

CANIS

TELEVISION & MEDIA

Established as the leading independent broadcast and media expert for more than 15 years

The UK's Preferred Media & Sales Partner for Connected Freeview

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Join the Connected TV revolution with Connected Freeview

**27
million**

(95%) of UK homes
receive Freeview

**12.7
million**

Smart TV's homes
receive Freeview

**13.2
million**

homes have Smart
TV's connected to the
internet

**11.7
million**

Smart TV's homes only
receive Freeview

What Connected Freeview offers

- Reach 12.7 million connected Freeview homes
- Launch to an ever growing connected audience on the most cost effective platform available
 - Expected to reach 56% (38 million Smart TV users) by 2023
- Accurately measure your audience without being BARB reported
- Secure your future on Freeview at a fraction of the cost of traditional capacity
- Unique Dynamic Ad insertion technology, revenues to drive new, incremental, digital TV revenues
- HD or SD linear streaming and VOD services available
- Choice between entry level channel 271 or dedicated Freeview EPG number
- Launch TV channels, radio stations, audio books and podcasts

What is Channelbox?



- Freeview Channel 271 is called Channelbox; a bundle of free to air channels delivered to Freeview via IP.
- All TV's that receive Freeview and are connected to the Internet can access Channelbox.
- Any TV channel from anywhere in the world, which can supply a video stream, can appear on the service. Non-UK services do not need an Ofcom licence.
- VOD services are also available. Channelbox has its own CMS. (content management system) to upload, store and playout your content. There is no need for an Ofcom licence to use this service, making this a very quick and simple onboarding process and launch. Ideal for content owners.

The unique benefits of launching on Freeview channel 271 **Channelbox**

- Most cost effective way to access a growing connected audience on Freeview platform
- Both the streaming and VOD services offer Dynamic Ad Insertion, generating revenue based on digital video advertising rates.
- Unique channel guide remembers the last channel viewed by user
- Benefit from multiple channels, each promoting one channel number – 271
- Limited availability ensures prominence on EPG
- Easy access to platform with direct assistance and support given to launch successfully and swiftly
- Canis Television & Media is the UK preferred sales partner and already uses Channelbox for its own channels

Key Learnings from consumer behaviour conducted by IAB (Internat Advertising Bureau)

- ✦ Ads relevant to the programme were preferred
- ✦ Digital video advertising revenues have seen 17% YoY rise (2018/2019), whilst traditional TV revenue has declined.
- ✦ Connected Freeview can record IP address of viewer, number of impressions and extent of advert watched

The UK Connected TV (CTV) market has been gaining momentum over the last 12 months as audiences have continued to diversify their TV viewing habits and, in turn, brands have started tapping into the exciting opportunities that CTV advertising presents.

Source IAB Changing the Channel: A comprehensive guide to Connected TV

US figures are not to be ignored, with programmatic TV ad spend estimated at \$4.73 billion in 2018

Source Martyn Bentley UK commercial Director AudienceProject

How online broadcast drives revenues:

BVOD

(Broadcaster VOD)

A video content service delivered by a broadcaster, typically funded by advertising and therefore free to the user, can increase their revenue streams



DAI

(Dynamic Ad Insertion)

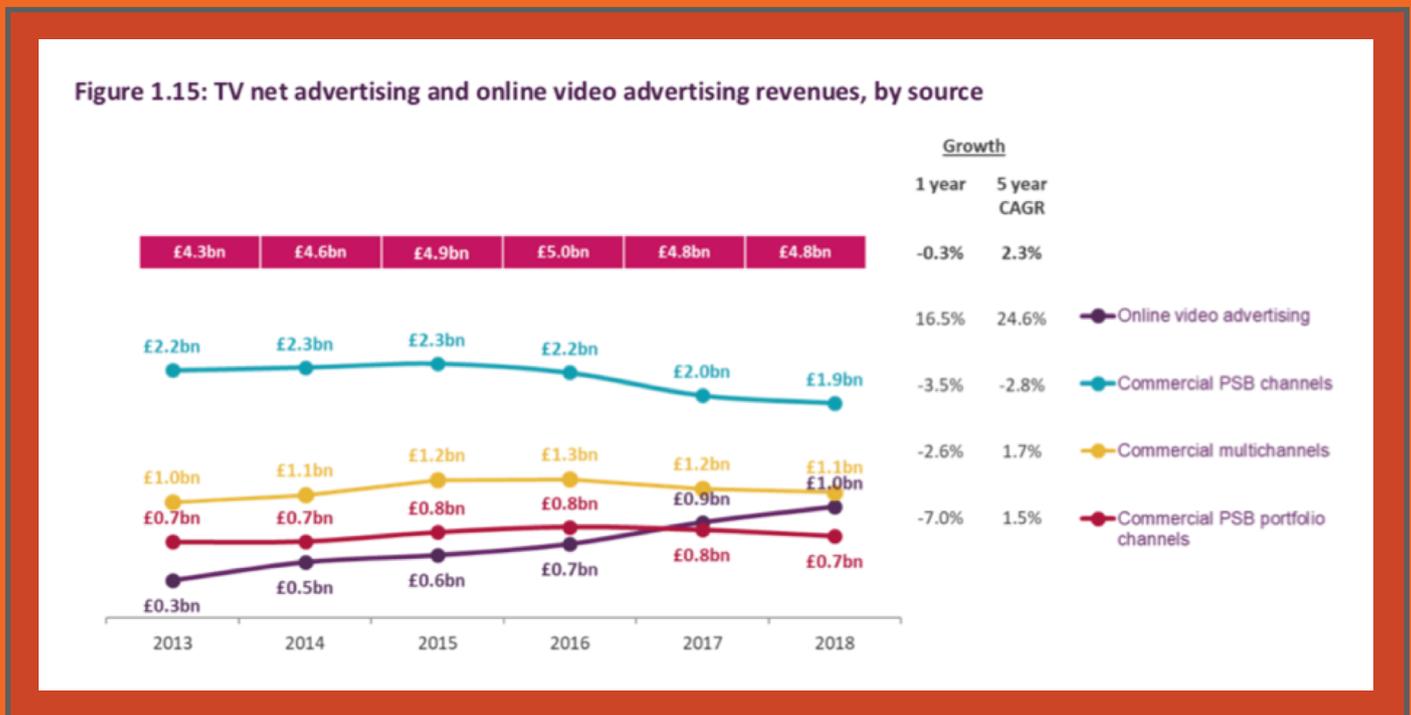
Campaign optimisation technology that allows advertisers to dynamically change ads within VOD content, i.e. swap the ad creative shown, making it possible to target specific viewers rather than serving the same ad to each viewer.



Revenue generation from connected TV

By 2023, UK is expected to be the world's third largest OTT market with a revenue of \$6.8 billion.

Source IAB Connected TV report 2019



Source Ofcom Media Nations 2019

Benefits to BARB reported channels

- ✦ Connected Freeview is already measured and reported by BARB as 'Other platforms'
- ✦ Incremental revenues can be obtained through increased impacts via Connected Freeview
- ✦ Dynamic Ad Insertion (DAI) offers considerably higher CPM than normal airtime rates. (CPM £10 -15)
- ✦ Use your own Channel's advertising media sales house, or our sales partner, Media 16

Benefits to non BARB reported channels and content owners

- ✦ Accurately measure the number of unique viewers, the programs streamed and hours watched
- ✦ Obtain incremental revenues through Dynamic Ad Insertion (DAI) at considerably higher CPM than normal airtime rates
- ✦ Content owners can launch own channel, either as VOD, or linear stream
- ✦ Canis Television & Media offer a turnkey solution to new entrants, including obtaining Ofcom licence, or offering full broadcast operations and services for an existing channel

We Can Help You

- 1** Obtain DTSPS Ofcom licence
- 2** Deliver your IP stream to Connected Freeview
- 3** Set up Dynamic Ad insertion
- 4** Test advertising solution
- 5** Scheduduling
- 6** Playout
- 7** Launch of channel
- 8** Monitor transmission

Additional Services

Canis Television & Media are dedicated to exceptional operational and broadcast support services - providing experience and knowledge in a fast changing world.

We aim to take the technical responsibility from broadcasters and content owners, allowing in-house creative teams to focus on media planning, content production and content acquisition.

We work with a variety of clients who are launching channels, from training schedulers through to wholesale outsourced channel management.

We have a 15 year history of helping channels - both on interim basis through launch periods or during channel restructuring and in supporting roles for sustained periods of time

Services available from Canis Television & Media

- ✦ Connected TV Distribution
- ✦ Presentation Scheduling
- ✦ Playout automation, including broadcast and IP delivery
- ✦ Commercial Airtime Scheduling and data delivery
- ✦ Traffice Co-ordination
- ✦ Post Transmission Reporting
- ✦ Relationship Management
- ✦ Compliance
- ✦ Digital Services including OTT platform delivery, apps and websites
- ✦ eCommerce
- ✦ Full Channel Management
- ✦ Dynamic Ad Insertion Technology

Please contact us for further information on how we can assist you with these services.



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