



The Total TV Transformation Checklist

Tips For Executing A Strategic Transformation
to a Converged Cross-platform Sales Model

Version 1.0

Date of Publication

December 2025

Developed by

Imagine Communications

www.imaginecommunications.com

What is Total TV?

Total TV is a converged approach to audience trading across broadcast, streaming, OTT, digital, and addressable.

Built to deliver unified reach, consistent measurement, and fluid cross-platform execution.

Why This Guide

To outline the key focus points and the path broadcasters follow as they transition to a converged trading model.

Turn the page to see how the transformation takes shape



The Transformation Checklist

A cross-platform operating model isn't built all at once. It is a continuous, ever evolving solution that spans technology, data and culture.

While no transformation is one size fits all, the process starts through six connected shifts, **each unlocking the next.**

1. **Strategic Alignment**

Set the direction.

2. **Audience & Inventory Unification**

Build the value engine.

3. **Technology & Data Integration**

Connect the system.

4. **Sales Process Transformation**

Enable the people.

5. **Measurement & Attribution**

Prove the impact.

6. **Go-To-Market**

Bring it to life.

Let's get started



1 Strategic Alignment

Transformation begins with shared intent and business alignment. Clearly articulate the goals and aligning stakeholders in your business.

1

Define the Business Case

Such as: Revenue growth, operational efficiencies, improved client outcomes, etc.



2

Gain Executive Sponsorship

Across all lines of business such as sales, product, operations and technology.



3

Identify Stakeholders

Clearly convey the goals and vision to those impacted by the transformation.



4

Set Clear KPIs

Examples may include cross-platform yield, client satisfaction, campaign performance, etc.

2



Audience & Inventory Unification

2 Audience & Inventory Unification

Unlock the core of your value proposition for the advertisers and agencies – your audience, watching your content, in your respected and brand safe environment.

✓ Develop a **Unified Audience Framework**

Harmonize measurement across linear and digital (e.g., *impressions, reach, frequency*) to be used to underpin pricing and measurement of cross platform sales.

✓ Create a **Converged Inventory Model** and Pricing Strategy

Map how linear spots, digital video, OTT, and addressable should be packaged and traded together.

✓ Develop **Audience-based Sales Capabilities** on your Linear Platforms

This will make the transition to converged selling a much smoother and more natural step.

✓ Enable **Deduplicated Reach Planning**

Use tools or partners that support cross-platform audience and de-duplicated reach forecasting.



3 Technology & Data Integration

Review and grade your current tech stacks for expansion and extension to cross platform trading, implement new features and new solution elements to plug the gaps.

Integrate Ad Tech Stacks

Functionally unify and connect linear and digital systems.

Buying Portals and Order Management

Enabling converged sales across Total TV.

Campaign Management

Support delivery of fluid campaign execution across all platforms.

Forecasting

Audience and reach forecasting across linear and addressable inventory.

Distribution Optimization

Recommending and adjusting platform distributions through the life of a campaign.

Linear Optimization

Automate and optimize linear inventory utilization.

Linear Payout

Distributing traditional spots and carrying addressable tags for downstream DAI.

Ad Servers

Addressable ad serving across linear & VOD platforms, connected bi-directionally with the converged Campaign Management.

Metrics Reporting

Collating performance and proof-of-value for client visibility.



4 Sales Process Transformation

The best cross platform capabilities need to be aligned with a sales team and sales policy fit for purpose:

✓ Redesign **Go-to-Market Packages**

Offer cross-platform products.
For example:

- extended reach
- total video audience-based buys

✓ **Train Sales Teams**

Upskill on digital metrics, converged planning, and storytelling.

Cross train linear and digital teams, so that everyone can sell everything.

✓ **Align Incentives**

Restructure compensation to reward cross-platform selling and collaboration.

Incentivize buyers to allow cross platform fluidity to enable inventory utilization optimization.

✓ **Educate and Inspire Clients**

Prepare material and events to extol the virtues of buying audiences and seamlessly accessing converged cross platform inventory.



5 Measurement & Attribution

For buyers to buy-in, clear and transparent measurement must underpin cross platform sales.

Select and Adopt Unified Measurement Solutions

Implement capabilities to measure cross-platform performance.

Where possible, couple audience volume measurement with Reach and Frequency measures.



Collaborate on Measurement with Peers and Industry Bodies

Point solutions to cross platform measurement could lead to a confusing situation, and a resistant from buyers.

Enable attribution and ROI analysis

Support clients with insights into how cross-platform campaigns drive outcomes.



Go-To-Market

6 Go-To-Market

Like any transformative change to trading models, the launch of converged sales will likely require a steady and thoughtful introduction, not a big bang:

1

Pilot and Iterate

Start with key clients or verticals to test converged sales approaches.



2

Gather Feedback and Refine

Use learnings to improve packaging, pricing and execution.



3

Scale Gradually

Expand converged offerings as systems, teams, and clients mature.



4

Expect Change

Maintain a tech stack that can adapt and integrate to emerging technologies and flexing market requirements

Turn the page for the final perspective



Conclusion

The shift to Total TV is not a single project but an ongoing operational evolution.

Converged trading only succeeds when strategy, data, technology, workflow, and commercial practice move forward together. This document offers a starting point to help teams align around that journey, and will continue to evolve as the landscape does.

Broadcasters that make steady, practical progress now will be better positioned to meet buyer expectations, protect share, and grow yield as cross-platform demand accelerates. The goal is simple: make it easier for advertisers to reach your audiences, wherever they choose to watch, with clear measurement and dependable results, all while maximizing efficiencies and growing revenue.

Each broadcaster's journey is unique, however, by approaching convergence step by step, testing, learning, and refining as you go, you build a trading model that supports long-term value for your business and your clients.



Get in Touch

If you'd like help assessing your current workflow or mapping a path toward Total TV trading, get in touch and we can walk through the next steps **together**.

Visit <http://myimagine.tech/TotalTV>

Sales Inquiries

North America

+1 866 446 2446

Caribbean & Latin America

+52 55 3640 2730 – Mexico

Europe, Middle East & Africa

+44 208 339 1902

Asia Pacific

+852 5819 0900

www.imaginecommunications.com