



TOTAL VIDEO **BASED ON CFLIGHT**

CFlight ® NBCUniversal Media, LLC.

VIDEO ADVERTISERS ARE FACING A COMPLEX ADVERTISING ENVIRONMENT

**Fragmented
Audience**



Not all reach is equal



**Budget and Planning
Security**



**Maximum
reach**

**Highest
media quality**

Guarantees

TOTAL VIDEO

BASED ON CFLIGHT

Germany's **first fully crossmedia**
advertising product



VIDEO ADVERTISING WITH **MORE REACH** AND **LESS RISK** THAN EVER BEFORE



TOTAL VIDEO BASED ON CFLIGHT

- ✓ **Extended audience potential**, especially in younger age-breaks by strengthening TV via premium video
- ✓ **Highest media quality** with **CFlight contacts**: 100% visible, sound on, and contacts on target
- ✓ **Fixed price for defined contact volume**, SOM provides guarantee and covers planning risk
- ⊕ **3 Total Video packages** with **further guarantees** for **prime time & core channels**. Detailed campaign parameters in advance.

EXISTING
TV CLIENTS

NEW TV CLIENTS

VisitDenmark 

 LichtBlick

SOPHOS



GUHL

EuroItalia

GLAMIRA

OBIX



AOK 

e-on



GoStudent

LARGE CAMPAIGNS AND
ANNUAL ENGAGEMENTS

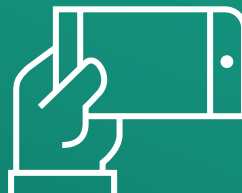
INTERNATIONAL CLIENTS



VIEWERS p. m.

	TV	Digital	TOTAL
A 18+	48.56m	29.97m	55.83m +15%
A 18-39	12.20m	10.89m	16.29m +34%

ON ALL SCREENS



joyn



SIXX

7MAXX

GOLD
SAT.1

DOKU

STUDIO 7.1

THE CFLIGHT CONCEPT ELEVATES DIGITAL MEDIA TO BROADCASTER LEVEL AND DELIVERS MAXIMUM AUDIO-VISUAL IMPACT FOR THE CAMPAIGN

Definition media quality



VTR



Viewability



Audibility



Valid

Linear TV



By Design

Digital



Completed
Ad VTR 100

Viewable on
completion

Audible on
completion

Human
impression

DIGITAL: VALID AVOC

AVOC: Audible, viewable on completion

Equalized CFlight contacts



Completed Ads
audible, viewable,
human

Contacts on-target

SOM measurement:

Linear TV

AGF

Digital
On-Target

nielsen

Digital
valid AVOC

DV DoubleVerify
& 7.1M AdServer

GET GUARANTEED CFLIGHT CONTACTS AT A FIXED PRICE WITH TOTAL VIDEO, WE TAKE THE RISK

MAXIMUM IMPACT

Maximum impact with comparable CFlight contacts + additional contacts on top



FIXED CPM

Media buying based on fixed avCPM.

SECURITY







Secure planning with fixed avCPM.
We take the risk!

WE OFFER THE BEST PACKAGE FOR EVERY CAMPAIGN PURPOSE

CFlight Guarantee

- 100% contacts in the target group
- 100% media quality valid AVOC

18 Target groups

	18-64
	18-49
	30-54
	18-39
	25-49
	40-64

Spot lengths

15" to 20"

Other lengths on request

TOTAL VIDEO PRIME

- Prime Time >40%
- Core Channels >80%

Recommended campaign volume: > 500k

- Broad coverage of the entire target group
- Highlight formats in the best prime time slots
- Positive effect on net reach

TOTAL VIDEO BUDGET

- Prime Time >30%
- Efficient channel and format allocation depending on the target group

Recommended campaign volume: < 500k

- Efficient channel and time slot payout
- Effective net reach coverage
- CPM optimized planning with attractive price

TOTAL VIDEO CUSTOM

Individually planned channel and time slot allocation

Recommended campaign volume: > 500k

- With an individually adjusted allocation to the customized campaign
- Media planning considers individual channel and time slot shares

TOTAL VIDEO CASES

- 1 OnePager campaign offer**
- 2 Total Video campaign reporting**
- 3 Impact of Total Video**
- 4 Voices from the market**

TOTAL VIDEO PRIME

Total Video Prime offers **maximum visibility** and **impact** for your campaign at **medium** and **high campaign volumes**.

The **strong booking** of our **core channels** with a **high prime-time share** in combination with our digital assets guarantees **optimal target group penetration**.

The benefits at a glance:

- Broad coverage of the entire target group
- Highlight formats in prime time broadcasting hours
- Positive effect on net reach

Media Payout Guarantee:

Prime Time **>40%**

Core TV channels **>80%**

CFlight Guarantee:

100% contacts on **target**

100% media quality **valid AVOC**

Total Video Prime Offer:

Period	15.9.2022 – 31.10.2022	CFlight Contacts	21.133.094
Target Group	E 30-54	Total Video Gross Budget	1.000.000 €
Spot Length	20"	Net Budget (MN3)	xxx.xxx €

CFLIGHT CAMPAIGN OVERVIEW

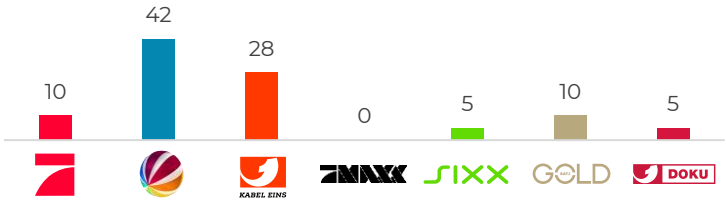
AGF Market standard: Video (Pot. 49,62 m.)

TOTAL VIDEO GUARANTEE

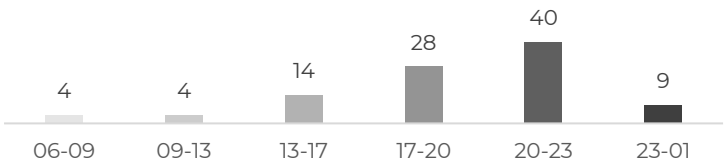
	TV	Digital	Total Video
CFlight Contacts [k]	20.076	1.057	21.133
GRP [%]	74	4	78
CPG net [€]			x.xxx
CPM net [€]			xx,xx

FORECAST

TV Channel [GMV in %]



TV Time Slot [GMV in %]

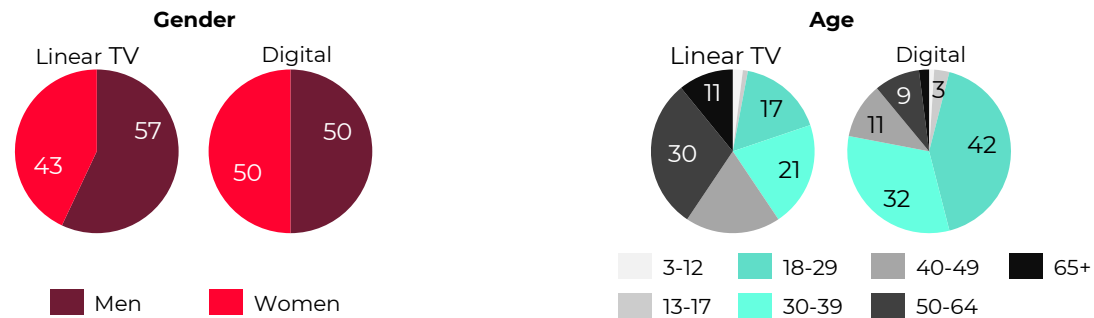


CFlight contacts [in k]



CFlight contacts booked (m)		19.09.2022 – 09.10.2022		8,20
Package				Prime
Spot length (sec)				15
Audience Definition		Target Group: Video potential (m)	A 18-39 21,08	A3+ 78,49
Campaign KPI		TV	Digital	Total Video
CFlight				
Contacts (m)		7,50	0,96	8,46
GRP (%)		35,6	4,6	40,2
On-Target				
Contacts (m)		7,50	1,07	8,57
GRP (%)		35,6	5,1	40,7
Net reach (m)		3,26	0,43	3,63
Net reach (%)		15,5	2,1	17,2
OTS/Frequency		2,3	2,5	2,4
Total				
Contacts (m)		20,19	1,44	21,63
GRP (%)		25,7	1,8	27,6
Net reach (m)		9,87	0,62	10,41
Net reach (%)		12,6	0,8	13,3
OTS/Frequency		2,0	2,3	2,1

Target Group Insights (Contacts in %)



Digitale Media quality



TV Channel & Time Slot Distribution



Key Facts Case Total Video Prime

Insights CFlight contacts

✓ **8.46 m** CFlight contacts delivered,
11.3% of CFlight contacts via **digital**

Insights net reach

✓ **0.43 m** viewers in the target group were
reached **digitally** - representing **11.9%** of all
viewers reached

✓ **0.37 m** of **digital** viewers are **incremental to
TV**, thus were not reached via TV

✓ The **total net reach** of the campaign in the
target group is increased by **+11.3%** through
the **incremental impact** of the **digital** part

VIDEO ADVERTISING USING TOTAL VIDEO PROVIDES VERIFIABLE BENEFITS

Glamira Survey results

5 months after “Total Video based on CFlight” campaign started.



Yasemin Topaloğlu
Chief Brand Officer, GLAMIRA

TOTAL VIDEO CAMPAIGN STRENGTHENS BRAND AWARENESS AND BRAND IMAGE

CASE STUDY: DEUTSCHE FAMILIENVERSICHERUNG

Customer's challenge:

- Young player in highly competitive market
- Product requiring explanation with a broad, diverse target audience
- No external media agency partner

Solution approach by Seven.One Media:

- with Total Video, SOM takes over the planning and booking of a cross-channel campaign
- Broadcasting across the entire channel portfolio: TV, Joyn, brand-safe content-formats on Studio71, channel websites
- Performance guarantee through defined contacts and CPM



>25 m

Contacts per month



+40%

Supported brand awareness



+45 %

Willingness to conclude



+148%

Supported ad recall



”

The Total Video based on CFlight campaign has demonstrably contributed to **increasing our brand and product awareness** as well as **improving our brand image**.

“

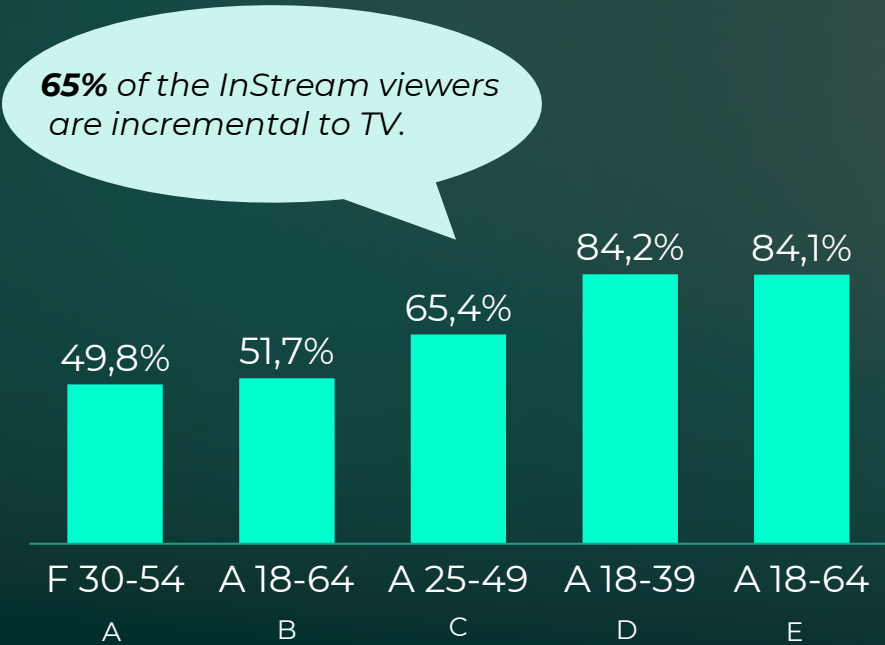
Viktoria Knoll

General authorized representative for marketing, personnel, and product development, DFV AG

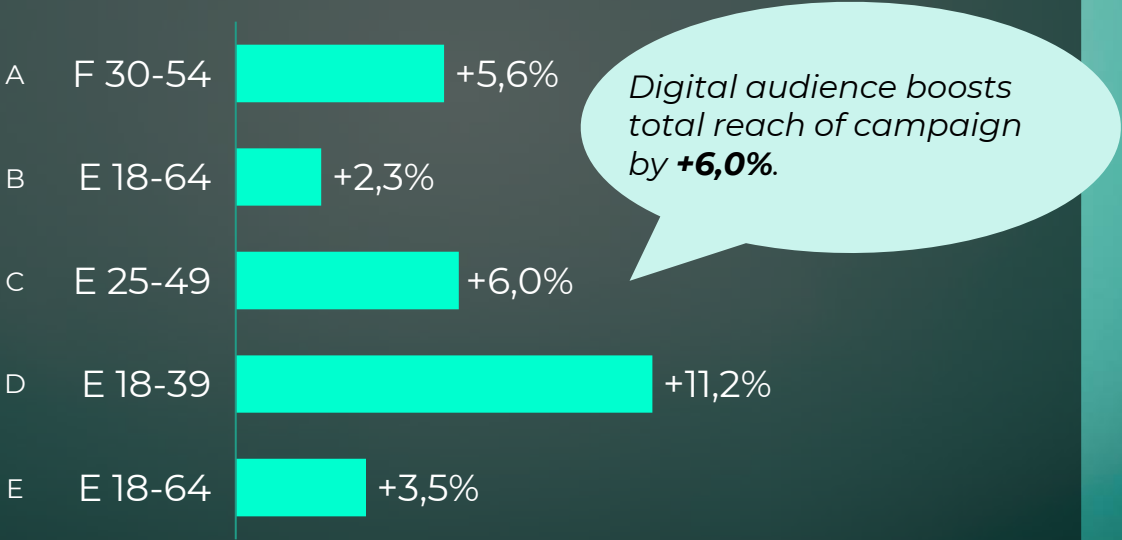
TOTAL VIDEO PROVIDES MORE NET REACH INTO THE CAMPAIGN

5 TOTAL VIDEO CAMPAIGN CASES (A-E) WITH INCREMENTAL REACH

Incremental audience of the InStream part



Incremental impact on the total campaign through digital



TOTAL VIDEO FROM A CLIENT'S PERSPECTIVE



100 percent certainty with regard to **costs** and **guaranteed fulfillment** of the agreed **performance** KPIs - both quantitatively and qualitatively - play a particularly **important role for our planning**, especially in the fourth quarter.

In addition, 'Total Video based on CFlight' offers us a **very flexible, cross-media playout** of our spots to **optimally reach our target group**. From our point of view, this is a logical step towards **device-independent media planning**.



Benjamin Schulz-Adamos
Head of Media & Digital Marketing OBI

ADVANTAGES OF TOTAL VIDEO FROM A MEDIA AGENCY'S PERSPECTIVE ARE CLEAR



Robert Bündge
Managing Partner,
Publicis Media

The **guaranteed performance** and playout in **high-quality content**, as well as the concept of making television and digital contacts comparable through corresponding **quality parameters** and the invoicing based on that.

Additionally, there is the **evaluation of the results by third parties**, and the fact that the purchasing process is quite **uncomplicated**.

Total Video based on CFlight has enabled us to **guarantee deliverable performance** – on a **cross-media** level, based on comparable **quality parameters**. The customer and we/us were both completely satisfied with the result.



TOTAL VIDEO BASED ON CFLIGHT AT A GLANCE



**100%
VIEWABLE**

**100%
AUDIBLE**

**100%
ON TARGET**



More reach



More impact



More security



DATA SOURCES & CALCULATIONS

The background of the slide is a dark, almost black, space filled with a multitude of small, glowing dots. These dots are primarily red, but there are also some cyan-colored dots. The dots are arranged in a way that creates a sense of depth and movement, as if they are part of a data stream or a tunnel. The dots are more densely packed in some areas, particularly towards the right side of the image, where they form a bright, curved band that suggests a path or a horizon. The overall effect is one of a dynamic, high-tech environment, consistent with the theme of data and calculations.

DATA SOURCES AND CALCULATIONS

Measurement of billing KPIs

KPI	TV	Digital
Contacts	AGF	SOM AdServer Impressions
On-Target Rate	AGF	Nielsen DAR ¹
Valid AVOC Rate	100% by Design	DoubleVerify & 7.1M Adserver

Calculation of billing-relevant contacts

KPI	TV	Digital
Definition avTKP	CPM On-Target	CPM On-Target and valid AVOC
avTKP billing-relevant CFlight contacts	Contacts * On-Target Rate	Contacts * On-Target Rate * valid AVOC Rate
On-Target Rate CTV	-	Browser / Mobile On-Target Rate

Definition valid AVOC Digital

KPI	Definition
Valid AVOC	The percentage of valid impressions where the ad was visible and audible on completion
Visible on Complete	The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached completion

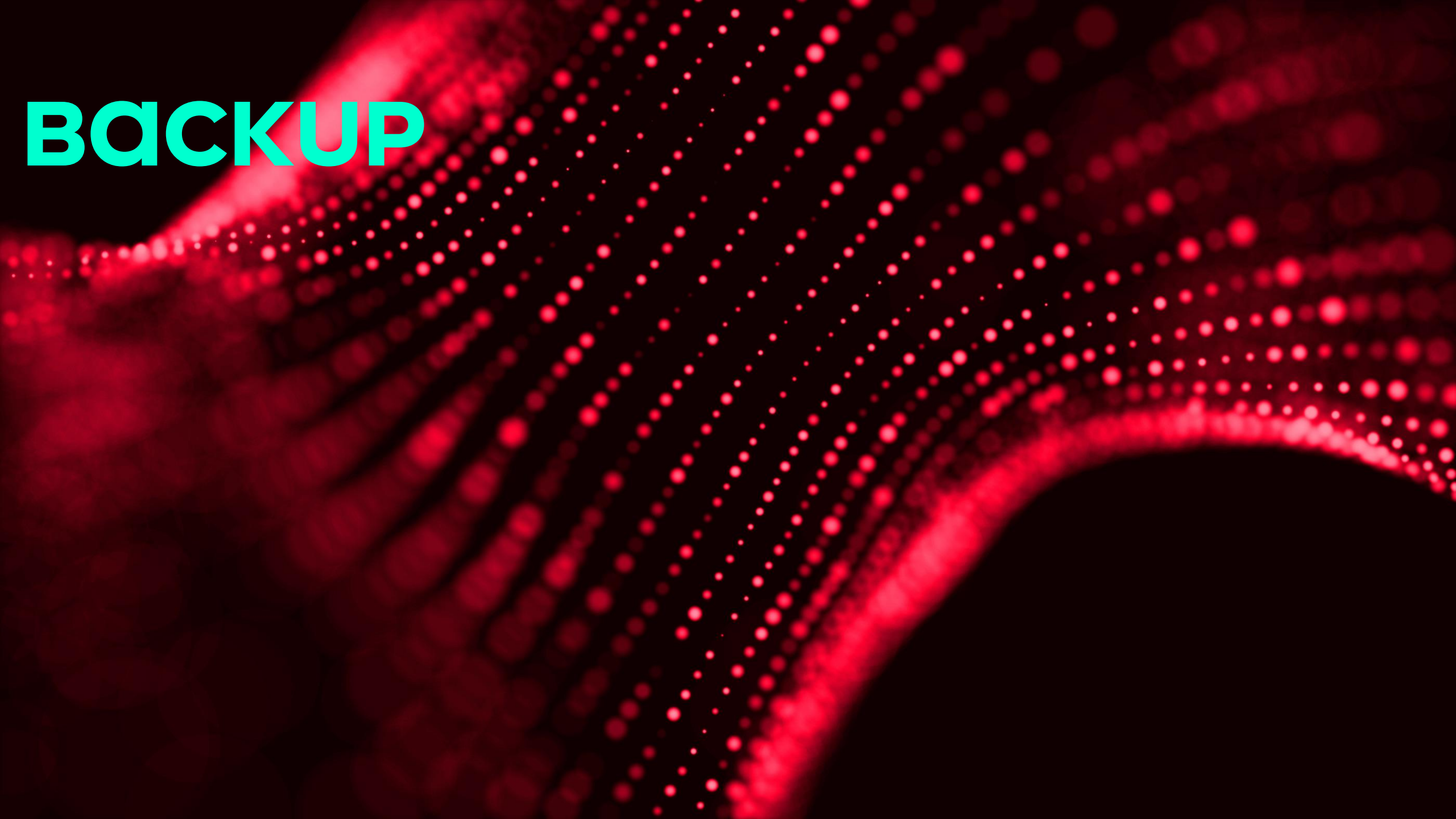
Measurement and calculation of other KPIs that are not relevant for billing

KPI	TV	Digital
Net reach	AGF	Nielsen DAR ¹ & 7.1M AdServer ²
Net reach On-Target ¹	AGF	NRW * On-Target Rate
OTS / Frequency	AGF	contacts (m) / Net reach (m)
VTR Quartiles	100% by Design	DoubleVerify & 7.1M Adserver
Audience Profile Rate	AGF	Nielsen DAR

TOTAL VIDEO SPOT LENGTH

Available Spot Length

Spot Length (in Sec.)	Index (in%)	The spot price is calculated from the 20-second price divided by 20 divided by spot length index 105, multiplied by the actual spot length and the spot length index from the table. The result is rounded commercially to whole euros.
15	120	
20	105	



BACKUP

TOTAL VIDEO BASED ON CFLIGHT



KEY FACTS

Potential Reach	55.7 m Unique User*
Ads	15" – 20" Spots More on request
Booking	I/O
Inventory	TV channels, Joyn, TVCs, Studio71
Audience targeting	Age/gender with 18 target group clusters
Booking & billing KPIs	Gross CPM CFlight contacts: 100% on target & valid AVOC**
Commercial model	Individual customer conditions



USPS

- ✓ **Guaranteed contacts** at a fixed price, we take care of outbound marketing, no planning risk and expense.
- ✓ **Highest media quality according to CFlight:** Guaranteed 100% visible and audible ads in the target group on all devices.
- ✓ **Expanded target group potential,** especially in the younger ZG segments, through TV/digital bundling.
- ✓ **3 Total Video packages** to choose from with additional options regarding Prime Time and core channel share.



USECASES

- ✓ **Existing TV customers:**
Simplified booking of convergent TV/digital campaigns at TV quality level
- ✓ **TV new customers:**
Simple entry without risk, planning and optimization effort
- ✓ **Medium/large campaigns and annual engagements:**
Full integrated reach power
- ✓ **International customers:**
TV booking with contact guarantee as known from other TV markets

ADVERTISING NEEDS REACH & AD IMPACT

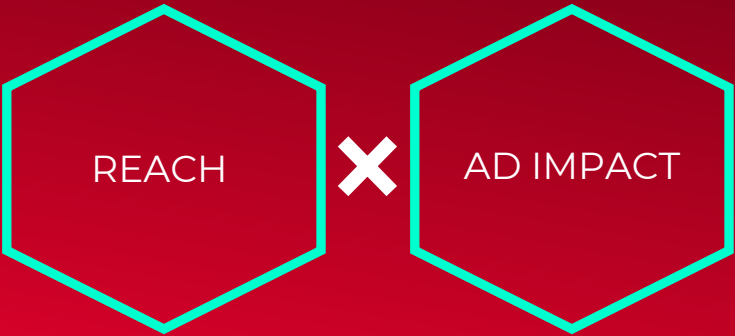
The **value of a medium** is given by:

The **power of the ad** differs by medium:

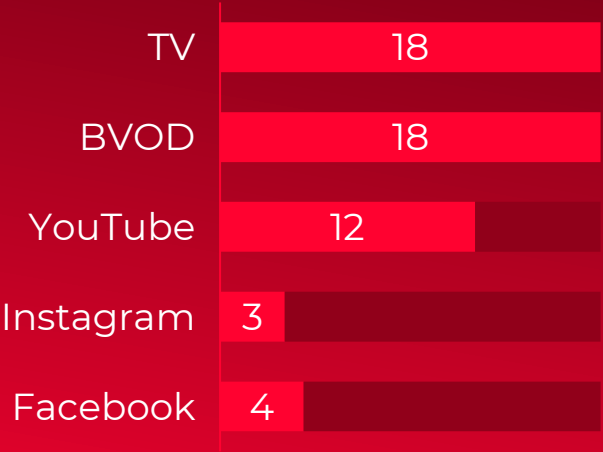
Visibility influences the ad **impact:**

The Power of the Medium

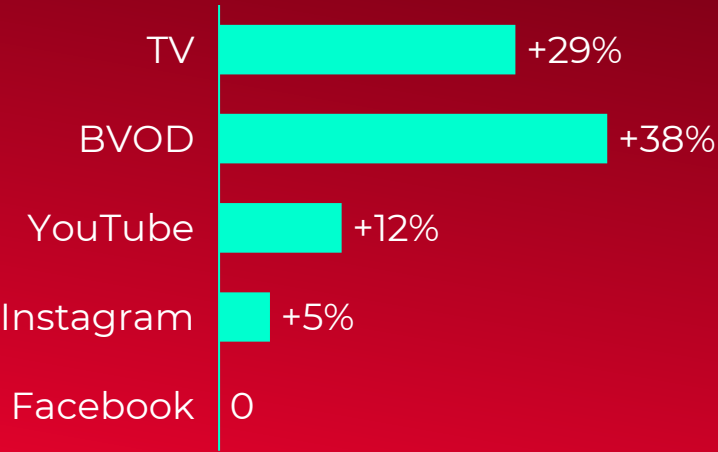
The Power of the Ad



Ø Spot Runtime* Seconds



STAS / Increase in purchase intention



THE CFLIGHT CONCEPT: UNIFORM PRINCIPLES AND HIGHEST MEDIA QUALITY FOR CROSS-MEDIA CAMPAIGNS AT TV LEVEL

PRINCIPLES

CFLIGHT

CFlight® NBCUniversal Media, LLC.



CFlight ensures the AGF standard. Further, the AGF is fully supported in a cross-platform reach measurement.



CFlight uses the **best possible data-sources** to map **demographic** information on **non-linear platforms**. Only **contacts in the target group** are considered.




CFlight is **open** to other market participants



CFlight defines highest media quality, differentiating itself from video ads with lower media quality: **100% view-through rate, 100% audio, 100% viewability**.

WHAT'S NEW WITH TOTAL VIDEO BASED ON CFLIGHT

		TV Classic	DIGITAL Classic	TOTAL VIDEO based on CFlight
Booking approach		Individual TV planning: based on ad breaks / broadcaster ratecards	Individual digital planning: impression based ratecard CPMs	Order your contact quantity based on 3 x guarantees: 100% media quality and on target with fixed price
Guaranteed	Media Quality	✓	✗	✓
	Target Group	✗	✗	✓
	Price CPM	✗	✓	✓
Planning & Reporting	Ex-ante TV placement schedule	✓		✗
	KPI campaign reporting	✓	✓	✓
	Ex-post TV broadcast confirmation	✓		✓
	Total Video reporting	✗	✗	✓
				

WITH CFLIGHT, WE ALSO INTEGRATE OUR STRONG GROWING CTV VIEWERS

