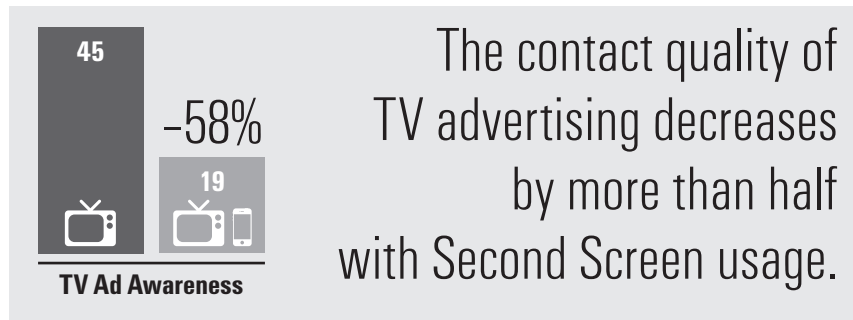


How Second Screen synchronization increases the impact of TV ads

With the rise of the Second Screen, TV is battling for the viewers' attention. A new study from TNS Infratest shows how TV advertisers can turn Second Screen usage to their advantage. Synchronized advertising across both screens delivers strong uplift in brand and image KPIs.

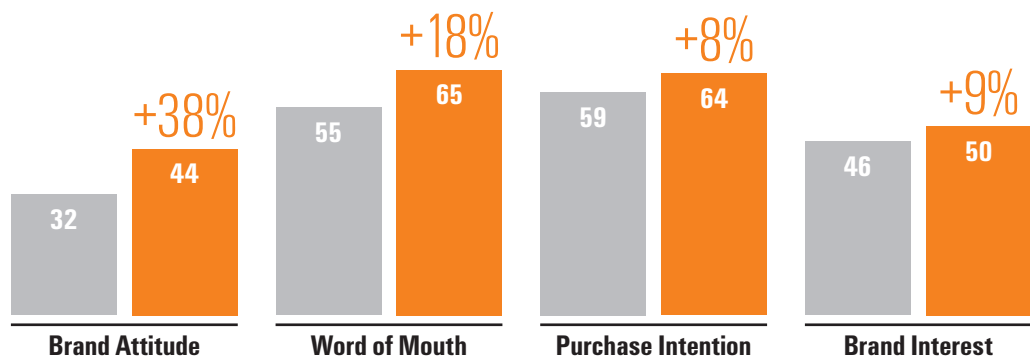
Booming Second Screen usage distracts viewers from TV advertising

It is no surprise to advertisers that attention is turning away from the TV towards Second Screen devices, especially during commercial breaks. Nearly half of viewers use their tablet or smartphone to write emails, read news or surf on social networks.¹ And new data shows that when TV-only viewers are compared with TV viewers who use a Second Screen device in parallel, the TV ad awareness drops by more than 50%.²



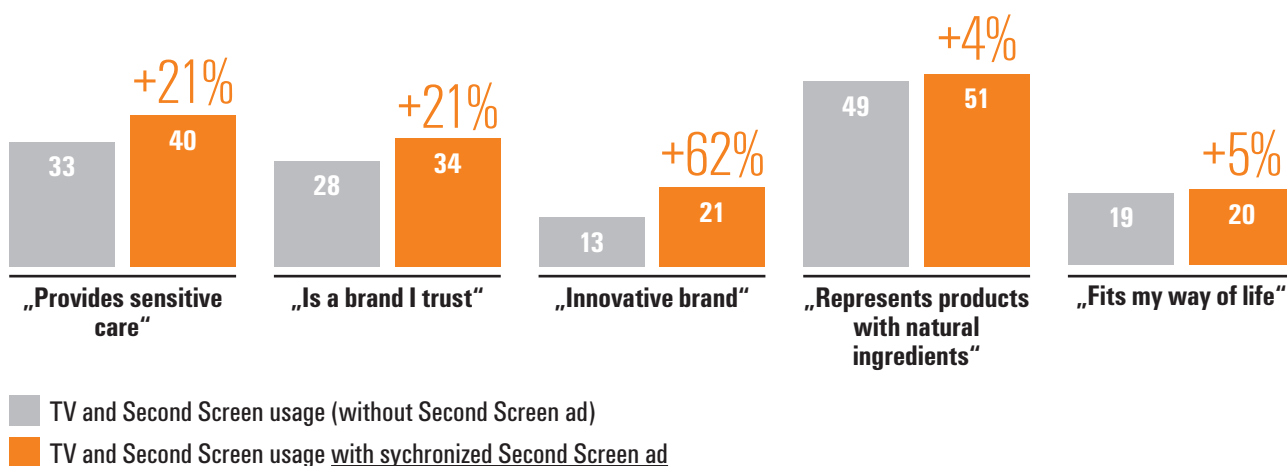
Synchronized advertising across both screens results in strong uplift on brand and image KPIs

New technologies are now proving to be effective in recapturing the viewers' attention as it diverts to the Second Screen. Cross-media ad technology that synchs the delivery of TV and online ads, showing the ad on both screens simultaneously, recently showed the ability to increase TV ad awareness by more than 40%. Strong uplifts in KPIs such as Brand Attitude, and Word-of-Mouth were also evident.² In addition, a valuable by-product of the synched solution is the immediate feedback channel it provides to the performance of television advertising – something which was not available until now.



■ TV and Second Screen usage (without Second Screen ad)
■ TV and Second Screen usage with synchronized Second Screen ad

Image KPIs



How synchronized advertising works

wywy's proprietary technology detects a TV commercial the instant it is aired. Based on the real-time detection, wywy immediately activates a corresponding online campaign and serves the accompanying display banners via its real-time bidding algorithm, thus synchronizing advertising on both screens.

To launch a synchronized Second Screen campaign, wywy just needs the TV commercial and the online creatives. The TV commercial does not need to be altered in any way.

More information at <http://www.wywy.com/solutions/advertisers>

About the study

The study was conducted by TNS Infratest in October 2013. Target group were women, 25-55 years old, who regularly watch TV and own a Second Screen device. The participants watched a regular evening show on their TV at home. During the commercial break a commercial for a FMCG cosmetics product was shown. The participants were split into three groups: 1) TV only viewers, 2) TV viewers using their Second Screen device in parallel to surf the Internet and 3) TV viewers using their Second Screen device in parallel to surf the Internet which in addition displayed an accompanying online banner ad of the FMCG cosmetics product at the moment the TV ad aired (synchronized advertising in parallel on both First and Second Screen). After the commercial break they were questioned through an online survey on their Second Screen device.

¹ Nielsen Q1 2013 Cross-Platform Report

² TNS Infratest October 2013 Study

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