



## Can new viewing habits optimise ROI in linear TV?

With Internet usage on mobile phones at over 60%, online shoppers reaching 84 million, and over-the-top (OTT) growth totalling 35.2%, it is not surprising that ad spend in Japan has shifted towards digital in recent years. However, with TV over 50 million households in the 'Land of ROI', this traditional platform is still a fundamental part of the modern media landscape.

Given that the 2020 Tokyo Olympics are around the corner, brand advertisers need innovative, cross-channel solutions that optimise towards the best possible return on investment (ROI) for their TV campaigns — and transparency in ROI is a deciding factor in determining ad spend, as reflected by the forecast that 53% of digital expenditure will soon be on programmatic for this reason.

The effectiveness of cross-channel marketing strategies is therefore reliant on data-driven results. Monitoring the impact of TV campaigns alongside online activity will allow brand advertisers to spend smarter, not harder, to maximise reach, refine targeting methods, and drive consumers to the next stage of the purchase funnel.

In this Q&A with APB, Brett Gillett, global director of business development at TVSquared, explores how implementing TV campaigns that drive digital response will optimise consumer engagement and online conversions in Japan as well as how



**The future of TV advertising is in the hands of brands — only by developing harmonised data-driven campaigns will advertisers truly achieve cross-channel success.**

— Brett Gillett, Global Director, Business Development, TV Squared

### plemented together?

**Brett Gillett:** Digital growth provides linear TV with a wealth of data that can be analysed and applied to maximise ROI for TV campaigns. With the 2020 Tokyo Olympics approaching, advertisers need to optimise their marketing strategies for the modern media landscape.

Indeed, transparency in ROI is a crucial deciding factor when determining ad spend and marketing strategies.

### How best can advertisers optimise their ad buying strategies?

**Gillett:** Japan is the third-largest e-commerce market in the world, a prime opportunity for brands to improve cost per acquisition (CPA) rates. By monitoring online activity after ad spots are aired, advertisers can optimise their ad buying strategies



the growing interactivity of the media landscape can be harnessed to rejuvenate ROI in traditional TV marketing.

**APB: With linear TV remaining the leader of brand engagement in more than 50 million households in Japan, what benefits can be reaped from the rapid expansion of digital and how can these two major marketing channels be im-**

**Dejero CuePoint**  
Low latency return feed server

- As low as 250 millisecond latency
- View feeds simultaneously on up to 8 tablets or mobile devices
- Assign, view, and manage return feeds from a web browser
- Adjust resolution to best suit the use case and to control costs

[dejero.com/cuepoint](http://dejero.com/cuepoint)

**BLACK BOX**  
THE KVM SOLUTION OF THE FUTURE

Award-winning Emerald™ Unified KVM  
[blackbox.com/emerald](http://blackbox.com/emerald)

**VSN**  
News your way with **VSN NewsConnect**

Plug any NRCS, NLE, CG, etc. with VSNExplorer in one workspace

[www.vsn-tv.com](http://www.vsn-tv.com)

**STN**  
GLOBAL MEDIA DISTRIBUTION SOLUTIONS

www.stn.eu  
sales@stn.eu  
+386 1 527 24 40

**IDEAL**  
[www.idealsys.com](http://www.idealsys.com)

- 4k
- LIVE
- SaaS
- IP
- Sports
- Hybrid
- Cloud
- Production
- OTT

# Repurpose ad spend on spots that drive engagement

1 >>

to target responsive audiences and maximise conversion ratios (CVR).

This means that ad spend used on under-performing spots can be repurposed for those that drive engagement, giving marketers a more refined media strategy that increases ROI.

Knowing when audiences are most engaged online also enables advertisers to co-ordinate their digital marketing to support consumers' paths to purchase, after the initial engagement has been driven by TV campaigns.

### Can access to OTT data really help linear TV to stretch its reach?

**Gillett:** The way audiences watch live events is changing and OTT is helping to stretch linear TV's reach. By 2023 VoD users will be 22.9 million strong, offering advertisers ongoing opportunities to reach target audiences in the form of catch-up viewers.

This can maximise exposure and awareness, alongside creating new data segments for measurement and analysis.

Online viewers provide greater insights into individual habits, allowing sophisticated re-targeting through personalised ads.

Drawing on data from OTT platforms enables brands to create informed marketing strategies. For instance, viewership figures can be leveraged as a baseline for consistent audience engagement.

### Why is thinking outside the box set critical?

**Gillett:** The majority of OTT platforms offer a limited inventory to advertisers due to being subscription on-demand (SVoD) services, but this can be used creatively to maximise value and ROI.

More conventional TV strategies such as product placement can be applied to raise target audiences' emotive response to brands. Creative execution is also key to turning a paid endorsement into a driver of consumer engagement; however, the optimal strategy is to deploy product placements in harmony with linear ad campaigns.

TV's incomparable ability to increase brand recall and recognition among target audiences can be fully harnessed in this method, providing advertisers with an evergreen ad placement in the form of content.

### How can broadcasters leverage on viewers' changing habits — especially using a second screen for social media while watching TV — to boost brand engagement?

**Gillett:** The use of secondary digital devices while watching linear TV is widespread among audiences, as seen during the 2017 Winter Olympics when at least 50% of viewers used a second screen for social media.

This trend continued for the World Cup football matches and with Tokyo due to host the world's greatest international sporting event next year, it's safe to predict that advertisers can utilise this viewing habit to boost brand engagement.

Measurement techniques that attribute engagement to the right

ad spots are integral to this process, so advertisers can place the right content in front of the right audience, in the right place and at the right time to generate brand awareness on social media.

By being interactive, crosschannel campaigns can be measured and optimised in real time; advertisers can dramatically increase ROI by minimising CPA and improving CVR.

The rise of digital campaigns can allow linear TV to align with contemporary marketing strategies through the wealth of real-time data available

to brand advertisers.

From opening up new online markets, to extending inventory through OTT, and maximising brand engagement in line with second-screen activities, digital advertising and TV can work as a partnership.

### Thank you, Brett, for sharing your thoughts ... any last words?

**Gillett:** The future of TV advertising is in the hands of brands — only by developing harmonised data-driven campaigns will advertisers truly achieve cross-channel success.

**MEDIA GENIX**

## STREAMLINE YOUR WORKFLOWS WITH ONE CONTENT-CENTRIC SYSTEM

OTT, VoD, Linear ... whatever your mix of channels and business models is, drive efficiencies across your content workflows with a single system, from acquisition and scheduling to distribution across all your services.

**W**

WORLDWIDE

- Cross-platform scheduling
- Rights management (including underlying rights and rights out)
- Media management
- Revenue share calculations
- Sports and eSports

asia@mediagenix.sg - www.mediagenix.sg

Visit us at BroadcastAsia - stand 4P5-03