



WELCOME TO IAB IRELAND'S PUBLISHER & BRAND BRUNCH

Tuesday February 11th, 2025, The Leinster Hotel, Dublin





Our Agenda:

1

Driving Creativity, Innovation & Partnership

Janice Carlin, Senior Account Manager,
DMG Media



3

Brand Safety

Thomas Fanning, Digital Strategy & Solutions, News Ireland



2

Data & Targeting

David Murphy, Head of Digital Media Solutions, **The Irish Times**



4

Attention

Morgane Shanley, Director of Product & Customer Experience, **Mediahuis**





Driving Creativity, Innovation & Partnership

Janice Carlin

DMG Media



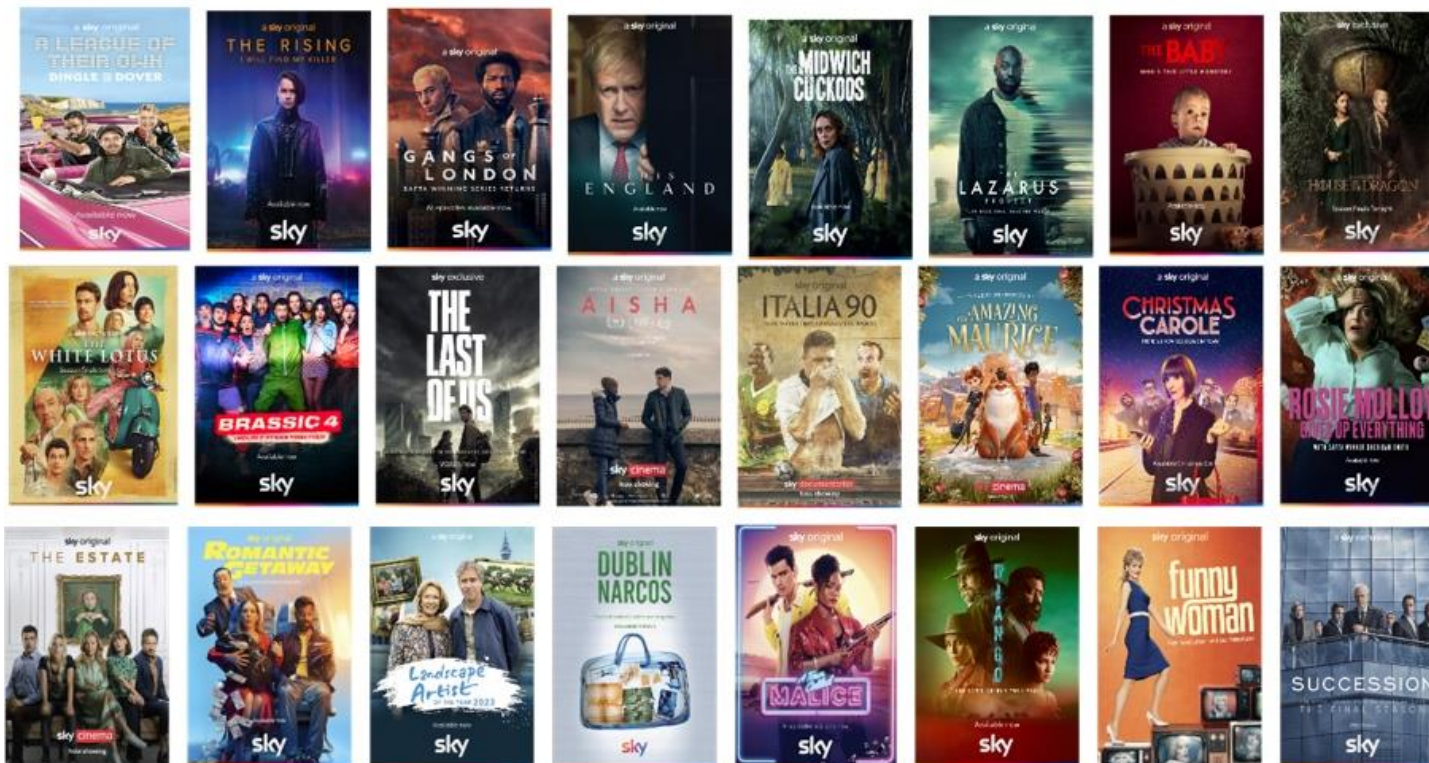
dmg::media

KEY OBJECTIVE OF THE PARTNERSHIP

GENERATE TALKABILITY, DRIVE BRAND CONSIDERATION AND
POSITION SKY AS OFFERING CONTENT WORTH PAYING FOR

Sky Partnership

- 146 x Titles = 146 x Campaigns
- Multiple genres, each with different target audiences requiring different executions



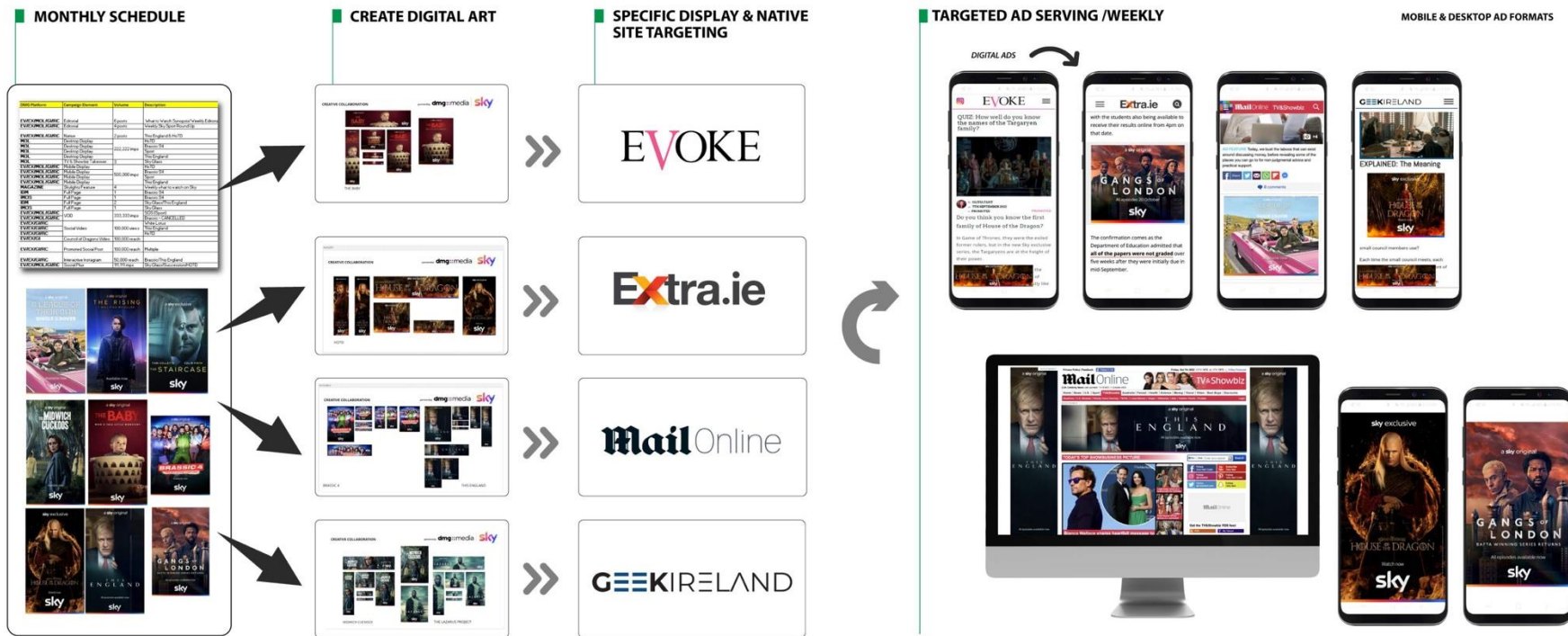
Monthly Planning

DMG Platform	Campaign Element	Volume	Description	01-Nov	02-Nov	03-Nov	04-Nov	05-Nov	06-Nov	07-Nov	08-Nov	09-Nov	10-Nov	11-Nov	12-Nov	13-Nov	14-Nov	15-Nov	16-Nov	17-Nov	18-Nov	19-Nov	20-Nov	21-Nov	22-Nov	23-Nov	24-Nov	25-Nov	26-Nov	27-Nov		
EVEXIMOLGIRRC	Editorial	4 posts	What to Watch Synopsis/ Weekly Editorial																													
EVEXIMOLGIRRC	Native	2 posts	Six Silent Killings/Lockerbie																													
EVEXIMOLGIRRC	Desktop Display	416,667imps	Breeders																													
EVEXIMOLGIRRC	Desktop Display		Retribution																													
EVEXIMOLGIRRC	Desktop Display		The Gilded Age S2																													
EVEXIMOLGIRRC	Desktop Display		The Lazarus Project S2																													
EVEXIMOLGIRRC	Desktop Display		Lockerbie																													
EVEXIMOLGIRRC	Desktop Display		Six Silent Killings																													
EVEXIMOLGIRRC	Desktop Display - Sky Player MPU		Breeders																													
EVEXIMOLGIRRC	Desktop Display - Sky Player MPU		Retribution																													
EVEXIMOLGIRRC	Desktop Display - Sky Player MPU		The Gilded Age S2																													
EVEXIMOLGIRRC	Desktop Display - Sky Player MPU		Lockerbie																													
EVEXIMOLGIRRC	Desktop Display - Sky Player MPU	Six Silent Killings																														
MOL	MailOnline HPTO (incl Masthead)	1	Six Silent Killings																													
MOL	MailOnline HPTO (incl Masthead)	1	The Gilded Age S2																													
MOL	TV & Show HPTO (incl Masthead)	1	The Lazarus Project S2																													
EVEXIMOLGIRRC	Mobile Display	700,000imps	Breeders																													
EVEXIMOLGIRRC	Mobile Display		Retribution																													
EVEXIMOLGIRRC	Mobile Display		The Gilded Age S2																													
EVEXIMOLGIRRC	Mobile Display		The Lazarus Project S2 (static only)																													
EVEXIMOLGIRRC	Mobile Display		Six Silent Killings																													
EVEXIMOLGIRRC	Mobile Display		Lockerbie																													
EVEXIMOLGIRRC	Mobile Display - Sky Player MPU		Six Silent Killings																													
EVEXIMOLGIRRC	Mobile Display - Sky Player MPU		Lockerbie																													
MAGAZINE	Skylights Feature		4	Weekly what to watch on Sky																												
IDM	Full Page		1	The Gilded Age S2																												
IDM	Full Page	1	The Lazarus Project S2																													
IDM	Full Page	1	Six Silent Killings																													
IDM	Full Page	1	Lockerbie																													
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EVEXIGIRRC			The Lazarus Project S2																													
EVEXIGIRRC			Lockerbie																													
EVEXIGIRRC			Social Video Post (FB & IG)	5 (3x added value)	The Last Rifleman																											
EVEXIGIRRC			Social Video Post (FB & IG)	6	Six Silent Killings																											
EVEXIGIRRC			Promoted Social Post (FB & IG)	6	Editorial/Native-driven																											
EVEXIGIRRC	Interactive Instagram	3	Gilded Age/Six Silent Killings/Lazarus Project																													
EVEXIGIRRC	IG End Takeover	2	Gilded Age/Six Silent Killings																													
EVEXIGIRRC	Skylights Video (FB & IG & TikTok)	4	Mixed (3 titles per video)																													
EVEXIGIRRC	Skylights Infographic (FB & IG)	4	Mixed (3 titles per infographic)																													
EVEXIMOLGIRRC	Social Plus	166,667imps	Cobra/Jennifer/Coolidge/The Last Rifleman																													

- Weekly rolling editorial
- Weekly Skylights
- The Gilded Age S2
- Six Silent Killings
- The Lazarus Project S2
- Lockerbie
- Retribution
- Breeders S4
- The Last Rifleman

Audience Attention

The right message in the right environment.



High Impact Video Formats

Video Wallpaper



Video Pushdown



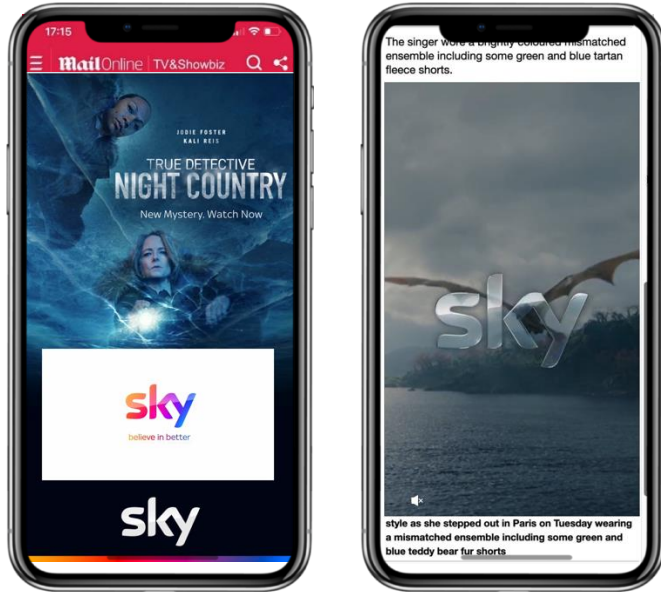
High Impact Video Formats

Video Pushdown with Interactive Skin – watch the trailer and meet the cast

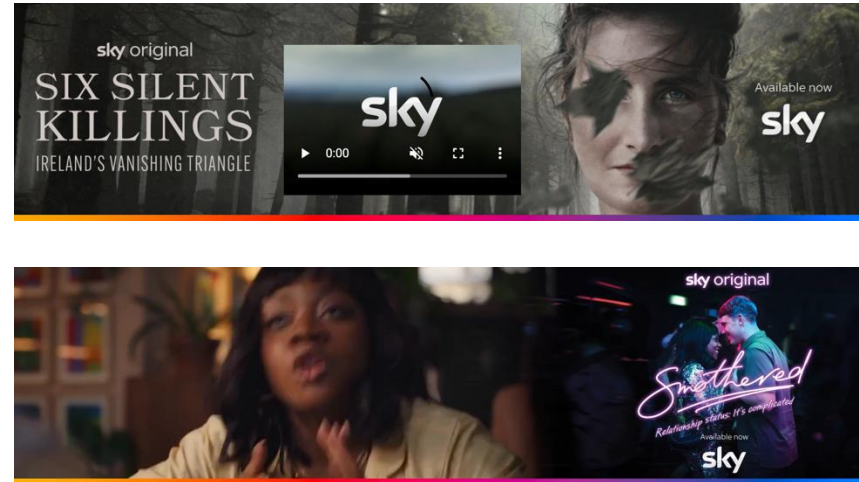


High Impact Video Formats

Video Interscrollers



Video Billboards



High Impact Video Formats

“Sky Player” MPU



High Impact Print Formats



Advertisement Feature

Pedro Pascal had to get help from his nephew when playing The Last Of Us

By Eoghan Cronin

Someone's name can be hard to say all the time. That's how it goes for Pedro Pascal as Joel in the hit TV series *The Last Of Us*. He's got to get help from his nephew when playing the character.

When you're lost in the darkness, look for the light

The Last Of Us storylines we all hope to see

When you're lost in the darkness, look for the light

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How You Can Watch The Last Of Us Series In Ireland

By Emma Burt

The Last Of Us is coming to screens on the 16th January and Irish viewers won't have to wait much longer than the rest of the world to watch the series as it arrives just as it that they will be showing the post-apocalyptic action.

There's been much hype about the upcoming hit series since based on the film series. It's not a newly released film but a TV series that's been in the making for a while. It's a TV series that's been in the making for a while.

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sky exclusive

THE LAST OF US

When you're lost in the darkness, look for the light

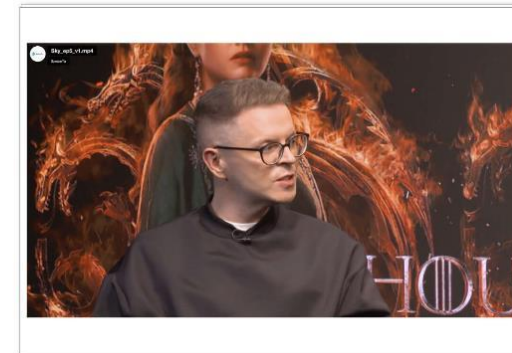
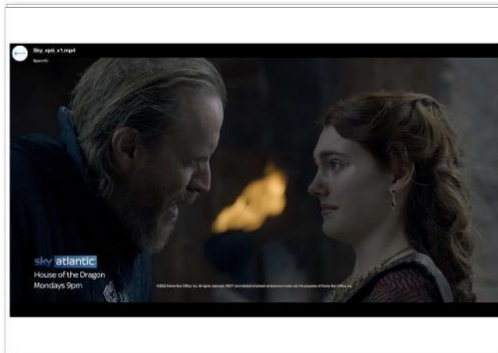
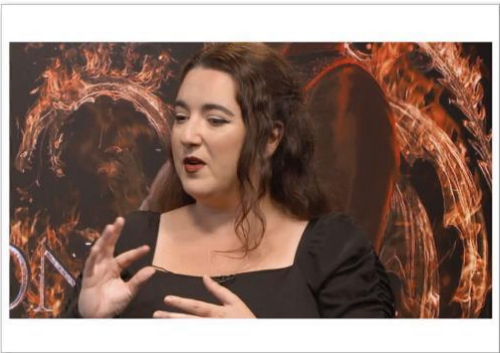
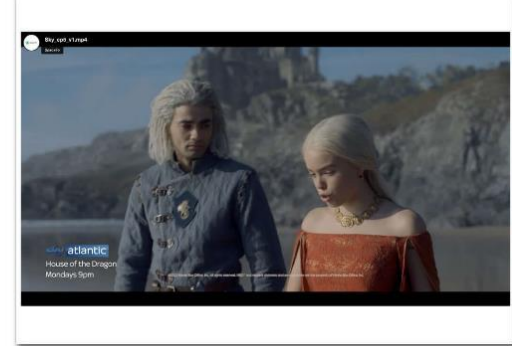
Journey begins tomorrow

PHOTO: GUY AROCH/GETTY IMAGES; PHOTOS: GUY AROCH/GETTY IMAGES; PHOTOS: GUY AROCH/GETTY IMAGES

PHOTO: GUY AROCH/GETTY IMAGES

Council of The Dragon Video Series

- 10 episodes over 10 weeks, generating over **10 million** views.



HOTD Season Finale Event



Invite



Competition



Branding



Branded Swag



150 People, Reader Event, Promoted across GEEK Ireland, Exclusive access to Content, end-to-end management

Sky Partnership Results

We conducted an independent RAM study on those audiences exposed to Sky content that was promoted across DMG sites.

- **57%** of respondents recalled the campaign, which is >83% higher than the benchmark recall for this category

Of those who recalled seeing the creative;

- **54%** of respondents were prompted to watch the shows being promoted
- **41%** of respondents looked for more information about the shows being promoted
- **40%** of respondents felt more positive toward Sky

The key metric we set out to improve was 'content worth paying for' which saw a **38% increase** in those who were exposed to the DMG partnership.

Finally, those exposed to the campaign on DMG were **42% more likely** to consider Sky TV.

Thank You

dmg :: media



Data & Targeting

David Murphy

Irish Times Group

Definition

Data-enabled targeting refers to the practice of using consumer data to **deliver ads to specific audience segments** based on **demographics, behavior, and/or interests**. This approach replaces broad, untargeted campaigns with more precision marketing, improving relevance and efficiency.

The primary types are



Declarative

Declarative data consists of self-reported information provided directly by individuals through surveys or polls.

Behavioural

Behavioral data is information collected through observing user interactions and actions.



Collected and used in a secure and compliant way



PASSION AUDIENCE EFFECTIVENESS

DUBLIN
FRINGE
FESTIVAL

CULTURE VULTURES
PASSION AUDIENCE

CULTURE VULTURES
AUDIENCE

UNTARGETED
RUN OF SITE

2

33% Better CTR
10% More Time in View*

1

50% Better CTR
18% More Time in View*

3



Benefits

- **Increased Efficiency and ROI***
Precision targeting reduces ineffective ad spend leading to greater ROI
- **Cost and Impression Savings**
Reduce acquisition costs through higher performing media with sustainability benefits
- **Relevance and Personalisation**
Increase relevance of creative and messaging to improve conversion rates

Challenges

- ***Case Studies**
Only a few case studies on its business impact
- **Audience Homogenisation**
IAB taxonomy exists but publisher definitions vary
- **Retargeting**
Is audience matching and or/ID solutions the future of very precise retargeting.
- **Data Literacy**
Constant evolution and technical complexity

Trends & Talking Points

Evidence of Performance

Should we try to do more studies illustrating the business impact

More (valuable) Data Collection

Reducing excessive data-point improves environmental impact. Is there a preference towards declarative data

Customer Matching / ID Solutions

How much effort will go into very precise retargeting types of media





Brand Safety

Thomas Fanning
News Ireland

Libertin vents.

STollen the 4 instant in the Morning out of the house of James Cooper, near Charlestown Ferry in Boston, several sorts of mens Apparel, both Woollen & Linnen, by an Irish man, speaks bad English; he is a young man about 22. years of Age, low Stature, dark coloured hair, round visage, fresh coloured: he ript a small stript Ticking-bolster, and put some of the Goods in that he carryed away. Whoever discovers said Person, or Goods Stollen, so as both be secured, shall have sufficient reward at the place aforesaid.

AT Oysterbay on Long-Island in the Province of N. York, There is a very good Fulling-Mill, to be Let or Sold, as also a Plantation, having on it a large new Brick house, and another good house by it for a Kitchin, & work house, with a Barn, Stable, &c. a young Orchard, and 20 Acres clear Land. The Mill is to be Let with or without the Plantation: Enquire of Mr. William Bradford Printer in N. York, and know further.

Lost on the 10 of April last, off of Mr. Shipen's Wharf in Boston, Two Iron Anvils, weighing between 120 & 140 pound each: Whoever has taken them up, & will bring or give true Intelligence of them to John Campbel Post-master, shall have a sufficient reward.

*“Brand safety refers to the controls that companies in the digital advertising supply chain employ to **protect brands against negative impacts on consumer opinion** associated with specific types of content and/or related loss of return on investment.”*

IAB

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IAB

News Ireland

THE IRISH
Sun **TIMES**
MEDIA

News Broadcasting

INTRODUCES



NUCLEUS
Narr[ai]te

POWERED BY

illuma

Irish Sun Online

20%

Times Online Ireland

13%

A significant portion of this inventory is premium, above the fold, and guaranteed viewable.



Stagwell Future of News Study



Future of News

METHODOLOGY

- The research was conducted amongst a sample of 22,116 UK adults (reflecting different groups of interest to advertisers- including news junkies who make up 25% of Brits)
- The research tested 6 different brand ads placed adjacent to 8 types of news content using real ads and real stories.
- The study used a monadic ad testing approach, whereby each respondent only saw one variation of the stimulus (an ad placed adjacent to a type of news content) and were then asked a series of eight reputational metrics about the brand whose ad they were exposed to using a 4 point scale. The stimulus variation that each respondent saw was assigned randomly.
- The brands were selected from a span of sectors among 100 of the best known companies in the UK with various reputations. The news topics focused on top of mind topics for the British public,

THE RESULTS AT A GLANCE

Across the 8 reputational metrics tested, ads adjacent to 'top of the mind' news content performed just as well as ads adjacent to "brand safe" content based on the average score for all 8 metrics tested.

Top of mind news

Middle East



Average: 65%

Crime



Average: 66%

Farage



Average: 66%

Starmer



Average: 67%

Inflation



Average: 65%

"Brand safe"

Business



Average: 67%

Entertainment



Average: 67%

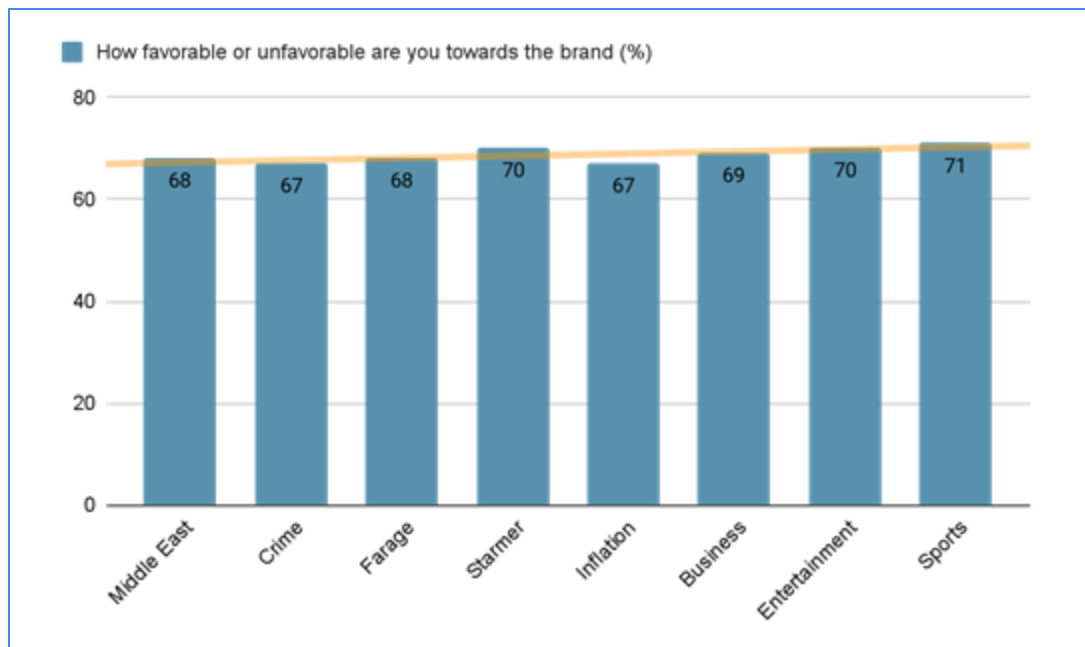
Sport



Average: 67%

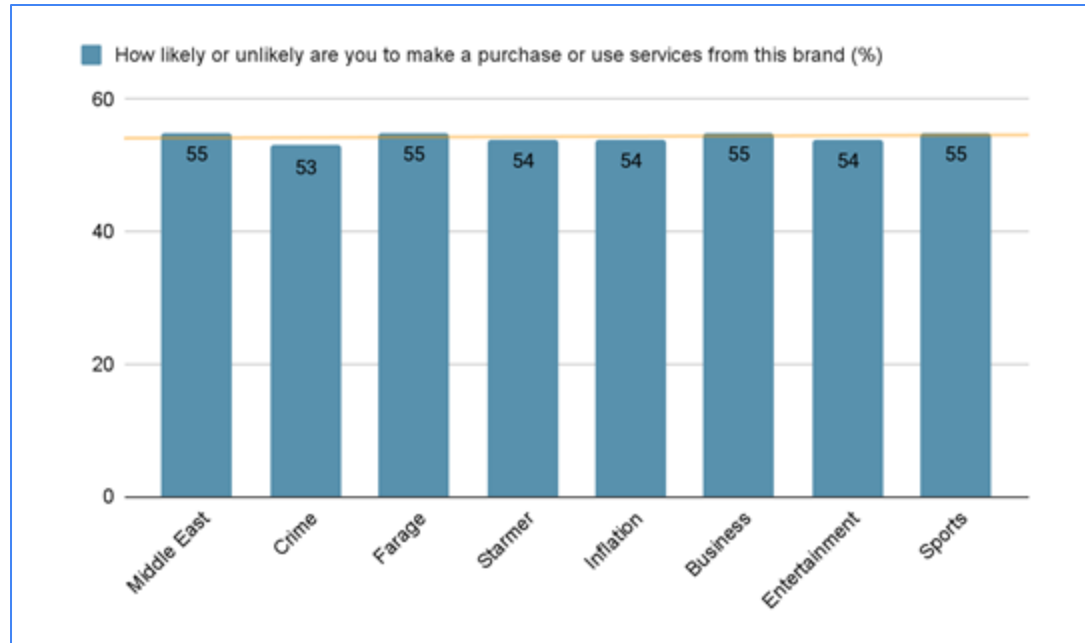
Favorability

Only 4 percentage points existed between those having a favourable view of brands adjacent to sporting content vs content about the Crime. People had a more favourable view of brands adjacent to content about Keir Starmer than brands adjacent to Business content.



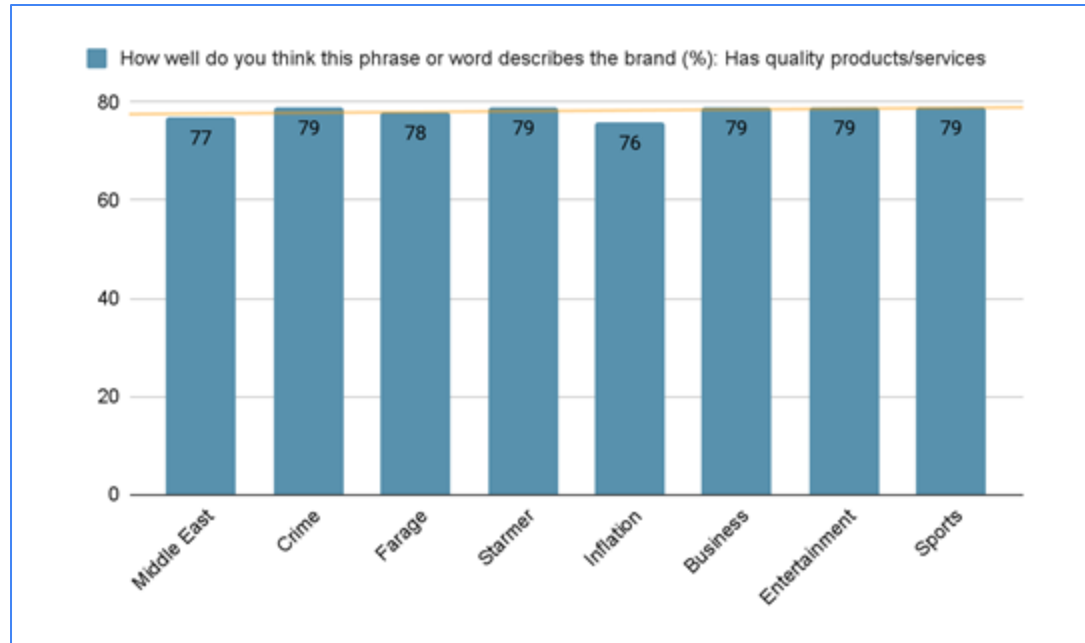
Purchase Intent

Brands adjacent to content about the Middle East, or Nigel Farage drove the same average purchase intent as brands adjacent to Business or Sports content.



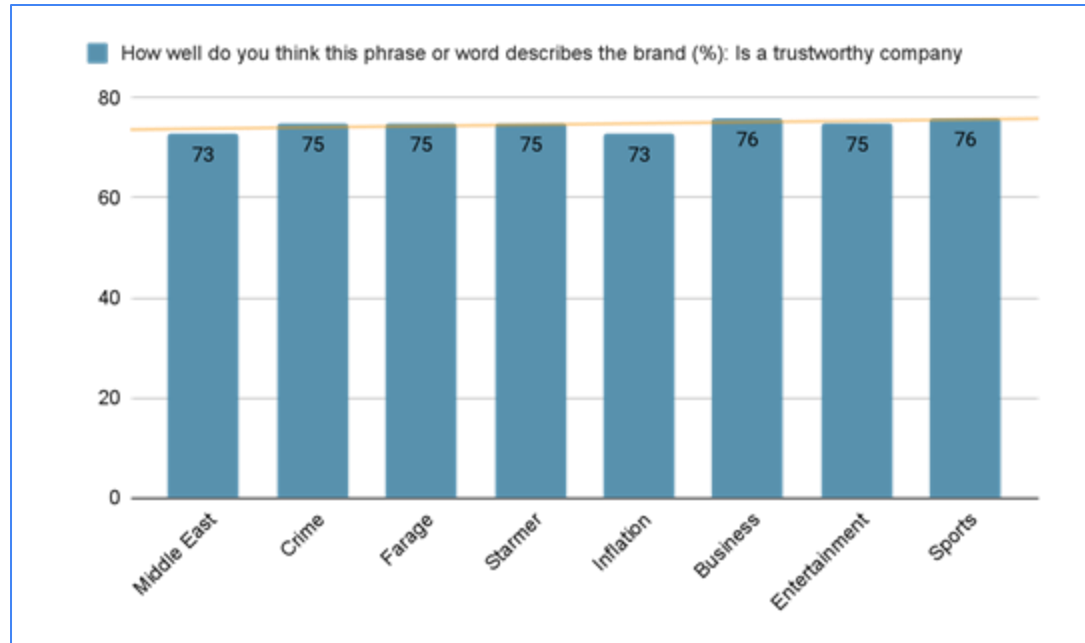
Quality Products

The content a brand appears adjacent to has next to no impact on how people interpret the quality of the brand. Brands next to content about inflation score fractionally lower, but there is no discernible difference.



Trustworthy

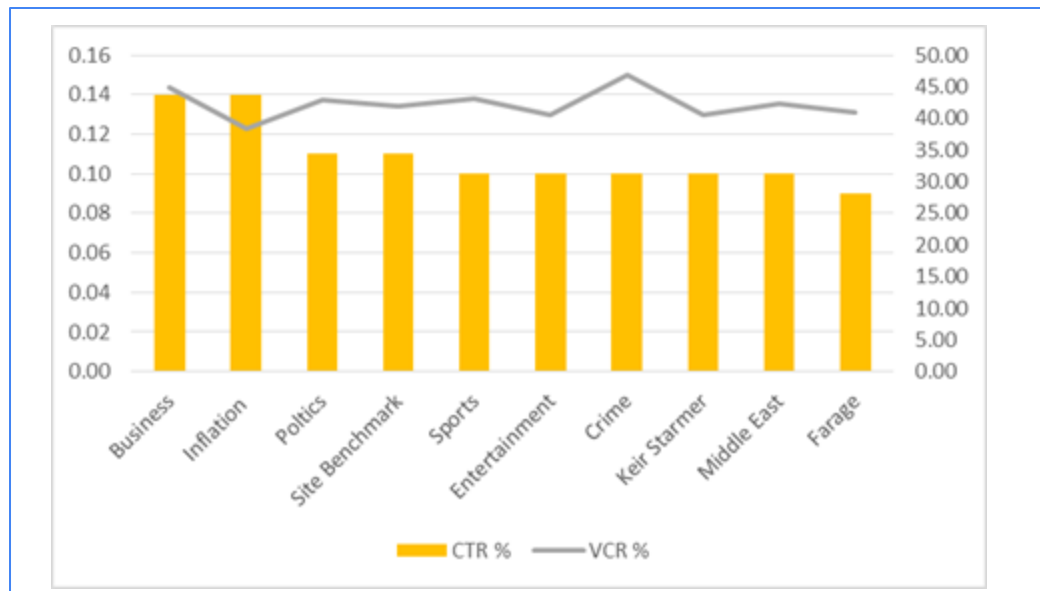
Brands adjacent to Business and Sports content were deemed to be fractionally more trustworthy than brands adjacent to Middle East or Inflation content, but only 3 percentage points existed between all metrics.



**Advertising alongside
quality news,
regardless of subject
matter, is brand-safe!**

THE SUN: THESE RESULTS ARE REFLECTED IN OUR FIRST PARTY DATA

Data from Nucleus Topics and Trends allows us to understand how ads perform on our site perform adjacent to the contexts in the Stagwell study based on our new and sophisticated tagging system Narr(ai)te.

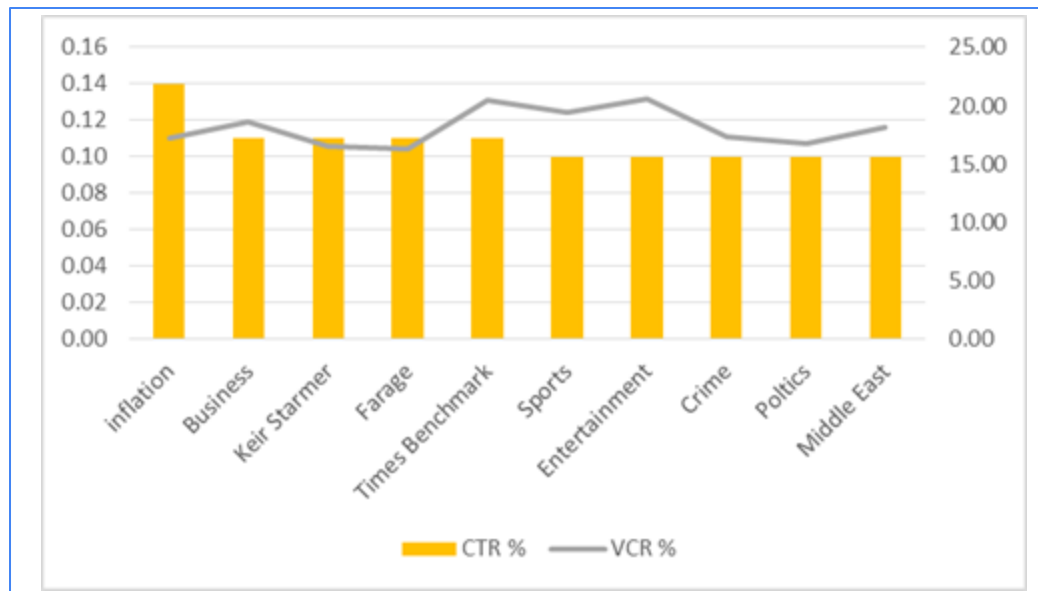


Across the Sun, every category performed within 3% of site benchmarks for CTR. For brands seeking enhanced brand safety, we can also offer bespoke brand safety categories using Narr(ai)te.

Source: Nucleus by News UK: Digital Trends and Topics (each context based on a minimum of 15M page views per tag, rising to 903M page views)

THE TIMES: THESE RESULTS ARE REFLECTED IN OUR FIRST PARTY DATA

Data from Nucleus Topics and Trends allows us to understand how ads perform on our site adjacent to the contexts in the Stagwell study based on our new and sophisticated tagging system Narr(ai)te.



Across the Times, every category performed within 1% of site benchmarks for CTR (with the exception of Inflation* which performed slightly higher) For brands seeking enhanced brand safety, we can also offer bespoke brand safety categories using Narr(ai)te.

Source: Nucleus by News UK: Digital Trends and Topics (each context based on a minimum of 81M page views per tag, rising to 286M page views) excluding inflation. *Inflation based on 1.4M page views

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Libertin vents.

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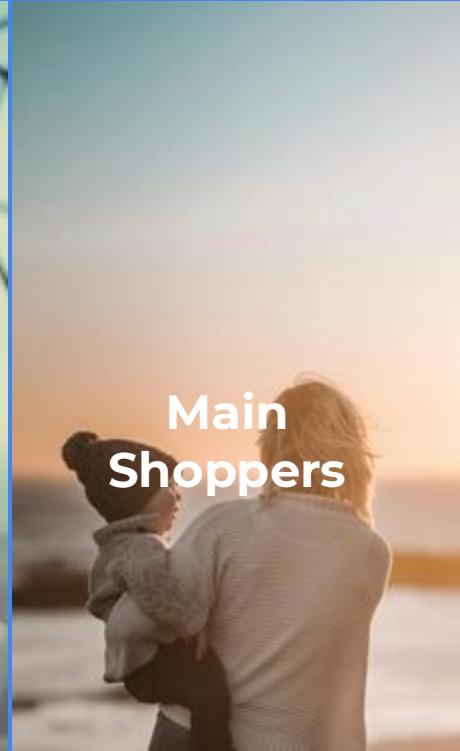
**News
Hounds**



Gen Z



**Higher
Earners**



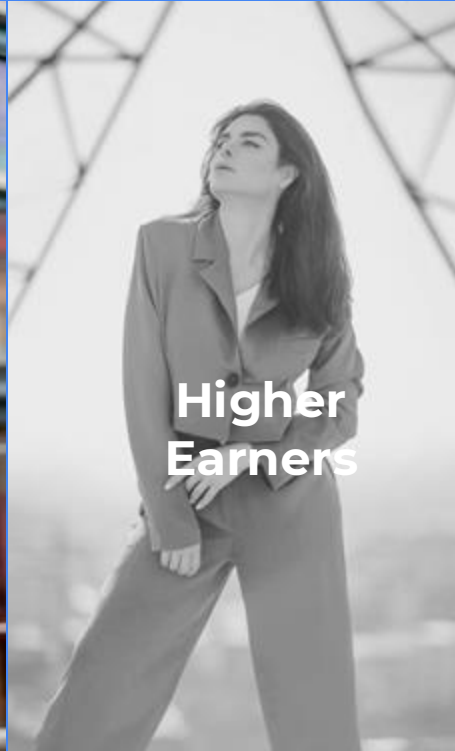
**Main
Shoppers**



**News
Hounds**



Gen Z



**Higher
Earners**



**Main
Shoppers**



Engaged

26% of our audience, visit the main news feed several times per day.

Affluent

Higher earners, who favour premium products.

Influential

Early adopters, sought out by others out for purchase advice

Trusting

20% more likely to trust ads seen in quality news publications



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26% of our audience, visit the main news feed several times per day.

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Trusting

20% more likely to trust ads seen in quality news publications

Exclusive

40% can only be effectively reached through the news feed

Sources: Nucleus Data & TGI ROI 2024 R2



Journalism Matters

News Ireland



BRANDS, **STOP** FEEDING THE VICIOUS CYCLE

QUALITY NEWS
tackles hard-hitting issues

Brands **don't advertise** on news

News revenue **declines**

Newsrooms **lose resources,** and some even go out of business

Quality journalism **SUFFERS THE MOST**

Mis, mal and **dis-information** proliferate

Journalism becomes more clickbait-y

START FEEDING THE VIRTUOUS CYCLE

QUALITY NEWS
tackles the hard-hitting issues

Advertisers support the news

Brands benefit from reaching a valuable new audience

News gets monetized more

Newsrooms have greater resources to improve and cover tough stories

Newsrooms have more freedom from chasing the next click

Quality journalism and top-tier brands BOTH THRIVE

Journalism Matters

News Ireland



Thank you

feel free to reach out

thomas.fanning@newsireland.com

News Ireland





Attention

Morgane Shanley

Mediahuis

A horizontal bar with a teal segment on the left and an orange segment on the right, positioned above the text.

Introducing POLARIS

Together we will secure the future of independent Irish journalism by reaching 200,000 subscribers by 2030. Monetised by premium journalism and premium advertising



Our subscribers today

In any given week, a typical Irish Independent subscriber is

ACTIVE FOR

5

OUT OF 7 DAYS

READS

22

ARTICLES

WITH AN ATTENTION TIME OF

105

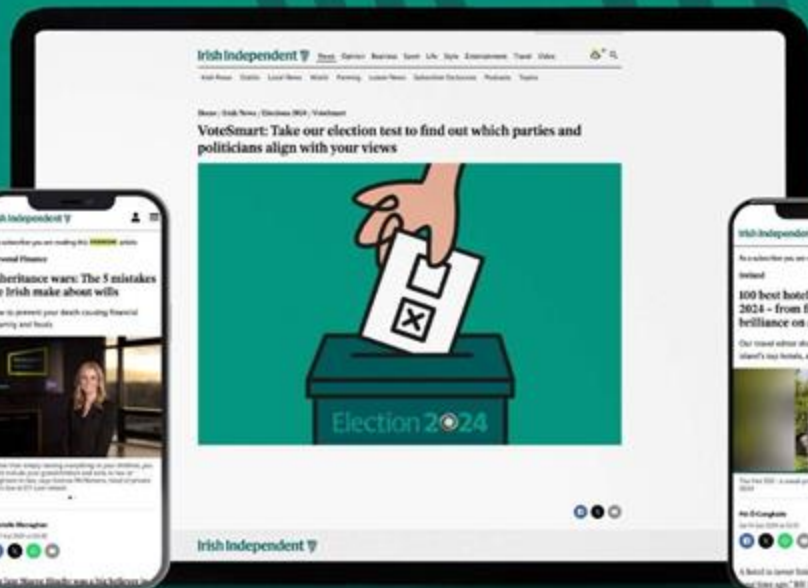
MINUTES



How will we boost attention time?

- 1 Signature journalism
- 2 New ways to tell stories (audio & video)
- 3 Personalised news experience
- 4 Customer experience & destination strategy

Irish Independent





What does it mean for you?

- 1 Quality, engaged digital audience
- 2 Trusted journalism
- 3 Quality, safe environment for ads
- 4 Stronger results for brands



Premium advertising

We will cement our position as the #1 premium advertising partner for brands, delivering an increasingly loyal and engaged digital audience and offering high quality, innovative digital advertising solutions



Thank you!

- March - AI + series
- IAB Connect – Tuesday 13th May
- Digital Dinner – 10th June