

# **HOW TO GET STARTED WITH CTV ADVERTISING IN MENA**



# IAN MANNING

## EXECUTIVE DIRECTOR, IAB MENA

He has had the privilege of working in multiple roles across multiple markets over his 20+ years. This included leading global clients for Agencies in London, as CEO for an Agency in South Africa and recently as Head of Agency Partnerships for Facebook in the MENA region.

# AGENDA

12:00

## Registration

Registration, Tea, Coffee & Lunch Snacks

12:30

## Welcome & Introduction

Speakers: Ian Manning

12:35

## Task Force Update & Whitepaper Launch

Hear from the CTV task on how they developed the 'how to get started' guide and why its an important resource for MENA

Speakers: Richard Fitzgerald

12:40

## Keynote: CTV Market Overview, Trends & Predictions

An overview of the category, the shift from SVOD to AVOD and how CTV's role has grown to be a key aspect of Omnichannel strategy.

Speakers: Jonas Olsen

13:00

## Panel Discussion: Getting started with CTV in MENA

Hear from members of the task force who share highlights of the whitepaper, some of their learnings with CTV in MENA and top tips for how to successful engage CTV as an advertising opportunity.

Speakers: Hamid Davari, Kellie Hanley, Mazen Mansour, Roxana Nicolescu, Samer Akter

13:45

## Closing Remarks and Q&A

# INTRODUCTION TO IAB MENA

## OUR VISION

Be the catalyst for growing the MENA digital advertising economy by nurturing the community, accelerating knowledge sharing and establishing accountability standards that cultivate trust and credibility.

**Connected TV (CTV)** has transformed the television consumption habits of audiences, bringing about a significant impact on the media landscape. Within the MENA region, CTV advertising is rapidly emerging as a potent and promising avenue to connect with viewers.





# **RICHARD FITZGERALD**

## **CEO, AUGUSTUS MEDIA**

### **IAB MENA CTV TASKFORCE LEADER**

Richard is CEO and Founder of Augustus Media, an award winning modern media company in the UAE and KSA, publishers of the Lovin' local news and lifestyle brand in 20 cities, and broadcasters of Smashi TV streaming service. He has worked in the media advertising space since 2006 at agencies in Ireland, England and the UAE.

# TASKFORCE



a Choueiri Group Brand





KEYNOTE SPEAKER  
**JONAS OLSEN**

**HEAD OF INTERNATIONAL BUSINESS  
DEVELOPMENT, SPRINGSERVE**

Olsen brings over 17 years of experience to the Digital and Programmatic video and TV industry having previously served as Global Vice President Video and CTV at PubMatic, Managing director Nordics at YuMe, Nordic sales manager at Smartclip.

# The Rise of Streaming TV

How Ads Are Powering Streaming's Future

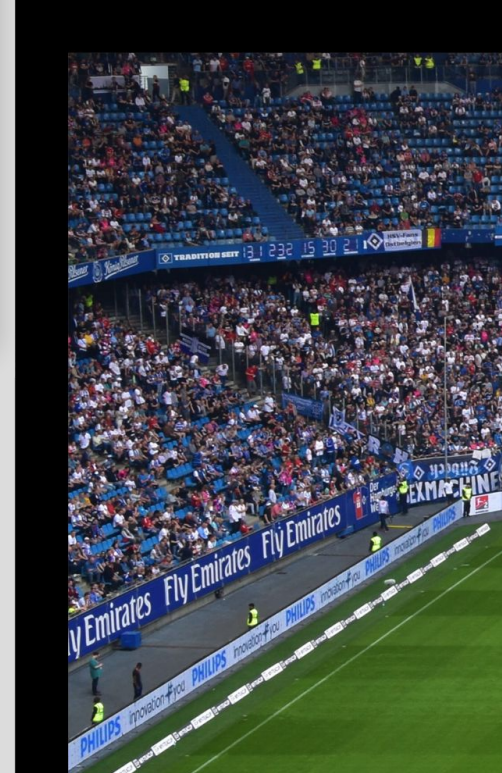
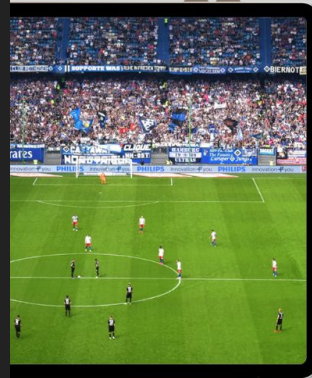
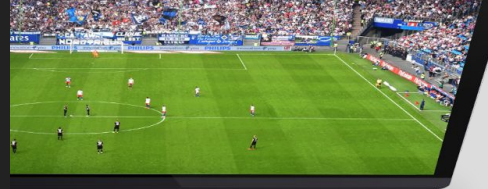
Magnite





# Defining Streaming TV

All television content streamed via the internet regardless of the device it is watched on (CTV and OTT)



# Who Is Magnite?

## Harnessing the power of 3 market-leading platforms

**Magnite**  
CTV

**Magnite**  
STREAMING

**SPOTX**

 SpringServe

Independent

Tech built for CTV

Industry-leading  
ad server

Full-scale  
supply access

Largest footprint &  
household reach

Advanced  
integrations

Most accurate  
forecasts

Unique audiences

The largest source  
of premium  
streaming TV  
supply

Device Manufacturers and Telcos

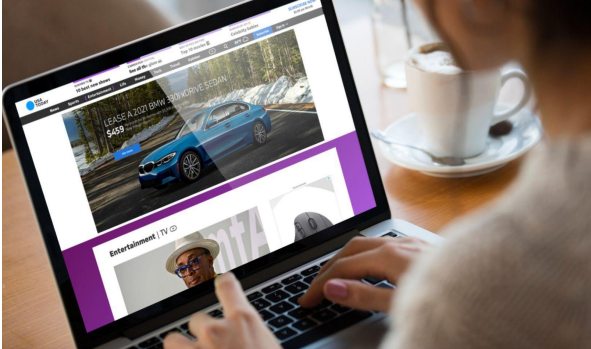
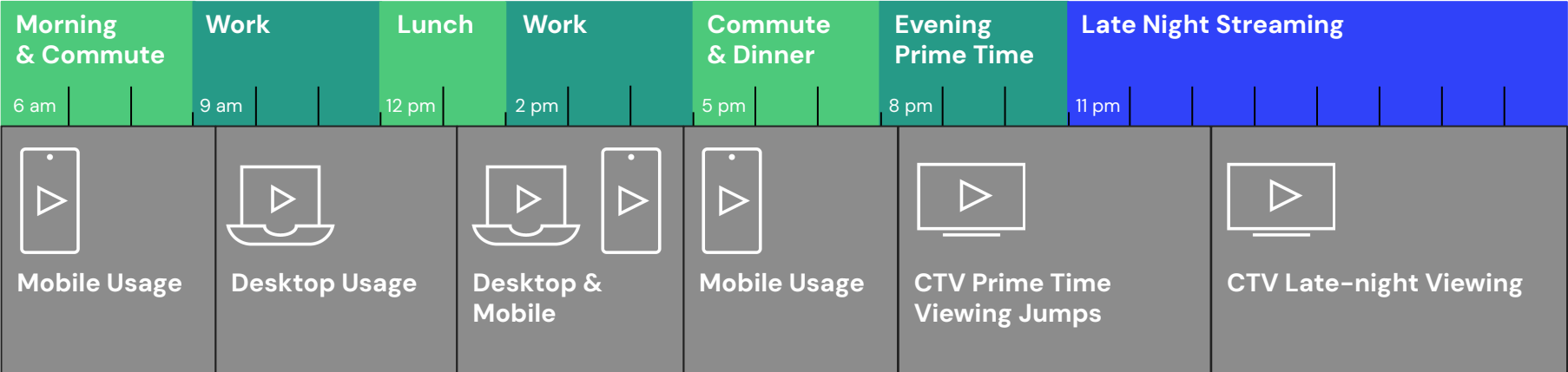


FASTs, Distributors & AVOD



Subject to change. Does not represent Magnite's complete supply portfolio. Contact Magnite for more details.

# One Platform



Source: Magnite Platform, Proprietary Data



**TELEVISION IS DEAD:**

**Long Live TV**

# The Changing Global Landscape: CTV's Evolution

Linear TV



Catch-up/On demand



Streaming



Omnichannel  
Streaming TV



# Audience Trends Across the Globe

Streaming TV is watched by more viewers than any other form of television:

- US & Canada — 81%
- EU5 — 78%
- Nordics — 78%
- Australia & NZ — 84%



# Streamers Are Preferring to Watch with Ads

Ad-supported environments reach a greater audience share

- US — 86%
- EU5 — 82%
- Nordics — 77%
- Australia & NZ — 78%

And MENA is set to follow suit.





# Streamers Are Not Cutting Back but Are Making Subscription Changes

48%

of streamers are likely to cancel or downgrade a current paid TV subscription

76%

would use a new free or reduced cost ad-based streaming service this year

Q: How likely or unlikely are you to cancel or downgrade any of the TV subscriptions (paid traditional TV or streaming services) that you currently pay for? T2B  
Q: If a new streaming service you want to watch offers a free or reduced-cost version of its platform, which includes advertisements, would you be...? T2B  
Base: Streaming TV only viewers

# The Streaming Landscape Is Growing Globally



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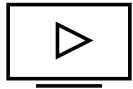
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SOURCE: IAB MENA CTV Landscape Report 2022

# The Omnichannel Ecosystem: Streamers Are Consuming Content Across Screens

## Streamers' weekly TV viewing habits



**92%** TV screens



**73%** Smartphone/Tablet



**69%** Laptop/Desktop

Q: In a typical week, how frequently do you use each of these to watch TV shows and films at home?  
T2B; Base: Total Streamers



# FUN FACT

There are  
**7 billion**  
people on Earth



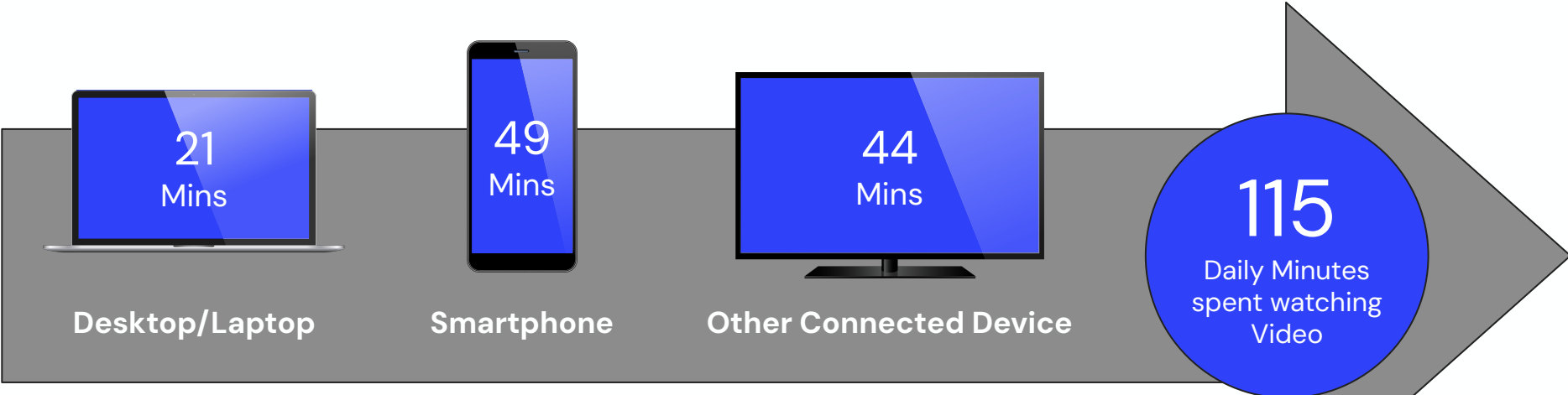
**5.1 billion own  
a cell phone**



**4.2 billion own  
a toothbrush**



# Content Consumption Is Changing



**The gap between cord-cutters and pay TV is closing...**

**By 2023:**



Source: Insider Intelligence | eMarketer, May 2023

# Cross-Device Consumption Supercharges Purchase Intent

# 75%

of ad-supported streamers are more likely to make a purchase from a brand they engaged with across devices

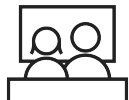
→ Compared to 64% of traditional TV viewers

Q: To what extent do you agree with the following statement? I am more likely to make a purchase from a brand that I have engaged with across multiple devices (TV, Mobile, Desktop, etc.). T2B



# Why Streaming TV?

## Most watched



Streaming is the most watched form of TV and more streamers are watching content with ads.

## Deeper engagement



Viewers are engaged with streaming content for long periods of time and have greater recall with the ads they see compared to social video.

## Drives performance



Streaming TV's environment influences purchase decisions.

# Thinking for the Future



**Inventory discoverability & recommendations**



**Robust creative review**



**Fast and agile capabilities**



# Thank You

Find out more about **Streaming TV**

**Contact:** Jonas Olsen  
[jolsen@magnite.com](mailto:jolsen@magnite.com)

Or download Magnite's  
Streaming TV research below:



Magnite

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# TODAY'S PANELISTS

**KELLIE**

Teads

Moderator

**HAMID**

OSN

**SAMER**

ArabyAds

**MAZEN**

OMG

**ROXANNA**

Wego

# RESOURCES

WHITEPAPER



KNOWLEDGE HUB



GLOSSARY OF TERMINOLOGY

