

NONIO

*QUALIFY, SPECIALIZE AND ENRICH
DIGITAL MEDIA CONTENT OF
PORTUGUESE PUBLISHERS*



BUILD NEW ROUTES

NONIO

Lisbon Bridge "Vasco da Gama"

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

NONIO

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





1,050.000 USERS REGISTERED (March 2019)

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):

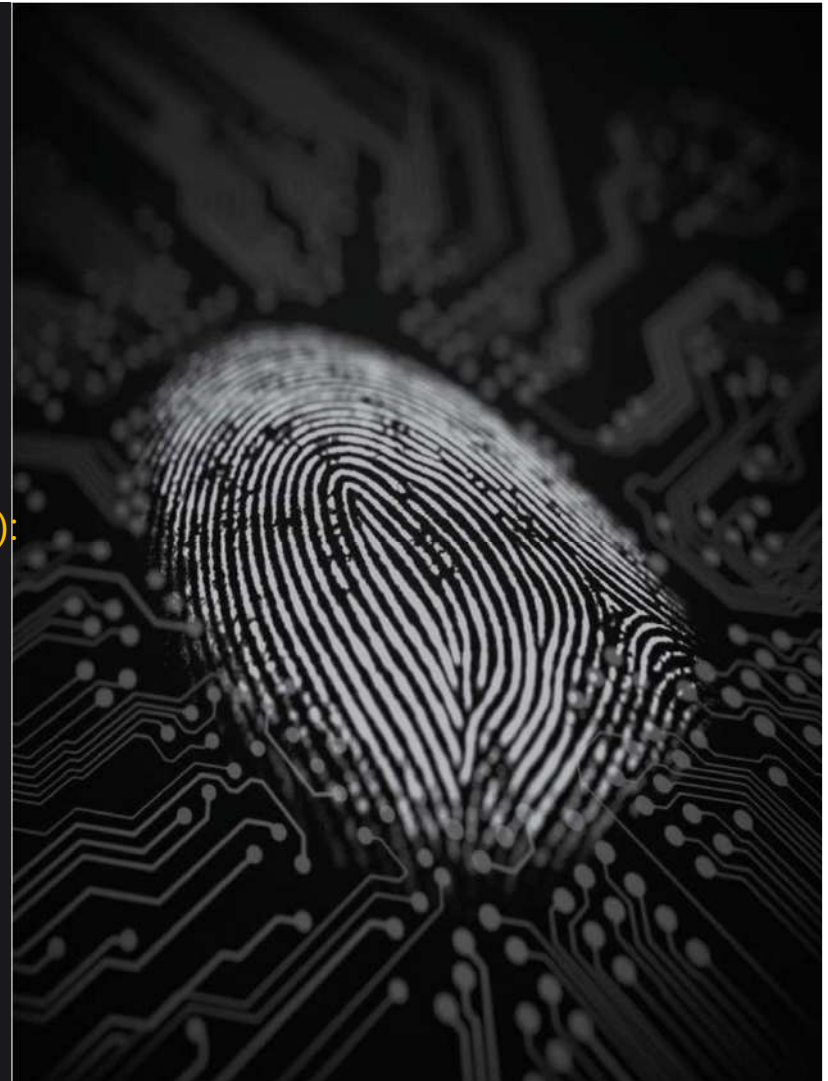
- Collect ID from SSO
- Collect profiling data from 1st parties (website, social network, CRM, Other)
- Build a common database

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.**

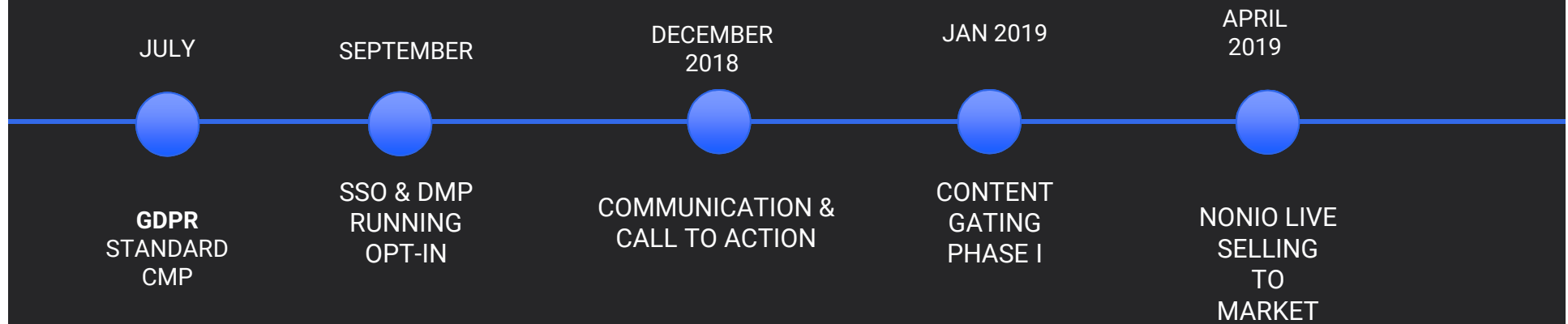


The screenshot shows a mobile registration interface for 'CORREIO da manhã'. At the top, the logo 'CORREIO da manhã' is displayed in red. Below it, the title 'Novo registo' is shown in black, with the 'nonio' logo in the top right corner. There are three social login options: 'Entrar com o facebook' (blue button with Facebook icon), 'Entrar com o google' (red button with Google icon), and 'Entrar com o linkedin' (blue button with LinkedIn icon). Below these is a separator 'OU' and an email input field labeled 'Email'. A checkbox is present with the text 'Li, compreendi e aceito os Termos de Utilização e a Política de privacidade'. An orange 'Continuar' button is at the bottom of the form. Below the form, there is a link 'Regressar ao Login'. At the very bottom, there is a small text 'O que é o nonio?' and a link 'Política de privacidade'.

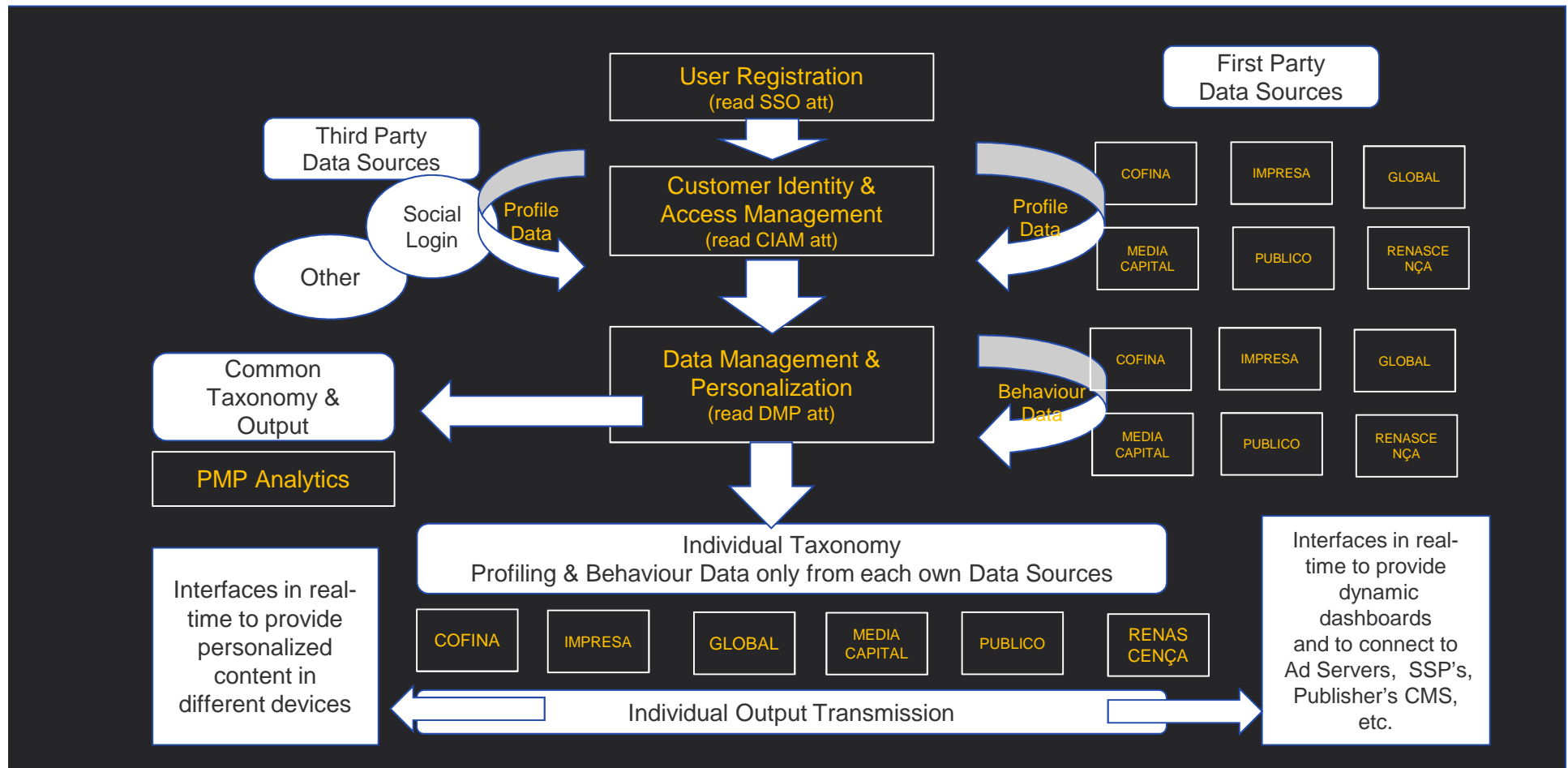
THE BRAND

סודרוסו

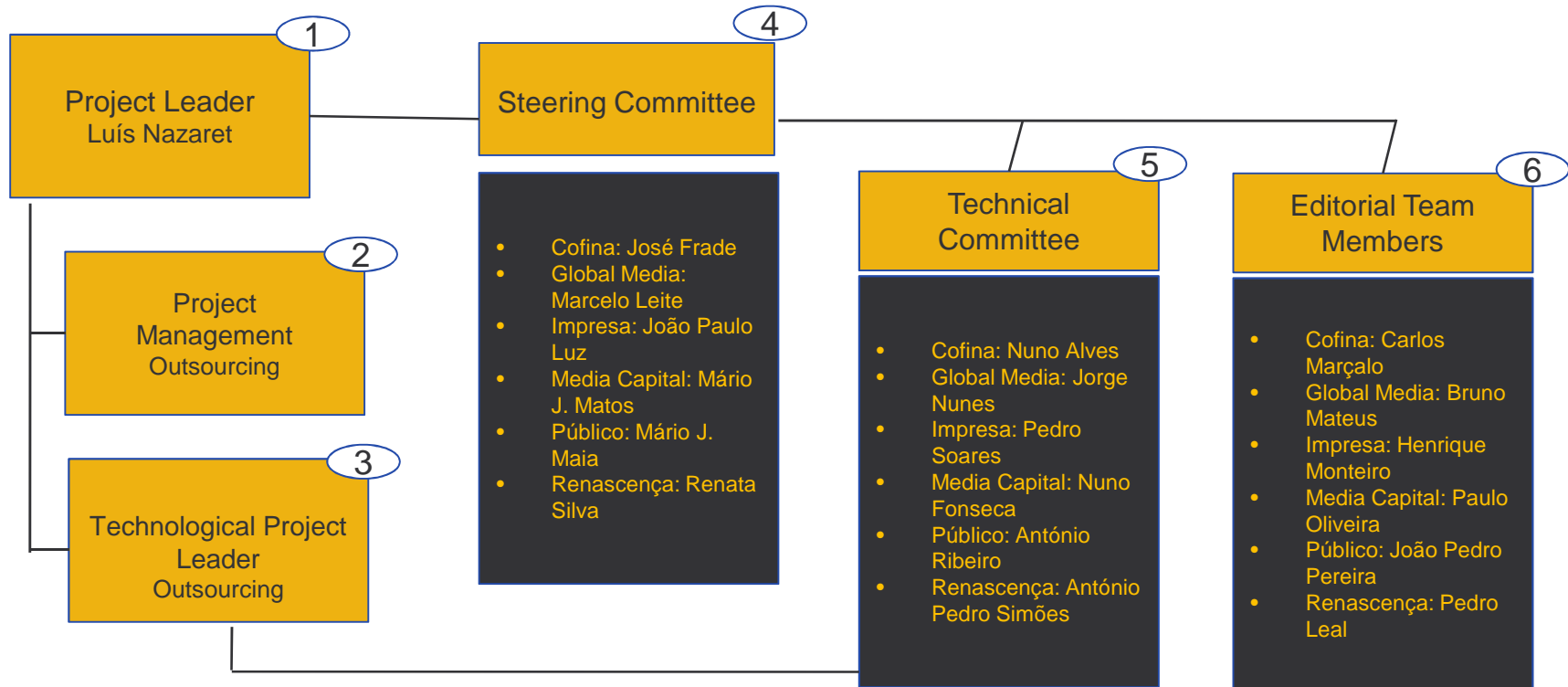
TIMELINE



BIG PICTURE OF COMBINED USE OF TECHNOLOGY



ORGANIZATIONAL STRUCTURE



CHALLENGES

A photograph showing the silhouettes of four hikers with large backpacks walking across a dark, hilly landscape at sunset. The sky is a mix of dark blue and orange, with the sun low on the horizon. The hikers are positioned in the lower half of the frame, moving from left to right.

- # 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

**MEDIA
DIGITAL
DE PORTUGAL**

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OBRIGADO

