

## *Chapter 7*

### *Audience Addressability*

#### *Using Online and Direct Mail Targeting Practices on TV*

American electronics giant RCA–owned W2XBS was 1 of 10 stations issued a commercial television license by the FCC on May 2, 1941. Two months later, on July 1, 1941, it became the first television station to begin commercial broadcasting under the new call letters WNBT. Though these call letters have changed a few times over the years, they are known today as New York City’s familiar WNBC.<sup>1</sup>

“America runs on Bulova time” was the tagline heard by fans who tuned into a Dodgers versus Phillies baseball game over 70 years ago. The famous watchmaker paid only nine dollars to run its brand’s television commercial to a broadcast audience. Their 10-second TV spot simply showed a clock superimposed over a map of the United States.<sup>2</sup>

For decades, brands could pretty much guarantee that every viewer would see the exact same TV spot during each commercial break when they bought broadcast media in a local market or on a national network. While television has the benefit over other mediums of enabling advertisers to reach mass audiences with a consistent message, this form of advertising also comes with its share of inherent waste.

The advent of online advertising, where targeting and optimization are fundamentally built into the medium, has put pressure on the television industry to become more than just a mass medium and to instead incorporate the targeting and real-time ad serving capabilities that the Internet boasts. Add to that various addressable television technologies and targeting built on a direct mail model, and you have the ability to precisely pursue the consumers who are most likely to buy your products on a mass scale. The integration of these technologies presents marketers with the potential for a very powerful opportunity.

We have attempted throughout this book to prove why television is far

from dead. One of the many challenges that the 70-year old medium faces today is the perception that it does not have the same level of targeting and accountability as other channels of media. However, as we discuss in this chapter, the advent of the digital set-top box and the data it can now provide—coupled with traditional direct marketing databases, such as Experian or Axciom—has given television the potential to reduce wasted impressions and become a more accountable advertising platform.

## **Addressable Television Advertising Promises High-Impact, Yet Precise, Television Spots**

*Addressable TV advertising brings together the power of video storytelling and efficient audience reach of TV, along with the targeting of direct mail and measurability of Internet advertising. For TV operators and networks, addressable TV ads offer a more efficient and precise means to promoting products, services, and programs. Agencies gain the opportunity to create more meaningful and relevant ads. Advertisers benefit from the ability to optimize messaging and reduce waste. And consumers benefit from seeing ads that are more engaging and meaningful.*

—Claudio Marcus, Executive Vice President at Visible World

Marketers have long hoped for a day when they can stop sending ads out to the entire television universe, and instead target TV commercials for specific products only to those people who are in the market for those goods. Dog owners would get dog food commercials, families with babies would get diaper ads, and people suffering from high blood pressure would get messages about hypertension drugs. While this form of addressability is already possible today, we are still in the infancy stages of its true potential.

The concept of addressable television ads has been proclaimed for years as the Holy Grail of advertising. And why not? Television's greatest strength is its ability to deliver large-scale audiences. Providing a method to send ads to smaller, more niche groups of consumers who are more likely to be interested in the product or service being promoted should drive all brand and sales metrics for advertisers.

Nowadays, the technology embedded in digital set-top boxes has paved the way for television advertising to behave more like online advertising or direct mail. What those two mediums have done that television has not been able to do—until recently, that is—is to aim messages more precisely to viewers, thus enabling greater relevancy.

You may have noticed from what you have read so far that every chapter in our book has started the same way—with an opening anecdote that describes

the consumer's use of a new technology, or an explanation of how a consumer could have used a technology had it been available during previous historic television events. This chapter is different in that the topic it covers—addressable advertising—does not require consumers to change their behavior. The change must instead occur in cable operator technology and media sales business models. The end goal is still a modification of consumer behavior—specifically, a greater likelihood that consumers will pay more attention to television ads since they are now much more relevant to them.

While we all agree the potential in this area is great, several major issues have slowed the rollout of addressable advertising. There are privacy issues, technology issues, business model challenges, cost implications to the advertiser for increased creative development and media buy premiums. Additionally, the plan and buy management software systems like Donovan, Mediabank, and Strata that agencies use to electronically track inventory purchased have yet to develop applications that allow them to manage this inventory in a similar fashion as other media buys.

## **Addressability from the Marketer's Perspective Is About Targeting**

The first step toward addressability requires that marketers identify their target segment profiles. It is important that these profiles are clearly defined and distinct from one another. Technology companies like Visible World and INVIDI have developed software that enables a cable multiservice operator (MSO) or satellite provider to identify the set-top box for the target profile. The subscriber files for the profile generated with the software are provided to a trusted third party, like Experian or Axciom, which then uses the files to make a blind match of the household data in the subscriber file with its marketing and transactional database.

Advertisers interested in conducting an addressable TV ad campaign are then able to use the trusted third party's vast consumer information database to determine counts of select consumer households based on a variety of predefined criteria. Advertisers can also overlay their own customer files with their related attributes to the third-party file to make the database even richer. After they combine this data, the marketer has a database for the segmentation. Once advertisers select sets of consumers based on a match to a defined set of criteria, these segments are represented as sets of households. Each one has unique household identifiers that advertisers can target with specific customized TV ads.

Messaging then needs to be created for each of the segments. For example, let's say that an advertiser is trying to reach a multiethnic audience. They may create one ad for the African American segment, one for the Hispanic segment,

one for the Asian segment, and one for the Anglo segment. Most addressable ad campaigns have two to five messages. There are currently bandwidth issues with sending more than five messages; however, it is expected that these limitations will decrease over time, thereby allowing even more precise segmentation.

## **Addressability from the Cable Operator Perspective Is About Inventory and Logistics**

A cable television network like Discovery or ESPN sells most of the ads within their broadcast inventory. However, the cable operator is given two minutes per hour to sell local ads. Cable operators can then allocate this inventory as either a general market ad or an addressable ad. So how does the cable operator know when to insert the ad? There is a special cue, a subaudible tone that is inserted into the broadcast stream by the cable network at the time when the local advertising opportunity comes up. The cable operator has equipment that recognizes the cue tone and goes off to an ad server that determines which ad to show.

Once an advertiser purchases the addressable inventory from a cable system, satellite provider, telco, or cable network, software developed by Visible World or INVIDI intersects the video stream from the cable operator at just the right time to introduce the targeted ad. What happens next is a “seamless switch” that takes the viewer from one stream of content to a different one—essentially, from one channel to another channel. At the end of delivering the addressable content to the viewer, the viewer is switched back to the original channel. The TV viewer doesn’t perceive any of this switching, and has no idea this is happening. It is a completely smooth process.

## **There Are Challenges Slowing the Adoption of Addressable Advertising**

The advances in digital set-top box are what made Addressable TV advertising possible. This piece of equipment has digital identifiers that allow households to be profiled. And along with this ability also comes one of the major challenges slowing the rollout of addressable TV: privacy.

## **Privacy Is a Major Concern with Addressable Advertising**

Consumer advocacy groups have raised privacy concerns over the data that has been collected and used to enable addressable television advertising. The television industry has paid close attention to carefully manage actual or perceived risks, and has taken an approach to addressable advertising that is more similar to direct mail than the Web. As just discussed, cable operators are partnering with trusted third-party data providers such as Experian (mentioned earlier) to create a “blind-match” approach where no personal identifiable consumer or viewer information (PII) is exchanged with advertisers. Technology companies such as Visible World and INVIDI—who have led the opportunity to gather the subscriber data for their MSO and satellite provider clients—have also designed their systems in a way that allows advertisers to collect and share this data without compromising personal privacy issues. Once advertisers select sets of consumers based on a match to a defined group of criteria, these segments are represented as sets of households. Each one has unique household identifiers and will be targeted with specific customized TV ads.

“Cable operators have been extremely sensitive to consumer privacy concerns,” says Visible World’s Marketing EVP, Claudio Marcus. He believes that the addressable TV system that has been put into operation can work *without* the need for cable operators or third-party data providers to reveal any PII to advertisers. He explains, “As it’s been implemented, household addressable TV advertising is more akin with how direct mail works today than the more controversial behavioral targeting associated with the Internet.”

## **Technology Challenges Are Starting to Ease**

The second major challenge in adopting addressable television advertising is how quickly MSOs can deploy the technology needed to manage addressable ads. This is a space where advertiser interest will most certainly drive change at the MSOs and television networks. Marcus believes that many advertisers are still hesitant to play in this space until there is sufficient scale, and until operators and networks have demonstrated their commitment to deployment based on advertiser demand. Advertisers can, however, drive more rapid use by encouraging cable operators to adopt this technology. Therefore, Marcus is optimistic, noting that “getting involved in addressable TV campaigns signals to both the operators and the networks that advertisers are interested and want more of this.”

A key challenge in deploying this technology has come from the set-top box. Because there was a myriad of different set-top boxes—operated by different manufacturers and different operating systems—the industry developed technology to homogenize the environment to a common interface standard known as Enhanced TV Binary Interchange Format (or EBIF for short). EBIF enables proper communication between the application inputs and the system requirements on the operator side. From a practical standpoint,

EBIF enables cable providers to deploy addressable and interactive applications on a much larger population of heterogeneous set-top boxes.

Cablevision was the first MSO to have addressability installed across its full footprint; they have a homogenous set-top box environment, and 98 percent of their boxes are manufactured by Scientific Atlanta—all of which are digital. Time Warner, Comcast, and others have grown through acquisition and thus have a more diverse set-top box environment. However, they are aggressively deploying EBIF to enable the use of addressable and interactive applications.

## **Should the Business Model for Selling Ads Change?**

A third challenge is the current business model. The way things presently work, MSOs and cable networks sell inventory that cover either the entire country or an entire market. Each individual commercial unit is owned entirely by one advertiser. Addressable platforms allow advertisers to target specific regions, zones, and even individual households that they believe are more likely to buy their products and services. Thus, their ad buy will cover much less than 100 percent of US television households, thereby enabling them to reduce wasted spending. This sounds great for the advertiser, but it creates challenges on the sales side.

Let's say, for example, that a brand's addressable ad buy covered 25 percent of the country. The seller would then take the remaining three-quarters of the household universe and offer three additional spots for sale. This requires that MSOs and networks be able to sell that remaining inventory to other advertisers. As a result, they will need additional manpower and systems to handle these units—and it is difficult to administer real-time management tools to assign remnant inventory. Networks and other distributors are concerned that they do not yet know how to fully monetize inventory under this model. As former Canoe Ventures CEO David Verklin noted in a 2010 *ADWEEK* article, "Programming networks have made a lot of money on waste. And they have to be convinced that they can make as much or more on efficiency."<sup>3</sup>

Will the cost advertisers incur to run addressable ads justify the increased workload necessary to manage it and compensate for any remnant inventory left unsold? There is money being spent at the system level, by the broadcaster, and by agency at the desktop level. Broadcasters have to invest in formatting (i.e., EBIF). Sellers (local and national) are justifying cost increases by saying messaging is now more relevant, and that advertisers will see measurable brand lift. What should the cost increase be?

## **Innovation Seems to Be Coming from Outside**

## **the Industry**

As to be expected with any mature industry like television, advances in technology and business models often come from innovators *outside* the industry. Two such innovation leaders have been Visible World and INVIDI. We have also seen significant development in the cable operator space, both independently by two major cable operators, Cablevision and Comcast, and through Canoe Ventures, a joint venture of multiple leading MSOs.

Because of the substantial effort and cost involved in developing and bringing this technology to the market, many questions still remain about its viability. “Is it worth the amount of effort, resources, and time that’s going to be required to get addressable advertising on a national level to a business as usual scale? The only people who can answer that are the people who spend the money in the first place, the marketers,” says Canoe Ventures Chief Product Officer, Arthur Orduna. “If advertisers are willing to spend their dollars on addressable delivery, then it’s worth the evolution.”

### **Visible World’s Technology Enables the Deployment of Addressable Advertising**

Visible World was founded in 1999 with the sole purpose of enabling more relevant advertising on television. Their addressable distribution platform allows media owners to offer advertisers increased consumer relevance and engagement by targeting messages to specific segments—from neighborhood cable zones down to specific household segments.

Visible World is the technology provider that supports the Adtag Adcopy service that the nation’s leading multisystem cable providers offer. Adtag allows advertisers to take a single commercial and customize it, thereby making it more relevant to an audience based on a geographic location. For example, a retail store with several locations across a region can “tag” the address or telephone number of each location based on where the segment is shown. Adcopy allows advertisers to simultaneously run different spots within a campaign, across separate zones in a market or region. An auto manufacturer, for instance, can use Adcopy to concurrently show ads for a fuel-efficient sedan in the city, a minivan in the suburbs, and a rugged truck in rural areas.<sup>4</sup>

### **INVIDI’s Technology Also Moves Addressable Advertising Capabilities Forward**

*When I joined the company in 2003, the timeline for full deployment was six years—that would take us to 2009. Well we’re in 2011 and we’re at about one third of households in America. Everyone on the marketer/agency side wants addressability to work, because it cuts down the waste inherent in television, increases accountability, makes the medium more effective and is much more trackable.*

—Michael Kubin, Executive Vice President at INVIDI

All the challenges we have mentioned so far—privacy, technology, and business models—have slowed the rollout of addressable television.

INVIDI was formed in 2000 in Edmonton, Alberta, based on the idea that the digital set-top box was going to change broadcast television advertising. The organization’s goal was to allow the distribution of television spots individually to households based on qualifiers—thus changing television from a “one to many” medium into “one to one.” INVIDI’s powerful suite of advanced tools enables operators to selectively target television viewers with the same accuracy as direct mail and database marketing—without compromising viewer privacy.<sup>5</sup> In fact, privacy was so important to the company at the outset that according to Michael Kubin, INVIDI’s EVP, the name INVIDI means “do not see.” As Kubin explains, “Privacy is a sensitive issue and the system was built to respect and protect viewers’ privacy.”

INVIDI’s proprietary technology enables television service providers to simultaneously deliver multiple and distinct commercial messages to different households or individual set-top boxes during a single commercial break. The proprietary technology resides in the set-top box, and makes an educated guess as to whom the viewer is (based on what channels are being watched and remote control behavior). It then decides upon the best spot for that viewer to see.

Of course, INVIDI needed distribution in order for this technology to work. Today, the company has contracts with DISH Network, DirecTV, and Verizon—subscribers that add up to about 40 million households. INVIDI has been distributing successfully through Verizon since 2010 and is just now beginning distribution on Dish and DirecTV set-top boxes. INVIDI hopes to have the technology deployed in 20 million households by the end of 2011.

INVIDI’s challenges in striking these deals lie in having to convince two constituencies within the cable operators to adopt the technology. INVIDI acknowledges that they need to convince both the business leaders and the technology guys (whom advertisers need on board to actually *get* the technology into the boxes) that this will work and *not* interfere with the consumer experience—and that has not been an easy task. INVIDI’s direct relationship with Motorola has allowed them to put its software into the Motorola manufactured set-top boxes. INVIDI believes that this opportunity will eliminate the need to get the technology guys on board at the cable operators and hopefully accelerate deployment.



## **Cablevision Is Showing Early Successes with Addressable TV Advertising**

Cablevision's approach and market results are incredibly important in this space, since Cablevision represents the first real use case that has enough scale for other companies to extrapolate on their conclusions. Cablevision Marketing utilized addressable advertising to deliver more relevant ads to its subscriber base. In order to measure the effectiveness of the addressable ads versus the general market ads, they conducted post-campaign research.

Cablevision utilized a strict test versus control methodology whereby they established individual test and control groups for each target segment. Test groups received targeted ad copy promoting services they had yet to adopt, while control groups received a more generic default ad. The study examined subscription sales activity within the test and control segments in order to measure the addressable campaign's impact. The results were significant. They showed that the incidence of service upgrades among the addressable segments was consistently higher (by double-digit percentage increases) versus the nonaddressable segments.

Cablevision has also seen success outside of their own marketing efforts. Tests in the wireless, armed services, and travel categories have all returned positive results. Ads to the addressable segments either generated higher acquisition rates or had a more engaged audience (as measured by ad view duration) than nonaddressable ad segments.

## **Comcast Tests Are Also Showing Promise**

Comcast Spotlight, Comcast Corp's ad sales unit, has also completed several tests of technology that delivers different ads to different households. The first two tests—conducted in Huntsville, Alabama, and Baltimore, Maryland—both proved to be about one-third more effective in keeping audiences from tuning out the ads.<sup>6</sup> The tests also suggested that viewers who considered the ads to be directed to them as a specific group of households were also less likely to change channels.

While one-to-one advertising at a household level in television has been tested to some success to date, one-to-few advertising is a space in which many MSOs can readily play. National advertisers can target across Comcast's 25 million subscribers on the zone level, and Comcast is able to identify across their subscriber base zones that index higher against a target than others.

A great example of this is a recent test Comcast conducted with a financial services/credit card company. Advertisers deployed television ad spots in targeted Comcast geographies over a nine-month time span. They chose

neighborhoods based on a match of Comcast households to Experian data of household income greater than \$130,000 and a FICO score greater than 700 (this is important, as a high FICO score indicates a good credit history). ComScore then determined behavior in the Comcast AD TV neighborhoods and the rest of the United States by using the previous year's identical nine months to account for seasonality, national financial services/credit card advertising, and other baseline factors. They conducted analysis that compared panelists' metrics from the baseline period to the test period.

The pre/post test and control design was developed with comScore to measure brand performance (as measured by online credit card application rates and online card usage) both in the targeted geography (Test) and a lookalike geography that did not receive the targeted media (Control) and compared the differences pre to post campaign. The results were dramatic. The advertiser saw an incremental 51 percent in average credit card statement balances in the zones that received the targeted ad. Within these same zones, the advertiser saw 13,000 to 20,000 incremental online application submissions.

All of these trials have helped their backers learn a great deal of information about making the ads palatable to consumers. According to Comcast Spotlight vice president of strategic initiatives Andrew Ward, "You need to have a well-defined segment of audience and you need a creative unit that matches up to that well-defined segment" in order to get viewers to respond. And when it comes to consumer privacy, "we need to proceed cautiously."

## **Is Addressability Possible on a National Scale?**

Canoe Ventures was founded in 2008 as a joint venture between the country's top six cable operators including Comcast Corporation, Time Warner Cable, Cox Communications, Charter Communications, Cablevision Systems Corporation, and Brighthouse Networks. The objective was to bring measurability, accountability, and engagement to national television advertising and programming.<sup>2</sup> At its inception, there were four categories of focus: addressability, interactive TV, dynamic advertising insertions within video on demand, and more granular measurement and analytics through set-top box data. However, because privacy challenges and cable's technical heterogeneity are only magnified on a national scale, addressability has become a longer-term objective.

Canoe Ventures has learned how complex it is to deploy advanced television capabilities on a national scale. Managing the workflow process across multiple MSOs is difficult for any advanced service, but especially so for addressability. But Canoe has also focused on acting as an industry advocate, that looks at not just how we execute advanced advertising solutions in cable systems on authorized devices but also how to change the management of advanced

advertising within the agency environment, which has been an obstacle in selling advanced ads to media agencies. Canoe's Chief Product Officer, Arthur Orduna, believes that they will realize their opportunity when they "get onto a Donovan or MediaBank desktop. That's when we move from being a test/trial to being part of business as usual." This is what is happening with ITV advertising, and Orduna believes that this is one of the milestones that must be reconciled in order to achieve addressability at scale. "We just have to start doing it iteratively."

So while Cablevision, Comcast, and even the satellite providers have seen some success in the addressable space, the rollout of addressable advertising across a true national footprint has been slower than other television advances. Canoe Ventures and others who started in the addressable television space are shifting gears to focus on other television-related innovations. Interactivity within television ads, as well as dynamic ad insertions within video on demand, both seem to be gaining more traction than addressability. While deploying interactivity at a national broadcast level carries its own set of technical and operational challenges, Canoe and its partners have managed to build a cross-MSO and multiprogrammer platform. This is due partly to the earlier standardization work done by CableLabs and MSO engineers to develop the EBIF specification for interactive television.

Interactive ads start at the broadcast point of origination. The programmer inserts interactive EBIF triggers into the national broadcast stream that gets fed to the cable operator. The EBIF User Agent in the set-top box receives the triggers and executes the appropriate interactive application, on both commercials and in programming. Canoe has been able to do this successfully on a national scale because of major engineering and operations commitments made by their MSO owners, who have rolled out EBIF to more than 25 million cable households as of today. The MSOs will continue to deploy EBIF to more and more households across their markets, enabling Canoe's ability to offer a platform of growing national scale. Canoe's interactive ads are deployed on a broadcast basis, meaning that the same ad is going to all households, so there are no segmentation and targeting issues. While there are still privacy issues and other technological hurdles that need to be overcome for addressability at national scale, the opportunity to enhance marketing efforts on television with interactive solutions gives agencies and their clients the opportunity to enhance their efforts in the near term.

Dynamic ad insertion within video on demand presents another important near-term strategy. While the lion's share of today's television viewing is within linear broadcast and DVR playback, that situation may change as more programming becomes available on demand. It is possible that the introduction of new advertising inventory within on demand content could ultimately dwarf today's broadcast advertising inventory. The ability to dynamically refresh all of the advertising avails within on demand programming creates an enormous supply of impressions as VOD reaches more scale.

Canoe's Arthur Orduna put it best:

*There are different modalities toward addressability, and on demand offers another path. It will allow for the development of cohort characteristics that households share with others so that more relevant advertising may be served. This provides an iterative, measured step toward the enhanced relevance that agencies and advertisers desire to create through addressability in a way that does not involve the technology and policy hurdles of addressability to a particular set-top box. The question is, will this be more valuable, less valuable or equally valuable to the theoretical addressable model in the broadcast world?*

The data generated through video on demand usage will also be very valuable, since it can be measured at the set-top box level. This will allow us to begin to gather knowledge about those households and their viewing patterns. Given we are early in the VOD marketplace, now is a great time to test and learn. There are multiple business models in the VOD space and media companies are just beginning to realize how to monetize this audience.

## **A Number of Questions Remain Unanswered**

Many open questions still need to be answered to determine if addressable technologies will succeed in changing the way broadcast television is bought and sold. Is the addressable inventory owner seeing value? Is the marketer buying the addressable inventory also seeing value and coming back to buy more? In essence, are the CPMs more effective? Is the marketer saying, "I would rather spend my next set of dollars with you on an addressable campaign than on a linear broadcast"? Will we reach a point where all television ad campaigns by default need to be addressable?

Advertisers are starting to devise ways to solve some of the issues that addressable technologies raise. Addressable ads may require marketers to pay a premium. There may also be additional costs for increased production, since advertisers will likely have to create a range of commercials for the different audiences they are trying to reach. But there could still be a cost savings if the ability to eliminate waste enables the advertiser to spend less overall, knowing their commercials are reaching the more-likely purchasers of their products.

### **TAKE ACTION: AUDIENCE ADDRESSABILITY**

While challenges persist in this space, it is worth it to jump in on the early days of addressability, interactivity, and dynamic ad insertion within video on demand. The goal in this first phase is to *justify* the premium of addressability as it relates to media costs, creative development, and system implementation. Here are a few thoughts on how to build toward success in this space.

1. *Be smart about which advertisers you approach.* You want to approach brands that have multiple products and therefore more money to spend, versus those with a single product and limited creative budgets. The advertiser must also have the stomach to take a “test and learn” attitude, and must have the demographics in its customer base to justify segmentation.

2. *Segmentation is crucial.* Determine what segments you want to reach and align your messaging with the right targets. This will force media and creative staff to work together, which is a benefit not just for addressability, but for all of the opportunities we discuss in this book.

3. *Data drives success.* Adopt a data-driven mentality and be sure you have the systems in place to measure whether or not your campaign was effective. Create tight coordination with direct marketing channels.

## Expect a Learning Curve

All this being said—this space *is* still new. While there have been many successes to date, media companies are still testing these technologies and it is very possible that things may go awry. So, expect a learning curve. It is important to figure out how to help the television industry build toward these advances. Recognize that the analytics for measuring these advances differs from traditional Nielsen measurement. The new metrics will be set-top box data and may not be comparable to values for other television buys measured on Nielsen ratings. And like all statistical results, the lack of data on a large scale presents opportunities for market inefficiencies that could have an impact on pricing and other related factors.

## Scan for More

Scan this QR code using your mobile device for videos and visuals of the examples and cases referenced throughout this chapter.



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## Notes

1. [http://www.tvhistory.tv/tv\\_forecast.htm](http://www.tvhistory.tv/tv_forecast.htm)
2. [http://www.tvacres.com/broad\\_commercials.htm](http://www.tvacres.com/broad_commercials.htm)
3. <http://www.adweek.com/news/television/4as-whats-delaying-ad-addressability-101758>
4. <http://visibleworld.com/Connect/Solutions/Resources>
5. [http://invidi.com/itc\\_company.html](http://invidi.com/itc_company.html)
6. <http://www.adweek.com/news/television/smg-comcast-addressable-system-cuts-ad-skipping-101636>
7. <http://www.canoe-ventures.com/about.php>

## Chapter 8

### *TV Everywhere*

#### *Watching TV Content Whenever and Wherever*

Twenty-eight-year-old Chris Brum is a third-grade special education teacher as well as a full-time PhD student at Boston College. His 32-year-old partner, Chris Polous, is the director of sales for a Boston residential real estate agency. The two live together in Dorchester, Massachusetts, and though they each have very different TV watching habits, they do have one important element in common: half of their total TV viewing happens on mobile devices.

Chris Brum watches only about five hours of television per week, well below the US average. Because of his work and school schedule, Chris is often on the go. However, the one device he carries with him at all times no matter where he goes is his iPad. He will take time during study breaks at the library to launch either the ABC, HBO, HGTV, or Netflix applications to catch an episode of one of his favorite shows—including popular programs *True Blood*, *Modern Family*, and *Mad Men*. Chris favors the 30-minute sitcom versus a more immersive and longer drama during these times; it gives him just enough of a mental cool down so that he feels ready to resume hitting the books.

Chris tends to watch television later at night when he is at home. If he happens to be in his living room—or if the couple wants to watch television together (or with friends)—they will turn on their traditional TV set connected to a TiVo box using a DirectTV satellite feed. But being in his living room is not the sole deciding factor whether or not to watch TV on the big screen. There are times when Chris is laying on the couch and decides to watch TV but because he is already using his iPad for Facebook or to check e-mail, he opts to keep his tablet device resting comfortably on his chest to stream a TV episode instead of having to find the remote or get up to turn on the television set.

Of the four streaming apps Chris uses, he frequents HBO Go and Netflix due to the content that they have available at the time he wants to watch. But his favorite application is the ABC Player; it is, as he claims, “very clear and organized.” Chris also enjoys using his iPad to watch television in bed by propping it up on a pillow next to him. The device has enabled watching