

Monetization Strategies for Addressable TV

BROADPEAK'S MISSION

We empower video service providers so that they can stream the content people love with a compelling experience.



MORE THAN 15 YEARS OF INNOVATION AND CONQUEST

FOUNDATION & TECHNOLOGY



2010: Spin-off

2012: Acquisition of IP in exchange for 12% equity stake

Opening of the subsidiary in Singapore



2010

COMMERCIAL EXPANSION



2019: €10M operation



2015

revenue > 4M€
39 clients

TECHNOLOGY ACCELERATION



Major cloudPVR & Multicast ABR projects



2020

revenue 24M€
100 clients

PARTNERSHIPS WITH OTT



2021

revenue 33M€
125 clients

+ NEW MEDIAS



Launch of "Streaming As a Service" Platforms

2022

revenue 41,9M€
Goes public & raises 20M€

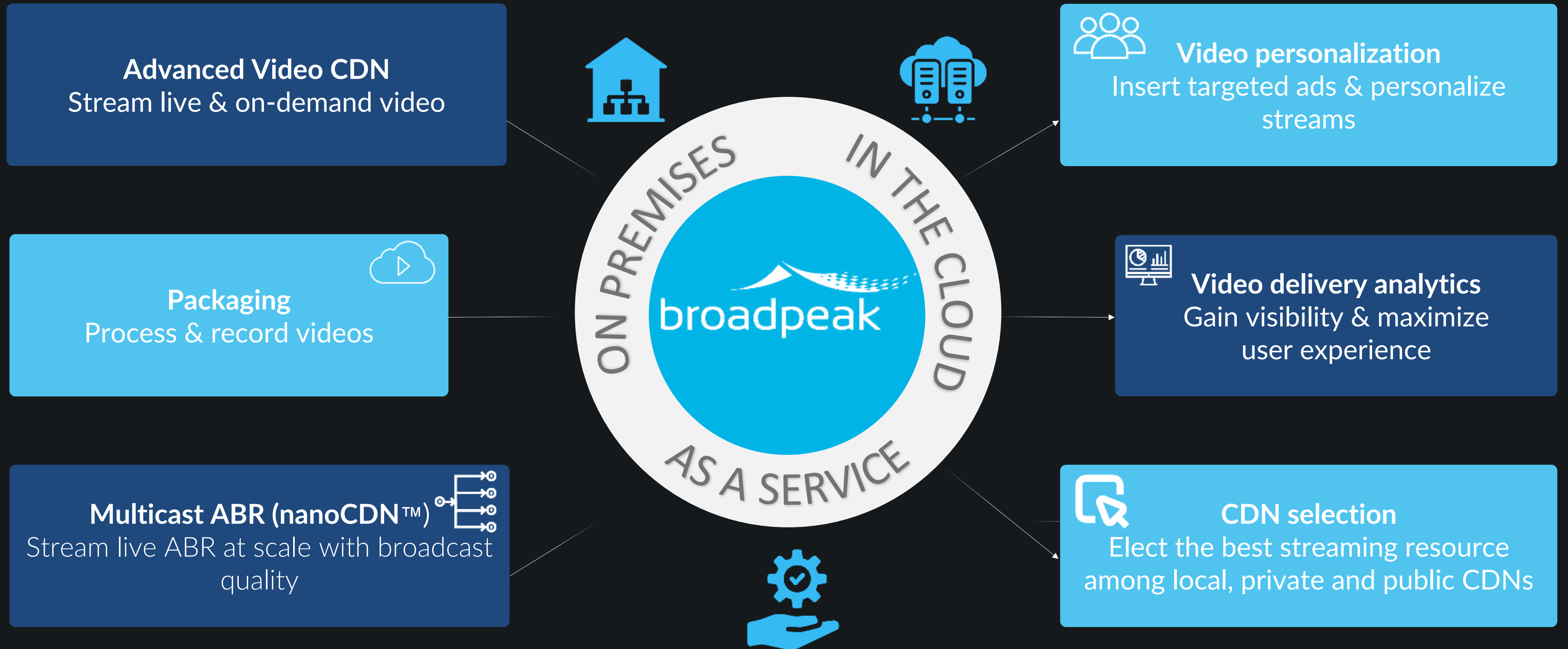
One of the world leaders in video streaming

Broadpeak – Who are we?

- 150 customers in 50 countries trust Broadpeak to stream their video content to over 200 millions users.
- Global: presence in 21 countries
- Listed since June 2022

Telecom Operators	
Cable Operators	
Satellite Operators	
Content Providers	

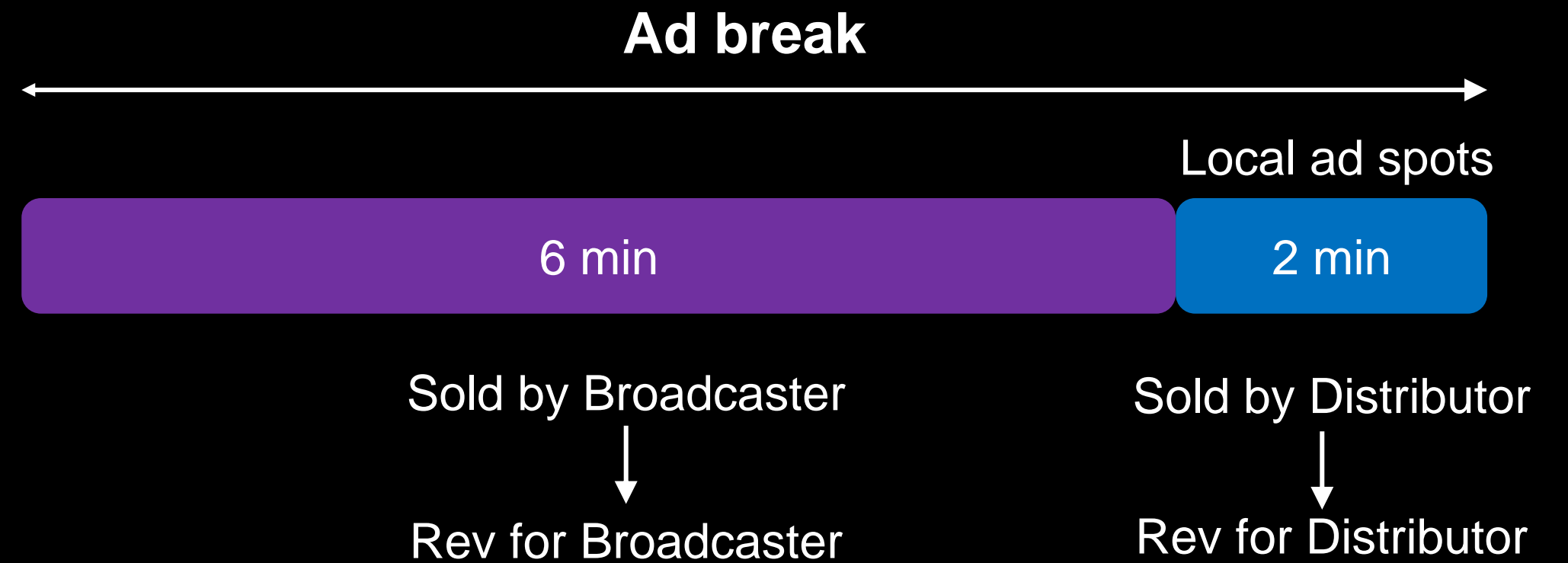
Solutions portfolio



Business models

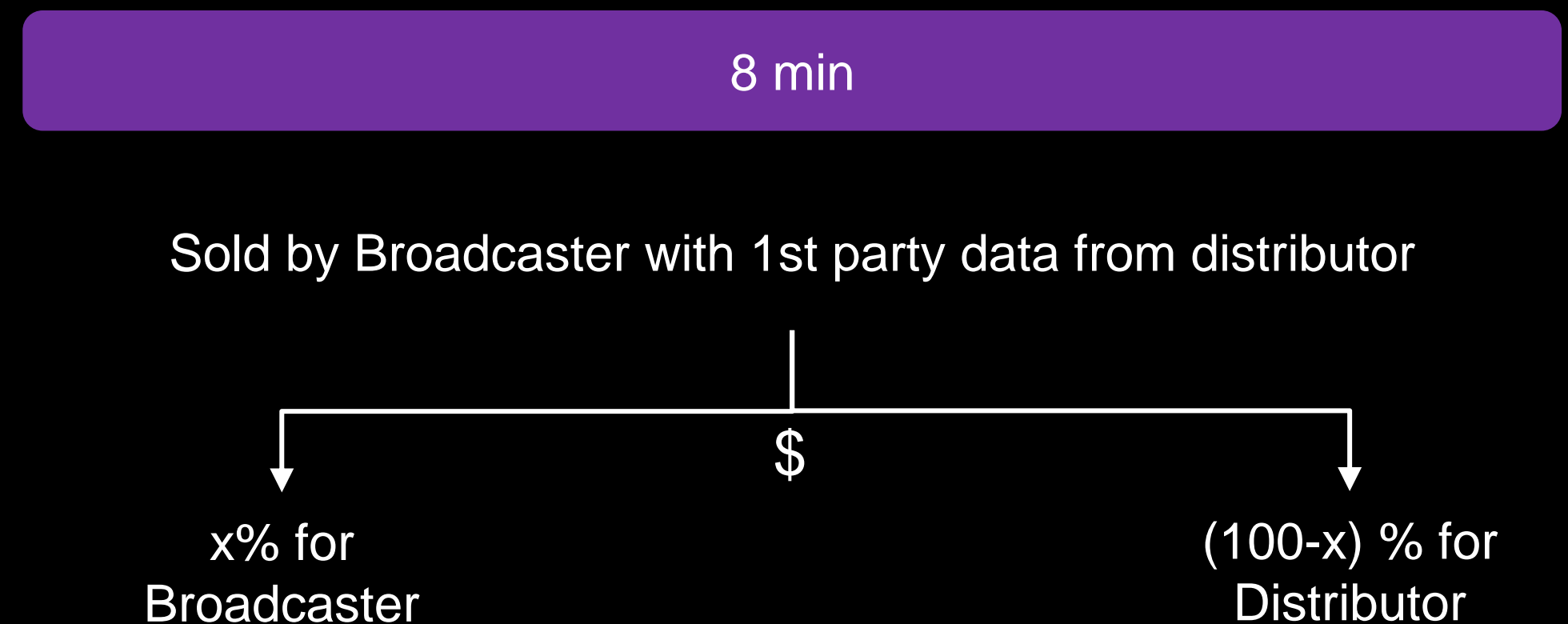
#1 : INVENTORY SHARE

Market example : 

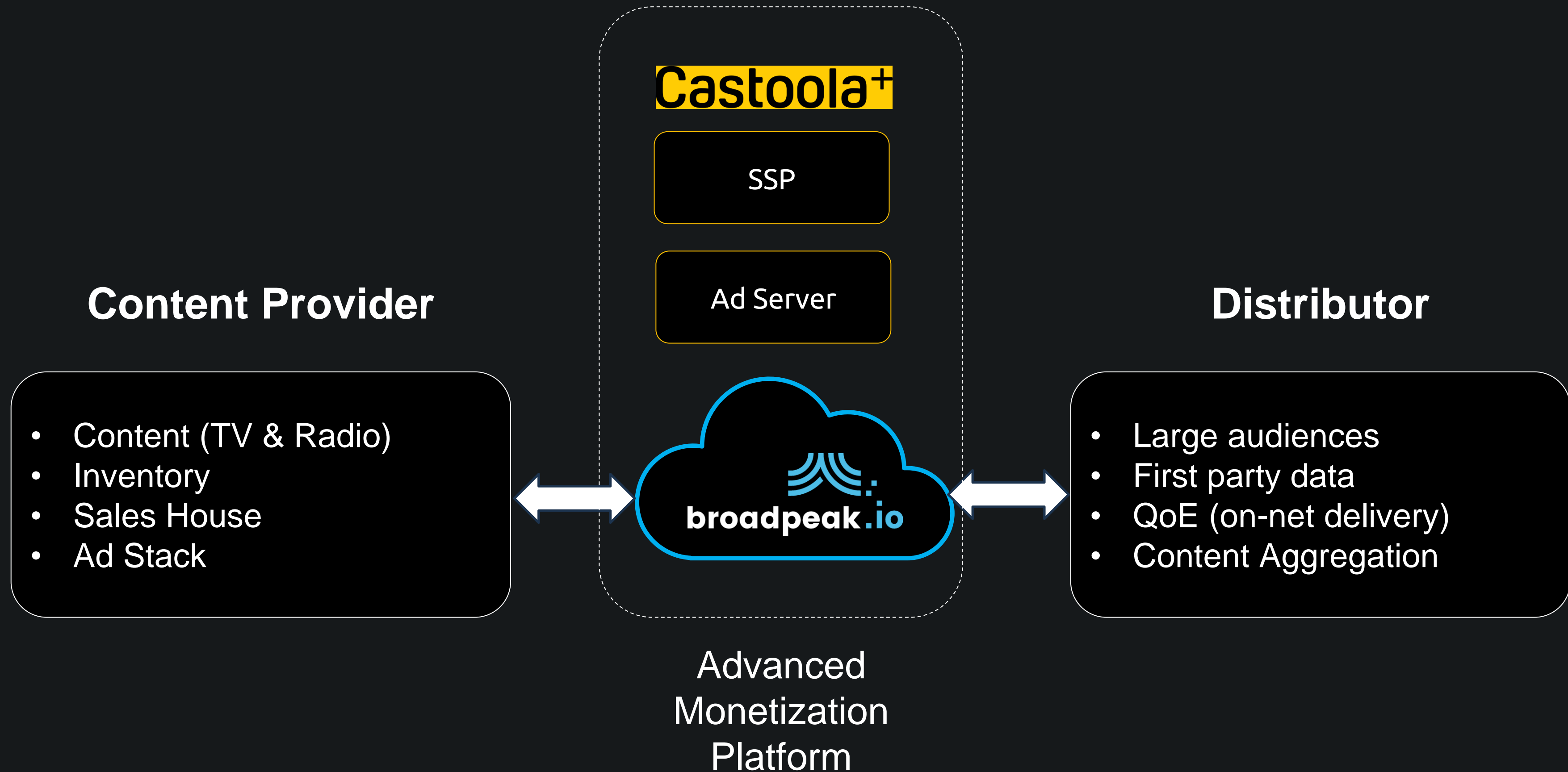


#2 : REVENUE SHARE

Market example : 



Indirect monetization model

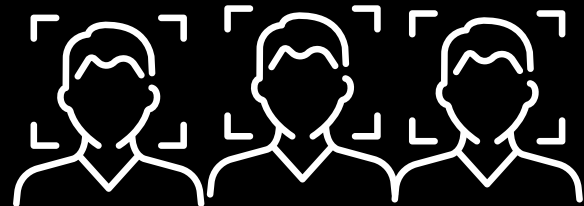


A win-win example

Broadcaster



350 people



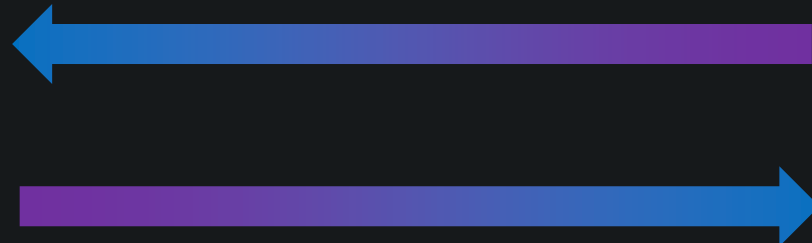
Sales House



Ad Server

Powered by  broadpeak

- Audience (13 M subs)
- 1st party data
- Single pairing
- Audience reach

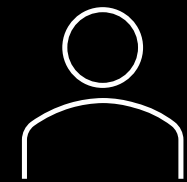


- Content
- Spot level signaling
- Inventory sale
- Sales House
- Spot level ad decisioning

Distributor
(Operator)



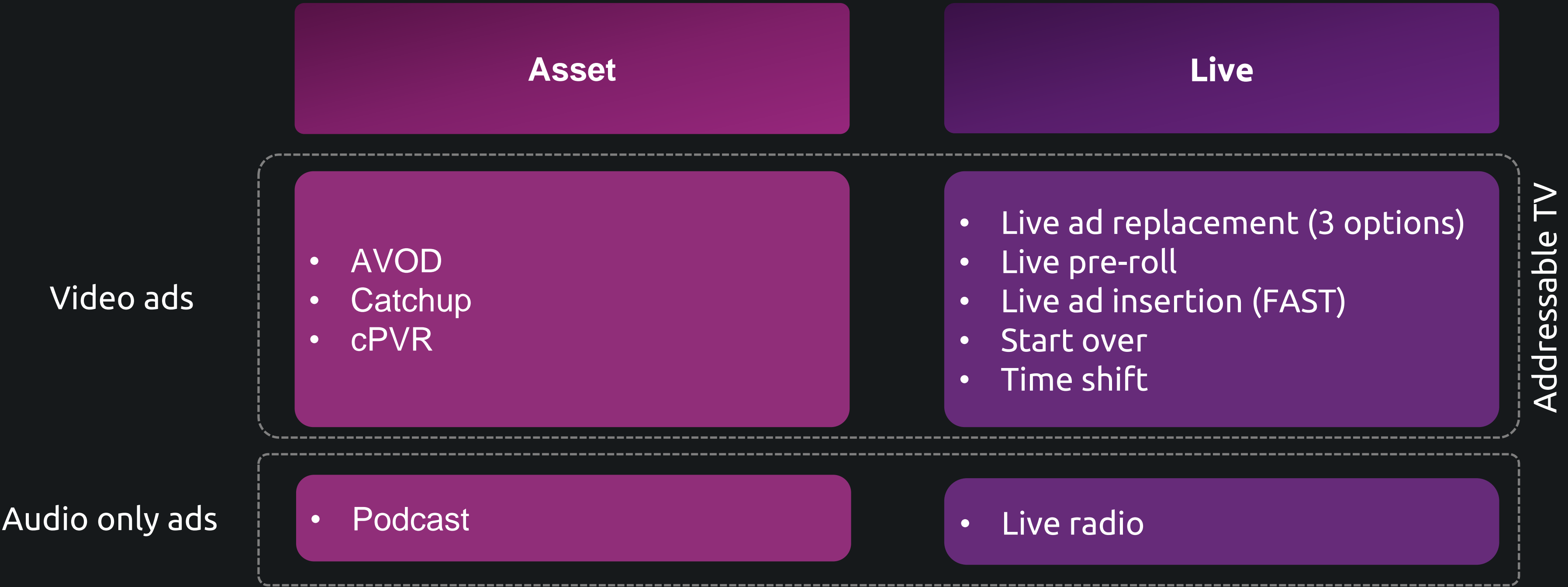
1st Party
Data



SSAI

Powered by  broadpeak

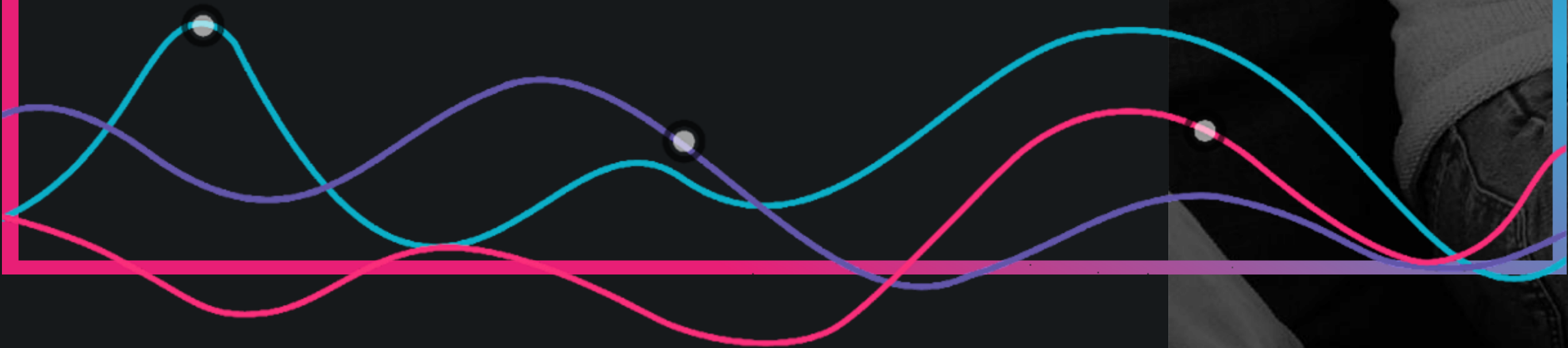
Typical use cases



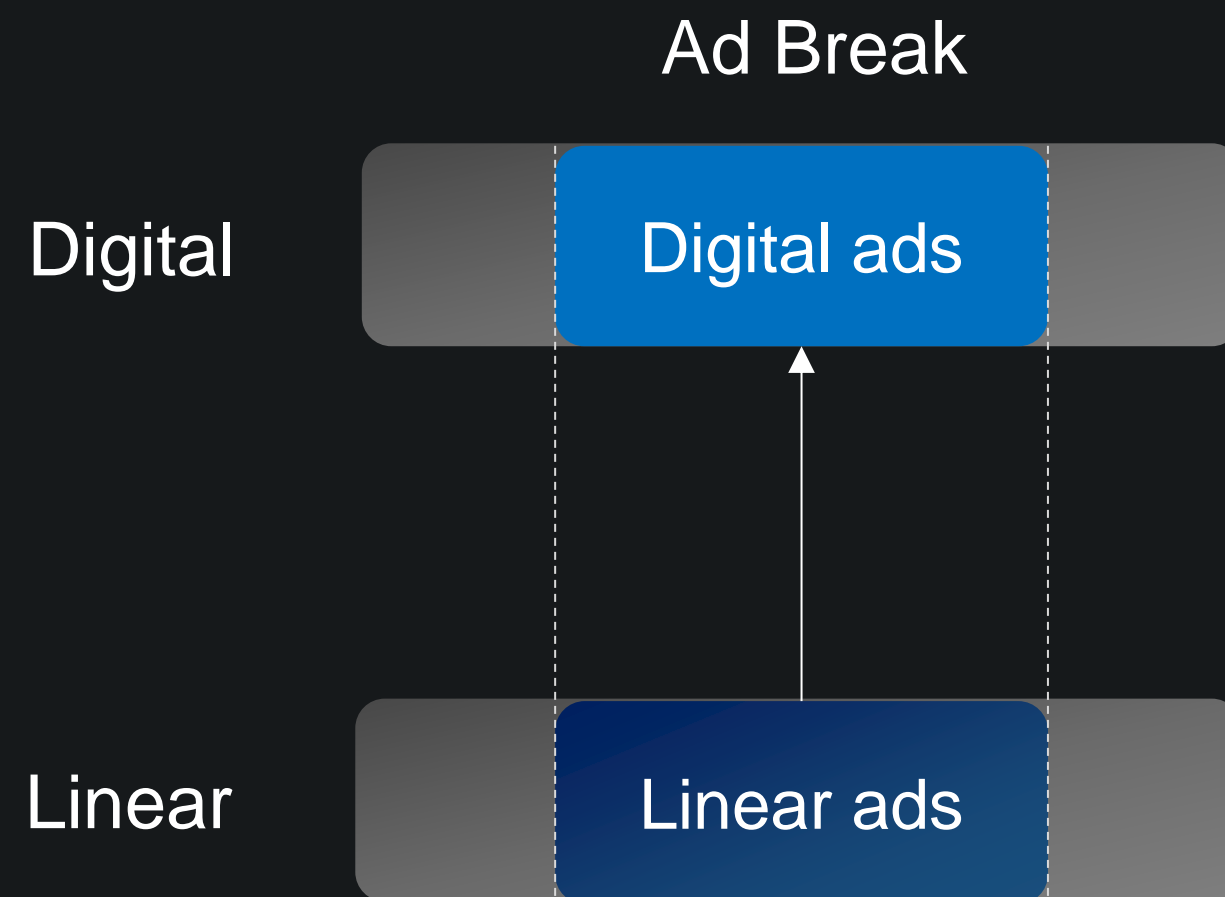
Monetization with pre, mid and post rolls (linear ads)



Linear Addressable TV



Ad replacement



3

Only replace the ads which are not relevant or sold for the Digital Audience

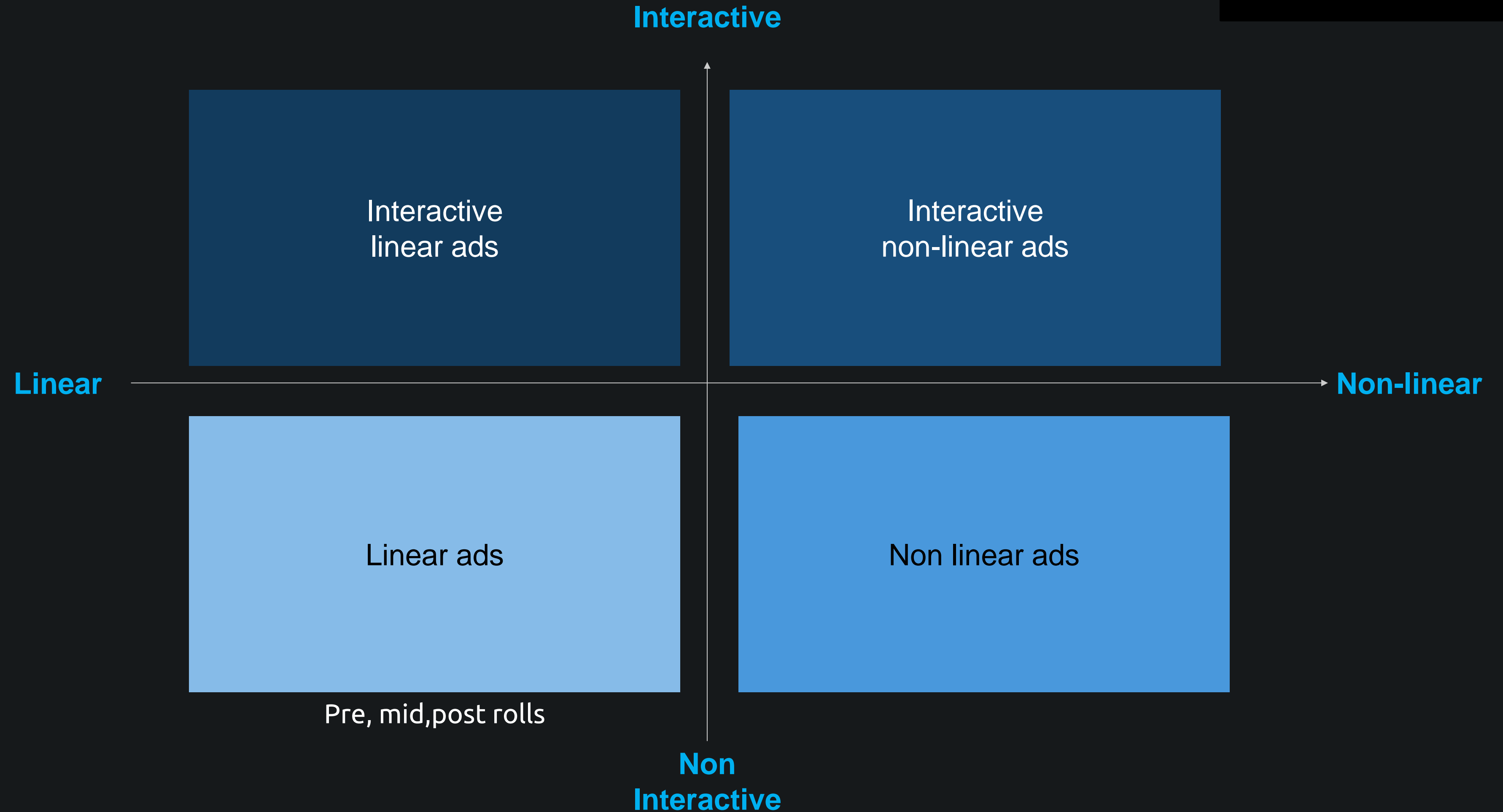
2

Only replace sold inventory and go back to live within the ad break

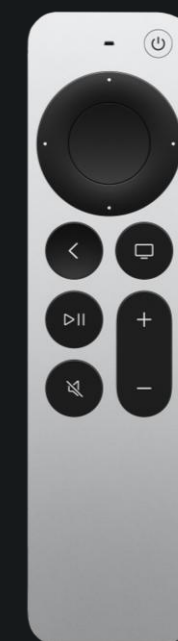
1

Replace all ads within ad break

New monetization scope



Click2 UX



New use case: Pause TV ad

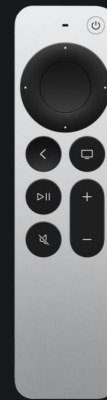
Part of the
same solution

- New ad inventory = new revenue stream
- Any workflow, any layout, any format (still or video)
- No need for content preparation (overlay)
- Enhanced CPM and targeting with contextual metadata

Content playing



Pause



Play

Content paused





broadpeak.io

Thank You

