



SHOWCASE

COMMERCIAL OPPORTUNITIES 2022

WELCOME

29th June 2022

Ian Byrne

Director Digital and Commercial Enterprises





Agenda

Welcome – Ian Byrne

Section 1

The Power of Broadcaster
TV and Video
Frankie Carty

Section 2

The Power of Content
Aoife Stokes

Section 3

The Power of Great Ideas
Tara Moran &
Ben Mulligan

Section 4

Let's Talk Results
Long Term Sponsorship –
Sarah Hayes, Hyundai
Advertiser Funded
Content - Sinead Manly,
PHD Media

Q & A

The Power of Broadcaster TV & Video

Frankie Carty – Head of Agency Business & Trading

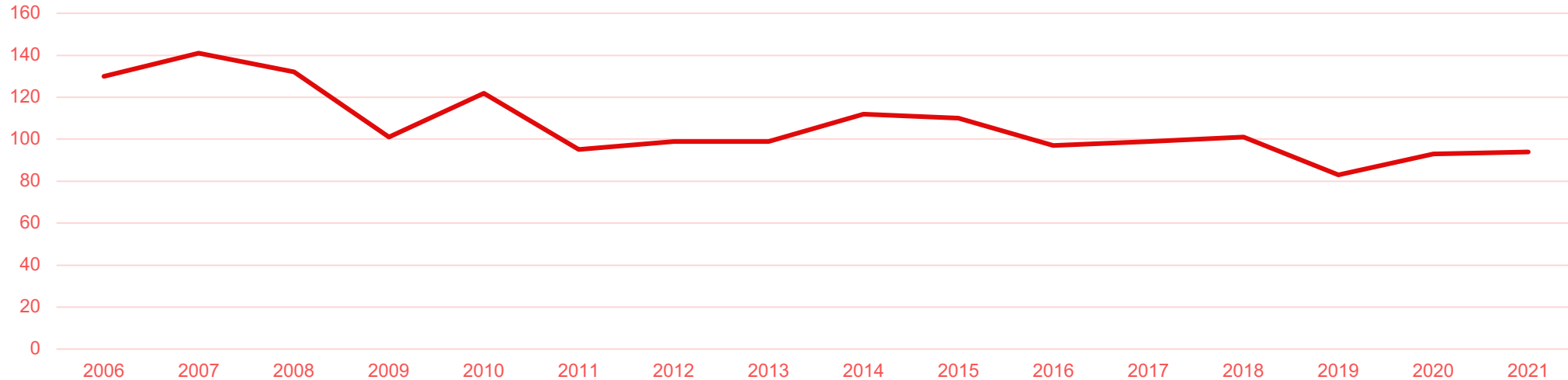






TV consumption

Time Spent Viewing

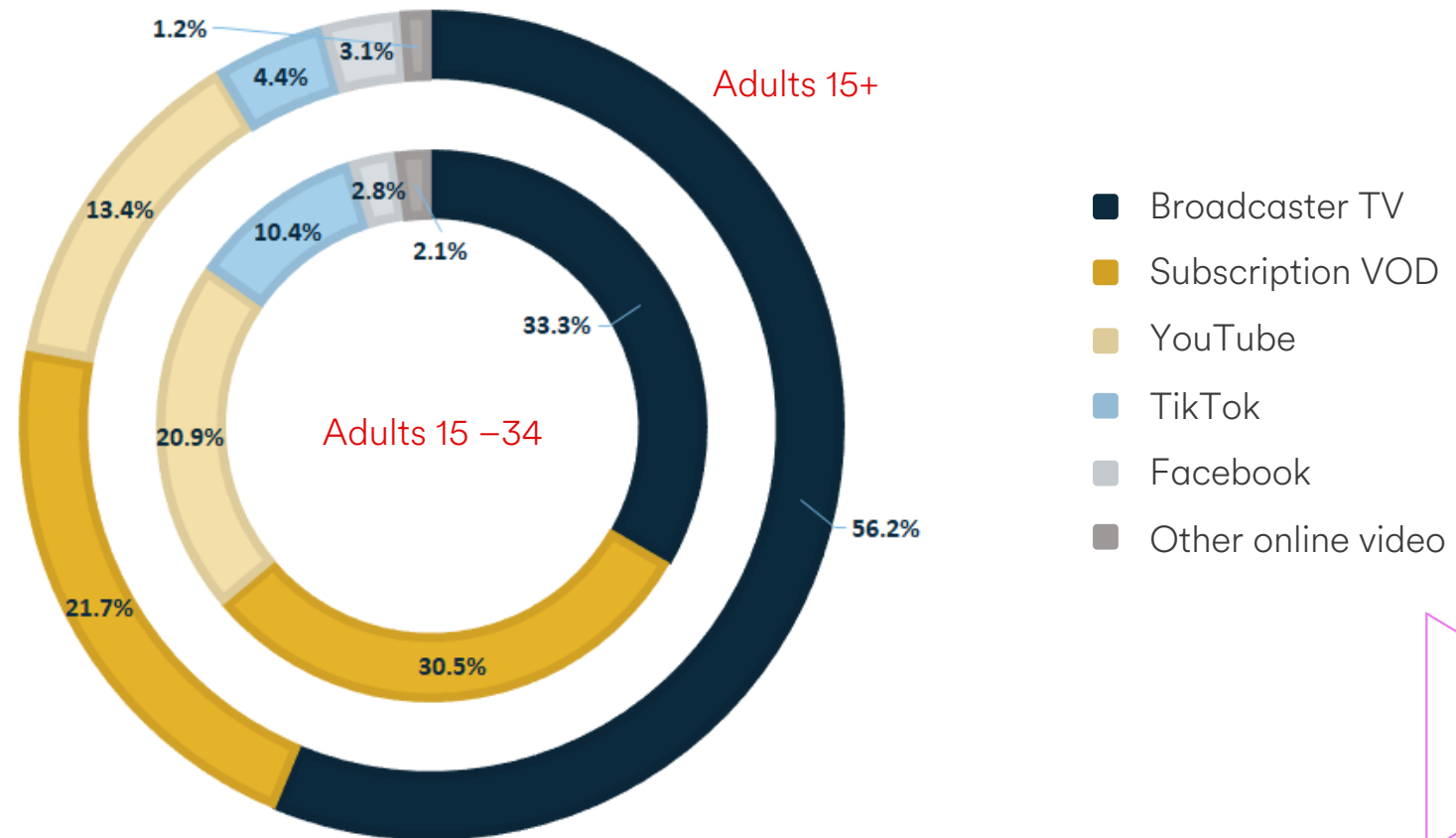


Timeline of digital and streaming services:

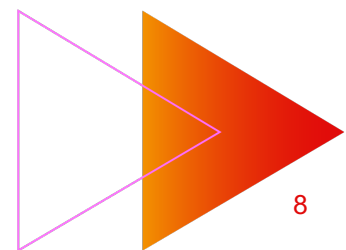
- 2006: Facebook
- 2007: Twitter
- 2008: YouTube, RTÉ Player
- 2009: iPhone
- 2010: 3player, Sky
- 2011: Netflix
- 2012: adsmart (from sky)
- 2013: Amazon FireTV
- 2014: Sky Q
- 2015: Disney+
- 2016: adsmart (from Virgin Media)
- 2017: 5G
- 2018: Spotify, Instagram, Snapchat, 4G, SAORVIEW
- 2019: eir tv, TikTok, YouTube TV
- 2020: YouTube TV
- 2021: YouTube TV

Source: TAM Nielsen

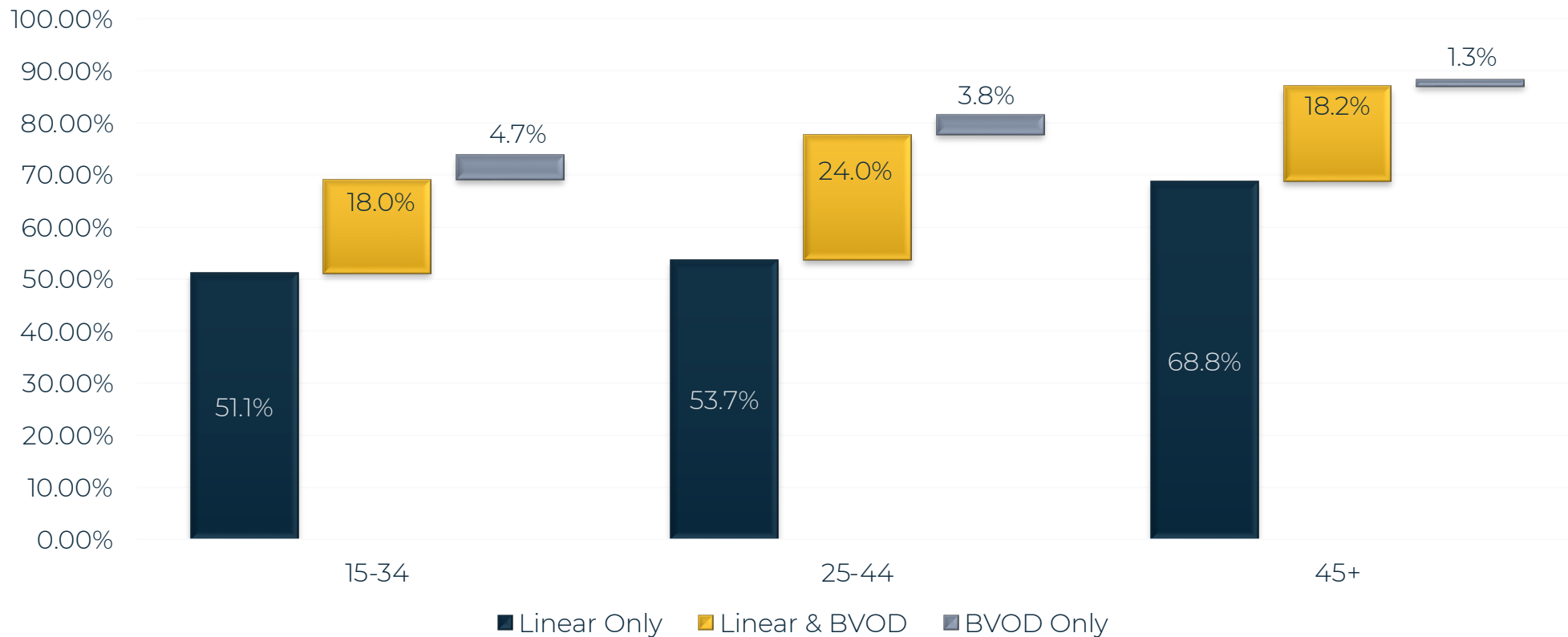
Broadcaster TV accounts for 56% of our video day



Source: TAM Nielsen / Red C Data integration 2021



Incremental Reach achieved by BVOD



Source: TAM Nielsen BVOD Planning Tool 2021

TV 'turbo-charges' all other media

Channel Benefiting from the Effect

Channel Generating the Effect	TV	Online Video + VOD	Social Media	Online Display	Out of Home	Radio	Print	Generic Search	Cinema	Direct Mail
TV		20%	31%	31%	22%	31%	31%	8%	54%	20%
Online Video + VOD	3%		5%	2%	5%	3%	12%	1%	7%	2%
Social Media	2%	2%		2%	3%	2%	3%	1%	3%	1%
Online Display	3%	4%	4%		4%	3%	9%	3%	11%	4%
Out of Home	6%	8%	9%	8%		9%	11%	1%	3%	1%
Radio	4%	4%	4%	6%	4%		3%	2%	1%	1%
Print	5%	6%	7%	5%	6%	4%		4%	13%	7%
Generic Search	3%	2%	4%	2%	2%	3%	7%		*	6%

Source: 'Demand Generation' Nov 2019, MediaCom/Wavemaker/Gain Theory/Thinkbox
 NB: Insufficient data to robustly report Cinema & Direct Mail's effect on other channels. *insufficient data to report effect

 one

TWO  THREE 

 Player



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FOUR

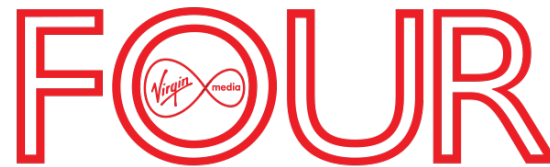
The Power of Content

Aoife Stokes – Head of Programming





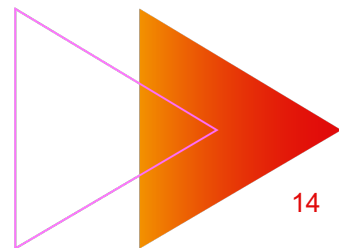
STREAM FOR SUCCESS:
Grow VM Player as the leading
Irish streamer



LAUNCH VM FOUR:
Distinct audience profiles and
personality for each channel



DIFFERENTIATE VM TWO:
Creating a quality Irish youth-
focused channel



Reflective

of contemporary Ireland, available everywhere

Recognisable

brands, talent and channel personalities

Resonate

with key demographics



 one

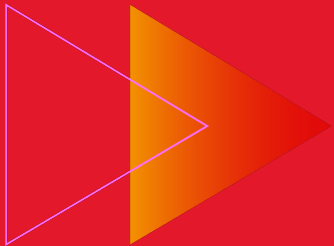
TWO  THREE 

FOUR  MORE   Player



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Advertiser Funded Content



Our Partners

Retailer



Alcohol



Utility/Bank



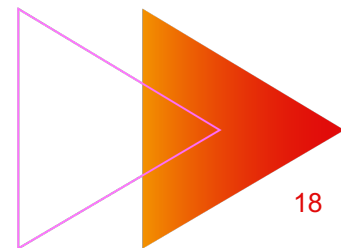
FMCG



Electrical/DIY



Gaming



The Genres

- **Property/ Interiors/Sustainability**

Showhouse Showdown

Dream Home

- **Food/ Cookery**

The Restaurant

- **Comedy**

The Craic Den

- **Sports and Entertainment**

The Green Room

Sin Bin



Some FAQ answered



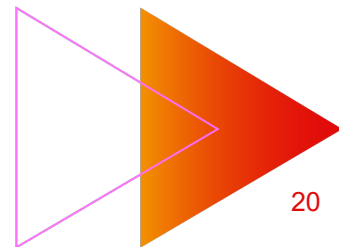
Can be as much as **500K** or as little as **5K!**



Programmes can have more than one partner in them.



The key is to **come to us early** if this is something you think could work for your brand



The Power of Great Ideas

Tara Moran - Head of Client Solutions



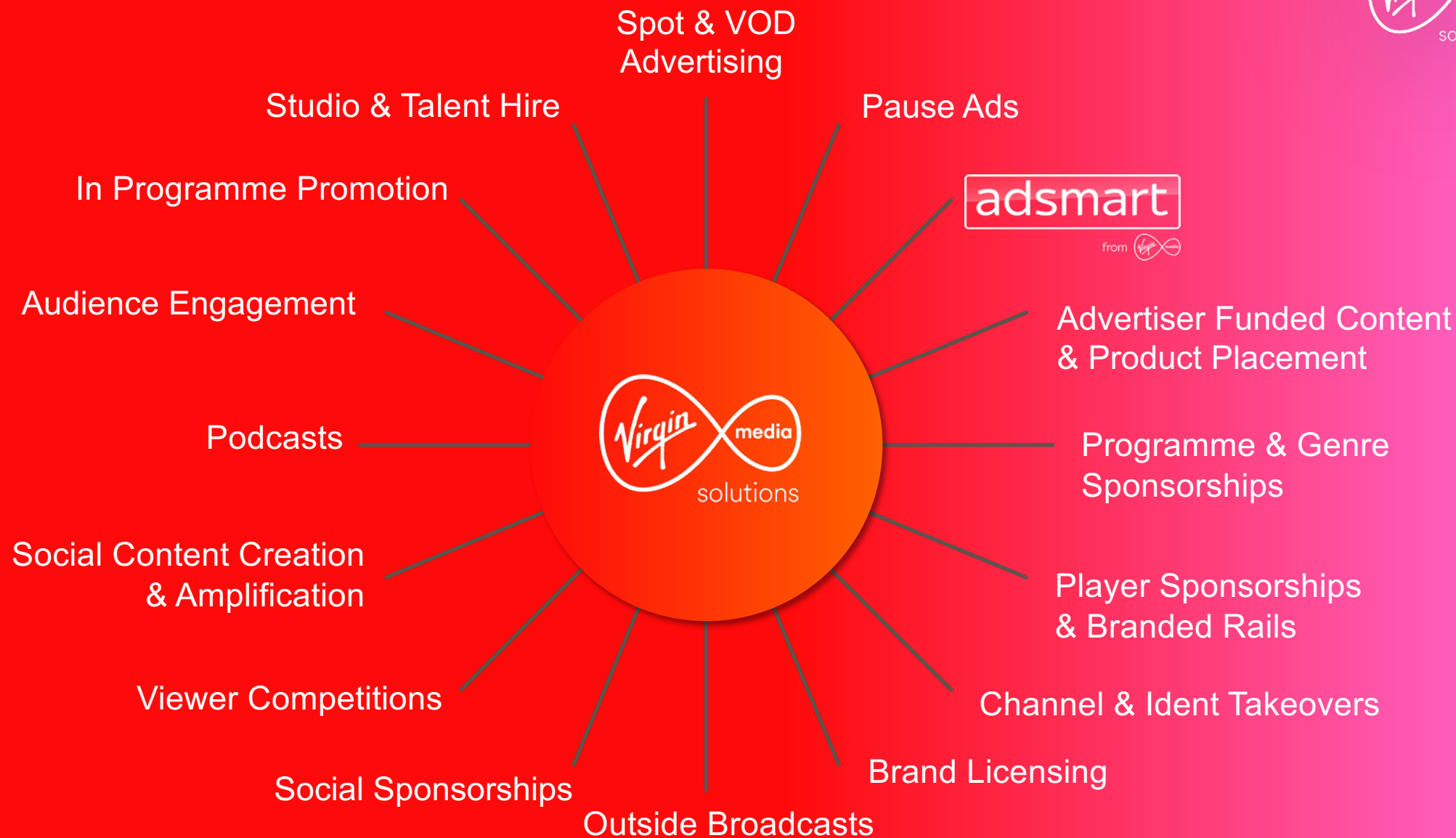
**When it comes
to big ideas our
mantra is
ask, and let's
work together
to make it
happen.**

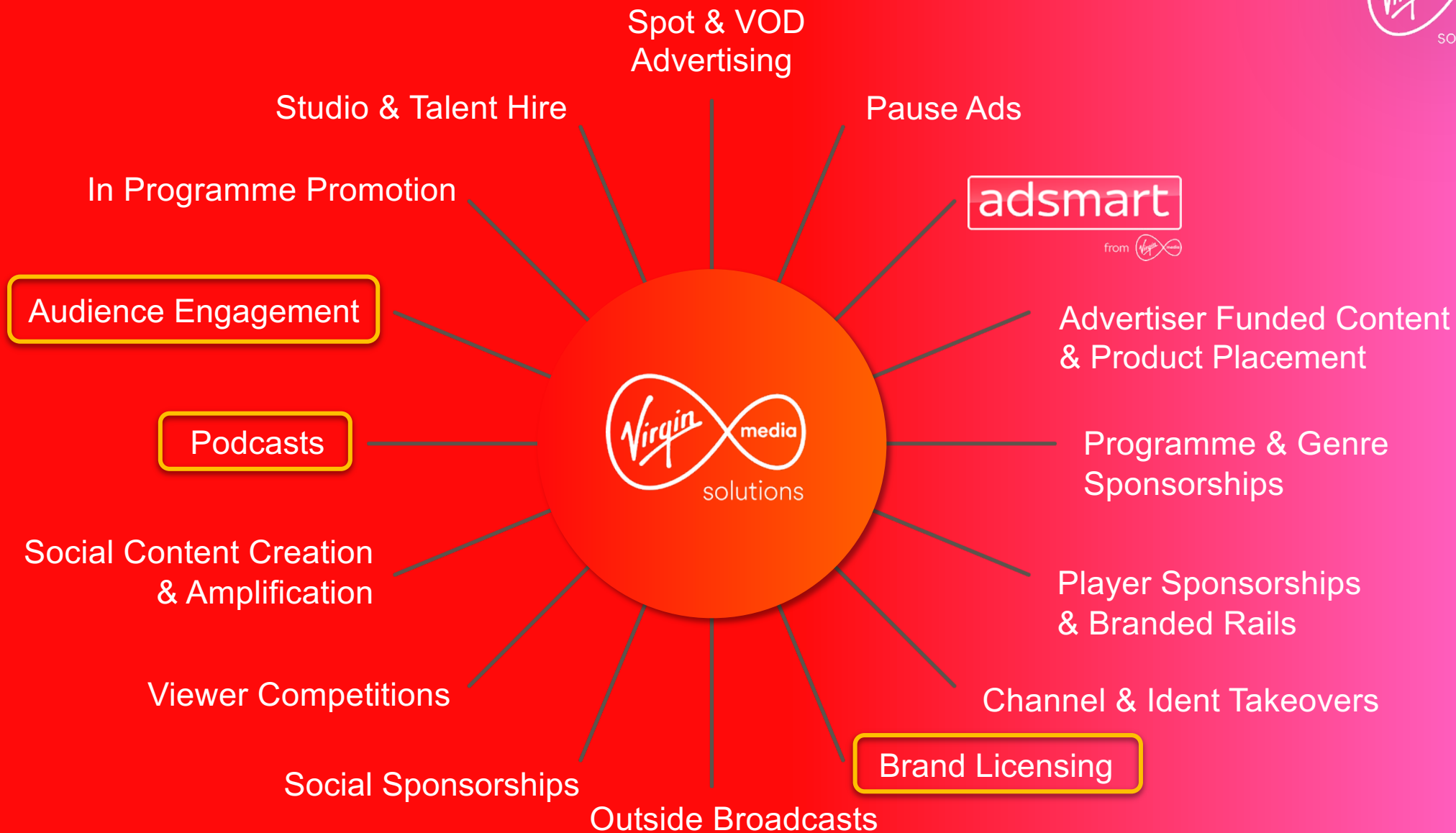
At Virgin Media Solutions, we pride ourselves on being innovative in our approach, being agile in our response, and being as collaborative as we can be.

**Heartfelt
Service** **RED HOT**
RELEVANCE

**Delightfully
Surprising**









Twitter, Instagram, YouTube, TikTok



Richard Chambers @ne... · 22 Apr
 “Is there any other job title in the country where you’re described by what you’re *not*?”

Talking about the #NCHD crisis with @gavreilly and @ZaraKing on **The Group Chat**: Why many doctors are at the end of their tether and why patient care may suffer.

podcasts.apple.com/ie/podcast/the...



23.9K views

7 34 130



27,062 views
 zaraking.news NEW EPISODE ... more
 View all 5 comments
 26 May



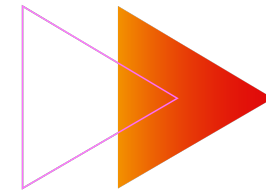
Gavan Reilly @gavreilly · 21 Apr
 Is there any other highly-trained, highly-skilled job where you’d be described by what you’re not?

From this week’s #TheGroupChat:
linktr.ee/thegroupchatpod



20.1K views

9 53 212



Virgin Media News @Vir... · 10 Mar
 "The root of all power in this country is the group chat!"

We are absolutely delighted to present a brand new podcast, **The Group Chat**, presented by @gavreilly, @ZaraKing and @newschambers

News, behind the scenes and breaking the fourth wall coming every week from March 24



109K views

33 100 780

The Group Chat



+17k listens per episode to date



91% average completion rate



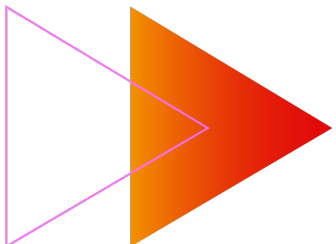
77% female,
22% male



85% 18-44 year-olds



92% Irish Audience, 8% reaching 96 countries worldwide



The Power of Great Ideas

Ben Mulligan - Head of Digital & New
Revenue Development

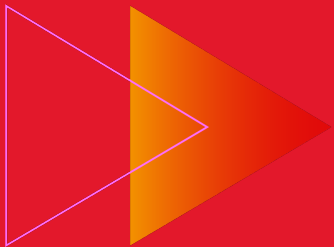




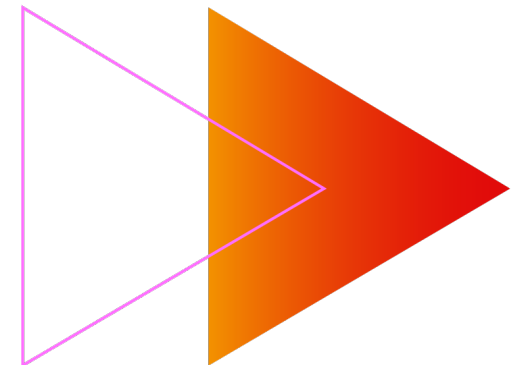
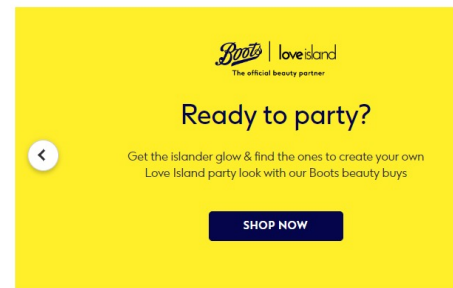
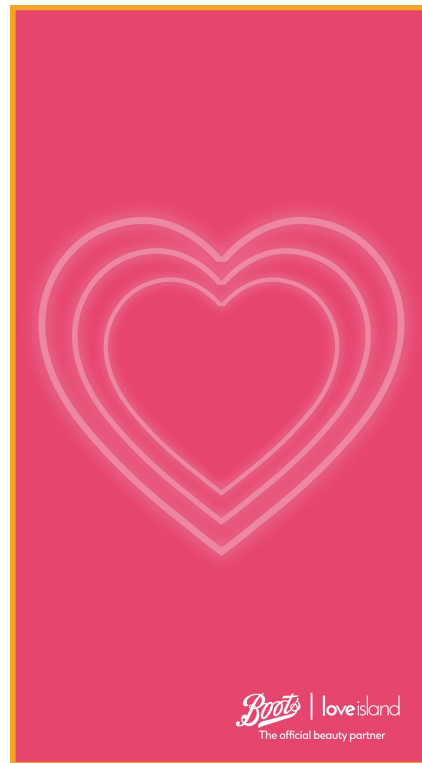
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**CONNECT your consumers with
OUR content, through
'Brand Licencing'**



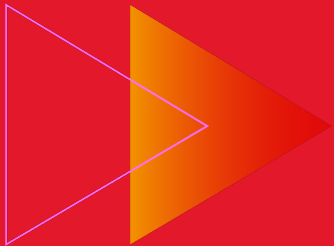
Leveraging the power of brand collaboration





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Real Time Audience Engagement

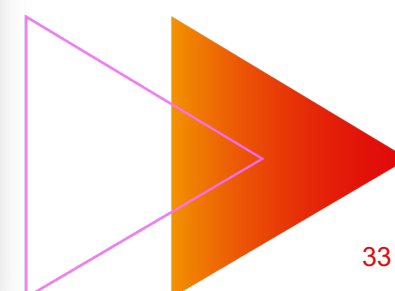


Driving REAL TIME Viewer Engagement

The image illustrates a real-time viewer engagement strategy during a tennis match. A smartphone overlay on the right side of the frame displays a poll titled "Who is the GOAT?" with the instruction "VOTE NOW!". The poll results are as follows:

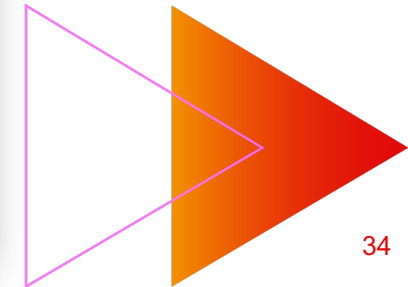
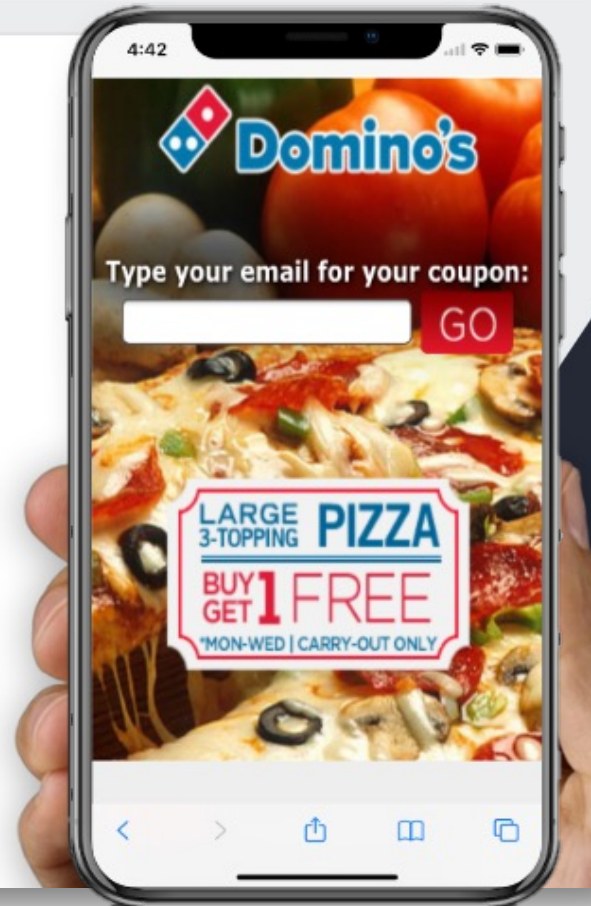
Player	Percentage
Federer	34%
Nadal	16%
Djokovic	28%
Serena	22%

The smartphone screen also shows the URL "eurosport.com/vote" and a QR code. A red arrow points from the poll on the phone to the bottom of the tennis court video, indicating the integration of the poll into the live broadcast.



Simple tech – brilliant engagement in Real Time

- ✓ **Sponsorship:** Brand polls, trivia, or social comment content w/sponsor logo or QR code
- ✓ **Pop-up offers:** Directing viewers to an advertiser's website, app or content after participating in a vote, poll, quiz or game.
- ✓ **Billboard/Promo:** In/out of a segment or booked during commercial inventory
- ✓ **In broadcast sponsorship:** "Tonight's interactive content is brought to you by "
- ✓ **:15s or :30s spotbank:** Pre-roll to interactive content.



Multiple platform capability to enable seamless engagement

Mobile Portrait Mode

Desktop/Laptop/Tablet

Mobile Landscape Mode

Viewer Voting Overlay **Live Video Stream** **Live Chat**

Megaphone can be integrated into any broadcaster app or website, and the layout can be controlled by the broadcaster's app or website code.

Actor	Percentage
TOM HARDY	8%
CHRISTIAN BALE	65%
GEORGE CLOONEY	(Percentage not visible)

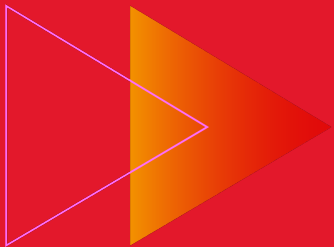
Question	Your Vote	Audience Average
HOW WOULD YOU RATE THE LATEST BATMAN MOVIE?	3	3.5



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**Virgin Media Television,
evolving into digital and social
to drive Engagement and Reach...**



62% of HH's in Ireland have a connected TV

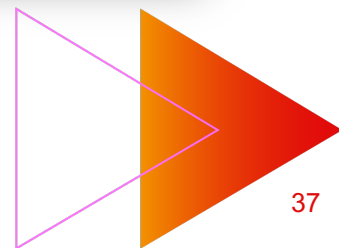
- Player launched on iOS, Apple TV, Android, Amazon Fire
- Player launch on Samsung & LG in July
- Next up:
 - Other CTV's and consoles



VMTV Player is the most recommended BVOD player*

Virgin Media Player
No.1 BVOD player, for variety
& quality of content, UX
& reliability.

Virgin Media Player has
the highest claimed daily
usage of all BVOD players



Let's talk Results

Sinead Manly - PHD Media

Sarah Hayes - Hyundai





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Q & A



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THANK YOU!

