



**PROJECT OAR LAUNCH
MARCH 2019**

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CMO TODAY

TV Networks Form New Consortium to Advance Targeted Advertising

Rivals team up on a system for addressable ads on smart TVs



Inscape, a data company owned by Vizio Inc., will develop a watermark to help programmers target ads to smart TVs. PHOTO: LAURA BUCKMAN/BLOOMBERG NEWS

<https://www.wsj.com/articles/tv-networks-form-new-consortium-to-advance-targeted-advertising-11552384801?mod=djemCMOToday>

Top television networks have teamed up to create a technology standard that they say will make it easier for them to sell targeted advertisements, the latest collaborative effort from a historically competitive industry. Inscape, a data company owned by TV manufacturer Vizio Inc., will develop the watermark standard with input from consortium members, the group said. Vizio will equip its TVs to read the watermark; the group will ask other TV makers to do the same.

[TV's True Target](#)

WSJ CMO Today Newsletter, 3/12/19

In the latest case, Disney, NBCUniversal, CBS, Discovery, Turner and others joined with Xandr, Freewheel and TV manufacturer Vizio to create a digital watermark standard they say [will make it easier to sell targeted ads on smart TVs](#). The project joins other collaborations like OpenAP, which has standardized a way for advertisers use the same data sets to inform their media plans across networks.

Vizio is teaming up with Disney, NBCU, and Turner to develop an open standard for addressable TV advertising

Audrey Schomer Mar. 14, 2019, 11:28 AM

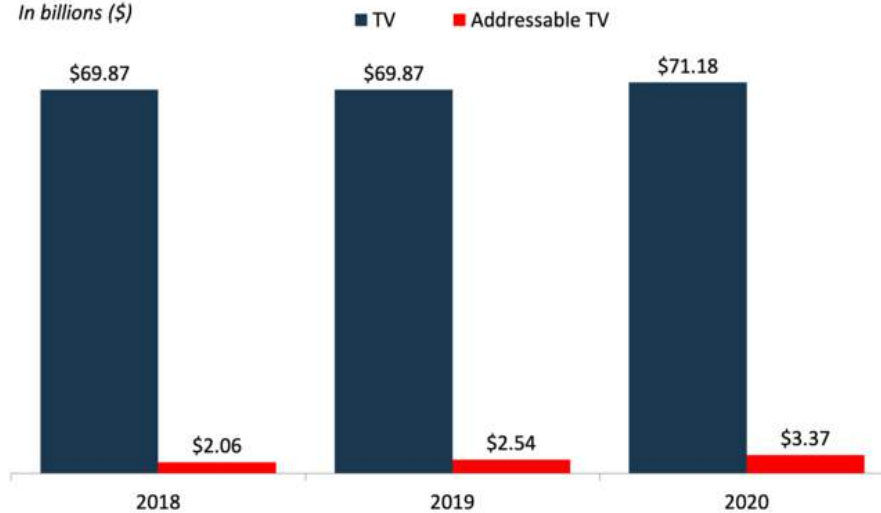


<https://www.businessinsider.com/vizio-disney-nbcu-turner-addressable-tv-ad-standard-2019-3>

A new consortium of media companies, led by TV maker Vizio, called Project OAR (Open Addressable Ready) is [developing](#) an open standard for addressable TV advertising to be delivered on connected TVs, per Variety.

US Addressable TV Ad Spending Remains Minimal Compared With TV

In billions (\$)



BUSINESS INSIDER INTELLIGENCE

Source: eMarketer, July 2018

At launch, the consortium includes NBCUniversal, CBS, Disney Media Networks, Discovery, AMC Networks, Turner, AT&T's Xandr, Comcast's FreeWheel and Hearst TV. OAR aims to have a prototype this year, and full deployment by early 2020.



TECH

Roku plunges the most in over a year on concern of competitive threat from Disney, AT&T and others

PUBLISHED WED, MAR 13 2019 • 1:58 PM EDT | UPDATED WED, MAR 13 2019 • 5:59 PM EDT

Lauren Feiner
@LAUREN_FEINER

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KEY POINTS

- Roku slumped after Macquarie analysts said they fear the company will struggle in the ad market against bigger media companies.
- Apple is expected to introduce a streaming service later this month.
- Roku shares have more than doubled this year.



TRENDING NOW



1 'I'm a capitalist': Beto O'Rourke's view of markets puts him on the right in the 2020 Dem field



2 Here's the tax bill if you hit the \$495 million Powerball jackpot



3 Gary Cohn lashes out at former White House colleagues: 'Living in chaos'



4 Robert Kraft case reveals how police can secretly install cameras inside a private business



5 Class-action suit filed against 8 colleges in bribery scam that snared CEOs, Felicity Huffman

<https://www.cnbc.com/2019/03/13/roku-falls-as-analysts-at-macquarie-fear-rising-competition.html>

The analysts also expressed concern that Roku's business model could become outdated if the industry moves toward a more open approach to targeted TV ads. Disney, NBCU and CBS are among networks in a consortium called Project OAR (Open Addressable Ready), pushing an open approach to ad targeting that "may conflict with Roku's more closed system," Macquarie said. According to [Variety](#), Project OAR aims to launch in early 2020.



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Roku Shares Hit With 2 Downgrades

Loop Capital and Macquarie express concerns about Roku's valuation amid intensifying competition.

Evan Niu, CFA (TMFNewCow)

<https://www.fool.com/investing/2019/03/13/roku-shares-hit-with-2-downgrades.aspx>

Macquarie is also concerned that Roku's ad business could get hurt, as the media giants are now collaborating on a new consortium led by TV manufacturer Vizio called Project OAR, which stands for "Open Addressable Ready." The goal is to create an open standardized advertising platform for the industry's ongoing shift to streaming, facilitating targeted ads akin to how online ad networks are able to target eyeballs with uncanny accuracy. That initiative was just announced this week and isn't expected to officially launch until next year, but it could eventually threaten to undermine Roku's proprietary ad platform and poach advertisers.

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TECHNOLOGY NEWS MARCH 12, 2019 / 3:07 AM / UPDATED 5 HOURS AGO

Vizio wants next-generation smart TVs to target ads to households

Sheila Dang

3 MIN READ



(Reuters) - Smart TV manufacturer Vizio has formed a partnership with nine media and advertising companies to develop an industry standard that will allow smart TVs to target advertisements to specific households, the companies said Tuesday.

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<https://www.reuters.com/article/us-vizio-advertising/vizio-wants-next-generation-smart-tvs-to-target-ads-to-households-idUSKBN1QT16V>

The consortium of companies, dubbed Project OAR, or Open Addressable Ready, hopes to define the technical standards for TV programmers and platforms to deliver addressable advertising on smart TVs, which are WiFi-enabled TVs with apps for services like Netflix Inc and Hulu, by the end of this year, McAfee said.



The New York Times



Syndication: [CNBC](#), [New York Times](#), [KFGO](#), [NASDAQ](#) and more...



Disney, NBCU, Turner, CBS and More Join Vizio-Led Addressable TV Advertising Consortium

By [TODD SPANGLER](#)



Can the TV biz finally get its act together to target ads to viewers the way internet companies have done for years?

<https://variety.com/2019/digital/news/project-oar-addressable-tv-ads-disney-nbcu-turner-cbs-vizio-1203161087/>

“TV programmers reach a massive and passionate audience, but have lacked the precision targeting of digital,” said **Mike Dean**, [CBS’s SVP of advanced advertising and automation](#). “Through OAR, CBS will combine relevance with our reach to deliver a better experience to our viewers and better ROI [return on investment] for our advertisers.”

Added **Jesse Redniss**, **EVP of data strategy/product innovation for [Turner](#) and GM of the WarnerMedia Innovation Lab**: “It’s important for us to come together as an industry and create connective experiences that matter to fans, and that includes how we use data to inform and broaden spaces like addressable TV.”

ADWEEK

TV's Biggest Media Companies Team Up to Create an Addressable Advertising Standard

Project OAR consortium draws Disney, AT&T, Comcast and others

By Jason Lynch | 2 hours ago



<https://www.adweek.com/tv-video/tvs-biggest-media-companies-team-up-to-create-an-addressable-advertising-standard/>

“Comcast NBCUniversal is committed to an open standard for addressable advertising,” said **Denise Colella, svp, advanced advertising products and strategy, NBCUniversal**. “We look forward to continuing our investment in furthering the industry’s capabilities by joining Project OAR to establish a streamlined, consistent ad buying experience for advertisers while ensuring a relevant and engaging ad experience for consumers.”

“Combining the power of television with truly addressable advertising is something the industry has been focused on for many years, for good reason,” said **Adam Gaynor, vp of AMCN Agility**. “We are pleased to be participating in this consortium to develop and put into practice an open standard that will drive this capability forward, giving advertisers a greater opportunity to deliver the right message to the right audience than has ever been possible before.”

AdAge

TV NETWORKS PARTNER TO STANDARDIZE ADDRESSABLE ADVERTISING

NBCU, Turner, CBS, Disney, among media companies forming yet another industry consortium

By [Jeanine Poggi](#). Published on March 12, 2019.

<https://adage.com/article/media/tv-networks-partner-standardize-addressable-advertising/316937/>

Much of the issues stem from disparate technologies, data sets and measurement approaches, says **Jesse Redniss, exec VP of data strategy at WarnerMedia** and general manager of the innovation lab. The goal of Project OAR is to streamline the process so advertisers and their agencies do not have to replicate the process in slightly different ways depending on who they are working with.

[Tuesday Wake-Up Call](#)

Ad Age

Smarter TV ads: "Yet another consortium is forming among TV companies—this time to establish standards in addressable advertising," or ads that get sent to smart TVs in individual households, Ad Age's Jeanine Poggi [reports](#). It's called Project OAR, and so far its members include NBC Universal, CBS, Disney Media Networks and more.



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Top Media Companies Aim to Set Addressable Standard

Disney, AT&T, Comcast, Discovery, Hearst, AMC, Vizio and Inscap are members

Jon Lafayette · 7 hours ago



Top media and technology companies have gotten together to try to create a new open standard for addressable advertising on connected TVs.

<https://www.broadcastingcable.com/news/top-media-companies-aim-to-set-addressable-standard>

Having a standard could solve a lot of problems by delivering enhanced advertising products to brands, making the ad-supply chain more efficient, and giving audiences advertising content they are more likely to watch.



Television News Daily: Addressable Ad Group Develops Smart TV Standards; Film Spend For TV Dips Inbox x

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Television NewsDaily

Tuesday, March 12, 2019

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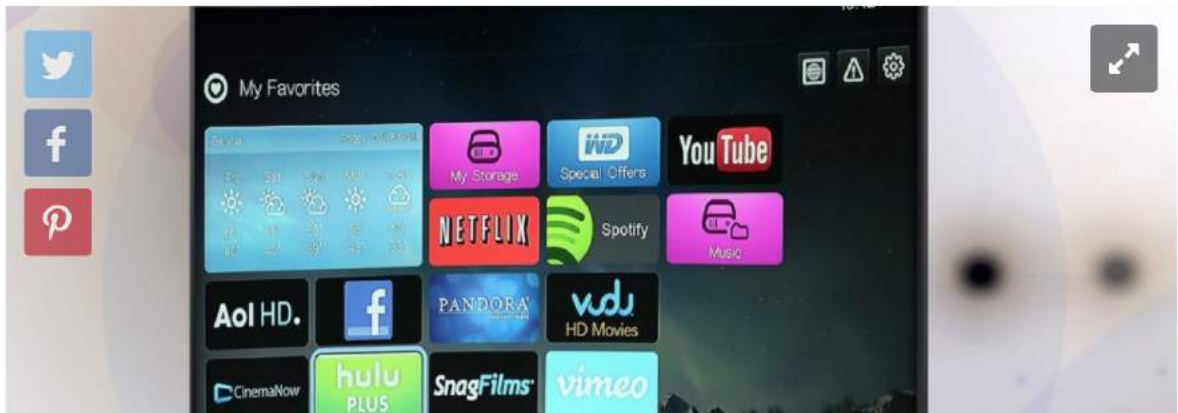
<https://www.mediapost.com/publications/article/333076/new-vizio-led-addressable-ad-group-develops-standards.html>

The group is dedicated to the development and deployment of a new, open standard for addressable advertising on connected/smart TVs. Specifically, OAR is looking at “a direct dynamic ad-management pathway between content owners and TV devices.”



Top media companies form consortium to standardize addressable TV advertising

By **Andrew Blustein** - 12 March 2019 14:51 pm



<https://www.thedrum.com/news/2019/03/12/top-media-companies-form-consortium-standardize-addressable-tv-advertising>

Disney's Media Networks, AT&T's [Xandr](#), Discovery, CBS, Turner, Hearst Television, AMC Networks, and Comcast's FreeWheel and NBC Universal are all members of the consortium's oversight committee.

Forbes

Project OAR Aims To Make Linear Addressable A Reality For Networks



Alan Wolk Contributor 

Media

I cover the future of television, from broadcast to digital to social

<https://www.forbes.com/sites/alanwolk/2019/03/12/project-oar-aims-to-make-linear-addressable-a-reality-for-networks/#49f7fd035ad5>

Or, as Eric Meyrowitz, Hearst Television’s SVP, Sales noted “Television’s inherent advantage of unduplicated reach for advertisers will become even greater with the added benefit of enhanced targeting and performance attribution.” Or, as Discovery’s SVP, Research, Data and Engage, Keith Kazerman noted, “The television advertising industry has long needed a solution that will enhance the customer viewing experience by providing ads that are both dynamic and relevant.”

Disney, Turner, NBCUniversal Join Vizio To Unlock Riches Of Smart TV Advertising



Jill Goldsmith Contributor 

Hollywood & Entertainment

<https://www.forbes.com/sites/jillgoldsmith/2019/03/12/disney-turner-nbcuniversal-join-vizio-to-unlock-riches-of-smart-tv-advertising/#338d571c5aa9>

Disney Media Networks, Turner, Comcast’s NBC Universal and its ad-tech division FreeWheel, CBS, Discovery, Hearst Television, AMC Networks and AT&T’s advertising and analytics unit Xandr have teamed up with TV manufacturer Vizio and subsidiary Inscope, which specializes in automatic content recognition, in a new consortium.



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A New Addressable TV Consortium; Senate Takes Up Privacy

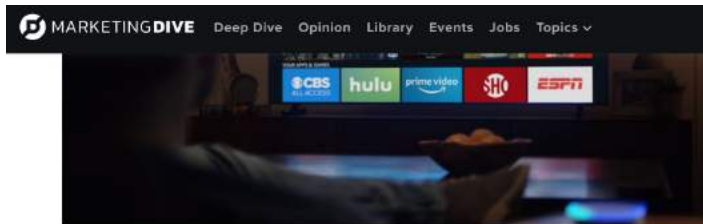
by AdExchanger // Wednesday, March 13th, 2019 - 12:03 am

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<https://adexchanger.com/ad-exchange-news/wednesday-03132019/>

+ In newsletter, [Today from AdExchanger: Addressing TV](#)

“This shows the industry is leaning in, especially the broadcasters that have been left out,” Matter More Media CEO Tracey Scheppach told AdExchanger. With a smart TV standard, marketers can buy addressable TV through programmers, not just content distributors. [Read more.](#)



BRIEF

Consortium of media, technology companies tackles need for addressable TV ad standards

<https://www.marketingdive.com/news/consortium-of-media-technology-companies-tackles-need-for-addressable-tv-a/550344/>

Along with Vizio, the consortium includes Disney’s Media Networks, Turner, Xandr, Comcast’s FreeWheel and NBCUniversal, CBS, Discovery, Hearst Television, AMC Networks and Inscope. It aims to help TV programmers and platforms deliver more relevant ad experiences within linear and on-demand formats on smart TVs and better monetize TV impressions.

Broadband TV News

Disney, Turner, NBC, CBS, Discovery join forces for addressable TV advertising standard

MARCH 13, 2019 07:15 EUROPE/LONDON BY ROBERT BRIEL



<https://www.broadbandtvnews.com/2019/03/13/disney-turner-nbc-cbs-discovery-join-forces-for-a-dressable-tv-advertising-standard/>

Project OAR allows ad-inventory owners, whether programmers or distributors, the technical means to better monetize every TV impression through segment-based audience targets and addressable insertion.

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Project OAR aims to make addressable ads on TV a reality

Multiple media and technology companies have joined the consortium

<https://www.tvbeurope.com/tvbeverywhere/project-oar-aims-to-make-addressable-ads-on-tv-a-reality>

Disney's Media Networks, AT&T's Xandr and Turner units, Comcast FreeWheel and NBCU units, CBS, Discovery, Hearst Television, AMC Networks, Vizio and Inscope are working on Project OAR, or Open Addressable Ready.

Video

CBS, Comcast, Disney and others form addressable advertising standards group

by Ben Munson | Mar 12, 2019 10:55am



OPEN • ADDRESSABLE • READY

The standard will define baselines for ad delivery, impression verification and privacy compliance. (Project OAR)



TV maker Vizio and several media companies including CBS, Comcast and Disney are part of a new group dedicated to developing an open standard for addressable ads on smart TVs.

<https://www.fiercevideo.com/video/cbs-comcast-disney-and-others-form-addressable-advertising-standards-group>

"We all recognize the most important goal of this initiative is to drastically enhance the TV experience for people at home," said William Wang, founder and CEO of Vizio, in a [statement](#).

Vizio, Inscap Form Addressable Ad Standard Consortium With AMC, CBS, Discovery, FreeWheel, Hearst, NBCU, Disney And Xandr



<https://www.beet.tv/2019/03/vizo-consortium.html>

Smart-TV manufacturer Vizio is teaming up with nine major media and technology companies to create an addressable advertising standard for the industry. Along with Vizio and its data unit Inscap, the consortium's members are AMC Networks, CBS, Discovery, FreeWheel, Hearst Television, NBCUniversal, The Walt Disney Co. and Xandr, as Reuters reports.



CYNOPSISMEDIA

Project OAR Aims for Addressable TV Ads by 2020

Measure Up | By: Lynn Leahey | March 13, 2019 |



<http://www.cynopsis.com/project-oar-aims-for-addressable-tv-ads-by-2020/>

“TV programmers reach a massive and passionate audience, but have lacked the precision targeting of digital,” said **Mike Dean**, SVP of advanced advertising and automation at CBS. “Through OAR, CBS will combine relevance with our reach to deliver a better experience to our viewers and better ROI for our advertisers.”

Cablefax

The screenshot shows the Cablefax website interface. At the top, the Cablefax logo is on the left, and social media icons (Facebook, Twitter, LinkedIn, YouTube, RSS) and a 'SIGN IN' button are on the right. Below the logo is the tagline 'Content. Tech. Community. Attitude.' and a navigation menu with items like 'Events', 'Awards', 'Webinars', 'Jobs', 'Advertise', and 'Sponsored Content'. A secondary navigation bar includes a home icon, 'Topics', 'Screenster', 'Data', 'The Magazine', 'Cablefax Daily', 'Video Series', 'Sign Up', and a search icon. A purple banner features a quote: 'I'm a long-time reader and fan. It's essential to any media executive.' attributed to Mark Cuban, AXS TV, with a 'START YOUR FREE TRIAL' button. The main article title is 'Project OAR Launches for Addressable Advertising Standard'. The byline reads 'By Cablefax Staff | March 13, 2019 |' and there is a 'DISTRIBUTION' tag. The article content shows the Project OAR logo (O, A, R) and the text 'OPEN • ADDRESSABLE • READY'. A 'PREMIUM CONTENT' tag is visible. On the right, a sidebar contains a quote from Kathy Zachem, EVP, Regulatory & State Legislative Affairs, Comcast: 'There is no better way to stay on top of our industry on a daily basis.' Below the quote is a 'Cablefax Daily' magazine cover image and a 'SUBSCRIBE NOW' button. Further down, there is an 'UPCOMING' section with a link to 'AWARD Top Ops Call for Nominations |...' dated March 29, 2019.

<http://www.cablefax.com/distribution/project-oar-launches-for-addressable-advertising-standard>

Now “Project OAR” is jumping into the addressable advertising waters. A consortium made up of media companies such as Disney Media Networks, CBS, Discovery, AMC Networks, Comcast’s FreeWheel and NBCU, AT&T’s Turner and Xandr, and others are joining smart TV maker VIZIO to establish an addressable advertising standard under Project OAR (Open Addressable Ready).



Project OAR Created To Establish Addressable Ad Standard

Top media and technology companies agree to collaborate on standard.

Michael Balderston · Mar 13, 2019

<https://www.tvtechnology.com/news/project-oar-created-to-establish-addressable-ad-standard>

Inscape will be the ones developing the technology, with input from the other companies. The standard is expected to implement a technologically sound, dynamic ad-delivery system that utilized industry best practices. “The standard will define the baseline for ad delivery, impression verification and privacy compliance, but networks will have plenty of room to create unique and enriched advertising experiences,” said Jodie McAfee, senior vice president at Inscape. “We are making this flexible enough to enable interactivity and other bells and whistles that have yet to be imagined.”



US smart TV, media firms steer OAR for CTV addressable advertising

Editor | 13 March 2019

Leading media and technology companies in collaboration with smart TV provider Vizio have formed a consortium dedicated to the development and deployment of a new, open standard for addressable advertising on connected TVs.

<https://www.rapidtvnews.com/2019031355437/us-smart-tv-media-firms-steer-oar-for-ctv-addressable-advertising.html#axzz5i6ypm5gg>

The OAR standard will be designed to implement a technologically sound, dynamic ad-delivery system while utilising industry privacy best practices.



[Comcast's FreeWheel, AT&T's Xandr, Disney in Group Pursuing Addressable Ad Standard](#)

Project OAR allows ad-inventory owners, whether programmers or distributors, the technical means to better monetize every TV impression through segment-based audience targets and addressable insertion.

**ADVANCED
TELEVISION**

[Disney, Comcast, NBC et al addressable standard effort](#)

“We all recognise the most important goal of this initiative is to drastically enhance the TV experience for people at home,” said VIZIO Founder and Chief Executive Officer, William Wang.

TV (R)EV

[Week In Review: Project OAR Looks To Make Addressable More Real, Netflix Expands Lower-Priced, Mobile-Only Plans To India](#)

The immediate promise of Project OAR is that networks will be able to insert addressable ads into live TV shows using Inscapes' ACR (automatic content recognition) technology. That's a similar play to the one Nielsen should have via its newly acquired Sorenson technology. The greater promise of Project OAR however, is that a majority of the key players in the industry are joining forces to actually make addressable happen. If Open AP was indeed "baby steps" then Project OAR is "giant steps."



[US TV Networks Launch Addressable TV Advertising Consortium](#)

Disney Media Networks, NBCUniversal Media, CBS, Discovery, AMC Networks, Hearst Television and Turner are all signed up to the initiative, as are AT&T's Xandr and Comcast's FreeWheel. "Project OAR aligns well with FreeWheel's objective of supporting the industry to deliver scalable, addressable advertising solutions that will help make television an even more valuable platform for brand marketers," said FreeWheel general manager Dave Clark. "Bringing an addressability standard to Smart TVs nicely complements solutions already available from MVPDs."



[Media companies assemble to create new targeted advertising standard](#)

What is being referred to as Project OAR, an acronym for "Open Addressable Ready", will allow the group to implement watermark technology designed to help TV programmers send targeted ads to people with smart TVs.



Project OAR Fights Fragmentation in Connected TV Advertising



<https://www.streamingmedia.com/Articles/News/Online-Video-News/Project-OAR-Fights-Fragmentation-in-Connected-TV-Advertising-130530.aspx>

"There's a strong desire, particularly by the programmer community, to enable addressability on smart TVs so that they can introduce addressability on their national inventory," says Claudio Marcus, general manager for data platforms at FreeWheel. "Today, most of the addressability is on local inventory."



[Media companies join forces on targeted advertising initiative](#)

The technology will be developed by **Inscape**, the TV ACR data company owned by Vizio. The consortium aims to have a working product to showcase this spring, with full deployment targeted for early 2020.

TECHSPOT

[Vizio plans to use future generation TVs for targeted ad serving](#)

Vizio has plans to work with a total of nine businesses for the purpose of [serving targeted ads to households](#) with the help of smart TVs. The group of nine companies is mainly comprised of TV networks such as NBCUniversal and CBS, both owned by Comcast, and AT&T's advertising firm Xandr.

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BROADBAND

US broadcasters start Project OAR to develop targeted advertising on smart TVs

Wednesday 13 March 2019 | 09:23 CET | News

<https://www.telecompaper.com/news/us-broadcasters-start-project-oar-to-develop-targeted-advertising-on-smart-tvs--1284416>

The group is working to define technical standards for TV programmers and platforms to deliver more targeted advertising experiences within linear and on-demand formats on smart TVs. Project OAR allows ad-inventory owners, whether programmers or distributors, the technical means to monetize TV viewing through segment-based audience targets and addressable insertion.

Media and Tech Companies to Address Advertising on Smart TVs



Credit: Getty Images

<https://www.dealerscope.com/article/media-and-tech-companies-to-address-advertising-on-smart-tvs/>

“TV programmers reach a massive and passionate audience, but have lacked the precision targeting of digital,” Mike Dean, Senior Vice President, Advanced Advertising and Automation at CBS, said in a statement announcing the formation of the working group. “Through OAR, CBS will combine relevance with our reach to deliver a better experience to our viewers and better ROI for our advertisers.”

Top media companies team up for “Project OAR”, to advance targeted ads on smart TVs

By Monojoy Bhattacharjee 7 days ago



<https://whatsnewinpublishing.com/2019/03/top-media-companies-team-up-for-project-oar-to-advance-targeted-ads-on-smart-tvs/>

TV’s Biggest Media Companies—including Disney, AT&T, Comcast, Discovery, Hearst, Turner, NBCUniversal, CBS, and AMC—have come together to join the Vizio-led addressable TV advertising consortium, Project OAR. According to [news](#) provided by Vizio, Inc., Project OAR—which stands for “Open Addressable Ready”—is a consortium working to define technical standards for TV programmers and platforms to deliver more relevant advertising experiences within linear and on-demand formats on smart TVs. Project OAR will allow ad-inventory owners—whether programmers or distributors—the technical ability to better monetize TV impressions through segment-based audience targeting and addressable insertions.

MORNING NEWS

Vizio to make smart TV standards for targeted advertisements

By **Brianna Clemons** - Mar 15, 2019 👁 26 💬 0

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<https://www.marketsmorning.com/vizio-to-make-smart-tv-standards-for-targeted-advertisements>

Vizio, a smart TV manufacturer, has made a consortium of nine advertising and media companies to create an industry-wide standard with an objective to target advertisements to specific households through smart TVs, the companies said Tuesday.



Faultline Online Reporter

Published 14th March 2019

Project OAR needs bigger hardware names – Nielsen circles eagerly

<https://rethinkresearch.biz/articles/project-oar-needs-bigger-hardware-names-nielsen-circles-eagerly/>

US smart TV maker Vizio initially appeared to secure a noteworthy leg up on rival manufacturers by signing up a series of major broadcasters to jointly develop a new addressable advertising standard for the connected TV space. It is the latest attempt by the digital TV ecosystem to replicate the advanced targeted advertising capabilities of the internet era – but how open will the newly formed Open Addressable Ready (OAR) consortium really be? Networks from Disney, CBS, Turner, NBC and Discovery have all signed on the dotted line, alongside major ad technology units like Comcast's Freewheel, AT&T's Xandr and more. The group is pledging to build a technical platform for ad inventory holders, distributors or programmers to enable improved monetization.



[NEW TV ADDRESSABLE ADVERTISING STANDARD TO BE DEPLOYED IN 2020](#)

Disney, Turner, NBC, CBS and Discovery, together with Smart TVs company Vizio, formed the Open Addressable Ready Project (OAR), a partnership for the development and deployment of a new standard for addressable advertising on Smart TVs. Full deployment is planned for the beginning of 2020. 'We all recognize the most important goal of this initiative is to drastically enhance the TV experience for people at home', said Vizio's Founder and Chief Executive Officer, William Wang.

Industry Group to Define How Targeted Smart TV Advertising Will Work

SV Staff | Mar 15, 2019



Are you ready for a new era of targeted advertising direct to your smart TV?

<https://www.soundandvision.com/content/industry-group-define-how-targeted-smart-tv-advertising-will-work>

The OAR technology will be developed by Inscape, the TV ACR data company owned by Vizio, with oversight from a committee comprising representatives from Disney's Media Networks (ABC, ESPN and Freeform), Comcast's FreeWheel and NBCUniversal, Discovery, CBS, Xandr, Turner, Hearst Television, and AMC Networks.



TECH TVS

Vizio wants to bring targeted ads to smart TVs

It's developing an open standard with nine partners

By Jon Porter | @JonPorty | Mar 12, 2019, 11:41am EDT

f t SHARE



<https://www.theverge.com/2019/3/12/18261775/vizio-tv-project-oar-targeted-ads-tracking-standard>

There aren't many places left where you can be free of targeted ads, and soon, the biggest screen in your house won't be among them. Vizio, the second largest TV manufacturer in the US, is developing a new industry standard that will allow smart TVs to serve targeted ads, reports [Reuters](#). The manufacturer has partnered with nine other media and advertising companies to create Project OAR, a new consortium that is developing the standard. Vizio says that it intends to use the technology in its forthcoming TVs.



[Get ready for targeted ads on your smart TV](#)

Engadget

The companies are calling themselves a consortium, and they've dubbed this "Project OAR," or Open Addressable Ready.

GIZMODO

PRIVACY AND SECURITY

Targeted TV Ads Should Be Illegal



Rhett Jones

Yesterday 6:21pm • Filed to: THE TIME IS NOW ▾

12.4K 60 1



<https://gizmodo.com/targeted-tv-ads-illegal-should-be-illegal-1833243566>

The TV manufacturing giant announced on Tuesday that it's joined forces with some of the biggest media companies in the world to bring targeted ads to our television sets as the beginning of next year



[Not even a year after its data privacy lawsuit, TV company Vizio wants to target your home with ads specific to your family](#)

It has been a long-time dream for the TV industry to equip themselves with the capability of performing addressable advertising. The industry has taken several measures in the past to make this possible and faced many setbacks with minimal progress.

KIMKOMANDO™

[Yikes! Targeted ads coming to your TV on Vizio, Sony, Samsung and others](#)

The technology will be an open standard so any TV maker, not just Vizio, will be allowed to integrate the system to their own respective smart TV platforms. So expect to see the Project OAR tech even on other smart TV products from companies like Samsung and Sony.



[Vizio Is Pushing for Household Targeted Ads on Smart TVs](#)

PCMag

The desired goal of the consortium is to create a standard for addressable advertising specifically through [Smart TVs](#) that are connected to the internet. Vizio would include it as a feature of its new TVs, but the standard would be open allowing all TV manufacturers to adopt it if they so wish.