

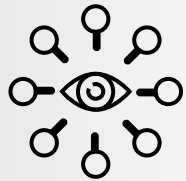
2023

TOTAL VIDEO
BASED ON CFLIGHT

CFlight © NBCUniversal Media, LLC.

CHALLENGES FOR VIDEO ADVERTISER

AUDIENCE FRAGMENTATION



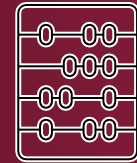
- TV use via OTT & VoD
- Streaming services
- Video platforms
- Social networks
- Aggregators

NOT ALL REACH IS EQUAL



- Different platform-specific characteristics & usage situations
- Various ad formats
- Lack of standardized conventions, e.g., see-through rates, visibility, sound

BUDGET & PLANNING SECURITY



- Volatile contact volume / TV CPM due to external factors
- Digital media buying based on ad impressions or singular KPIs (e.g., cost per view*)
- Verification Challenge Digital Media

TOTAL VIDEO BASED ON CFLIGHT



Video advertising with **bigger reach** and **less risk** than ever before

- ✓ **Extended audience potential**, especially in younger age-breaks by strengthening TV via premium video
- ✓ **Highest media quality** with **CFlight contacts**: 100% visible, sound on, and contacts on target
- ✓ **Fixed price for defined contact volume**, SOM provides guarantee and covers planning risk

⊕ **2 Total Video packages** with **further guarantees** for **prime time & core channels**. Detailed campaign parameters in advance.

OUR TOTAL VIDEO POTENTIAL

ALL SCREENS



VIEWERS P.M.



	TV	Digital	TOTAL
A 18+	51,8m	24,3m	56,9m
			+10%
A 18-39	14,5m	10,7m	17,8m
			+23%

Total Video strengthens in particular the young TG segments

