ADDRESSABLE TV
Unterföhring, March 2020
Agenda

1 | Addressable TV: classification
2 | Advertising opportunities
3 | Facts & Figures
4 | Appendix
Digital Revolution on TV
12,3 m. devices are „addressable“

- **500 m** SwitchIn contacts/month
- **Exclusive placement** in the program
- **High reach potential**
- **Even without** TV Spot

Source: SevenOne Media, February 2020
(average SwitchIn contacts September 2019 - February 2020)
Addressable TV can be used with televisions or set-top-boxes

Based on the technology-standard HbbTV

**Reception requirements**
- HbbTV compliant TV or set-top-box
- DSL connection min. 2 MBit/s
- Connection via wireless or LAN-cable (device-dependent)
- All TV distribution channels DVB-S, DVB-T or DVB-C

**Usage / Navigation**
- Access via RedButton color key on remote control
- Arrow keys and “ok” for navigation
- Color and numeric keys for additional navigation
All current Smart TV models support Addressable TV

HbbTV advantage over Smart TV:

- programmed for all devices
- maximization of technical reach and potential
- Minimal coordination and low production costs, due to device- and platform-independent standard
- Engagement push from linear TV program
ADDRESSABLE TV

- Linear TV-Program

Platform
- HbbTV
- Red Button

Ad Formats
- SwitchIn
- ATV Spot

CONNECTED TV

- Video on Demand
- Livestreams

Platform
- HbbTV
- Smart TV Apps
- Fire TV Sticks
- Gaming consoles

Ad Formats
- PreRoll
- MidRoll
Agenda

1 | Addressable TV: classification
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Addressable TV makes TV smart

SwitchIn

~500 Mio. SwitchIn contacts/month

~12,3 Mio. addressable HH-People

Digital Targeting

Top Advertising effect

SwitchIn XXL

Addressable TV Spot

~5 Mio. TVs with HbbTV Standard 1.5

Digital Targeting

Connection AdServer

Source: SevenOne Media, February 2019
(average SwitchIn contacts September 2019–February 2020)
Maximum attention - SwitchIn XXL Pure

Top innovation with TV impact
Maximum branding area in TV Split layout
TV reach scale

Source: SevenOne Media, © Addressable TV campaigns September 2019 – February 2020
SwitchIn XXL Kombi – perfect combination of both SwitchIn layouts

SwitchIn XXL Pure → 0,1% CTR → SwitchIn XXL Kombi

1. contact: Big Branding area for awareness
2. - 3. contact for reminding

Source: SevenOne Media, © Addressable TV campaigns September 2019 – February 2020
SwitchIn Zoom Kombi - maximum branding space

1. contact | SwitchIn Zoom

- Extended design surface
- High impact first contact with campaign
- Wow-Effect through limited use (max. 1x per day per device)

2 + 3. contact | SwitchIn XXL Pure

- Exclusive position in the program
- Top advertising impact
- Reminder function through sequential delivery
### SwitchIn Zoom Kombi with top advertising effect

**Base:** Users of Connected TV offer of ProSiebenSat.1  
**Source:** SevenOne Media, November 2019

#### Supported brand awareness

<table>
<thead>
<tr>
<th>Without Contact</th>
<th>With Contact</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>59%</td>
<td>+8%</td>
</tr>
</tbody>
</table>

#### Supported advertising recall

<table>
<thead>
<tr>
<th>Without Contact</th>
<th>With Contact</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>45%</td>
<td>+39%</td>
</tr>
</tbody>
</table>

#### Places of perception of o2 advertising

<table>
<thead>
<tr>
<th>HbbTV Insertion</th>
<th>Without Contact</th>
<th>With Contact</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>37%</td>
<td>+48%</td>
<td></td>
</tr>
</tbody>
</table>

#### Reminded contents of o2 advertising

<table>
<thead>
<tr>
<th>Slogan</th>
<th>Without Contact</th>
<th>With Contact</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Für mehr O in deinem Leben&quot;</td>
<td>15%</td>
<td>60%</td>
<td>+20%</td>
</tr>
<tr>
<td>&quot;Dein-So-wie-du-willst-Angebot&quot;</td>
<td>28%</td>
<td>45%</td>
<td>+87%</td>
</tr>
</tbody>
</table>

---

Base: Users of Connected TV offer of ProSiebenSat.1  
Source: SevenOne Media, November 2019
Additional Microsites provides sustainable Brand Engagement
Microsite features are used extensively

100%  Start Microsite usage

76.4%  Finishing Burger > Coupon

25.4%  Scan QR Code

1.8%  App Clicks

Positive impact on image and sympathy
+ 5% brand awareness, + 29% ad recall
+10% Consumer acceptance

Source: SevenOne Media, New Media Research, July 2015
SwitchIn XXL is less annoying than different kinds of advertising

51.5%

SWITCHIN XXL IS LESS ANNOYING THAN DIFFERENT KINDS OF ADVERTISING
SwitchIn premium quality

Only high-quality TV channel brands
Maximum net reach, all formats
All timeslots – incl. PrimeTime
Addressable TV with strong benefits for brands

**TV reach** with 1:1 audience selection, e.g. geo-targeting

**TV target group** digitally addressable on 1st screen

**TV innovation** guarantees attention and positive image

**TV impact** is well-known, positive effects are proven

**Brand-engagement** by 1st screen interaction (clickable)
Addressable TV Spot: eye-catching with efficient targeting options

Linear TV-Spot

P7S1-Eigenwerbung

All TV viewers

Addressable TV Spot
(digital playout)

Your targeted, attention-grabbing, ATV commercial

Specific, targeted audience

5 million unique devices with HbbTV 1.5

Launch
1. August 2019

sevenonemedia.de
With ATV Spot, HbbTV 1.5 and 2.0 devices are addressable
Many targeting options available

<table>
<thead>
<tr>
<th>Audience-targeting</th>
<th>Cross Device-Spot on: Data bridged*</th>
<th>Geo-/weather targeting</th>
<th>Behavioral-Targeting</th>
<th>Spot Retargeting</th>
<th>Techn. Targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGF/GFK-Panel</td>
<td>Household-based</td>
<td>IP-based</td>
<td>Cookie-based</td>
<td>Based on TV and digital data</td>
<td>Technical attributes</td>
</tr>
<tr>
<td>e.g. Age, male or female</td>
<td>e.g. Fashion, automotive</td>
<td>e.g. Federal states, cities, weather</td>
<td>e.g. Federal states, cities, weather</td>
<td>Contact-optimization</td>
<td>e.g. TV model, Provider, TV signal</td>
</tr>
</tbody>
</table>

Persona/Vertical

Contact-optimization

* Not available for ATV Spot
Cross Device Data segments for Addressable TV

- Beauty Kings & Queens
- Games
- Luxury & High Value Shoppers
- Tech & Entertainment Nerds
- Fashion
- Adventurers & Travelers
- Spirituals, Health & Green Ecos
- Sport Enthusiasts
- Automotive

Persona Vertical CrossDevice-bridged

sevenonemedia.de

Not available for ATV Spot
Live weather data as a creative campaign element

- Targeting on weather condition or temperature
- Optional wetter.com CoBranding on XXL Layout
- Use with/without TV spot

Many weather use cases: cinema- | cold- | run- | outdoor- | barbecue- | wheel change - weather
## Predictive Behavioural Targeting at a Glance

<table>
<thead>
<tr>
<th>Segment</th>
<th>Uplift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family households</td>
<td>+45%</td>
</tr>
<tr>
<td>Single households</td>
<td>+46%</td>
</tr>
<tr>
<td>Generation 50+ HH</td>
<td>+38%</td>
</tr>
<tr>
<td>HHNE over 3.000€</td>
<td>+46%</td>
</tr>
<tr>
<td>Healthy nutrition</td>
<td>+80%</td>
</tr>
<tr>
<td>Garden owner</td>
<td>+50%</td>
</tr>
<tr>
<td>Outlet buyer</td>
<td>+47%</td>
</tr>
<tr>
<td>Soccer interest</td>
<td>+20%</td>
</tr>
<tr>
<td>Online shopping</td>
<td>+27%</td>
</tr>
<tr>
<td>Car interest</td>
<td>+28%</td>
</tr>
<tr>
<td>Pet</td>
<td>+26%</td>
</tr>
<tr>
<td>TV selective viewer</td>
<td>+44%</td>
</tr>
<tr>
<td>Decision maker</td>
<td>+32%</td>
</tr>
<tr>
<td>Furniture</td>
<td>+63%</td>
</tr>
<tr>
<td>Fast food</td>
<td>+45%</td>
</tr>
<tr>
<td>Electromobility</td>
<td>+44%</td>
</tr>
<tr>
<td>Individual segments</td>
<td>on request</td>
</tr>
</tbody>
</table>

Source: Validation via blind test based on AGF/GfK data, 71M Research, Mai 2019
Time targeting enables situational SwitchIn use cases

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Before Shopping</th>
<th>Before Meal</th>
<th>Before or to an Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>household items 06:00 – 12:00</td>
<td>delivery service 18:00 – 20:00</td>
<td>lotto-drawings 12:00 – 20:00</td>
</tr>
<tr>
<td>Noon</td>
<td>FMCG 06:00 – 12:00</td>
<td>catering/gastronomy 11-13:00</td>
<td>event-live-stream 20:00 – 23:00</td>
</tr>
<tr>
<td>Afternoon</td>
<td>food/snacks 06:00 – 12:00</td>
<td>cereal/coffee/tea 06-09:00</td>
<td>cinema premiere/concert 12:00 – 20:00</td>
</tr>
</tbody>
</table>

71M advantage: All timeslots available incl. PrimeTime
### Reach specific devices by technical targeting

<table>
<thead>
<tr>
<th>Year of manufacture:</th>
<th>Manufacturer</th>
<th>Provider</th>
<th>Distribution channel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4. Philips</td>
<td>4. Tele Columbus</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. Telefónica</td>
<td></td>
</tr>
</tbody>
</table>

**Screen Size:**
1. Up to 47 inch
2. From 48 inch
Retargeting of the target group no matter the TV broadcast

Predictive Behavioural Targeting

Segmentation at household level
- Increased efficiency with TV usage and AGF/GfK data
- Attractive audience segments

e.g.: Family-Households

TV Format Retargeting

Thematic reference
- Targeted addressation of a target group of specific TV formats
- Greater range and flexible campaigns, regardless of the TV broadcast

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TV spot retargeting allows contact optimization via ATV

### TV FLIGHT
1. TV Spot seen
   - SwitchIn XXL
   - 1. Campaign contact

2. TV Spot not seen
   - SwitchIn XXL
   - 1. Campaign contact

### ADDRESSABLE TV FLIGHT
1. TV Spot seen
   - SwitchIn XXL
   - 2. Campaign contact

2. TV Spot not seen
   - SwitchIn XXL

#### Storytelling
- Targeted storytelling

#### Engagement
- Engagement booster through additional campaigns contacts

#### Incremental Reach
- Increase of the net range

#### Efficiency
- High efficiency of the overall campaign
Automated TV-Flight optimization with ATV Spot and SwitchIn

- **TV Spot**
  - Database for Addressable TV optimization

- **Addressable TV Spot**
  - TV effectiveness through fullscreen moving image and sound

- **SwitchIn XXL**
  - Maximum attention when changing channels

TV PERFORMANCE OPTIMIZER

- Easy planning
- Budget security
- Increase net reach + contact dosis

Bookable in 3 packages
TV format Retargeting - Special interest segments

**Cooking & Baking TV**
- Jamie Oliver, Enie backt, Rosins Restaurants, ...

**Comedy TV**
- 2 Broke Girls, Genial daneben, The Big Bang Theory, ...

**Female TV**
- Grey's Anatomy, Gilmore Girls, Paula kommt, ...

**Stars & Lifestyle TV**
- Red! Stars, Lifestyle & More, taff, Oscar Highlights, ...

**Entertainment TV**
- Die beste Show der Welt, The Voice of Germany, GNTM, ...

**Movies & Blockbuster TV**
- The Revenant – Der Rückkehrer, Ocean's Eleven, Das Parfüm, ...
ATV targeting with significant uplift on campaign KPIs

Behavioral targeting

Male single HH

Female single HH

TV campaign optimization

TV Spot

SwitchIn

Contact / Reach

Advertising Recall

1) Single household targeting campaign in August 2017, CTR = click through rate on microsite
2) Programmatic retargeting campaign in August 2017, ad awareness = aided ad awareness
Suitable solutions for new and experienced TV advertisers

**TV experts**
Perfect complement to the existing TV flight

**Regional advertising**
Regionalization for merchant-events or openings

**TV newcomers**
No ad production – entry with small budgets
TV becomes measurable! Individual tracking and reporting possibilities

<table>
<thead>
<tr>
<th>SwitchIn</th>
<th>Addressable TV Spot</th>
<th>Microsite Nutzung</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Impressions (AIs)</td>
<td>Ad Impressions (AIs)</td>
<td>Visits</td>
</tr>
<tr>
<td>Clicks</td>
<td>Unique Devices*</td>
<td>Ø Retention time / visit</td>
</tr>
<tr>
<td>Unique Devices*</td>
<td>Als by tv brand</td>
<td>Ø Page Views / visit</td>
</tr>
<tr>
<td>Als by tv brand</td>
<td>Als by ad format</td>
<td>Ø Video Views / visit</td>
</tr>
<tr>
<td>Als by ad format**</td>
<td>Als by weekday</td>
<td>Visitors</td>
</tr>
<tr>
<td>Als by weekday</td>
<td>Als by hour</td>
<td>Interactions (depends on content and functionality of microsite)</td>
</tr>
<tr>
<td>Als by hour</td>
<td></td>
<td>Ø Interactions / Visit (depends on content and functionality of microsite)</td>
</tr>
<tr>
<td>Als by context</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Als by regio***</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*TV brand overlapping (one number) and per TV brand (each a number); **exception sequential delivery at Switchin XXL combi; ***For geo targeting campaigns
Programmatic TV - next generation addressable big screen advertising

- All SwitchIn forms and targeting features programmatically bookable
- Dynamic creatives delivery by events, AGF-audience
- Real-time reporting and monitoring for transparency control
- Deal-model: programmatic guaranteed*

*Programmatic Guaranteed = Inventory selection by 71M adserver, 100% of delivered Ads must be used and paid
1 | Addressable TV: classification
2 | Advertising opportunities
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Over 12 million devices addressable with Addressable TV

<table>
<thead>
<tr>
<th>Linear TV</th>
<th>Smart TV</th>
<th>Smart TV connected</th>
<th>Addressable TV</th>
</tr>
</thead>
</table>
| • All TV devices  
  • All receiving channels | • All smart TV devices  
  • All receiving channels | • All smart TV devices  
  • All receiving channels  
  • Internet-connected | • Smart TV devices with HbbTV function  
  • DVB reception (S/C/T)  
  • Internet-connected  
  • No IPTV oder cable-SetTopBox  
  • P7S1 channel portfolio |

Reach-Potential TV devices (m)  
59,3  
25,4  
17,7  
12,3
Addressable TV available throughout Germany

Number unique devices / federal states

- **500,000** Schleswig-Holstein
- **440,000** Hamburg
- **90,000** Bremen
- **1,200,000** Lower Saxony
- **2,500,000** North Rhine-Westphalia
- **510,000** Rhineland Palatinate
- **130,000** Saarland
- **1,620,000** Baden-Wuerttemberg
- **240,000** Mecklenburg-West.
- **390,000** Brandenburg
- **650,000** Berlin
- **340,000** Saxony-Anhalt
- **610,000** Saxony
- **320,000** Thuringia
- **800,000** Hesse
- **1,890,000** Bavaria

Unique Devices ATV Spot: ~40% of SwitchIn

Cities

<table>
<thead>
<tr>
<th>City</th>
<th>Unique Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>650,000</td>
</tr>
<tr>
<td>Hamburg</td>
<td>440,000</td>
</tr>
<tr>
<td>Munich</td>
<td>400,000</td>
</tr>
<tr>
<td>Cologne</td>
<td>330,000</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>290,000</td>
</tr>
<tr>
<td>Frankfurt a. M.</td>
<td>290,000</td>
</tr>
<tr>
<td>Dresden</td>
<td>200,000</td>
</tr>
<tr>
<td>Karlsruhe</td>
<td>160,000</td>
</tr>
<tr>
<td>Essen</td>
<td>160,000</td>
</tr>
<tr>
<td>Hanover</td>
<td>150,000</td>
</tr>
<tr>
<td>Dortmund</td>
<td>150,000</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>140,000</td>
</tr>
<tr>
<td>Düsseldorf</td>
<td>140,000</td>
</tr>
<tr>
<td>Münster</td>
<td>110,000</td>
</tr>
<tr>
<td>Leipzig</td>
<td>110,000</td>
</tr>
<tr>
<td>Bremen</td>
<td>90,000</td>
</tr>
<tr>
<td>Mannheim</td>
<td>90,000</td>
</tr>
<tr>
<td>Duisburg</td>
<td>90,000</td>
</tr>
<tr>
<td>Erfurt</td>
<td>60,000</td>
</tr>
<tr>
<td>Bonn</td>
<td>50,000</td>
</tr>
</tbody>
</table>

Source: Average UD HJ 3 2019, AdServer Tracking, SevenOne Media
15.1 million households in Germany connected to the Internet

Connected TV households in Germany (m)

<table>
<thead>
<tr>
<th>Year</th>
<th>Connected TV Households (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>8.0</td>
</tr>
<tr>
<td>2018</td>
<td>12.3</td>
</tr>
<tr>
<td>2019</td>
<td>15.1</td>
</tr>
</tbody>
</table>

Source: Digitalisierungsbericht, Die Medienanstalten / Kantar TNS, 2017-2019
Attractive early adopter target group in Connected TV

CTV user/share in %

<table>
<thead>
<tr>
<th>Gender</th>
<th>Men 63%</th>
<th>Women 37%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>14 - 16 years</th>
<th>17 - 19 years</th>
<th>20 - 29 years</th>
<th>30 - 39 years</th>
<th>40 - 49 years</th>
<th>50 - 59 years</th>
<th>60+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>4</td>
<td>6</td>
<td>16</td>
<td>20</td>
<td>14</td>
<td>19</td>
<td>20</td>
</tr>
</tbody>
</table>

- HHNI > 3.000 €: 37%
- Decision maker: 84%

Source: SevenOne Media (New Media Research), May - October 2019
Agenda

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SwitchIn and ATV Spot Campaigns 2019/20

<table>
<thead>
<tr>
<th>SwitchIn</th>
<th>ATV Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUI</td>
<td>Opel Automobil GmbH</td>
</tr>
<tr>
<td>Deutsche Bahn AG</td>
<td>Hermes</td>
</tr>
<tr>
<td>Tropical Islands</td>
<td>Ernsting's Family</td>
</tr>
<tr>
<td>Enzafruit New Zealand</td>
<td>20th Century Fox</td>
</tr>
<tr>
<td>Telefonica_o2</td>
<td>LG Signature</td>
</tr>
<tr>
<td>C&amp;A Mode</td>
<td>Tele Columbus</td>
</tr>
<tr>
<td>Eulen Optik GmbH</td>
<td>Volvo</td>
</tr>
<tr>
<td>Berliner Kriminaltheater</td>
<td>Bauhaus</td>
</tr>
<tr>
<td>Heineken</td>
<td>Versicherungskammer Bayern</td>
</tr>
</tbody>
</table>
SwitchIn offers two access paths to interactive Microsite

1. Direct
   - Launched automatically on program start for 10 seconds, no matter from which channel.
   - (Click while ad is visible)

2. Indirect
   - (Click later after active ad display)

SwitchIn offers two access paths to interactive Microsite

Launched automatically on program start for 10 seconds, no matter from which channel.

SwitchIn is a service that offers two access paths to an interactive Microsite:

1. Direct Access:
   - Launched automatically on program start for 10 seconds, no matter from which channel.
   - (Click while ad is visible)

2. Indirect Access:
   - (Click later after active ad display)
Market und technology
HbbTV accessible nationwide in Germany

Satellite (46%)
P7S1 channels incl. HbbTV signal

Cable digital (33%)
P7S1 channels incl. HbbTV signal

Terrestrial (3 %)
P7S1 channels incl. HbbTV signal

Cable analogue (9%) IPTV (9%)
P7S1 channels incl. HbbTV signal

Satellites (HD + SD)
Astra 19.2°E

Cable operators (HD + SD)
Unitymedia Tele Columbus
Primacom net cologne
Vodafone Kabel Deutschland

DVB-T Netze (SD)
Bayern Hessen
Niedersachsen Berlin
Rheinland-Pfalz Hamburg
Nordrhein-Westfalen Bremen

Cable operators analogue
All operator
IPTV
Deutsche Telekom
Vodafone

Source: P7S1 Distribution, January 2017
HbbTV is bound to become a global standard

https://www.hbbtv.org/deployments/ (Status 23.03.2018)
HbbTV is an official standard and uses existing TV and online technologies.
Contact

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