

Ad & In-Game Betting Use Cases for SCTE-224

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Use cases continue to expand



Timeline from past to present to future



Addressable moves from theoretical to proven



Overview of in-market use cases



In-game betting on the horizon



Addressable Advertising

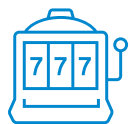
It's here.

Addressable TV advertising generating long-term growth

- Slow but steady adoption as content distributors upgrade addressable capabilities
 - Solution for marrying first-party data with third-party data
- Standardization continues to limit addressable's reach capabilities
 - Definitions
 - Measurement of audiences
- Continued optimism for addressable's potential
 - Scale
 - Enhanced data targeting capabilities
- Expected \$4.2 billion ad spending for linear addressable advertising in US in 2024

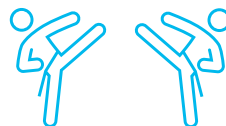


Addressability SCTE 224 core use cases



Ad slot availability

- SCTE 224 is used to identify to the operator or distributor which ads from the Programmer are addressable and can be replaced by the system.



Ad conflicting rules

- SCTE 224 is used by the content provider to communicate with the Ad Decisioning Systems (ADS) ad rules around how the addressable ad should be played against other ads within a specific ad pod.



Intelligent ad decisioning

- SCTE 224 can be used to enrich ad data with scene, actor, or creative metadata in ways that strength the visual ties and improve overall effectiveness

Technical Addressable Stakeholders



Content provider

- Create & administer SCTE-224 feed based on ad data & distribute to applicable Operators & ADSs for Addressability use cases
- Service Assurance & Audit capability



Operator

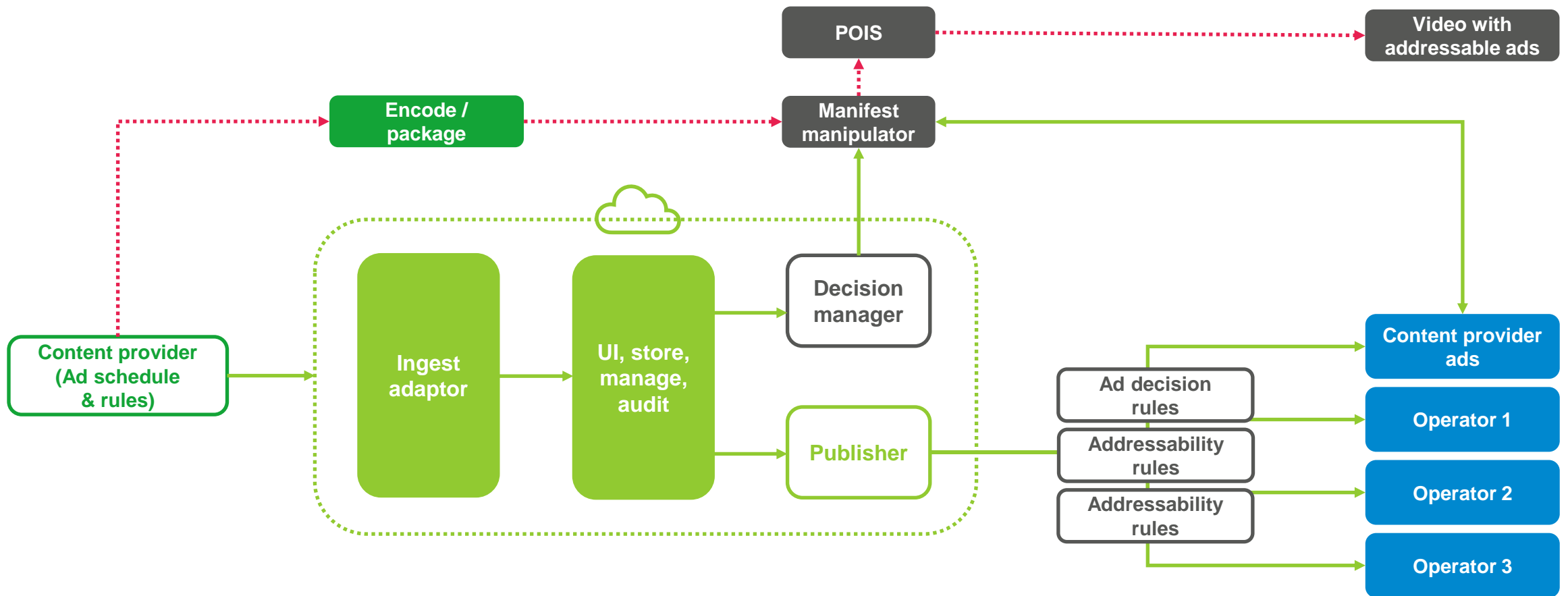
- Ingestion & normalization aggregation point for Ad based SCTE-224 from programmers
- Decision system for acting on ad-based SCTE-224
- Service Assurance & Audit capability



ADS & other tech components

- Ingestion & normalization aggregation point for SCTE-224 based ad rules communication from programmers
- Neutral party audit capability for technology provider

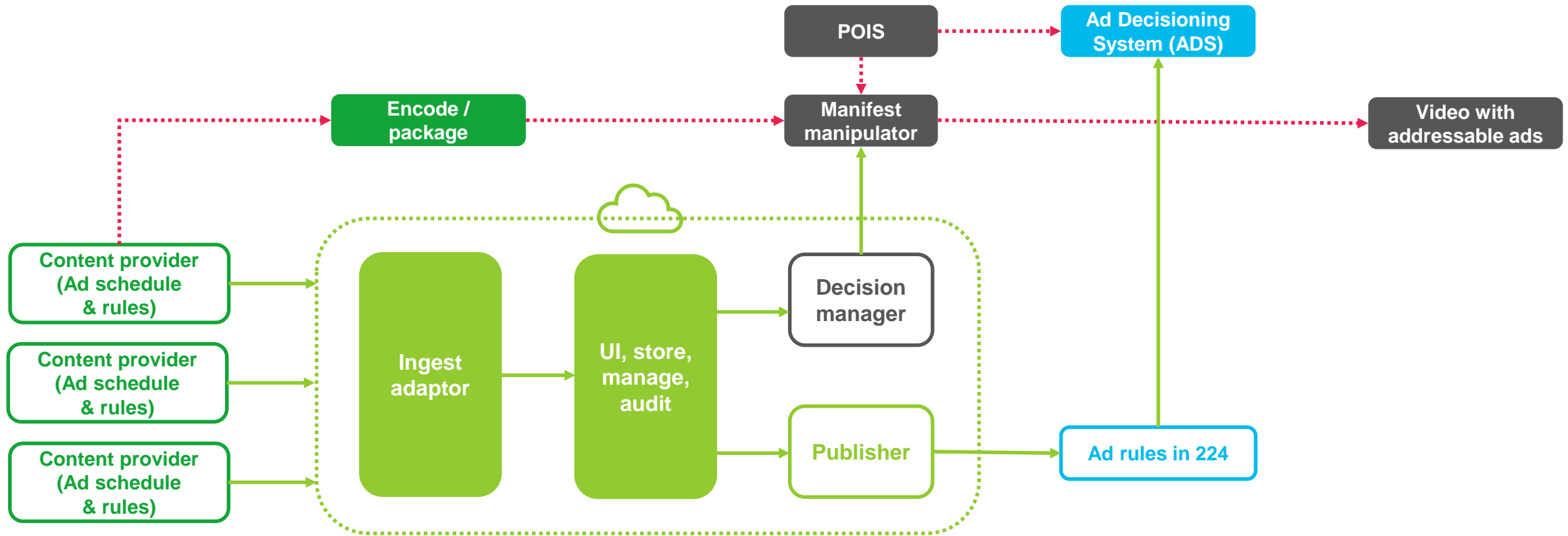
Addressable Workflow – Content Provider



224 / metadata flow →

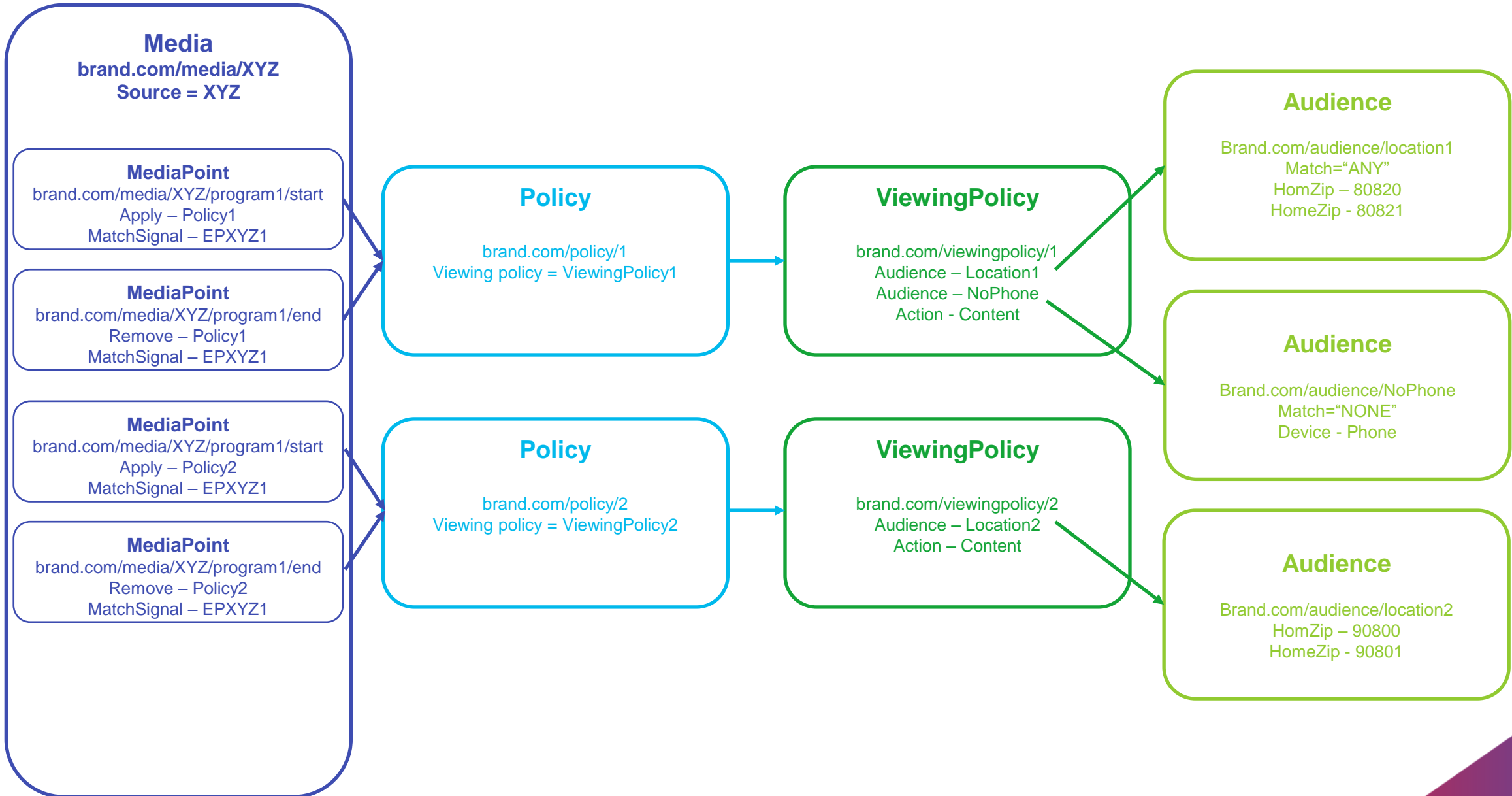
Video flow - - ->

Addressable Workflow – Content Aggregator



224 / metadata flow →

Video flow - - ->



MVPD XYZ – Target
advertisement opportunity



MVPD ABC – No opportunity,
plays baked in advertisement

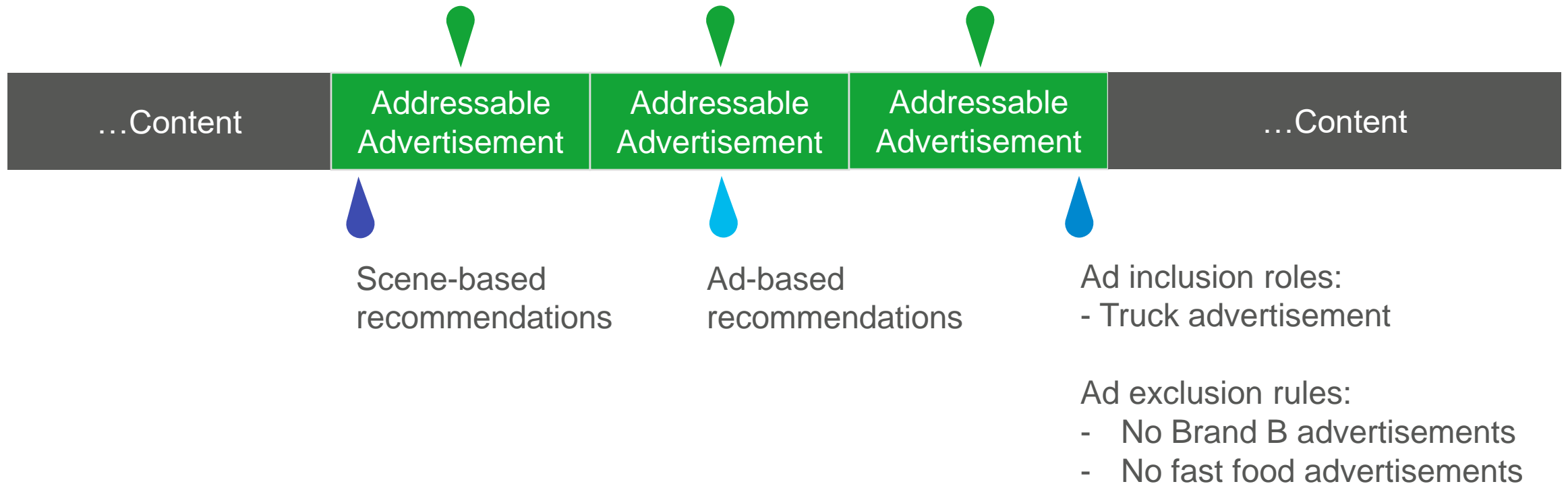
MVPD XYZ – Target advertisement opportunity



Ad inclusion roles:
- Truck advertisement

Ad exclusion rules:
- No Pepsi advertisements
- No fast food advertisements

MVPD XYZ – Target advertisement opportunities



Key ways using SCTE 224 drives higher CPMs for addressable ads

Maximize revenue potential for your ad slots

Addressable ad slots can be identified differently for different operators.

Different Ad Decisioning Systems for different operators

Inclusion and exclusion rules conveyed machine-to-machine

Different inclusion and exclusion rules for different operators

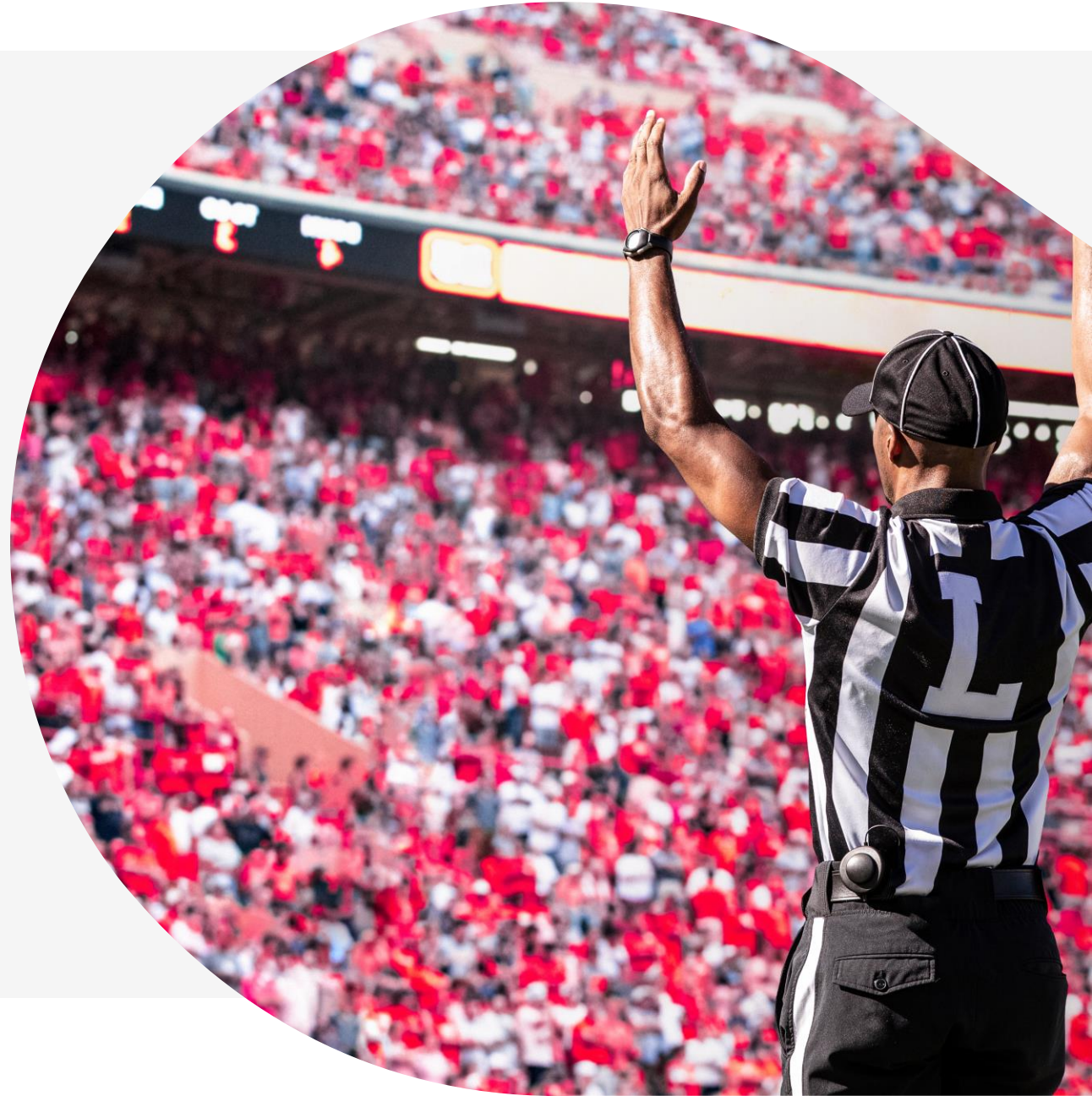
Enriching metadata about the advertisements or the scenes leading up to the slot to create more intelligent ads.

Sports Betting

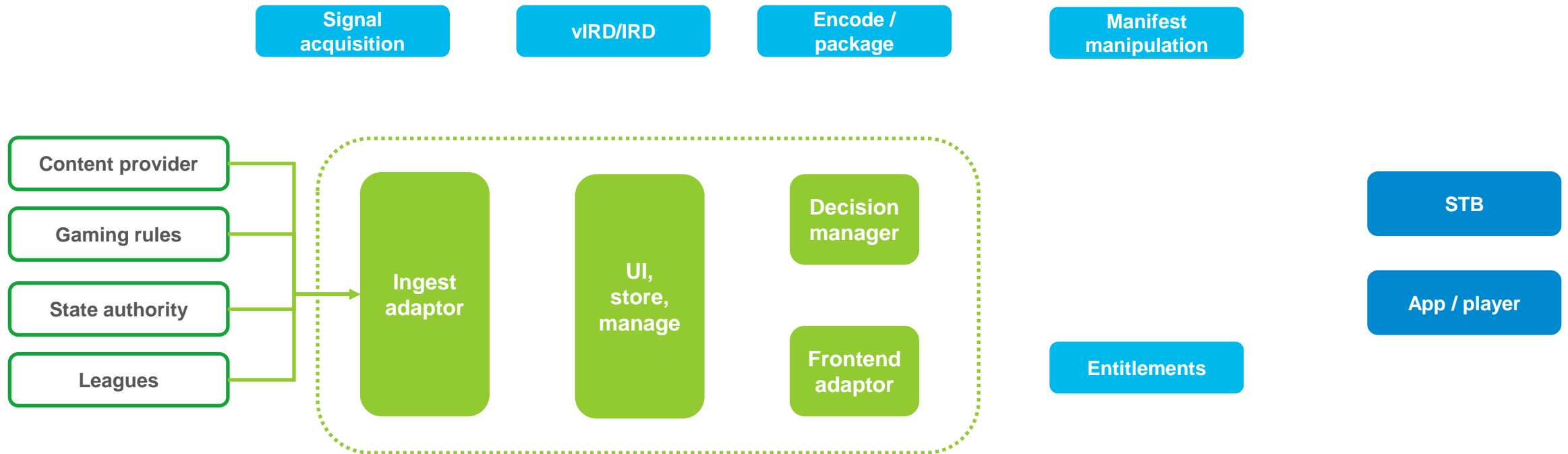
It's next.

SCTE-224 to address fragmentation in legalized sports betting

- Positive relationship between betting & increased viewership of games
- Betting types evolving to further engage & retain players
- State laws differ & continue to develop
- Technology can enable & manage betting applications
- Nearly \$40B wager on online sportsbooks in 2022



Betting Rules Workflow

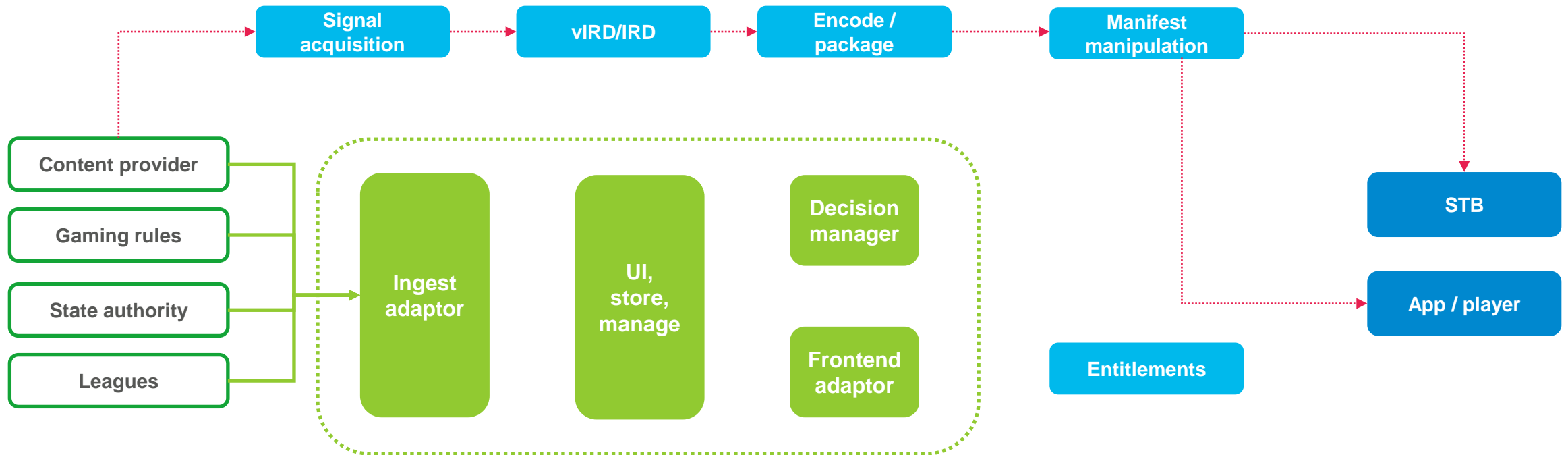


Content providers, gaming authorities, state authorities provide rules to the CTS LRM Ingest Adapter via multiple formats.

224 / metadata flow →

Video flow - - ->

Betting Rules Workflow

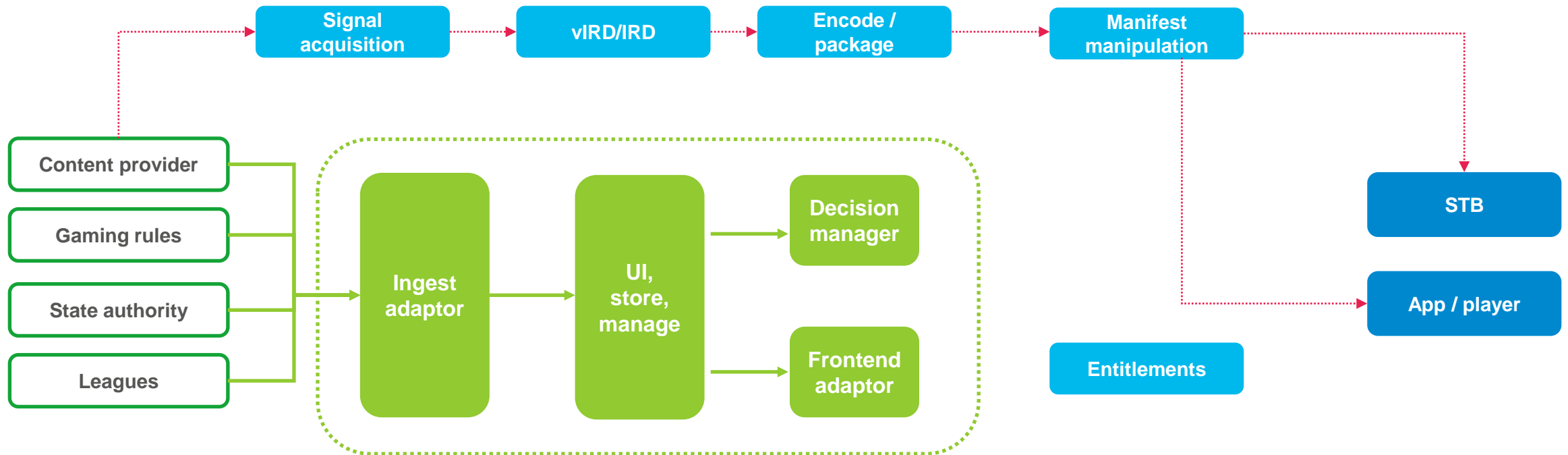


Content providers send video through the workflow with SCTE 35 markers, noting start and end times of games.

224 / metadata flow →

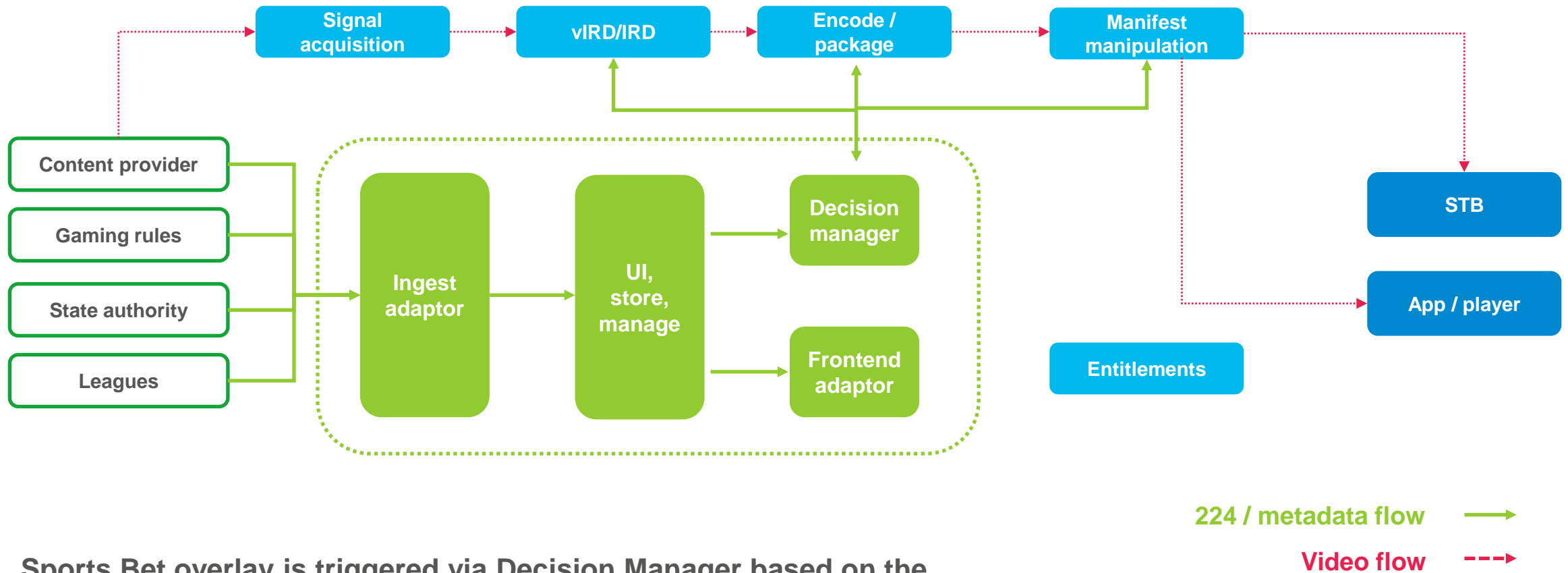
Video flow - - ->

Betting Rules Workflow



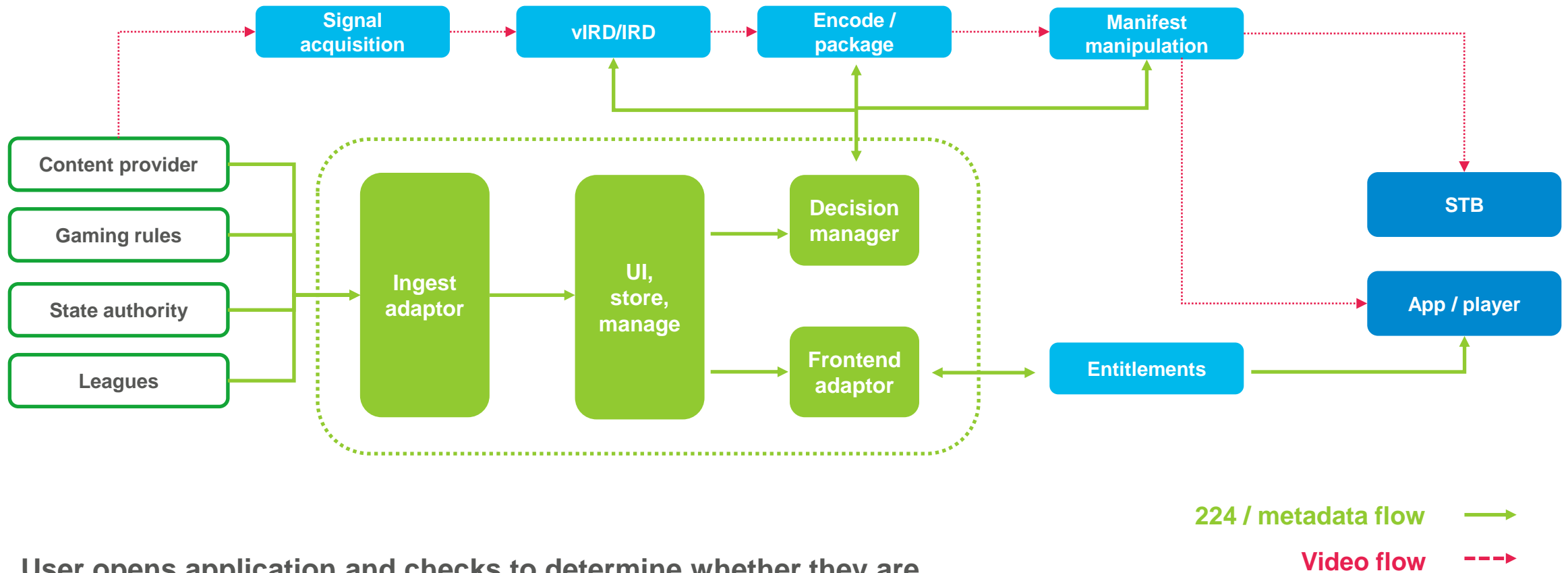
CTS LRM aggregates and ingests the rules, normalizes into SCTE 224 format, and stores in cloud.

Betting Rules Workflow



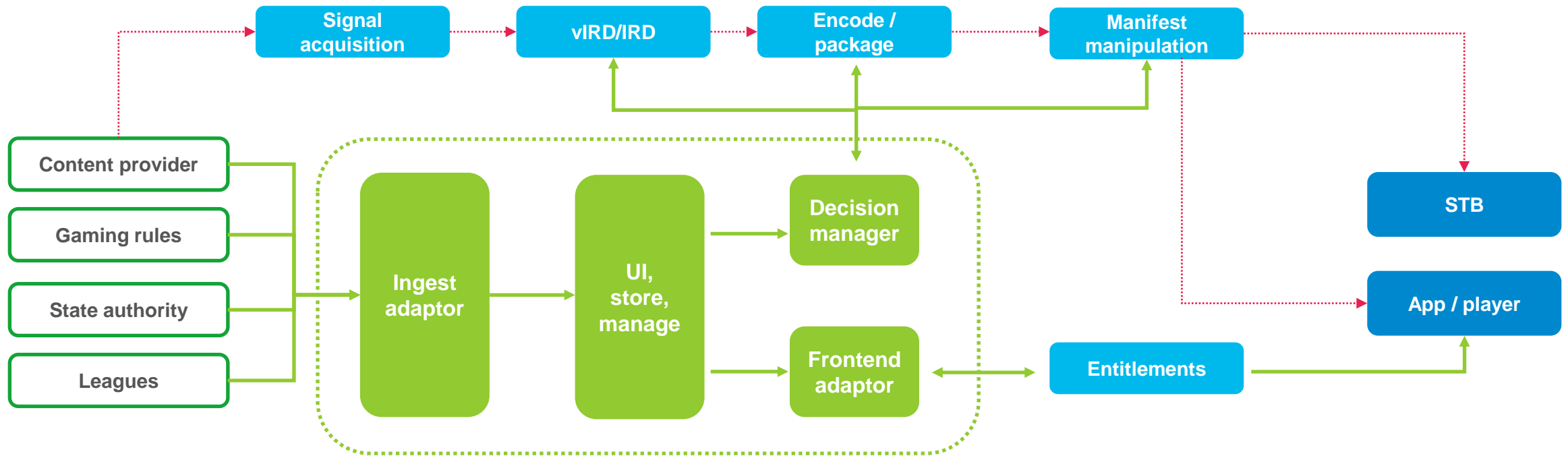
Sports Bet overlay is triggered via Decision Manager based on the video system reading SCTE 35 markers, triggering system to “talk” to Decision Manager, and the SCTE 224 rules are applied.

Betting Rules Workflow



User opens application and checks to determine whether they are entitled to in-game betting based on location and other parameters upon opening of the application.

Betting Rules Workflow



Based on trigger

- Start of NFL game, put up sports bet overlay

No trigger/user initiated

- Are you entitled to in-game betting in your area
- Other info to share/options

Thank you