

TOTAL VIDEO
BASED ON CFLIGHT

CFlight © NBCUniversal Media, LLC.

VIDEO ADVERTISERS ARE FACING A COMPLEX ADVERTISING ENVIRONMENT

**Fragmented
Audience**



Not all reach is equal



**Budget and Planning
Security**



**Maximum
reach**

**Highest
media quality**

Guarantees

TOTAL VIDEO

BASED ON CFLIGHT

Germany's **first fully crossmedia**
advertising product



VIDEO ADVERTISING WITH **MORE REACH** AND **LESS RISK** THAN EVER BEFORE



TOTAL VIDEO BASED ON CFLIGHT

- ✓ **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
- ⊕ **3 Total Video packages** with **further guarantees** for **prime time & core channels**. Detailed campaign parameters in advance.

EXISTING TV CLIENTS

NEW TV CLIENTS



LARGE CAMPAIGNS AND ANNUAL ENGAGEMENTS

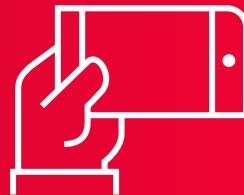
INTERNATIONAL CLIENTS



VIEWERS p. m.

	TV	Digital	TOTAL
A 18+	49.00m	26.66m	56.09m +14%
A 18-39	12.82m	10.84m	17.13m +25%

ON ALL SCREENS



joyn



SIXX

ZMAX

GOLD
SAT1

DOKU

STUDIO71

THE CFLIGHT CONCEPT ELEVATES DIGITAL MEDIA TO BROADCASTER LEVEL AND DELIVERS MAXIMUM AUDIO-VISUAL IMPACT FOR THE CAMPAIGN

Definition
media quality



VTR



Viewability



Audibility



Valid

Linear TV



By Design

Digital



Completed
Ad VTR 100

Viewable on
completion

Audible on
completion

Human
impression

DIGITAL: VALID AVOC

AVOC: Audible, viewable on completion

Equalized
CFlight contacts



Completed Ads
audible, viewable,
human

Contacts on-target

SOM measurement:

Linear TV

AGF

Digital
On-Target

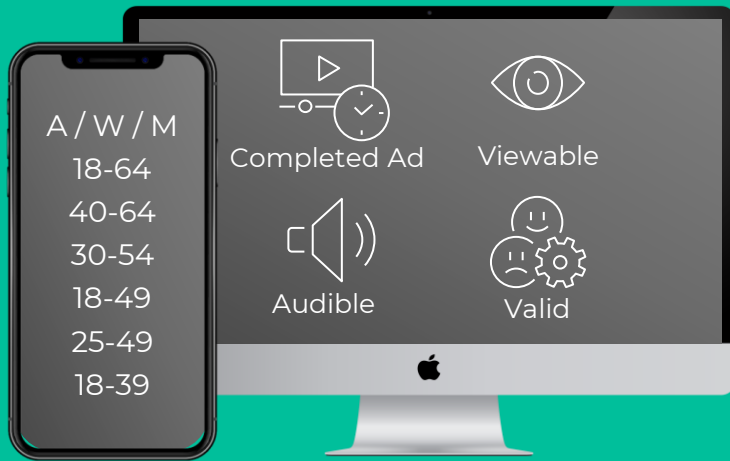
nielsen

Digital
valid AVOC

MOAT

GET GUARANTEED CFLIGHT CONTACTS AT A FIXED PRICE WITH TOTAL VIDEO, WE TAKE THE RISK

Maximum impact with CFlight Contacts+ further contacts on top



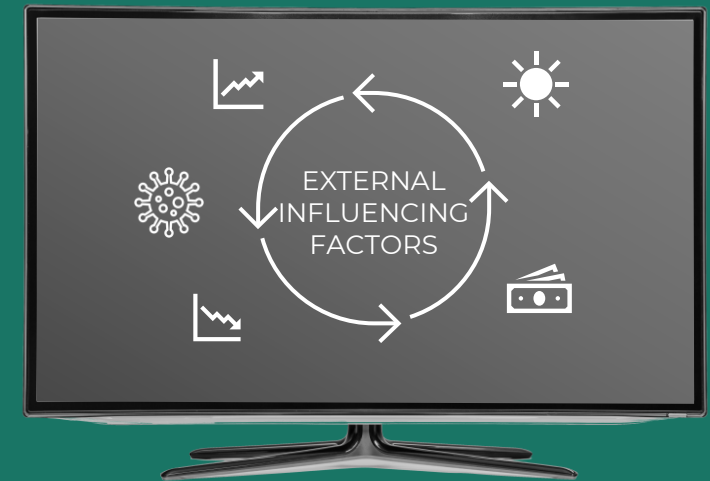
Media buying based on fixed avCPM

ADULTS

Spot 20'	Jan	Feb	Mar	Apr	May	Jun
A 18-64	13	15	16	18	21	21
A 40-64	15	18	19	21	24	24
A 30-54	26	31	32	37	42	42
A 18-49	34	41	43	49	56	56
A 25-49	37	44	46	52	59	60
A 18-39	55	64	67	79	91	92

avCPM gross €

Secure planning with fixed avCPM. We take the risk!






WE OFFER THE BEST PACKAGE FOR EVERY CAMPAIGN PURPOSE

CFlight Guarantee

100% contacts in the target group

100% media quality valid AVOC

18 Target groups

	18-64
	18-49
	30-54
	18-39
	25-49
	40-64

Spot lengths

15" to 20"

Other lengths on request

TOTAL VIDEO PRIME

Prime Time **>40%**

Core Channels **>80%**

Recommended campaign volume: > 500k

- Broad coverage of the entire target group
- Highlight formats in the best prime time slots
- Positive effect on net reach

TOTAL VIDEO BUDGET

Prime Time **>30%**

Efficient channel and format allocation depending on the target group

Recommended campaign volume: < 500k

- Efficient channel and time slot layout
- Effective net reach coverage
- CPM optimized planning with attractive price

TOTAL VIDEO CUSTOM

Individually planned channel and time slot allocation

Recommended campaign volume: > 500k

- With an individually adjusted allocation to the customized campaign
- Media planning considers individual channel and time slot shares

TOTAL VIDEO CASES

- 1 **OnePager campaign offer**
- 2 **Total Video campaign reporting**
- 3 **Impact of Total Video**
- 4 **Voices from the market**

TOTAL VIDEO PRIME

Total Video Prime offers **maximum visibility** and **impact** for your campaign at **medium** and **high campaign volumes**.

The **strong booking** of our **core channels** with a **high prime-time share** in combination with our digital assets guarantees **optimal target group penetration**.

The benefits at a glance:

- Broad coverage of the entire target group
- Highlight formats in prime time broadcasting hours
- Positive effect on net reach

Media Playout Guarantee:

Prime Time **>40%**

Core TV channels **>80%**

CFlight Guarantee:

100% contacts on **target**

100% media quality **valid AVOC**

Total Video Prime Offer:

Period	15.9.2022 – 31.10.2022	CFlight Contacts	21.133.094
Target Group	E 30-54	Total Video Gross Budget	1.000.000 €
Spot Length	20"	Net Budget (MN3)	xxx.xxx €

CFLIGHT CAMPAIGN OVERVIEW

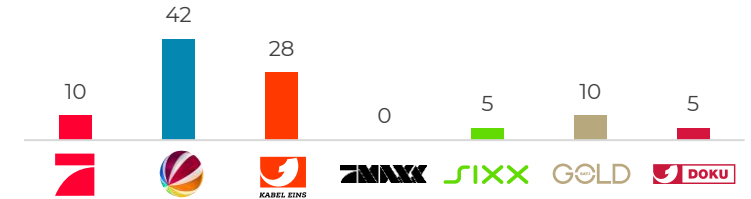
AGF Market standard: Video (Pot. 49,62 m.)

TOTAL VIDEO GUARANTEE

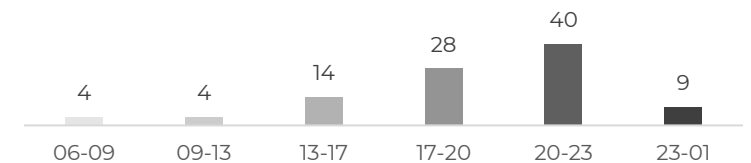
	TV	Digital	Total Video
CFlight Contacts [k]	20.076	1.057	21.133
GRP [%]	74	4	78
CPG net [€]			x.xxx
CPM net [€]			xx,xx

FORECAST

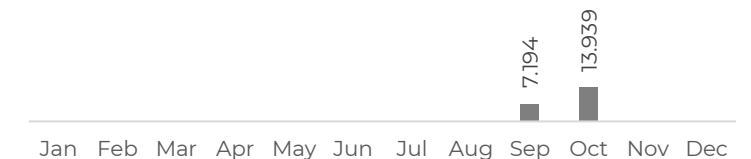
TV Channel [GMV in %]



TV Time Slot [GMV in %]



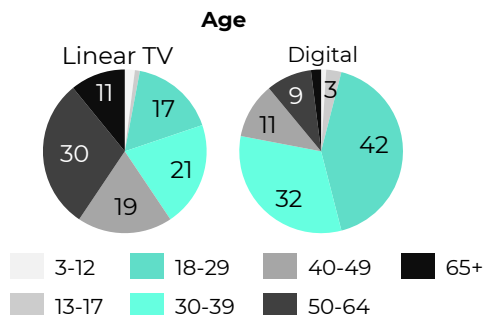
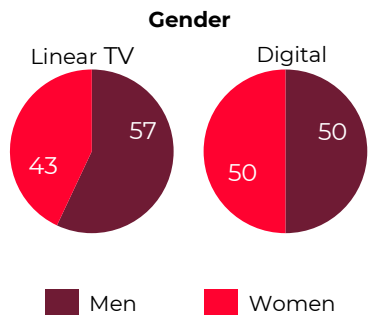
CFlight contacts [in k]



TOTAL VIDEO REPORTING | CAMPAIGN A | SEP-OCT

CFlight contacts booked (m)	19.09.2022 – 09.10.2022		8,20
Package			Prime
Spot length (sec)			15
Audience Definition	Target Group: Video potential (m)	A 18-39 21,08	A3+ 78,49
Campaign KPI	TV	Digital	Total Video
CFlight			
Contacts (m)	7,50	0,96	8,46
GRP (%)	35,6	4,6	40,2
On-Target			
Contacts (m)	7,50	1,07	8,57
GRP (%)	35,6	5,1	40,7
Net reach (m)	3,26	0,43	3,63
Net reach (%)	15,5	2,1	17,2
OTS/Frequency	2,3	2,5	2,4
Total			
Contacts (m)	20,19	1,44	21,63
GRP (%)	25,7	1,8	27,6
Net reach (m)	9,87	0,62	10,41
Net reach (%)	12,6	0,8	13,3
OTS/Frequency	2,0	2,3	2,1

Target Group Insights (Contacts in %)



Digitale Media quality



TV Channel & Time Slot Distribution



Key Facts Case Total Video Prime

Insights CFlight contacts



8.46 m CFlight contacts delivered,
11.3% of CFlight contacts via **digital**

Insights net reach



0.43 m viewers in the target group were reached **digitally** - representing **11.9%** of all viewers reached



0.37 m of **digital** viewers are **incremental to TV**, thus were not reached via TV



The **total reach** of the campaign is increased by **+11.2%** through the **incremental impact** of the **digital** part

VIDEO ADVERTISING USING TOTAL VIDEO PROVIDES VERIFIABLE BENEFITS

Glamira Survey results

5 months after “Total Video based on CFlight” campaign started.



”

Our greatest learning: Total Video based on CFlight offers the ideal combination of awareness increase and sales performance - also and especially for strongly performance-driven industries such as e-commerce.

“

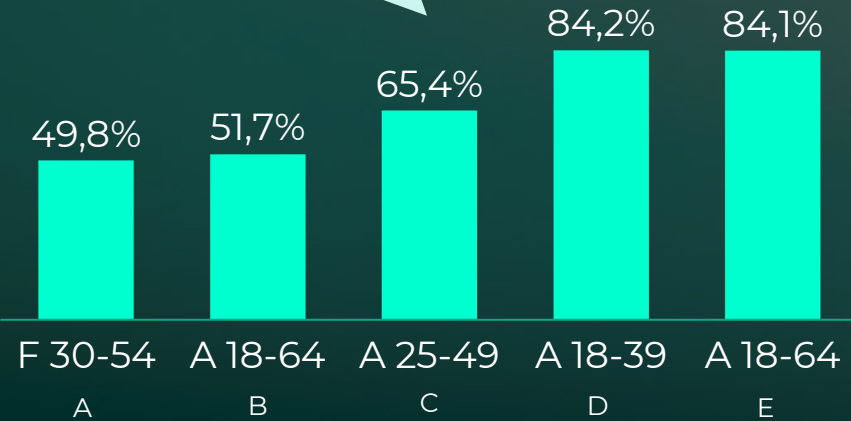
Yasemin Topaloğlu
Chief Brand Officer, GLAMIRA

TOTAL VIDEO PROVIDES MORE NET REACH INTO THE CAMPAIGN

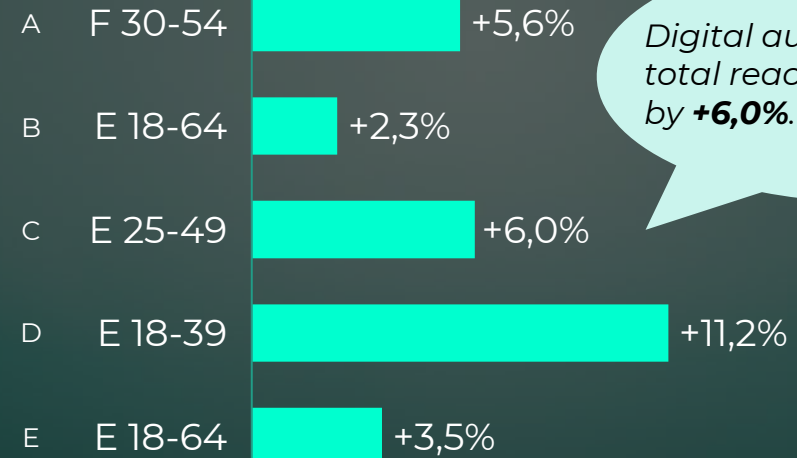
5 TOTAL VIDEO CAMPAIGN CASES (A-E) WITH INCREMENTAL REACH

Incremental audience of the InStream part

65% of the InStream viewers are incremental to TV.



Incremental impact on the total campaign through digital



Digital audience boosts total reach of campaign by **+6,0%**.

TOTAL VIDEO FROM A CLIENT'S PERSPECTIVE



100 percent certainty with regard to **costs** and **guaranteed fulfillment** of the agreed **performance** KPIs - both quantitatively and qualitatively - play a particularly **important role for our planning**, especially in the fourth quarter.

In addition, 'Total Video based on CFlight' offers us a **very flexible, cross-media playout** of our spots to **optimally reach our target group**. From our point of view, this is a logical step towards **device-independent media planning**.



Benjamin Schulz-Adamos
Head of Media & Digital Marketing OBI

ADVANTAGES OF TOTAL VIDEO FROM A MEDIA AGENCY'S PERSPECTIVE ARE CLEAR



Robert Bündge
Managing Partner,
Publicis Media

The **guaranteed performance** and playout in **high-quality content**, as well as the concept of making television and digital contacts comparable through corresponding **quality parameters** and the invoicing based on that.

Additionally, there is the **evaluation of the results by third parties**, and the fact that the purchasing process is quite **uncomplicated**.

Total Video based on CFlight has enabled us to **guarantee deliverable performance** – on a **cross-media** level, based on comparable **quality parameters**. The customer and we/us were both completely satisfied with the result.



TOTAL VIDEO BASED ON CFLIGHT AT A GLANCE



100%
VIEWABLE

100%
AUDIBLE

100%
ON TARGET



More reach



More impact



More security



The background features a dark field filled with numerous small, glowing red dots. These dots are arranged in several curved, parallel paths that sweep across the frame from the top left towards the bottom right. The overall effect is reminiscent of a data visualization or a stylized representation of a network or flow.

DATA SOURCES & CALCULATIONS

DATA SOURCES AND CALCULATIONS

Measurement of billing KPIs

KPI	TV	Digital
Contacts	agf	SOM AdServer Impressions
On-Target Rate	agf	Nielsen DAR
Valid AVOC Rate	100% by Design	Moat

Calculation of billing-relevant contacts

KPI	TV	Digital
Definition avTKP	CPM On-Target	CPM On-Target und valid AVOC
avTKP billing-relevant contacts	Contacts * On-Target Rate	Contacts * On-Target Rate * valid AVOC Rate
On-Target Rate CTV	-	Browser / Mobile On-Target Rate

Definition valid AVOC Digital

KPI	Definition
Valid AVOC	The percentage of valid impressions where the ad was visible and audible on completion
Visible on Complete	The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached completion

Measurement and calculation of other KPIs that are not relevant for billing

KPI	TV	Digital
Net Reach ¹	agf	Nielsen DAR
Net Reach On-Target ¹	agf	Net Reach * On-Target Rate
OTS / Frequency ¹	agf	Nielsen DAR
VTR Quartiles	100% by Design	Moat
Audience Profile Rate	agf	Nielsen DAR

¹ Digital Browser & App

TOTAL VIDEO SPOT LENGTH

Available Spot Length

Spot Length (in Sec.)	Index (in%)	
15	120	The spot price is calculated from the 20-second price divided by 20 divided by spot length index 105, multiplied by the actual spot length and the spot length index from the table. The result is rounded commercially to whole euros.
20	105	

BACKUP

The background features a dark field filled with numerous small, bright red particles. These particles are arranged in several distinct, curved paths that sweep across the frame from the top-left towards the bottom-right. The overall effect is reminiscent of a data stream or a complex particle simulation.

TOTAL VIDEO BASED ON CFLIGHT



KEY FACTS

Potential Reach	56.09 M viewers 18+*
Ads	15" – 20" Spots More on request
Booking	I/O
Inventory	TV channels, Joyn, TVCs, Studio71
Audience targeting	Age/gender with 18 target group clusters
Booking & billing KPIs	Gross CPM CFlight contacts: 100% on target & valid AVOC**
Commercial model	Individual customer conditions



USPS

- ✔ **Guaranteed contacts** at a fixed price, we take care of outbound marketing, no planning risk and expense.
- ✔ **Highest media quality according to CFlight:** Guaranteed 100% visible and audible ads in the target group on all devices.
- ✔ **Expanded target group potential,** especially in the younger ZG segments, through TV/digital bundling.
- ✔ **3 Total Video packages** to choose from with additional options regarding Prime Time and core channel share.

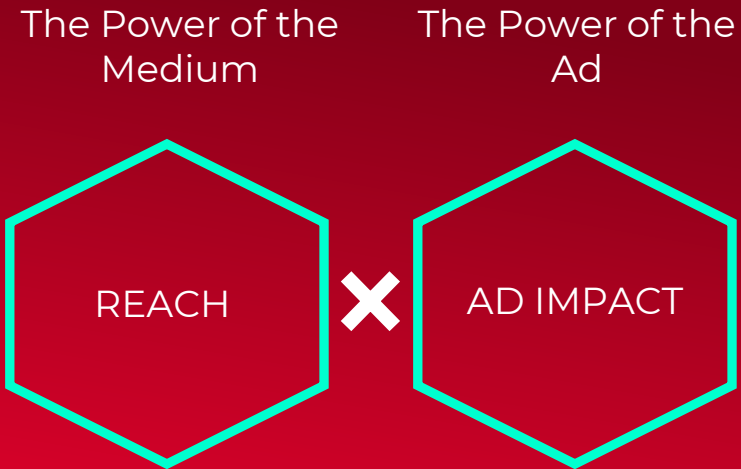


USECASES

- ✔ **Existing TV customers:**
Simplified booking of convergent TV/digital campaigns at TV quality level
- ✔ **TV new customers:**
Simple entry without risk, planning and optimization effort
- ✔ **Medium/large campaigns and annual engagements:**
Full integrated reach power
- ✔ **International customers:**
TV booking with contact guarantee as known from other TV markets

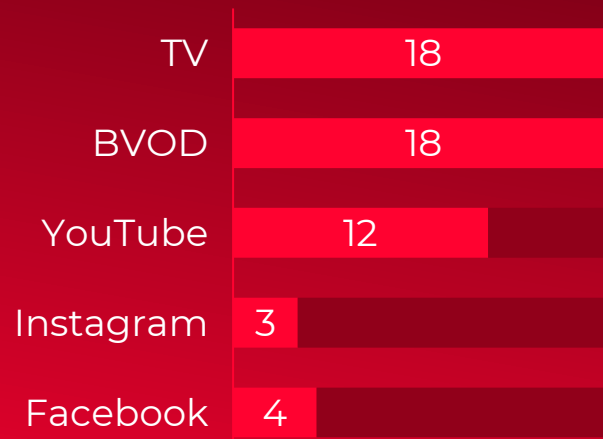
ADVERTISING NEEDS REACH & AD IMPACT

The **value of a medium** is given by:



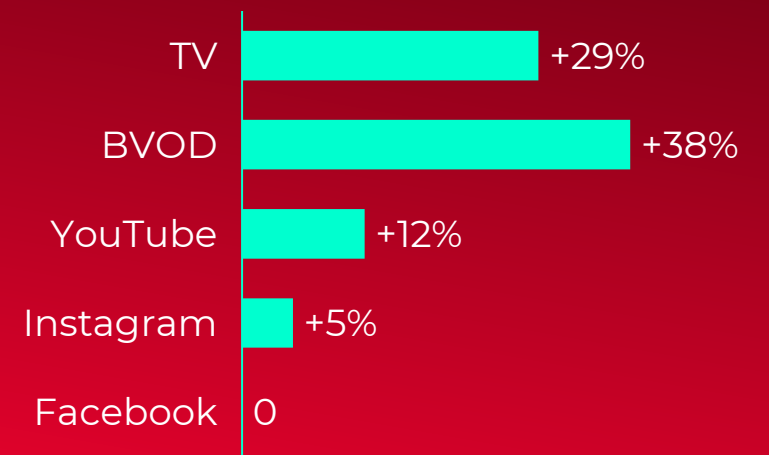
The **power of the ad differs** by medium:

Ø Spot Runtime* Seconds



Visibility influences the ad **impact:**

STAS / Increase in purchase intention



THE CFLIGHT CONCEPT: UNIFORM PRINCIPLES AND HIGHEST MEDIA QUALITY FOR CROSS-MEDIA CAMPAIGNS AT TV LEVEL

PRINCIPLES

CFLIGHT

CFlight® NBCUniversal Media, LLC.



CFlight ensures the AGF standard. Further, the AGF is fully supported in a cross-platform reach measurement.



CFlight uses the **best possible data-sources** to map **demographic** information on **non-linear platforms**. Only **contacts in the target group** are considered.



CFlight is **open** to other market participants



CFlight defines highest media quality, differentiating itself from video ads with lower media quality: **100% view-through rate, 100% audio, 100% viewability.**

WHAT'S NEW WITH TOTAL VIDEO BASED ON CFLIGHT

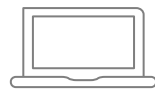
		TV Classic	DIGITAL Classic	TOTAL VIDEO based on CFlight
Booking approach		Individual TV planning: based on ad breaks / broadcaster ratecards	Individual digital planning: impression based ratecard CPMs	Order your contact quantity based on 3 x guarantees: 100% media quality and on target with fixed price
Guaranteed	Media Quality	✓	✗	✓
	Target Group	✗	✗	✓
	Price CPM	✗	✓	✓
Planning & Reporting	Ex-ante TV placement schedule	✓		✗
	KPI campaign reporting	✓	✓	✓
	Ex-post TV broadcast confirmation	✓		✓
	Total Video reporting	✗	✗	✓

WITH CFLIGHT, WE ALSO INTEGRATE OUR STRONG GROWING CTV VIEWERS

Targeting & AdPayout

Publisherinventory

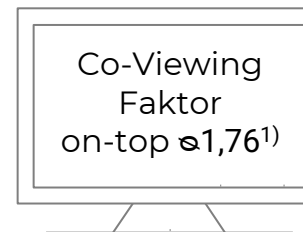
Online



App



CTV



Calculation CTV
On-Target Rate

Studio71



1st Party Data
YouTube



Browser / App
On-Target Rate
based on
Nielsen DAR
(exkl. Co-Viewing)

TV Sites
Joyn



7.1Media Targeting
1st Party Data 7pass
+ DataNexx* +
Audience Project*

