

MediaSense Meet LG Ads

April 2023

LG Ad Solutions



01

An Introduction

LG is the World's Most Awarded TV Range

A Premium TV Viewing Experience



Innovation Award
Honoree CES 2023

PopSci+

The Best 8K
TVs of 2023

CNET

Best of Show
Best of CES 2023

techradar.

Best TV Innovation
CES 2023

engadget

The Best Tech
at CES

GIZMODO

The Best TVs
at CES 2023



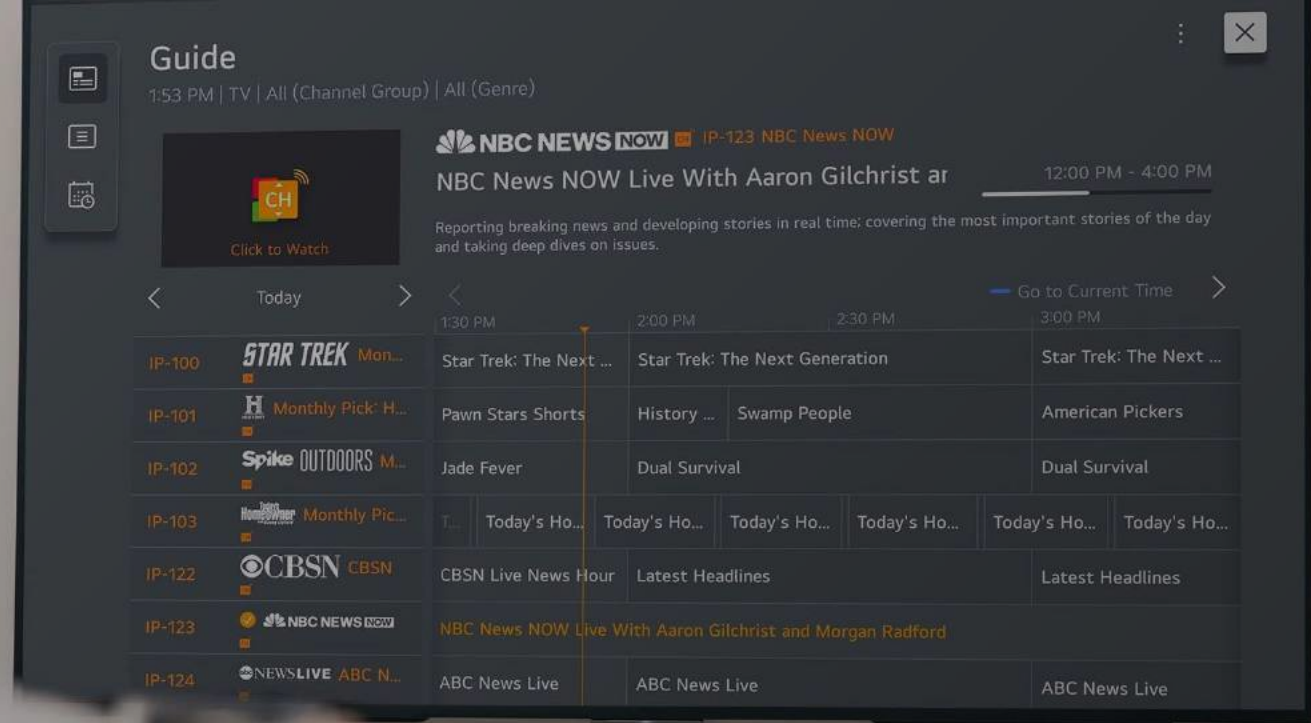
CES Editors'
Choice Award

tom's guide

Best in Show
Best of CES 2023

The Washington Post

Best of CES 2023
Home Theater Tech



LG Ad Solutions is your exclusive media partner for buying premium ad inventory across LG TVs + access to our partner network

LG Ad Solutions

The Common Denominator is the Screen

We understand your viewing audiences regardless of the TV source



LINEAR
CONTENT + ADS



HDMI DEVICES



LG CHANNELS



OTT APPS



GAMES
CONSOLES



PROGRAMMATIC
AD EXCHANGES

The LG Ad Solutions Advantage



Global Reach

The single source for accessing
LG CTV inventory globally



Exclusive Audience Data

Proprietary smart TV data
enabling viewership-based
targeting



Best-In-Class Targeting

Precise audience targeting with
optimal reach & frequency



Premium Inventory

Rich CTV ad formats with
cross-device TV extension

A Winning Combination of Global Scale and Unique Reach

22.2M

EU5 LG Smart TVs

2B

Monthly CTV Ad Opportunities

150M

Global Smart TVs

Precision

Deterministic Second-by-Second

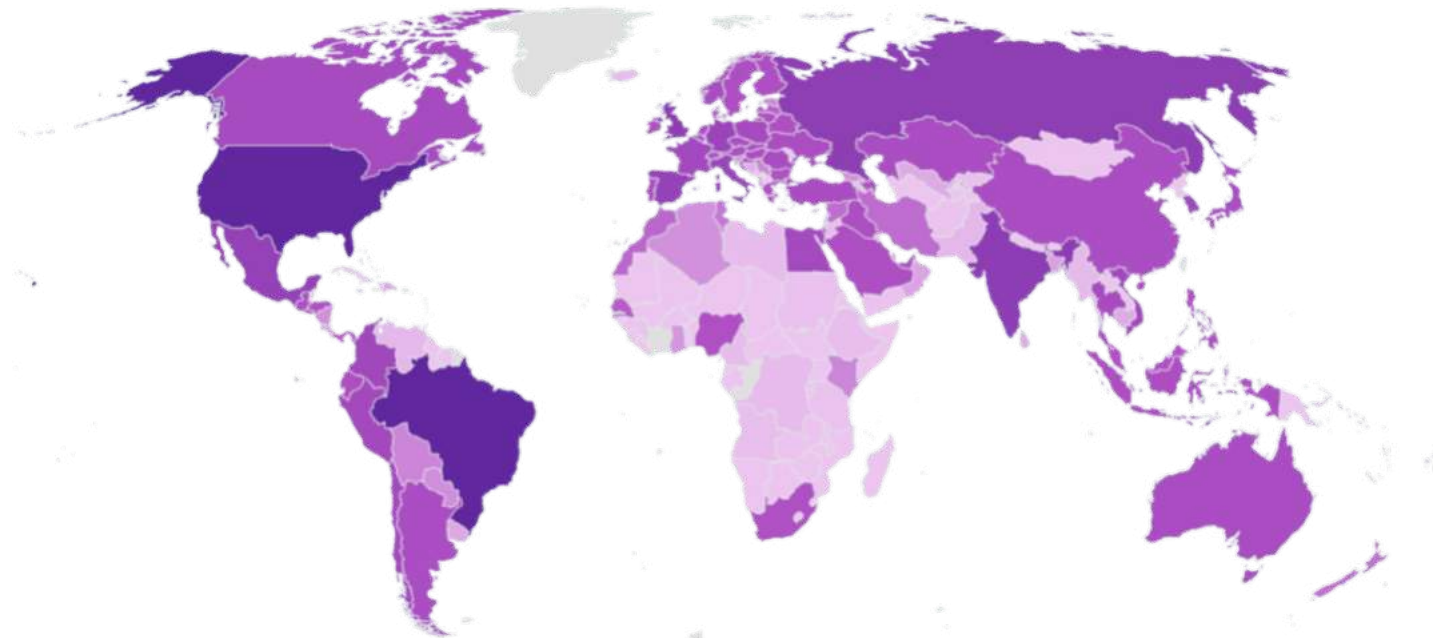
Scale

Millions of Devices

Access

First-Screen Impressions

LG TV 150M Global Footprint



14M



6.6M



35M



4.1M

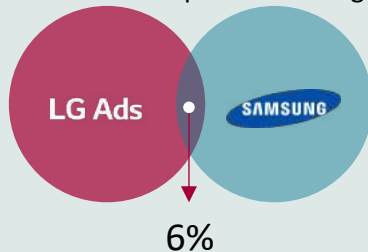


5.0M

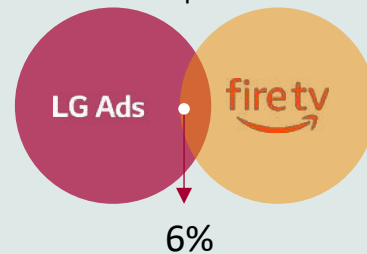
Represents countries with at least 10K LG TVs

Limited Overlap between LG and Other Devices

LG Ads Overlap with Samsung



LG Ads Overlap with Amazon



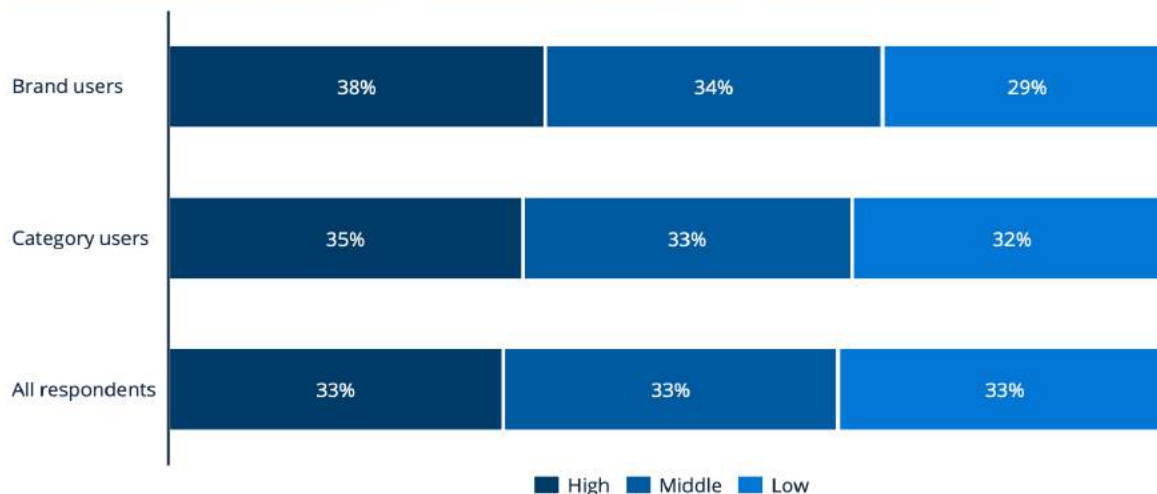
LG Homes over index other smart TV brands for higher disposable income

Consumers with a high income make up 38% of LG owners

Demographic profile: income



Share of consumers in the UK in the high, middle, and low thirds of monthly household gross income

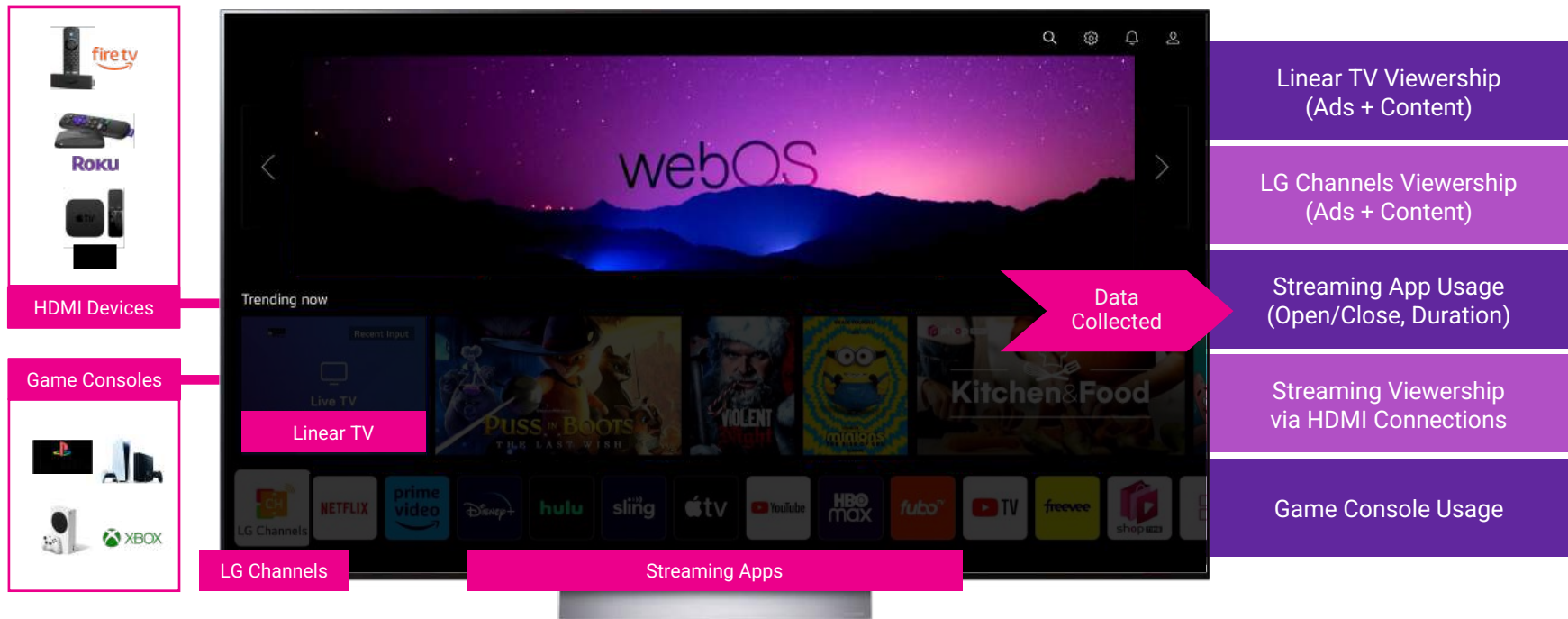


03

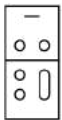
Data //

Activate against Deterministic Data

Connect Direct-to-Glass with Deterministic ACR



Deterministic Audience Data Exclusive to LG



Programming

Target by show, network, app, service, or genre



Ad Exposures

Target by exposure to specific creatives (incl. competitors), manage frequency levels



Purchase Habits

New subscriptions, service activations or cancellations, EST purchases and rentals



Viewing Habits

Reach light TV viewers, cord cutters, ad skippers, app loyalists



Devices & Services

Target users by TV model, service providers, or add-on streaming products



Premium Content

Pinpoint loyalists of premium pay-TV channels and ad-free streamers



Gamers

Target gamers by usage of specific platforms, studios, brands, titles and consoles



Location

Target by regions, city, or zip code, tie campaigns to regional weather patterns

04

Media //

Surround the Connected LG Household

Own the Living Room Experience and Surround the Connected Household

LG Homescreen

LG Home Screens, Content Store and Branded Programming



CTV Video

LG Channels & LGs Premium Inventory Partners



Household Extend

Cross-Device:
Mobile, Tablet and Desktop



1. LG Homescreen

Home Screen & Content Store

Brands takes center stage in one of the most immersive advertising environments.

Carousel | TV Models: 2023, 2022 & 2021

Halo | TV Models: 2020 & 2019

Wedge | TV Models: 2018 and older

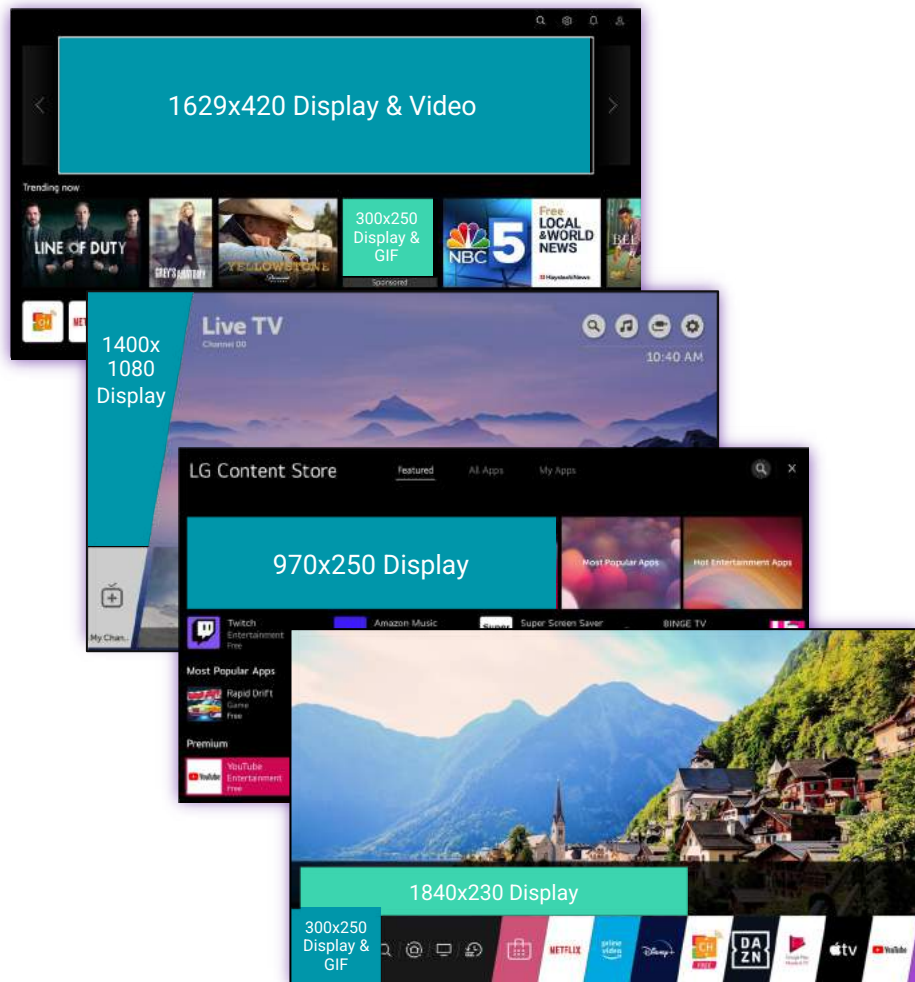
Content Store | TV Models: All

Interactive

Ads can be clicked to a specified destination including app, deeplink, web, overlay, video, or image. Carousel ad unit can be autoplay video with sound on hover.

Branded Programming

Sponsor ads in program with Native and CTV video across LG Channels, LG's exclusive FAST app.







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ARRIVES 2024











LEARN MORE



Trending now









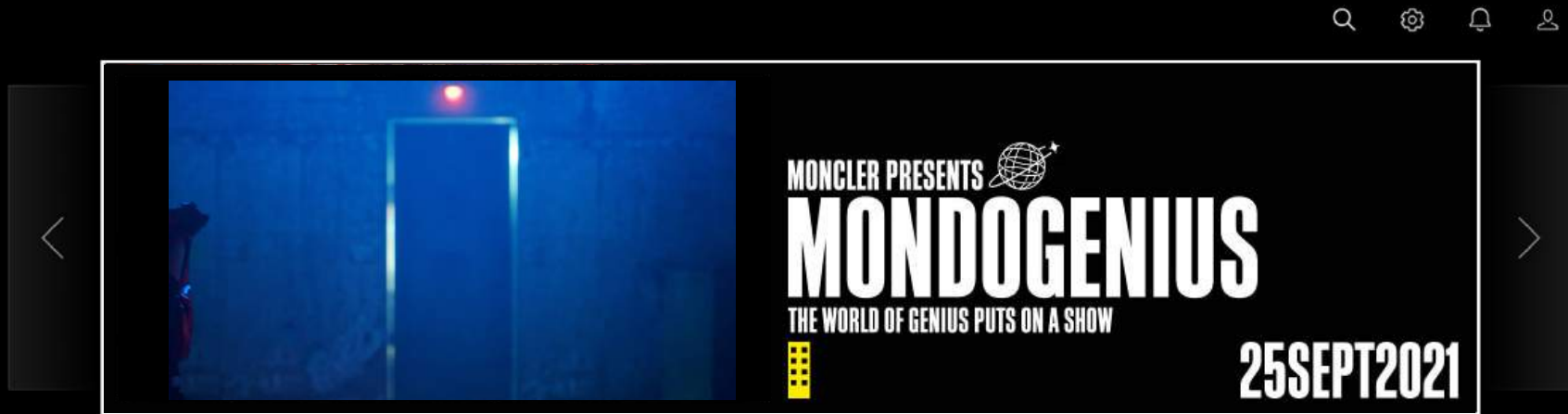












Trending now



Native Banner Ad — Click to Video Ad

Viewer Navigates to
Home Page



2. CTV Video

Scale campaign reach with full frequency controls across the premium apps viewers prefer to deliver performance, optimized by KPI.

Engage LG TV viewers with CTV Video across:

LG Channels | *FAST*

Stream hundreds of free linear-like channels and content including exclusive and original content, movies, TV, news, sports, comedy and more.

#1

FAST Service on webOS

120%

YoY Increase of Global MAU

Premium Partner Inventory | *AVOD & FAST*

Direct access to inventory across popular AVOD apps within the LG Content Store or on HDMI devices.



3. Living Room Extend



Brand-Safe Inventory

Video & display ads run across LG household devices using real-time, deterministic activation



Targeting

The primary method of targeting is ACR viewership behavior*



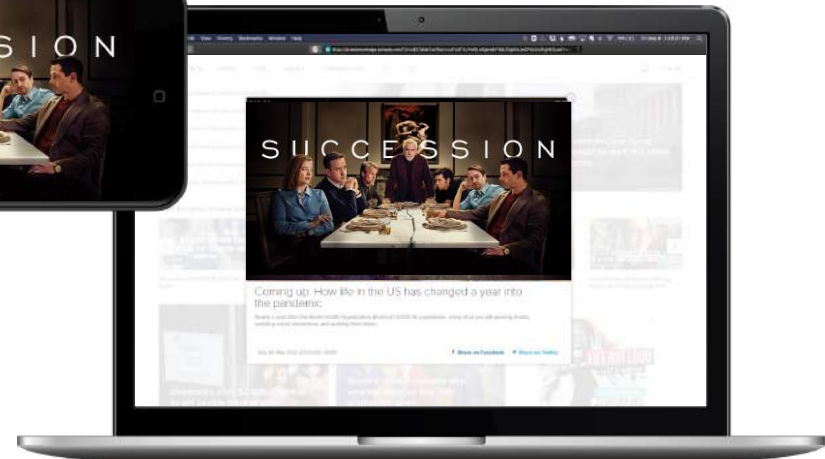
Premium Environments

Using IAS, campaigns are optimized for fraud detection, viewability, and context



Own The Connected Household

Combining home screen roadblocks with cross-device allows brands to own the household



05

Measurement

Reach

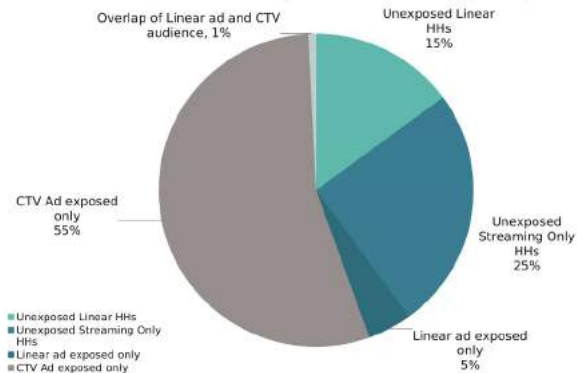
Find more of the right people with incremental reach.

The more a brand spends on linear TV, the harder it is to build reach. Achieve efficient, incremental reach with addressable TV.

- Reach the unreachable, including cord cutters, cord nevers, ad skippers, and gamers.
- Increase ad exposure of light linear TV viewers.
- Suppress linear TV viewers already exposed to the ad campaign.
- Generate additional reach without adding any additional frequency, at a flat CPM.

Incremental Reach

Achieved a 55% incremental reach with a limited targeting.
A lot of potential to grow with ACR targeting



The LG Ads Solutions Advantage



Exclusive & Premium Inventory

The single source for accessing premium CTV and native ad inventory across 150M global LG smart TVs.



Surround the Connected Household

Own the living room experience by implementing a holistic campaign strategy including Native, CTV, and Cross-Device.



Buy-Side Flexibility

Buy our inventory via Direct IO, Private Marketplace.



Incremental Reach & Hard-to-Find Audiences

Suppress viewers you already reach and extend reach to those you haven't, including hard-to-find audiences like cord-cutters, light linear viewers, and lapsed viewers.



Deterministic ACR & Machine Learning

Our proprietary smart TV data allows you to target viewers based on how they interact with their TV. Pair with our machine learning capabilities to achieve better outcomes.



Smart Targeting & Transparent Measurement

In addition to our proprietary smart TV and ACR datasets, we can offer incremental reach reporting & brand lift studies.

Thank You!

Questions?

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