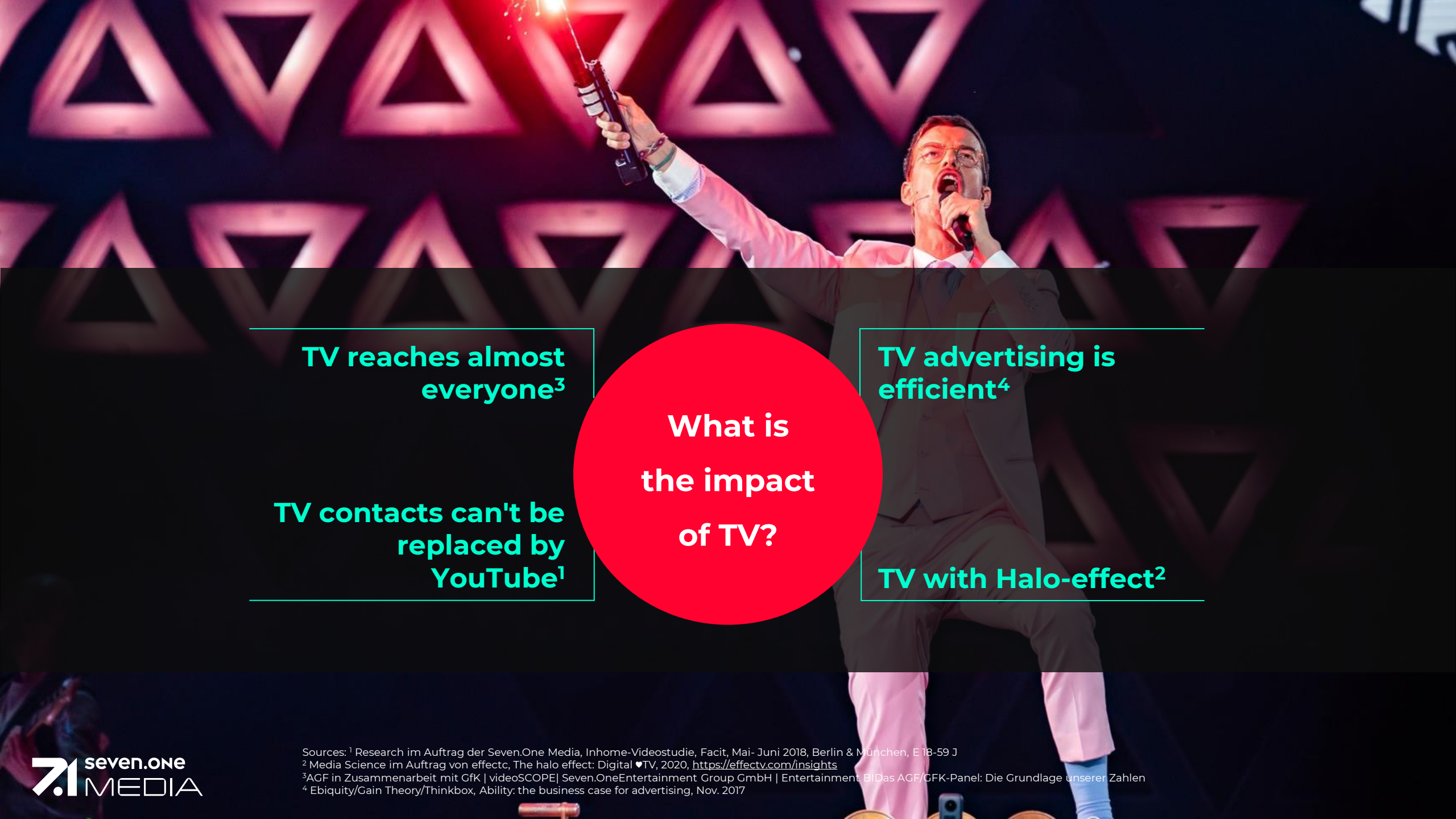


# PROGRAMMATIC TV

May 2023



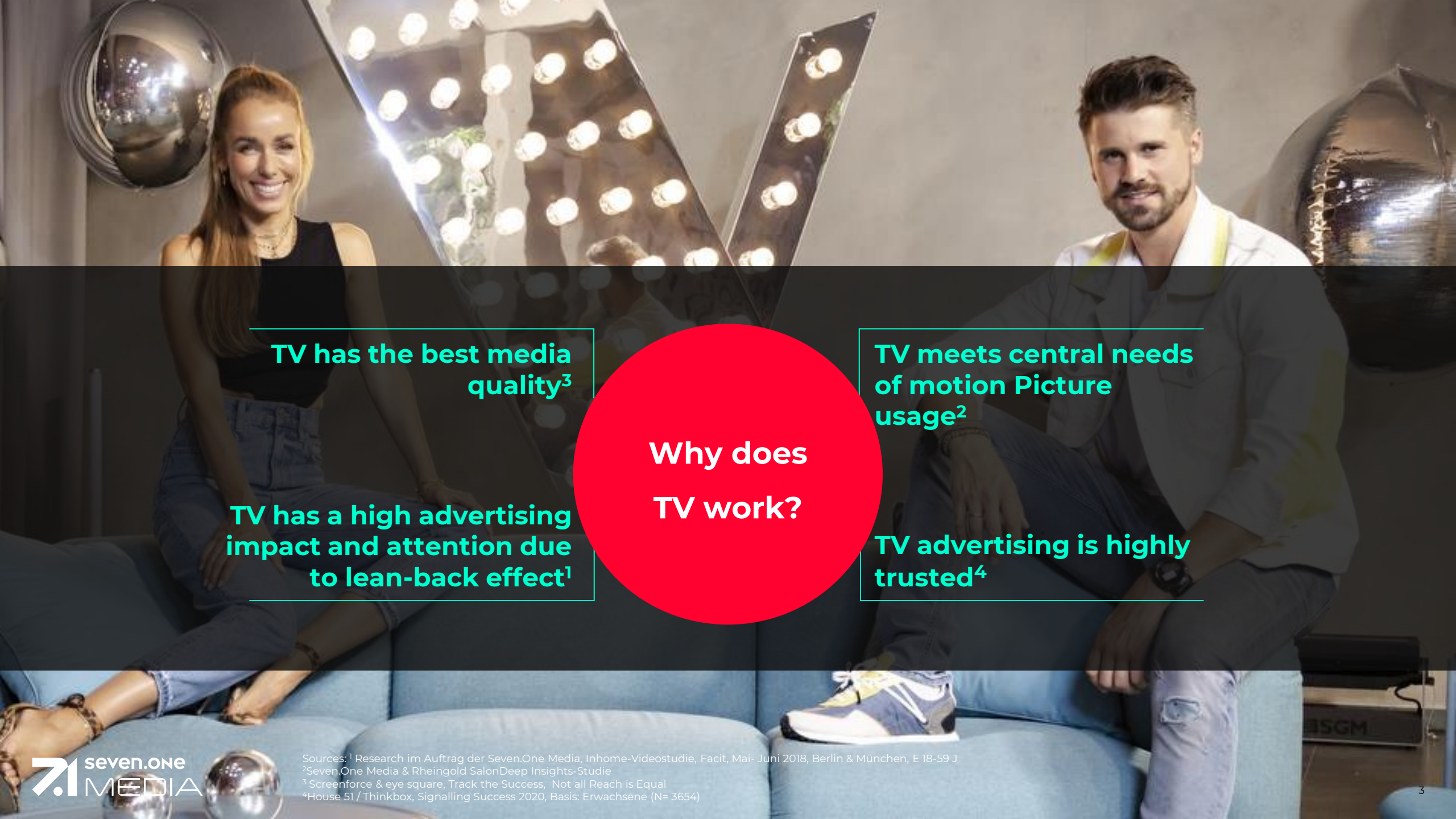
**TV reaches almost everyone<sup>3</sup>**

**TV contacts can't be replaced by YouTube<sup>1</sup>**

**What is the impact of TV?**

**TV advertising is efficient<sup>4</sup>**

**TV with Halo-effect<sup>2</sup>**



**TV has the best media quality<sup>3</sup>**

**TV has a high advertising impact and attention due to lean-back effect<sup>1</sup>**

**Why does TV work?**

**TV meets central needs of motion Picture usage<sup>2</sup>**

**TV advertising is highly trusted<sup>4</sup>**

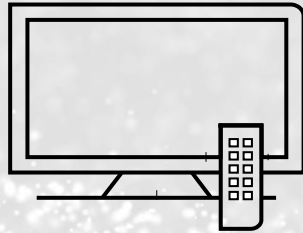
# 82% OF DIGITAL ADVERTISING VOLUME IS BOOKED PROGRAMMATICALLY

## THE RELEVANCE OF PROGRAMMATIC

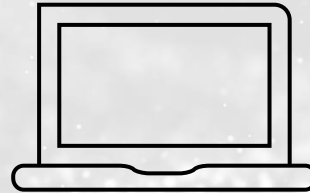
ONLINE VIDEO



ATV



DISPLAY



SOCIAL MEDIA



AUDIO



OUT OF HOME DIGITAL



...AND  
LINEAR TV?

# ENABLER: INNOVATIVE TECHNOLOGY BEHIND PROGRAMMATIC TV



Booking platform / DSP



TV ADSERVER



Audience Prediction

Historical AGF data + measurement



## TV-BROADCAST

all TV reception channels



# WE ARE REFINING PROGRAMMATIC TV THROUGH MARKET FEEDBACK

## 3 NEW FEATURES – MORE POSSIBILITIES



SEPT

### AUDIENCE-BASED



18-64 18-49 18-59  
25-49 30-59

PTV  
Large

PTV  
Medium

All 7 channels\*

4 target audience  
channels

**42.9 million**  
reach, V 3+

**22.6 million**  
reach, V 3+



OCT

### AD LENGTHS

5 lengths available:  
10 | 15 | 20 | 25 | 30 seconds

More available on  
request



NOV

### CONTENT-BASED

7 bookable contextual topics  
(IAB)

Run of...

Style & Fashion

Factual &

Food & Drink

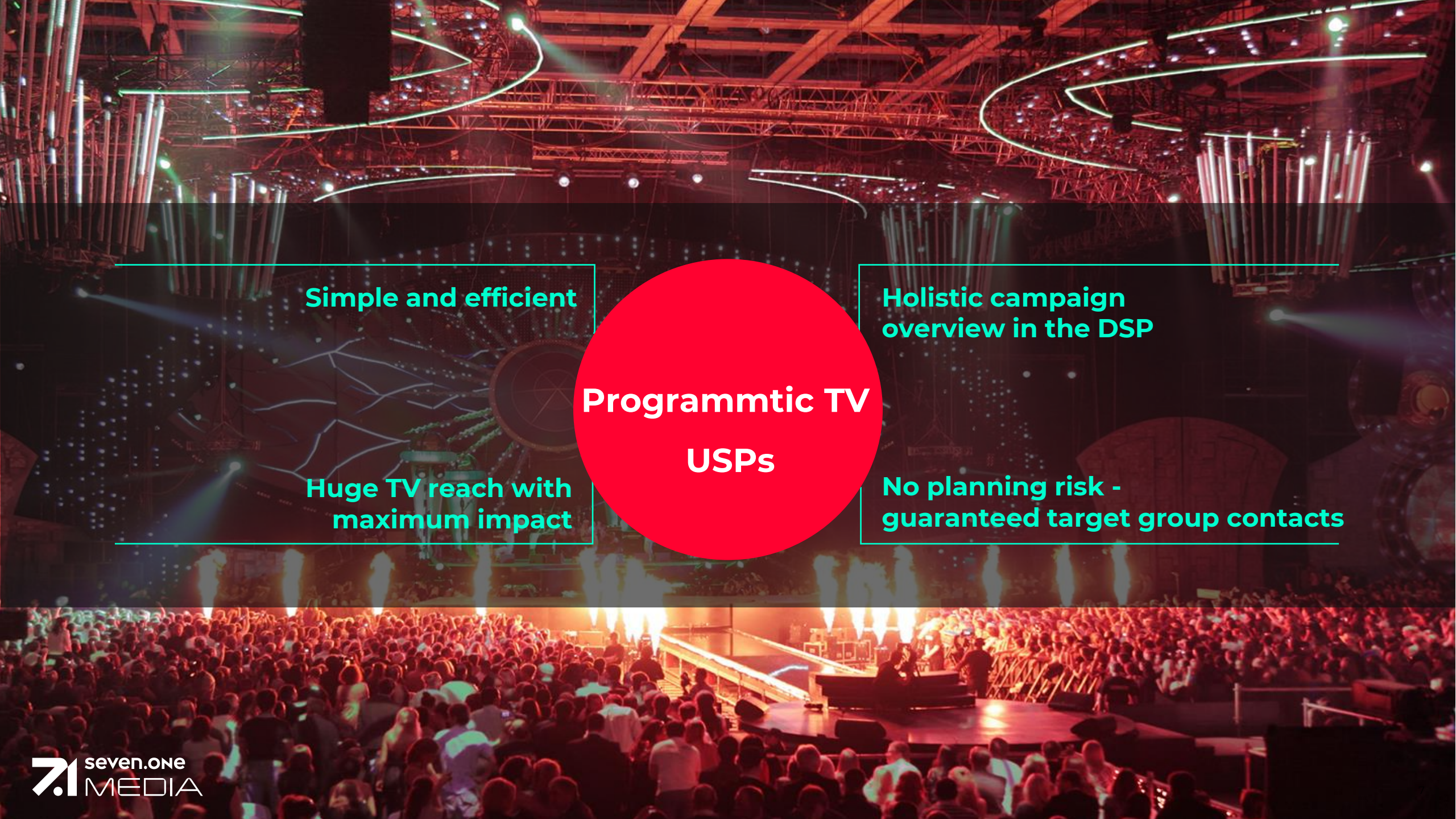
Documentaries

Home & Garden

Sports

Dating, Events & Shows

Pets



**Programmatic TV  
USPs**

**Simple and efficient**

**Holistic campaign  
overview in the DSP**

**Huge TV reach with  
maximum impact**

**No planning risk -  
guaranteed target group contacts**

