![seven.one MEDIA logo]

all eyes on you

WITH ADDRESSABLE TV!

Unterföhring, November 2023

FIRST THINGS FIRST

ADDRESSABLE TV: DIGITAL ADVERTISING WITHIN TV-USER-EXPERIENCE

High-reach Products

- ✓ **Addressable TV Spot**
  for 10", 15", 20" or 30" Creatives

- ✓ **SwitchIn XXL**
  New: Delivered as CutIn XXL also on CTV, desktop & tablet with VOD TV-content

Market-driven Product Framework

- ✓ New ATV definition - adapted to the **changed usage behaviour** of the user

- ✓ Bundled inventories for relevant campaigns even with **pointed targetings** e.g. Geo/Regio

- ✓ Informative **reporting** including all relevant KPIs

Continuous inventory expansion

- ✓ **CTV & TV Livestream** complete the existing Live TV set-up

- ✓ **Full** range of ATV products available at other distribution partners

- ✓ Integration in new TV platform of **Deutsche Telekom**

- ✓ More OTT partners will follow

ADDRESSABLE TV

01 FACTS & FIGURES

ADDRESSABLE TV COMBINES THE BEST OF LINEAR TV AND DIGITAL

TV

- Medium with the largest reach
- Adding emotional appeal with premium video content
- Brand safety
- Lean back effect

ADDRESSABLE TV

DIGITAL

- Reach of specific target group
- Targeting at device level
- Precise measurability
- Efficient use of advertising budget

STATUS QUO

The complexity of planning and booking digital Big Screen and OTT campaigns is increasing, as usage becomes more and more fragmented.

At the same time, use of TV live streaming and VOD on Connected TVs is growing.

SOLUTION

Our new Addressable TV product setup combines fragmented inventories.

Addressable TV campaigns benefit entirely from Premium TV content and TV user experience on all screens.

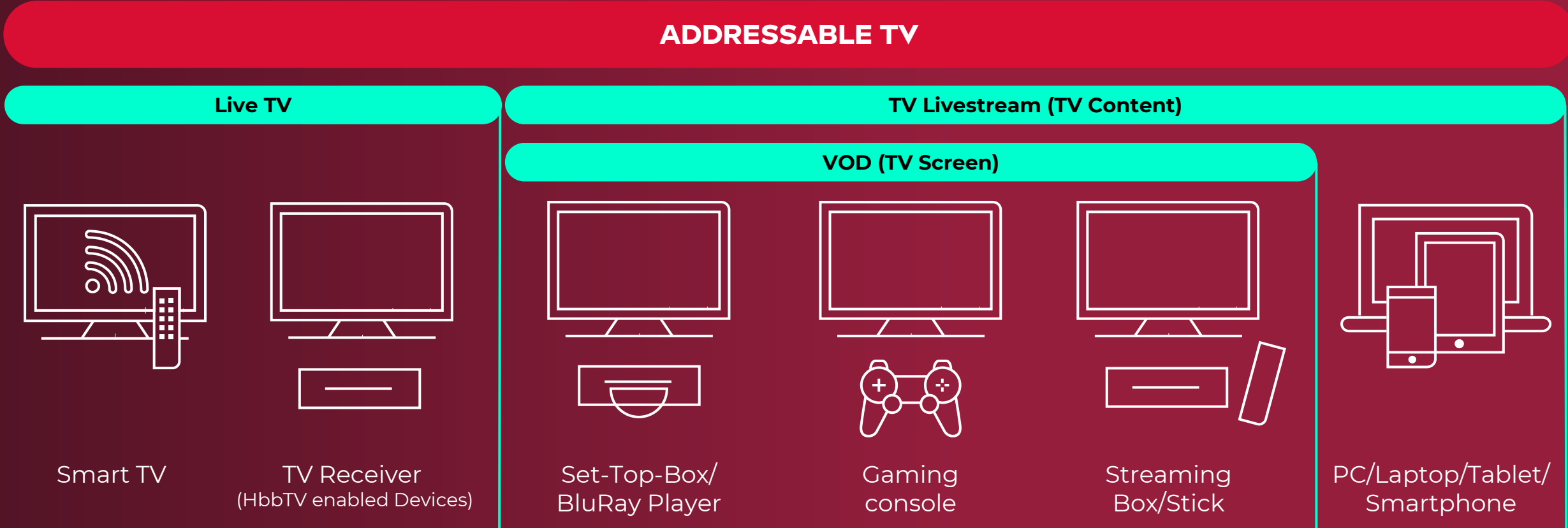seven.one MEDIA

MAXIMUM REACH FOR ATV CAMPAIGNS

ADDRESSABLE TV   ~ **12.3 Mio.** Unique Devices (ATV SwitchIn*) & ~ **11 Mio.** Unique Devices (ATV Spot**)
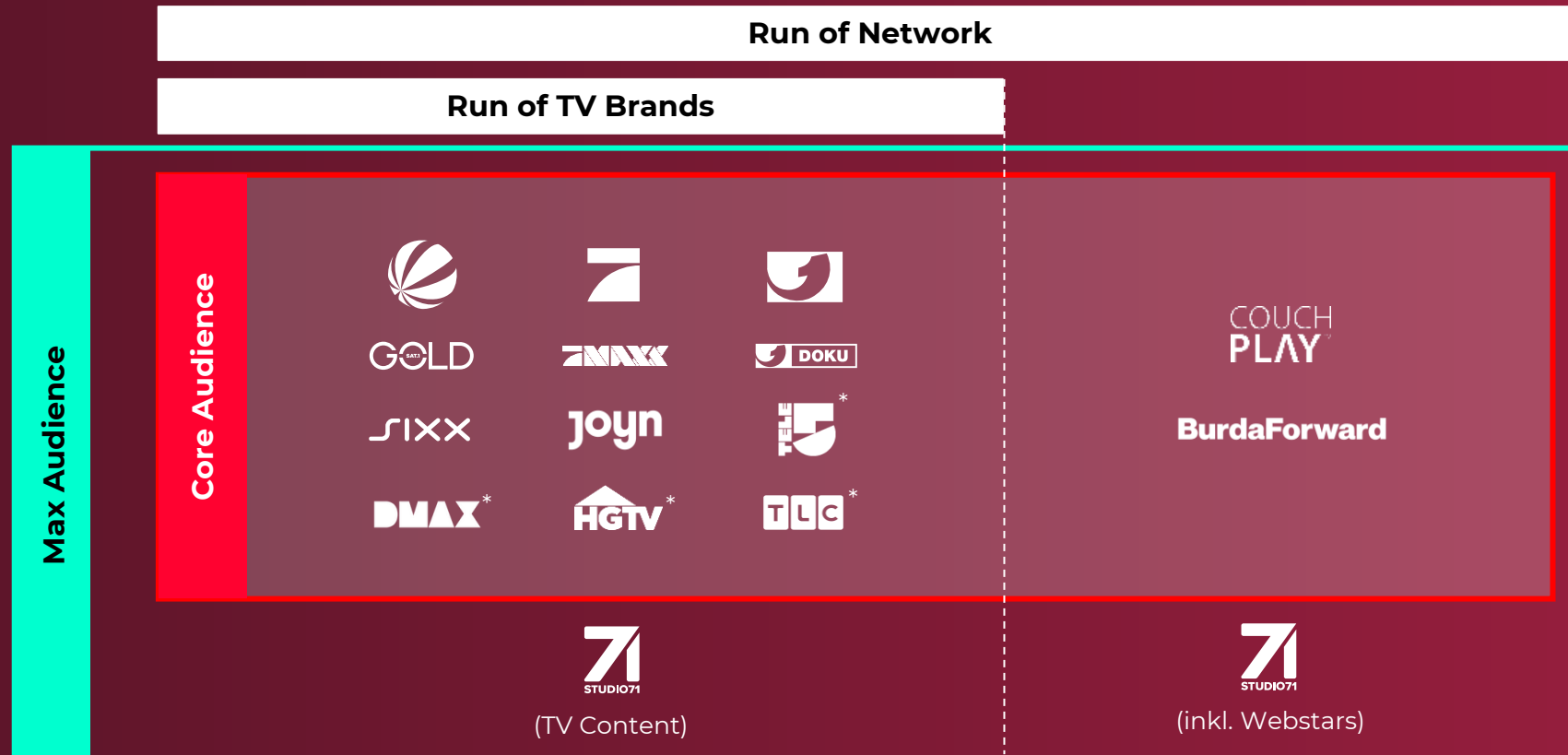
Live TV

TV Livestream

Connected TV VOD

Data refers to unique devices in Germany and is based on surveys by Seven.One Media, AGOF and data from adservers
* ATV SwitchIn: Live TV
** ATV Spot: Live TV, TV Livestream, Connected TV VOD

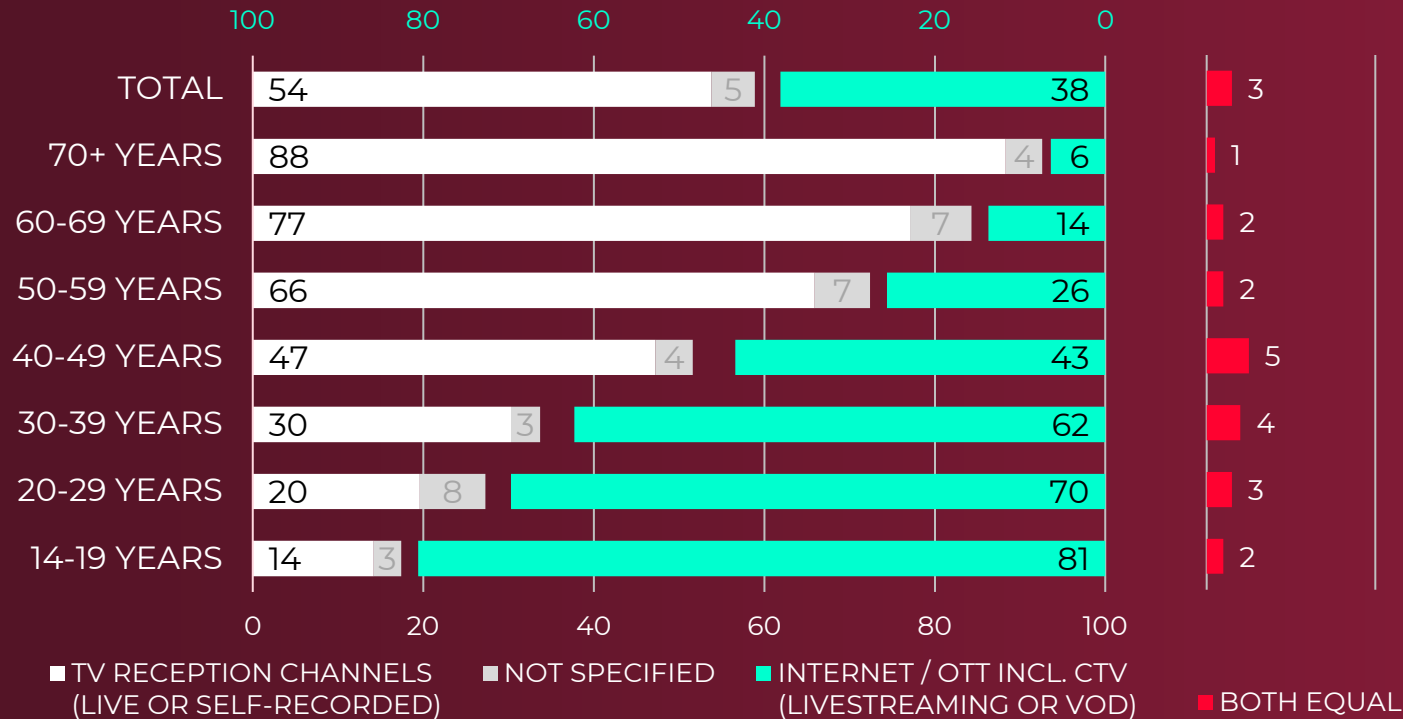# ADDRESSABLE TV NEW DEFINED: TV CONTENT AND TV USER EXPERIENCE ACROSS ALL SCREENS

ADDRESSABLE TV

Live TV

TV Livestream (TV Content)

VOD (TV Screen)

Smart TV

TV Receiver
(HbbTV enabled Devices)

Set-Top-Box/
BluRay Player

Gaming
console

Streaming
Box/Stick

PC/Laptop/Tablet/
Smartphone

BIG CONTENT CAN BE USED INDIVIDUALLY FOR ATV CAMPAIGNS

* Distribution only on JOYN and DMAX or TLC App

ADDRESSABLE TV REACHES OLDER TARGET GROUPS CLASSICALLY, YOUNGER ONES VIA OTT

Primary "source of supply" of video content

Primary use = predominant share of use, in %

	TV RECEPTION CHANNELS (LIVE OR SELF-RECORDED)	NOT SPECIFIED	INTERNET / OTT INCL. CTV (LIVESTREAMING OR VOD)	BOTH EQUAL
TOTAL	54	5	38	3
70+ YEARS	88	4	6	1
60-69 YEARS	77	7	14	2
50-59 YEARS	66	7	26	2
40-49 YEARS	47	4	43	5
30-39 YEARS	30	3	62	4
20-29 YEARS	20	8	70	3
14-19 YEARS	14	3	81	2

TV **OTT** **BOTH**

Older target groups primarily use the classic TV reception channel

Younger target groups prefer OTT video use e.g., via Joyn

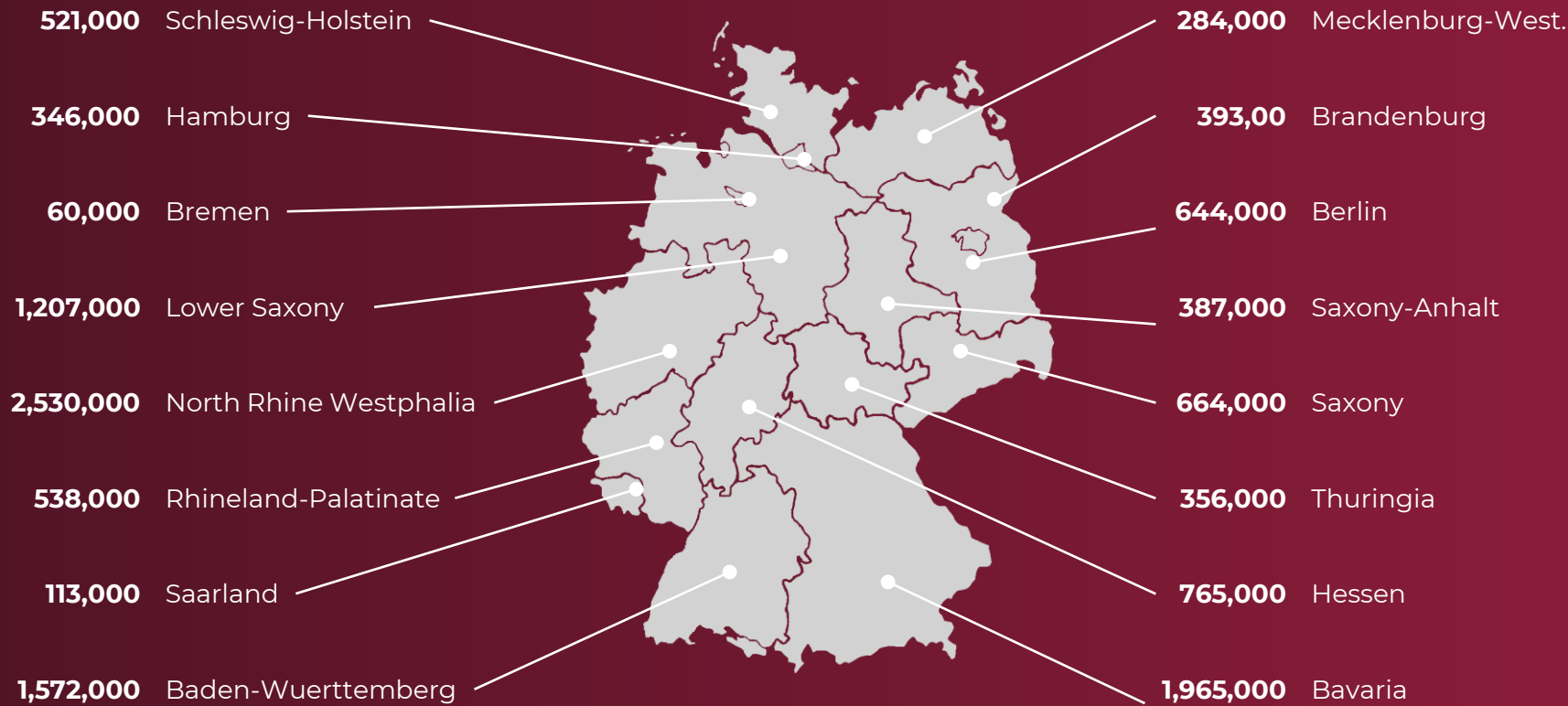Classic TV and OTT are very rarely used with the same intensity

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GEO TARGETING ENABLES REGIONAL DISTRIBUTION
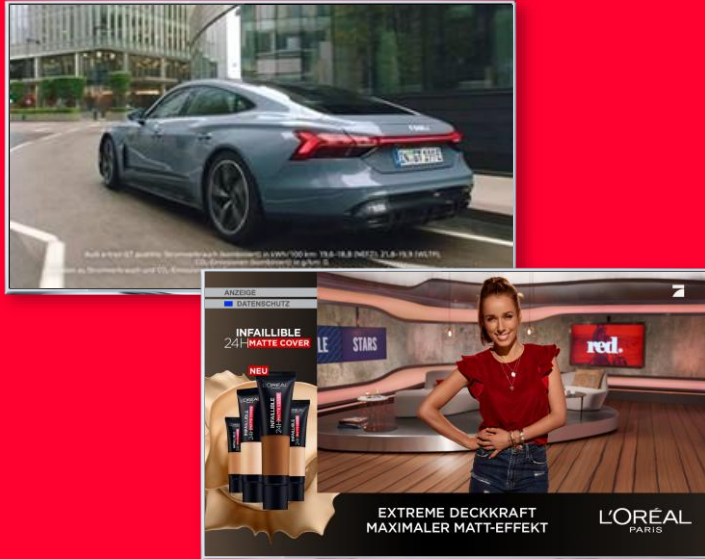
Number of Unique Devices / federal state (SwitchIn)

REGIO & GEO TARGETING

TOP 20 CITIES	
644,000	Berlin
346,000	Hamburg
386,000	Munich
310,000	Stuttgart
293,000	Cologne
152,000	Essen
146,000	Frankurt am Main
145,000	Hanover
141,000	Leipzig
141,000	Dresden
131,000	Dortmund
120,000	Nuremberg
103,000	Duisburg
102,000	Chemnitz
97,000	Karlsruhe
94,000	Augsburg
93,000	Dusseldorf
91,000	Kassel
86,000	Bremen
86,000	Munster

521,000 Schleswig-Holstein

346,000 Hamburg

60,000 Bremen

1,207,000 Lower Saxony

2,530,000 North Rhine Westphalia

538,000 Rhineland-Palatinate

113,000 Saarland

1,572,000 Baden-Wuerttemberg

284,000 Mecklenburg-West.

393,00 Brandenburg

644,000 Berlin

387,000 Saxony-Anhalt

664,000 Saxony

356,000 Thuringia

765,000 Hessen

1,965,000 Bavaria
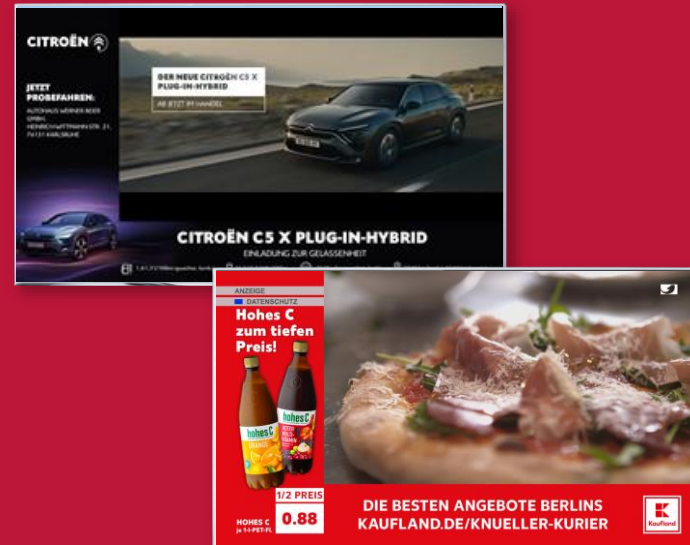
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02 AD FORMATS

ATV OFFERS ADVANTAGES FOR NEW AND EXISTING CUSTOMERS

TV EXPERTS

Perfect addition to existing TV-Flight

REGIO ADVERTISER

Regionalisation for dealer events or POS campaigns

TV NEWCOMERS

Easy SwitchIn entry without spot production – even with small budgets

THREE STRONG ATV PRODUCT FAMILIES

4 spot lengths available

No Spot necessary

ATV SPOT

SWITCHIN

Ad formats
- Spot 10" | 15" | 20" | 30"

Ad formats
- SwitchIn XXL 10" | 15"
- SwitchIn Zoom 10" | 15"
- SwitchIn Masthead 10" | 15"

Platforms
- Live TV (HbbTV)
- TV Livestream (Multiscreen, DAI)
- VOD on TV (HbbTV, CTV Apps)

Platforms
- Live TV (HbbTV)
- VOD (CTV Apps, Desktop, Tablet)*

ADDRESSABLE TV SPOT

TV IMPACT MEETS DIGITAL TARGETING

ADDRESSABLE TV SPOT SIMPLIFIES BOOKING OF FRAGMENTED INVENTORIES

ADDRESSABLE TV SPOT

IN THE ADVERTISING BLOCK

BEFORE/DURING VOD-CONTENT

- Spot Overlay on Live TV via HbbTV
- Or Dynamic Ad Insertion in the TV Livestream, e.g. at Joyn
- Seamless transition to the personalized, dynamically filled advertising block

- Spot integrated as Pre-/Midroll
- Playout on CTV VOD (e.g. via Joyn SmartTV app or Redbutton portal)
- Addressing the VOD-affine target group via addressable TV

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ADDRESSABLE TV SPOT CASES

ADDRESSABLE TV SPOT

IN THE ADVERTISING BLOCK

BEFORE/DURING VOD-CONTENT

SWITCHIN

IN THE SPOTLIGHT DUE TO EXCLUSIVE PLACEMENT WHEN CHANGING CHANNELS

SWITCHIN: ATTENTION-GRABBING EXCLUSIVE PLACEMENT WHEN CHANGING CHANNELS

SWITCHIN XXL

- L-frame with advertising message scales the TV picture
- Playout after changing channels on Live TV
- NEW: Inventory growth through timecode-based placement at VOD usage (CutIn XXL)
- Fade-in time: 10" | 15"

SWITCHIN ZOOM

- Extended design area
- Scaling of the TV picture up to 40%
- Even more creativity through free placement of the TV picture in the advertising frame
- Fade-in time: 10" | 15"

SWITCHIN MASTHEAD

- Daily fixed placement: Guaranteed first contact with Zoom layout
- Maximum net reach
- High visibility for advertisers
- Fade-in time: 10" | 15"

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SWITCHIN CASES

Guaranteed first contact

MICROSITE

BRAND ENGAGEMENT
AT THE PUSH OF A BUTTON

MICROSITE:
THE PERFECT COMPLEMENT TO SWITCHINS

Click-to-Video Microsite

- Customer video starts via "Yellow Button" in fullscreen mode

Branded Video Microsite

- Customer video embedded in the look & feel of the relevant brand
- Increased branding effect

Mini Microsite
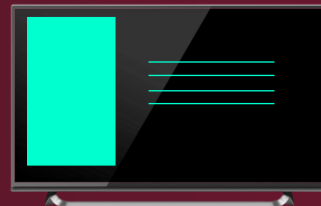
- Microsite with own navigation and up to 3 subpages
- Detailed information about essential features of the advertised product

Standard Microsite
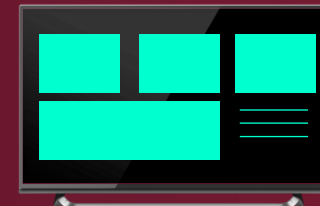
- Microsite with navigation and max. 8 subpages
- E.g. picture gallery or several videos about the advertised product

Individual Microsite

- Implementation according to individual agreement and briefing
- E.g. integration of dealer search

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MICROSITE CASE

03 TARGETING &
REPORTING

TARGET GROUP IN FOCUS: INDIVIDUAL TARGETING OPTIONS

LIVE TV & BIG SCREEN

Live TV: only in linear broadcast (HbbTV)

Big Screen: only on TV devices
e.g. Smart TV or Connected TV

AUDIENCE

Soziodem.: e.g. age, gender, HHNE

Interests: e.g. automotive, pets, soccer

DAY, TIME & FORMATS

e.g. Daytime, Primetime, only weekdays, only in entertainment TV formats, only certain channels

GEO / REGIO

e.g. federal states, cities, postal codes

SPOTON: DATA

Personas & Verticals e.g. trendsetter, do-it-yourselfer, romantics, cinema fans, Home & Living

(via CrossDevice)

Persona

Vertical

SPOT-RETARGETING

Incremental: Increase in net reach

Reminder: Increase in average contacts

(via CrossDevice)

TECHNICAL

e.g. TV model, provider, reception path, screen size

ATV TARGETING OVERVIEW

	ATV Spot					SwitchIn	
	Max Audience		Core Audience			Core Audience	
	Network	TV Brand	Network	TV Brand	TV Brand (Live TV)	Network	TV Brand (Live TV)
SozioDem Audience (Age & Gender)	●	●	●	●	●	●	●
Geo (Federal States / Cities / Postal Codes)	●	●	●	●	●	●	●
SpotOn: Data* (Persona / Vertical / Product)			●	●	●		●
Spot Retargeting (Incremental / Reminder)			●	●	●		●
Time	●	●	●	●	●	●	●
Channel			●	●	●	●	●
Format Targeting							●
Pred. Behavioural Targeting					●		●
HHNE by Postal Code					●		●
Technical Targeting					●		●
Big Screen Targeting	●	●	●	●	Incl.		Incl.

* For ATV Spot currently still limited number of SpotOn: Data segments, depending on rotation

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BIG SCREEN & LIVE TV TARGETING

		Live TV	TV Livestream	VOD	
ATV Spot	TV device				Targeting BigScreen
	Desktop, Tablet, Smartphone	✖		✖	
SwitchIn XXL	TV device		✖		Targeting BigScreen
	Desktop, Tablet	✖	✖		

Targeting Live TV*

* Bookable for Core Audience - Run of TV Brands

FULL TRANSPARENCY:
DETAILED TRACKING AND REPORTING
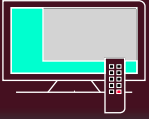
SWITCHIN

- Ad Impressions (total AIs)
- AIs by months, days & hours
- AIs by TV channel, & Umfelder
- AIs by creative
- Unique Devices* (UDs)
- Net reach (incremental; increase)
- AIs by region**
- Clicks & Clickrate
- BigScreen vs. SmallScreen share (in %)
- Share: Live TV | VOD (in %)
- Net reach in target group (on request)
- Microsite reporting (on request)
- … and many more

ATV SPOT

- Ad Impressions (total AIs)
- AIs by months, days & hours
- AIs by TV channel, & Umfelder
- AIs by creative
- Unique Devices* (UDs)
- Net reach (incremental; increase)
- AIs by region**
- VTR = View Through Rate (25% | 50% | 75% | 100%)
- BigScreen vs. SmallScreen share (in %)
- Share: Live TV | TV Livestream | VOD (in %)
- … and many more

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* Referring to all delivered ad impressions
** for regio targeting campaigns
Reporting KPIs for I/O bookings; Campaign Localizer campaigns receive extra reporting

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04 D-FORCE

PROGRAMMATIC: D-FORCE ENABLES COMPREHENSIVE PLANNING AND BOOKING

Easy planning
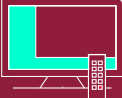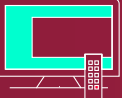Addressable TV inventories of all channels

Easy booking
Programmatic via Active Agent

Easy production
Due to standardised ad formats:

Bookable products

SwitchIn XXL (static/animated)

SwitchIn Zoom

ATV Spot

05 CONTACT

CONTACT

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