QUALIFY, SPECIALIZE AND ENRICH DIGITAL MEDIA CONTENT OF PORTUGUESE PUBLISHERS
# BUILD NEW ROUTES

WHY:

70% Portuguese ad market Google & Facebook

Only 25% digital spend in total ad market

Deprecation of context valued ad targeting - levelling to lower standards

In this context it makes all sense to follow a cooperative model among six partners that represent 85% of the publishers in the market, to build technological capacities for new digital media.
COLLABORATIVE

NÓNIO the first joint project:
The creation of a dynamic and innovative system of measurement and processing of digital audiences to target and qualify advertising and content

PMP: Six Portuguese Publishers owning more than 70 digital properties
NONIO => THE INFRASTRUCTURE TO SET THE NAVIGATION ROUTE

Nonius (Nonio) is a measuring tool invented by the Portuguese mathematician Pedro Nunes (1502-1578), who contributed decisively for the development of Navigation Theory (Nautical Ring, Shadow Instrument). Using Nonius it was possible to take finer measurements on the astrolabe, improving its accuracy and planning the navigation with a slight margin of error.

Source: Google Search Tool for “Nonio” Meaning
GOAL

3,000,000 registered users
50% portuguese internet users logged in
(e-mail, Name, Gender, Age)
PROJECT DESIGN

Single Customer Identity and Access Management (CIAM):
- Collect ID from SSO
- Collect profiling data from 1st parties (website, social network, CRM, Other)
- Build a common database

Single Data Management & Personalization Platform (DMP):
- Collect behaviour data from each own website
- Integrate data from DMP and CIAM

Data Analysis based on DMP Taxonomy System to build qualified target audiences
- Common outputs by age + gender
- Individual outputs by age + gender + individual profiling & behavioural criteria
Single Sign On
User Register once in 70 websites with the same login

The real cutting-edge innovation is the SSO approach that will enable PMP building a “common” personalized user database with relevant size that otherwise would not be possible.

PMP Market Approach
Scale and Common qualified audiences.
Why did you choose this solution?

How are you working on this project - Who is on your team?

What are the suggested solutions & Technical issues?

Customer Identity & Access Management (read CIAM att)

Data Management & Personalization (read DMP att)

First Party Data Sources

Profiles & Data

Behaviour Data

Social Login

Third Party Data Sources

Other

Common Taxonomy & Output

PMP Analytics

User Registration (read SSO att)

First Party Data Sources

COFINA

MEDIA CAPITAL

PUBLICO

RENASCE NÇA

Interfaces in real-time to provide personalized content in different devices

Individual Taxonomy

Profiling & Behaviour Data only from each own Data Sources

Interfaces in real-time to provide dynamic dashboards and to connect to Ad Servers, SSP's, Publisher's CMS, etc.
ORGANIZATIONAL STRUCTURE

1. Project Leader
   Luís Nazaret

2. Project Management
   Outsourcing

3. Technological Project
   Leader
   Outsourcing

4. Steering Committee
   - Cofina: José Frade
   - Global Media: Marcelo Leite
   - Impresa: João Paulo Luz
   - Media Capital: Mário J. Matos
   - Público: Mário J. Maia
   - Renascença: Renata Silva

5. Technical Committee
   - Cofina: Nuno Alves
   - Global Media: Jorge Nunes
   - Impresa: Pedro Soares
   - Media Capital: Nuno Fonseca
   - Público: António Ribeiro
   - Renascença: António Pedro Simões

6. Editorial Team
   Members
   - Cofina: Carlos Marçalo
   - Global Media: Bruno Mateus
   - Impresa: Henrique Monteiro
   - Media Capital: Paulo Oliveira
   - Público: João Pedro Pereira
   - Renascença: Pedro Leal
CHALLENGES

# 1 EVERYTHING IS FREE IN THE WEB
# 2 THEORY OF CONSPIRACY – PUBLISHERS VS MEDIA AGENCIES
# 3 LEGAL ISSUES
# 4 PRODUCT & COMMERCIAL
# 5 WHAT PROGRAMMATIC?
# 6 PREMIUM MARKETPLACE
# 7 TECHNOLOGY
IT'S ALL ABOUT “SAILING” IN DIGITAL AND DISCOVERING NEW LANDS
THIS IS THE ENDEAVOUR OF PORTUGUESE PUBLISHERS