VGTV

Paris, October 8th 2015

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SCHIBSTED
MEDIA GROUP
FINN
btno
let's deal
webtraffic
VG
NETT
E24!
mittanbud.no
Lendo
osloby
WiMP
Aftenposten.no
Aftenbladet.no
Prisjakt
DINE PENGER
fvn.no
leboncoin.fr

AGENDA

- The Norwegian TV landscape
- VG – from print to TV
- Cooperation with ad serving partner
- Programmatic video from VG’s POV

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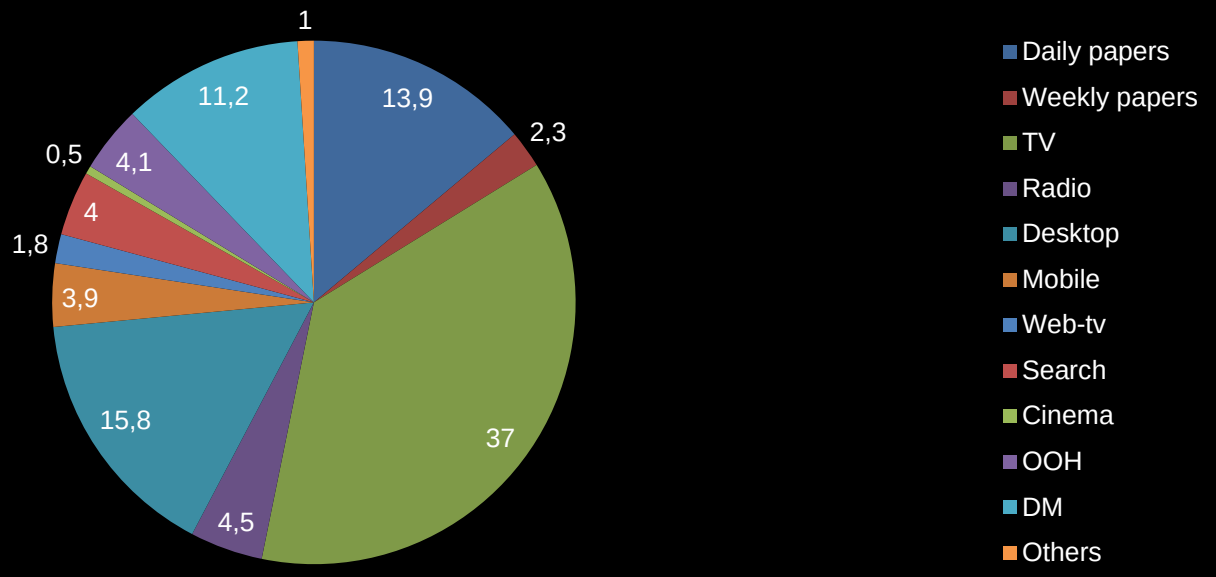
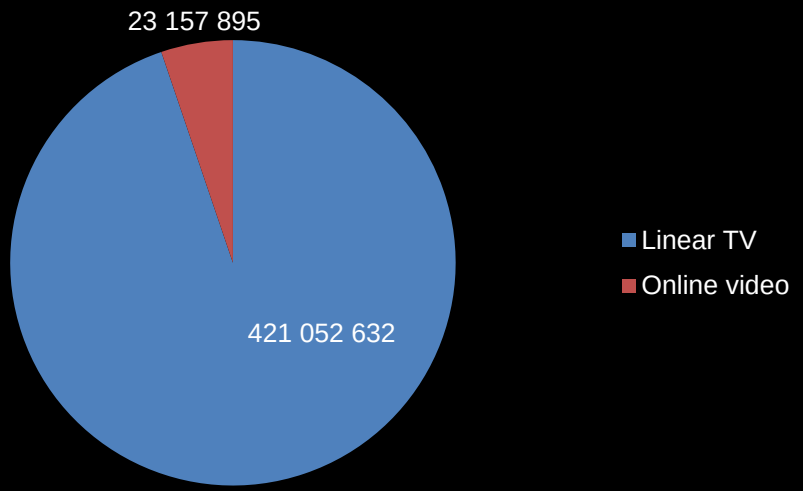
TV IS THE BIGGEST CHANNEL – BY FAR



NORWEGIAN TV IS STILL DOMINATED BY LINEAR

- 95 % of TV ad spending is linear
- Dominated by 3 channel groups



THE ONLINE TV MARKET IS GETTING CROWDED

1. Linear TV channels moving online

2. Traditional newspapers tapping into TV

3. Global competitors entering market

VGTV HAD A FIRST MOVER ADVANTAGE

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Disrupt yourself and stay profitable;
otherwise someone else will.
$20
CHARGE
$8
$6
$10
$9
$7
Photo by Rich Renomeron @ Flickr

From this…

Petter Solberg rømmer unna alt husarbeid:
Ødelagt av mamma
Side 30 og 31
Matvarene som er bra for blodsukkeret:
SPIS DEG FRISK FRA DIABETES
Side 10 og 11
VG
Nr. 56
Onsdag
26. februar
2014
Uke 9
Kr. 20,00
Politiets «wonderboy» fengslet for korrupsjon
Siktelsen knyttes til stor narkosak
Eirik Jensens dramatiske karriere
TATT av sine egne
Side 6,7 og 8

To this…

Fang øyeblikket
Tyrkisk avis: Statsministerens rådgiver sparket sørgende
Norwegian-streiken er avblåst
... men Norwegian avlyser avganger
Millionfap på
REMA 1000
Tyrkisk avis: Statsministerens rådgiver sparket sørgende
PR-STUNT BLE UVSFARLIG DRAMA:
JAKTEN ETTER VRAK OG GULL
HER TAS KJUS AV RAS
DERFOR gikk det GALT
REKORD-GEVINSTEN
EKSPERT: SKREDET KUNNE RIEPT ALLE
SALG
Oslo -5
Mads A. Andersen
Neste: Pressekonferanse direkte fra Stortinget 14.00

Online TV:
1 mill streams per day

Linear TV:
0,3 % market share

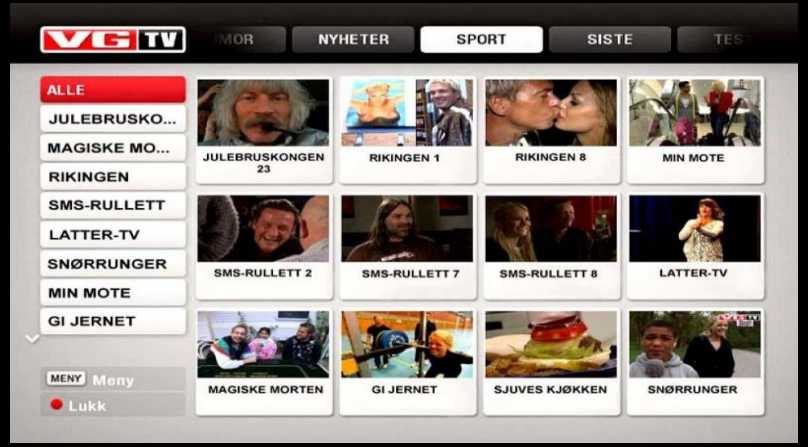
MOST OF THE VOD VIEWING IS ON SMALL SCREENS

49 %

34 %

14 %

GROWTH POTENTIAL IN SET TOP BOXES AND CONNECTED TV'S



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AD TECH WAS NEEDED TO PLAY AT THE HIGHEST LEVEL

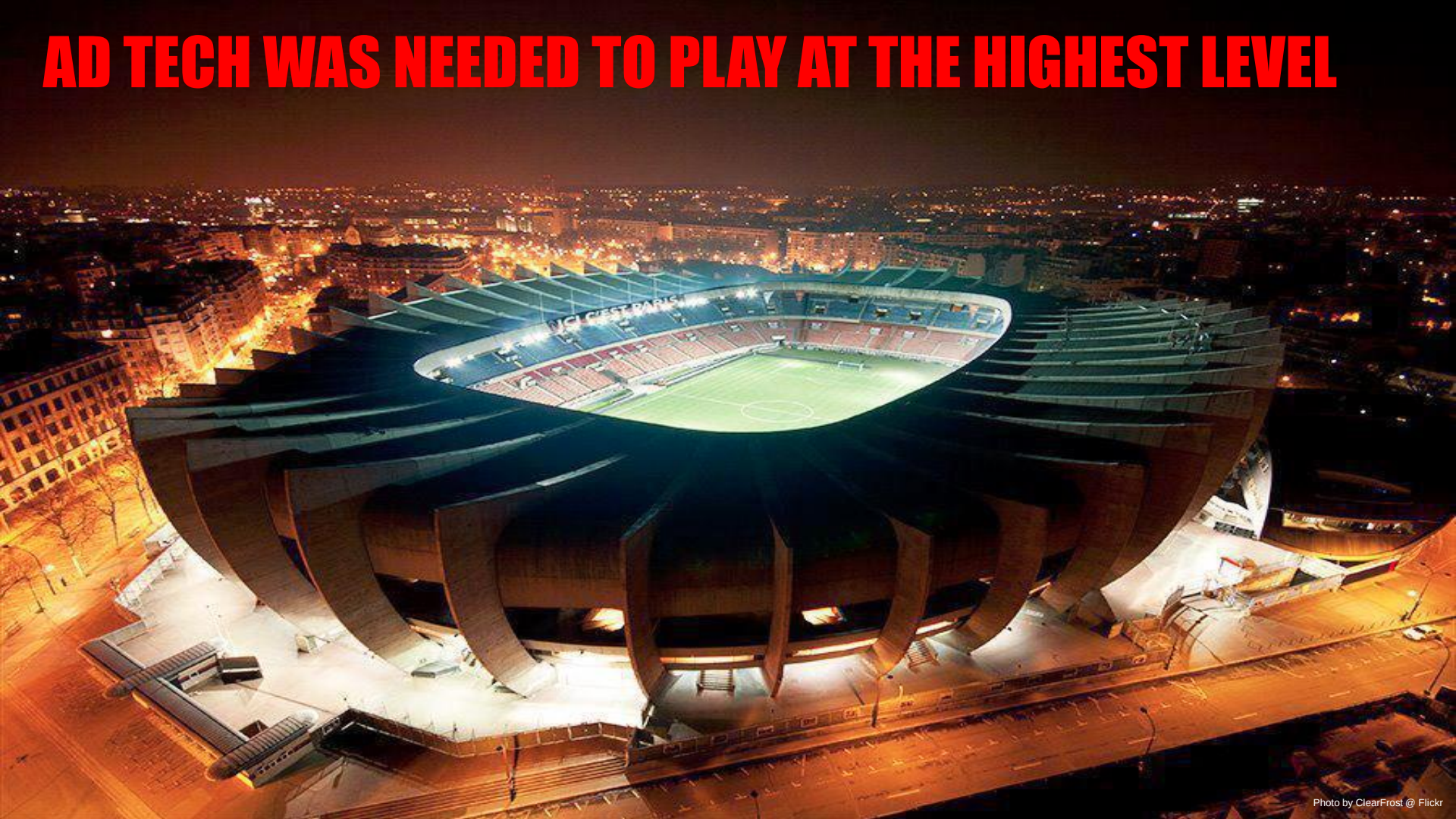

Photo by ClearFrost @ Flickr

HUGE EFFECT ON REVENUE

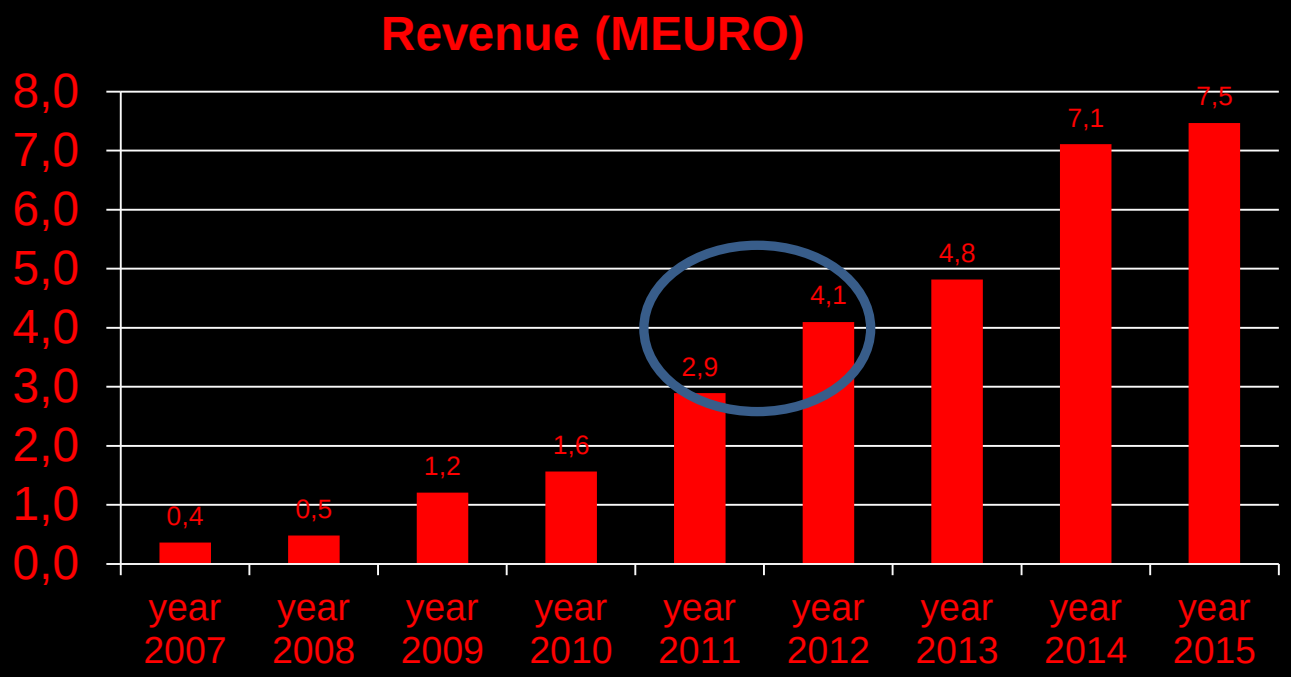

Photo by ClearFrost @ Flickr

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PROGRAMMATIC AVAILABLE ON ALL VOD

WE WANT TO DO CABLE AND SATELITE AS WELL

WHY GO PROGRAMMATIC?

VOD

Increase eCPM

1st part Schibsted data

Revenue from global campaigns

Less reliant on sales reps' personal relations

No guarantees – no under delivery

Linear

First mover – value for buyer

Better data than traditional tv meter panel

Difiicult to capitalise as a niche channel

CHALLENGES

Budget split between several channels

Harder to budget / predict future revenue

Yield management

Find programmatic's place within our ad space

A sense of losing control

Fraud – market has to mature

SO WHAT'S IN STORE FOR 2016?

- From technical to strategic focus
- Move from private deals to PMP
- More use of 1st/3rd party data
- Increase in average eCPM
- Launch linear programmatic
- My prediction: 20-25 % of revenue

THANK YOU

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