

# Exploring AI/ML-powered contextual advertising



Contextual advertising is better on all three sides of the video experience. Three? It's simple:

- On the viewer side, consumers have a more rewarding viewing experience, supported by ads that resonate with them.
- On the advertiser side, campaign ROI is more fully realized by connecting with more of the right customers.
- On the provider side, content investments are more attractive to advertisers when they can more effectively reach the right buyers.

For Sky Media, innovation is a cornerstone of continued success as a major European leader in media. Sky has been at the forefront of advances in TV advertising, revolutionizing the market with the launch of AdSmart. To further enhance its advertising capabilities and provide a better experience for both consumers and advertisers, Sky collaborated with VideoAI. This advanced technology has empowered the company to explore new possibilities in targeted advertising.



#### Increased awareness

Increase in prompted awareness



#### Higher likely action

by campaign targets



#### Ads that viewers love

Viewers like contextual advertising.

“ By working with CTS, we’ve seen firsthand how contextual advertising can make a difference in creating a more personalized viewing experience, which resonates with both viewers and advertisers and has the potential to unlock new revenue opportunities. The results from our tests are promising, and we’re excited to see what the future holds for this technology.

JEN EDWARDS

Head of Product Management, Sky Media



### **Rich metadata to conquer complexity**

It's no secret that the information age is in a state of rapid, complicated expansion — a challenge that's only amplified when serving international audiences. Privacy regulations are in a requisite state of rapid evolution as well, and it's incumbent on a company like Sky to protect consumers while also finding creative ways to understand the content people want to engage with. The name “contextual advertising” is almost self-explanatory in this respect: To target ads with greater accuracy, it's important to know what folks are watching.

Rich metadata (like people, places, things, events, sentiments, and emotions) are crucial for effective contextual advertising. What Sky needed was a way to analyze content and generate the deep metadata required to offer its customers another way to make intelligent ad placement decisions.

### **How VideoAI brings context to advertising**

Sky, in collaboration with Comcast Technology Solutions (CTS), conducted a proof of concept to explore the potential of an AI-driven advertising solution. The project focused on leveraging VideoAI, a cutting-edge AI/ML content scanning tool, to analyze every aspect of video content — words, visuals, and audio — to generate comprehensive metadata. Sky used this rich dataset to show that ads can be targeted based on the content being watched rather than on individual user data to drive a successful ad campaign. Sky was able to deliver relevant and engaging ads that resonated with the viewers while maintaining a positive user experience and achieving advertiser goals.

### **A trifecta of benefits**

Sky has demonstrated that an AI-powered contextual advertising solution delivers a trifecta of benefits. Viewers experienced relevant, engaging ads that aligned directly to the content they were enjoying. Sky placed the advertisers' messages alongside content that resonated with viewers' interests, maximizing the campaign's impact and ROI. And Sky unlocked a wealth of contextual data to help make smarter decisions about ad placement and overall strategy.

## The net result: Happier, more active consumers

Sky conducted two tests: one aimed at raising awareness for health-related issues and the other focused on promoting energy efficiency at home. The goal was to demonstrate the effectiveness of this contextual advertising solution through a practical trial. These tests evaluated and measured how the messaging was received as well as the impact on consumer behavior when there was contextual relativity between the ads and the content that people were watching.

To establish the impact of contextual advertising in campaigns, Sky analyzed the difference between the results of the control sample (viewers not exposed to the campaign), target group 1 (viewers who saw the campaign in a broad spectrum of on-demand content), and target group 2 (viewers who saw the campaign in a contextually relevant piece of on-demand content). In line with campaign objectives, the key findings were significant:



Two-thirds of viewers responded positively to the concept of contextual advertising.

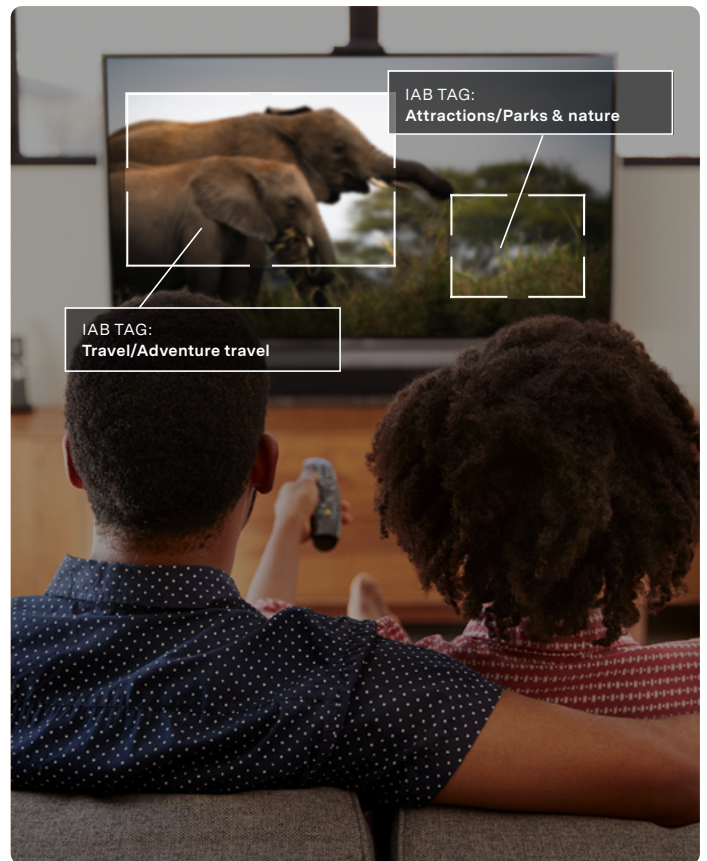


Contextual advertising improved the levels of prompted awareness about the campaigns.



Viewers targeted by contextual ads were more likely to say they'd act after seeing the campaigns.

Clearly, “finding the right customer” is job one for any campaign, which makes contextual advertising technologies an obvious next step in connecting people to products and messaging that drives meaningful action. This is just one of the many ways that VideoAI is helping to create better outcomes on both sides of the screen, generating more value across the board for providers, advertisers, and viewers alike.



## VideoAI: Video evolved

Built on Comcast's know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions (CTS) offers more than 30 years of reliable real-world media and advertising experience. VideoAI is part of a portfolio of technology solutions that provide global content owners and distributors with the technology, reach, and expertise to expand and succeed in rapidly changing global media and entertainment markets.

### Find out more

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