

# How Sky Enabled Advertisers to Target Who They Want, When They Want, and How They Want



## Business Objective

- To deliver targeted advertisements to subscribers primarily over an installed base of one-way broadcast set-top boxes.
- To increase the value of existing inventory and attract new TV advertisers without interrupting the viewing experience or incurring expensive equipment upgrades.



## Solution

A groundbreaking, personalized addressable advertising platform integrated with millions of existing set-top boxes. The solution features channel scheduling, a playout automation interface, metadata capabilities, and an audience measurement system.

## What Sky Said...

“Synamedia helped us innovate and deliver a product that, without them, I don’t think would have been as innovative as it is now. AdSmart is the single biggest innovation in the broadcast advertising market for probably 20 years.”

**Jamie West, Deputy Managing Director, Sky Media**



### Outcome



Delivers more relevant, effective ads to viewers for an improved experience



Combines the brand-building power of TV with the data-driven precision of digital



Enables specialist and regional advertisers to leverage the power of TV even further



Boosted advertiser sales by up to 100%, and improved likelihood to buy advertised brand by over 50%



Increased the number of first-time advertisers on TV or on Sky by 70%