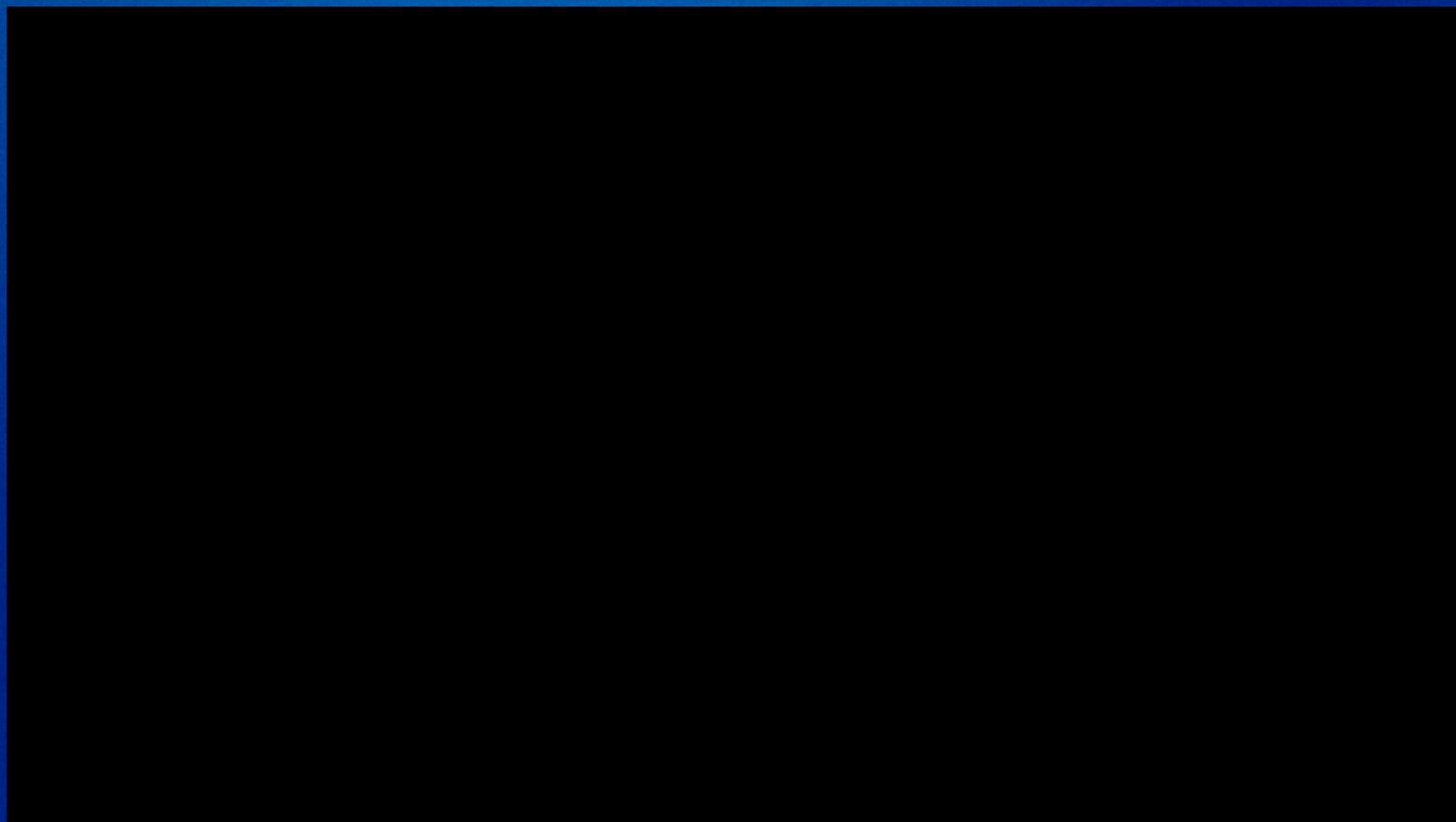


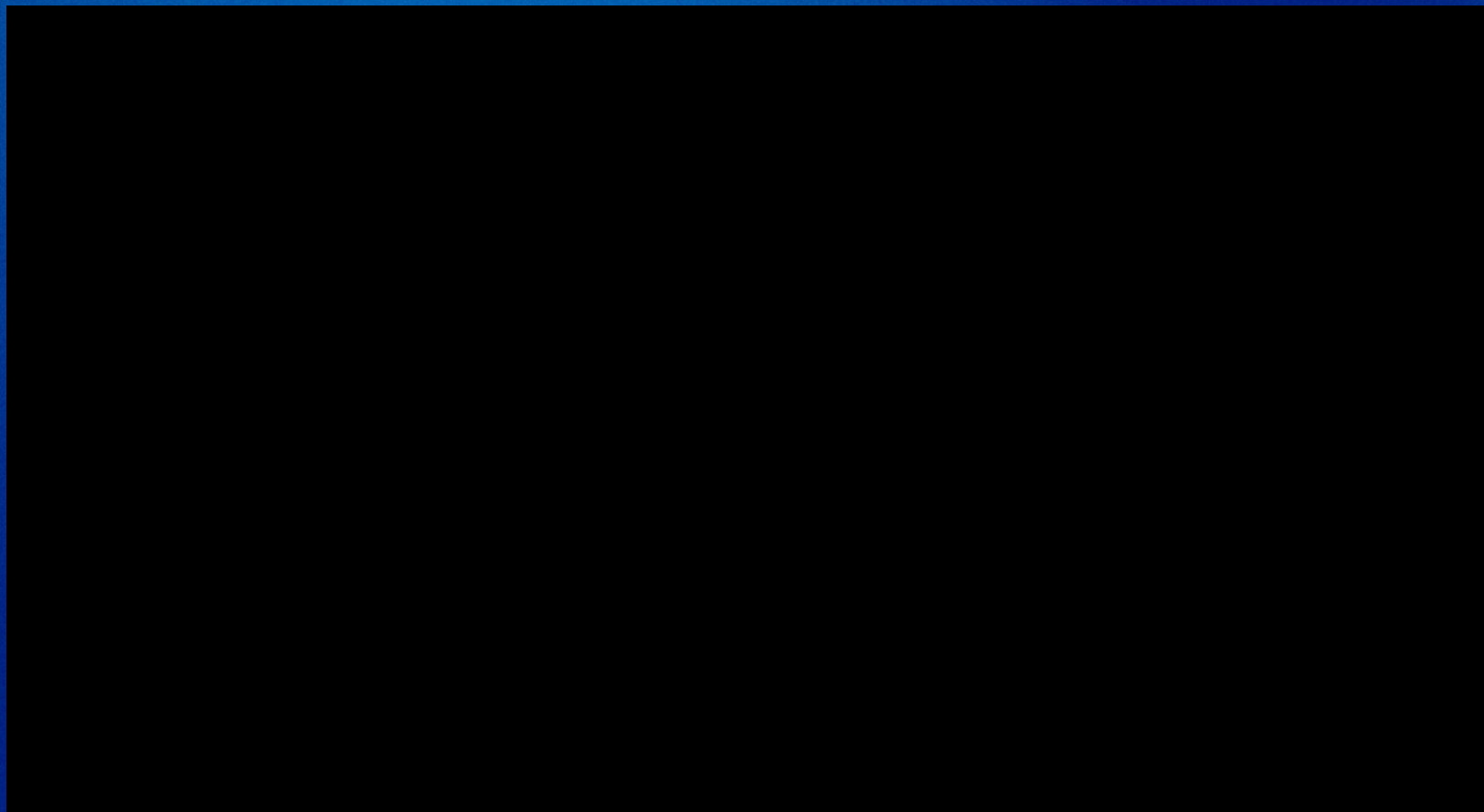


# Best Innovation & Development of the Year

« *Accessible Ad for All* »







# What did we develop?



**At Publisher level**   

- Adaptation of the broadcasting process
- Integration of new metadata in the traffic system
- Enabling activation of audio description/subtitles in ads via the TV remote

## **At Saleshouse level**

- Adaptation of ad material conversion tools
- Integration of new metadata on advertising assets
- Management of technical monitoring

## **At Advertiser and Creative Agency level**

- Promotion of the industry standards for accessible ad spots

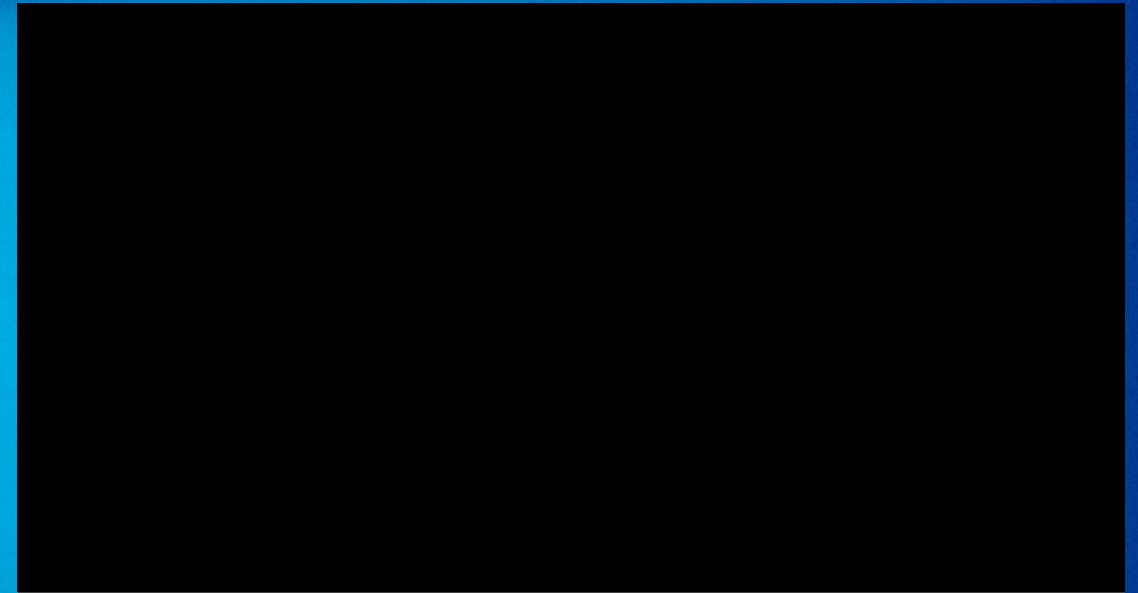
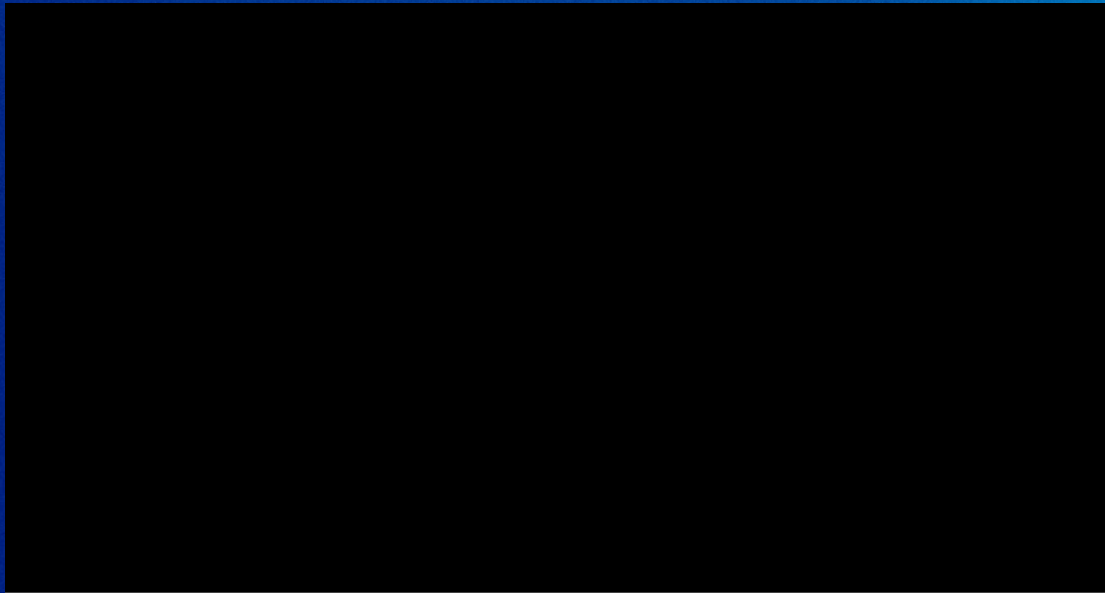
# How did we innovate?

- Development of the tech infrastructure at Publisher and Saleshouse level
- Opening of the TV ad universe to 1,3 million Belgians
- 1<sup>st</sup> accessible campaign in Belgium with P&G for Lenor



## **Audiodescription**

## **Subtitling/Caption**



# Why we should win this award



1. One of the 1<sup>st</sup> European countries to allow audio-description/subtitles in ads
2. Tech to promote equality for everyone
3. Unlocking of a potential 12% pool of consumers for advertisers
4. Awareness increase about sensory impairments in general
5. We turned a competitive advantage into a potential common standard

Innovation in advertising is not only about AI;

it is also about harnessing technology  
to make every ad message  
genuinely accessible to everyone.