Future TV panel

- start/context
  - sustainability of ad sponsored content business
    - fractionalization
    - cost to reach eyeballs
    - cost of content production
    - cost of content distribution
    - content as mean to build audience ?
  - rising of alternative sources of "audience building"
    - social media
  - feeling of abundance / overwhelming choice
    - evolution of brand roles
- market evo ?
  - NDS : "technology is here for next gen. TV" (market still wondering how to consider it)
  - market structures
    - (existing markets)
      - cable inventory US
      - "local" inventory (e.g. India)
    - "new" market
      - not sure "all evolution actually add value"
        - more inventory = lower unitary value
        - "adds" only if volume increases
      - "flow" issue
        - inventory size up
          - more complexity
          - efficiency balance ?
        - = sell more
        - = manage more
        - = operational complexity
  - advertisers ?
    - TV = awareness : will it remain ?
      - Heineken Cross Media Study Proves That Search Effectively Builds Brands
    - "effectiveness"
    - mix evaluation
  - evolving value chain
    - "demand platforms"
      - ad networks
  - what defines "audience value" ?
    - volume
    - repetition
    - ROI !
- ad format evolution : many tech available
  - ad swapping
    - create "cable inventory" for... satellite !
  - interactive ads
    - over narative
    - integrated into narrative
  - unfolding ads
    - ads become content themselves
    - why restrict to "30s" narratives ?
  - multiple screen interaction
    - primary : TV or PC... or Mobile !
    - secondary : PC, Mobile... or TV !
- "data" : yes we can !
  - STB data
    - live
    - DVR
  - HH data
    - Jungo : HH cross devices measurements
  - (currencies to be defined)
    - efficiency to be proven
    - build forecasting capacity
    - yield management
  - "targeting" to be (re) defined
    - in the context of vertical players
    - in the context of horizontal players