

Is data the new soil (to grow TV revenues from)?

Dynamic ad insertion – sharings, best practice and impact.



ON AIR

THE
WORLD
AUDIENCES
SUMMIT
2016

2nd June 1970 - Bruce McLaren



THE
WORLD
AUDIENCES
SUMMIT
2016

1982 - Keke Rosberg



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WORLD
AUDIENCES
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2016

1994 - Michael Schumacher



Carat



THE
WORLD
AUDIENCES
SUMMIT
2016

4D on demand



THE
WORLD
AUDIENCES
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2016

2015 - Lewis Hamilton



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2016



25
Platforms
& Devices

Season
Premieres
&
Exclusive
Content



10,000
Hours
of
Content



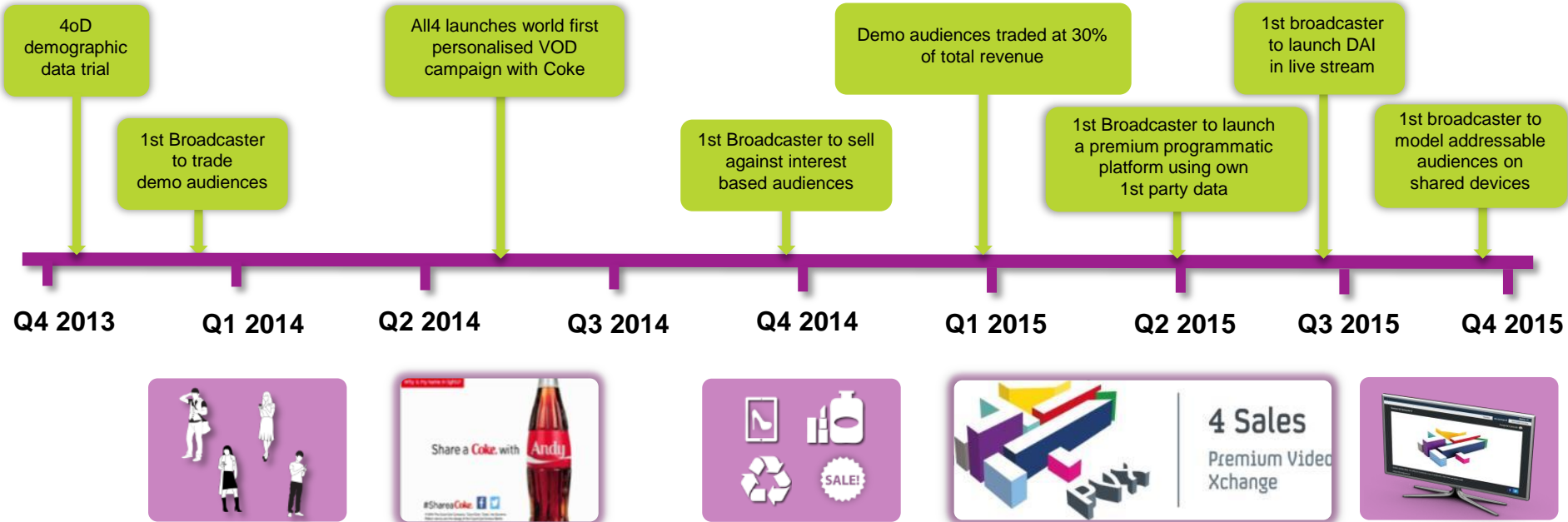
+25%
Growth VoD
views YTD

60m
Monthly
Views



THE
WORLD
AUDIENCES
SUMMIT
2016

The All4 Data evolution has driven innovation and record audience & revenue growth



THE
WORLD
AUDIENCES
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2016



CHANNEL 4's DATA STORY



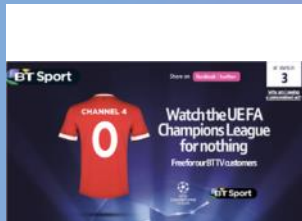
THE
WORLD
AUDIENCES
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2016

Ad 4 You

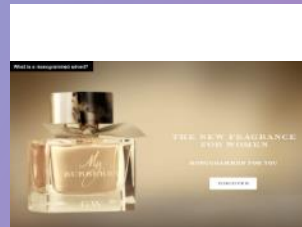
The ad link format allows advertisers to plug into Channel 4's first party data and deliver different creative to different individuals or segments interaction



Coca Cola (2014)



BT Sport (2015)



Burberry (Burberry)



Virgin Travel (2015)



O2 (2015)



Universal Pictures (2015)



AUDIENCES
SUMMIT
2016

Ad Journey

Ad Journey is an innovative format that enables advertisers to deliver different creative messages dependent of users exposure or interaction

FEATURES

Deliver sequential creative messages
Deliver different interactive functions





Worlds First Live Dynamic Insertions



98% view through



10%-20% of our live streams DAI

>12m ads delivered per week



THE
WORLD
AUDIENCES
SUMMIT
2016

2016

13.5m

Registered users



THE
WORLD
AUDIENCES
SUMMIT
2016

