

# PROGRAMMATIC TV

January 2024

# PROGRAMMATIC TV SETS NEW STANDARDS FOR YOUR CAMPAIGN



## PROGRAMMATIC TV (PTV)

Is the provision of **linear TV inventories** via a digital programmatic platform (DSP) and ad playout via TV AdServer to **all TV households.**

# PROGRAMMATIC TV DELIVERS ALL THE STRENGTHS OF TV

## REACH

Massive reach especially in broad target groups

## BIG SCREEN PRESENCE

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

## AWARENESS

Awareness and sympathy driver with best media quality\*

## 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
- Scattering gains on top

## DSP ACCESS AND DIGITAL PROCESSING



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

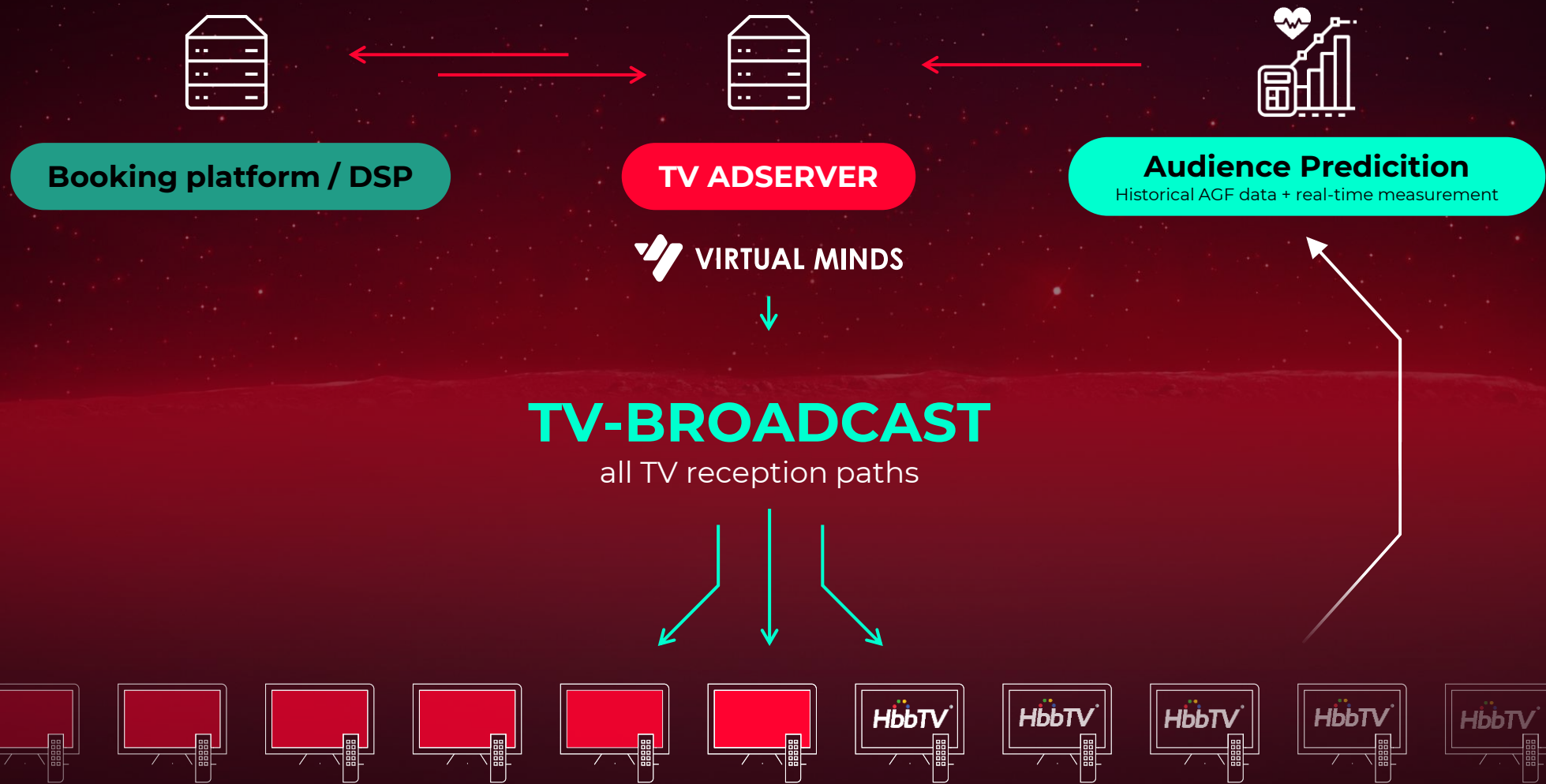
## TV ENTRY EVEN WITH SMALL BUDGETS



- 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

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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**.



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References



bonprix. servicenow.

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

Audience-Based		Content-Based	
<h3>Run of TV Brands Large</h3> <p><b>37,40</b> M. REACH TOTAL 18+</p> <p><b>Inventory</b> 06:00 – 20:00 &amp; 23:00 – 01:00 06:00 – 01:00 &gt;60% Core channel contact share*</p> <p></p>	<h3>Run of TV Brands Medium</h3> <p><b>20,01</b> MIO. RW TOTAL 18+</p> <p><b>Inventory</b> 06:00 – 01:00</p> <p></p>	<h3>Run of Topics</h3> <p><b>Inventory</b> Format bundling according to IAB categories 6:00 - 01:00 h incl. prime time core channels</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center;"> Pets</div> <div style="text-align: center;"> Home &amp; Garden</div> <div style="text-align: center;"> Sports</div> <div style="text-align: center;"> Entertainment &amp; Shows</div> <div style="text-align: center;"> Knowledge &amp; Documentation</div> <div style="text-align: center;"> Style &amp; Fashion</div> <div style="text-align: center;"> Food &amp; Drink</div> </div> <p></p>	
<p> 18-39    18-49    18-59    18-64</p> <p> 25-49    30-59    40-64</p>			
<b>DSP: Active Agent</b>		<b>Programmatic Guraranteed</b>	
		<b>Spot lengths: 10"   15"   20"   25"   30"</b>	
		<b>Pricing based on net CPM</b>	

# 3 KEY ARGUMENTS FOR PROGRAMMATIC TV

**1**

**Programmatic  
Access via DSP to  
Linear TV**

**2**

**Attractive net  
CPM pricing  
model**

**3**

**Guaranteed  
contacts within  
the target group**



