

# A Gold Medal Games: Seven West Media uses Magnite's CTV Platform to Optimise Ad Buying during the Tokyo 2020 Olympics

Magnite



## New Records For Live Sports Streaming CPMs In Australia

Almost eighty per cent of the Australian population watched Seven's live broadcast of The Tokyo 2020 Olympics, making it the biggest live television and streaming event in Australian history.

With sports fans watching every minute of the games across more than 40 digital channels, the games' digital streaming audience was three times larger than the publisher forecasted, with viewership dramatically fueled by Australia's COVID-19 lockdown.

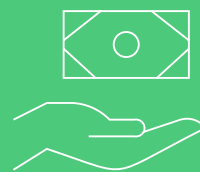
As Seven's **exclusive live-events SSP**, Magnite responded quickly to help Seven monetise audience spikes, connecting the publisher to all of the programmatic demand in the market.

By making their inventory available to purchase programmatically, the broadcaster was able to provide media buyers with the flexibility to trade on their own terms and target audiences at scale in those gold-medal moments.

## Results



Total number of  
programmatic  
advertisers: **2.5K+**



**Higher average CPMs  
than from direct-sold  
campaigns**



**Tokyo 2020 Olympics  
programmatic revenue  
was 23X higher than  
the programmatic  
revenue during the  
Winter Olympics 2018**



"We are thrilled with the success of the Tokyo 2020 Olympics and our collaboration with Magnite to monetise this important event. With digital audience numbers surpassing expectations, Magnite's ability to quickly and effectively monetise large audiences across all screens created a highly valuable revenue stream in addition to our direct-sold campaigns and sponsorships."

**NICOLE BENCE**  
NETWORK DIGITAL SALES DIRECTOR, SEVEN WEST MEDIA



## Technology Built for Live Sports Monetisation

The Magnite CTV Platform, built specifically to address the nuances and challenges of monetising live supply, enabled Seven to deliver high-quality advertising and a seamless viewing experience akin to that of linear TV.

Via Magnite's platform, the publisher was able to put programmatic auctions in competition with direct-sold campaigns and sponsorships, immediately opening up buyers' access to premium live and catch-up audiences. This drove up CPMs to levels that were, on average, higher than direct campaigns.

As well as using Magnite's platform as programmatic pipes, the broadcaster took advantage of Magnite's suite of tools and services to maximize the monetisation of this global sports event.



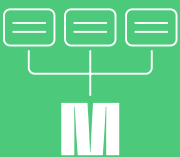
### Real-Time Revenue & Reporting Dashboard

Provided live granular insight into bidding and buying patterns including revenue by ad source, device, sport code, advertiser category as well as hourly supply, impression trends and deal insights.



### Buyer Education

Support from Magnite's demand team helped Seven to educate buyers on the nuances of advertising in a live environment including sharing insights into supply fluctuations and auction types, ensuring buyers were primed and ready to bid, maximising revenue for Seven.



### Enhanced Ad Pods

Enabled the broadcaster to manage business and advertiser requirements, including competitive separation and frequency capping.



### Ad Source Labels

Enabled Seven to assign labels to their supply to carefully filter demand for Olympics inventory, enabling deals to be executed more efficiently.



"The use of programmatic as a core trading tool was a significant and very successful first for an Australian broadcaster. The Tokyo 2020 Olympics showcased what is possible with programmatic trading for live sports, a critical marker as live sports audiences increasingly favour the digital streaming and on-demand experience."

**JAMES YOUNG**  
MANAGING DIRECTOR, AUSTRALIA, MAGNITE

