

ADDRESSABLE TV

Unterföhring, September 2021

1 ADDRESSABLE TV: CLASSIFICATION

2 ADVERTISING OPPORTUNITIES

3 TARGETING

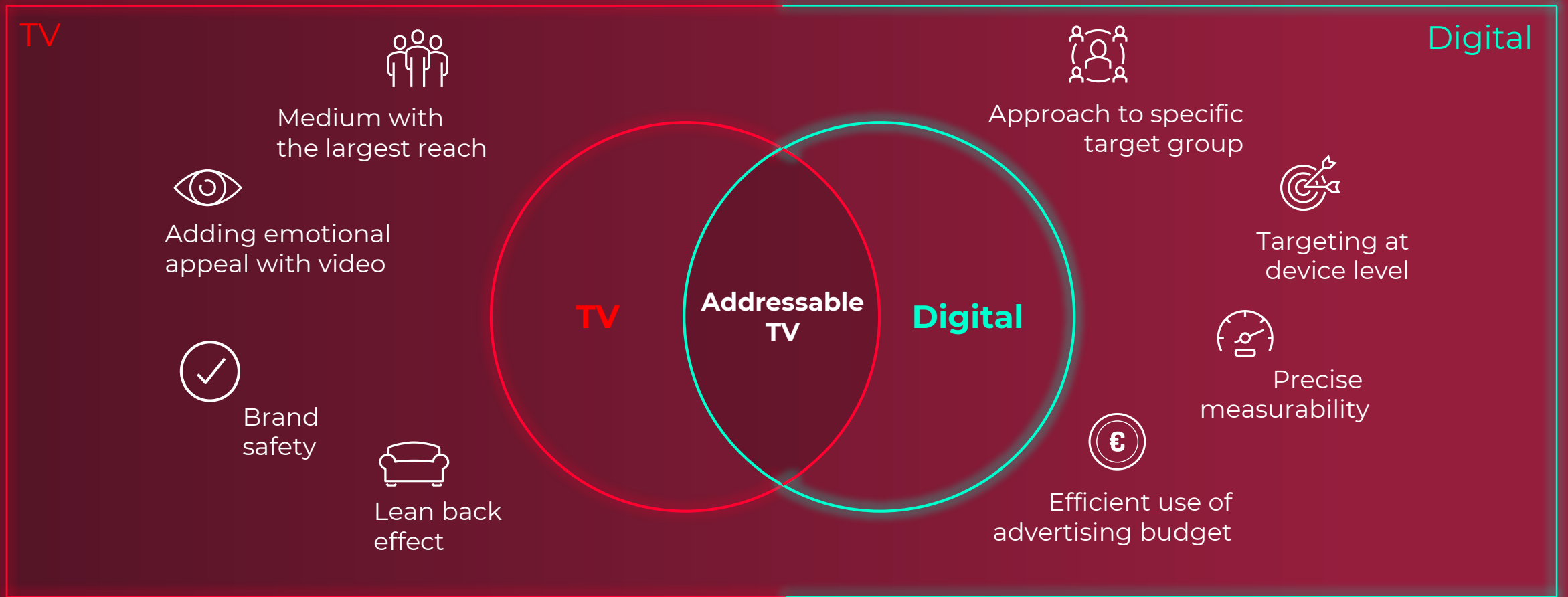
4 D-FORCE

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01

ADDRESSABLE TV CLASSIFICATION

ADDRESSABLE TV COMBINES THE BEST OF LINEAR TV AND DIGITAL



ADDRESSABLE TV

CONNECTED TV

Usage

- Lineares TV Programm
- Joyn TV Livestream

Platform

- HbbTV
- Red Button
- SmartTV Apps*
- FireTV/Android TV*
- Apple TV*
- Chromecast*
- Browser*

Ad Formats

- SwitchIn
- ATV Spot**

Usage

- Video on Demand
- Livestream

Platform

- HbbTV
- SmartTV Apps
- FireTV/Android TV
- Apple TV
- Chromecast

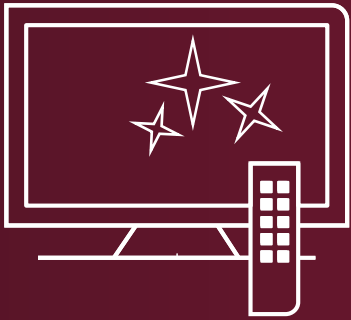
Ad Formats

- PreRoll
- Bumper
- MidRoll



ATV PREMIUM QUALITY

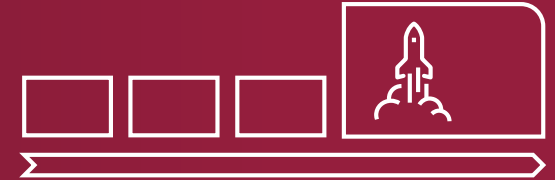
High-quality TV channel
brands only



Maximum net reach,
all formats



All timeslots
incl. PrimeTime



02

ADVERTISING OPPORTUNITIES

ADDRESSABLETV MAKES TV REACH SMART

SWITCHIN

~500 M.*
Ad impressions/month



~12.3 M.
addressable
HH-Participants



Digital
targeting



Top
advertising effect

*Source: Seven.One Media, June 2021 (average SwitchIn contacts December 2020–June 2021)

ADDRESSABLE TV SPOT

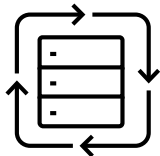
~50 M.**
Ad impressions/month



~5 M. TVs
With HbbTV
standard >1.5



Digital
targeting



Connection
AdServer

**Source: Seven.One Media, June 2021 (average MAIs January 2021–June 2021)

ADDRESSABLE TV WITH STRONG BENEFITS FOR BRANDS



TV REACH

purposefully usable, e.g. geo-targeting

TV TARGET GROUP

digitally addressable on 1st screen

TV INNOVATION

guarantees attention and positive image

TV IMPACT

is learned, with inimitable effect

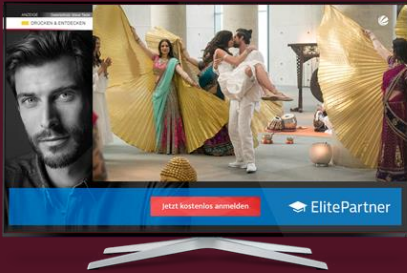
BRAND-ENGAGEMENT

By 1st screen interaction

SWITCHIN FAMILY OFFERS MANY OPTIONS FOR VARIOUS CREATIVE APPLICATIONS

STANDALONE PRODUCTS

SwitchIn XXL Pure



SwitchIn Zoom



SwitchIn Masthead



Guaranteed first contact

COMBINATION PRODUCTS

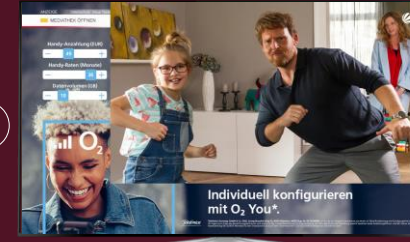
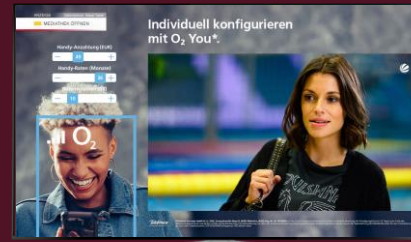
SwitchIn XXL Kombi



SwitchIn XXL Pure

SwitchIn Classic

SwitchIn Zoom Kombi



SwitchIn Zoom

SwitchIn XXL Pure

Aided Brand Awareness

+8%

Aided Advertising Recall

+39%

SWITCHIN XXL IS LESS IRRITATING THAN OTHER KINDS OF ADVERTISING

51.5 %

SWITCHIN XXL IS LESS IRRITATING
THAN OTHER KINDS OF
ADVERTISING

ADDRESSABLE TV SPOT: EYE-CATCHING WITH EFFICIENT TARGETING OPTIONS

LINEAR TV-SPOT

P7S1-
Self-Advertising



All TV viewers

NEW: programmatic
booking option

ADDRESSABLE TV SPOT (digital broadcasting)

5 M.
Unique devices
with > HbbTV 1.5

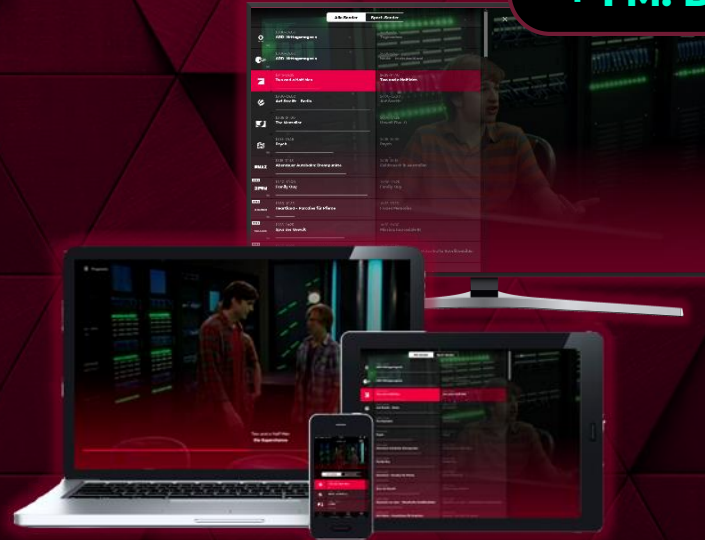


Specific, targeted audience

INVENTORY- AND REACH PUSH THROUGH CONNECTION OF THE JOYN TV LIVESTREAM



Addressable TV /
Connected TV



joyn
TV Livestreams**

+ 1 M. DEVICES*

More Reach

Premium Content

Live TV Experience

BIGSCREEN KOMBI: ONE MESSAGE, ONE BOOKING, ALL SCREENS

TV SPOT



HbbTV



SMART TV



fire tv



androidtv



joyn



AUDIENCE

e.g. E18-39

100% | DOUBLING REACH

+100% | FULLSCREEN PLAYOUT

> 200m | MARKETABLE AIs/MONTH

BIGSCREEN KOMBI: ATV + CTV INVENTORIES BUNDLED IN ONE PRODUCT

BIGSCREEN KOMBI

PLAYOUT



AD FORMATS

Addressable TV Spot
10" / 15" / 20" / 30" Spot*



Pre/MidRoll media library / VoD
10" / 15" / 20" / 30" Spot

ROTATION

Network

TV Brands



GOLD

MAXX

DOKU

SIXX

joyn

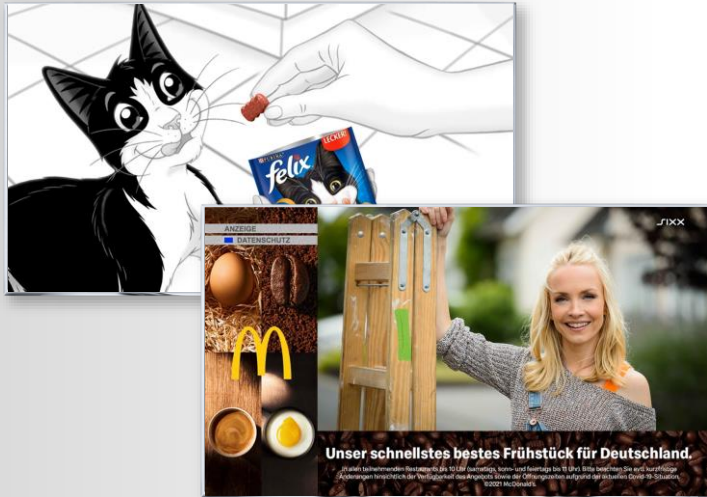
COUCH PLAY

7
STUDIO71

TV PLUS

CUSTOMIZED SOLUTIONS FOR NEW AND EXISTING CUSTOMERS

TV EXPERTS



Perfect complement to
the existing TV flight

REGIO ADVERTISER



Regionalization for merchant
events or openings

TV NEWCOMERS



No ad production
entry with small budgets

03

TARGETING

MANY TARGETING OPTIONS ENABLE EFFICIENT ADDRESSING OF TARGET GROUPS

AUDIENCE-TARGETING

AGF/GFK-Panel

e.g. Age, gender



CROSS DEVICE-SPOT ON: DATA BRIDGED

Household-based

e.g. Fashion, Automotive

Persona



Vertical

GEO-/WEATHER-TARGETING*

IP-based

e.g. Federal states, cities, weather



BEHAVIORAL-TARGETING

Cookie-based

e.g. Single, seniors 50+, household with child



SPOT-/FORMAT RETARGETING*

Based on TV and digital data

Contact-optimization



TECHN. TARGETING

Technical attributes

e.g. TV model, Provider, TV signal



TV SPOT RETARGETING ALLOWS CONTACT OPTIMIZATION VIA ATV

TV FLIGHT

ADDRESSABLE TV FLIGHT

1

TV Spot seen



1. Campaign contact

SwitchIn XXL



2. Campaign contact

2

TV Spot not seen



SwitchIn XXL

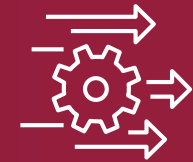


1. Campaign contact



STORYTELLING

Targeted
storytelling



ENGAGEMENT

Engagement booster
through additional
campaign contacts



INCREMENTAL REACH

Increase of the
net range



Efficiency

High efficiency of the
overall campaign

04

D-FORCE

PROGRAMMATIC TV: D-FORCE ALLOWS COMPREHENSIVE PLANNING AND BOOKING



Easy planning

Addressable TV inventories of all channels

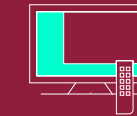
Easy booking

Programmatic via Active Agent

Easy production

Standardized advertising formats

Products



SwitchIn XXL Pure (static/animated)



SwitchIn Zoom



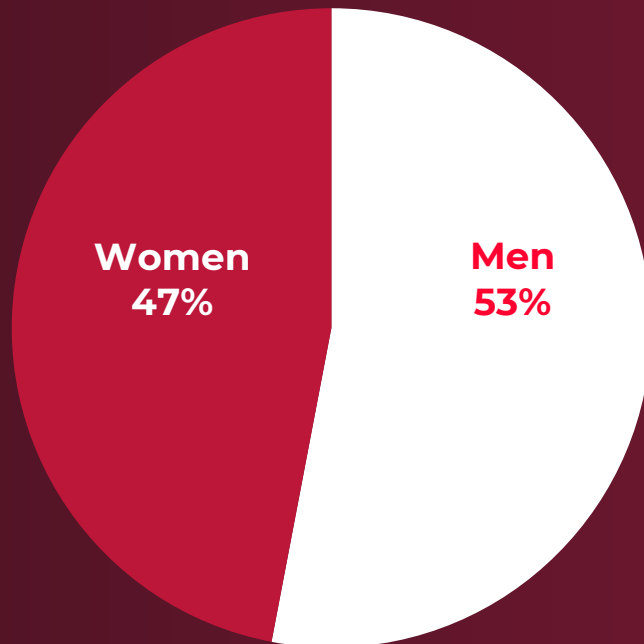
ATV Spot

05

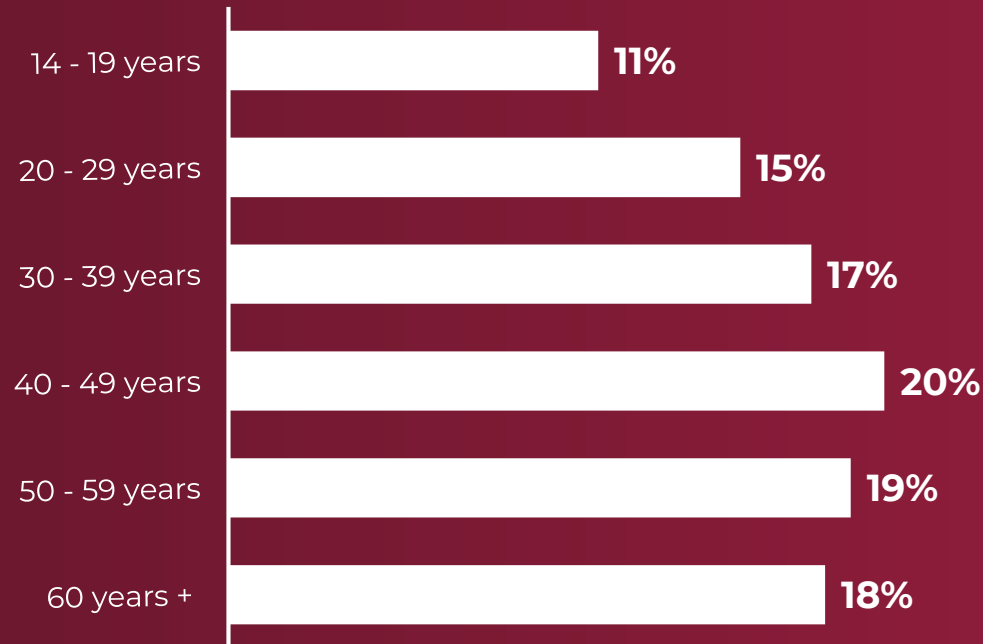
**FACTS &
FIGURES**

ATTRACTIVE EARLY ADOPTER TARGET GROUP IN CONNECTED TV

GENDER



AGE



40%
HHNI > 3,000 €

65%
Decision maker

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