

CASE STUDY: AT&T XANDR

CREATING THE FIRST 100% DIGITALLY ADDRESSABLE AD TARGETED TV PLATFORM

OVERVIEW

AT&T is one of the world's largest and most recognizable communications companies. By mid-2015, AT&T decided in full force to become the largest entertainment and media conglomerate as well, buying DirecTV, Warner Media and programmatic ad supplier, AppNexus. Planet Technology was chosen to staff a three-year project to retool DirecTV advertising into the industry's first 100% digitally addressable ad targeted television platform.

CHALLENGES

THE GOAL:
**RETOOL DIRECTV ADVERTISING INTO THE INDUSTRY'S FIRST 100%
DIGITALLY ADDRESSABLE AD TARGETED TELEVISION PLATFORM.**

To pay for this \$90 billion expenditure, the key to AT&T's ROI thinking strategy was to combine these assets with AT&T's consumer data. This would allow them to become a larger player in the \$130 billion annual digital advertising market, which at the time was commanded by Google, Facebook and Amazon.

SOLUTION

In 2016, Planet Technology was hired to help facilitate the advertising technology launch of DirecTV Now, a new “cord-cutter” television service available on multiple OTT, mobile and web-based devices. It was new territory for everyone. As the television industry gained more understanding, digital certification requirements became more defined, and so increased DirecTV’s resource needs to migrate 65+ major television networks to a fully digitally controlled ad management system. In 2018 with Planet Technology’s help, AT&T launched Xandr, a new division solely responsible for the company’s media technology and sales business. Here, Planet Technology continued to support this new division by supplying talent for Xandr’s New Media Lab – a department chartered to service and validate all new advertising technologies as they are developed throughout AT&T.



INCREASED DISTRIBUTION

AT&T Television is now available on 12 major platforms, certified for both linear and VOD digitally addressable ad placement.



PIONEERING DIGITAL ADVERTISING

AT&T Television and Xandr are the first live broadcast MVPDs to offer digital addressable advertising.

RESULTS



IMPROVED DATA RELIABILITY

Xandr with Planet Technology currently supports the daily quality assurance, troubleshooting and content provider communication of millions of ad impressions across 65+ major networks.



TARGETING GROWTH

Planet Technology continues to grow with Xandr, delivering new expertise in automation, innovation and management support.



Planet Technology, part of The Planet Group, is an award-winning Technology search and staffing firm. Our Enterprise Systems division delivers technology experts and project solutions in the SAP, Big Data, Advanced Analytics, and Cloud markets. We build genuine, long-term relationships with our customers and consultants that go beyond a simple transaction.



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