



From Broadcaster to Platform: The OSN Journey



OSN Transformation At-a-Glance



As advertising budgets continue to shift from linear TV to digital, broadcasters face a defining choice: continue operating as individual channels; or develop into platforms that combine the scale and impact of broadcast with the precision, flexibility, and accountability of digital.

OSN, a leading Pay TV operator in the MENA region, evolved its advertising model by extending its addressable capabilities to complement existing infrastructure. Working closely with **Synamedia Iris** to enable addressability across set-top boxes—and in partnership with **Magnite** to unlock digital and programmatic demand, OSN created a unified Advanced TV proposition without disrupting broadcast foundations.

This collaborative approach unlocked previously untapped addressable inventory, attracted new categories of digital-first advertisers, and accessed additional budget lines, generating true incremental revenue, all while preserving the control, quality, and premium viewing experience expected from television.

The OSN Challenge

High Digital Demand, Limited Addressable Supply

Rapid shift of ad budgets from linear tv to digital platforms, with linear inventory undervalued in MENA

Traditional broadcast not built for addressability or digital-grade buying workflows

On-Demand and OTT inventory not scaling to meet digital demand and offset declining broadcast revenues

High friction buying processes and limited access for digital-first and performance-driven buyers

The Transformation Journey

A Three-Phase Collaboration

Phase 1

**Unlocking Broadcast
Addressability**

Phase 2

**Opening Broadcast to
Digital & Programmatic
Demand**

Phase 3

**Building a
Unified Advanced TV
Platform**

Phase 1

Unlocking Broadcast Addressability



Enabled addressability on the installed base of legacy devices and on newer set-top-boxes (STB) for new subscribers, despite differing Operating Systems (OS)



Deployed a lightweight Iris SDK on OSN devices, enabling addressability within the limited processing and memory constraints of existing STBs



Activated promo replacement and IP-based ad insertion within linear broadcast feeds



Increased the relevance of linear ad viewing time by enabling more granular, accurate targeting and turning it into in-demand inventory.

Phase 2

Opening Broadcast to Digital & Programmatic Demand



Introduced digital buying mechanics (CPM/CPV, VAST, reporting) to premium TV inventory



Opened up programmatic access via private marketplaces and guaranteed deals



Maintained full broadcaster control over pricing, targeting, and creative approval



Lowered barriers to entry for digital-first and performance advertisers

Phase 3

Building a Unified Advanced TV Platform

**Shifted OSN to operating as a
scalable advertising platform**

A single Advanced TV proposition for linear, streaming, and addressable inventory

Abstracted inventory complexity from buyers while maximising scale and yield

Enabled cross-screen planning, frequency management, and full-funnel measurement



Advertiser Value Proposition

Targeting, measurement & programmatic capabilities across linear & digital



**Targeting of valuable
audience segments**



**Brand-safe trusted
environment**



**Real-time data
measurement**



**Programmatic
enablement**



Increased monetisation efficiency



Extended Addressable Footprint

Linear Advanced Addressable **live in 10 countries on set-top boxes**

Audience reach expected to **double** by Q4 2025

Increased revenue, per STB/ Household, by moving to CPM/CPV pricing

Increased operational efficiency by using digital ad server vs traditional linear playlist



Incremental Demand

Improved campaign outcomes with better targeting, measurement, and frequency control, without compromising the viewer experience

Incremental demand from regional and international advertisers

Expanded advertiser mix to **digital-first, performance-led, large and SME brand** advertisers with new targeting capabilities



Key Takeaways

Platform transition is essential

Broadcasters must evolve from individual channels to digital ready platforms for long-term success.

Results are achievable today

Transformation delivers measurable outcomes now, not just in the future.

Collaboration fuel success

Close cooperation between broadcasters and technology partners drives measurable results.

Flexibility and interoperability matter

Solutions must adapt to existing ecosystems, not impose rigid frameworks.

Unified, automated inventory is the future

Automated workflows and cross-channel approaches enable growth.

Thank You

