



Internet 'banners' could solve non-linear ad dilemma

[justAd.TV](#) thinks it has the answer to the problem of how to maintain the value of advertising to channel owners in a world where more content is watched on-demand yet viewers are apparently less tolerant of video advertising in non-linear format. At IBC the company was showing how service providers can introduce banner-style advertising across the screen during trick-play modes, something that exploits time when consumers are still engaged with the TV but unable to view content (fast-forward and rewind) and also makes the most of 'pause' opportunities.

The justAd.TV technology is being used by the Italian IPTV provider Fastweb. Co-Founder and CEO Yariv Erel says justAd.TV it has also signed a deal with a "leading EU cable provider".

The company used IBC to debut its TV advertising system, which is designed to enable both Pay TV providers and broadcasters harnessing hybrid broadcast broadband capabilities (including HbbTV, DVB-MHP or MHEG-5) to apply Internet-style advertising to non-linear entertainment. The resulting banner-style advertisements, applied to VOD or PVR services, can be fully interactive if the set-top box has a browser.

"The non-linear era is here," declares Erel. "Twenty per cent of advertising now is non-linear. However, most VOD systems do not support advertising at all and PVR ad skipping is becoming the norm, with 75% of adverts skipped. A lot of people are talking about pre-roll advertising for VOD but one hour of broadcast TV contains 20 adverts and that does not make sense for pre-roll VOD. A lot of people are thinking about disabling fast-forward on the PVR but the genie is out of the bottle."

In a few sentences, Erel sums up one of the biggest challenges facing the TV industry today. He believes the solution is to bring the best of web advertising in terms of interactivity and measurability and put that on the television and make trick-play work for broadcasters.

"We are embracing the shift from linear to non-linear TV and enabling advertisers to integrate with the TV show, so that the viewing time of each programme is not prolonged," he adds. "Our current data shows a significant gain in customer purchases following the viewing of our non-linear TV ads. By serving ads when viewers are engaged and can interact, we are far more effective than the legacy 30 second spot."

As well as harnessing trick-play, the justAd.TV solution enables service providers to offer free VOD, including movies, paid for by advertising that is particularly relevant to each viewer – what the company calls 'TV advert selectors'. The solution uses a thin set-top box agent that renders the graphics for the advertisements.

Consumer trials carried out by justAd.TV found that consumers use the pause or fast-forward button at least once in every VOD session, with an average pause taking above two minutes, and with fast-forward and rewind taking 13 seconds and seven seconds respectively. justAd.TV says the trials also demonstrated that consumers prefer these new advertising formats and skip adverts less.