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## **DVB MOVES TOWARD FUTURE TARGETED ADVERTISING SPECIFICATION**

### **First Market Implementations Expected In 2020**

**Geneva – 23 January, 2018** – Following the publication of the Study Mission Report on Targeted Advertising (TA) in September, the DVB Steering Board has approved the creation of a dedicated TA group to implement the report's recommendations. The CM-TA Group will be co-chaired by Vincent Grivet (TDF) and Angelo Pettazzi (Mediaset).

It is anticipated that the group will agree a set of Commercial Requirements (CR) for TA by June this year. It is then expected that the draft specification would go before the DVB Steering Board for approval, and once approved could pave the way for the first market implementations in 2020.

In a joint comment, the CM-TA co-chairs, said, "There is a genuine appetite for TA to be made available for classical broadcast television. This is accompanied by the overall feeling that with too many technical solutions there is a risk of fragmentation in the marketplace that would hinder any progress. This is where the work of DVB on TA can help unlock the full potential of TA in broadcast television."

DVB Chairman, Peter MacAvock said, "With the formation of CM-TA, DVB shows that it is committed to remain the central hub where the specifications of the TV industry are written, and in this case in close cooperation with HbbTV."

#### **Background To Formation Of CM-TA**

The overall advertising market is shifting rapidly towards digital, programmatic, targeted or addressable models. Advertising is an essential source of revenues for the TV ecosystem and therefore TV advertising will be a part of this shift towards new delivery models. As initial solutions for addressable TV advertising are being introduced, it is noted that the underlying technologies are predominantly proprietary and have a narrow scope. This creates a risk of technology fragmentation and could act in adverse ways for the existing TV ecosystem.

## **DVB Moves Towards Future Targeted Advertising Specification**

In March 2017, in light of this major trend and its potential impact on the TV ecosystem, DVB decided to set up a dedicated Commercial Module - Study Mission Group (SMG). Its purpose was to assess the relevance of generating a new DVB specification dedicated to enabling Targeted Advertising serving at the very least classical broadcast television.

The Study Mission Group published its final report in September 2017 which concluded the following:

- targeted advertising is very likely to take a very high commercial importance in the context of broadcast TV, and it is a high priority to enable broadcasters to offer such models to their advertising customers;
- no satisfactory, complete, open technology framework enabling TA in the context of horizontal broadcast TV is currently available, though HbbTV appears as a robust starting base;
- given the combination of the high commercial importance and the lack of a suitable enabling technical framework, it was advised that DVB should generate a dedicated DVB-TA specification (or technology framework) to fully enable TA, focusing on horizontal broadcast business models as a minimum;
- this DVB-TA framework should be generated in close cooperation with HbbTV, with a view to re-use all relevant existing (or future) HbbTV assets.

In November, the DVB Steering Board approved the Study Mission Group report and the creation of a dedicated CM-TA commercial subgroup to be tasked to implement the TA SMG recommendations. HbbTV and DVB have agreed to a tight cooperation for the work as set out by the liaison established between the two groups.

### **About DVB**

DVB is an industry-led consortium of broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical specifications for the global delivery of digital media and broadcast services.

DVB specifications cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB specifications. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: [www.dvb.org](http://www.dvb.org), [www.dvbservices.com](http://www.dvbservices.com) and [www.dvbworld.org](http://www.dvbworld.org).

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