Smart TV Apps – the next big thing in advertising?

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Smart TVs are on the rise

Global TV market:
Sales in million

Source: GfK POS Measurement
Majority of TVs sold in Germany are Smart TVs

Share Smart TVs of total TV market in Germany

Source: GfK POS Measurement
Smart TVs on the rise → Smart TV apps gaining traction

Can these be monetized through advertising?
Will Smart TV apps be the next big thing in advertising?
Smart TV apps can only be monetized if:

1. The app gets used: Do’s and Don’t’s of Smart TV app design

2. Usage, reach and ad performance can be measured
Internet is the new TV
The Big Screen plays a key role in the consumer journey

„Entertain – Infotain – Inspire“
TV Apps – Key element of content marketing strategies
Resources & Budget
Content?
Design - User Experience
On which Platform – Platform Strategy
Relevant Platforms

**Smart TV Manufacturer**
- Samsung
- LG
- Philips
- Sony
- Hisense
- TCL
- B&O
- Vestel
- Bang & Olufsen

**Operating Systems**
- Samsung Tizen
- LG webOS
- Android TV

**Media Streamer**
- AppleTV
- Amazon Fire TV
- Google Chromecast
- Android TV

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Selection the right partner for the app development

- Videos (on Demand)
- Live Streams
- Musik
- Texte
- Bilder
- Produktkonfiguratoren
- Shop
- Reservierungen
- Payment
- Voting
- Kontaktformular
- Bestellungen
- Buchungen
- Social Media
- Ads
- ...

MEK MEDIA
THE SMART TV COMPANY

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Cross-media activation of the new channel

**Activation**

**Incentive**
Integration of all digital channels
Merging the digital and the real world
### Dos & Don‘ts

What are drivers of success of Smart TV apps?

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Smart TV apps can only be monetized if usage, reach and ad performance can be measured.

Measurement will help to:

- Learn about the customer journey
- Understand to what extent the investment is justified
- Convince brands to advertise within Smart TV Apps
Metrics which are relevant to Smart TV Apps

Reach
Who and how many use my app and what content for how long?

Ad Performance
How efficient and effective are ads on my app?

Engagement
What did the viewer do as an effect of my ad campaign?

But passive measurement is challenging

Lack of standards across Smart TV platforms; fragmentation of hardware and software platforms
The TV is a multi-user device, measurement and research need to take this into consideration.
Limitations of existing audio-based metering solutions
GfK will extend its proven hybrid measurement approach consisting of a census and panel approach.

**Census Measurement**
Measure all contents and advertisements delivered and viewed within apps.

**Panel Measurement**
Measure viewing habits of individuals within a high quality panel.
GfK SENSIC is a census measurement platform which tracks content and ads across all devices for all individuals.

*In cooperation with MEK Media, the platform is specifically adapted to Smart TV apps:*

- Integration guides for relevant Smart TV app platforms
- Proof of reliable measurement and comparable metrics
- Use of Smart TV app specific device identification

GfK is currently piloting the Smart TV measurement in cooperation with MEK Media and a national publisher, who’s Smart TV app is available for Samsung, Android, Panasonic, LG, Amazon and Apple TV platforms.
The GfK Router is designed to measure the total consumption of media in a highly fragmented and fast paced world of connected devices.

- Works across all connected devices
- Full-coverage across all apps
- Full-depth measurement in combination with census
- User identification
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Your point of contacts

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Thank you very much