

all eyes on YOU

WITH ADDRESSABLE TV!

Unterföhring, April 2024



AGENDA

01 FACTS & FIGURES

02 AD FORMATS

03 TARGETING & REPORTING

04 D-FORCE

05 CONTACT

01

FACTS & FIGURES

ADDRESSABLE TV BRIDGES THE GAP BETWEEN TV AND DIGITAL

TV



Medium with the largest reach



Emotional appeal with TV 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



WE HAVE THE SOLUTION FOR INCREASING FRAGMENTED USAGE...

... our Addressable TV product setup combines fragmented inventories.

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

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

ATV ENABLES TV USER EXPERIENCE AND TV CONTENT ACROSS ALL SCREENS

ADDRESSABLE TV

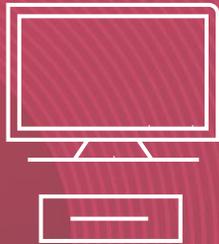
TV LIVESTREAM (TV CONTENT)

VOD (TV SCREEN)

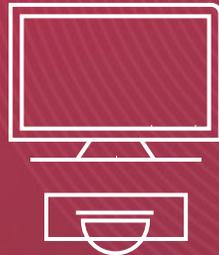
LIVE TV



Smart TV



TV Receiver
(HbbTV enabled Devices)



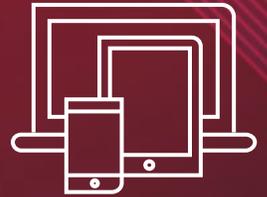
Set-Top-Box/
Blu-Ray-Player



Gaming console

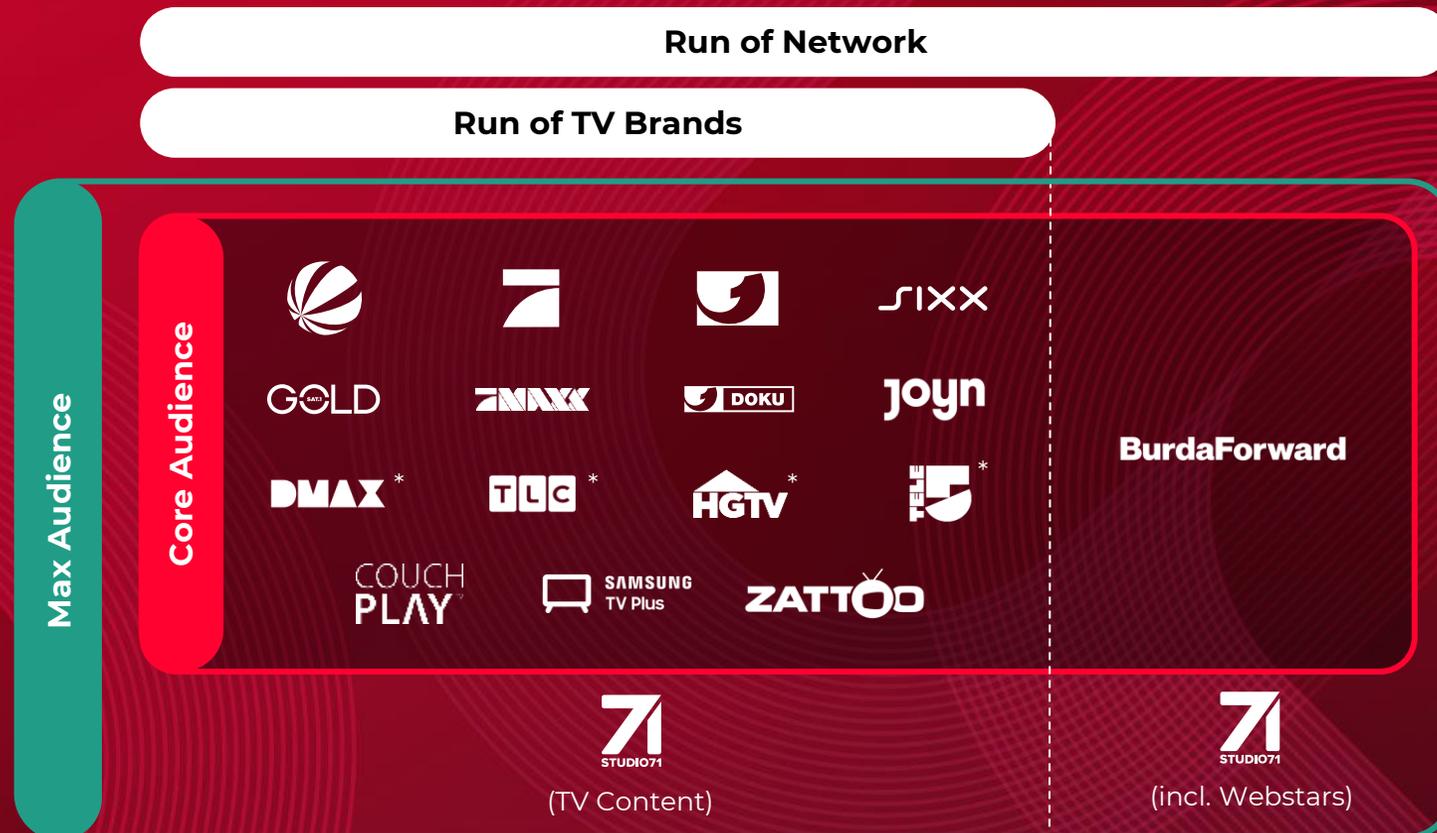


Streaming
Box/Stick



PC/Laptop/Tablet/
Smartphone

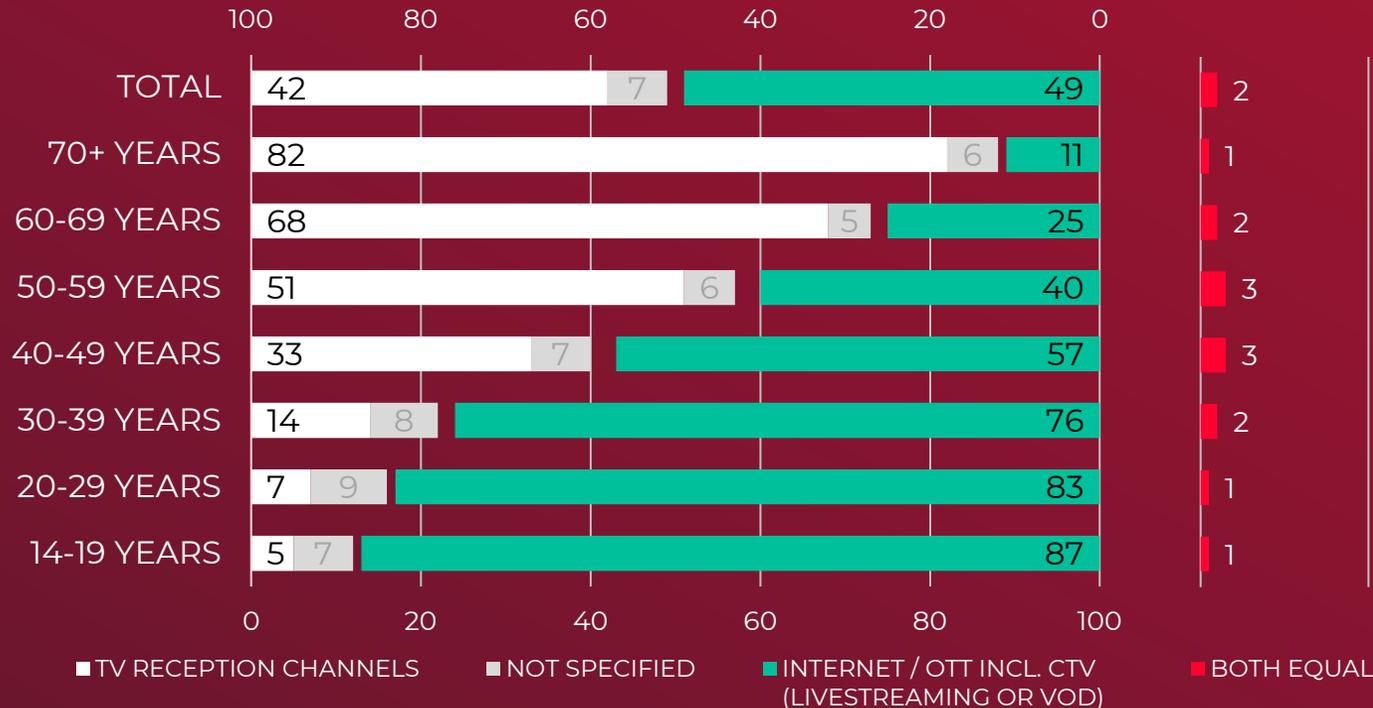
BIG CONTENT CAN BE USED INDIVIDUALLY FOR ATV CAMPAIGNS



ADDRESSABLE TV REACHES BOTH OLDER AND YOUNGER TARGET GROUPS

Primary “source of supply” of video content

Primary use = predominant share of use, in %



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

TV

OTT

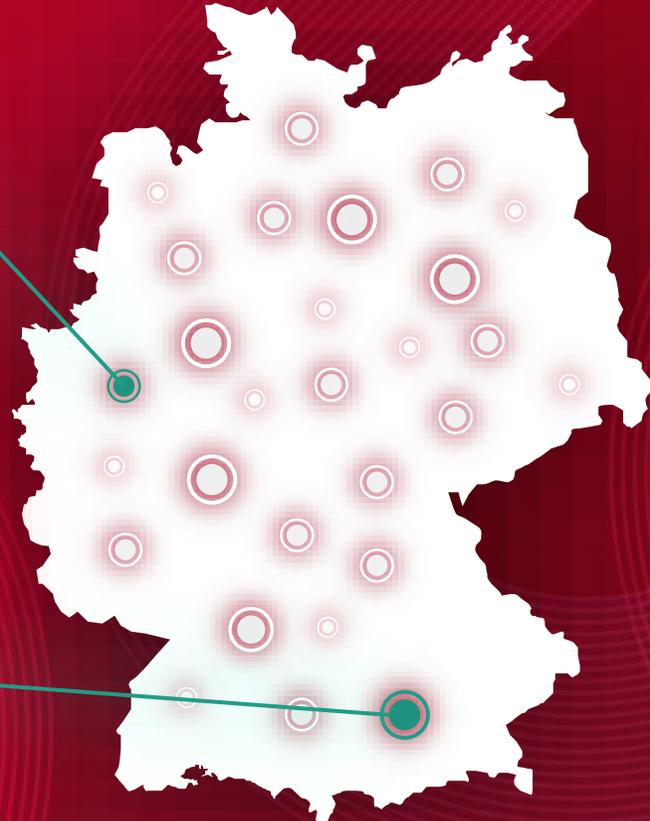
BOTH

WE TAKE GEO-TARGETING TO THE NEXT LEVEL WITH OUR **CAMPAIGN LOCALIZER**

COLOGNE



MUNICH



With our Campaign Localizer you can create over **1000 individualized** campaign motifs **at the touch of a button** and display them on a **postcode basis**.

Available for:

- ✓ ATV Spot
- ✓ SwitchIn XXL

02

AD FORMATS

ATV OFFERS CUSTOMIZED SOLUTIONS FOR ALL TYPES OF ADVERTISERS

TV EXPERTS



Perfect addition to existing TV-Flight

REGIO ADVERTISER



Regionalisation for dealer events or POS campaigns

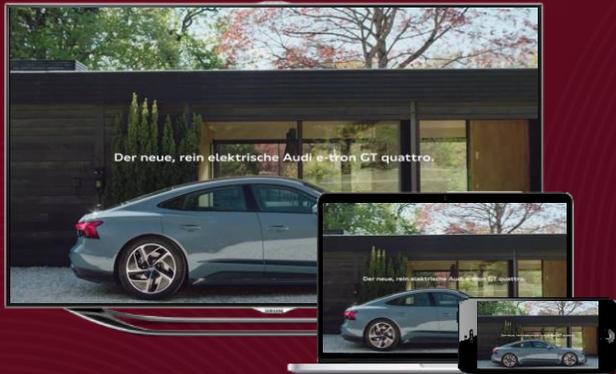
TV newCOMERS



Easy SwitchIn entry without spot production – even with small budgets

THE TWO PILLARS OF OUR ATV PRODUCTS

ATV SPOT



ATV Spot in Live TV + TV Livestream + CTV in VOD

- ✔ 4 spotlengths 10" / 15" / 20" / 30"
- ✔ Emotional full-screen video advertising
- ✔ More advertising messages possible due to longer integration time
- ✔ Reach younger audiences across all relevant usage channels

SWITCHIN



- ✔ SwitchIn XXL / SwitchIn Zoom / SwitchIn Masthead
- ✔ In the TV environment without a spot
- ✔ High attention during the switching process
- ✔ In the program environment
- ✔ High ad acceptance

SWITCHIN IS PERCEIVED POSITIVELY AND HAS A POSITIVE IMPACT



SwitchIn is

30%

More eye-catching

90%

more innovative

than **Display**

EXTENSION OF THE ADVERTISING MESSAGE WITH A MICROSITE

SWITCHIN XXL



BRANDED VIDEO MICROSITE



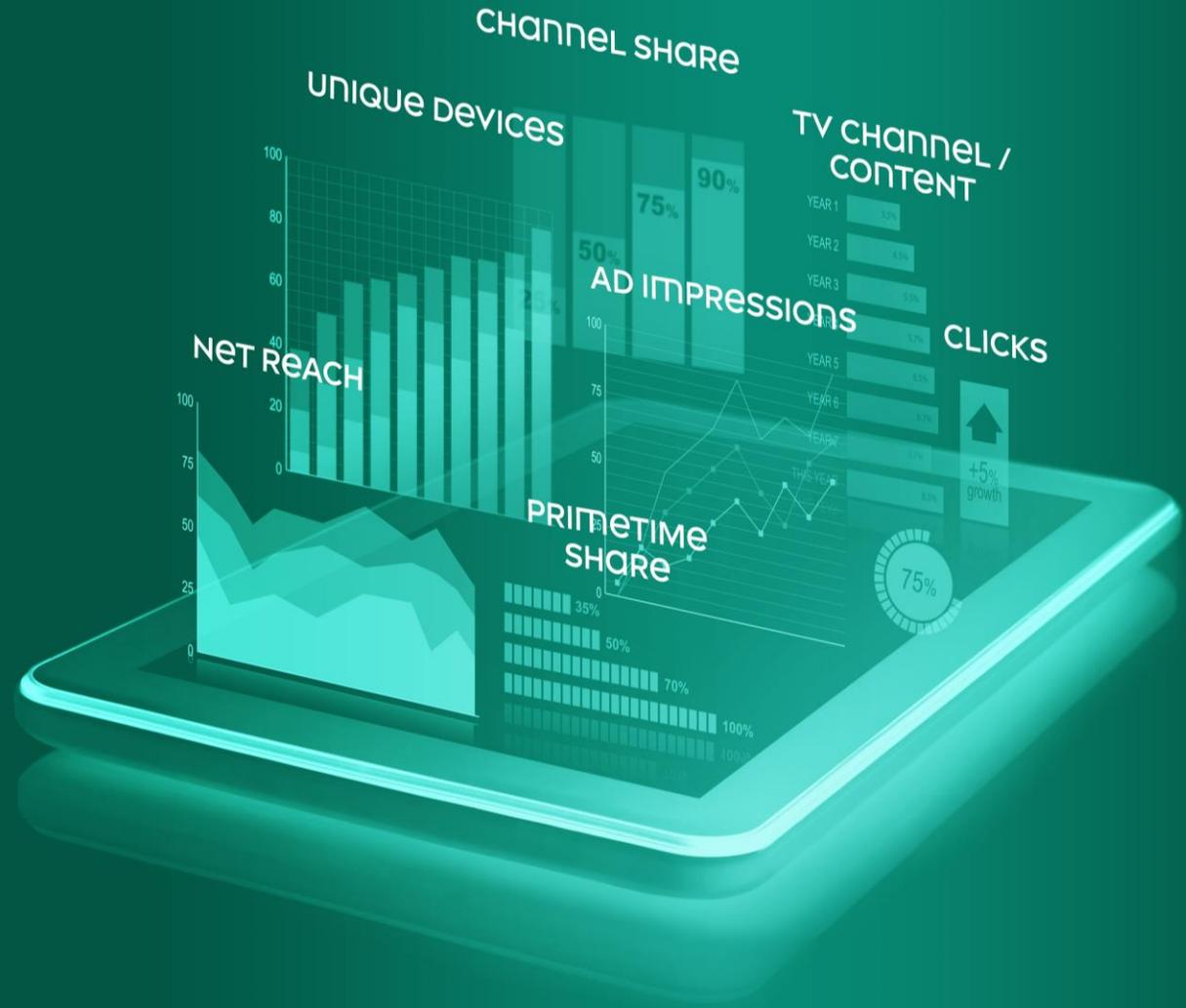
03

**TARGETING &
REPORTING**

ATV OFFERS MANY TARGETING OPTIONS FOR AN EFFICIENT TARGET GROUP APPROACH



**DETAILED REPORTING
THROUGH EXACT
MEASURABILITY OF
ALL RELEVANT KPIS**



04 **D-FORCE**

D-FORCE ENABLES COMPREHENSIVE PLANNING AND BOOKING VIA PROGRAMMATIC



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

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SALES REGION HAMBURG

An der Alster 47
D-20099 Hamburg
Tel. +49 (0) 40/44 11 16 - 0
Fax +49 (0) 40/44 11 16 - 66

SALES REGION BERLIN

Rungestr. 22
D-10179 Berlin
Tel. +49 (0) 30/3 19 88 08 - 4981

SEVEN.ONE MEDIA GMBH

Medienallee 4
D-85774 Unterföhring
Tel. +49 (0) 89/95 07 - 3469 3
Fax +49 (0) 89/95 07 - 43 99

SALES REGION FRANKFURT

Rotfeder-Ring 11
D-60327 Frankfurt/Main
Tel. +49 (0) 69/27 40 01 - 0
Fax +49 (0) 69/27 40 01 - 30

SALES REGION DÜSSELDORF

Zollhof 11
D-40221 Düsseldorf
Tel. +49 (0) 211/4 96 94 - 0
Fax +49 (0) 211/4 96 94 - 20

