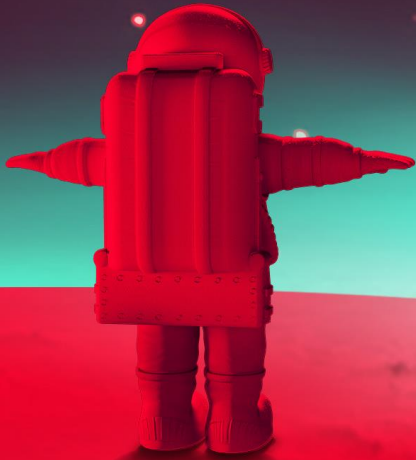




# PROGRAMMATIC TV

Mar 2024

**NATIONAL BROADCASTING ON  
POPULAR TV CHANNELS THROUGH  
PROGRAMMATIC BOOKING...**



**...IS NO ROCKET SCIENCE!**

- ✓ Programmatic booking is becoming increasingly established
- ✓ Best advertising impact on the big screen

**WITH PROGRAMMATIC TV,  
YOUR CAMPAIGN REACHES  
ALL TV DEVICES.**

# PROGRAMMATIC TV DELIVERS ALL THE STRENGTHS OF TV

## REACH

Massive reach especially in broad target groups

## IMPACT

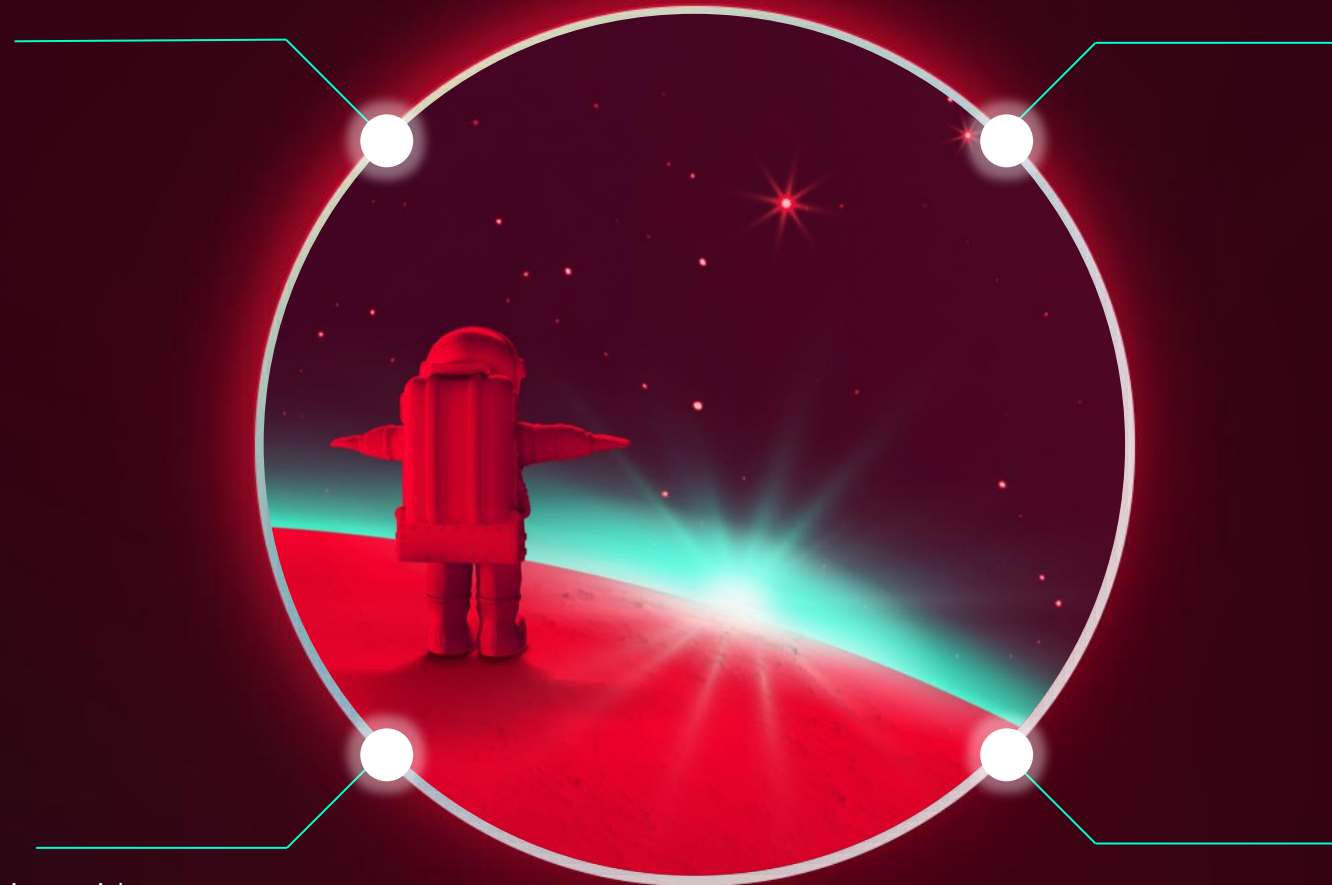
Awareness and sympathy driver with best media quality \*

## BIG SCREEN PRESENCE

Leanback effect, brand-safety, Radiance of TV-presence, „halo-effect“

## EFFICIENCY

Attractive CPMs per target group + valuable scattering gains





# PROGRAMMATIC TV ACCELERATES THE TRANSFORMATION OF TV AND LEVERAGES DIGITAL STRENGTHS



## Fixed price and guaranteed contacts

- Fixed net CPM in the target group
- Guaranteed target group contacts
- Streukontakte on top

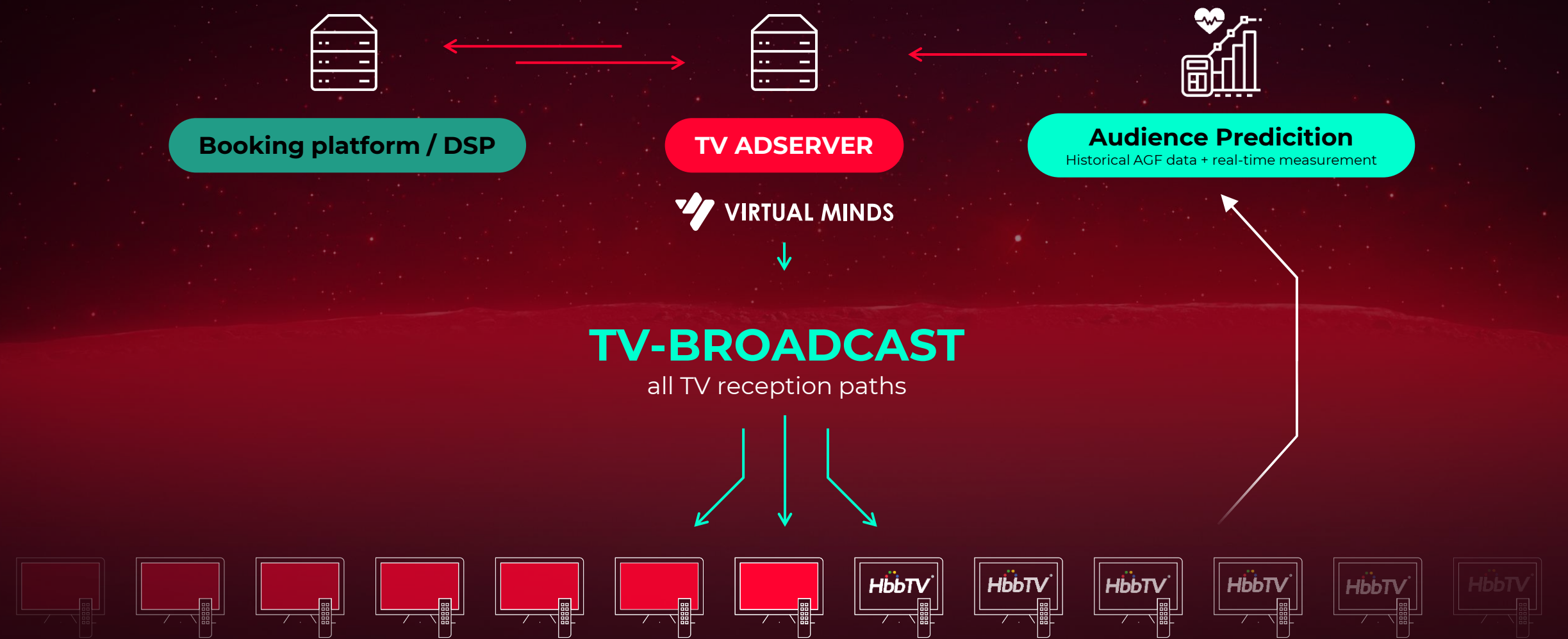
## DSP access and digital processing

- AdServer-controlled delivery on TV
- Monitoring via DSP
- Transparent reporting via DSP

## TV entry even with small budgets

- Easy first access to TV
- Additional channel in the digital set
- Linear TV campaigns with smaller budgets possible

# REAL-TIME PREDICTION AND AD SERVING ENSURE AN OPTIMAL PLACEMENT OF YOUR CAMPAIGN IN LINEAR TV



# ACHIEVE AWARENESS, REACH AND BRANDING VIA DSP



**Ava Decker**, Senior Manager Programmatic,  
PIA Media



Programmatic TV is **ideal** for campaigns with a focus on **awareness, reach and branding**.

A **big advantage** is the control of all moving image measures from one source, through the **connection** to a **demand side platform**, which made our campaign with **Vorwerk** a **complete success**.



References



bonprix. servicenow.

# NUMEROUS AUDIENCE-BASED TARGET GROUPS AND CONTENT-BASED TOPICS ARE AVAILABLE

Audience-Based

Run of TV Brands Large

44,7

M. REACH

TOTAL 18+

Inventory

06:00 – 20:00 h & 23:00 – 01:00 h  
06:00 – 01:00 h  
>50% core channel contact share\*

SIXX

GOLD

MAXX

DOKU

Run of TV Brands Medium

27,9

M. REACH

TOTAL 18+

Inventory

06:00 – 01:00 h

SIXX

GOLD

MAXX

DOKU

18-39

18-49

18-59

18-64

25-49

30-59

30-69

40-64

20-59

30-59

40-64

HHF

Content-Based

Run of Topics

Inventory

Format bundling according to IAB categories  
06:00 – 01:00 h incl. prime time core channels

Pets

Home & Garden

Sports

Entertainment & Shows

Knowledge & Documentaries

Style & Fashion

Food & Drink

SIXX

GOLD

MAXX

DOKU

DSP:  
Active Agent

Programmatic  
Guraranteed

Spot lenghts:  
10" | 15" | 20" | 25" | 30"

Pricing:  
Net-CPM per topic

**seven.one**  
MEDIA

RW: Ø monthly net reach, Source: AGF Videoforschung; AGF SCOPE 1.9; 01.01.2024-31.12.2024; Marktstandard; Market standard: Moving image; Evaluation type TV; product-related;  
No combination of audience targeting and contextual topics possible.  
\*Depending on target group, ad server decision, and available inventory

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# THE ADDITIONAL REACH BOOST FOR PROGRAMMATIC TV: USE THE INCREMENTAL APPROACH FOR YOUR CAMPAIGNS

## GOAL: INCREASE IN NET REACH



### CROSSDEVICE INCREMENTAL



Flexible use of TV data on **premium  
Seven.One InStream** inventories



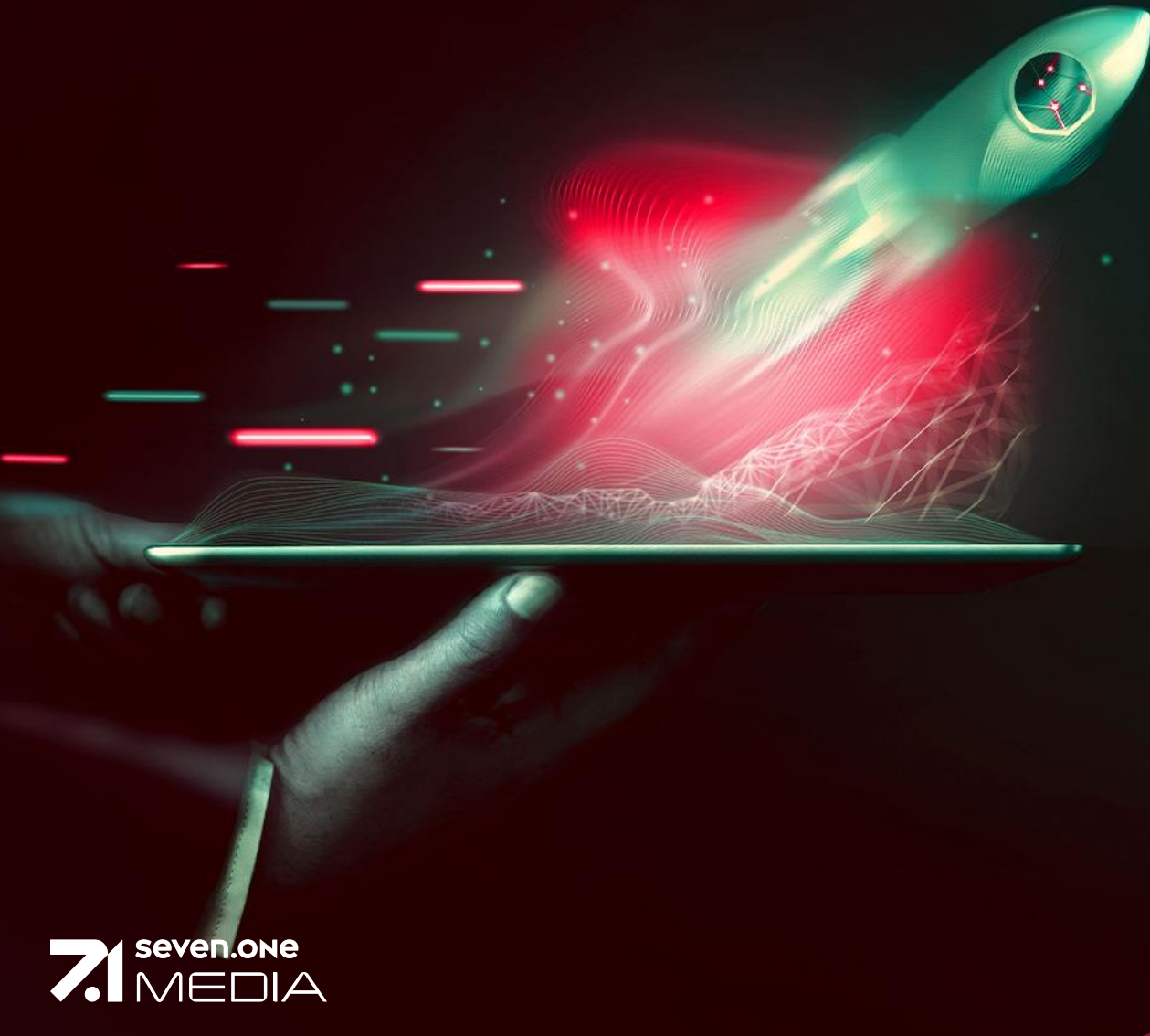
### SPOT RETARGETING INCREMENTAL



Use of TV data for your ATV Spot or  
SwitchIn campaign on  
**Seven.One Core Audience**



# TAKE ADVANTAGE OF PROGRAMMATIC TV FOR YOUR NEXT CAMPAIGN



**PROGRAMMATIC access via DSP  
TO LINEAR TV**



**ATTRACTIVE NET CPM PRICING  
MODEL**



**GUARANTEED CONTACTS IN  
THE TARGET GROUP**

