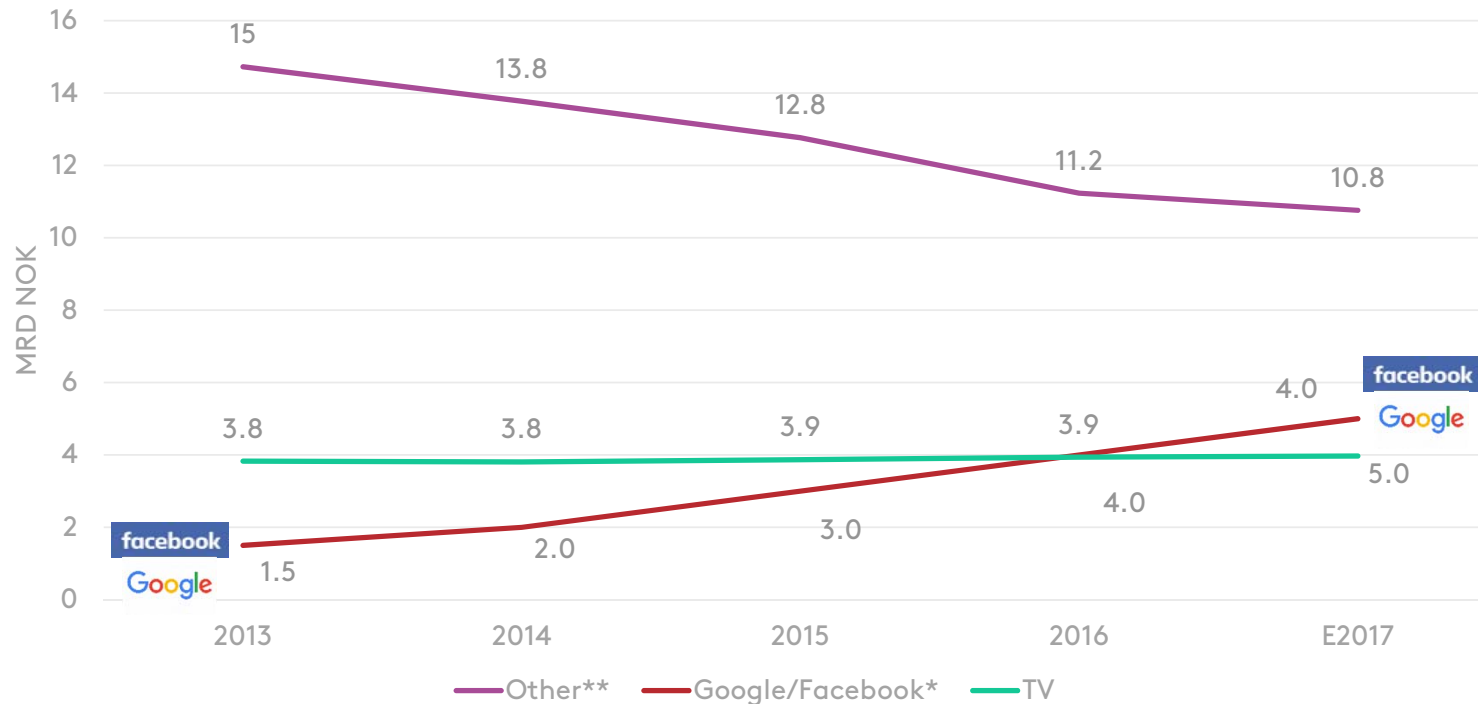


TVOV
Delivering value for
commercial
broadcasters

The background features several thick, wavy, overlapping lines in shades of pink and purple. The lines are fluid and organic, creating a sense of movement and depth. The colors range from a vibrant magenta to a deep, muted purple. The overall composition is abstract and modern.

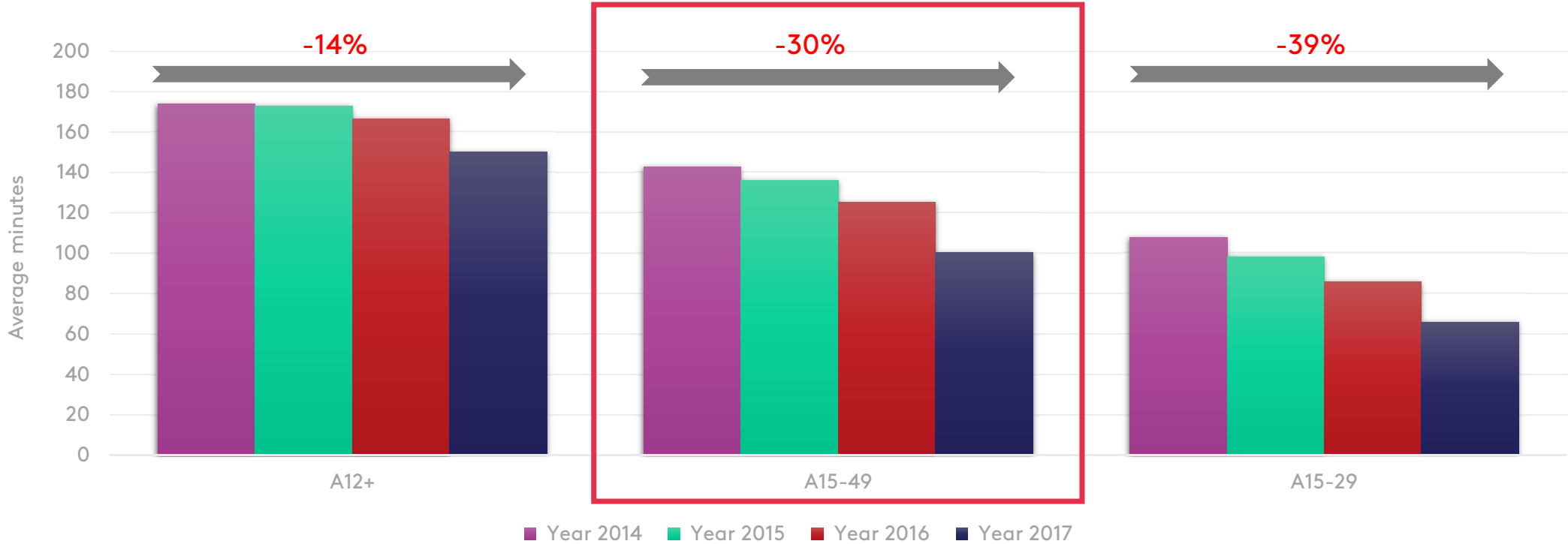
Commercial backdrop

Google and Facebook take a bigger and bigger share of the advertising market in Norway



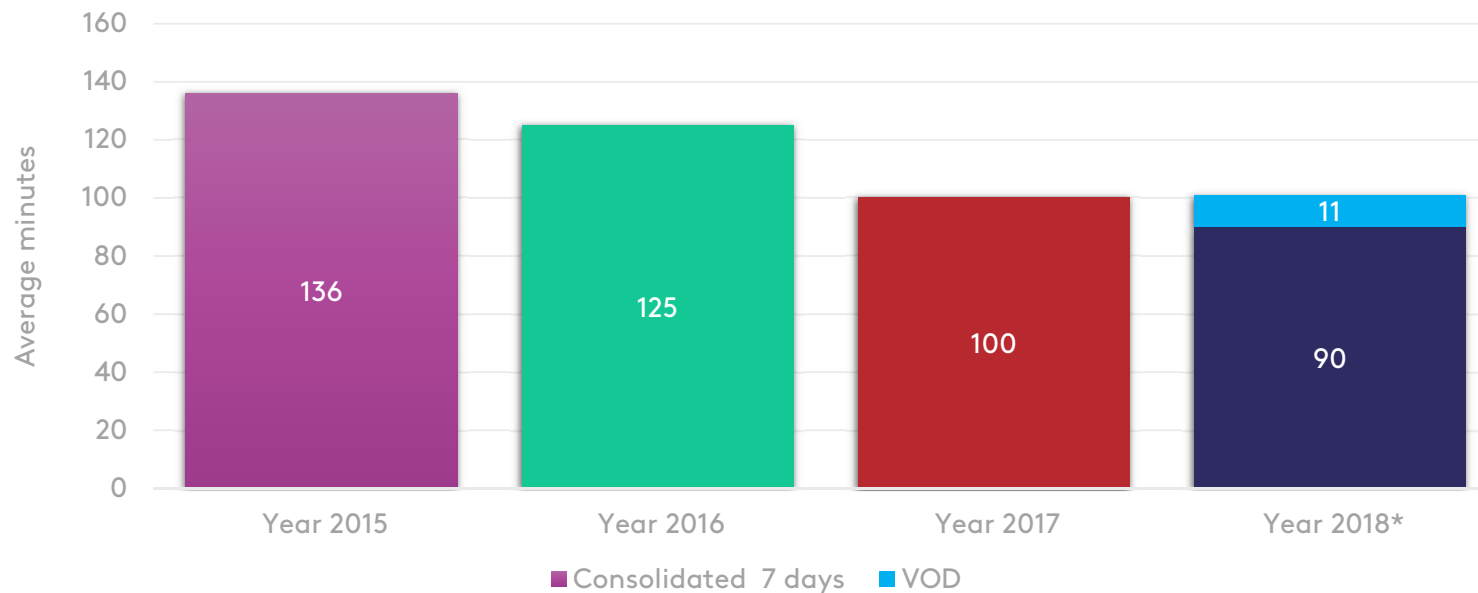
Linear TV viewing is declining rapidly

The trend is escalating at the moment and continues in 2018



TV is extending beyond linear TV to VOD

Finally we manage to measure and stable the VOD viewing on top

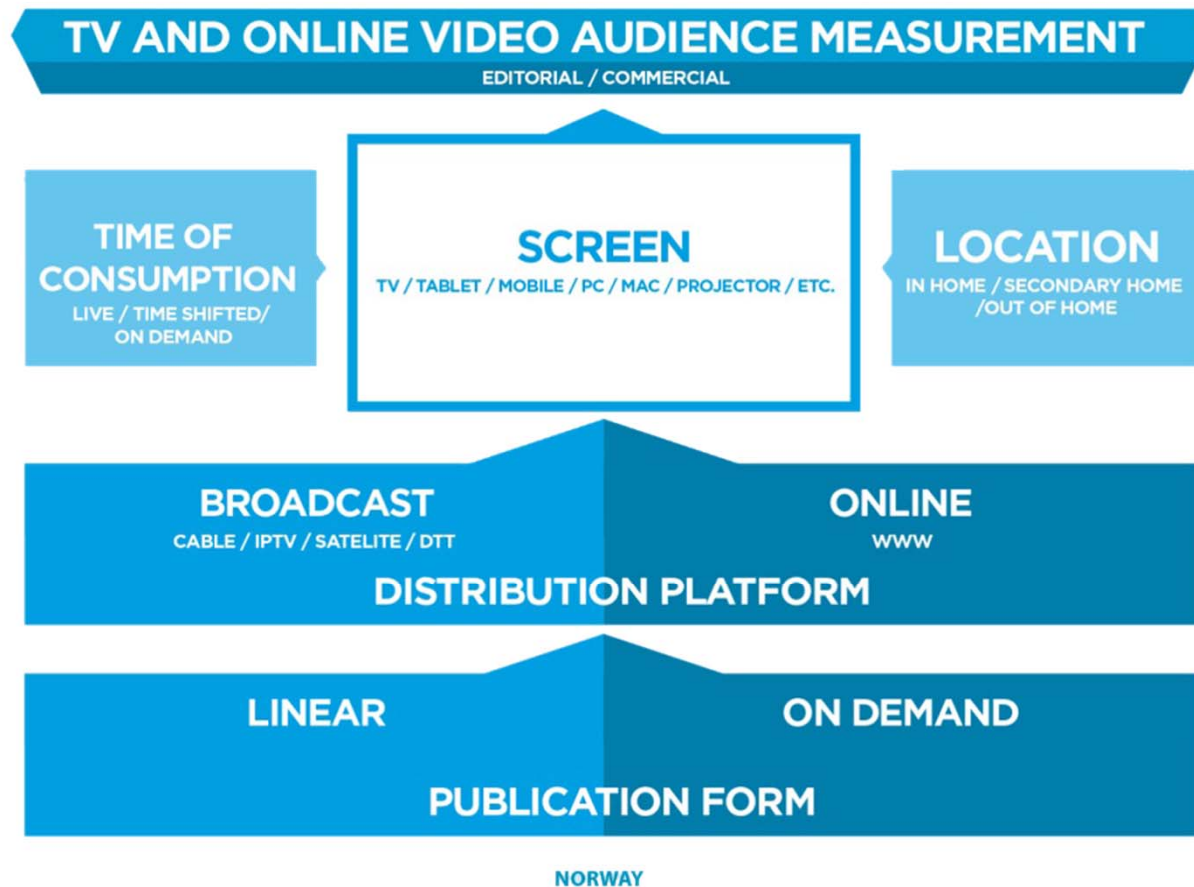




250 minutes

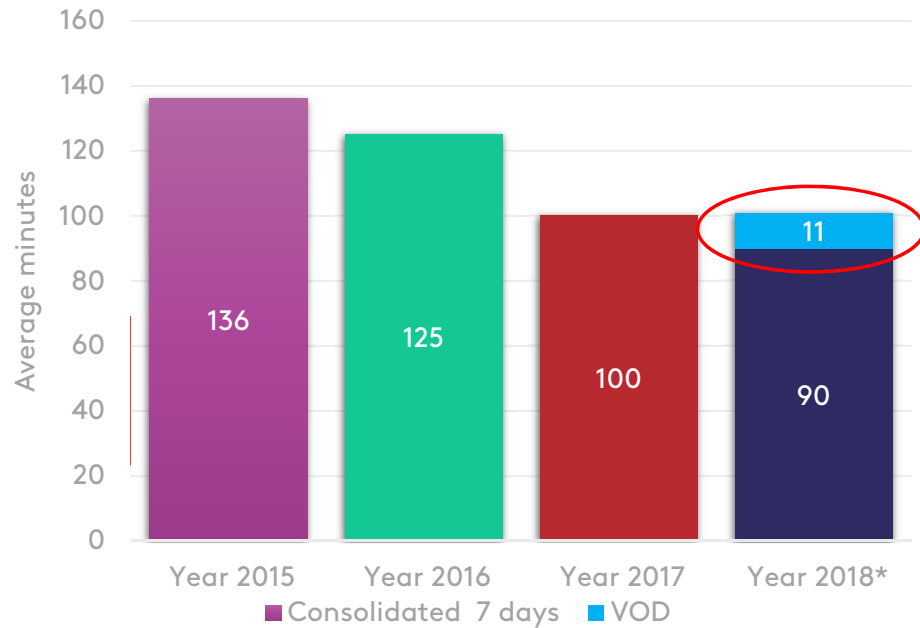
Our vision

Measure
Everything
Everywhere
at any time



Who is participating?

Steering committee



Other cooperating broadcasters



Other cooperating online video



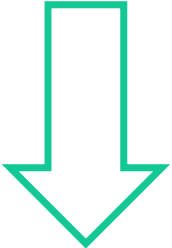
The background features a gradient from light pink to purple, overlaid with several thick, wavy, semi-transparent lines in shades of pink and purple. The lines create a sense of movement and depth.

The technology

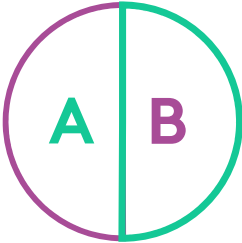
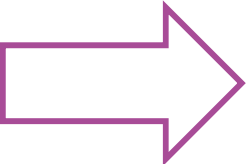
Two panels

| | In home | Out of home |
|-----------|--|---|
| Broadcast |  |  |
| Online |  <p>TRACKING PANEL DEVICEIDs IN CENSUS</p> | |

Panel B:
1500 persons A10-79



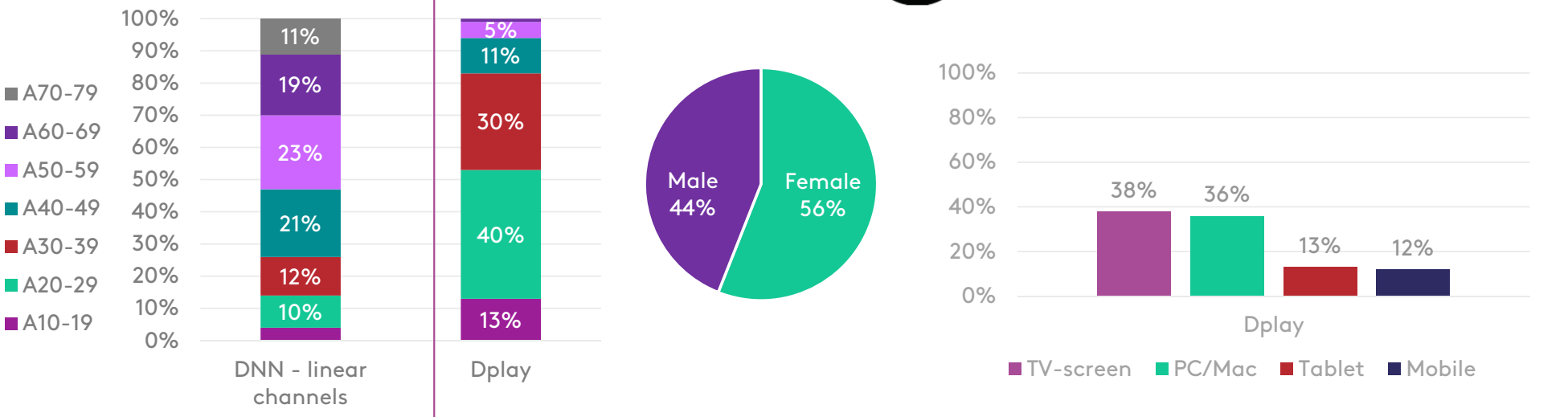
Panel A: 3300 persons A2-79



The background features a gradient from dark purple to bright pink, overlaid with several thick, wavy, semi-transparent lines in shades of purple and pink that create a sense of movement and depth.

Delivering commercial value

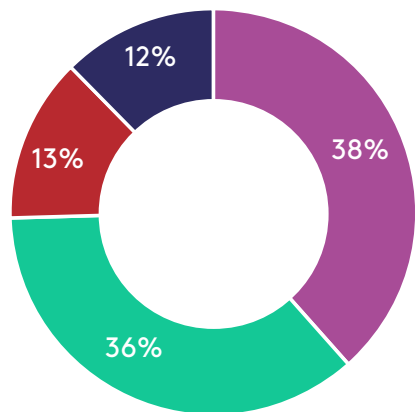
Viewing structure for Discovery linear and VOD



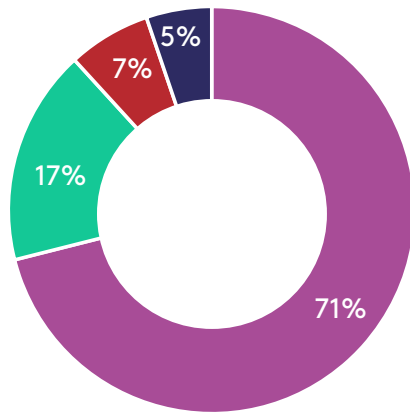
Consumption on different screens

Minutes consumed

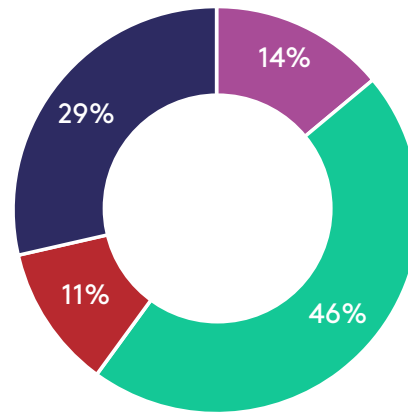
Discovery Online



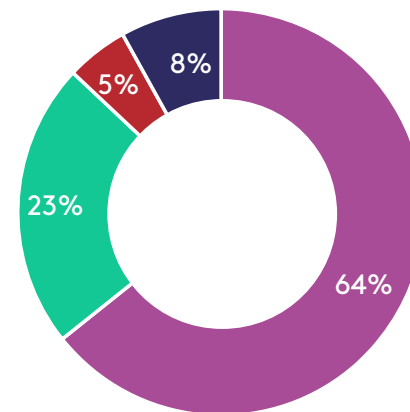
TV 2 Online



MTG Online



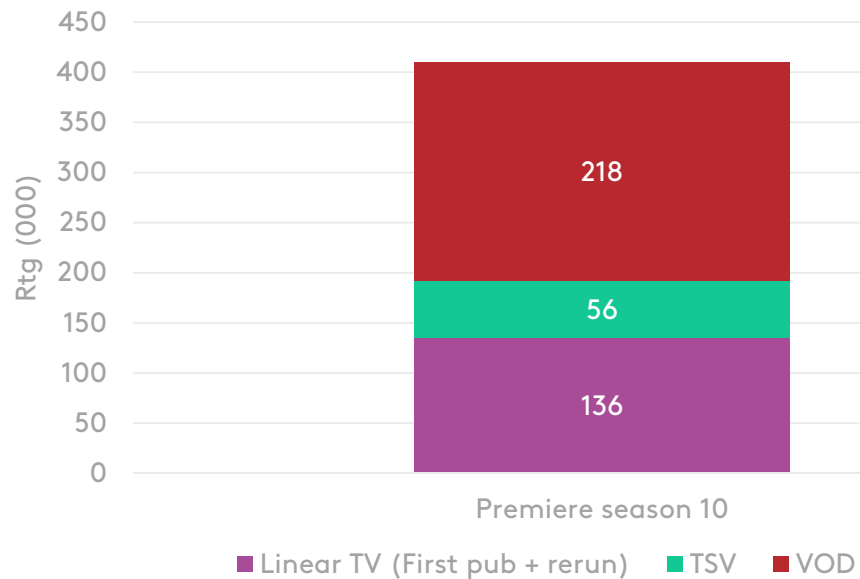
NRK TV Online



■ TV-screen ■ PC/Mac ■ Tablet ■ Mobile

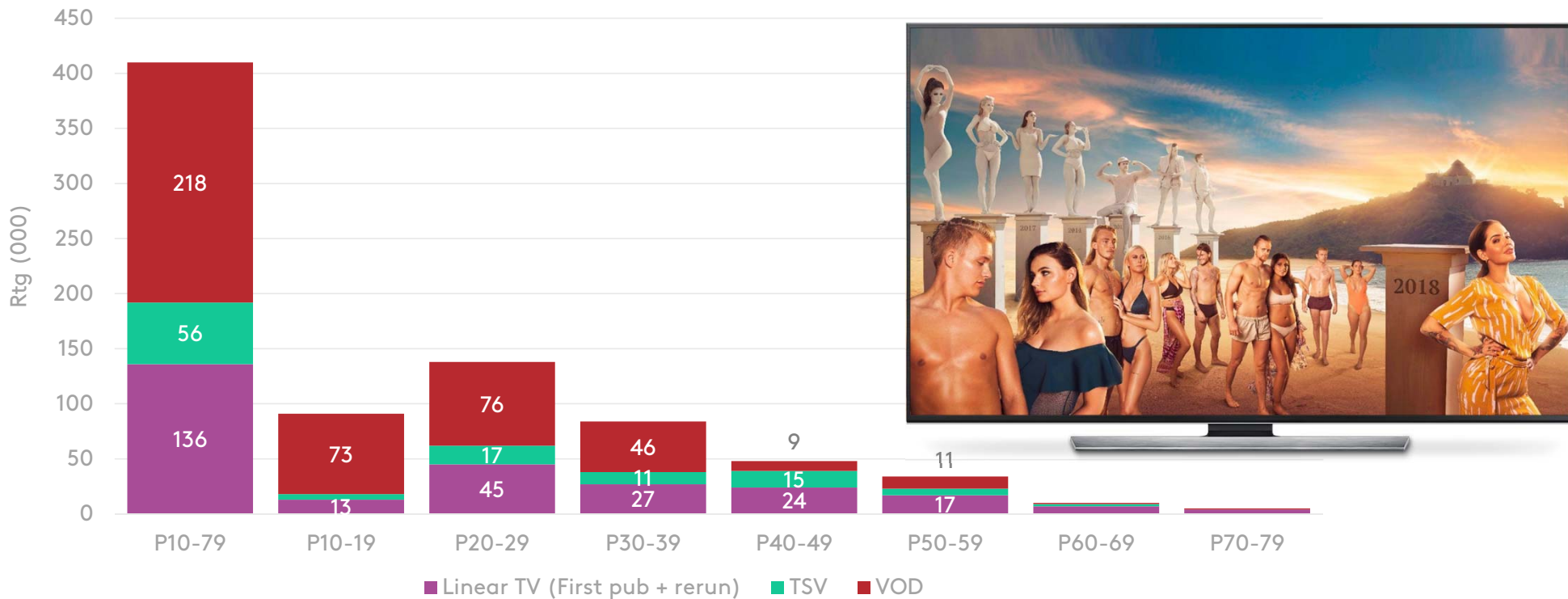
Paradise Hotel

Premiere season 10



Paradise Hotel

Premiere season 10

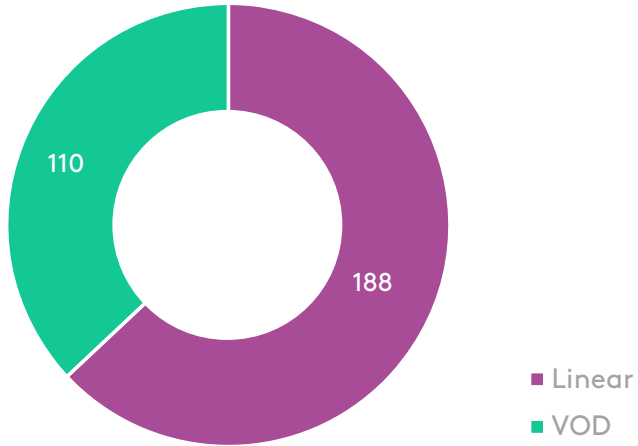


Telenor campaigning on MTG linear channels and Viafree

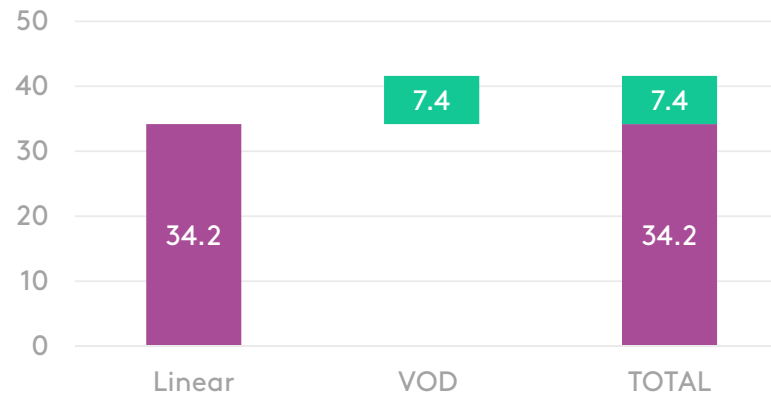
Target group A15-29



298 TRP'S



RCH 1+ %



The months ahead...

System integration between TVOV and local trading platforms

What will be the official trading currency for online campaigns?

What will be the official reporting currency?

Dig deeper into the commercial landscape

How to measure online sales networks?

Pricing models across linear and VOD (and among screens)

Thank You!

#km**summit**