

PROGRAMMATIC TV

April 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



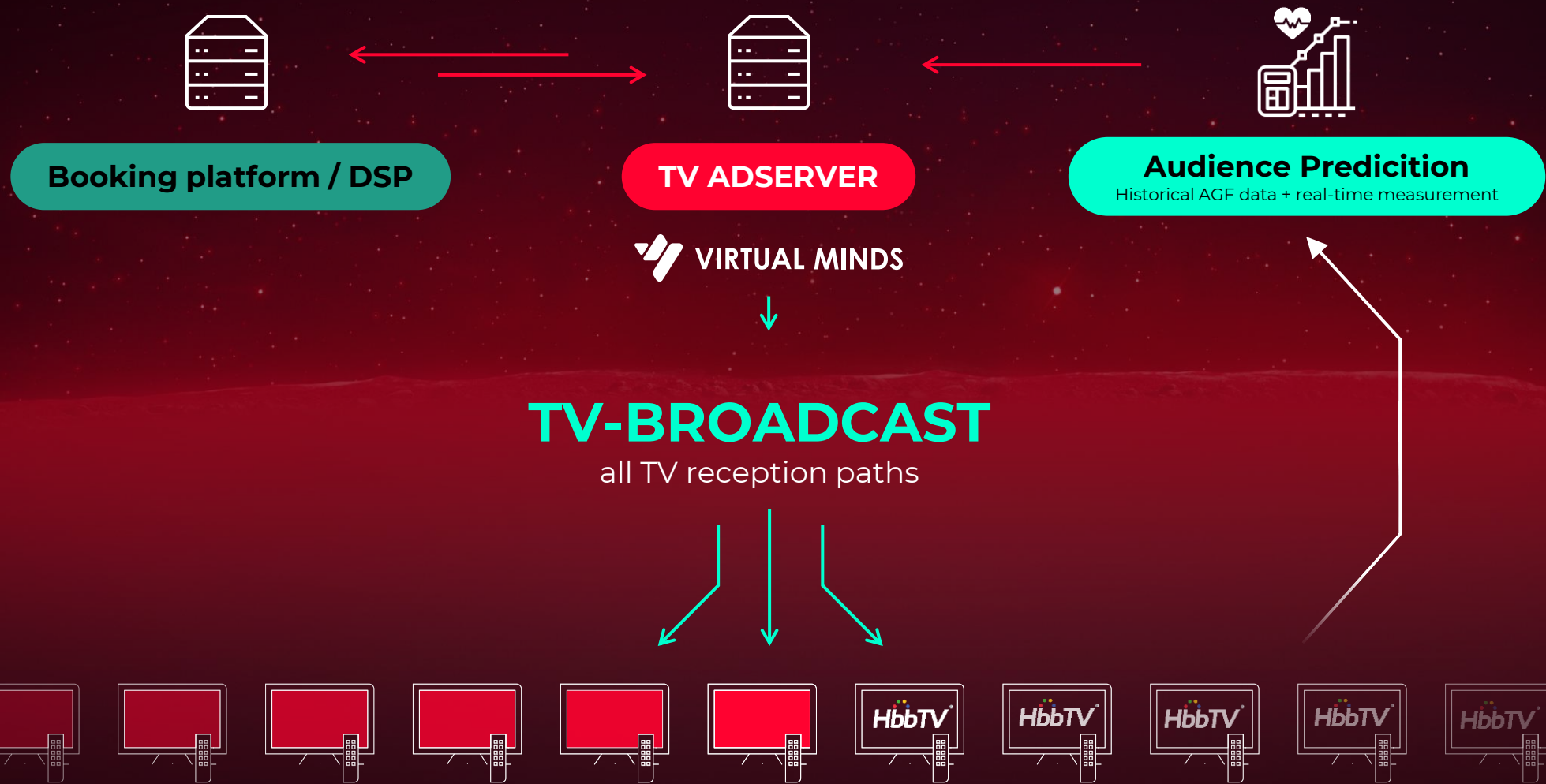
- AdServer-controlled delivery on TV
- Monitoring via DSP
- Transparent reporting via DSP

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>37,40 M. REACH TOTAL 18+</p> <p>Inventory 06:00 – 20:00 & 23:00 – 01:00 06:00 – 01:00 >60% Core channel contact share*</p> <p></p>	<h3>Run of TV Brands Medium</h3> <p>20,01 MIO. RW TOTAL 18+</p> <p>Inventory 06:00 – 01:00</p> <p></p>	<h3>Run of Topics</h3> <p>Inventory 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 & Garden</div> <div style="text-align: center;"> Sports</div> <div style="text-align: center;"> Entertainment & Shows</div> <div style="text-align: center;"> Knowledge & Documentation</div> <div style="text-align: center;"> Style & Fashion</div> <div style="text-align: center;"> Food & Drink</div> </div> <p></p>	
<p> </p>		<p>18-39 18-49 18-59 18-64</p> <p>25-49 30-59 40-64</p>	
DSP: Active Agent		Programmatic Guraranteed	
		Spot lengths: 10" 15" 20" 25" 30"	
		Pricing based on net CPM	

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**

