



# Building Value Through Data, Marketing and Advertising Solutions

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# Digital transformation of advertising

2013  
RTB  
Agency Trading Desks

2015  
Programmatic  
Mobile marketing

2017  
Adfraud , Adblockers  
Transparency  
Viewability  
Marketing Tech Consolidation

2019  
Contextual targeting  
Privacy actions of  
browser  
Data

2013

2014

2015

2016

2017

2018

2019

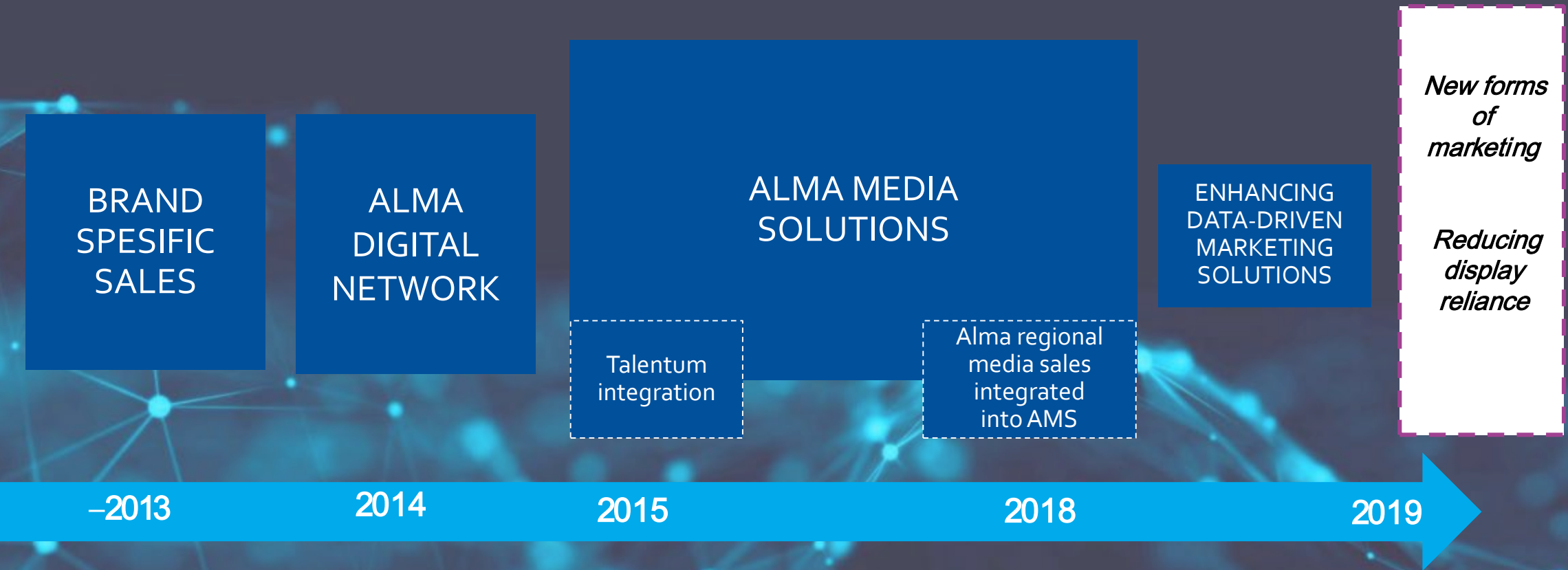
2014  
Adfraud  
Big Data

2016  
Rise of different  
technologies  
DMP  
Content marketing

2018  
GDPR  
Video advertising



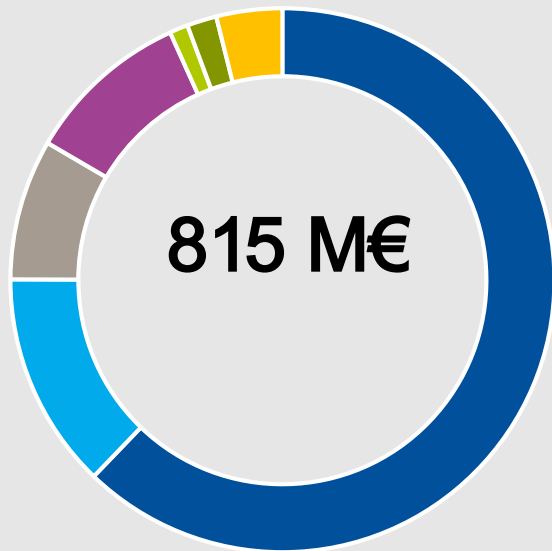
# Towards data-driven advertising expertise and offering



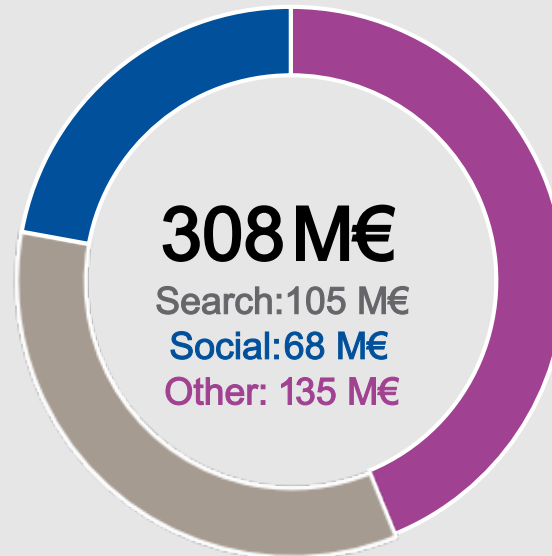
# Digital advertising market held by few players in Finland

Google and Facebook have 56% market share

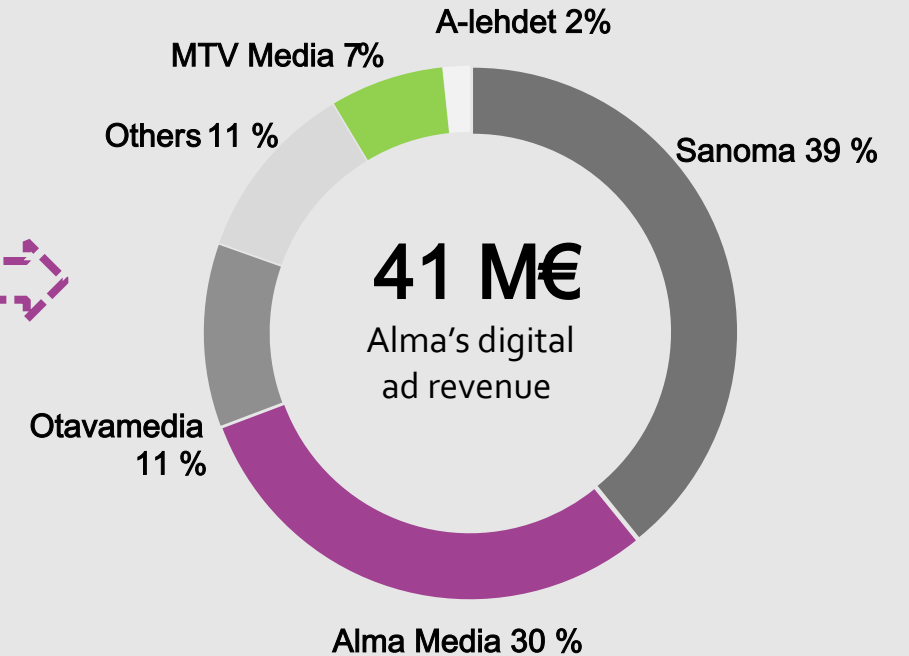
Media advertising in 1-9/2018



Digital advertising in 1-9/2018



Domestic market shares in 1-9/2018



- Other advertising
- Search
- Social media
- Desktop + mobile
- Native
- Instream
- Classified

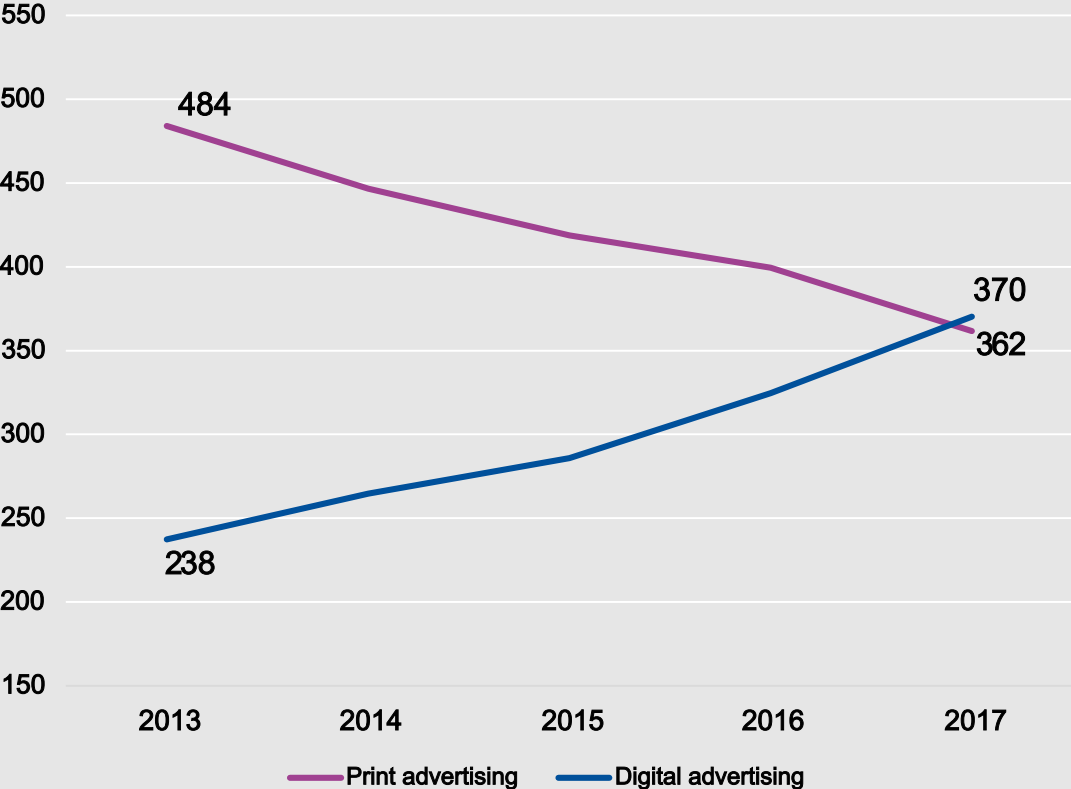
Sources: IAB Finland, KantarTNS



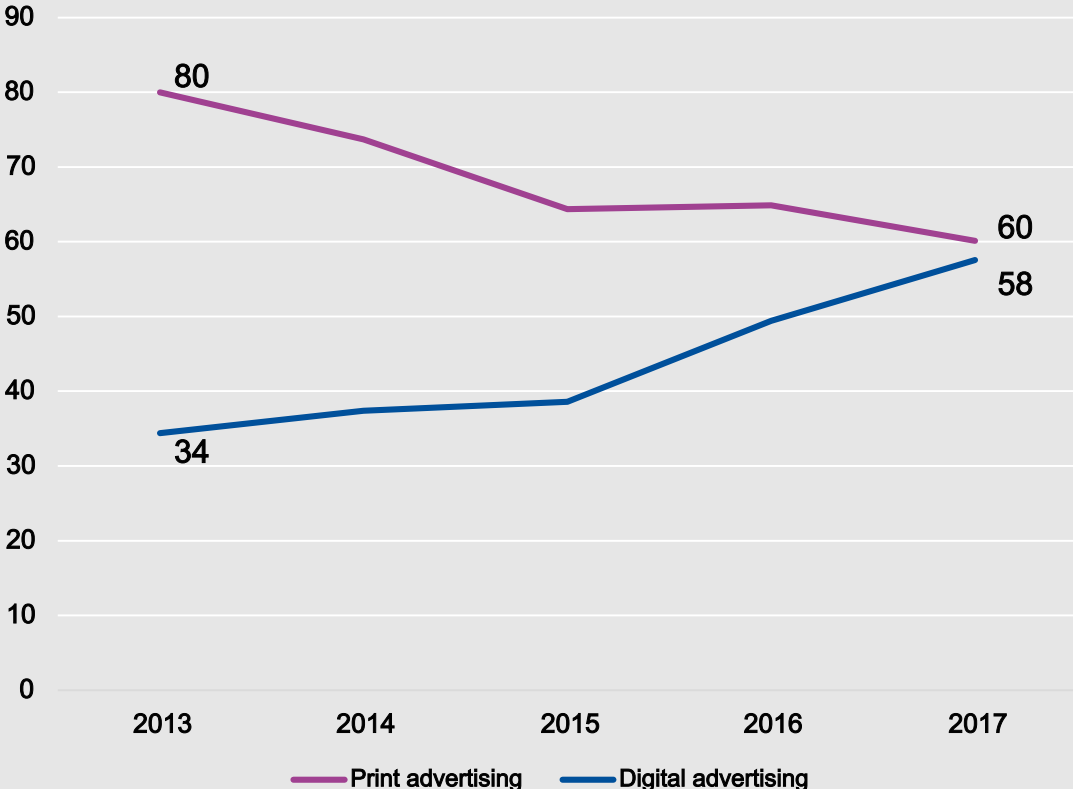
# Our digital advertising growth has outperformed market growth

Decline in print less steep than overall Finnish market

Market change 2013–2017



Alma's change 2013–2017





# AMS Strategy

Targets:

Increase customer engagement and broaden customer base

Outpace digital market growth

Customer-focused product development

## Mobile

More personalized  
creative advertising

## Programmatic

Targeted advertising,  
video

Maximizing  
inventory-value  
and yield-optimization

## Content marketing

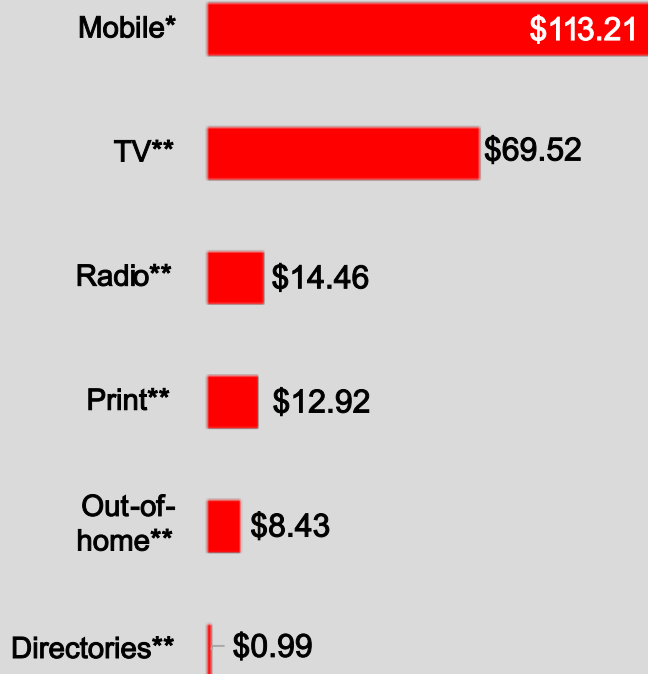
Articles, blogs,  
native, video  
production

Future growth from new  
advertising services and  
formats

# Ongoing transformation in digital advertising

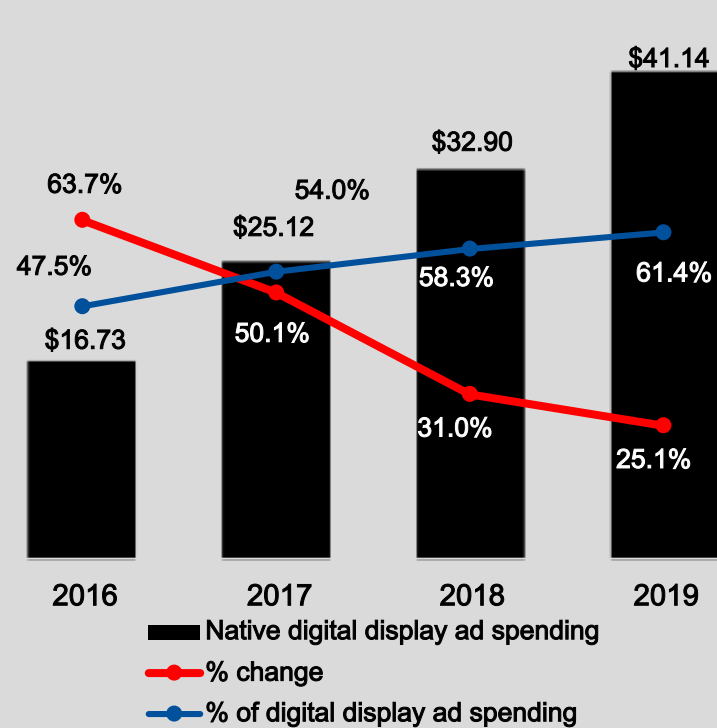
## Mobile becoming more central

US Ad Spending on Select Media, 2020  
billions



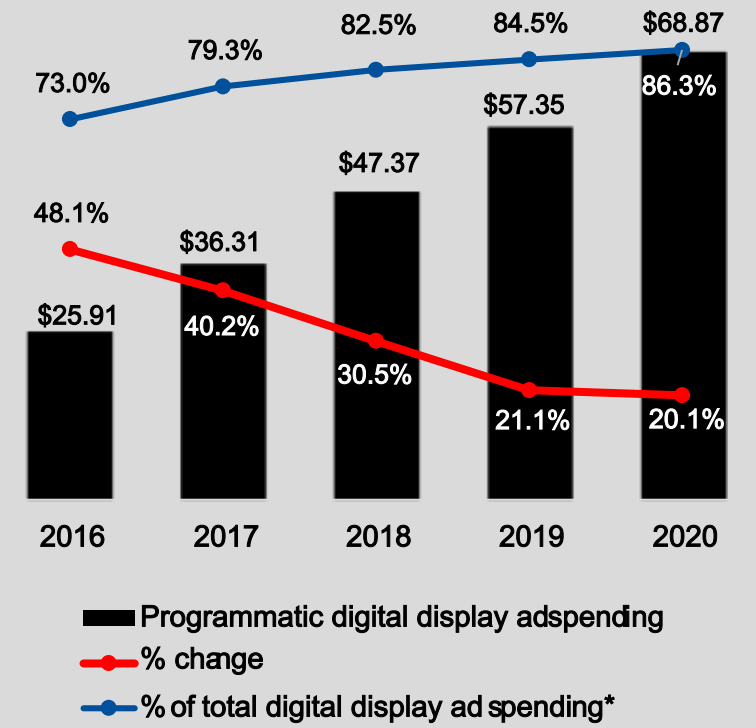
## Content marketing booming

US Native Digital Display Ad Spending, 2016-2019  
billions, % change and % of digital display ad spending



## Programmatic stabilizing

US Program. Digital Display Ad Spending 2016-2020  
billions, % change and % of digital display ad spending



Source: eMarketer





Unknown  
Soldier Film



Playstation



H&M





# Hurdles and drivers of AMS

GAFA

LARGE REACH IN  
DIGITAL NETWORK  
WITH SPECIFIC AUDIENCES  
FOR MARKETERS.

ORGANISATIONAL  
CAPABILITIES TO LEARN,  
ADJUST AND LEAD  
THE MARKET CHANGE.

ECONOMIC GROWTH

LOW INVESTMENTS  
IN MARKETING AND  
ADVERTISING

PREMIUM CONTENT  
PRODUCTION IN  
HIGH-QUALITY CONTEXT  
(TEXT, VIDEO, CREATIVE).

BRAND SAFETY  
TECHNOLOGY DRIVEN:  
TRANSPARENCY,  
NONFRAUD AND  
HIGH VIEWABILITY.