

A photograph of a man and a woman in a modern kitchen. The man, wearing a light blue button-down shirt, is pointing at a tablet computer on a white countertop. The woman, wearing a dark blue sleeveless top and a yellow skirt, is smiling and looking at the tablet. There are two glasses of iced coffee on the counter. In the background, there is a stainless steel refrigerator, white cabinets, and a blue pot on a stove. A large dark blue triangle is overlaid on the left side of the image, containing text and a logo. A white arrow graphic points from the text area towards the tablet.

# Reaching Consumers Across Screens: The Convergence of TV, OTT, and Digital Video

**Spectrum**  
REACH<sup>®</sup> | AUTOMOTIVE

The execution and measurement of impactful campaigns.





The rapid pace of  
change demands  
sophisticated  
measurement.



Actionable  
takeaways for  
an impactful  
media plan.





1. TV is the **content**,  
not the hardware.



# Viewers define TV as:

Anything I can watch  
anywhere, on any device.

62%

Traditionally  
defined.

38%





Source: Amazon.com



2. Consumers are in control of tune-in time.

**81%** say it's important to them to watch their TV programs whenever they want.

Source: The VAB, An overview of the competitive video ecosystem, 2018.

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Audience  
**fragmentation** is  
challenging for  
advertisers and  
marketers.



### 3. **Data and impressions** are the only currency.



Advertisers care about reaching and impacting the **right audiences**, understanding their **interests**, and **attitudes**.



# Digital ~~vs.~~ AND TV

Remove silos to build more impactful multiscreen campaigns

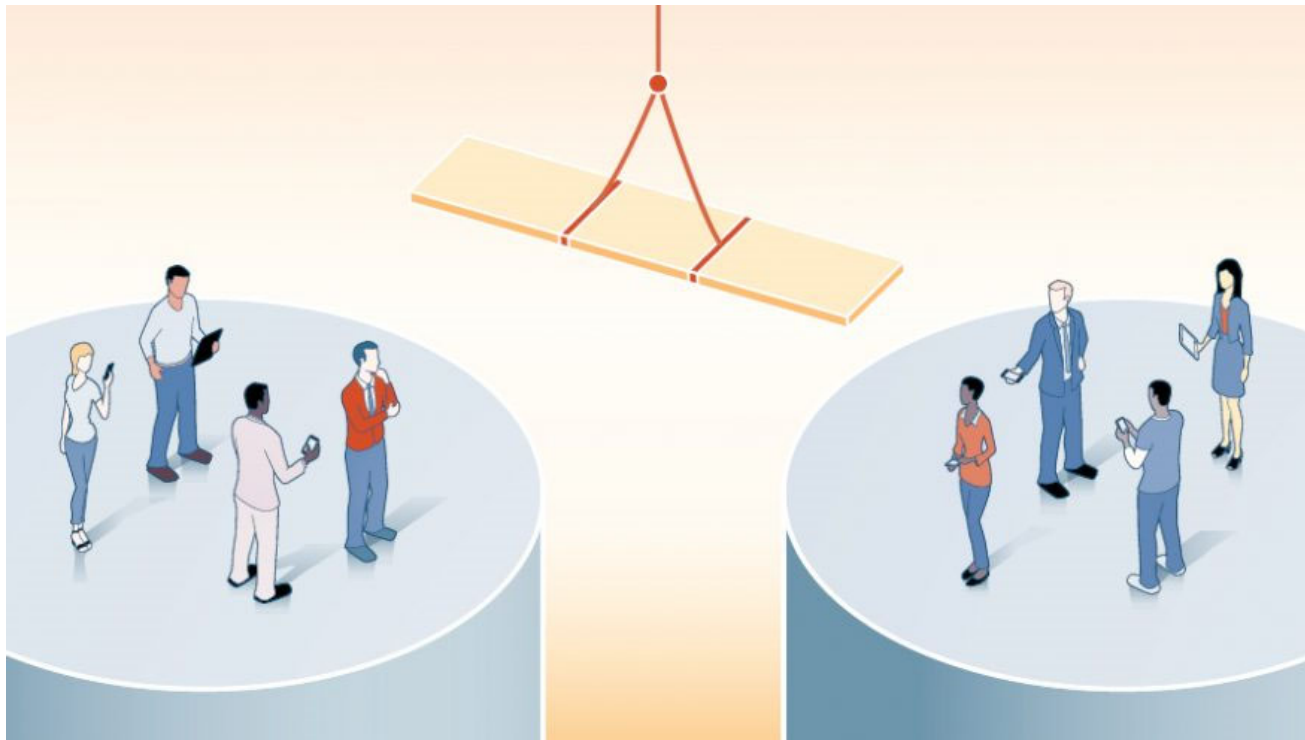
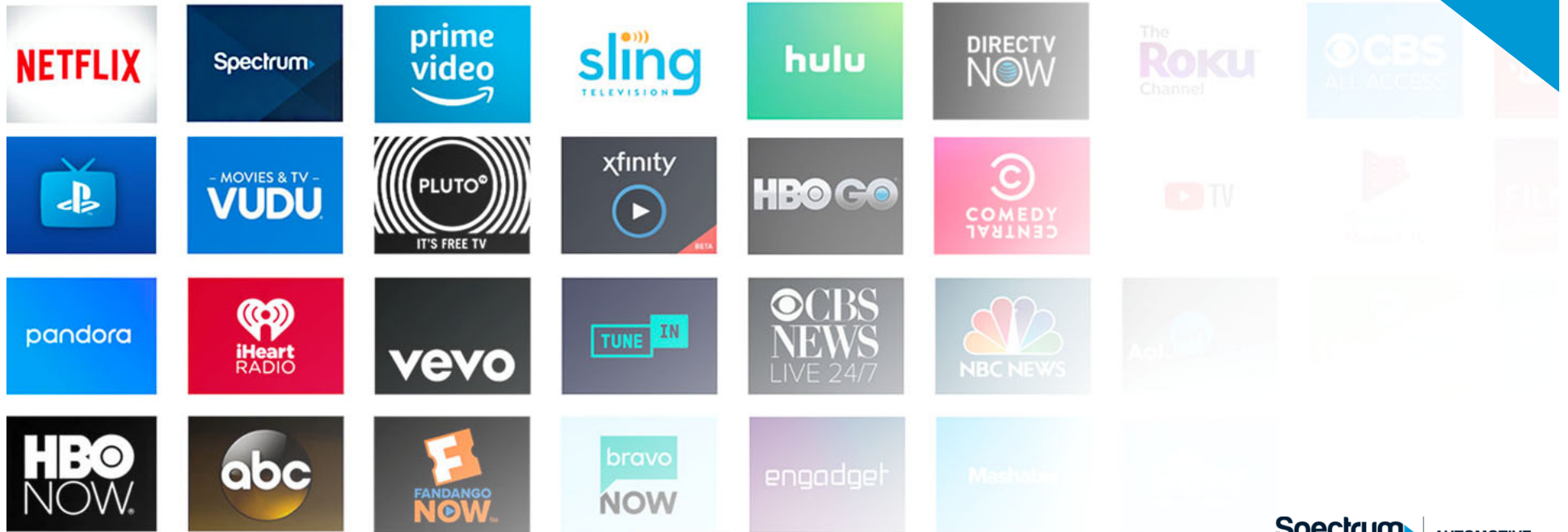


Image Source: Edweek MarketBrief



# 4. TV, OTT, and digital are complementary, not contradictory.



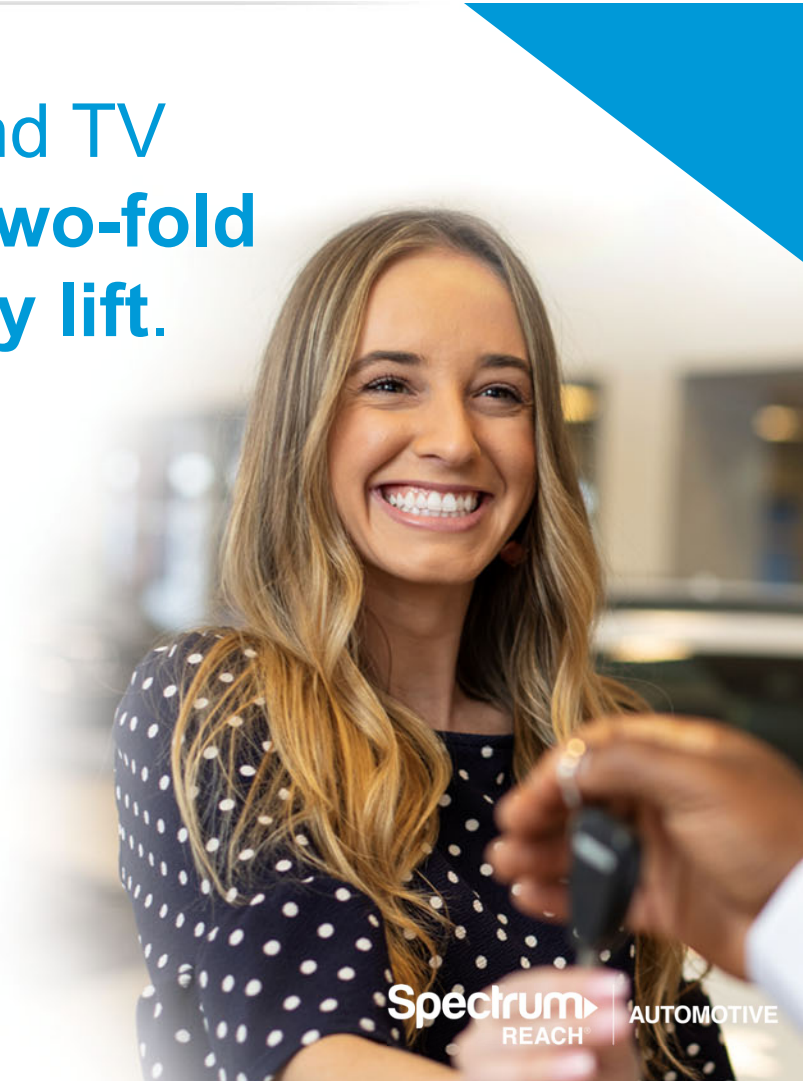
# Viewing an ad on both OTT and TV platforms leads to more than **two-fold increase in brand favorability lift.**

## Brand favorability lift:

Exposure to ad in OTT-only vs. linear TV + OTT



Source: VAB, Linear TV & OTT: Living Together in Harmony and Delivering More to Campaigns for Marketers, 2018.



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## HOW IT WORKS:

Building brand recognition + driving sales



Restaurant  
plans campaign.



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## Building brand recognition + driving sales



Restaurant plans campaign.



Target audiences who are watching on a Connected TV with branding campaign.



Follow audience online for next day targeted exposure.



*\*Audience data is aggregated and deidentified.*



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Deliver specific conversion-based ads based on context to same targets.



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## Building brand recognition + driving sales



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Brand lifts and sales conversions amplify.

*\*Audience data is aggregated and deidentified.*



With this **knowledge**,  
how do we begin to plan and  
create **impactful campaigns**?

# Media **planning** and **execution**



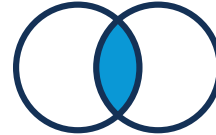
— 01 —  
ESTABLISH  
GOALS & METRICS



— 02 —  
SPECIFY TARGET  
AUDIENCE



— 03 —  
DEFINE MEDIA  
RATIONALE



— 04 —  
DEVELOP  
PLATFORM-ALIGNED  
MESSAGING



— 05 —  
GENERATE &  
ACTIVATE  
PLAN



— 06 —  
CONTINUOUS  
IMPROVEMENT



Bring everything  
back to basics.  
**What is the goal?**



— 01 —  
ESTABLISH  
GOALS & METRICS

# Examples of goals and metrics:



— 01 —  
ESTABLISH  
GOALS & METRICS



**MOST COMPANIES:**  
**Lift brand and  
raise recognition**



**FOOD AND BEVERAGE:**  
**Increase food delivery or offer  
curbside pickup**



**RETAIL:**  
**Boost online visitation  
and sales.**



**AUTOMOTIVE:**  
**Drive lot traffic or promote  
home delivery.**



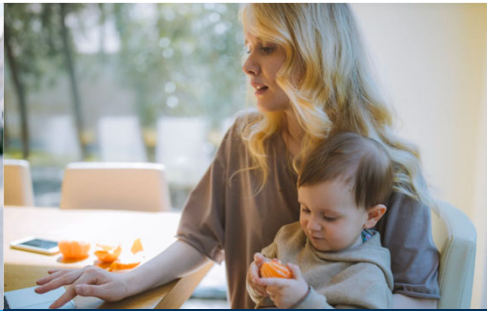
# Find your target audience



— 02 —  
SPECIFY TARGET  
AUDIENCE



YOUNG FAMILIES



CAREER AND FAMILY



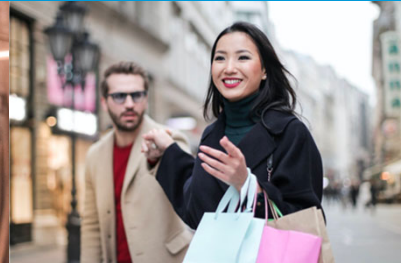
RETIRED AND BOOMING



ADVENTURER



HARDWORKING BLUE COLLAR



UPSCALE URBAN COUPLES



SOPHISTICATED SINGLES

*\*Audience data is aggregated and deidentified.*

# Advertisers can leverage granular information including:

Impressions



Location



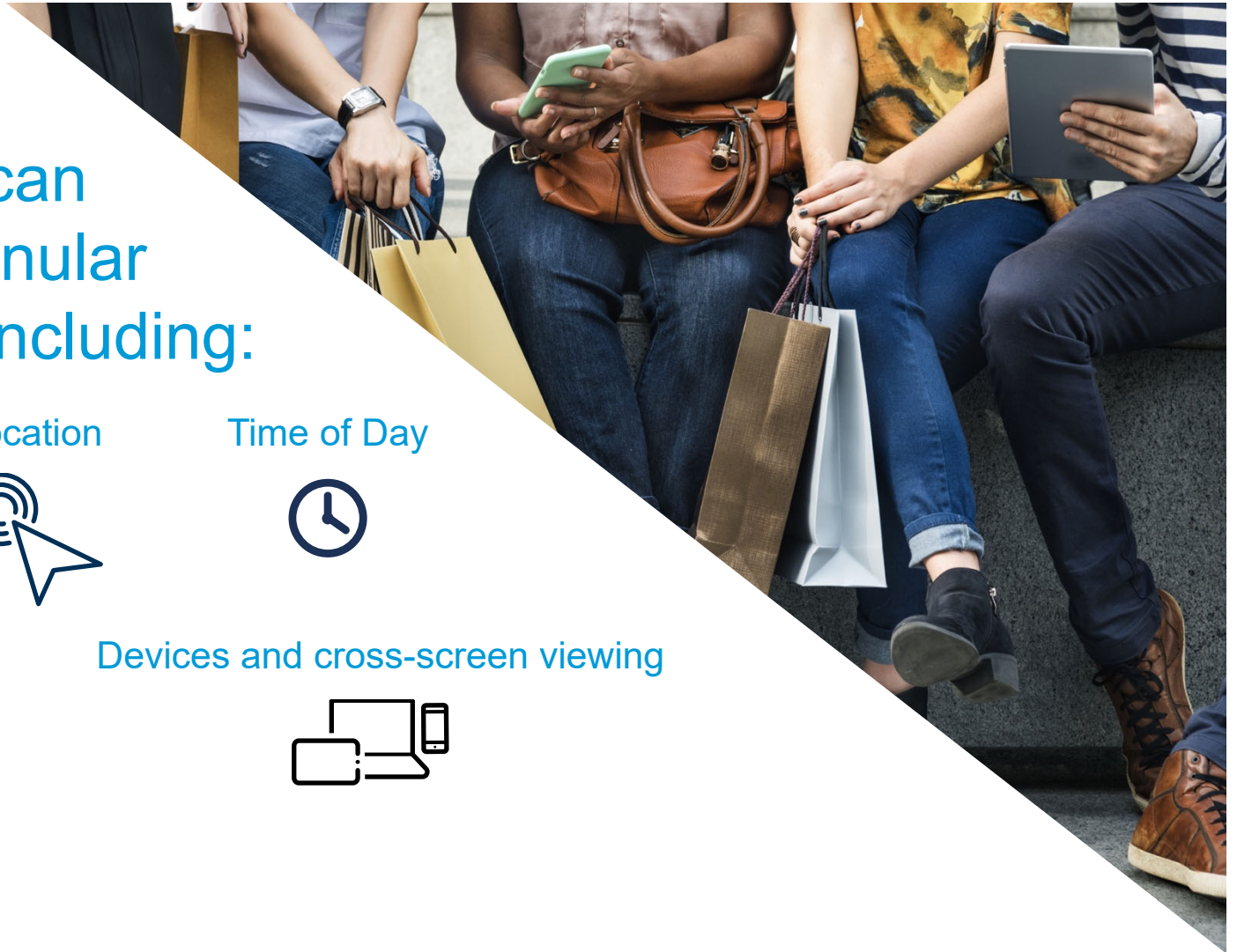
Time of Day



Behavior



Devices and cross-screen viewing



# Compile data about current customers and identify attributes:



**COMPETITION:**  
**Who is using the competition's products or services**



**LEISURE:**  
**What they do in their free time**



**LOCATION:**  
**Where they live.**



**LIFE STAGE:**

- **Just out of college**
- **New parents**
- **Planning to retire**



**PATTERNS:**  
**Spending patterns: what, where, when, value**

*\*Audience data is aggregated and deidentified.*



# Define the media rationale.



— 03 —  
DEFINE MEDIA  
RATIONALE



# Streaming TV viewing continues to grow

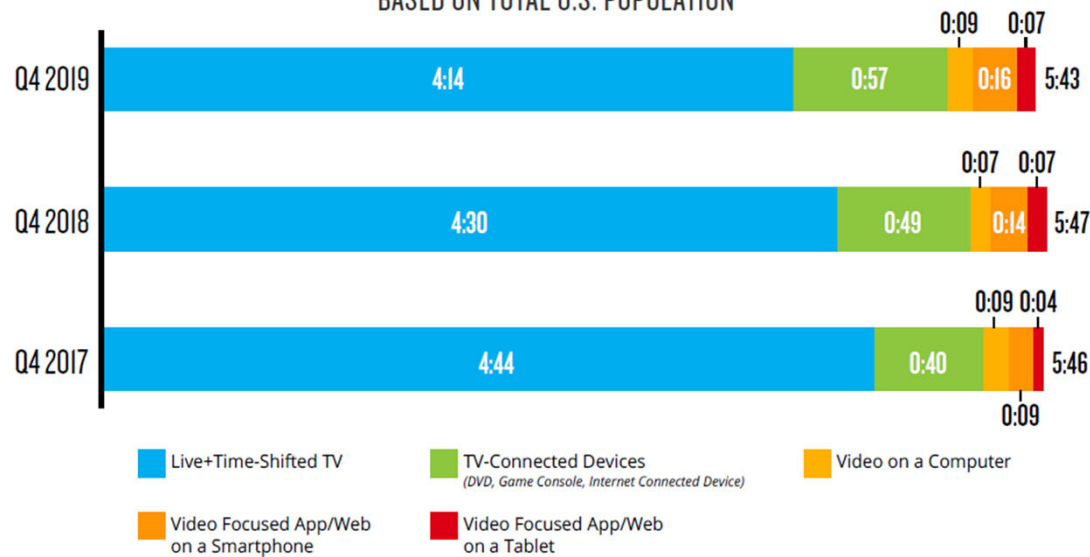
Adults spend over 5 hours a day consuming video across platforms



— 03 —  
DEFINE MEDIA  
RATIONALE

## AVERAGE TIME SPENT PER ADULT 18+ PER DAY ON VIDEO

BASED ON TOTAL U.S. POPULATION



Source: Nielsen Total Audience Report, April 2020

There are more options than ever before



— 03 —  
DEFINE MEDIA  
RATIONALE

Pay TV

**Spectrum**

  
COMCAST

**verizon**

 **AT&T**

**Spectrum** | AUTOMOTIVE  
REACH

There are more options than ever before



— 03 —  
DEFINE MEDIA  
RATIONALE

Pay TV

v Pay TV

**Spectrum**

COMCAST

**verizon**

AT&T

**sling**  
TELEVISION

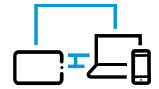
AT&T **tv**  
**NOW**

**fubo**<sup>TV</sup>

**hulu**

**YouTube**

There are more options than ever before

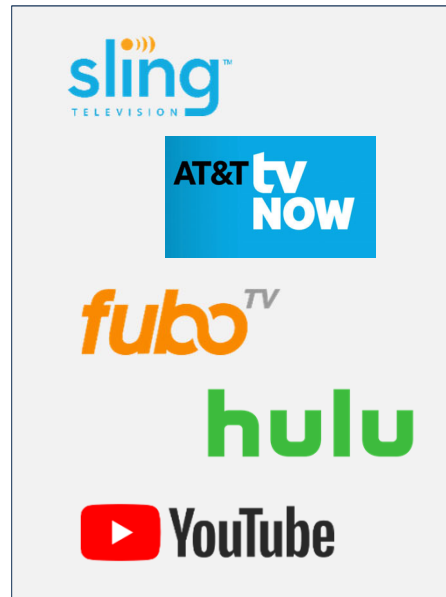


— 03 —  
DEFINE MEDIA  
RATIONALE

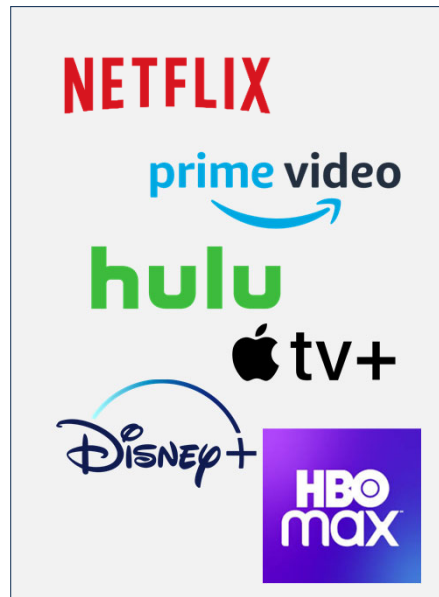
Pay TV



v Pay TV



s VOD



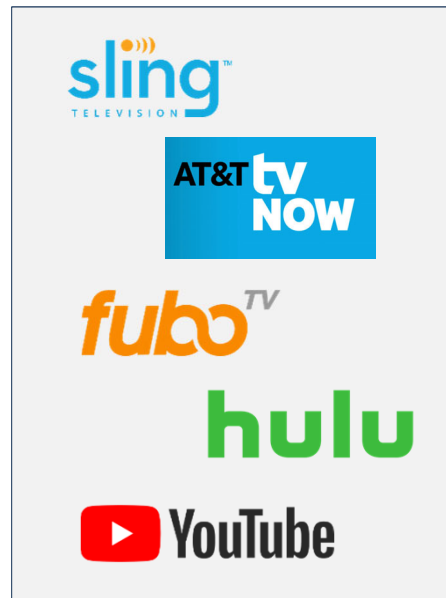
There are more options than ever before



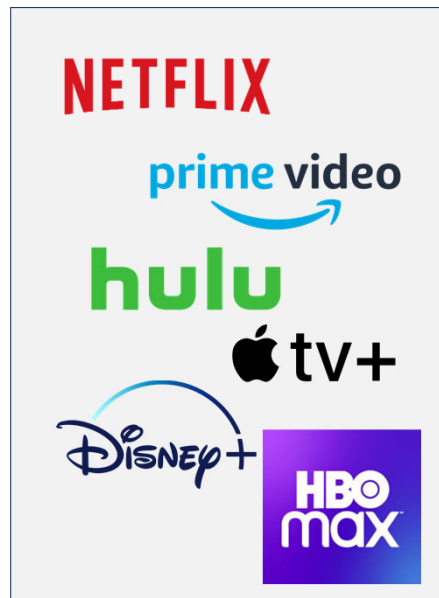
Pay TV



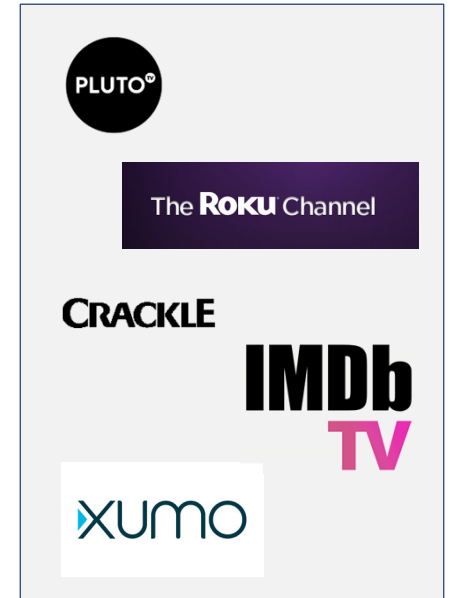
v Pay TV



s VOD



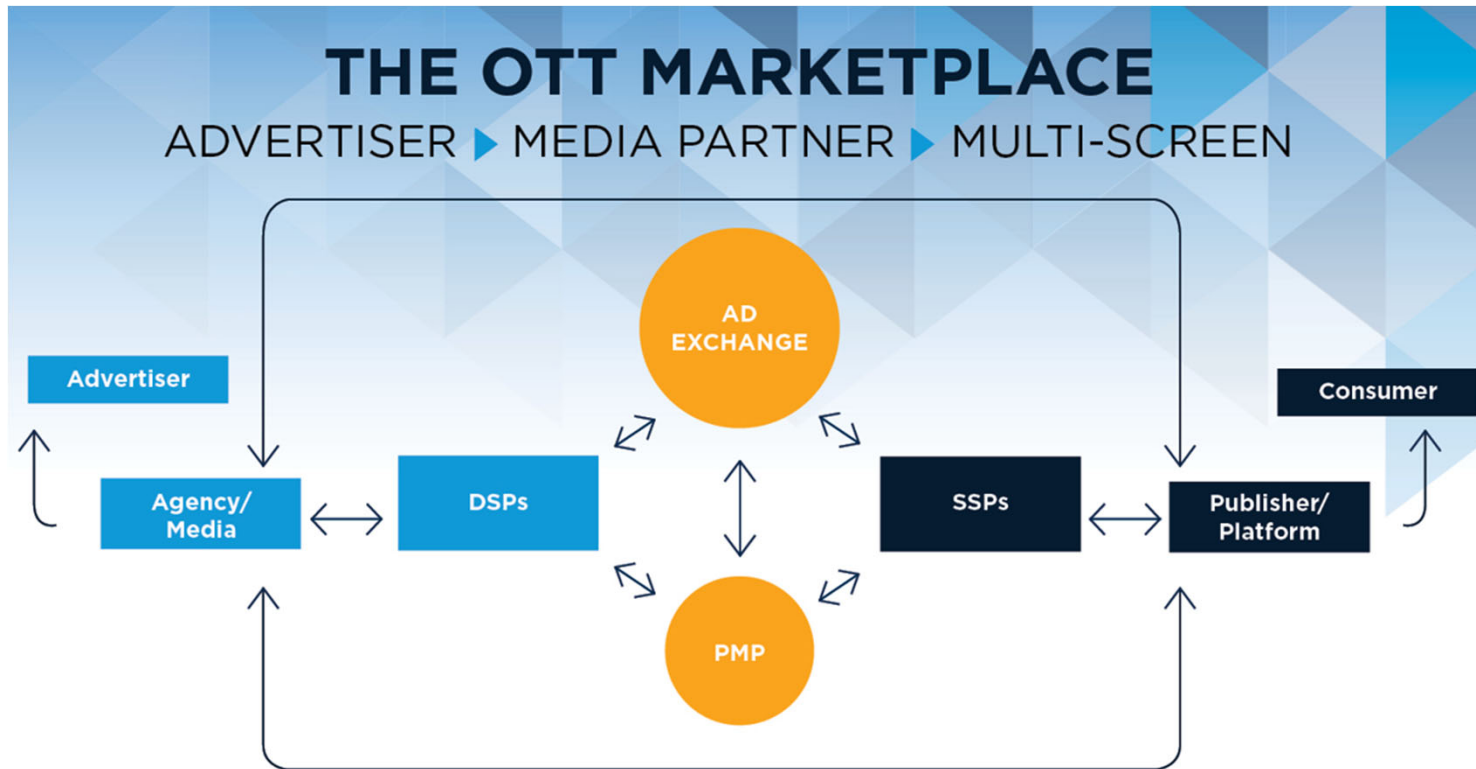
a VOD



# Where do I start?



— 05 —  
GENERATE &  
ACTIVATE  
PLAN



Mobidea - <https://www.mobidea.com/academy/demand-side-platforms/>



# 3 Main Ways to buy OTT

## 1. Direct



— 05 —  
GENERATE &  
ACTIVATE  
PLAN



## 3 Main Ways to buy OTT

1. Direct

2. Private Marketplace



— 05 —  
GENERATE &  
ACTIVATE  
PLAN



## 3 Main Ways to buy OTT

1. Direct

2. Private Marketplace

3. Ad Exchange



— 05 —  
GENERATE &  
ACTIVATE  
PLAN





— 04 —  
DEVELOP  
PLATFORM-ALIGNED  
MESSAGING

Develop messaging  
that **aligns** with  
each platform.



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Consistency is key.



— 04 —  
DEVELOP  
PLATFORM-ALIGNED  
MESSAGING



TV/OTT/DIGITAL VIDEO



BANNER





Activate  
your plan.



— 05 —  
GENERATE &  
ACTIVATE  
PLAN

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# Capabilities to consider as you plan for activation:



— 05 —  
GENERATE &  
ACTIVATE  
PLAN



Measurement



Brand Safety



Reporting



— 06 —  
CONTINUOUS  
IMPROVEMENT

Review reporting  
and refine creative  
and media mix  
to **continually**  
**improve** results.

## SAMPLE CLIENT EXAMPLE

Client: GM dealer outside Houston

Media: Streaming TV Platform

Campaign: Targeting automotive intenders outside of coverage zone as a test program to compare against other OTT provider. Dealer was using Streaming TV to be the best way reach that particular geographic area.



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### THE RESULTS:

Client knew something was different quickly. They sold 4 vehicles from the target zone within the first month. Dealer also appreciated transparency on reporting for the product and was given a portal to check on their campaign 24/7. Dealer renewed with a tripled budget and a larger geographic target





**THANK YOU!**

**Tim Minter**

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