CROSSDEVICE

2023

BUILDING REACH AND ADDRESSABILITY ARE BECOMING INCREASINGLY COMPLEX

» Complex
campaign management

» Limited control over reach
and contact dose

› Media usage highly
fragmented

» Reach and target groups are difficult to
plan and address in TV/digital
campaigns

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OUR CROSSDEVICE GRAPH CREATES BETTER ADDRESSABILITY THROUGH A TECHNICAL CONNECTION OF TV AND DIGITAL DEVICES

Devices are grouped into a household using the IP address.

Ø – Devices per household

1.47 — Addressable TV

6.47 — Online/MEW

1.35 — Mobile inApp

41 million households

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NIGHT BERLIN

OUR CROSSDEVICE SOLUTION IS INDEPENDENTLY AUDITED

K.I.T.
KARLSRUHER INSTITUT
FÜR TECHNOLOGIE
AUDITED
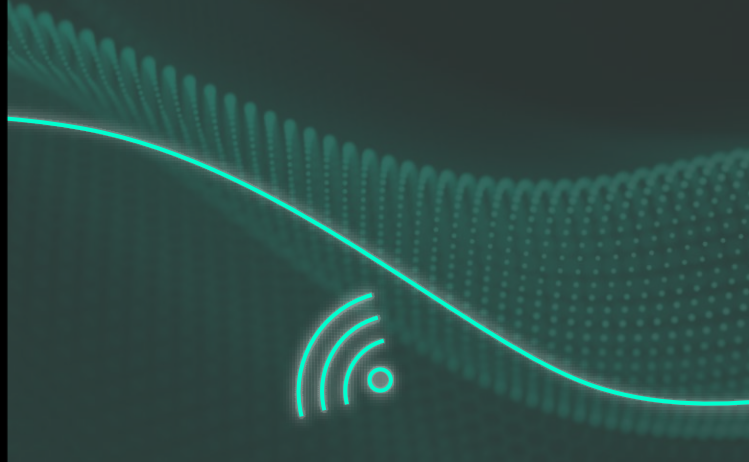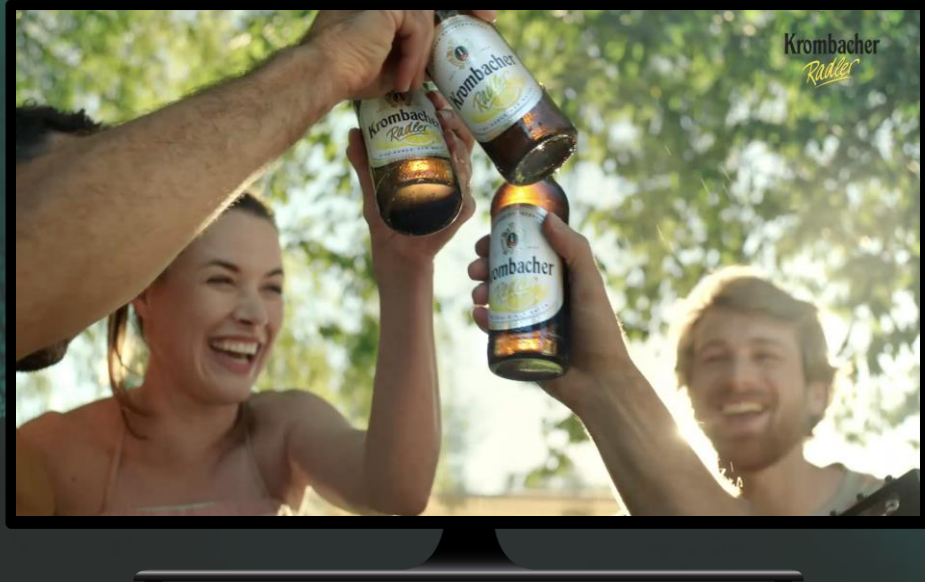PROF. DR. MARTIN KLARMANN

" [...] ***CrossDevice*** *is a* ***promising tool*** *for managing the customer journey more efficiently across devices and households and enriching it with storytelling components.* "

Prof. Dr. Martin Klarmann
Karlsruher Institut für Technologie*

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CROSSDEVICE ENABLES CAMPAIGN OPTIMIZATION ACROSS VARIOUS DEVICES

Booking of TV campaign in the linear commercial block, as SwitchIn or ATV spot

›

Matching of TV devices, with advertising contact, to digital users

»

Playout of multiscreen video campaign based on households reached on linear TV

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FOR EVERY COMMUNICATION NEED WE OFFER THE MATCHING PRODUCT

INCREMENTAL

INCREASE IN
NET REACH

REMINDER

CONTACT OPTIMIZATION &
STORYTELLING

X:TEND

MAXIMUM NET REACH
FROM TV TO SOCIAL

PROGRAMMATIC

I/O - FULL SERVICE

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USE P7S1 TV DATA FOR YOUR PROGRAMMATIC CAMPAIGN

PROGRAMMATIC

- CrossDevice targeting based on advertising contacts in the **ProSiebenSat.1 TV channel portfolio**

- Flexible use of TV data on **premium Seven.One** InStream inventories

- **Programmatic** booking: (1) Programmatic Guaranteed or (2) Private Auction via ◢ **ACTIVE AGENT**

☑ **INCREMENTAL**

☑ **REMINDER**

☑ **HOUSEHOLD-FC**

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REACH NEW USERS WITH X:TEND

I/O – Full Service

- **Efficiently** build **incremental reach** by targeting users who have not been reached by ProSiebenSat.1 or other TV channels.

- Reach new users in your target group through the **X:tend Video Audience Network*** - an extension of the premium Seven.One portfolio with additional video inventories incl. social media

- **Easy to book** via your Seven.One sales contact (I/O), no DSP access required.

X:TEND

* X:tend Inventory composition: Seven.One portfolio, YouTube, Smartstream.TV, Social (Facebook, Instagram, Snapchat)

NEW TARGET GROUPS – INCREMENTAL TO TV

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FOR X:TEND, P7S1 HBBTV DATA IS COMBINED WITH GFK PANEL DATA FROM 21 CHANNELS, WITH THE AIM OF MAXIMIZING NET REACH

TV DATA BASE

P7S1 channels

+

ARD
ZDF
RTL
NITRO.
ntv
VOX
welt
GfK

21 channels
10.400 panelists

SEGMENTATION AND DATA MODELING

ADEX

DIGITAL CAMPAIGN PLAYOUT

Data segments

⊗ HbbTV viewers with campaign contact on ProSiebenSat.1 channels

⊗ TV heavy viewers & medium viewers based on GfK panel data

Segment exclusion

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CHOOSE NOW FROM OUR DIFFERENT CROSSDEVICE BOOKING OPTIONS

	INCREMENTAL	**REMINDER**	**X:TEND**
	PROGRAMMATIC	PROGRAMMATIC	I/O - FULL SERVICE
Use Case	Increase in net reach	Contact optimization & storytelling	Maximum net reach from TV to social media
TV Data	P7S1 channels (factual HbbTV Data)	P7S1 channels (factual HbbTV Data)	All channels (factual HbbTV Data + GfK Panel Data)
Inventory	seven.one MEDIA	seven.one MEDIA	**Video Audience Network**
Booking	Programmatic Guaranteed, Private Auction via ACTIVE AGENT	Programmatic Guaranteed, Private Auction via ACTIVE AGENT	I/O via Seven.One Sales contact
	*also cross-marketer bookable via d-force	*also cross-marketer bookable via d-force	

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NEW USE TV DATA FROM BOTH MEDIA BROADCASTERS WITH D-FORCE

d-force

PROGRAMMATIC

- Basis for the digital extension is the TV data from **ProSiebenSat.1** and **RTL**

- Flexible use of TV data on **premium inventories of Seven.One and Ad Alliance**

- **Programmatic booking** in Private Auction via **ACTIVE AGENT**
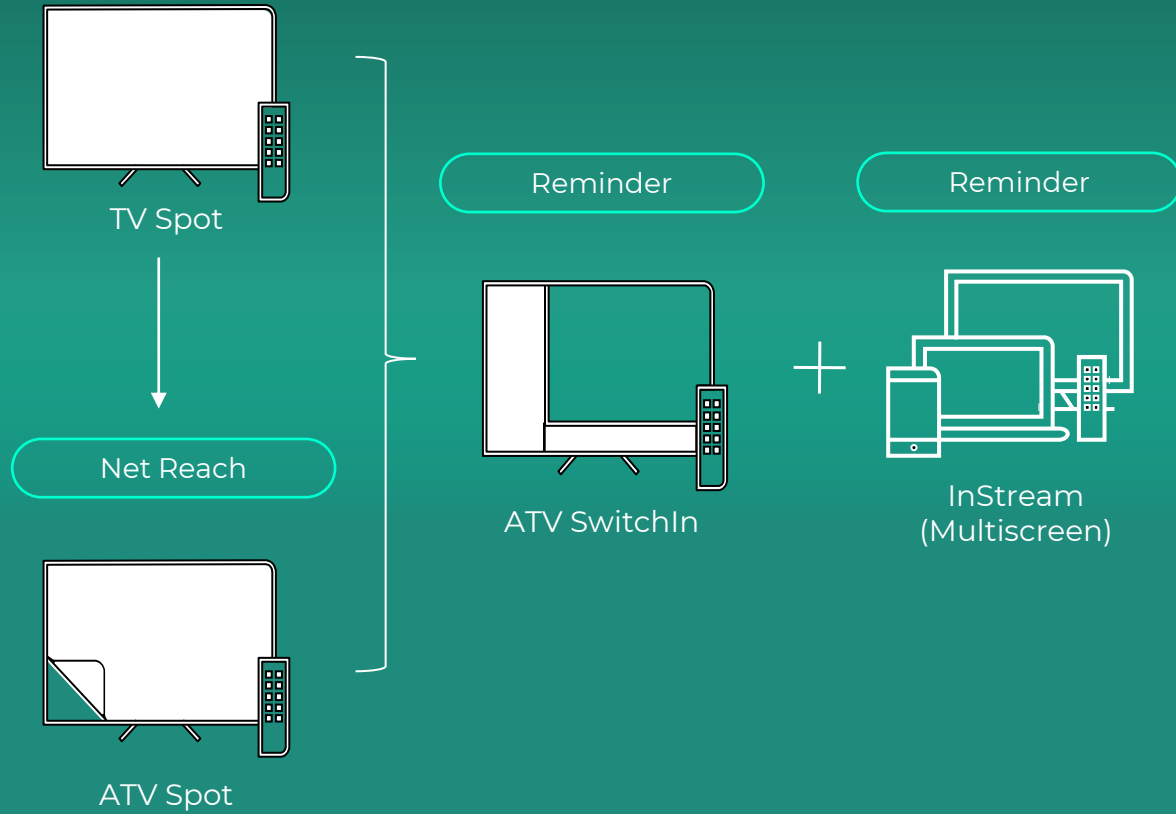
✓ **INCREMENTAL**

✓ **REMINDER**

✓ **HOUSEHOLD-FC**

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CAMPAIGN EXAMPLES

CROSSDEVICE INCREMENTAL AND REMINDER SMARTLY COMBINED

PROGRAMMATIC

TV Spot

Net Reach

ATV Spot

Reminder

ATV SwitchIn

+

Reminder

InStream (Multiscreen)

EXEMPLARY CAMPAIGN SETUP

Campaign period:

FULL YEAR, 4 WEEKS PER FLIGHT

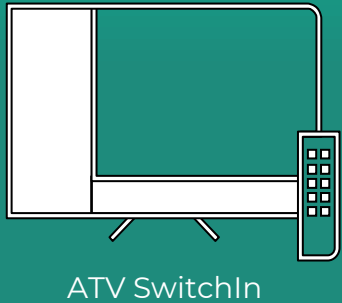Ad Impressions/Flight:

500K AIS ATV SWITCHIN
1 M AIS INSTREAM

Targeting:

WITHOUT TARGETING

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CONTINUE STORYTELLING OF REGIONAL ATV CAMPAIGNS DIGITALLY WITH CROSSDEVICE REMINDER

PROGRAMMATIC

ATV Spot

+

ATV SwitchIn

Reminder

InStream
(Multiscreen)

EXEMPLARY CAMPAIGN SETUP

Campaign period:
FULL YEAR, 4 WEEKS PER FLIGHT

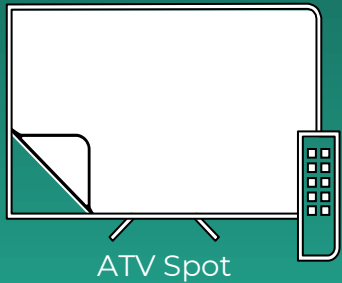Ad Impressions/Flight:
600K AIS ATV
160K AIS INSTREAM

Targeting:
TARGETING ON CITIES

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REACHING NEW USERS, INCREMENTAL TO TV

BARMER groupᵐ

I/O – Full Service

TV Spot

Segment exclusion

▶ HbbTV viewers with campaign contact on ProSiebenSat.1 channels

▶ TV heavy viewers based on GfK panel data of the most relevant TV channels

Runtime:

Q1 2023: 2 months

Targeting:

E 25-44
Geo Targeting Germany

"

*The campaign goal was to increase awareness of **BARMER**. By using factual HbbTV data and GfK panel data, TV households that had already seen the TV spot could be excluded from the digital campaign. This resulted in an increase in incremental reach between TV and digital.*

Client Lead Media, Group-M

Verified by

MetrixLab
a Macromill Group company

"

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BACKUP

CROSSDEVICE USE CASES

USE CASE	BASIS FLIGHT	CROSSDEVICE FLIGHT	PRICING
INCREMENTAL PROGRAMMATIC	LINEAR TV • TV Spot • ATV SwitchIn • ATV Spot	• Core Audience InStream Multiscreen • Studio71 InStream Multiscreen* • InPage	Media CPM + 3€ Netto CPM + 5 € Netto CPM via d-force
REMINDER PROGRAMMATIC	LINEAR TV • TV Spot • ATV SwitchIn • ATV Spot (only in combination with SwitchIn)	• Core Audience InStream Multiscreen • Studio71 InStream Multiscreen*	Media CPM + 3€ Netto CPM + 5 € Netto CPM via d-force
X:TEND I/O - FULL SERVICE	LINEAR TV • TV Spot • ATV SwitchIn • ATV Spot	• X:tend Video Audience Network	80€ gross Media CPM** (incl. CrossDevice targeting)

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* Studio71 only PG bookable; On request I/O
** Exclusion Social 10€ gross CPM surcharge

EFFICIENT BUNDLING OF INVENTORY FOR CROSSDEVICE X:TEND

EXPANSION OF THE PREMIUM SEVEN.ONE PORTFOLIO WITH ADDITIONAL VIDEO INVENTORIES INCL. SOCIAL MEDIA

X:tend Video Audience Network*

INCREMENTAL / REMINDER

Abstract

*X:tend inventory composition: ~20% SOM O&O, ~20% YouTube, ~50% Smartstream.TV, ~10% Social

X:TEND REPORTING OFFERS COMPREHENSIVE INSIGHTS INTO YOUR CAMPAIGN PERFORMANCE

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Order Number:	71D-12345
Advertiser:	Sample customer
Campaign:	Sample campaign
Agency:	Sample Agency
Campaign period:	01.06.2023-30.06.2023
Reporting date:	21.02.2023 / Data state: 20.02.2023 23:59
Reporting period :	01.06.2023 – 30.06.2023

	Booking unit		Volume		Completion Rates [%]				Audience	
Advertis-ing media	Market segment	Advertising form	Booked	Delivered	View 25%	View 50%	View 75%	View 100%	On-Target Rate [%]	Unique Audience [E 18-39]
X:tend Video Audience Network	1.1 Smartstream - Multiscreen	PreMid 20		1.000.002	90	84	80	75		
	1.2 Youtube - Multiscreen	PreMid 20		400.008	91	90	89	89		
	1.3 Core RoN - Multiscreen	PreMid 20		400.003	95	90	85	81		
	1.4 Paid Social Rotation	PreMid 20		200.001	65	63	61	60		
Total:			2.000.000	2.000.014	89	84	81	80	64	1.003.247

External verified, e.g.

AudienceProject nielsen

- ✓ Transparent reporting of KPIs per market segment

- ✓ Completion Rates and Audience Insights by Nielsen

➡ **1 million digital viewers via X:tend, in addition to TV.**

EXEMPLARY REPORTING | INCREMENTAL

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Customer: Sample customer
Campaign: Sample campaign
Campaign-ID: 1234
Reporting period: 01.06.2023 – 30.06.2023

CrossDevice LineItems

AA Lineitem-ID	Advertising form	Ad Impression (ADEX)	Ad Impression (AA)*	# Unique IDs	Ø contacts	# households	Ø contacts/ HH
	Linear Spot premid	14.464.612		3.201.925	4,52	1.974.442	1,62
1234567		311.809		232.693	1,34	71.160	3,27

CrossDevice campaign in total

AA Lineitem-ID	Advertising form	AdImpressions (ADEX)	AdImpressions (AA)*	# Unique IDs	Ø contacts	# households	Øcontacts/ HH
7654321	All	14.776.421		3.434.618	4,30	2.045.602	1,68

* Relevant for billing

CROSSDEVICE REPORTING PROVIDES INSIGHTS ON HOUSEHOLD LEVEL

✓ Detailed CrossDevice reporting in addition to DSP reporting

✓ Reached devices & households, average contact per device & household

➡ **71,000 households reached digitally, incremental to 1.9 m HbbTV households from TV Flight**

In order to obtain CrossDevice reporting, a reporting pixel must be integrated in Digital Flight. Only possible for inventories where ADEX pixel is allowed.