

The future of TV advertising

Stéphane Martin

Deputy Director

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SNPTV

SYNDICAT NATIONAL DE LA PUBLICITÉ TÉLÉVISÉE

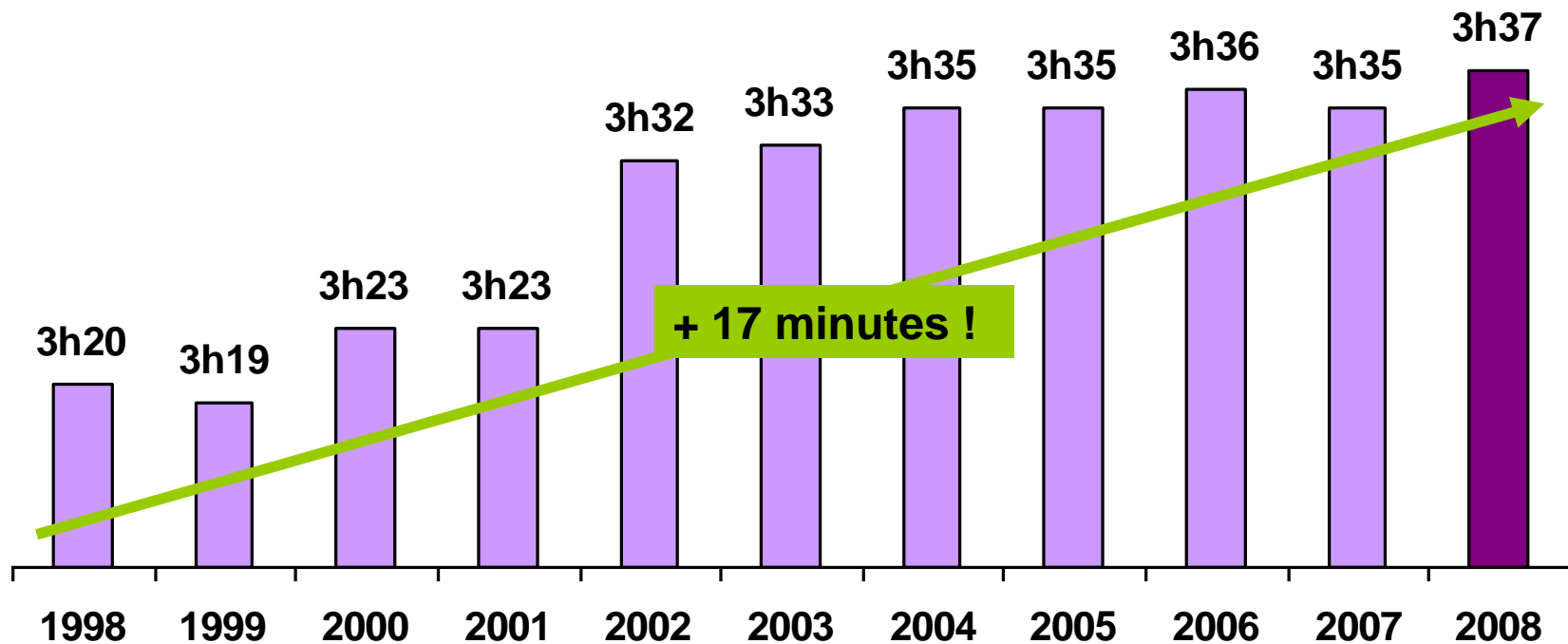
The members

Created on November 22nd, 1990, the Syndicat National de la Publicité Télévisée (French Television Advertising Trade Association) represents the **6 Sales houses** in France which collectively comprise more than a hundred TV channels, Internet sites and interactive services.



> Europe

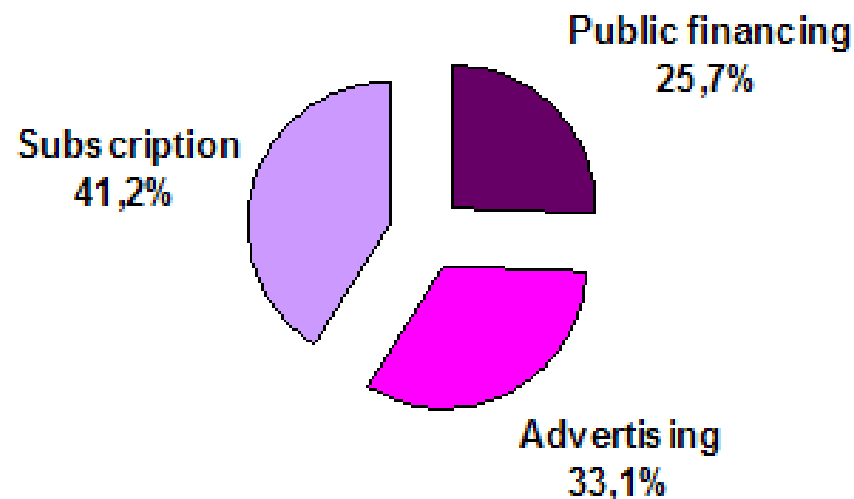
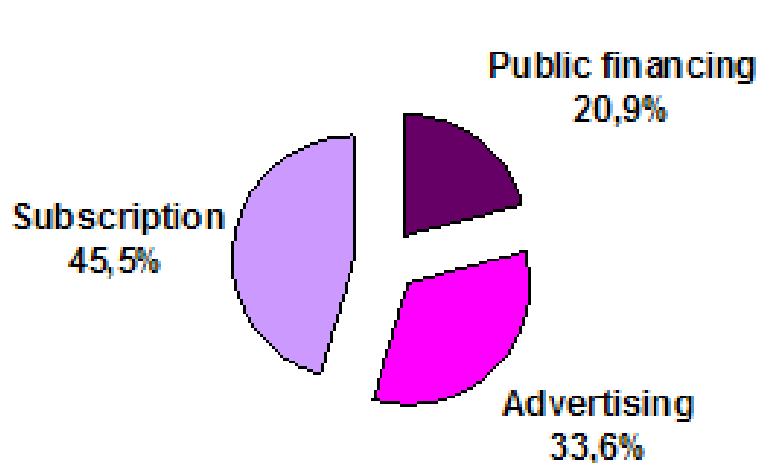
Vu à la télé



Sources of financing in broadcasting industry

> France : 10,231 M€

> UK : 13,157 M€



> Decree n° 92-280 of March 27th, 1992

Article 13. Advertising must be simultaneously broadcasted in the whole service area.

Article 14. Advertising must be easily recognizable and separated from programmes, before and after their broadcasting, by recognizable screens in their optical and acoustic characteristics. The isolated advertising must be exceptional. It's accepted during the broadcasting of sportive events.

Article 15.

I. Advertising are inserted between broadcasts [...] at least twenty minutes must be set between two successive interruptions during the same programme.

[...]

III. The broadcasting of television news, magazines of current events, religious and kids broadcasts, whose duration is less than thirty minutes, cannot be interrupted by advertising.

[...]

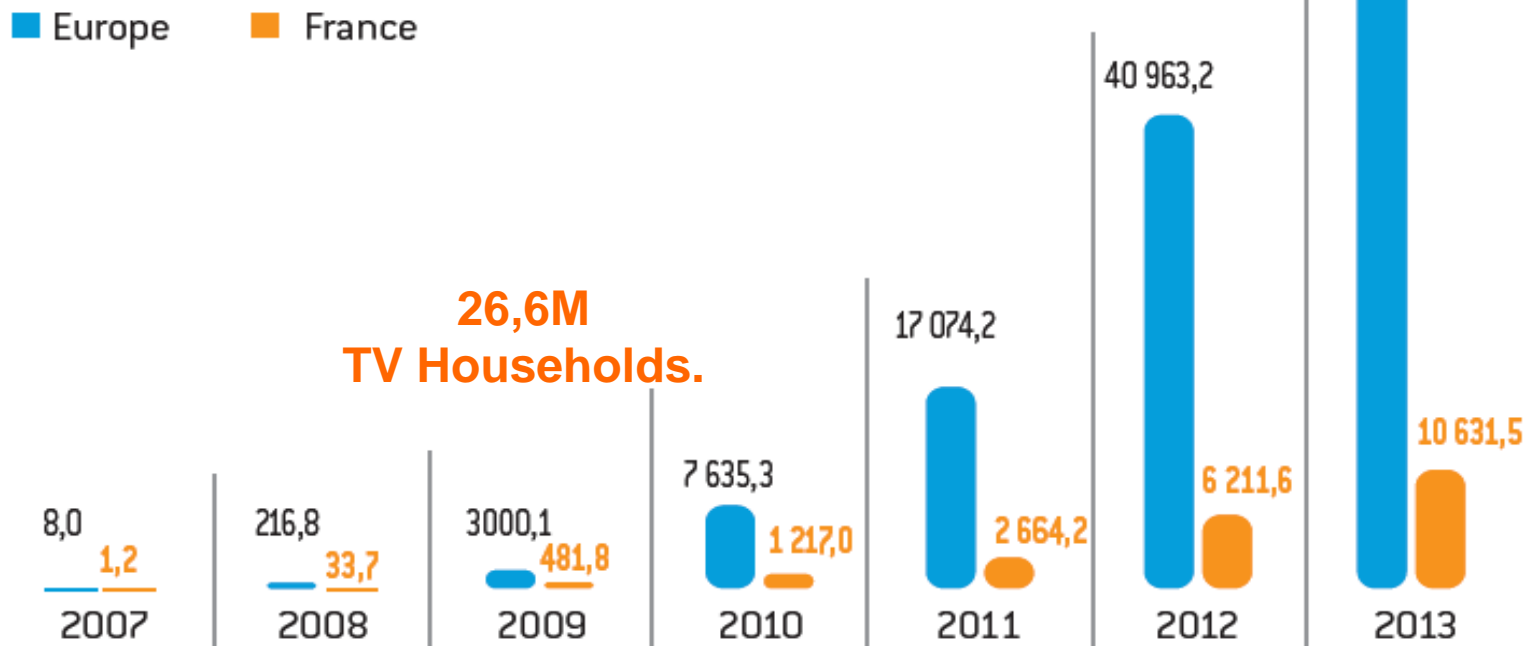
V. The maximal time dedicated to the broadcasting of advertising [...] must not exceed nine minutes per hour on average daily on all the periods of programming during which this broadcasting is authorized, nor twelve minutes for one hour of given clock.



> Connectable TVs

The development of online VoD platforms, as well as other applications, such as widget engines, will make connectable TVs the norm over the next few years.

Connectable TVs – Installed (thousands)

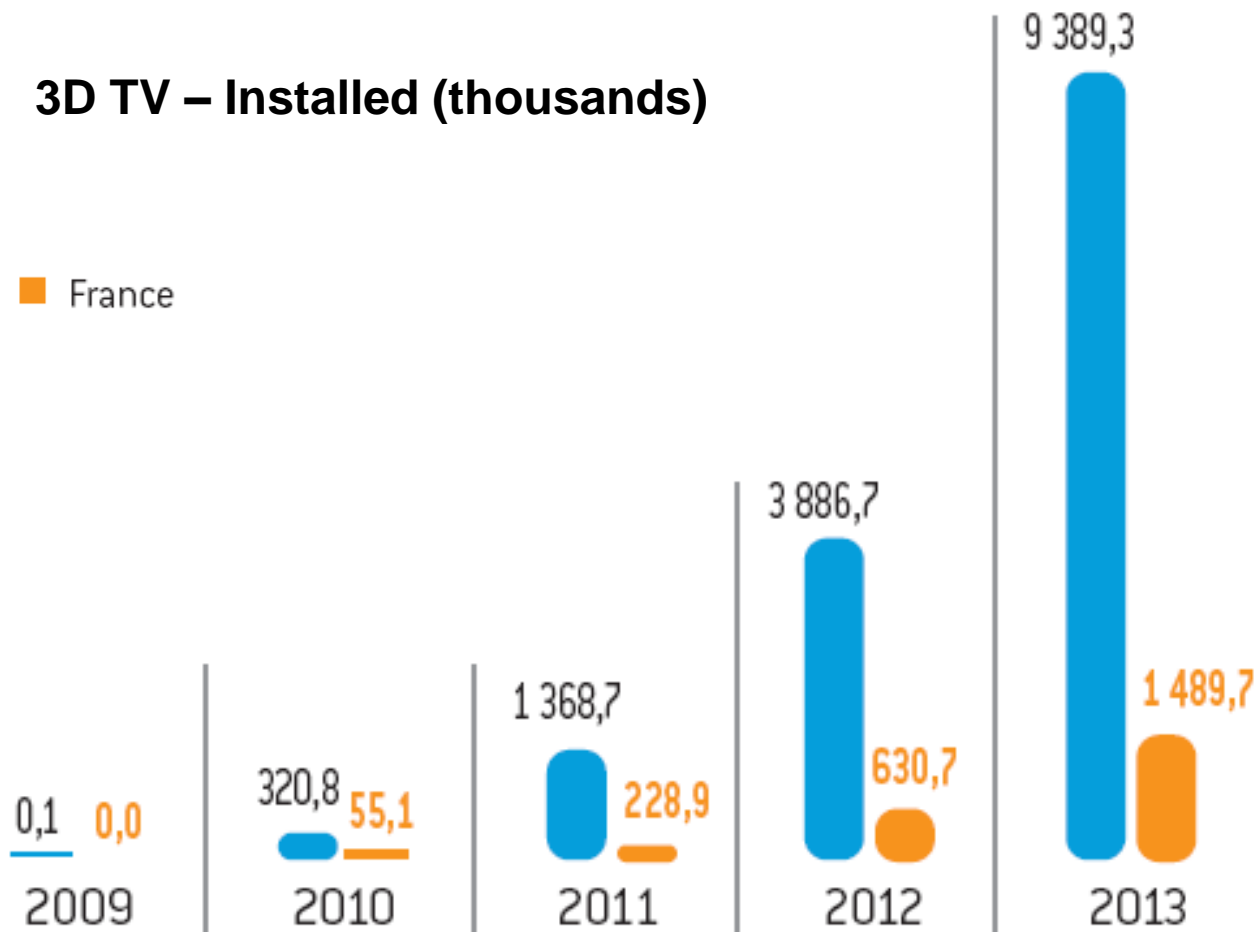


> 3D TV

Combined with production techniques for 3D, it will take several years to build up a stock of 3D content. Live sports transmission and games will be key drivers of 3D uptake in the home.

3D TV – Installed (thousands)

■ Europe ■ France





Television is a powerful and effective media!

FUTURE

CREATIVITY

- > Geo targeting
- >> Personalization
- >>> New ways to communicate
- >>>> New codes
- >>>>> ...

TECHNOLOGY

- > Colors
- >> 16:9
- >>> Interactivity
- >>>> High Definition
- >>>>> Mobile
- >>>>>> 3D
- >>>>>>> ...

