Ovation TV, America’s only arts network, has emerged as a leading independent cable network in the AVOD and FAST (free, ad-supported streaming TV) market, with its growing digital channels JOURNY and Ovation NOW. Thanks to strong relationships with premium distribution partners like Samsung TV Plus, Vizio, Xumo, Roku, Plex, iOS, DistroTV, and others, Ovation’s digital footprint currently includes 300 million connected devices nationwide.

When Ovation TV entered into the over-the-top ecosystem, the arts network’s strategy was to expand its core programming promise of celebrating all forms of art and culture with premium series, in-depth documentaries, interview shows, and specials. With the addition of the digital network JOURNY, where art, culture, and travel intersect, Ovation TV amplified that commitment with nearly 70 series and over 450 hours of free programming, with titles such as Welcome to the Railworld Japan with Henry Golding, Chasing the Sun, Travels with Darley, Lee Chan’s World Food Tour, and Anthony Bourdain: No Reservations.

The Challenge

To support their digital growth strategy as they ramped up CTV monetization across direct and programmatic sales channels, Ovation TV sought an ad server and SSP who offered:

› Extensive support for all sales channels: With increasing demand from buyers to transact programmatically, Ovation TV required a solution that would allow them to effortlessly extend their direct sales to programmatic, while continuing to maximize the value of their inventory.

› Simplified demand management: To efficiently monetize their inventory across sales channels, Ovation TV was in search of a complete solution to plan, sell, and manage their demand within a single platform.

› A premium experience for advertisers: Ovation TV has well-established relationships with a breadth of premium linear advertising partners. It was therefore crucial that Ovation TV team up with an ad server capable of delivering the same high-quality experience to advertisers within a digital environment.
The Solution

By adopting Xandr’s Monetize Ad Server and Monetize SSP, Ovation TV has significantly expanded their premium sales capabilities and streamlined their advertising workflow, enabling them to reach new buyers and grow their CTV business.

Exposure to high-value demand
› With nearly 25% of their demand being sourced through Xandr’s programmatic channels, Ovation TV has reached previously inaccessible buyers.

› Ovation TV has increased inventory yield by implementing high-value programmatic guaranteed and deal transactions executed in private marketplaces, as well as demand activated via Xandr’s header bidding solution, Prebid Server Premium.

Full control over demand and inventory
› A single streamlined demand management workflow saves Ovation TV time by minimizing the number of steps needed to target, budget, and prioritize across programmatic and direct sales channels.

› To manage guaranteed delivery for advertisers, Ovation TV leverages Xandr’s industry-leading forecasting tools, built directly into Monetize Ad Server, to accurately gauge inventory availability.

Advanced CTV capabilities
› Ovation TV’s use of frequency capping ensures that they can confidently adhere to premium advertisers’ unique compliance rules and restrictions.

› Xandr’s end-to-end platform, with a direct connection to Xandr’s Invest DSP, makes transacting via deals more efficient and optimizes bidding on ad-podded inventory.

The Result

In the first year with Xandr, Ovation’s digital business began to accelerate.

2.5x increase in impressions served

6x increase in programmatic revenue

3.5x increase in RPM