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

- External factors lead to price fluctuations in TV
- Digital media buying based on ad impressions or singular KPIs (e.g. cost per view)
- No cross-platform KPI for media quality, e.g. in terms of view-through rates, viewability, sound

- Several different platforms e.g. TV, streaming platforms, social platforms, …
TOTAL VIDEO
BASED ON CFLIGHT

Germany’s first fully crossmedia advertising product
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

LARGE CAMPAIGNS AND ANNUAL ENGAGEMENTS

INTERNATIONAL CLIENTS

VisitDenmark
LichtBlick
SOPHOS
EuroItalia
GLAMiRA
OBI
BAYER
GUHL
AOK
e.on
Musterring
GoStudent
### VIEWERS p. m.

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Digital</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 18+</td>
<td>49.00m</td>
<td>26.66m</td>
<td>56.09m</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>+14%</td>
</tr>
<tr>
<td>A 18-39</td>
<td>12.82m</td>
<td>10.84m</td>
<td>17.13m</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>+34%</td>
</tr>
</tbody>
</table>

**ON ALL SCREENS**

Basic: A 18+ (Pot. 67,09 Mio.)
Sources: TV, ACNielsen VideoScope 1.4, & monthly net reach, June 22 - May 23.
Seven.One Media Core Audience Run of TV Brands. InStream: AGOF Daily Digital Facts & monthly UU, Jan 22; Studio71: Comscore 8-monthly UU, Apr 22 - Mar 23.
Video Reach: Own Estimate / Media Insights & Analytics.
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
- Digital On-Target
- Digital valid AVOC

CFlight definition VTR, SevenOne Media also takes into account for digital media quality viewability, audibility and valid traffic.
GET GUARANTEED CFlight Contacts at a fixed price with TOTAL VIDEO, WE TAKE THE RISK

Maximum impact with CFlight Contacts+ further contacts on top

Media buying based on fixed avCPM

Secure planning with fixed avCPM. We take the risk!

<table>
<thead>
<tr>
<th></th>
<th>Spot 20'</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 18-64</td>
<td>13</td>
<td>15</td>
<td>16</td>
<td>18</td>
<td>21</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>A 40-64</td>
<td>15</td>
<td>18</td>
<td>19</td>
<td>21</td>
<td>24</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>A 30-54</td>
<td>26</td>
<td>31</td>
<td>32</td>
<td>37</td>
<td>42</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>A 18-49</td>
<td>34</td>
<td>41</td>
<td>43</td>
<td>49</td>
<td>56</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>A 25-49</td>
<td>37</td>
<td>44</td>
<td>46</td>
<td>52</td>
<td>59</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>A 18-39</td>
<td>55</td>
<td>64</td>
<td>67</td>
<td>79</td>
<td>91</td>
<td>92</td>
<td></td>
</tr>
</tbody>
</table>

avCPM gross €
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

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**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

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**TOTAL VIDEO BUDGET**
- Prime Time >30%

**Recommended campaign volume:** < 500k

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

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**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

Prime time and core channel shares refer to the TV media volume delivered.
ONE PAGER CAMPAIGN OFFER

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

<table>
<thead>
<tr>
<th>Media Playout Guarantee:</th>
<th>CFlight Guarantee:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime Time</td>
<td><strong>&gt;40%</strong></td>
</tr>
<tr>
<td>Core TV channels</td>
<td><strong>&gt;80%</strong></td>
</tr>
<tr>
<td>100% contacts on target</td>
<td></td>
</tr>
<tr>
<td>100% media quality <strong>valid AVOC</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Total Video Prime Offer:**

- **Period**: 15.9.2022 – 31.10.2022
- **Target Group**: E 30-54
- **Spot Length**: 20"  

<table>
<thead>
<tr>
<th>CFlight Contacts</th>
<th>21.133.094</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Video Gross Budget</td>
<td>1.000.000 €</td>
</tr>
<tr>
<td>Net Budget (MN3)</td>
<td>xxx.xxx €</td>
</tr>
</tbody>
</table>

**CFLIGHT CAMPAIGN OVERVIEW**

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

<table>
<thead>
<tr>
<th>TV</th>
<th>Digital</th>
<th>Total Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFlight Contacts [k]</td>
<td>20.076</td>
<td>1.057</td>
</tr>
<tr>
<td>GRP [%]</td>
<td>74</td>
<td>4</td>
</tr>
<tr>
<td>CPG net [€]</td>
<td>xxx.xxx</td>
<td></td>
</tr>
<tr>
<td>CPM net [€]</td>
<td>xx,xx</td>
<td></td>
</tr>
</tbody>
</table>

**TV Channel**

[GMV in %]

**TV Time Slot**

[GMV in %]

**CFlight contacts**

[in k]

exemplary channel- and time slot mix / Digital share 5-10% depending on available advertising inventory / Potential: Reference date 01.01.2021. Changes in contact allocation leads to different contact volumes due to CPM fluctuations // Source: Own calculation/ SevenOne Media.
# 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 reach** of the campaign is increased by **+11.2%** through the **incremental impact** of the **digital** part

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### Audience Definition

- **Target Group:**
  - A 18-39
  - A3+

### Campaign KPI

<table>
<thead>
<tr>
<th>Package</th>
<th>TV</th>
<th>Digital</th>
<th>Total Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts (m)</td>
<td>7.50</td>
<td>0.96</td>
<td>8.46</td>
</tr>
<tr>
<td>GRP (%)</td>
<td>35.6</td>
<td>4.6</td>
<td>40.2</td>
</tr>
</tbody>
</table>

### On-Target

<table>
<thead>
<tr>
<th>Contacts (m)</th>
<th>On-Target (m)</th>
<th>Net reach (m)</th>
<th>Net reach (%)</th>
<th>OTS/Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts (m)</td>
<td>7.50</td>
<td>3.26</td>
<td>15.5</td>
<td>2.3</td>
</tr>
<tr>
<td>GRP (%)</td>
<td>35.6</td>
<td>5.1</td>
<td>2.1</td>
<td>2.5</td>
</tr>
</tbody>
</table>

### Total

<table>
<thead>
<tr>
<th>Contacts (m)</th>
<th>On-Target (m)</th>
<th>Net reach (m)</th>
<th>Net reach (%)</th>
<th>OTS/Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts (m)</td>
<td>20.19</td>
<td>9.87</td>
<td>12.6</td>
<td>2.0</td>
</tr>
<tr>
<td>GRP (%)</td>
<td>25.7</td>
<td>0.62</td>
<td>0.8</td>
<td>2.3</td>
</tr>
</tbody>
</table>

### Target Group Insights (Contacts in %)

- **Gender**
  - Linear TV: 43% Men, 57% Women
  - Digital: 50% Men, 50% Women

- **Age**
  - Linear TV: 43% 13-17, 30% 18-29, 21% 30-39, 11% 40-49, 9% 50-64, 6% 65+
  - Digital: 42% 13-17, 32% 18-29, 11% 30-39, 5% 40-49, 2% 50-64

### Digitale Media quality

- **VTR:** 93%
- **Valid AVOC:** 90%

### TV Channel & Time Slot Distribution

- **Core Channels:** 84%
- **Prime Time:** 40%
**VIDEO ADVERTISING USING TOTAL VIDEO PROVIDES VERIFIABLE BENEFITS**

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supported brand awareness</td>
<td>+114%</td>
</tr>
<tr>
<td>Relevant set</td>
<td>+58%</td>
</tr>
<tr>
<td>Previous purchase</td>
<td>+31%</td>
</tr>
</tbody>
</table>

Our greatest learning: Total Video based on CFlight offers the ideal combination of awareness increase and sales performance - also and especially for strongly performance-driven industries such as e-commerce.

Yasemin Topaloğlu
Chief Brand Officer, GLAMIRA

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*Source: SevenOne Media / Payback*
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**

65% of the InStream viewers are incremental to TV.

**Incremental impact on the total campaign through digital**

<table>
<thead>
<tr>
<th>Case</th>
<th>Age Group</th>
<th>Reach</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>F 30-54</td>
<td>49.8%</td>
<td>+5.6%</td>
</tr>
<tr>
<td>B</td>
<td>A 18-64</td>
<td>51.7%</td>
<td>+2.3%</td>
</tr>
<tr>
<td>C</td>
<td>A 25-49</td>
<td>65.4%</td>
<td>+6.0%</td>
</tr>
<tr>
<td>D</td>
<td>A 18-39</td>
<td>84.2%</td>
<td>+11.2%</td>
</tr>
<tr>
<td>E</td>
<td>A 18-64</td>
<td>84.1%</td>
<td>+3.5%</td>
</tr>
</tbody>
</table>

Digital audience boosts total reach of campaign by +6.0%.

Source: SOM Media Insights & Analytics Own Estimate
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
### Measurement of billing KPIs

<table>
<thead>
<tr>
<th>KPI</th>
<th>TV</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts</td>
<td>agf</td>
<td>SOM AdServer Impressions</td>
</tr>
<tr>
<td>On-Target Rate</td>
<td>agf</td>
<td>Nielsen DAR</td>
</tr>
<tr>
<td>Valid AVOC Rate</td>
<td>100% by Design</td>
<td>Moat</td>
</tr>
</tbody>
</table>

### Calculation of billing-relevant contacts

<table>
<thead>
<tr>
<th>KPI</th>
<th>TV</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition avTKP</td>
<td>CPM On-Target</td>
<td>CPM On-Target und valid AVOC</td>
</tr>
<tr>
<td>avTKP billing-relevant contacts</td>
<td>Contacts * On-Target Rate</td>
<td>Contacts * On-Target Rate * valid AVOC Rate</td>
</tr>
<tr>
<td>On-Target Rate CTV</td>
<td>-</td>
<td>Browser / Mobile On-Target Rate</td>
</tr>
</tbody>
</table>

### Definition valid AVOC Digital

<table>
<thead>
<tr>
<th>KPI</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid AVOC</td>
<td>The percentage of valid impressions where the ad was visible and audible on completion</td>
</tr>
<tr>
<td>Visible on Complete</td>
<td>The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached completion</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>KPI</th>
<th>TV</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Reach¹</td>
<td>agf</td>
<td>Nielsen DAR</td>
</tr>
<tr>
<td>Net Reach On-Target¹</td>
<td>agf</td>
<td>Net Reach * On-Target Rate</td>
</tr>
<tr>
<td>OTS / Frequency¹</td>
<td>agf</td>
<td>Nielsen DAR</td>
</tr>
<tr>
<td>VTR Quartiles</td>
<td>100% by Design</td>
<td>Moat</td>
</tr>
<tr>
<td>Audience Profile Rate</td>
<td>agf</td>
<td>Nielsen DAR</td>
</tr>
</tbody>
</table>

¹ Digital Browser & App
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.
# TOTAL VIDEO BASED ON CFLIGHT

## KEY FACTS

<table>
<thead>
<tr>
<th>Potential Reach</th>
<th>56.09 M viewers 18+*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads</td>
<td>15” – 20” Spots More on request</td>
</tr>
<tr>
<td>Booking</td>
<td>I/O</td>
</tr>
<tr>
<td>Inventory</td>
<td>TV channels, Joyn, TVCs, Studio71</td>
</tr>
<tr>
<td>Audience targeting</td>
<td>Age/gender with 18 target group clusters</td>
</tr>
<tr>
<td>Booking &amp; billing KPIs</td>
<td>Gross CPM CFLight contacts: 100% on target &amp; valid AVOC**</td>
</tr>
<tr>
<td>Commercial model</td>
<td>Individual customer conditions</td>
</tr>
</tbody>
</table>

## 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

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* Sources: TV, AGF Video Scope 1.4, Ø-monthly net reach, June 22 - May 23; Seven.One Media Core Audience Run of TV Brands InStream: AGOF Daily Digital Facts Ø-monthly UU, Jan 22; Studio71: Comscore Ø-monthly UU, Apr 22 – Mar 23; Total Reach Instream: Double Play / Own Estimate / Media Insights & Analytics.

**Moat valid AVOC: The percentage of valid impressions where the ad was visible and audible on completion.
The value of a medium is given by:

The power of the ad differs by medium:

Visibility influences the ad impact:

<table>
<thead>
<tr>
<th>Medium</th>
<th>STAS / Increase in purchase intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>+29%</td>
</tr>
<tr>
<td>BVOD</td>
<td>+38%</td>
</tr>
<tr>
<td>YouTube</td>
<td>+12%</td>
</tr>
<tr>
<td>Instagram</td>
<td>+5%</td>
</tr>
<tr>
<td>Facebook</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Amplified Intelligence on behalf of Screenforce / Not all Reach is Equal - DACH Edition, 2020. * counted after at least 50% of the pixels are visible. Maximum possible running time was 18 seconds on average over all tested spots. STAS (Short-term advertising strength): The purchase intention for the advertised product is 29 percent higher after contact with TV advertising on the TV screen than without advertising contact.
THE CFLIGHT CONCEPT: UNIFORM PRINCIPLES AND HIGHEST MEDIA QUALITY FOR CROSS-MEDIA CAMPAIGNS AT TV LEVEL

CFlight® NBCUniversal Media, LLC.

**PRINCIPLES**

**CFLIGHT**

- **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

<table>
<thead>
<tr>
<th>Booking approach</th>
<th>TV Classic</th>
<th>Digital Classic</th>
<th>Total Video based on CFLight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Quality</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Target Group</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Price CPM</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Individual TV planning:</td>
<td>✔️</td>
<td>✔️</td>
<td>ex-ante TV placement schedule</td>
</tr>
<tr>
<td>Ex-ante TV placement schedule</td>
<td>✔️</td>
<td>✔️</td>
<td>ex-post TV broadcast confirmation</td>
</tr>
<tr>
<td>KPI campaign reporting</td>
<td>✔️</td>
<td>✔️</td>
<td>Total Video reporting</td>
</tr>
<tr>
<td>Ex-post TV broadcast confirmation</td>
<td>✔️</td>
<td>✔️</td>
<td>Total Video reporting</td>
</tr>
<tr>
<td>Total Video reporting</td>
<td>✗</td>
<td>✗</td>
<td>Total Video reporting</td>
</tr>
</tbody>
</table>

**71sevenone media**
WITH CFLIGHT, WE ALSO INTEGRATE OUR STRONG GROWING CTV VIEWERS

Targeting & AdPlayout

Online

App

CTV

Co-Viewing Faktor on-top 1.76

Source: Co-Viewing Studio 2020, SevenOne Media. The on-top Co-Viewing potential is actually not taken into account within CFLight (CTV is included in the CFLight contact calculation with 1.0).

Targeting & AdPlayout

Publisherinventory

Studio71

TV Sites Joyn

Calculation CTV On-Target Rate

Browser / App

On-Target Rate based on Nielsen DAR (exkl. Co-Viewing)

1st Party Data

1st Party Data 7pass

7.1Media Targeting

+ DataNexx* + Audience Project*

1)* Mo-Fr, Primetime