



## **Bouygues Telecom, Realytics and Smart create TVMOTIK, a fully-French integrated solution to activate and market targeted TV advertising**

**Paris, Thursday 3 February 2022** – Bouygues Telecom, a full-service electronic communications operator, Realytics, which is spearheading convergence between TV and digital, and Smart, an independent platform for optimising connected-TV and video marketing spend, today announce the launch of **TVMOTIK**.

# TVMOTIK

This alliance – plus the unique full-stack solution it offers – will support TV channels in activating and marketing targeted advertising offers via Bouygues Telecom's home gateways.

France's addressable TV market is currently making huge inroads – which has not gone unnoticed by advertisers<sup>1</sup>, who discern an opportunity to push personalised TV ads to target audiences. Existing technological solutions have so far been unable to provide a one-size-fits-all approach to the standards and norms used by all the TV channels. **Based on that observation and keen to support** TV channels in their digital transformation, Bouygues Telecom, Realytics and Smart have teamed up to develop **TVMOTIK**.

**TVMOTIK is a technological and commercial alliance underpinned by:**

- Bouygues Telecom's technological expertise with home gateway infrastructures;
- the proxy-free solution for scheduling and executing targeted advertising campaigns developed by Smart, allowing for informed and tightly managed ad-decisioning covering all addressable slots on both linear and catch-up TV;
- the proprietary Adkymia platform for programmatic media sales owned by Realytics.

**TVMOTIK** complies with AF2M/SNPTV standards and the technical requirements of linear TV channels. It offers a full range of technological services and sales support for extracting the most value from their addressable TV inventories.

<sup>1</sup> [Joint research by AF2M and SNPTV](#), released on 24 January 2022 (French only)

**TVMOTIK** also meets the strategic requirements of advertisers of all sizes, who thanks to streamlined centralised buying will be able to extend their reach and personalise adverts across a wide range of TV channels. By offering better granularity, the service aims to tie advertising more closely to particular regions and/or interests while also leveraging audience profile data.

“By setting up this fully-French consortium, Bouygues Telecom is taking tangible steps to help French broadcasters while offering advertisers a valuable alternative,” states **Renan Abgrall, who heads Bouygues Telecom’s Value Factory**. “We will offer advertisers a broader coverage of TV audiences, opening the way to many different scenarios for use in future campaigns.”

“Targeted TV advertising is a matter for every player active along the TV value chain. **By lowering the barriers to access our open and interoperable technologies**, we are making a way for TV channels – whatever their size – to take full advantage of this new opportunity, which we see firing up the TV ecosystem in the future,” explains **Arnaud Créput, CEO of Smart**. “Our alliance with Bouygues Telecom and Realytics, the first of its kind anywhere, will give advertisers an independent, one-stop-shop alternative capable of taking on the major platforms.”

“We’re delighted to be forging this technological partnership with Bouygues Telecom and Smart, which brings addressable TV within reach for more TV media sales units and agencies,” says

**Guillaume Belmas, CEO of Realytics**. “Thanks to **TVMOTIK**, we’re seizing the opportunities from this burgeoning market and will be in a position to offer media buyers a large inventory of addressable TV slots available exclusively for programmatic buying through Adkymia.”

**With initial testing and** integration under way. **TVMOTIK** – which is non-aligned and usable by any company – has made no secret of its ambition to drive collaboration between all industry stakeholders.

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### About Bouygues Telecom

As a full-service electronic communications operator, Bouygues Telecom stands out by providing its 26 million customers access to the best technology has to offer on a daily basis. The very high quality of its 4G and 5G mobile networks and of its fixed and Cloud services provides customers with simple solutions, enabling them to fully enjoy their digital lives, both in the home and at work, regardless of their location. Bouygues Telecom's BtoB division supports a community of professionals and businesses as they migrate to superfast fixed and mobile, and to new ways of using telecoms such as one-stop-shop communications and business mobility solutions.

#OnEstFaitPourEtreEnsemble - [www.corporate.bouyguetelecom.fr](http://www.corporate.bouyguetelecom.fr)

### About Realytics

As the technology leader in TV-digital convergence, Realytics has since 2014 been offering a wide range of solutions to brands and their agencies wishing to measure, analyse and manage their TV performance campaigns. In October 2019, Realytics launched Adkymia, the first multi-channel platform selling linear TV campaigns programmatically. This made Realytics the first industry participant to digitalise media buying for TV, thereby making this pathway more accessible to brands. Realytics helps more than 600 brands in France and abroad, whatever their size and level of maturity in TV advertising, including Cdiscount, SNCF group, leboncoin, Nespresso, Aramis Auto, Just Eat, The Fork, La Poste group, Ornikar, Kia Motors and Salto.

For more information, visit [realytics.io](http://realytics.io) or [adkymia.com](http://adkymia.com)

### About Smart

Smart is the leading independent adtech platform for optimising marketing spend, built to serve the interests of both buyers and publisher-broadcasters in a fully transparent advertising ecosystem combining both high quality and robust performance. Its shared-interest business approach enables brands and premium publisher-broadcasters to get their fair share of ad value at every opportunity. Smart offers advertisers direct access to the inventories of its publisher-broadcasters, enabling them to achieve better operational and financial efficiency in their advertising campaigns. In turn, publisher-broadcasters keep control over their assets so that they have the right blend of transaction models, channels and formats to deliver true value path optimisation to brands.

Smart works directly with over 1,000 buyers and more than 1,000 publisher-broadcasters worldwide – including PMC, American Media, GSN, Tastemade, Altice Media Publicité, Groupe Marie-Claire, leboncoin, Le Monde, Mailonline, The Guardian, Reach PLC, Axel Springer, Wetteronline, Burda Forward, El Confidencial, Prisa, and Unidad Editorial – to deliver display, video, native and rich-media ads to over 50,000 sites and apps.

[www.smartadserver.fr](http://www.smartadserver.fr)

