

Addressable Advertising by ARQIVA

The Challenge

TV advertising remains one of the UK's most trusted and inclusive media, but traditional advertising delivers the same message to every household, limiting relevant, revenue and access for small advertisers. Advertisers increasingly expect digital-like precision. Broadcasters need to grow revenue and value from existing inventory, attract new budgets and broaden advertiser access without disrupting existing systems or adding operational complexity.

Why Arqiva Delivers

Attracts new advertisers opens TV to SMEs and regional brands with affordable, addressable campaigns bringing in budgets traditionally spent on digital platforms.

A new revenue layer: with postcode-level addressability within existing linear ad breaks, creating net new value on top of current sales, without cannibalising baseline revenue.

Fully managed delivery: Arqiva handles orchestration, and compliance end-to-end. Broadcasters get new revenue without extra operational lift.

Broadcast certainty at national scale: Arqiva delivers the UK's broadcast infrastructure every day. Our reputation is built on trust, resilience and operating at scale where failure isn't an option.

Why Choose Arqiva?

Set to become UK's first addressable TV solution on DTT/Freeview.

Broadcast certainty at national scale: Arqiva delivers the UK's broadcast infrastructure every day. Our reputation is built on trust, resilience and operating at scale where failure isn't an option.

Industry-wide enabler: Unlike platforms or broadcasters, Arqiva sits uniquely at the centre of the ecosystem, positioned to deliver a non-fragmented, truly national addressable solution that works for broadcasters, advertisers and partners alike.

Proven transformation partner: We are simplifying the broadcast IP ad system, enabling our customers to continue to monetise their content to all consumers.

Futureproofing: addressable advertising is critical to sustaining the UK's broadcasting model in a world of digital-first ad spend.

Revenue-focused: We only share in the uplift we generate – never your baseline sales.

Proven impact



30% uplift in ad value per slot



Ad engagement increased by **35%**



Channel switching during ad breaks was reduced by **48%**



Purchase intent rose by **7%** overall and up to **30%** for new-to-tv advertisers



Increased ad awareness by **22%** and ad recall by **49%**



Enjoyment of TV advertising grew by **10%**

Find out about how Addressable Advertising can help you on your journey at: arqiva.com