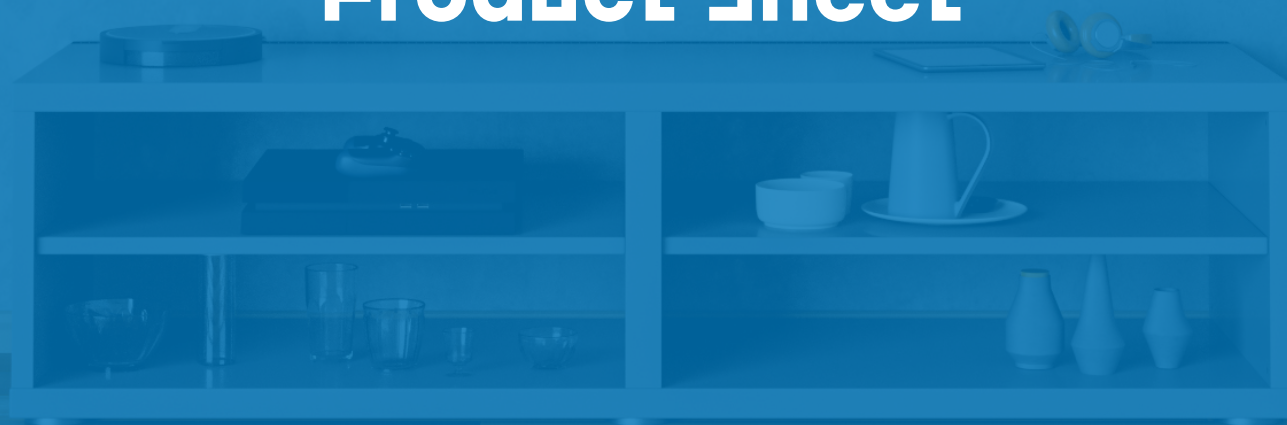


CHANNEL LISTER

Are you on the list?



Product Sheet



by **hybrid**

What is it?

Channel lister

Analytical component of the Hybrid AD's platform that collects technical data from the end TV devices employing HbbTV technology.

This service collects in the real-time regime data about individual end device, to which creates individual profile. The profile includes information:

1. List of tuned TV channels it has available
2. Its order in the list
3. Distribution type, by which TV device receive channels

What it is good for?

Outcomes

1. Information about TV channel penetration & coverage

- Real-time data
 - Precise TV channel penetration coverage on the market
 - Penetration coverage progress over time
 - Geographical location of end devices and its penetration (f.e. real-time data during shift from DVB-T to DVB-T2) in different counties, states
 - Penetration by distribution (f.e. terrestrial, satellite, operators...)
 - Order of TV channels in users' channel listtech describes users' preferences

2. Penetration increase due to targeted advertising

Channel Lister recognizes whether TV device has tuned certain tv channel or not. Therefore, it is then possible to deliver targeted campaign with CTA such "Tune up the new TV channel..." to the end TV devices including informative application displaying tutorial how to proceed in tuning the new TV channel.

Use case:

BBC Sports+ channel has limited coverage only within the region of Greater London. In the region, the penetration is only 50% of all connected devices. Then, Targeted Advertising campaign with additional information how to tune up the new channel is delivered to end TV devices within the region of Greater London area. Only to devices that has not tuned in the channel, yet.

Outcome:

Coverage increased of BBC Sports+ within the area, where it is possible to tune it from 50% to 70%.

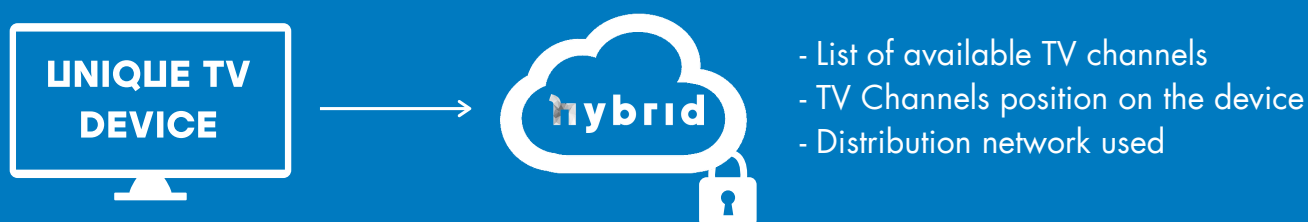


How does it work?

Technology

Channel lister is a component of Hybrid AD's advertising platform, in which, during the bidding mechanism, system collects the data about the end TV device. In case component of Channel Lister is integrated, the end TV device is enriched with the information about List of Channels, its TV channel position and distribution network.

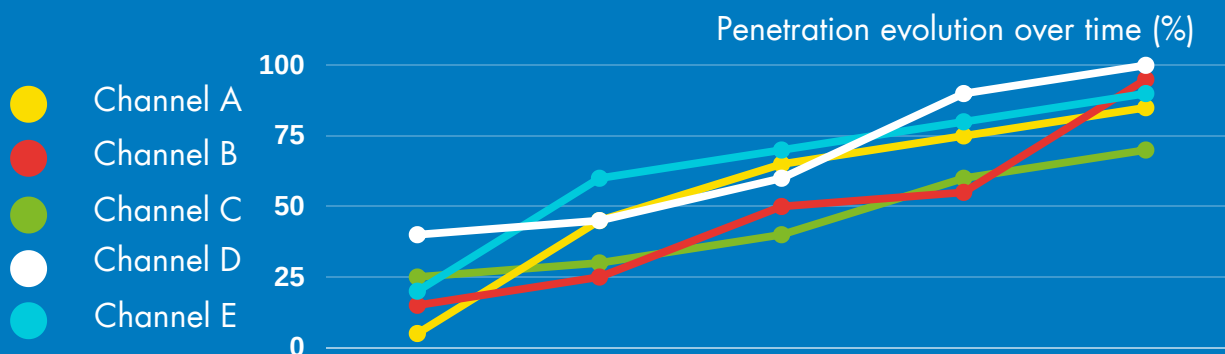
Then, the data are aggregated and then visualized to client. Hence, Broadcaster receives the list of unique users with detailed number of its channels, its position, distribution etc.. In such summary, it is clear which Broadcaster's channels are at disposal to the TV viewers and its coverage. Then, it collect of its rank position and other values such as geography location such as regions, towns, counties.



How results looks like?

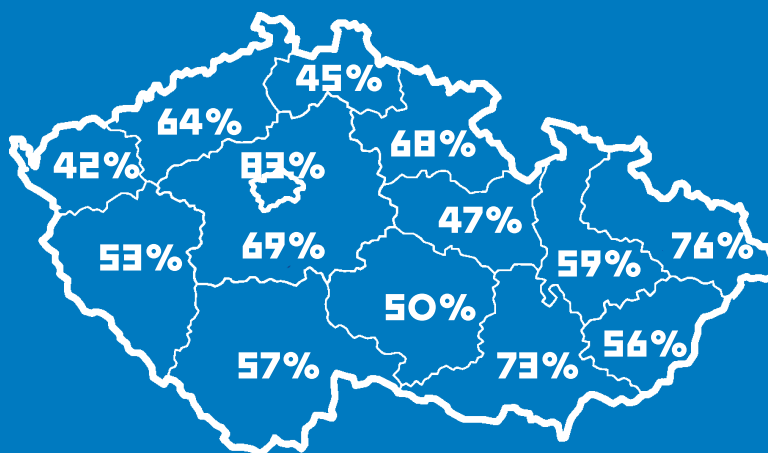
Analytics

A. Channel penetration summary over time



Graph depicts channel penetration and coverage over time with regardless distribution network.

B. Geographical summary by the area



Map depicts the penetration based on the location - counties of the Czech Republic.

C. Penetration by distribution network



Graphs depict penetration coverage by distribution network.

D. Channels' position on the TV device's list

	Ch. A	Ch. B	Ch. C	Ch. D	Ch. E
TOP 3	56%	45%	31%	12%	3%
TOP 5	63%	49%	33%	18%	9%
TOP 10	66%	57%	42%	22%	14%
TOP 20	71%	59%	45%	25%	18%
TOP 30	77%	65%	51%	29%	22%
N/A	1%	5%	7%	36%	43%

The table shows the position of selected channels based on their position on the list of TV sets in household. The count is in percent.

Example: Channel A is placed on the first 5 positions on TV list (1-5) in 63% households.
 Example #2: Channel D has 29% of households on the 30rd position or higher in their channel list at TV Device.

Note: Data can be also delivered at each position on the list. The table will display its rank and percentage count at each TV Station

E. Head - to - head comparison

Channel Y	VS.	Channel X
91%	Total coverage	88%
13%	TOP 3 position	16%
17%	TOP 5 position	20%
22%	TOP 10 position	21%

The table displays two selected channels, which may include also competitor's channel.



ads@mihybrid.com



+420 724 791 953



Křižíkova 52/53, Praha - Karlín



ads@mihybrid.com



+420 724 791 953



Křižíkova 52/53, Praha - Karlín