



WHAT IS OMNICHANNEL?

Evolving to a *Frictionless Omnichannel Workflow*TM

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Omnichannel Origins

Traditionally, media organizations focused on the single technology of the medium being used to deliver their content and advertising that powered their business.

Television publishers focused on television, radio publishers on radio, and web publishers on internet. Everyone worked in their own world, following the business rules defined by their content delivery technology. Those publishers that owned more than one medium operated each completely independently with their own advertising sales, operational systems and workflows.

As new mediums emerged, and as media consumers increasingly took charge of their own content experiences, these advertising sales and operations systems struggled to adapt and retain relevance, leading to increased workflow fragmentation.

This growing diversity of advertising mediums and platforms, has made targeting, aggregating and delivering audiences increasingly complex for advertising buyers and sellers alike.



From Infrastress to Omnichannel

Marketplace advertising expectations have outpaced the ability of existing systems and workflows to manage this operational complexity.

A focus on accurate measurement of fragmented audiences and enhancing platform capabilities has resulted in organizations missing the business opportunity of maximizing revenues across their advertising delivery portfolio and decreasing operating costs with streamlined workflows.

The complexities of delivering on campaign promises challenges both buyers and sellers of advertising. Manually coordinating orders across diverse sales and operational systems wastes inventory, dilutes audience valuations and impacts contractual commitments which create financial liability.

This has resulted in Media **Infrastress** caused by

the inability of legacy advertising sales and operations systems to handle these diverse emerging business models. Most media organizations struggle to optimize inventory usage, manage stewardship, and avoid sales conflicts when planning complex campaigns.

And media technology vendors have responded with pain-relieving marketing speak of ‘cross-platform’, ‘multi-screen’, ‘multi-media’ being used interchangeably with ‘omnichannel’.

Omnichannel has a very specific role in connecting advertisers with consumers.

Omnichannel systems support advertising sales across all advertising properties with a single campaign managed by a unified order management system. This enables a streamlined, common workflow between buyers and sellers, and provides a guaranteed SLA for campaign delivery.



Decentrix research shows that effective audience valuation and precision campaign management can yield a 49% increase in revenue potential.

Omnichannel is understood very differently by various participants of the advertising business.

Advertisers are very clear in their marketing objectives. Wherever a potential audience for their product or service is to be found, advertisers want to reach them. They want to reach the right audiences with the right message at the right time for the right price. They want their message delivered across all the right advertising delivery platforms, and they want accurate campaign metrics reconciled with their marketing investment.

Advertiser investments power the ad industry. **They want and expect omnichannel campaigns.**

Agencies, whose job is to service their advertiser client, want their creative messages to be delivered across all applicable mediums, both linear and non-linear. This results in a diversity of audience measures. And they'll want those ads delivered with brand safety and without fraud. Otherwise, payments for the campaign may come up short.

Media enterprises are faced with a continuously evolving advertising industry, with new technologies supporting diverse audiences. They need to deliver on the Omnichannel promise with an economical business that can support both existing and emerging advertising delivery platforms.

The new perspective is not about the primacy of linear, digital, traditional, social or a specific business model. It is about them all.

Omnichannel Business Perspectives

Advanced Advertising Architectures

Systems architectures to support Omnichannel sales and operations need the following to enable *quote to cash* business workflows.

Maximize inventory values across all properties

- Know inventory and audiences accurately, all the time, in real-time
- Understand the demand pressure across your entire sales ecosystem
- Monetize your inventory based on clear policies and valuations

Enhance audience values with efficient utilization

- Know current and future values of your audiences at any given moment
- Protect the value of your assets by delivering on commitments
- Create more monetization opportunities, enhancing overall valuations

Optimize campaigns across all platforms

- Reach the right audience at the right time with the right message
- Deliver to contract while respecting client campaign intent
- Utilize inventory to maximize revenue without operational overhead

Consolidate billing for cross-platform accounting

- Streamline client approvals by producing one invoice for one campaign
- Simplify financial processes with automatic reconciliation
- Minimize payment delays with accurate cross-media details

Let's explore the various ways organizations are configured to deliver advertising opportunities and highlight the impacts on Omnichannel workflows and economics.

Multi or Cross Screen

With the advent of different content transport technologies, specifically IP, the same content stream can now be played on multiple screens. For example, a live broadcast TV channel can also be carried on cable, satellite, and on mobile and other streaming devices.

These different screen opportunities fragment existing audiences while potentially attracting new ones. Yet all these audiences may have a different demographic skew.

Current sales and operations systems cannot evaluate those audiences and transact them with individual value propositions without additional incredibly manual workflows. This is a result of the advertising inventory being embedded into the system platform which was designed for legacy workflows.

Many organizations choose to simultaneously transcode existing content into IP and charge for the 'extra' audience. However, buyers now expect this capability as a given in the current media ecosystem, and it is not considered Omnichannel.

While providing some technical efficiencies, this approach delivers **minimal economic outcomes for advertising.**



e.g. A live TV channel over-the-air, cable, satellite simultaneously delivering to mobile and/or IP streaming devices.



Multi-Media or Cross-Platform

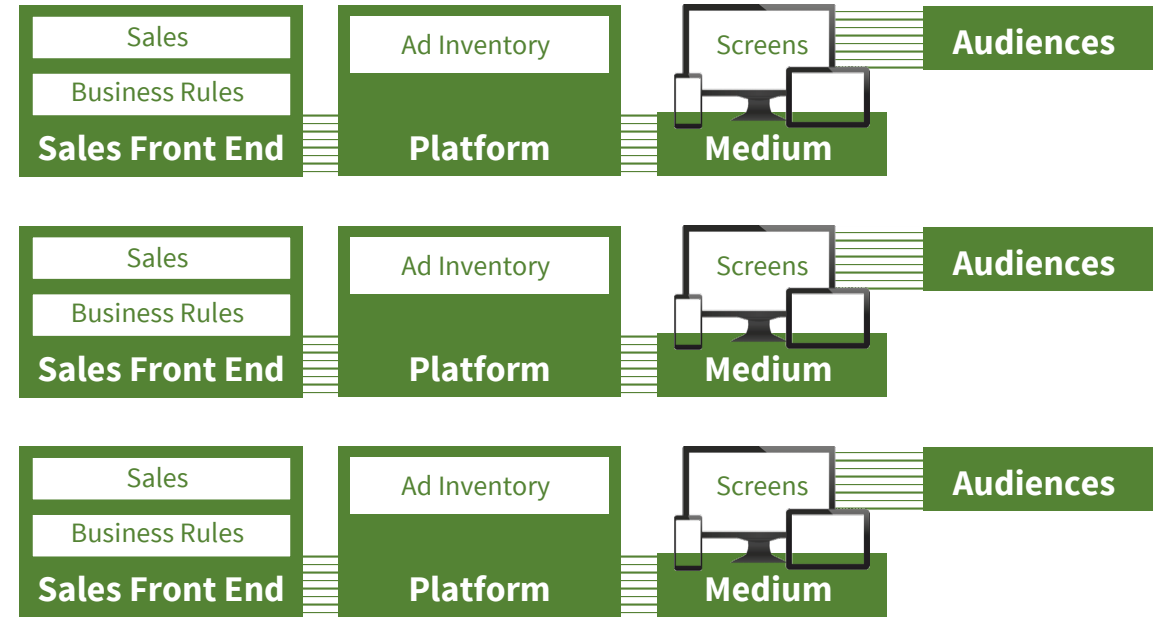
As media enterprises have consolidated, they have acquired many new content delivery platforms and advertising businesses. Naturally, they can deliver on many screens, but now each of those acquired platforms has a variety of advertising business models and audience profiles, some unique, others overlapping.

As we have seen, advertisers and their agencies want their advertising delivered across all ordered mediums, both linear and non-linear with brand safety and without fraud.

This makes it difficult to accurately value and measure the audience. It also requires very careful coordination to effectively execute the optimal mix of advertising delivery across all of the available platforms.

Consider the need to understand the economics of targeted unicast vs. broadcast impressions. The accurate forecasting of audiences, the allocation of inventory to maximize revenue opportunities, and the effective stewardship of the buyers' campaigns are extremely difficult using multiple systems.

Each of these advertising delivery platforms have unique systems with siloed advertising inventories that cannot aggregate, evaluate, allocate, steward and deliver differing audiences without extreme manual



This diagram illustrates a media enterprise with several different platforms in their portfolio. e.g. A live TV channel over-the-air, a cable or satellite business as well as web-display and streaming services delivering to mobile and/or IP streaming devices. The business has multiple unique, manual workflows with minimal coordination.

coordination between media sales teams. While providing Omnichannel optics to the buyer, this approach delivers some positive **economic outcomes for advertising but with high operational costs.**

Omnichannel (or cross-media)

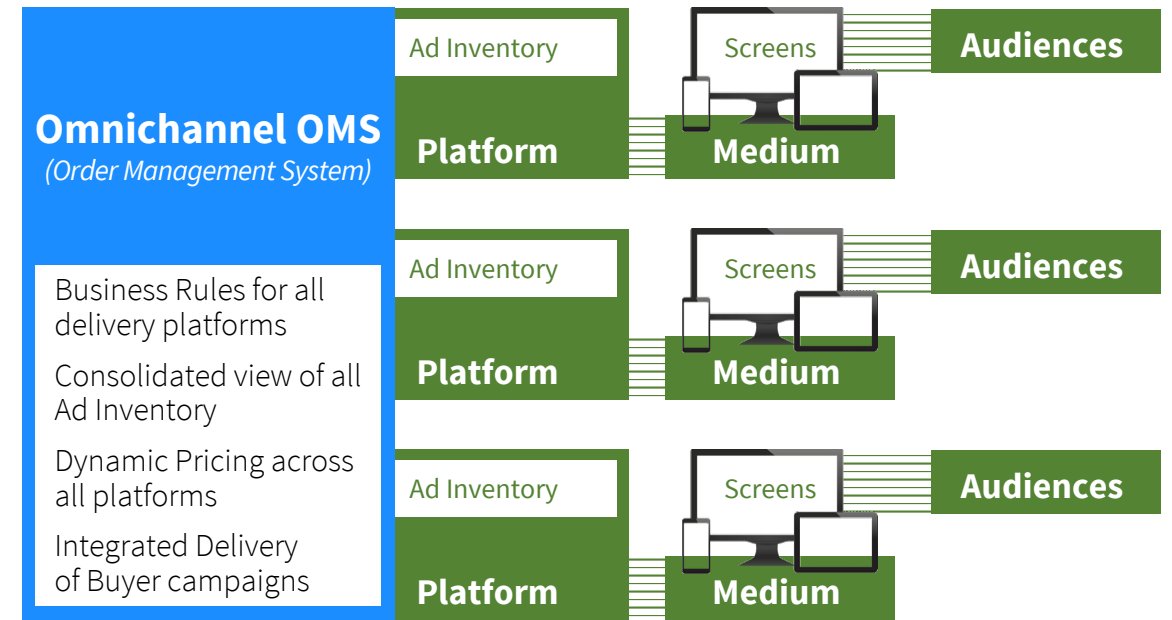
What if all of the external manual coordination of separate sales and operational delivery processes could be orchestrated centrally?

What if the workflows for each of the advertising delivery platforms could be streamlined into a common business and operations workflow?

What if an advertiser's or agency's campaign could be entered into a single Order Management System and its delivery was managed as a single entity with a predictable SLA?

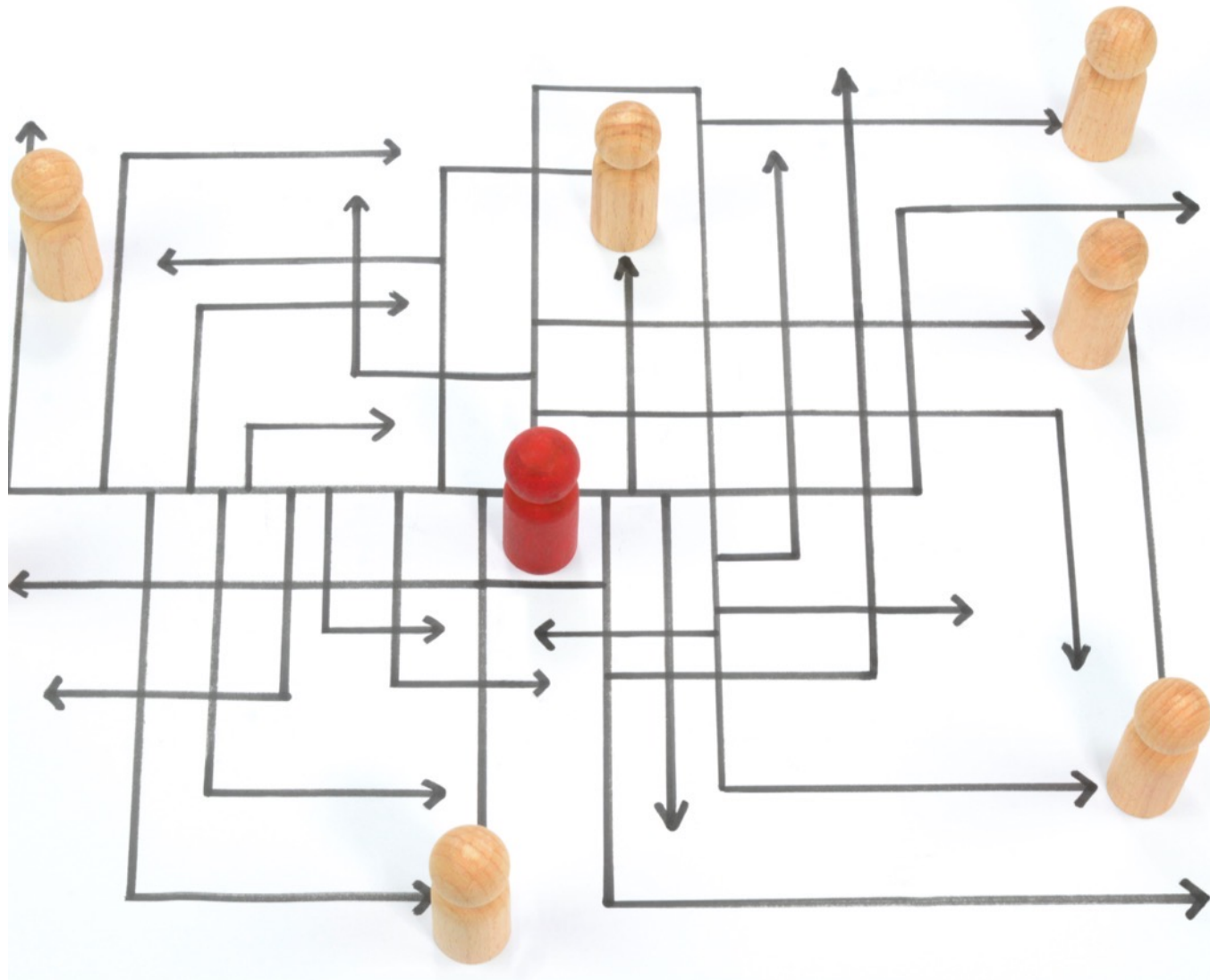
Ideally, a campaign RFP could be entered into the agency's buying system, transferred to the seller, negotiated, converted to an order, delivered with an SLA across all of the desired mediums and platforms, and invoiced accurately.

This *streamlined proposal to cash workflow* would be conducted with minimal operational impediment, using a *Frictionless Omnichannel Workflow™* that extends throughout the entire trading lifecycle.



This architecture illustrates a media enterprise with several different platforms in their portfolio. e.g. A live TV channel over-the-air, a cable or satellite business as well as web-display and streaming services delivering to mobile and/or IP streaming devices. The business has an end-end integrated, frictionless workflow - streamlined and coordinated by machine intelligence.





Workflow implications

Frictionless Workflows™ reduce costs and maximizes revenue.

Multi or Cross Screen

- 1 An unchanged **buying and planning** process that is limited to a single delivery platform delivered on multiple screens.
- 2 Inventory is limited to the platform being purchased.
- 3 **Workflows** are largely unchanged for operations, but highly manual for audience valuations on different screens.
- 4 Campaign **stewardship** and management is highly manual.
- 5 Campaign **scheduling** is limited to the business rules embedded into the primary delivery platform.
- 6 **Reporting** is limited to the predefined reports of the primary delivery platform system.
- 7 **Billing** is largely unchanged.

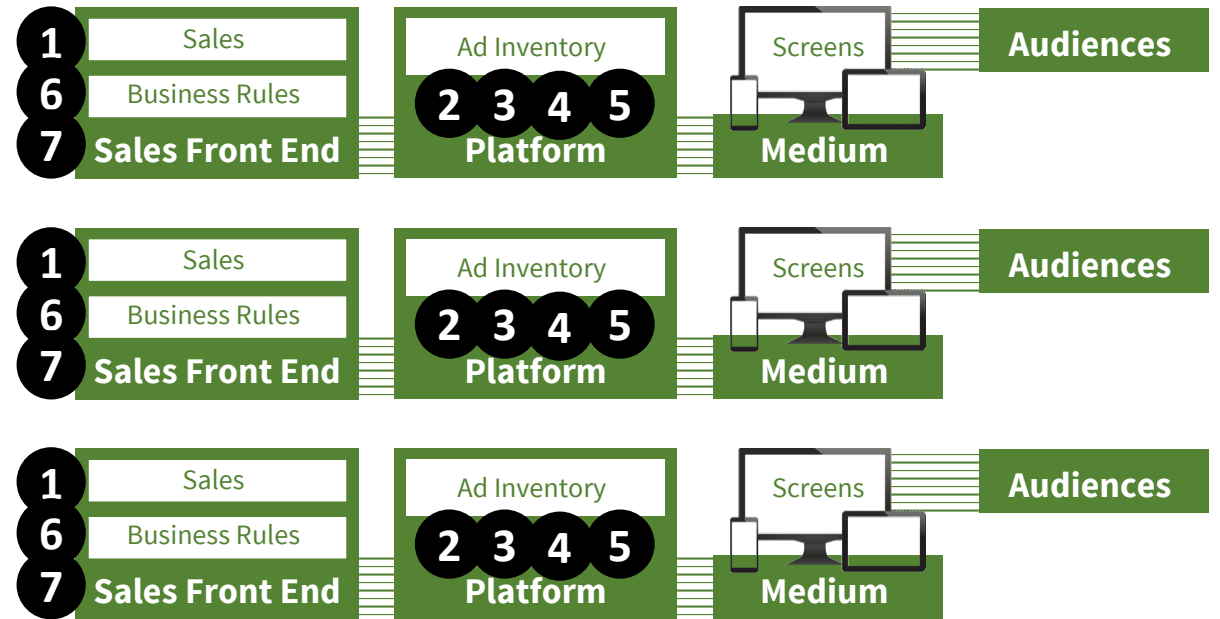


e.g. A live TV channel over-the-air, cable, satellite simultaneously delivering to mobile and/or IP streaming devices.



Multi-Media or Cross-Platform

- 1 An unchanged **buying and planning** process that is fragmented across multiple delivery platforms.
- 2 Inventory management is **manual and fragmented** requiring separate reports to be normalized and consolidated.
- 3 **Workflows** are largely unchanged but extreme manual coordination is required to service Omnichannel campaigns.
- 4 **Campaign stewardship** and management is highly manual and subject to limitations of inventory management. 2
- 5 **Campaign scheduling** is limited to the individual, sometimes conflicting business rules of each delivery platform.
- 6 **Reporting** is limited to the predefined reports of each delivery platform system.
- 7 **Billing** is largely unchanged. Separate billing provided by each delivery platform system

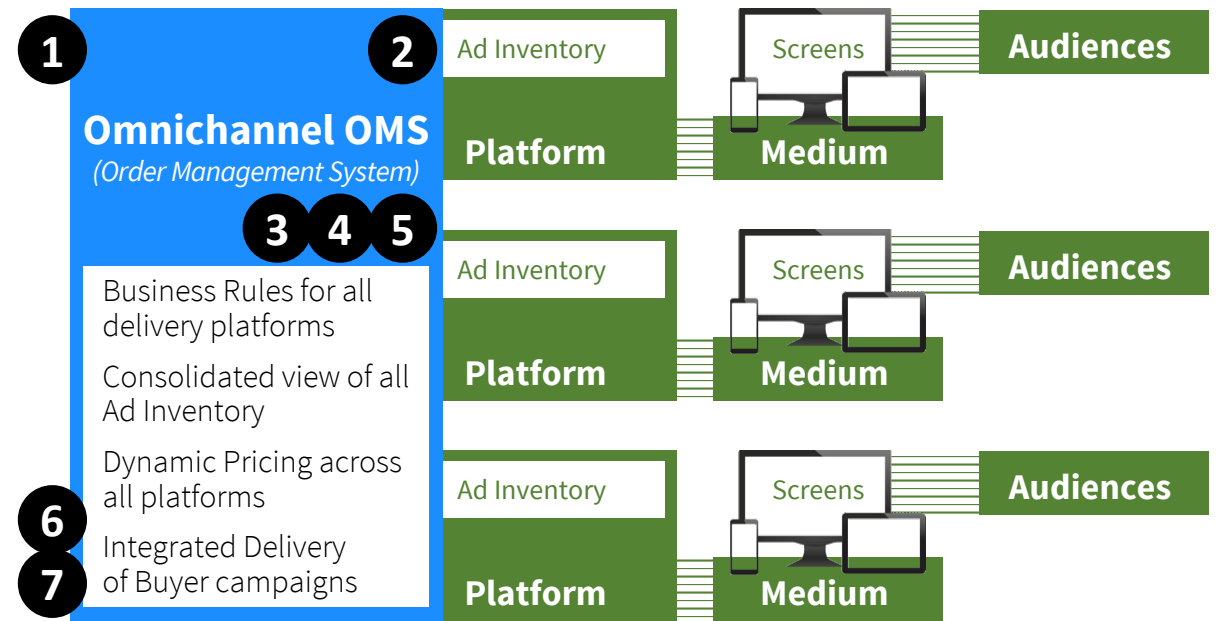


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Most media enterprises are configured like this as a result of many mergers and acquisitions.

Omnichannel (or cross-media)

- 1 A simplified **buying and planning** process that enables complex campaigns to be managed as a single entity.
- 2 **Inventory aggregation and measurement** provides capacity and utilization forecasts in real-time.
- 3 Downstream **coordination and simplification of workflows** maintaining existing enterprise investments.
- 4 Machine Intelligence to **automatically steward campaigns**, optimize inventory use, and maximize revenues with SLAs.
- 5 **Optimizing campaign delivery** for client SLAs by balancing the requirements of all campaigns against inventory.
- 6 Comprehensive **reports, analytics and post-analysis** in real-time for oversight and governance.
- 7 Centralized, **consolidated campaign billing** by for all platforms and mediums.

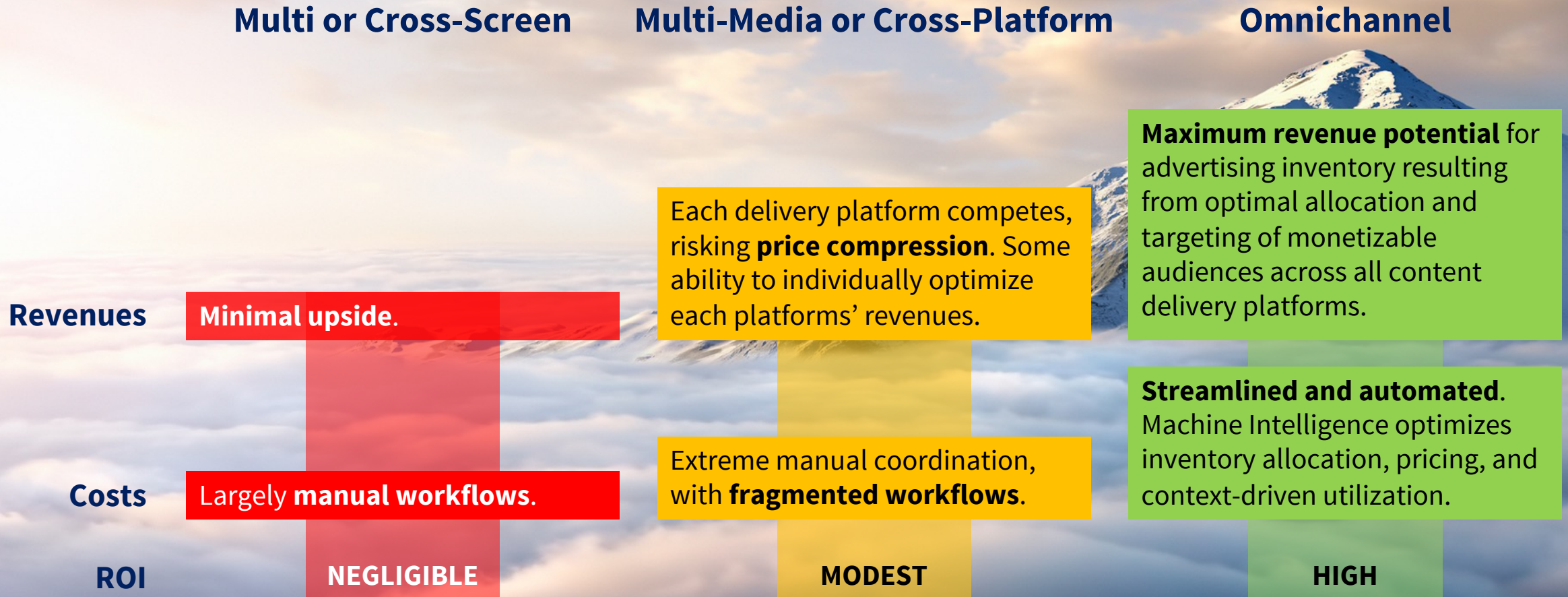


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Omnichannel Economics

Meeting buyer expectations with a sustainable business model determines the ultimate economic outcomes of advertising delivery models. The evolution to Omnichannel capabilities requires a detailed understanding of business operations and the nuanced revenue impacts of each workflow.



What's your Ad Delivery Model?

An Omnichannel business model is essential to the growth of the modern media enterprise by enabling frictionless workflows, both within the business and with its trading partners.

Some multi-media or cross-platform organizations may well believe that they have transitioned to an omnichannel business model. If you believe that to be the case, click [here for a detailed discussion](#).

Take a look to the right at the business requirements delivered by each business model.

A quick study will highlight the capabilities of your advertising sales and operational systems within your organization.

Ask yourself, are you getting the maximum ROI of your audiences and advertising inventory assets.



| | Omnichannel | Multi or Cross Screen | Multi-Media or Cross Platform |
|--|-------------|-----------------------|-------------------------------|
| Deliver optimized* audience pricing | ✓ | ✓ | ✓ |
| Calculate omnichannel floor rates | ✓ | ✗ | ✗ |
| Optimally* (re)allocate inventory | ✓ | ✓ | ✓ |
| Provide integrated campaign management | ✓ | ✗ | ✗ |
| Dynamically steward campaigns | ✓ | ✗ | ✗ |
| Ensure optimum* frequency capping | ✓ | ✓ | ✓ |
| Provision real-time* campaign analytics | ✓ | ✓ | ✓ |
| Consolidate campaign performance metrics | ✓ | ✗ | ✗ |
| Real-time* accurate inventory positions | ✓ | ✓ | ✓ |
| Realize maximization of ad revenues | ✓ | ✗ | ✗ |

*These may be delivered with reduced capability using current manual techniques.

Summary

A ***cross-screen (or multi-screen)*** campaign is executed with an individual delivery platform and can be consumed on many screens by routing the content by introducing IP as an additional transport stream. Any 'extra' audiences are effectively undervalued, and existing audiences are cannibalized, leading to minimal economic outcomes.

A ***cross-platform (or multi-platform)*** campaign is executed across individual delivery platforms independently. In today's world, coordinated campaign audience delivery incurs significant operational cost overheads which are expensive.

An ***omnichannel*** campaign is orchestrated 'across all platforms' for maximum financial and delivery performance. It is business and service delivery focused. It optimizes audiences and inventory across all advertising delivery platforms to enable maximum revenue opportunities with minimal operational friction both inside the enterprise and between ad trading partners.

Decentrix has developed BIAlytix™ to transition clients to this next phase in the digital transformation of their business.

Decentrix is a globally focused data technology company with AI-powered solutions that maximize advertising and content revenues across all media distribution platforms for Brand Advertisers, Telecommunications, and Media and Entertainment companies.



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Decentrix's BIAAnalytix™ is by far the most comprehensive media enterprise platform available today. It intelligently enables planning, inventory optimization, rate card maximization, *Frictionless Trading™*, content ROI, analytics, and consolidated billing for Omnichannel businesses. All of which maximize revenue opportunities and enable frictionless workflows, reducing the complexity of advertising sales and operations by using machine intelligence.

This uniquely focused capability results in substantially enhanced revenue outcomes across entire portfolios of our client's businesses including traditional linear, digital, addressable, and mobile media, with a rapid deployment model delivering results in weeks, not years.



Rapidly Deployed, 24/7 Service



Omnichannel Optimization with *AI for Media™*



***Frictionless Trading™* for Business Efficiency**



Comprehensive Data Security



Full Mobility Support for Devices



Highly Responsive Autoscaling Architecture