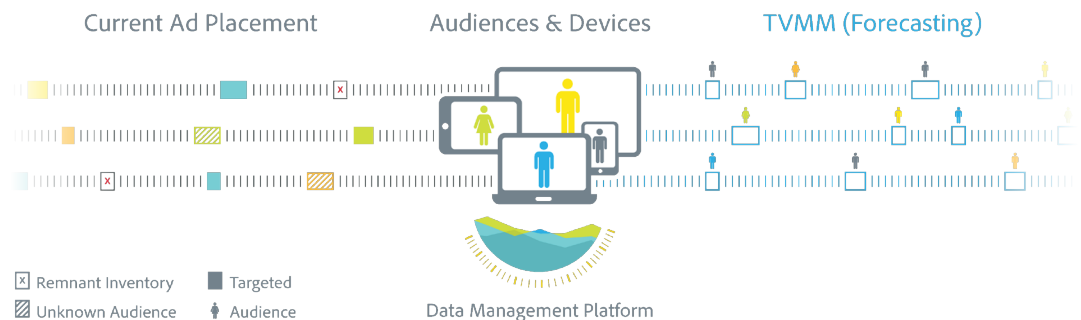
Solving the OTT monetization challenge

Adobe Primetime TV Media Management helps OTT providers sell inventory at higher CPMs and maximize advertising revenue

Adobe Primetime TV Media Management (TVMM) maximizes advertising revenue from over-the-top (OTT) television. OTT inventory is typically undervalued and unmonetized—a missed opportunity as viewers increasingly supplement or even replace traditional linear TV with live and on-demand viewing across multiple devices and platforms. TVMM reverses under-monetization through optimal planning, packaging and data activation to drive up CPMs and revenue.



Adobe Primetime TV Media Management is data-driven to sell OTT inventory at higher CPMs



Benefits of TVMM for OTT providers

Sell OTT inventory at higher CPMs

TVMM's data-driven sales planning and forecasting capabilities empower OTT providers to sell the vast majority of their OTT inventory in advance and at high CPMs. The planning and forecasting tools make it easy to:

- Activate OTT inventory with first-, second-, and third-party data from any data management platform, including Adobe Audience Manager
- Examine all the ways to segment inventory, taking into account measurement currencies, data sets, viewability requirements and brand safety protections
- Sell the optimal combination of inventory segments that maximize revenue

Limit OTT media waste

Media waste can hurt your bottom line because it creates a situation where ads run against media that the advertiser doesn't actually want and isn't willing to pay for. TVMM reduces media waste by:

- Supporting highly accurate planning and forecasting at scale
- Ensuring reliable execution by outputting ad instructions for the video ad server
- Providing audience extension tools to easily acquire inventory in the event that a campaign is at risk of missing a delivery target

Sell a deduplicated audience across screens

When the same viewer consumes content from multiple screens, TVMM recognizes that viewer as one person instead of as a separate viewer on each screen. This enables OTT providers to:

- Plan, forecast and sell inventory segments spanning the broadest range of screens
- Ensure that multiscreen inventory matches an advertiser's reach and frequency goals

Minimize, then monetize, remnant OTT inventory

TVMM maximizes the direct sales of OTT inventory, and by fulfilling this objective, it also minimizes remnant OTT inventory. If an OTT provider does need to monetize remnant OTT inventory, TVMM provides:

- A variety of options to indirectly sell whatever small amount of OTT inventory is not sold directly
- Support for fixed price, fixed or variable volume deals

Maintain control of data

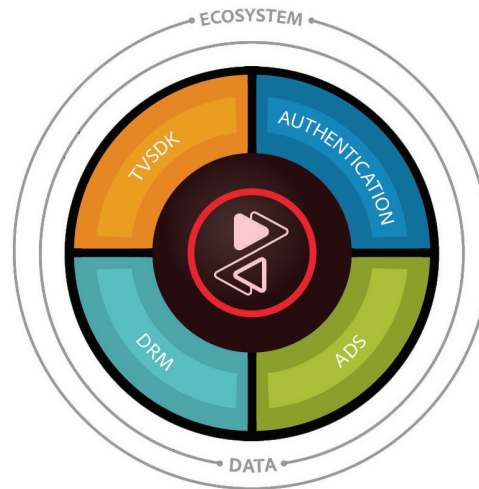
With TVMM, OTT providers are always in control of their own data. Advertisers can't pull audience information from apps and sites and use it for targeting purposes elsewhere. With TVMM, you can:

- Control data exposure to third parties
- Implement pass-back controls

Getting started with TVMM

TVMM is a lightweight, primarily tag-based integration that won't bog down the ad operations team. It works with existing ad technology, such as data management platforms and ad servers.

To explore how TVMM can help monetize OTT for planned media, contact Adobe's account management team.



Adobe Primetime

Adobe Primetime is a multiscreen OTT platform for live, linear and video-on-demand (VOD) programming. Its modular distribution, personalization and monetization capabilities include TVSDK for multiscreen playback, DRM, authentication, dynamic ad insertion (DAI) and a sell-side platform (SSP). Customers can deploy the Adobe Primetime modular components in flexible configurations that support a broad range of business models. The results are greater revenue from ad sales and subscriptions, lower operating costs, and loyal, engaged audiences.

For more information
www.adobe.com/primetime



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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