INTEGRATING CONSUMER JOURNEYS ACROSS SCREENS

SmartCast

By Focaccia Digital



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EVOLUTION AND GROWTH OF CONNECTED TVs IN INDIA

Data Plans

Decrease in pricing of data plans
Cheapest mobile data at **$0.09 per GB**

Smart TVs

Affordable CTV devices,
Preloaded set of Apps to access internet-based content

Growth Drivers

Rising internet **penetration**,
Affordable CTV sets from OEMs,
Attractive digital **DTH packages** with **free Live TV**, **FAST** channels, and OTT

CTV Growth

CTV in India grew from **10M+ (2021)** to **~50M (2024)**

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THE NEW MEDIA LANDSCAPE

User Base
~45-50 mn CTV Households

Reach
~150 - 200 mn Users in India

Growth Trend
- 30% - 40% (AGR)

TV remains the living room centerpiece, but households now favor internet-streamed content over traditional channels

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ADVANTAGES OF ADVERTISING ON CONNECTED TV



Hyperlocal Targeting

Localized, geo-specific ad ensuring relevance and higher engagement across different regions, cities



Buying metrics

Targeted CPM buys v/s Spot buys with ability to control R/F



Creative Flexibility

Contextual and multilingual creative with optional rich media capabilities



Enhanced Attention

Non-intrusive large screen ads akin to TV campaigns

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CONNECTED TV CONSUMPTION TRENDS

83% of smart TV owners use the internet to consume the content

4 hours average daily time spent

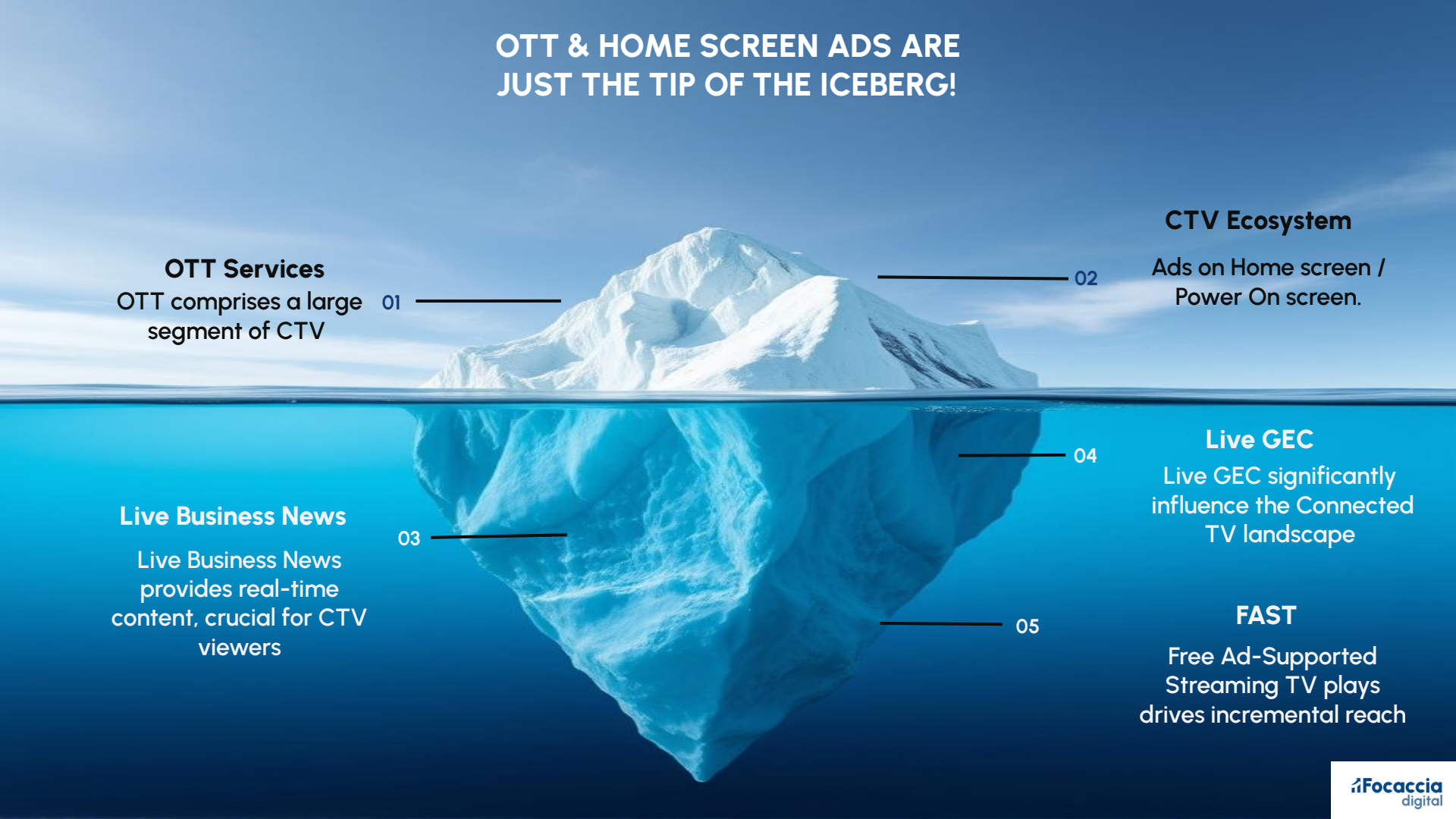
84% of households have more than 1 person watching CTV

9 in **10** viewers of CTV recall being exposed to Ads



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OTT & HOME SCREEN ADS ARE JUST THE TIP OF THE ICEBERG!



OTT Services

OTT comprises a large segment of CTV

01

02

CTV Ecosystem

Ads on Home screen / Power On screen.

Live Business News

Live Business News provides real-time content, crucial for CTV viewers

03

04

Live GEC

Live GEC significantly influence the Connected TV landscape

05

FAST

Free Ad-Supported Streaming TV plays drives incremental reach

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MARKET SEGMENTATION INFOGRAPHICS

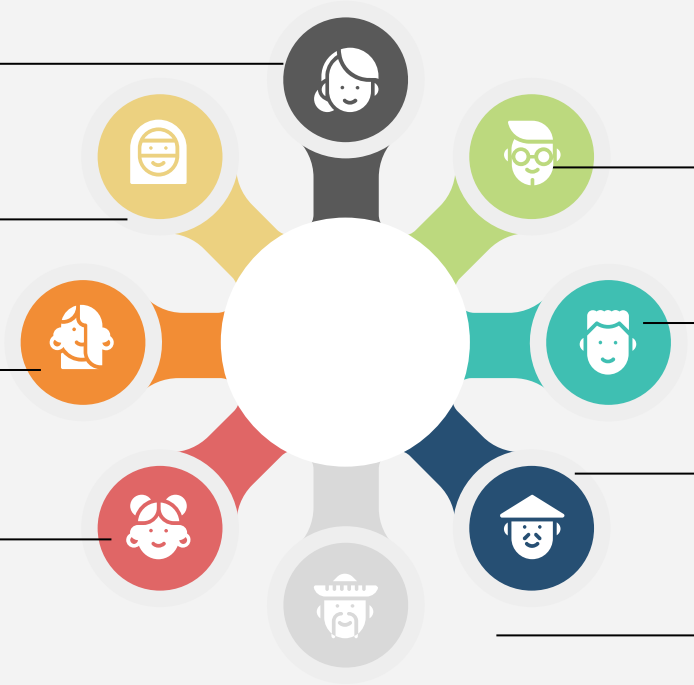
Age Bracket: GenX, Millennials and GenZ (18 to 45+)

Location: Urban (~40-45%) & Rural areas(~35-40%), Tier 1 tier 2 cities

Viewing Habits: On-demand shows, family-centric content, reality TV, drama

Avg. HHS & Income: 42% of HH population ₹10-13 lakhs per annum

Women



Men

Age Bracket: GenX, Millennials and GenZ (18 to 45+)

Location: Urban (~55-60%) & Rural areas(~60-65%), Tier 1 tier 2 cities

Viewing Habits: Live sports, action movies, business news, tech reviews, on-demand binge-watching

Avg. HHS & Income 58% of HH population with avg income of ₹13-15 lakhs per annum

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MYTHS! OF CONNECTED TV ADS

Supply Constrained
No, In India SmartCast processes ad requests for 35mn+ households and ~200mn unique users

Audience Targeting Myth
Telco Data, Other Device identifiers matching with TV device Id

CTV Users Are Only Premium
Partially true as broadband is slightly expensive compared to mobile data packs. But with affordable OEMs CTV is soon becoming mainstream as the broadband cost offsets the cost of DTH subscription, hence cord cutters

CTV is Only for Younger Audiences
No, CTV is a household viewing habit and covers GenX, Millennials and GenZ

Viewers Skip CTV Ads
SmartCast provides non-skippable ads to address this challenge

UNLOCK THE SMARTCAST ADVANTAGE



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CURRENT CHALLENGES IN CONNECTED TV ADVERTISING

Fragmented supply chain reducing transparency and efficiency

Lack of transparency in media delivery

Un-Consolidated media buying through multiple DSPs leading to **campaign inefficiency**

Creative and strategic innovation is needed to keep pace with market dynamics

Lack of **cross-channel insights, sub-optimal buying & measurement** leading to inefficient campaign delivery

SMARTCAST IMPACT ON ADVERTISING

Enables **strategic cross channel buys** across OTT, Fast, Live TV networks. Instrument of enablement - **deal or managed campaigns**

Centralized Buying

Deliver **innovative video ads** across Channels. Creative **language flexibility/ hyperlocal**

Creative Innovation

Better CPMs and reduced ad spend wastage. **Transparent media delivery** driving visibility into campaign measurement and performance

Competitive Pricing

Unified Reach, Frequency

Deliver ads across streaming platforms and devices with **smart frequency** management to **maximize reach and prevent overexposure**

Non-Skippable Ads (30 Sec)

Maximize brand visibility and **engagement** by holding the viewer's attention throughout the entire ad duration.

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TOP PLACEMENTS AND CHANNELS









OEMs, OS, Digital DTH, OTT











TARGET THE LIVE TV CHANNELS











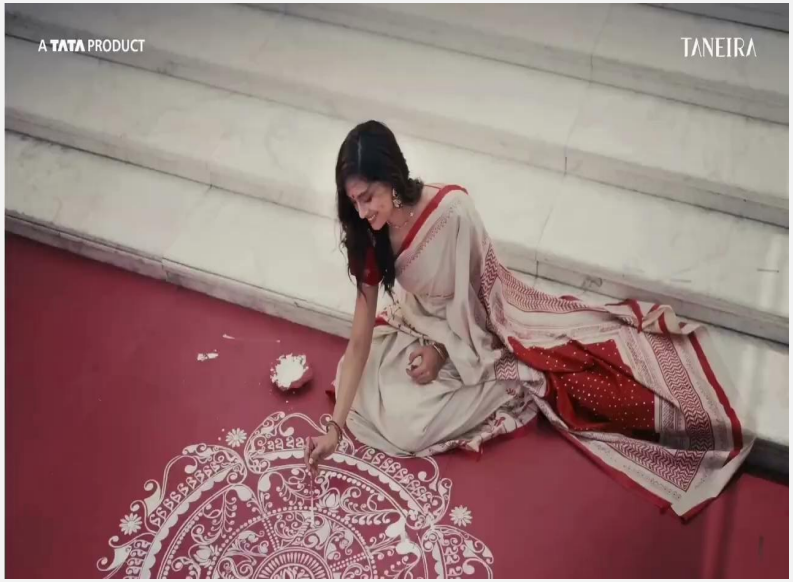






INNOVATIVE IMPACT CAMPAIGNS





KFC APP INSTALL CAMPAIGN

Impact campaign served across multiple CTV platforms like Zee5, Jio Cinema & Mx Player. This helped boost KFC app installs through QR Scan

TANEIRA STORE FOOTFALL

Taneira campaign served across Zee5 & Jio Cinema. Scanning the QR made users locate the nearest stores which led to increased footfalls



THANK YOU

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