



## National linear addressable TV advertising at scale

LTN® Target is a fully managed service for formatting and inserting watermarks, SCTE 35 messages, and other metadata for addressable ad decisioning and replacement during live linear programming — across all distribution platforms.

### Merge digital with linear for universal signaling

LTN Target makes it easy to activate ad inventory for addressable TV advertising across platforms, enabling global scale. Identify and mark spots to make linear channel ads addressable-ready with Target.

The first of its kind in the market, Target signals precisely when an ad needs to start for frame-accurate insertion. The solution also accommodates just-in-time signaling during last-minute ad inventory changes during live events.

### When a device — a smart TV or set-top box — detects the watermarks/SCTE messages, Target will:

01

Contact the ADS associated with the channel's publisher ID and provide identifiers associated with the device

02

Allow the ADS to place the household in a specific audience segment, then request replacement ads based on this segmentation

If the ADS supplies replacement ads, the substitution will be reported back to the ADS for auditing and measurement.

Our scalable, interoperable solution works with virtually all addressable platforms and integrated automation partners, while implementation requires minimal disruption to existing workflows.

### With Target you get:



#### **Frame-accurate signaling**

Precisely and reliably marks addressable inventory



#### **Seamless implementation**

Integrates with existing systems with minimal effort



#### **Ad logistics as a managed service**

Ensures the right signals and metadata reliably reach the right platforms



#### **Video Metadata Analyzer and always-on TOC support**

Enables proactive monitoring to minimize downtime

**Increase premiums  
on existing CPMs  
by up to 300%**

By combining the audience and scale of linear with the addressability and engagement of digital, Target enables traditional TV channels to outpace digital advertisers.

TV channels can gain up to an additional 14 minutes per hour of addressable inventory across more than 50 million U.S. households with Target — while maintaining full control of your inventory's positioning and monetization.

With CPM-based pricing, you can start using Target with minimal capital expenditure.

## Optimize linear workflows with the LTN Ecosystem

- LTN Cue & Connect deliver signals that enable capabilities such as dynamic ad insertion on OTT platforms
- LTN M&C provides a comprehensive monitoring and control solution with built-in business intelligence, automation, and security
- LTN Wave monitors every element of the live video transmission path, uniting the broadcast quality of satellite with the flexibility and revenue-generating potential of IP

Scale your reach and capabilities by teaming with our fully integrated, universal media technology ecosystem backed by the LTN Network.



Full-scale, addressable ads on linear TV starts with LTN Target. Discover more at [ltnglobal.com](https://ltnglobal.com)