

Playing Field for Relationships and Data

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The Research

- Four Countries: Belgium, France, Italy, UK
- Comparison of Legal Frameworks
- 26 Interviews with media agencies, advertisers, VSPs and broadcasters

- Funded by

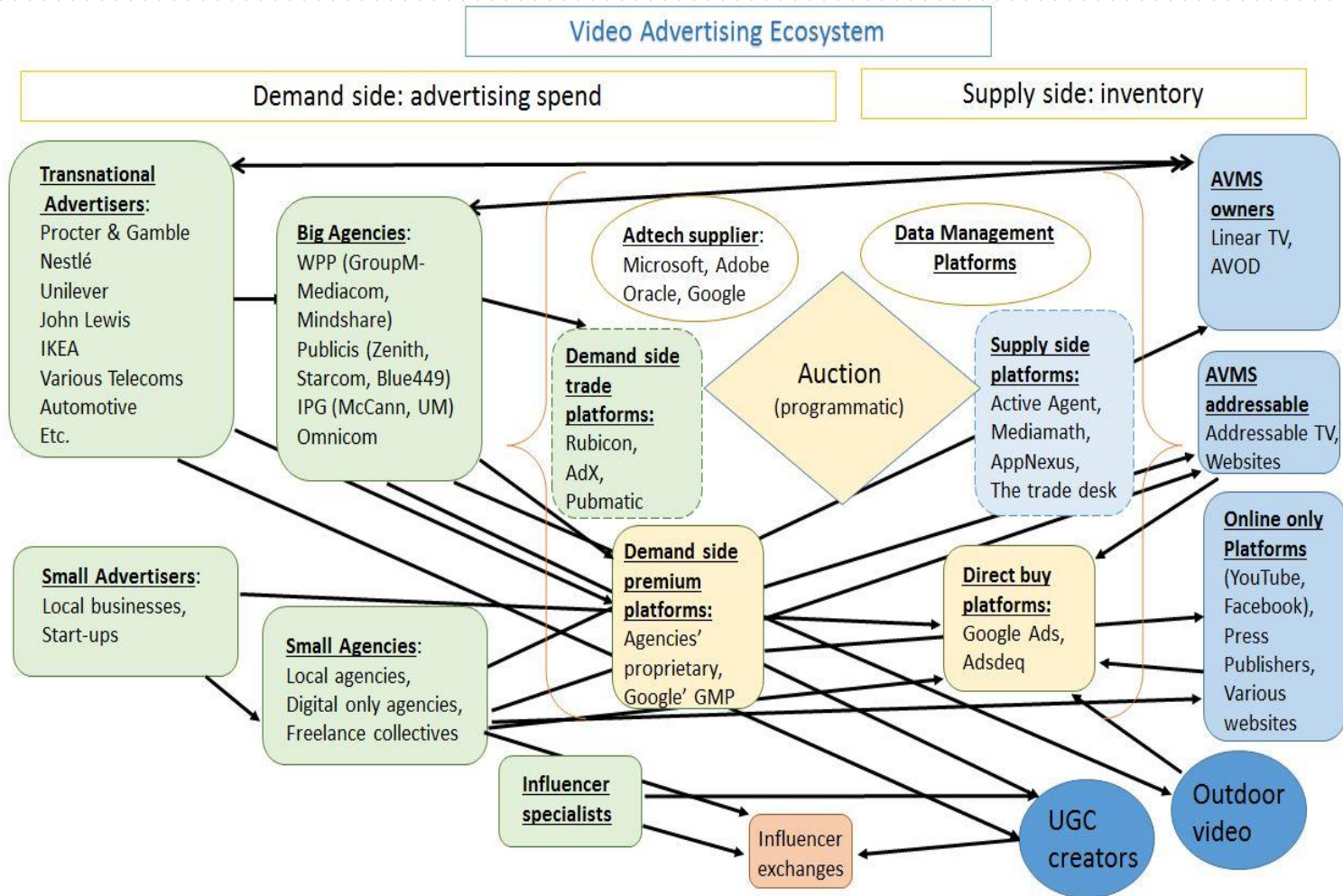
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Centre on Regulation in Europe

Improving network and digital industries regulation



Video Advertising Ecosystem



The Role of Data

- Targeting consumers
- Determining strategy
- Reporting against KPIs

Building
relationships &
establishing
value



Data Use

“what we're looking at is we've been able to track the effectiveness of every one of those media partners in its ability to deliver a sale at the end of the day, we're attribute a cost per action against all of those. And then we will make adjustments and we will re-plan based on historic performance.”

- Agency respondent



Data Ownership

“In terms of what we do as a platform we make it very explicit to advertisers that they are not allowed to take any of our information off platform, in all our contracts...We feel quite strongly that we have good control of our data.”

- VSP respondent



Data Access

“It's well known that you don't get the same amount of data as Google and Facebook will get. For instance, you get, at best, impressions in aggregate from Facebook...”

- Agency respondent



Data Inefficiency?

“The challenge is the walled gardens that people operate within. Facebook, even the broadcasters, ITV hub, All4, Sky that all in their separate walled gardens you can see what you're doing within that, but you can't see how it joins to the next bit.”

- Agency respondent





<https://cerre.eu/publications/playing-field-audiovisual-advertising>

Thank you
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