EFFICIENT AUDIENCE TARGETING IN A COOKIELESS FUTURE
WE OFFER SCALABLE, FUTURE-PROOF TARGETING SOLUTIONS FOR EFFICIENT CAMPAIGN MANAGEMENT

WE LOVE DATA

We combine our TV and digital data into targeting solutions for high-impact cross-media campaigns.

TARGETING EFFICIENCY

Maximum targeting quality with full coverage enables scalable, efficient addressing of target groups.

COOKIELESS FUTURE

Future-proof through combination of 1st party logins and contextual data.
COOKiELess
## CONTINUE TO BENEFIT FROM PREMIUM TARGETING WITH FULL ADDRESSABILITY IN THE FUTURE

### Comprehensive programmatic addressability of the seven.one video inventory
- Future-proof and powerful **sociodem targeting** for I/O and programmatic

### Data-driven control of campaigns based on factual data
- High quality thanks to 1st party data and universal IDs
- With maximum reach due to waterfall setup
- Cooperation with **audience verification providers**

### Contextual as a new targeting option on all video inventories – 100% cookieless
- Futhermore **SpotOn: Data segments** using
- **CrossDevice campaign control** thanks to CD-Graph
- Bring your own data with **Audience Transfer**

### Video classification with modern technologies
- Support of the **IAB Taxonomy** according to the latest standard (V. 3.0)
- **Book Topics, Genres & Content Types**

### In Implementation
- User addressability **without** 3rd party cookies
- Use of universal IDs for targeting & FC
- Additional data signals, e.g. contextual data
- **Video classification** with modern technologies
- **Book Topics, Genres & Content Types**

### Live | Ongoing
- Video classification with modern technologies
- Support of the IAB Taxonomy according to the latest standard (V. 3.0)
- **Book Topics, Genres & Content Types**

### In Implementation
- Video classification with modern technologies
- Support of the IAB Taxonomy according to the latest standard (V. 3.0)
- **Book Topics, Genres & Content Types**
PROGRAMMATIC ADDRESSABILITY OF ALL SEVEN.ONE INVENTORIES

We pursue a **multi-ID approach** and rely on the following partners*:

- **netID**
- **EUID**
- **RAMP ID**

✓ Data protection compliant user IDs
✓ Works without 3rd party cookies
✓ Email-based, deterministic
✓ Stable, across devices

**User identification** and **addressability** across the entire programmatic value chain

**Frequency management** of programmatic campaigns across different inventories

**Activation** of **1st party customer data** or **partner data** on seven.one Premium Inventory

We transfer **contextual data signals** via Open RTB protocol for DSP / SSP

**Contextual targeting** based on the **publisher's content data**

*In Evaluation & Testing. Decision and integration pending*
WATERFALL SETUP DELIVERS THE BEST POSSIBLE QUALITY WITH ADDRESSABILITY FOR ALL USERS - ALSO IN THE FUTURE

1 LEVEL
Hard Logins

2 LEVEL
Logins & IDs modelled

3 LEVEL
Contextual Data modelled

 ✓ High data quality thanks to 7Pass 1st party data

 ✓ Supplemented by partner data & use of universal IDs

 ✓ Complete addressability in environments without cookies thanks to detailed context information

Source: AdServer Requests 2023 (CORE (TVBrand/NetworkBrands); *Socio-demographic targeting model based on waterfall logic, which always uses the best available data - cookieless if necessary
In the cookieless era continue to control data-driven campaigns

**SPOTON: DATA**
- Verticals, Personas & Products
- ✓ Our data partners are switching to data collection without 3rd party cookies

**CROSSDEVICE**
- Incremental & Reminder
- ✓ 1st party data & universal IDs (e.g. Net-ID) replace 3rd party cookies in the CrossDevice graph

**AUDIENCE TRANSFER**
- Own customer / partner data
- ✓ Customer & marketer use the same ID system (e.g. Net-ID)

In the transition phase, it may be possible to address fewer devices
# Contextual Targeting for Addressing Specific Target Groups in the Appropriate Video Content Environment

## MVP Launch in 2024

**Contextual Targeting Standalone booking**  
- IAB Topics V3.0 incl. Genres, Content Types, Sensitive Topics/Risk Levels  
- Lunch on JOYN and P7S1 channels  
- Successive Rollout (InStream, PTV, ATV)

**NEW: State-of-the-Art Video-Classification:**
- **Machine Learning** on episode- up to clip-level using generative AI solutions from external vendors  
- **Editorial tagging** of IAB Topics and use of existing video content metadata  
- **Automated crawling** on format- and URL-level

## Advantages

- Works **cookieless** and is **GDPR compliant**
- **More impact** through increased **relevance** and **acceptance** through video content context, optimal placement boosts **engagement**
- More **brand safety & brand suitability** through placement in safe, relevant environments  
- More **environmentally friendly** than other targeting options by reducing server communication in the digital ecosystem

---

**I/O & PROGRAMMATIC**
OUR TARGETING SOLUTIONS
WE OFFER SUITABLE TARGETING SOLUTIONS FOR EVERY OCCASION AND EVERY CAMPAIGN GOAL

**AUDIENCE**

User-based addressing based on specific target group characteristics. Login data, modelling and context-based information serve as the basis.

E.g. Woman 18 – 59 Years

**CONTENT**

Allocation of relevant topics and environments. Display of advertising in the context of the content - no consent and no cookies necessary.

E.g. Food & Drink

**USAGE & TECH**

Technical targeting options that are usually set in the ad server and use information such as the IP address.

E.g. Timeslot, Geo targeting

**CUSTOM**

Creation and onboarding of individual target groups for optimised targeting.

E.g. own User Data

---

**Interest** **Contextual**

**SozioDem** **Content**

**Device** **Reach**

**Usage** **Frequency**

**1st/3rd Party**
## CURRENT TARGETING PORTFOLIO & BOOKABILITY FOR OUR CLIENTS

<table>
<thead>
<tr>
<th>Campaign Approach</th>
<th>Audience</th>
<th>Content</th>
<th>Usage &amp; Tech</th>
<th>Custom</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Targeting Target Group</strong></td>
<td>Interest</td>
<td>Contextual</td>
<td>Device</td>
<td>1st/3rd Party</td>
</tr>
<tr>
<td></td>
<td>SozioDem</td>
<td>Content</td>
<td>Reach</td>
<td></td>
</tr>
<tr>
<td><strong>Targeting Solution</strong></td>
<td><strong>WATERFALL-SETUP</strong></td>
<td><strong>SPOTON: DATA</strong></td>
<td><strong>CONTEXTUAL</strong></td>
<td><strong>ADSERVER-BASED</strong></td>
</tr>
<tr>
<td></td>
<td>• Login based</td>
<td>• Factual Data</td>
<td>• Topics</td>
<td>• Usage-based</td>
</tr>
<tr>
<td></td>
<td>• Profile based</td>
<td></td>
<td>• Genre</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Content based / Contextual</td>
<td></td>
<td>• Sites</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Channel</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>coming soon</td>
<td></td>
</tr>
<tr>
<td><strong>STUDIO71</strong></td>
<td><strong>SPECIAL INTEREST</strong></td>
<td><strong>RETARGETING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Login-based</td>
<td>• Site</td>
<td>• User/Device IDs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Content-based</td>
<td>• Channel</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
We guarantee a detailed listing of rankings, secure data encryption, constant control of suspicious and crossborder traffic through the use of certified measurement tools.

We measure the affiliation of users to booked campaign target groups using external analysis tools*. In addition, we constantly optimise the performance of your ads.

We achieve higher OTR uplifts through targeting on our premium content sites with maximum reach, which significantly increases the on-target rate, even with top target groups.

*in measurable environments
WATERFALL SETUP DELIVERS THE BEST POSSIBLE QUALITY WITH ADDRESSABILITY FOR ALL USERS - ALSO IN THE FUTURE

SOCIODEM TARGETING „FUTURE-PROOF”

1 STUFE
Hard Logins

2 STUFE
Logins & IDs models

3 STUFE
Contextual Data models

>60% 7PASS LOGINS ON JOYN

COOKIELESS READY

Quelle: AdServer-Requests 2023 (CORE (TVBrand/NetworkBrands); *Soziodemographisches Targetingmodell nach Wasserfalllogik, das immer die besten zur Verfügung stehenden Daten nutzt - cookieless, wenn nötig
RESULT OF A/B TESTING WITH DIFFERENT FIRST PARTY DATA SHARES

1ST PARTY DATA EFFECT: ON TARGET RATE IN THE TARGET GROUP INCREASES

On-Target-Rate Uplift with high 7Pass Share

Broad target group

+10%  
M/F/E 18-59 J.

Narrow target group

+28%  
M/F/E 18-29 J.

Source: Meetrics, OTR-Performance-Measurement; 7.1 M InStream Campaigns, Period: 01/21 until 06/22; A/B Test with 7Pass shares from A) >38% of Ad Impressions and B) <10% of Ad Impressions. Core Audience, Desktop use.
**SPOTON: Data**

**ONLY FACTUAL USER DATA IN OVER 150 DATA SEGMENTS**

**FACTUAL DATA**

1. **Data on All Screens**
   - Desktop
   - Mobile
   - ATV

2. **E-commerce & Content Data**

3. **>150 Premium Data Segments**
   - B2B & B2C Personas, Verticals & Products*

STUDIO71

PREMIUM ENVIRONMENTS FOR MAXIMUM ADVERTISING IMPACT IN OUR YOUTUBE NETWORK

>300
YouTube Channels

Reaches about
20Mio
unique user monthly in germany

OUR TARGETING OPTIONS

Curated content rotations such as target groups & special interest rotations

SocioDem targeting based on YouTube login data

100% Premium, 100% Brandsafe
S71 offers the highest quality guarantee

1 comScore Video Metrix (Views), YouTube Partners. 11/2021;
CROSSDEVICE ENABLES CROSSMEDIA OPTIMIZATION OF TV/DIGITAL CAMPAIGNS

**INC峻ENTAL**
- Digital expansion of linear TV campaigns to increase net reach

**REmINDER**
- Digital retargeting of already reached TV households for contact optimisation & storytelling

**X:TEND**
- Efficiently build maximum incremental reach from TV to social media through enhanced CrossDevice data model

**I/O - FULL SERVICE**

---

CROSSDEVICE

seven.onEMEDIA
Audience Transfer

Bring your own data

Use of own 1st party customer data
- for the targeted approach of established customers
- for the targeted approach of new customers

Use of partner data
- for the targeted addressing of your desired target group

Usable on big screen thanks to cross device technology
JOYN REACHES VARIOUS TARGET GROUPS WITHIN THE COMPLETE FAMILY

EXPAND TALENTS & LIVE EVENTS
- New target groups for more growth
- New flagship formats
- Creativity-oriented content and interactivity

TV & LIBRARY IMPROVEMENT
- Extension of the Joyn Original
- Exclusive P7S1 previews
- Selected US premium content
- Attractive FAST channels

AMPLIFY LIVE TELEVISION, NEWS AND SPORT
- Consolidation of partners' live TV
- Local News
- Relevant sports content

KIDS & YOUNG GENERATION
(4 – 29)

ADULTS
(29 – 59)

BEST AGERS
(59+)

Number of viewers

Our multi-faceted content strategy will enable us to maximise reach across our platform universe.
BEST AGERS - THE TARGET GROUP OF THE FUTURE
WE GROW WITH THE TREND & GENERATE MORE REACH

FACTS
53% OF THE GERMAN POPULATION ARE OVER 50 AND OLDER

THE AVERAGE AGE OF THE GERMAN POPULATION IS 44.7 YEARS

THE GERMAN AVERAGE AGE ON TV IS 49 YEARS

AGE STRUCTURE OF THE POPULATION IN GERMANY 2021*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Population in Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 20 Jahre</td>
<td>10%</td>
</tr>
<tr>
<td>20 - 29 Jahre</td>
<td>15%</td>
</tr>
<tr>
<td>30 - 39 Jahre</td>
<td>20%</td>
</tr>
<tr>
<td>40 - 49 Jahre</td>
<td>20%</td>
</tr>
<tr>
<td>50 - 59 Jahre</td>
<td>15%</td>
</tr>
<tr>
<td>60 Jahre und älter</td>
<td>10%</td>
</tr>
<tr>
<td>53%</td>
<td></td>
</tr>
</tbody>
</table>

ABSOLUTE INCOME OF PERS. NET INCOME**

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.750 €</td>
<td>46%</td>
</tr>
<tr>
<td>1.800 €</td>
<td>50%</td>
</tr>
<tr>
<td>1.850 €</td>
<td>54%</td>
</tr>
<tr>
<td>1.900 €</td>
<td>54%</td>
</tr>
<tr>
<td>1.950 €</td>
<td>54%</td>
</tr>
<tr>
<td>2.000 €</td>
<td>54%</td>
</tr>
</tbody>
</table>

*www.demografie-portal.de/DE/Fakten/bevoelkerung-altersstruktur.html
**MDS / b4p 2022 II / Seven.One Media – Media Insights & Analytics
50+ THE TARGET GROUP OF THE FUTURE
HIGHLY RELEVANT & ATTRACTIVE TARGET GROUPS FOR ALL BRANDS

CONSUMER BEHAVIOUR
50+ target group representative of almost 50 percent of consumer spending, and rising.

20-49 age group is not considered a "high-growth target group" in any consumer goods sector.**

MEDIA USAGE
With the ageing population structure in Germany, the media use and openness of this target group towards new platforms and devices is also increasing.

INTERESTS
Popular interests are Travel & Wellness, Furnishings & Home, Care & Health and FMCG products.

*The current - As ad-funded CTV goes global, marketers should consider 'silver streamers
**Using potential – the 50plus customer group (Federal Ministry for Family, Senior Citizens, Women and Youth