Targeting Audience Across Screens
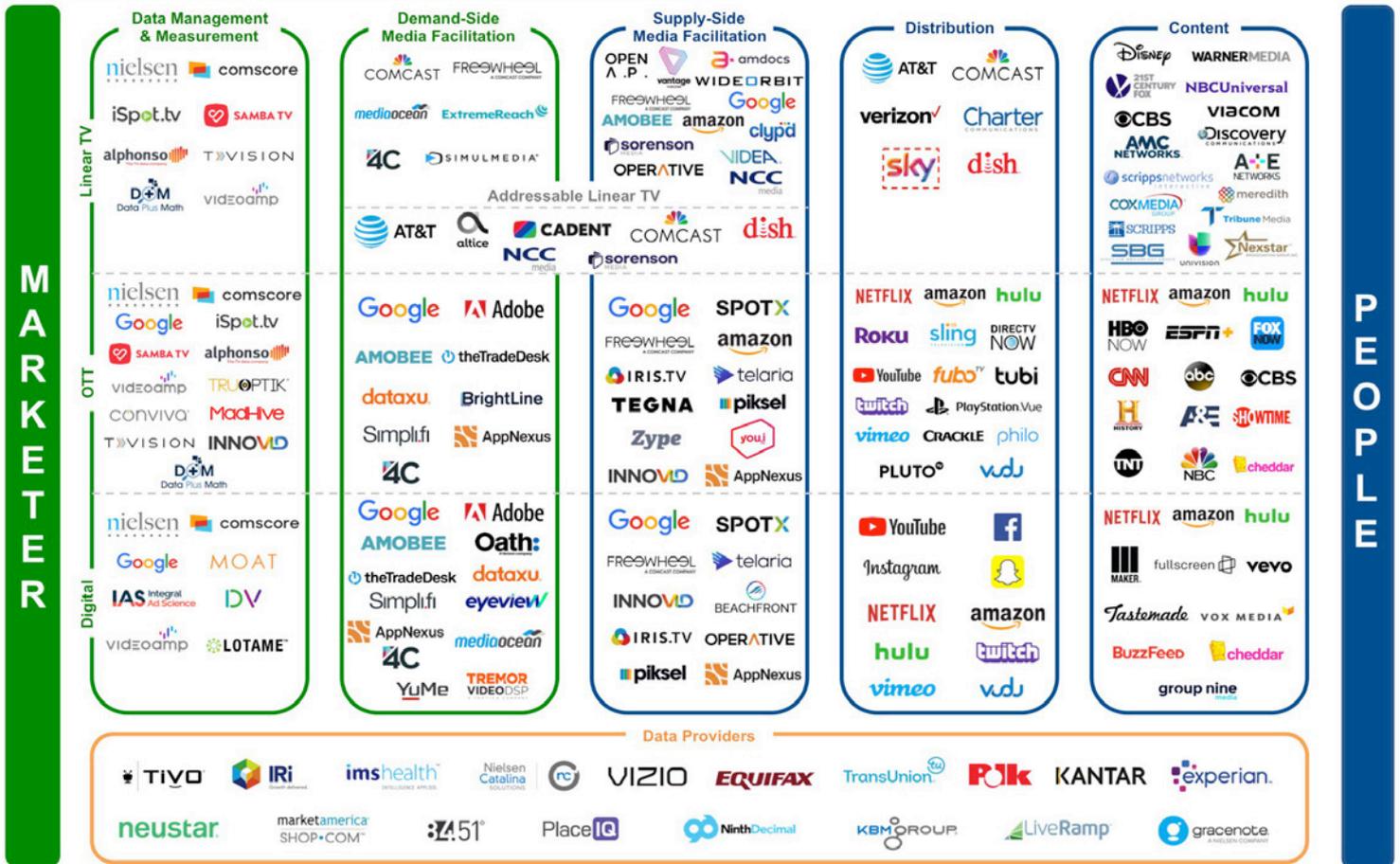
Building Bridges Between Linear And Digital Ad Sales

The Landscape Today

Source: Convergent TV LUMAscape

How do we target the right audience with the right advertising across screens?

Each CTV device operates with its own software, hardware and unique IDs, which creates hurdles to achieving interoperability of systems. Fragmentation in CTV and over-the-top TV affects not just the physical devices, but also creates obstacles for ad supply chains.*

Ad servers deal with inventory that is uniquely targetable. Traditional broadcasters and linear TV are priced on indexed values by rating companies. The speed at which technology changes means that both devices and distribution will be driven by dynamic pricing.

* Source: How To Navigate The CTV Supply Labyrinth by Daniel Elad, Chief Strategy Officer at TheViewPoint

Access Audience Intelligence NOW

Consumer behaviour and content choices are measured granularly in real time.

The technology behind Smart & Connected TV's driven by content consumption over data highways means that ad sales will be propelled into a future where consumer behaviour and content choices are measured granularly in real time with unique data fingerprints from connected screens and households and not by market research conducted at infrequent intervals.

Why should this matter to linear ad sales teams and traditional broadcasters?

Ultimately, TV inventory will get sold just like digital inventory is today. Imagine being able to target the right audience with advertising rate cards that reflect both linear and digital consumption.

Someday, technology will enable reporting transparency to the extent that traditional TV data can be married to digital ads and the entire inventory will be within an ideal addressable audience. where we know exactly what ads are watched on what screen at what conversion.

Targeting will get better and better and the advertisers get more for every ad dollar spent. Consumers will benefit from a better experience and served with relevant, contextual ads.

Win With Voiro

Voiro automates, optimises, drives efficiency and monetisation across the entire Ad Sales workflow. Built for publishers and digital ad sales, we address challenges at scale to drive better yield, dynamic pricing and allow for convergent sales.

Linear ad sales will benefit from the best practices of digital advertising to drive better fill rates, workflow efficiency and have a single view of revenue. While still addressing the scale of TV advertising.

With Voiro, take definitive steps to bring together digital and linear sales on a single platform and manage inventory across channels, with the added benefit of maintaining appropriate pricing programs by channel and by audience type.

Prepare to conquer the inevitable future of ad sales.

VOIRO

About Voiro

Voiro is a media technology company founded in 2014 - a SaaS offering that is trusted by some of India's largest media powerhouses.

A revenue analytics platform for content-led companies, Voiro's solution helps media companies unlock a data-driven approach to accelerating revenue. Voiro is the revenue management platform of choice in the Indian media space, earning its spot in the core technology stack that has driven large live events year after year such as the IPL, the Oscars, Bigg Boss and the Big Billion Day.

One of the early players in this market, Voiro was able to get a front-row view of how the publisher ecosystem was turning a corner on technology with their first customer, Star Sports (now Hotstar), in 2014. Today, Voiro has large enterprise customers such as Hotstar, SonyLiv, Voot, Flipkart, Zee5 in India and DStv in South Africa.

Product Suite

Voiro's solution is a strategic blend of a microservices and API stack that solves for Enterprise Customers in Media, OTT & ECommerce.

Our dynamic product suite blends capabilities of CRM, Revenue Reconciliation, Insights, and Deep Analytics. Voiro falls into the CRM, Marketing Analytics and Ad Tech verticals.

Mission: Accelerate every media company to be data first.