



Unlocking Advertising Revenue for Telcos in the CTV Era





Why Advertising?

The advertising landscape is undergoing a fundamental transformation. As connected TV (CTV) advertising growth rates outpace linear TV growth and advertisers demand privacy-safe, deterministic audience signals, telecommunications providers find themselves uniquely positioned at the intersection of distribution, data, and scale.

3.5x
Higher eCPMs

Addressable TV commands premium rates through increased audience relevance

Source: Rex Du, University of Texas, Austin

+20%
Global CTV Ad Spend

Digital advertising budgets shifting to connected television

Source: WARC

The Convergence Moment

Advertising is already happening around your network, data, and screens. The question isn't whether to participate, but how to capture value from assets you already control: household identity, device data, network visibility, and trusted distribution.

Four Critical Market Drivers

Advertiser Demand

Growing demand for deterministic, privacy-safe audience targeting.

Viewing Fragmentation

As viewing spreads across linear, CTV, OTT, and devices, campaigns require more advanced delivery and targeting.

Distribution & Partnership

Broadcasters and content owners expect trusted distribution, monetisation, and data as non-negotiable.

Technology Maturity

Telco infrastructure enables the personalised experiences users and advertisers expect.

Traditional telco models are under margin pressure, making the pursuit of new, diversified revenue streams more critical than ever.



Strategic Positioning

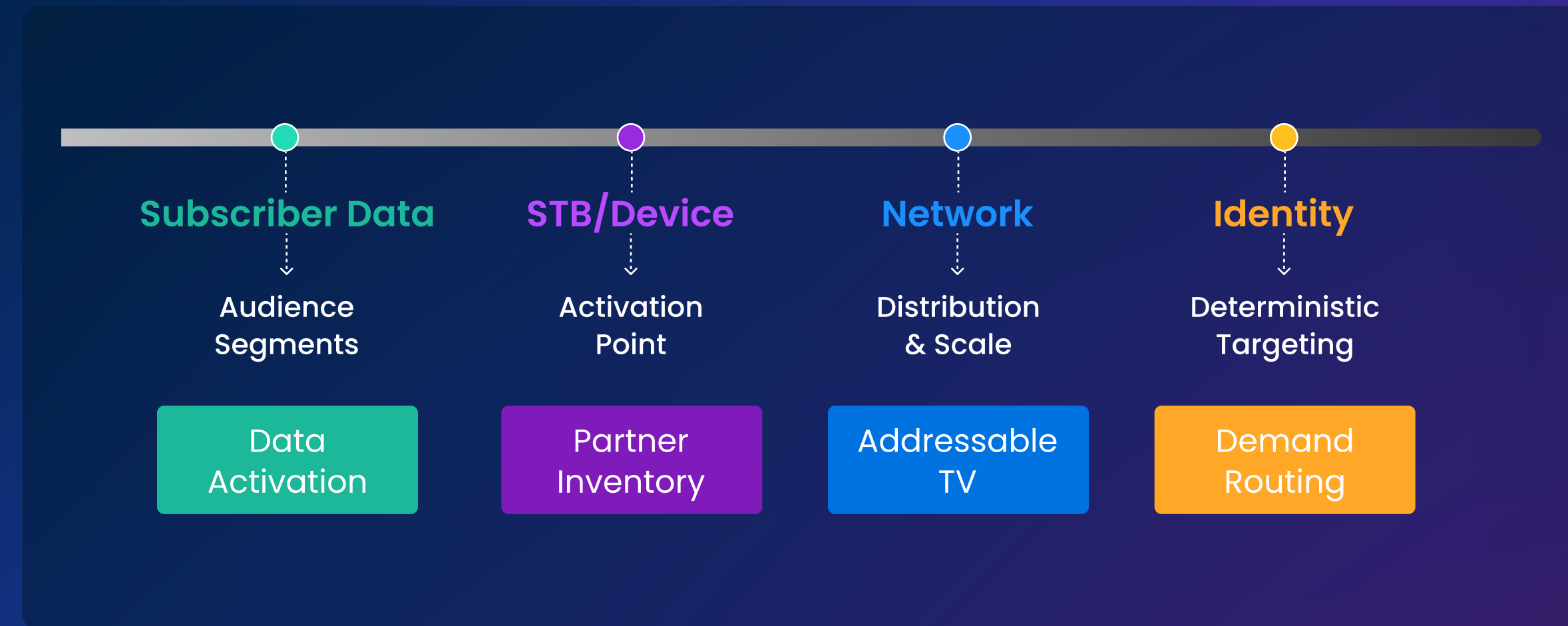
The Telco Data Advantage

- ✓ **Household Identity** – Rich first party data enables deterministic household-level targeting and reach control
- ✓ **STB & Distribution** – Deliver addressability at scale, across multiple viewing modes
- ✓ **Network Visibility** – Drive effective campaign reach with cross-device targeting and de-duplication
- ✓ **Location Insights** – Privacy-safe geo-targeting and attribution
- ✓ **Subscriber Signals** – Premium interest-based audience segments
- ✓ **Data Stability** – Stable audiences with long-term identifiers for effective campaign optimisation

Together, these capabilities give telcos a unique advantage: verified first-party household identity, deterministic targeting, and impression-level measurement—unlike digital platforms that rely on probabilistic, behaviour-inferred profiles.

The Video Advertising Value Chain

Telcos control multiple critical nodes in the advertising value chain, from data through inventory distribution and ad delivery.



Your Journey

Four Paths to Advertising Revenue

Every telco's advertising opportunity is unique. Starting assets, infrastructure maturity, and strategic priorities determine the optimal approach. We've identified four core profiles, each with tailored monetisation strategies.



Newcomer

Entering advertising for the first time with no existing ad infrastructure or operations.



Your Position

- Distribution scale
- Logged in environment with deterministic household identity
- Clean, brand-safe UX
- Minimal or no ad-selling capability



Your Opportunity

- Launch with direct-sold, premium, low-complexity formats – Introduce programmatic later:
 - Home screen placements, high value pre-roll ads
 - Sponsorships, brand takeovers
 - Telco bundle promotions with agencies
- Build a high-trust, low-ad-load environment to protect UX and CPMs
- Establish foundations: consent management, content rights for ad monetisation, telco-specific segmentation
- Programmatic rollout sequence:
 1. Direct → 2. PMP → 3. PG → 4. (Optional) Open Auction

Key Principle : Start premium, not programmatic. Differentiate through first-party data, control, quality, and brand safety.

Enabler

Strong distribution scale and subscriber data, but limited control of advertising inventory.



Your Position

- Valuable identity graph and audience scale
- Platform for broadcasters, FAST providers, and OTT apps



Your Opportunity

- Enable partner monetisation safely without commoditising inventory
- Deliver privacy-first data activation and enrichment via clean rooms: household identity matching, enriched segments, cross-platform attribution
- Boost partner yields: addressable linear, frequency management, unified measurement, co-branded ad products
- Build joint sales packages combining telco data, partner inventory, and UI/sponsorship slots
- Programmatic only as a partner enabler, not primary monetisation

Key Principle : Be a catalyst for premium TV advertising. Use data to enhance partner yield, not as a raw commodity.

Moderniser

Operating an advertising business with fragmented technology or partially modernised workflows.



Your Position

- Ads sold across linear, VOD, OTT, and programmatic
- Operations fragmented across platforms



Your Opportunity

- Upgrade linear TV to addressable premium inventory, unlocking the largest CPM uplift
- Unify TV and digital ad operations: one ad server, one audience, one measurement framework
- Protect direct revenue: Direct > PG > PMP > Programmatic Open
- Introduce programmatic incrementally: automated transactions with guaranteed deals (PG), curated PMPs, long-tail only to open auction
- Invest in UX, ad quality, frequency caps, and household-level targeting

Key Principle : Modernisation should protect direct inventory value and prioritise quality, control, and premium CPMs.



Aggregator

Operating multiple content partnerships and optimising yield across inventory portfolios.



Your Position

- Hosts FAST channels, broadcaster apps, telco-owned VOD, third-party streaming
- Mixed content rights and tech stacks



Your Opportunity

- Unify inventory management across owned & partner content, prioritising premium inventory
- Optimise yield: Direct > PG > PMP > Remnant Programmatic
- Extend audience reach across properties: cross-app campaigns, unified frequency capping, household-level reporting
- Offer white-label platform services for smaller broadcasters without competing
- Enforce data governance, identity management, and strict ad-quality policies to protect CPMs

Key Principle : Prevent exchange dynamics from setting the value of premium TV inventory. Differentiate on control and quality, not scale alone.

Overcoming Traditional Barriers

Modern advertising platforms remove historical entry barriers.

Challenge	Solution
 No ad stack or operations	End-to-end platform ready from day one <i>Ad server, manager, and delivery</i>
 No advertiser relationships	Managed demand & programmatic access
 No owned inventory	Partner inventory monetisation models
 Long integration cycles	Modular deployment delivered in weeks
 Risk to subscriber experience	Broadcast-grade delivery
 Technology lock-in	Open, ecosystem-friendly platform



The Solution

A flexible video advertising platform unifying TV and digital monetisation in one scalable solution, purpose-built for telecommunication providers

Core capabilities:

Addressable and programmatic
readiness

Ad-server agnostic
architecture

Intelligent ad routing
across ecosystems

SSAI for streaming delivery
across OTT devices

CSAI for broadcast-grade ad experiences
inside managed devices

Seamless integration into
existing TV infrastructure



Why choose Synamedia Iris



Premium Advertising

Optimise every ad break with broadcast-grade delivery, advanced podding, and real-time analytics. Maximise yield without disrupting the viewer experience.



Open & Flexible

Integrate with 50+ partners through a modular, vendor-neutral platform. Fully adaptable to your business model.



Data & Distribution

Turn subscriber and connected device data into precise, addressable audiences. Enable cross-device targeting while keeping measurement privacy-safe.



Fast, Low-Risk Entry

Deployment in weeks, with minimal operational disruption. Supported by managed service & demand partnerships. Proven with global operators.

Trusted by Industry Leaders

sky

o/n

MTN

astro

vodafone

and more

60+

advertising
specialists
globally

150+

operated
channels

+79%

YoY broadcast
impressions

+82%

YoY SSAI
decision growth

Schedule a
Free Demo →

Talk to an
Expert

Our broadcast specialists
can assess your current
setup and build a
step-by-step roadmap
tailored to your goals.

Book your
Consultation →



Future-Proof Your Video Revenue