



Contextual Targeting...

- Context works
- TV offers an unparalleled context
- Huge scope for contextual targeting



Audience Targeting...

- Increases relevance
- Decreases wastage
- Improves response

Cross-Platform Reporting...

- TV landscape is evolving
- Behavioural change requires better cross-platform measurement
- CFlight can fill the measurement gap

Targeting & CFlight: Key Points

Contextual Targeting:

1. Context works
2. TV offers an unparalleled context
3. Huge scope for contextual opportunities with Sky Media

Audience Targeting:

4. Relevance increases
5. Wastage decreases
6. Improves response

Cross-Platform Reporting:

7. TV landscape is evolving
8. Behavioural change requires better cross-platform measurement
9. CFlight can fill the measurement gap



Toy Story 4

