all eyes on you with addressable TV!

Unterföhring, November 2023
BIG SCREEN UX
BIG CONTENT
BIG IMPACT

ADDRESSABLE TV
BY SEVEN.ONE MEDIA
Addressable TV: Digital Advertising within TV-User-Experience

High-reaching 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
02 AD FORMATS
03 TARGETING & REPORTING
04 D-FORCE
05 CONTACT
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
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.
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.
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

<table>
<thead>
<tr>
<th>Live TV</th>
<th>TV Livestream (TV Content)</th>
<th>VOD (TV Screen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Receiver</td>
<td></td>
<td></td>
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<tr>
<td>(HbbTV enabled Devices)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set-Top-Box/BluRay Player</td>
<td></td>
<td></td>
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<tr>
<td>Gaming console</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streaming Box/Stick</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PC/Laptop/Tablet/Smartphone</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BIG CONTENT CAN BE USED INDIVIDUALLY FOR ATV CAMPAIGNS

<table>
<thead>
<tr>
<th>Run of Network</th>
<th>Run of TV Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Core Audience</td>
</tr>
<tr>
<td></td>
<td>Max Audience</td>
</tr>
<tr>
<td></td>
<td>Gold</td>
</tr>
<tr>
<td></td>
<td>SIXX</td>
</tr>
<tr>
<td></td>
<td>DMAX</td>
</tr>
<tr>
<td></td>
<td>(TV Content)</td>
</tr>
<tr>
<td></td>
<td>Gold</td>
</tr>
<tr>
<td></td>
<td>DMAX</td>
</tr>
<tr>
<td></td>
<td>(inkl. Webstars)</td>
</tr>
<tr>
<td></td>
<td>BurdaForward</td>
</tr>
</tbody>
</table>

* 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 %

<table>
<thead>
<tr>
<th>Age Group</th>
<th>TV Reception Channels</th>
<th>OTT</th>
<th>BOTH</th>
<th>NOT SPECIFIED</th>
<th>Internet / OTT incl. CTV (Livestreaming or VOD)</th>
<th>Both Equal</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>54</td>
<td>38</td>
<td></td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>70+ YEARS</td>
<td>88</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>60-69 YEARS</td>
<td>77</td>
<td>14</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>50-59 YEARS</td>
<td>66</td>
<td>26</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>40-49 YEARS</td>
<td>47</td>
<td>43</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>30-39 YEARS</td>
<td>30</td>
<td>62</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>20-29 YEARS</td>
<td>20</td>
<td>70</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>14-19 YEARS</td>
<td>14</td>
<td>81</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Source: Digitalisierungsbericht Video 2021, die Medienanstalten
Basis: 70.635 million people aged 14 and over in Germany (n=7,507)
GEO TARGETING ENABLES REGIONAL DISTRIBUTION

Number of Unique Devices / federal state (SwitchIn)

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.
393,000  Brandenburg
644,000  Berlin
644,000  Lower Saxony
387,000  Saxony-Anhalt
664,000  Saxony
356,000  Thuringia
765,000  Hessen
1,965,000  Bavaria

Source: Average Unique Devices SwitchIn Live TV Feb 2023 - April 2023, AdServer Tracking, Seven.One Media

TOP 20 CITIES

644,000  Berlin
346,000  Hamburg
386,000  Munich
310,000  Stuttgart
293,000  Cologne
152,000  Essen
146,000  Frankfurt 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
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

ATV SPOT

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

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

No Spot necessary

SWITCHIN

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

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

* Contains inventories of CutIn XXL (timecode based) for Switchin XXL
ADDRESSABLE TV SPOT

TV IMPACT MEETS DIGITAL TARGETING
ADDRESSABLE TV SPOT SIMPLIFIES BOOKING OF FRAGMENTED INVENTORIES

ADDRESSABLE TV SPOT

• 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

Before/During VOD-Content

• 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
ADDRESSABLE TV SPOT CASES

ADDRESSABLE TV SPOT

IN THE ADVERTISING BLOCK

BEFORE/DURING VOD-CONTENT

LIFT UP THE EVERYDAY

100% NATÜRLICHE ZUTATEN
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”

[seven.one MEDIA]
SWITCHIN CASES

SWITCHIN XXL

SWITCHIN ZOOM

SWITCHIN MASTHEAD

Guaranteed first contact
MICROSITE

BRAND ENGAGEMENT
AT THE PUSH OF A BUTTON
**MICROSITE: THE PERFECT COMPLEMENT TO SWITCHINS**

<table>
<thead>
<tr>
<th>Microsite Type</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click-to-Video Microsite</td>
<td>• Customer video starts via &quot;Yellow Button&quot; in fullscreen mode</td>
</tr>
<tr>
<td>Branded Video Microsite</td>
<td>• Customer video embedded in the look &amp; feel of the relevant brand</td>
</tr>
<tr>
<td>Mini Microsite</td>
<td>• Microsite with own navigation and up to 3 subpages</td>
</tr>
<tr>
<td>Standard Microsite</td>
<td>• Microsite with navigation and max. 8 subpages</td>
</tr>
<tr>
<td>Individual Microsite</td>
<td>• Implementation according to individual agreement and briefing</td>
</tr>
</tbody>
</table>

**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
MICROSITE CASE

BRANDED VIDEO MICROSITE

SWITCHIN XXL

FRIULI VENEZIA GIULIA.
DAS MEER, VON DEM DU TRAUMST, IST HIER.

www.t4rumreg.it

Entdecken Sie Grado, Lignano & Golf von Triest
03 Targeting & Reporting
## TARGET GROUP IN FOCUS: INDIVIDUAL TARGETING OPTIONS

<table>
<thead>
<tr>
<th><strong>Live TV &amp; Big Screen</strong></th>
<th><strong>Audience</strong></th>
<th><strong>Day, Time &amp; Formats</strong></th>
<th><strong>GEO / REGIO</strong></th>
<th><strong>Spoton: Data</strong></th>
<th><strong>Spot- Retargeting</strong></th>
<th><strong>Technical</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Live TV: only in linear broadcast (HbbTV)</td>
<td>Soziodem.: e.g. age, gender, HHNE</td>
<td>e.g. Daytime, Primetime, only weekdays, only in entertainment TV formats, only certain channels</td>
<td>e.g. federal states, cities, postal codes</td>
<td>Personas &amp; Verticals e.g. trendsetter, do-it-yourselfer, romantics, cinema fans, Home &amp; Living (via CrossDevice)</td>
<td>Incremental: Increase in net reach</td>
<td>e.g. TV model, provider, reception path, screen size</td>
</tr>
<tr>
<td>Big Screen: only on TV devices e.g. Smart TV or Connected TV</td>
<td>Interests: e.g. automotive, pets, soccer</td>
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<td></td>
<td>Reminder: Increase in average contacts (via CrossDevice)</td>
<td></td>
</tr>
</tbody>
</table>

Example: 
- **Persona:** Federal states, cities, postal codes
- **Vertical:** Trendsetter, do-it-yourselfer, romantics, cinema fans, Home & Living (via CrossDevice)
## ATV TARGETING OVERVIEW

<table>
<thead>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td>TV Brand</td>
<td>Network</td>
<td>TV Brand</td>
<td>TV Brand (Live TV)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="icon1.png" alt="Icon" /></td>
<td><img src="icon2.png" alt="Icon" /></td>
<td><img src="icon3.png" alt="Icon" /></td>
<td><img src="icon4.png" alt="Icon" /></td>
<td><img src="icon5.png" alt="Icon" /></td>
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<tr>
<td><img src="icon6.png" alt="Icon" /></td>
<td><img src="icon7.png" alt="Icon" /></td>
<td><img src="icon8.png" alt="Icon" /></td>
<td><img src="icon9.png" alt="Icon" /></td>
<td><img src="icon10.png" alt="Icon" /></td>
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<tr>
<td><img src="icon11.png" alt="Icon" /></td>
<td><img src="icon12.png" alt="Icon" /></td>
<td><img src="icon13.png" alt="Icon" /></td>
<td><img src="icon14.png" alt="Icon" /></td>
<td><img src="icon15.png" alt="Icon" /></td>
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</tbody>
</table>

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

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### ATVs

#### ATV Spot

- **Max Audience**
  - Network
  - TV Brand
- **Core Audience**
  - Network
  - TV Brand
  - TV Brand (Live TV)

#### SwitchIn

- **Core Audience**
  - Network
  - TV Brand (Live TV)
**BIG SCREEN & LIVE TV TARGETING**

<table>
<thead>
<tr>
<th>ATV Spot</th>
<th>Live TV</th>
<th>TV Livestream</th>
<th>VOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV device</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desktop, Tablet, Smartphone</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SwitchIn XXL</th>
<th>Live TV</th>
<th>TV Livestream</th>
<th>VOD</th>
</tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desktop, Tablet</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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

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