



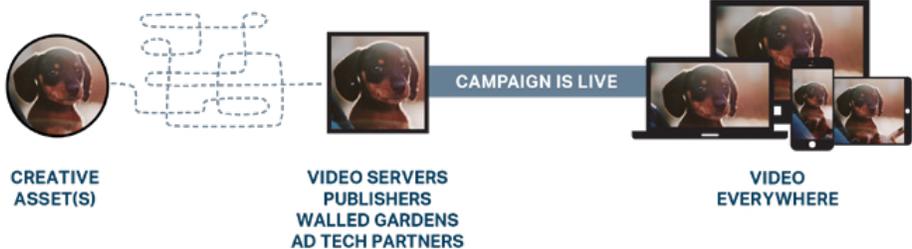
CENTRALIZE TO SIMPLIFY

MELINDA McLAUGHLIN
CHIEF MARKETING OFFICER



MULTI-SCREEN EXECUTION

1. Problem

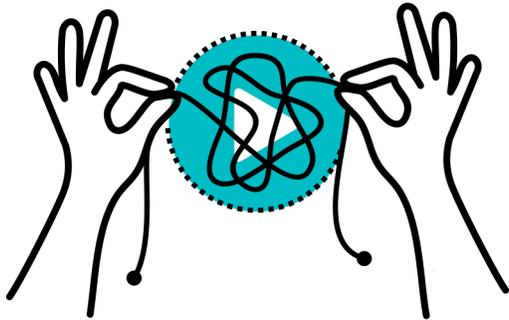


Solution

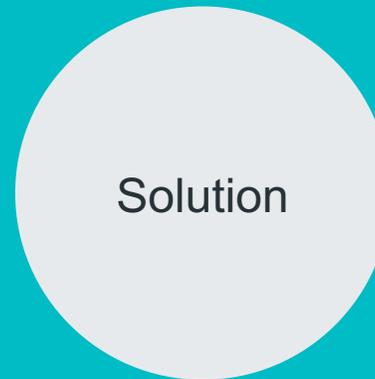
Benefits

Difficulty

1. Problem(s)



- Different IDs
- Format Errors
- Quality Degradation
- Late Starts
- Rights Infractions



2. Solution



One Execution Platform for All Screens

- Deliver & Serve from source
- Mark from source
- Track in one place

Problems

Benefits

Difficulty

Problems

Solutions

3. Benefits



- Speed
- Efficiency
- Savings
- Data
- Compliance

Difficulty

Problems

Solutions

Benefits

4. Difficulty



Easy

(Side Note)

TALKING ABOUT WORKFLOW

Mapping Creative to Media

Talent Payment & Rights Coordination

Creative Versioning

Watermarking, Unique Identifiers (Ad-ID)

Transcoding to Myriad Specifications

All Delivery Paths - Linear TV, Ad Serving

Data Aggregation, Return Path Data

NOT:

Media Planning or Buying

Media Decisioning (DSP)

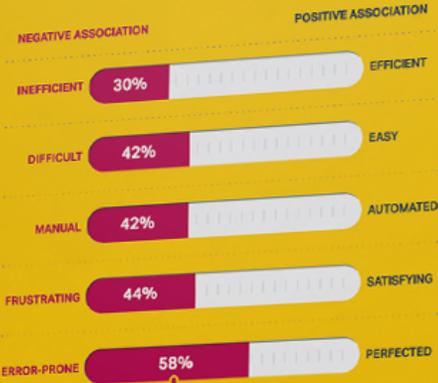


We live in a technology powered world.

We hear "digital" and we think instant, real-time, automated and seamless. So, it's ironic that teams can get a campaign live on linear TV in under an hour, but it takes days or weeks to get a digital video campaign ready to go.

What's wrong with this picture?

We gave front line respondents* these word pairings and asked them to pick a point on the scale that most closely reflects how they see digital video activation.



WOAHI!
Nearly 60% see mistakes as probable. This isn't good for anyone, especially the advertiser.

WHAT CAN GO WRONG, DOES GO WRONG

*Front Liners are a subset of respondents defined by entry level/junior job titles.

Despite Herculean efforts by teams, the manual nature of digital video activation is causing real issues that impact campaign success.

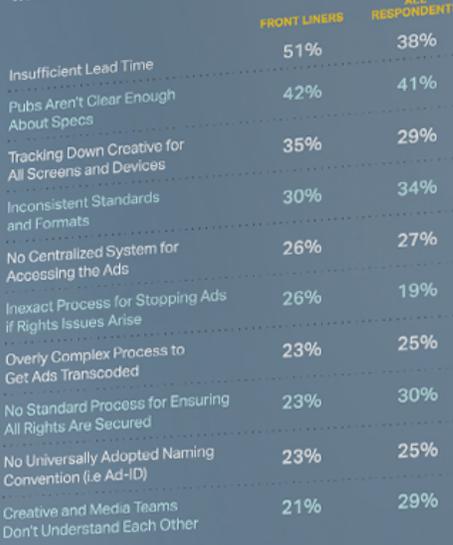
Which of the following has your agency experienced in the past year when sourcing creative to activate a digital video campaign?



WAIT...
Things go as planned only 17% of the time?!

At the heart of the matter is an overly complex process to bring creative together with media and a mind-boggling set of specs that aren't always precise enough to ensure success.

What would you say are the biggest pain points when activating a digital video campaign?



Best way to improve? Leaning into tech to automate and streamline.

... Optimism prevails! Teams are happy to work hard, they just want to work smarter and they believe it's possible.

Which of these can be improved with a better digital video campaign implementation process?



NOW is the perfect moment to prepare for tomorrow.

Thinking about digital video campaign activation and workflow, to what extent do you agree with the following statements? (% of respondents that agree strongly/somewhat)



RESOUNDING AGREEMENT - WE'VE GOT THINGS TO FIX



Creative asset workflow lags years behind innovation in media buying.

Key Takeaway 1

In the absence of a system for sourcing and preparing creative assets for video campaigns, agency teams are forced into inefficient, manual and error-prone processes.

Key Takeaway 2

The current state of the creative asset workflow is negatively impacting brands, agencies and publishers.

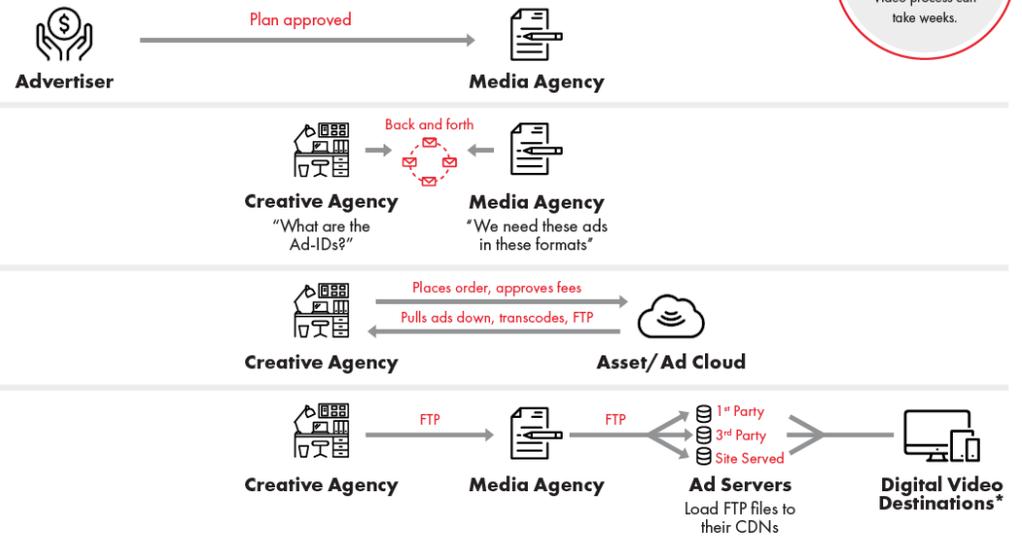
How Creative Assets are Sourced and Deployed Today

LINEAR TV WORKFLOW Seamless, Fast, Well-Oiled Machine



Ironically, Linear TV process takes less than one hour. Digital Video process can take weeks.

DIGITAL VIDEO WORKFLOW Manual, Slow, Error-Prone



* Does not include OTT, Programmatic TV, and VOD which have their own workflow and specifications, adding to complexity.

Perception vs. Reality

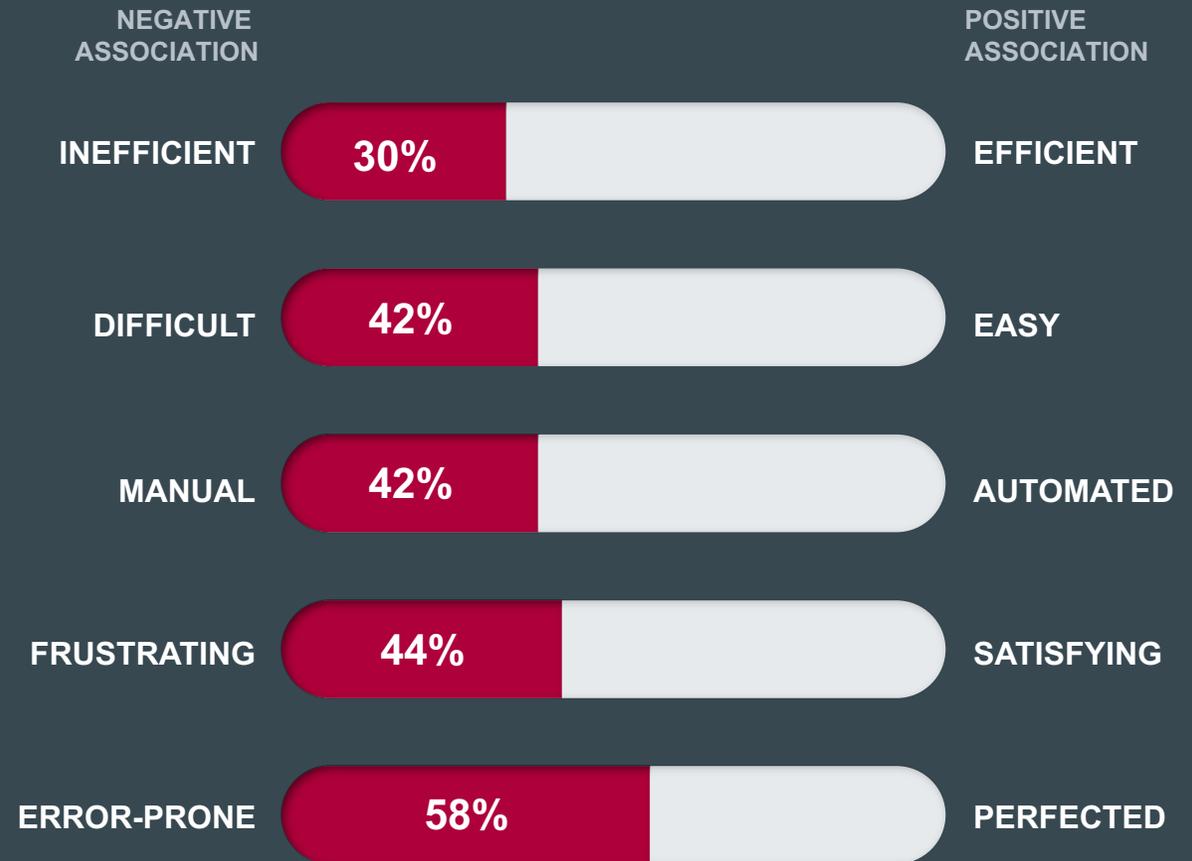
We live in a technology powered world!

Digital = real-time, fast, automated, seamless.

YES Media Buying

NO Preparing creative assets for digital

Survey respondents were given word pairings & asked to pick a point on the scale that most closely reflects how they view the state of digital video activation.



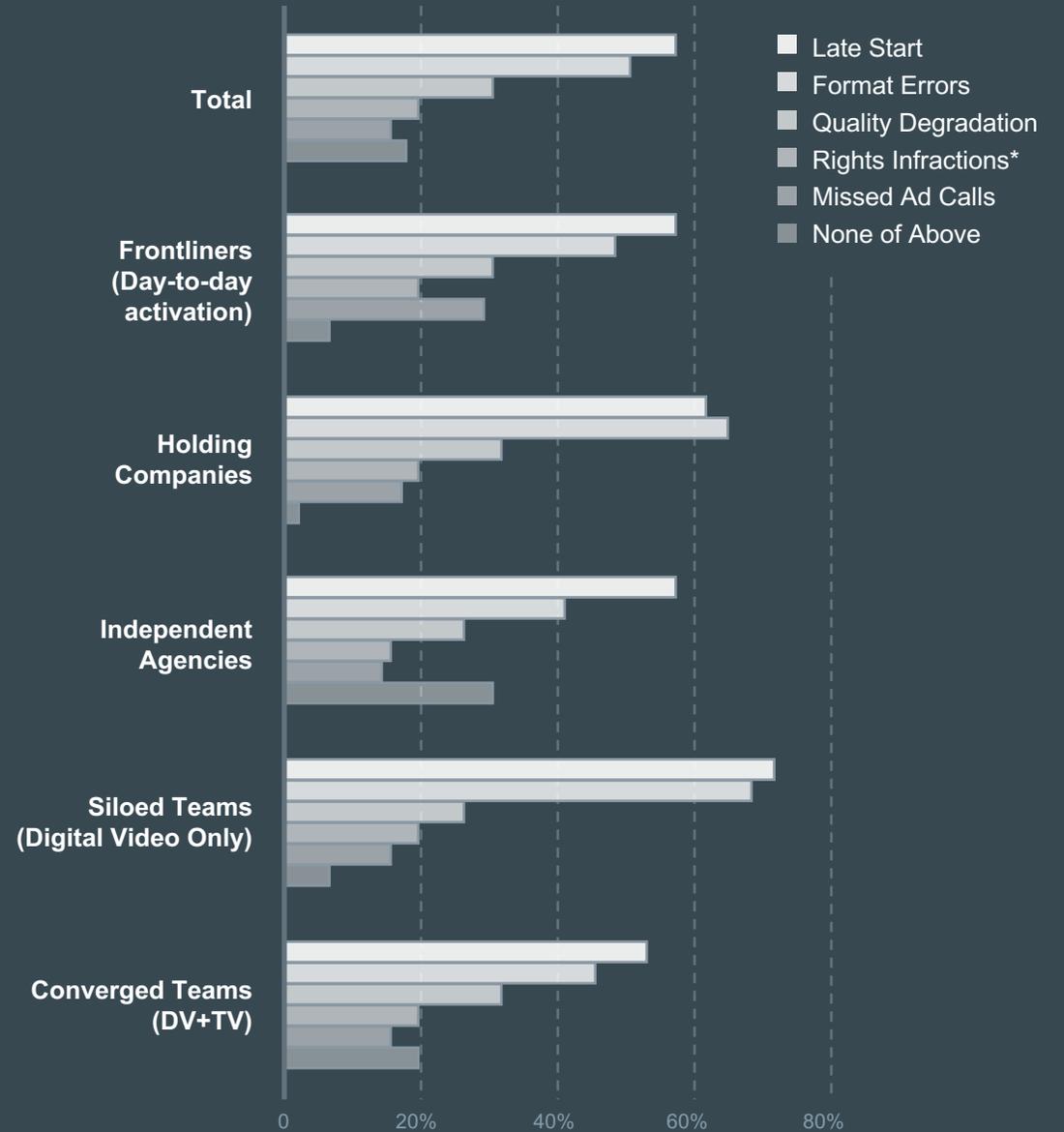
The impact of this inefficient step in the asset supply chain is very real.

QUESTION:

Which of the following has your agency experienced in the past year when sourcing creative to activate a digital video campaign?

17%
Said none of the above...

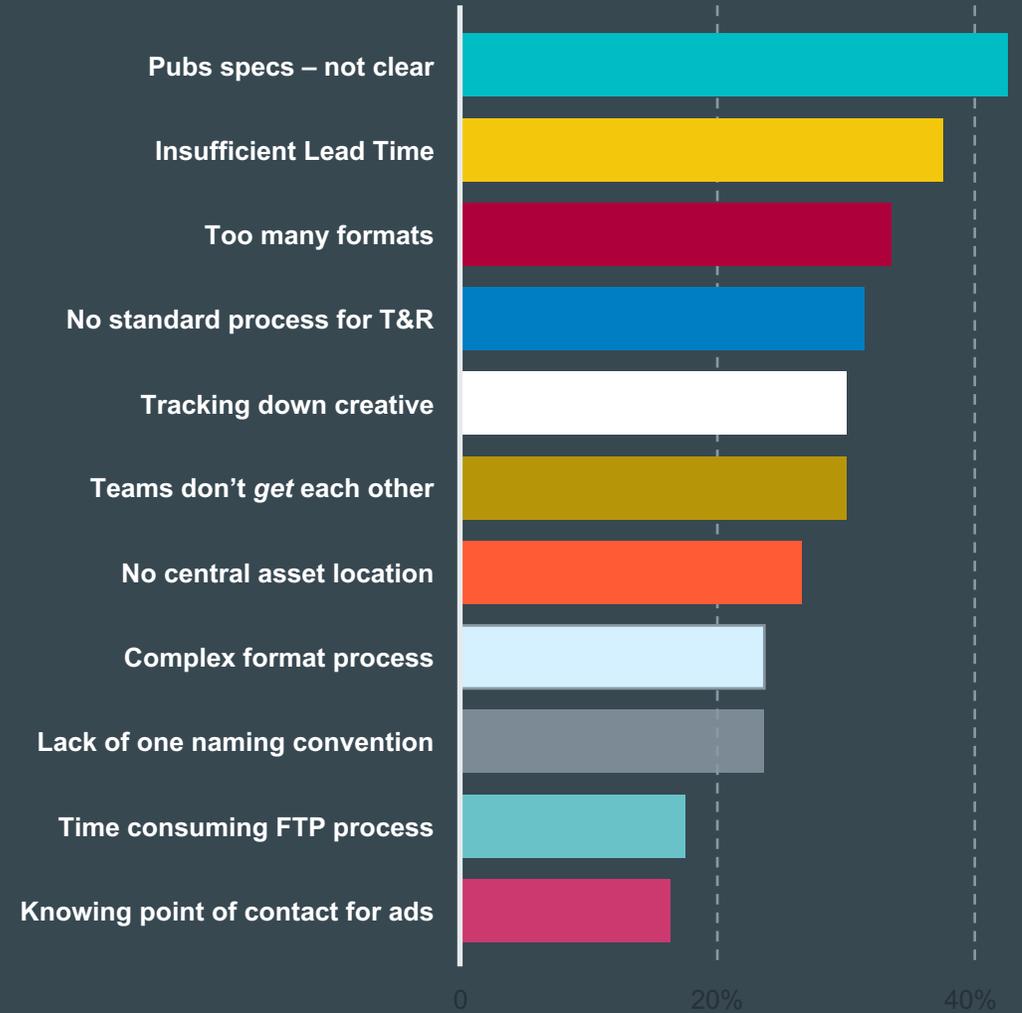
In other words, **only 17%** state flawless activation!?!



Widespread pain.

QUESTION:

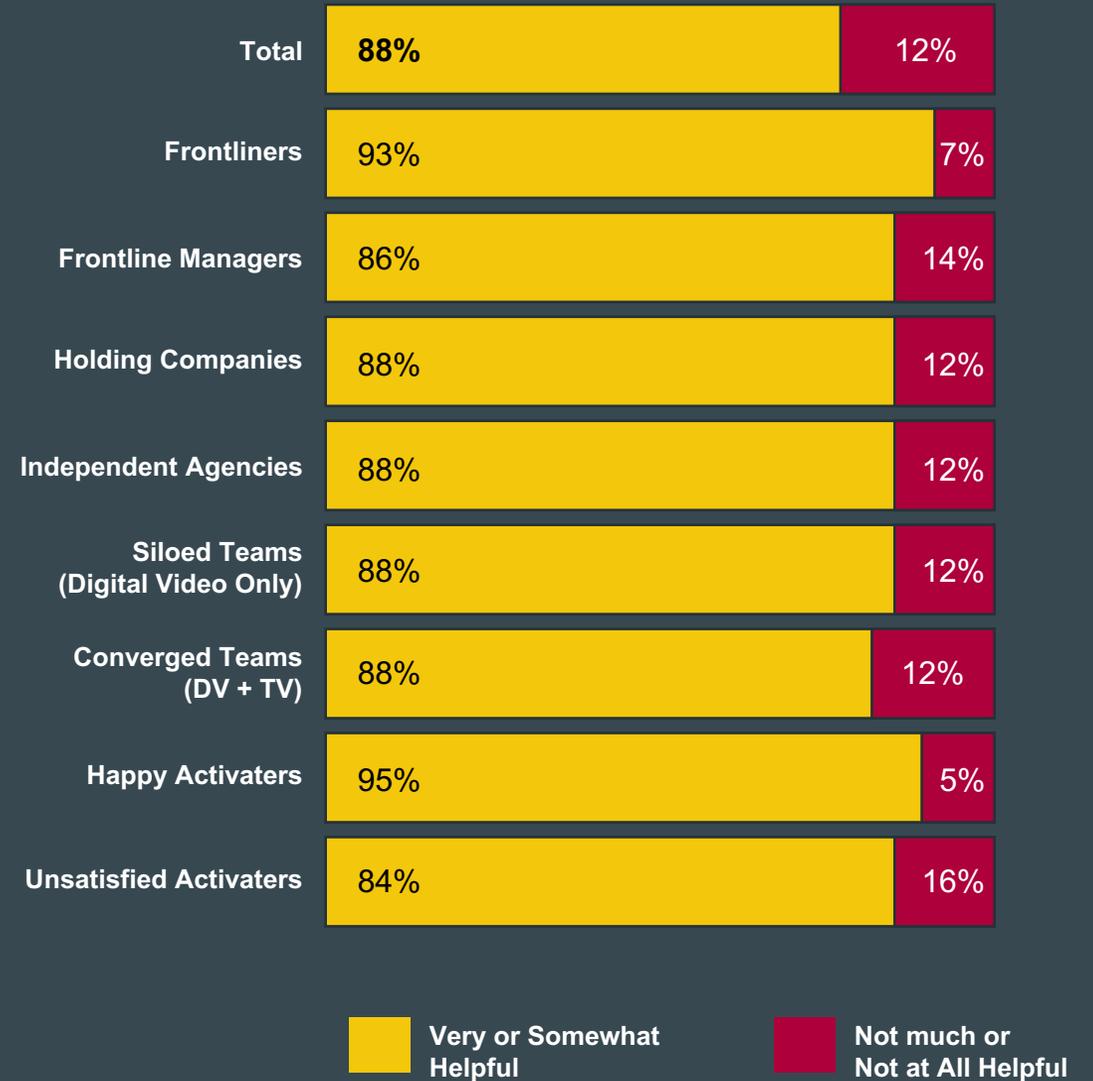
What would you say are the biggest pain points when activating a digital video campaign?



A resounding call for help.

QUESTION:

Would a service that allows the media agency, creative agency and client to **share and access creative assets from a central, permissions-based cloud** location be helpful?



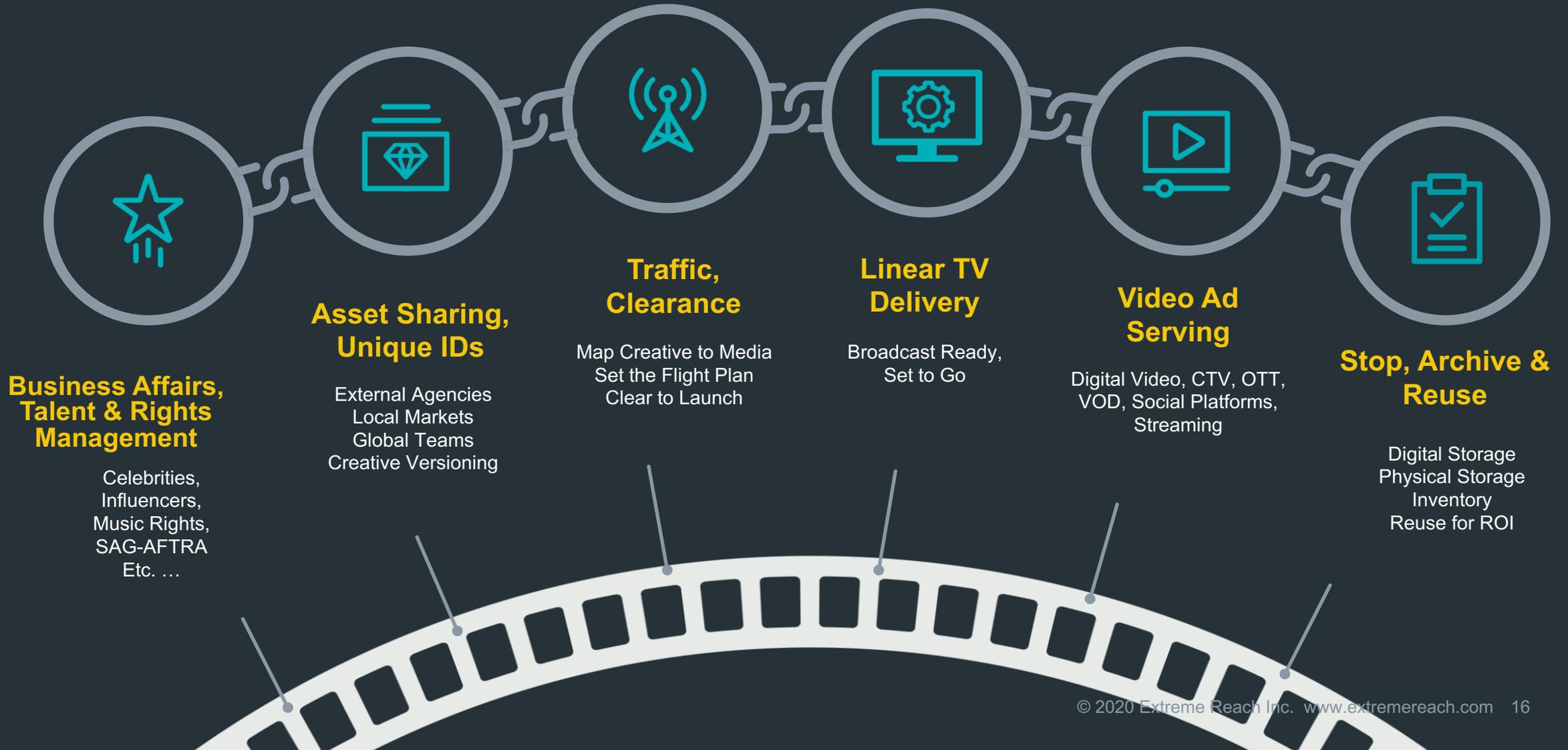
**ALL THE
CREATIVE**

**ALL THE
MEDIA
PLACEMENTS**



Production Companies, In-house, Agencies, Local/Field Marketing, Destinations

INTERDEPENDENT PROCESSES





**Asset Sharing,
Unique IDs**



**Video Ad
Serving**



**Traffic,
Clearance**

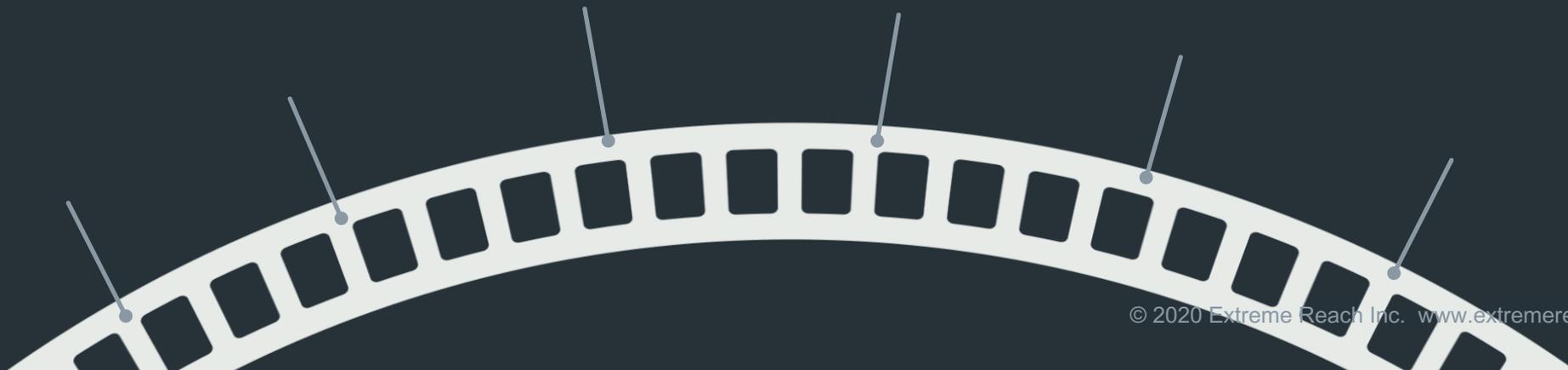
**Linear TV
Delivery**



**Stop, Archive &
Reuse**



**Business Affairs,
Talent & Rights
Management**



THIS IS ANY-SCREEN EXECUTION WORKFLOW



AMASS FOUNDATIONAL DATA FROM STANDARD WORKFLOW



| | |
|-----------------|-----------|
| Language | Format |
| ISCI/Ad-ID | Title |
| Creative Agency | Watermark |
| Length | Metadata |

AMASS FOUNDATIONAL DATA FROM STANDARD WORKFLOW



| | | | |
|-----------------|-----------|-----------|-----------|
| Language | Format | CTV | National |
| ISCI/Ad-ID | Title | Social | Local |
| Creative Agency | Watermark | Broadcast | Air Dates |
| Length | Metadata | Mobile | Region |
| | | VOD | Tags |

AMASS FOUNDATIONAL DATA FROM STANDARD WORKFLOW



| | | | | | | |
|-----------------|-----------|-----------|-----------|---------------------|------------------|----------------|
| Language | Format | CTV | National | Music Rights | Expiration Dates | Translations |
| ISCI/Ad-ID | Title | Social | Local | Broadcast Rights | Talent Costs | Reuse Tracking |
| Creative Agency | Watermark | Broadcast | Air Dates | Cable Rights | Rights Tags | Story Detail |
| Length | Metadata | Mobile | Region | Local Mkt Rights | Local Tags | Union Data |
| | | VOD | Tags | Internet Rights | Asset Usage | Stock Footage |
| | | | | Celebrity Guarantee | T&Cs | Cast |

AMASS FOUNDATIONAL DATA FROM STANDARD WORKFLOW



| | | | | | | | | | |
|-----------------|-----------|-----------|-----------|---------------------|------------------|----------------|-------------|-----------------|---------------|
| Language | Format | CTV | National | Music Rights | Expiration Dates | Translations | Impressions | Desktop | Media Vendor |
| ISCI/Ad-ID | Title | Social | Local | Broadcast Rights | Talent Costs | Reuse Tracking | Spend | Clicks | Traffic Type |
| Creative Agency | Watermark | Broadcast | Air Dates | Cable Rights | Rights Tags | Story Detail | Time Spent | Brand | Platform |
| Length | Metadata | Mobile | Region | Local Mkt Rights | Local Tags | Union Data | Engagement | Completion Rate | Auto-Play |
| | | VOD | Tags | Internet Rights | Asset Usage | Stock Footage | CTV | Quartiles | Click-to-Play |
| | | | | Celebrity Guarantee | T&Cs | Cast | Mobile | GIVT Filtration | Viewability |
| | | | | | | | Tablet | Filtration Type | SSAI |

Multi-Screen Execution Workflow In a Single Platform

1. Deliver (linear) *and* Serve (non-linear) from the Source
2. Mark at the Source
3. Own Data in The Source

● Speed to Market

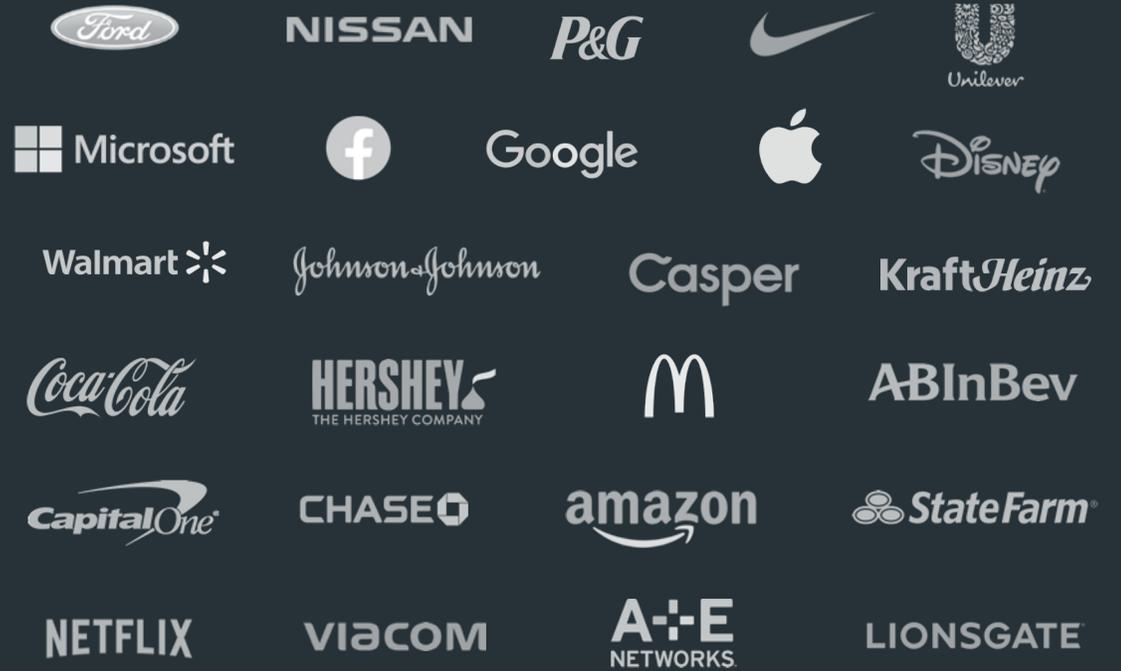
● Video Everywhere, Unique IDs

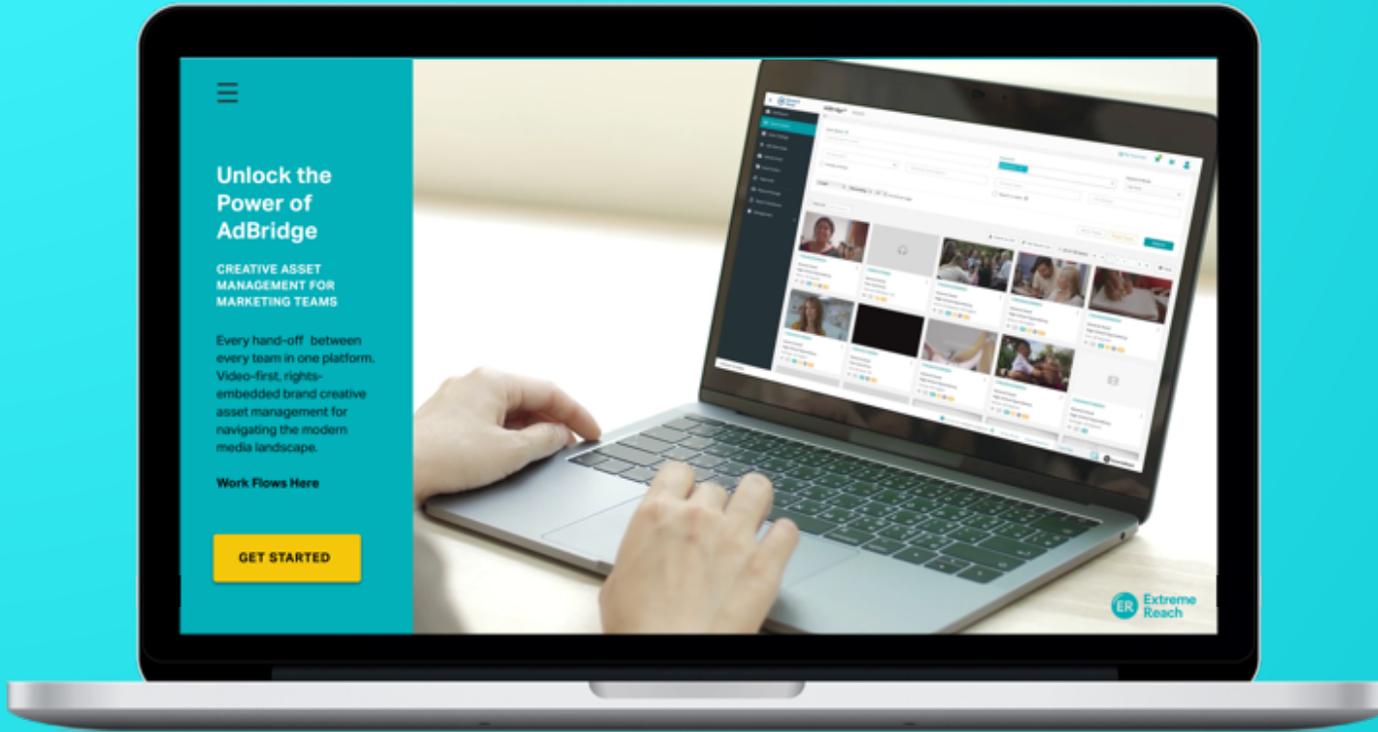
● Asset Control

● Precision Compliance

● Creative Versioning, Optimization

● Future-proofed





REQUEST A DEMO TODAY

Visit our virtual booth to learn more.

