

Sky: Transforming the TV advertising model



Sky saw an opportunity to create true innovation in the TV advertising industry. Co-operation with Synamedia made the vision reality.

"Sky AdSmart is the single biggest innovation in the broadcast advertising market for probably 20 years."

— Jamie West,
Deputy Managing Director, Sky Media

Size: 31,000 employees
Location: London
Industry: Media & entertainment

TV advertisers want to aim right ads at right homes



“What brands are really trying to capitalize on is that amazing brand-building power of TV. AdSmart enables advertisers to target who they want, when they want, and how they want.”

— Jamie West, Deputy Managing Director, Sky Media

Viewer targeting with unprecedented accuracy

TV’s ad model is limiting: The same ads served to all viewers at the same time. To update the model—and boost revenue—Sky and Synamedia built Sky AdSmart, which serves TV ads to households based on unique profiles.

Solution

AdSmart uses key capabilities from Synamedia to pinpoint audiences, playing targeted ads to subscribers according to 90 combinable attributes, such as life stage, affluence, and locale.

Outcome

- 40 brands of all sizes and categories signed up to right away.
- Enables specialist and regional advertisers to use the power of TV.
- Viewers targeted with Audi’s AdSmart campaign were **twice as likely** to buy a new car.

Technical solution enhances TV



"Synamedia helped us innovate and deliver a product that, without them, I don't think would have been as innovative as it is now."

— Jamie West, Deputy Managing Director, Sky Media

Develop an end-to-end digital delivery chain that will evolve the television advertising model using millions of existing set-top boxes—and do it all without service interruption to viewers or expensive equipment upgrades. That was Sky's mission. Partnering with Synamedia made it possible.

Solution

Synamedia let Sky build a personalized ad-targeting platform by providing advanced video capabilities both as "a la carte" applications and end-to-end solutions. Synamedia furnished the channel scheduling and playout automation interface, metadata capabilities, audience measurement system, and more, that made the revolutionary AdSmart system a reality and delivered it to viewers invisibly. All they've noticed is that TV ads are now more relevant to them.

Outcome

- AdSmart audience were **62% more likely** to have bought Lego having seen the ads.
- One Ford dealership saw a **100% rise in sales** after AdSmart campaign.
- Already active in over **20% of all U.K. households**.
- Nearly **70% of AdSmart advertisers** had not previously advertised either on TV or on Sky.