



# Programmatic TV Essentials

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Adobe Advertising Cloud

*Why Traditional TV Is in Trouble*

**Viewers Are Ditching Cable For Streaming Faster Than Anyone Expected**

# **TV Is Dead. Now What?**

**Is TV Dead Yet?**

*From commodity to antique*

**Young Americans will be the death of cable TV**

**TV's Slow, Steady Decline Among Millennials Continues**

## **The Death Of Television**

*How millennials are changing the way we watch TV.*

*Print is dead. Radio is dying. TV is very, very sick.*

**Broadcast TV is dying a death of a thousand cuts**

# **Death of TV as we know it...**

**Viewers Cut the Cable TV Cord Faster Than Expected**



# Live and Time-shifted TV has a Total Reach of 88% of the US Population 18+

**11%** MORE  
THAN



**47%** MORE  
THAN



**87%** MORE  
THAN



**151%** MORE  
THAN



on average the **US adult 18+** watches **4 hours + 10 minutes** of LIVE TV per day

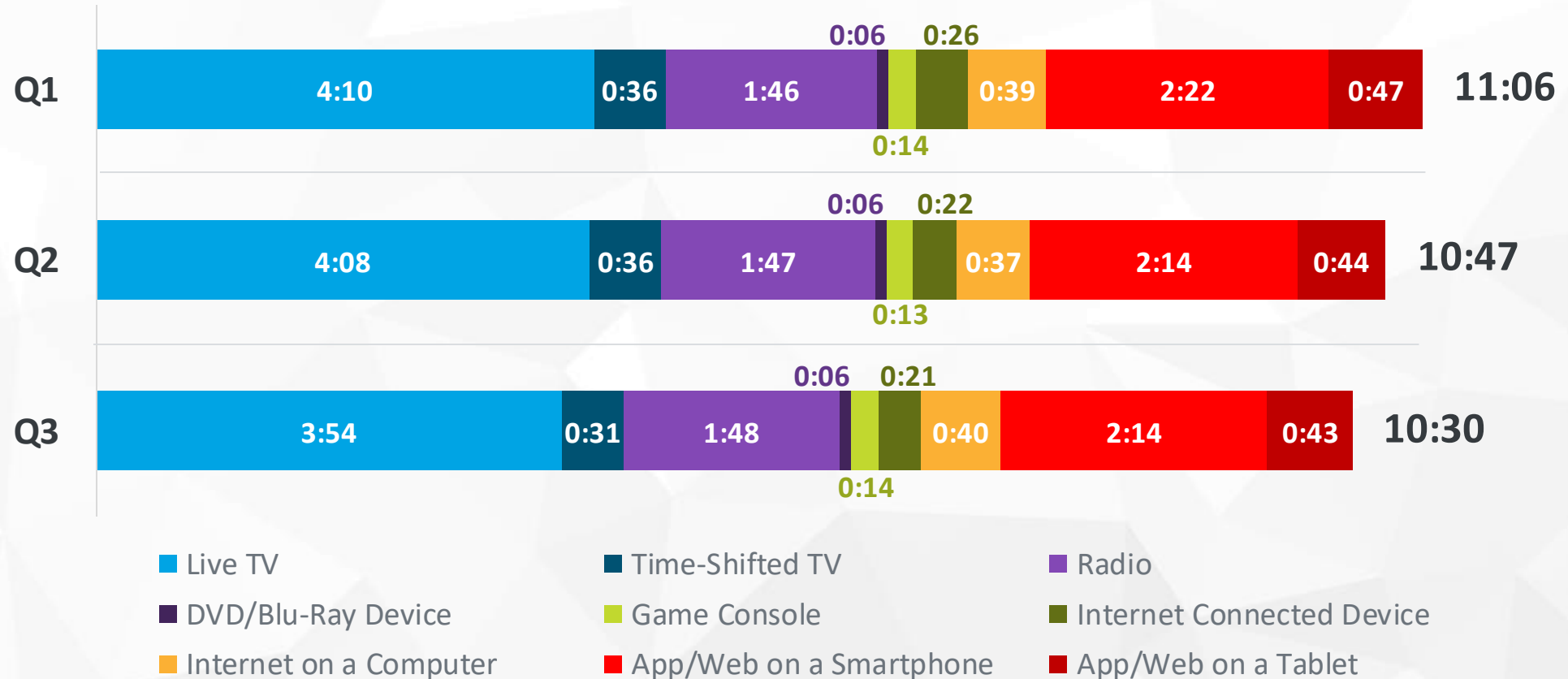
A photograph of a family in a living room. In the foreground, a young girl with long blonde hair is lying on a black and white patterned rug, holding a black remote control and looking up with a smile. In the background, a man and a woman are sitting on a yellow sofa, also smiling and looking in the same direction. The room has warm lighting and a modern decor.

Over the past 3 quarters,  
live TV viewing has **increased** by 7%



# Average Time Spent Per Adult 18+ Per Day

## Based on Total U.S. Population



Note: Some amount of simultaneous usage may occur across devices.

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# Automation





A black and white photograph of a woman in a white shirt sitting at a desk. She is holding a smartphone to her ear with her left hand and looking at a large computer monitor with her right hand. The monitor displays several data charts, including line graphs and bar charts, with numerical values like 350,000, 250,000, and 200,000. The background shows a blurred office environment with shelves.

# Why is Automation in TV Important?

# The Time is Now





CAMPAIGNS

PACKAGES

PLACEMENTS

ADS

CREATIVES

AD TYPES

SURVEYS

Campaign:  
TV Demo 2018

Status:  
New

Placement:  
**ReBoots**

SPEND <sup>1</sup>  
**\$249,838**

SHOWING

On Target %

Demo

IMPRESSIONS

**65.8M**

ON TARGET CPM

**\$3.80**

GRP

**54.1**

REACH

**29.0M**

### GOALS

Optimization Goal

Budget  
\$250,000  
(100% National, 0% Local, 0% VOD)

Dates  
09/25 - 10/25

Impressions

65,823,000

On Target Percentage

46%

On Target CPM

\$3.80

GRP

54.1

CPP

\$4,617

Add a Base Plan to compare

### AUDIENCE

UNIVERSE ESTIMATE:  
121.6M

Demo: A 25-54

Nielsen Targets: No

MRI Segments: No

Digital Segments: No

DMA Targets: No

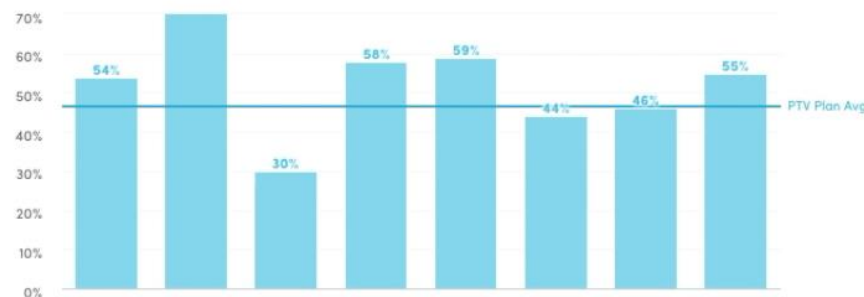
Base Plan: No

### INVENTORY

Targets

### On Target Delivery

On Target Percentage | On Target CPM



Apply Changes

Save Placement

Execute Placement

# Title Card







# Take the Survey to Win!

**A Signed Magic Johnson Basketball**  
**A Chance to Win Everyday!**

- Go to **Sli.do.com**
- Enter **ACU2018**
- Choose this session and once you've completed the survey, you're submitted for a chance to win



**MAKE IT AN EXPERIENCE**