

A glowing teal particle trail graphic that starts as a thin line and expands into a larger, cloud-like shape, moving from the bottom left towards the top right.

seven.one
TARGETING PRODUCTS

2024



EFFICIENT AUDIENCE TARGETING IN A COOKIELESS FUTURE

WE OFFER SCALABLE, FUTURE-PROOF TARGETING SOLUTIONS FOR EFFICIENT CAMPAIGN MANAGEMENT

WE LOVE DATA



We combine our **TV and digital data** into targeting solutions for high-impact cross-media campaigns

TARGETING EFFICIENCY



Maximum targeting quality with full coverage enables **scalable, efficient addressing of target groups**

COOKIELESS FUTURE



Future-proof through combination of 1st party logins and contextual data

COOKieLess



CONTINUE TO BENEFIT FROM PREMIUM TARGETING WITH FULL ADDRESSABILITY IN THE FUTURE

Comprehensive
**programmatic
addressability** of the
seven.one video inventory

Future-proof and
powerful **sociodem
targeting** for **I/O** and
programmatic

Data-driven
control of
campaigns based
on **factual data**

Contextual as a new
targeting option on all
video inventories
– 100% cookieless

- User addressability **without 3rd party cookies**
- Use of **universal IDs** for **targeting & FC**
- **Additional data** signals, e.g. contextual data

- High **quality** thanks to **1st party data and universal IDs**
- With **maximum reach** due to waterfall setup
- Cooperation with **audience verification providers**

- Futhermore **SpotOn: Data segments** using
- **CrossDevice campaign** control thanks to CD-Graph
- Bring your own data with **Audience Transfer**

- **Video classification** with modern technologies
- Support of the **IAB Taxonomy** according to the latest standard (V. 3.0)
- Book **Topics, Genres & Content Types**

IN IMPLEMENTATION

71 seven.one
MEDIA

LIVE | ONGOING

LIVE | ONGOING

IN IMPLEMENTATION

PROGRAMMATIC ADDRESSABILITY OF ALL SEVEN.ONE INVENTORIES

PRIVATE AUCTION

We pursue a **multi-ID approach** and rely on the following partners*:



- ✓ Data protection compliant user IDs
- ✓ Works without 3rd party cookies
- ✓ Email-based, deterministic
- ✓ Stable, across devices



User identification and **addressability** across the entire programmatic value chain



Frequency management of programmatic campaigns across different inventories



Activation of **1st party customer data** or **partner data** on seven.one Premium Inventory

We transfer **contextual data signals** via Open RTB protocol for DSP / SSP



Contextual targeting based on the **publisher's content data**

WATERFALL SETUP DELIVERS THE BEST POSSIBLE QUALITY WITH ADDRESSABILITY FOR ALL USERS - ALSO IN THE FUTURE

I/O & PROGRAMMATIC

1 LEVEL

Hard Logins

>60%
7PASS LOGINS
QUF JOYN



2 LEVEL

Logins & IDs modelled



3 LEVEL

Contextual Data modelled

- ✓ High data quality thanks to **7Pass 1st party** data
- ✓ Supplemented by **partner data** & use of **universal IDs**
- ✓ **Complete addressability in environments without cookies** thanks to detailed context information

IN THE COOKIELESS ERA CONTINUE TO CONTROL DATA-DRIVEN CAMPAIGNS

I/O & PROGRAMMATIC

SPOT ON: DATA

Verticals, Personas & Products

- ✓ Our data partners are switching to data collection without 3rd party cookies

CROSSDEVICE

Incremental & Reminder

- ✓ 1st party data & universal IDs (e.g. Net-ID) replace 3rd party cookies in the CrossDevice graph

AUDIENCE TRANSFER

Own customer / partner data

- ✓ Customer & marketer use the same ID system (e.g. Net-ID)

IN THE TRANSITION PHASE, IT MAY BE POSSIBLE TO ADDRESS FEWER DEVICES

CONTEXTUAL TARGETING FOR ADDRESSING SPECIFIC TARGET GROUPS IN THE APPROPRIATE VIDEO CONTENT ENVIRONMENT

I/O & PROGRAMMATIC

MVP LAUNCH IN 2024



Contextual Targeting Standalone booking

- IAB Topics V3.0 incl. Genres, Content Types, Sensitive Topics/Risk Levels
- Lunch on JOYN and P7S1 channels
- Successive Rollout (InStream, PTV, ATV)



NEW: State-of-the-Art Video-Classification:

- **Machine Learning** on episode- up to clip-level using generative AI solutions from external vendors
- **Editorial tagging** of IAB Topics and use of existing video content metadata
- **Automated crawling** on format- and URL-level

ADVANTAGES



Works **cookieless** and is **GDPR** compliant



More impact through increased **relevance** and **acceptance** through video content context, optimal placement boosts **engagement**



More **brand safety & brand suitability** through placement in safe, relevant environments



More environmentally friendly than other targeting options by reducing server communication in the digital ecosystem

OUR TARGETING SOLUTIONS

The background features a dark, almost black, space filled with a complex network of glowing teal lines and dots. These lines form a series of wavy, undulating paths that recede into the distance, creating a sense of depth and movement. The dots are scattered throughout, some appearing as bright points of light at the end of the lines, while others are smaller and less distinct. The overall effect is that of a data visualization or a digital terrain, evoking a sense of advanced technology and data processing.

WE OFFER SUITABLE TARGETING SOLUTIONS FOR EVERY OCCASION AND EVERY CAMPAIGN GOAL



AUDIENCE

User-based addressing based on specific **target group characteristics**. **Login data, modelling** and **context-based information** serve as the basis.

e.G. Woman 18 – 59 Years

Interest

SozioDem



CONTENT

Allocation of relevant **topics** and **environments**. Display of advertising in the context of the content - **no consent and no cookies necessary**.

e.G. Food & Drink

Contextual

Content



USAGE & TECH

Technical targeting options that are usually set in the **ad server** and use information such as the **IP address**.

e.G. Timeslot, Geo targeting

Device

Reach

Usage

Frequency



CUSTOM

Creation and onboarding of **individual target groups** for **optimised targeting**.

e.G. own User Data

1st/3rd Party

CURRENT TARGETING PORTFOLIO & BOOKABILITY FOR OUR CLIENTS

CAMPAIGN APPROACH	AUDIENCE		CONTENT	USAGE & TECH		CUSTOM
TARGETING TARGET GROUP	<div data-bbox="377 425 1001 475">Interest</div> <div data-bbox="377 489 677 539">SozioDem</div>		<div data-bbox="1080 425 1378 475">Contextual</div> <div data-bbox="1080 489 1378 539">Content</div>	<div data-bbox="1457 425 1755 475">Device</div> <div data-bbox="1783 425 2081 475">Reach</div> <div data-bbox="1457 489 1755 539">Usage</div> <div data-bbox="1783 489 2081 539">Frequency</div>		<div data-bbox="2163 446 2461 496">1st/3rd Party</div>
TARGETING SOLUTION	WATERFALL-SETUP <ul style="list-style-type: none"> • Login based • Profile based • Content based / Contextual 	SPOTON: DATA <ul style="list-style-type: none"> • Factual Data 	CONTEXTUAL <ul style="list-style-type: none"> • Topics • Genre • Sites • Channel <div data-bbox="1154 868 1391 911">coming soon</div>	ADSERVER-BASED <ul style="list-style-type: none"> • Timeslot • Provider • User-agent • Geo 	CROSSDEVICE <ul style="list-style-type: none"> • Usage-based • HH-Graph 	AUDIENCE TRANSFER <ul style="list-style-type: none"> • HH-Graph
	STUDIO71 <ul style="list-style-type: none"> • Login-based • Content-based 		SPECIAL INTEREST <ul style="list-style-type: none"> • Site • Channel 		RETARGETING <ul style="list-style-type: none"> • User/Device IDs 	

QUALITY IS IMPORTANT TO US – THAT'S WHY WE MONITOR ALL RELEVANT KPIS



Transparency & Security

We guarantee a detailed listing of rankings, secure data encryption, constant control of suspicious and crossborder traffic through the use of certified measurement tools.



Audience Verification

We measure the affiliation of users to booked campaign target groups using external analysis tools*. In addition, we constantly optimise the performance of your ads.



Impact accuracy

We achieve higher OTR uplifts through targeting on our premium content sites with maximum reach, which significantly increases the on-target rate, even with top target groups.

WATERFALL SETUP DELIVERS THE BEST POSSIBLE QUALITY WITH ADDRESSABILITY FOR ALL USERS - ALSO IN THE FUTURE



SOCIODEM TARGETING „FUTURE-PROOF“

1 STUFE

Hard Logins

>60%
7PASS LOGINS
ON JOYN



2 STUFE

Logins & IDs models



3 STUFE

Contextual Data models

COOKIELESS
READY

1ST PARTY DATA EFFECT: ON TARGET RATE IN THE TARGET GROUP INCREASES

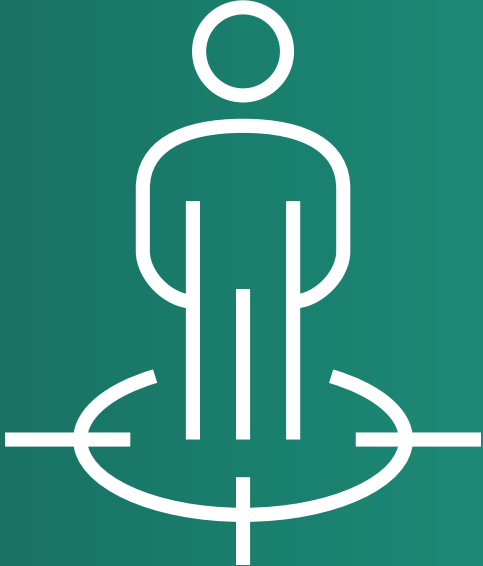
RESULT OF A/B TESTING WITH DIFFERENT FIRST PARTY DATA SHARES

On-Target-Rate Uplift with high 7Pass Share

Broad target group

+10%

M/F/E 18-59 J.



Narrow target group

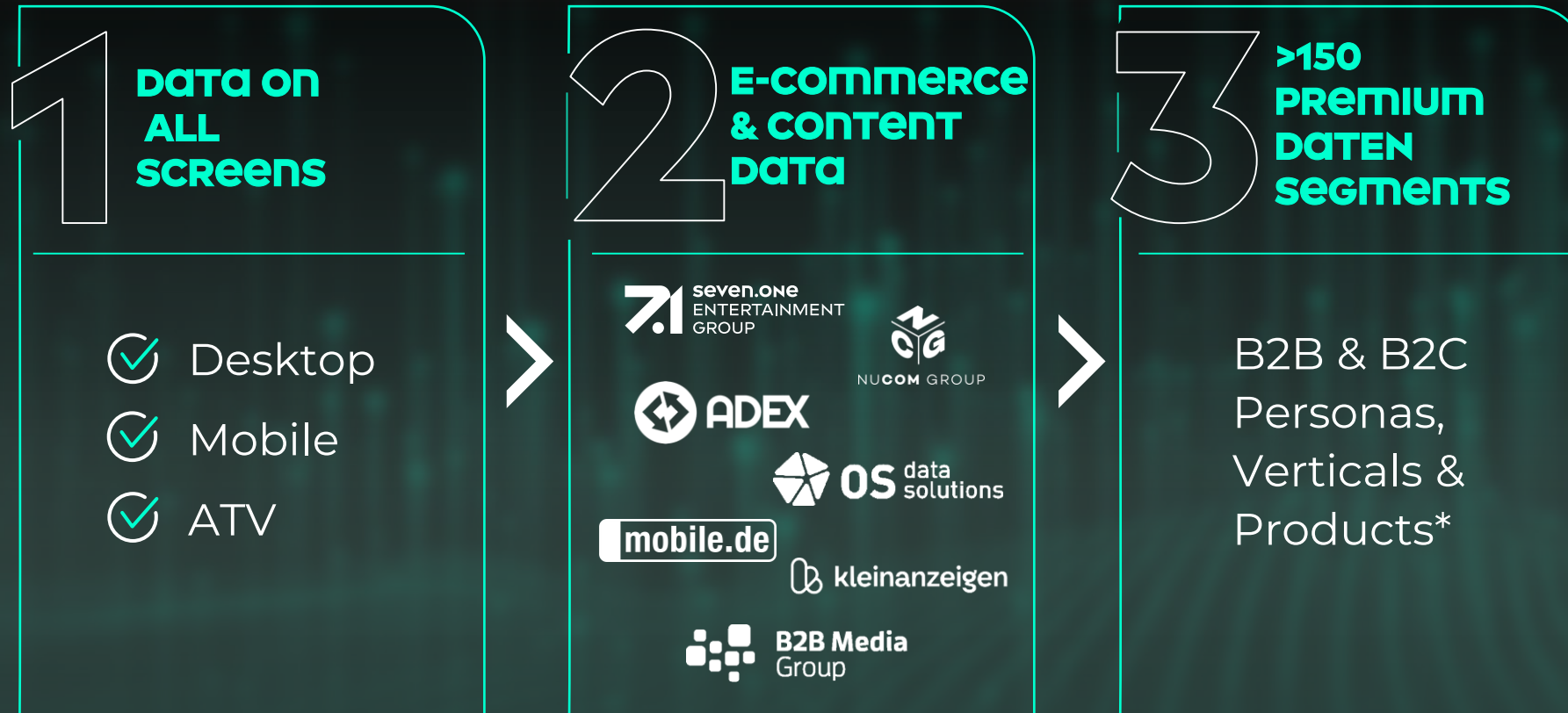
+28%

M/F/E 18-29 J.

SPOTON: DATA

ONLY FACTUAL USER DATA IN OVER 150 DATA SEGMENTS

FACTUAL DATA



STUDIO71

PREMIUM ENVIRONMENTS FOR MAXIMUM ADVERTISING
IMPACT IN OUR YOUTUBE NETWORK

≥300

YouTube Channels

Reaches about

20MIO

unique user monthly
in germany

OUR TARGETING OPTIONS



Curated content rotations such as **target groups & special interest rotations**



SocioDem targeting based on
YouTube login data



100% Premium, 100% Brandsafe
S71 offers the highest quality guarantee

CROSSdevice

CROSSDEVICE ENABLES CROSSMEDIA OPTIMIZATION OF TV/DIGITAL CAMPAIGNS

PROGRAMMATIC



INCREMENTAL

Digital expansion of linear TV campaigns to increase net reach



REMINDER

Digital retargeting of already reached TV households for contact optimisation & storytelling



X:TEND

Efficiently build maximum incremental reach from TV to social media through enhanced CrossDevice data model

I/O - FULL SERVICE



AUDIENCE TRANSFER

BRING YOUR OWN DATA

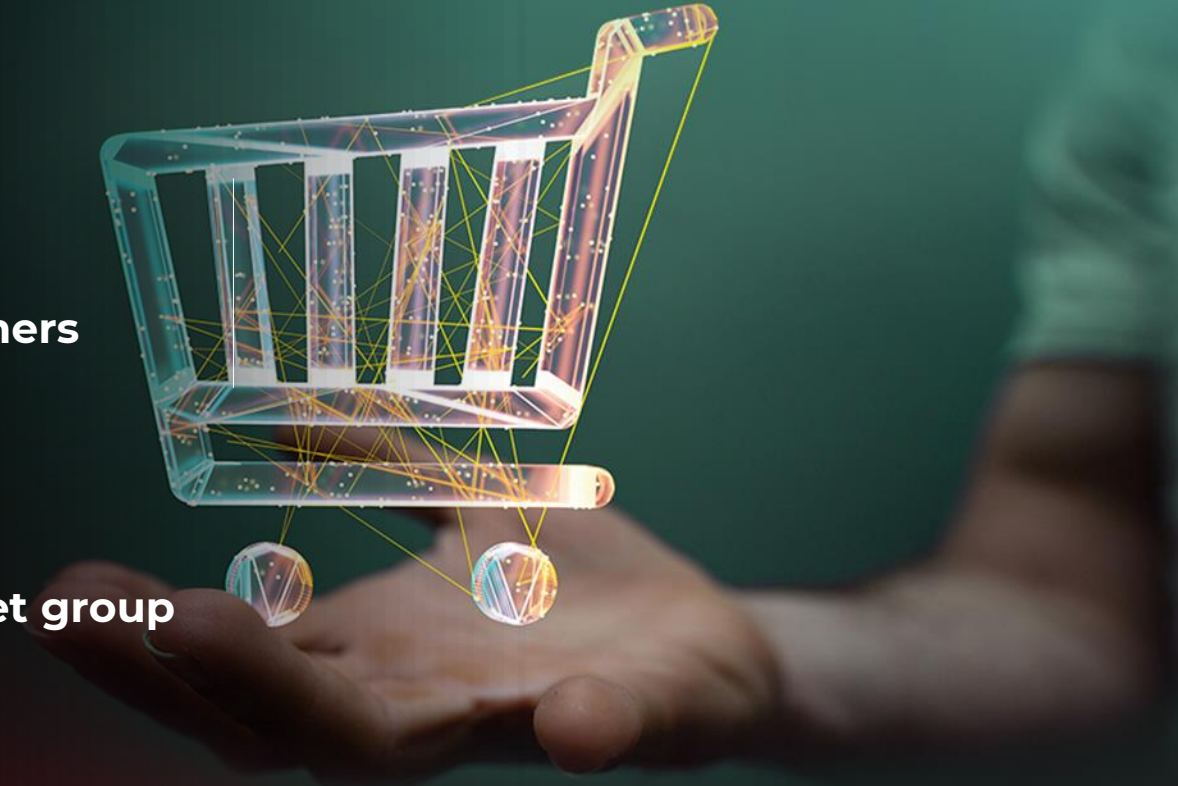
USE OF OWN 1ST PARTY CUSTOMER DATA

- ✓ for the targeted approach of **established customers**
- ✓ for the targeted approach of **new customers**

USE OF PARTNER DATA

- ✓ for the targeted addressing of your **desired target group**

**USABLE ON BIG SCREEN THANKS TO
CROSS DEVICE TECHNOLOGY**



JOYN AUDIENCES



JOYN REACHES VARIOUS TARGET GROUPS WITHIN THE COMPLETE FAMILY

EXPAND TALENTS & LIVE EVENTS

- New target groups for **more growth**
- **New flagship formats**
- **Creativity-oriented content** and interactivity

TV & LIBRARY IMPROVEMENT

- Extension of the **Joyn Original**
- Exclusive **P7S1 previews**
- Selected **US premium content**
- Attractive **FAST channels**

AMPLIFY LIVE TELEVISION, NEWS AND SPORT

- **Consolidation of partners' live TV**
- **Local News**
- **Relevant sports content**

KIDS & YOUNG GENERATION
(4 – 29)



ADULTS
(29 – 59)



BEST AGERS
(59+)



Number of viewers

Our **multi-faceted content strategy** will enable us to **maximise reach** across our platform universe.

BEST AGERS - THE TARGET GROUP OF THE FUTURE

WE GROW WITH THE TREND & GENERATE MORE REACH

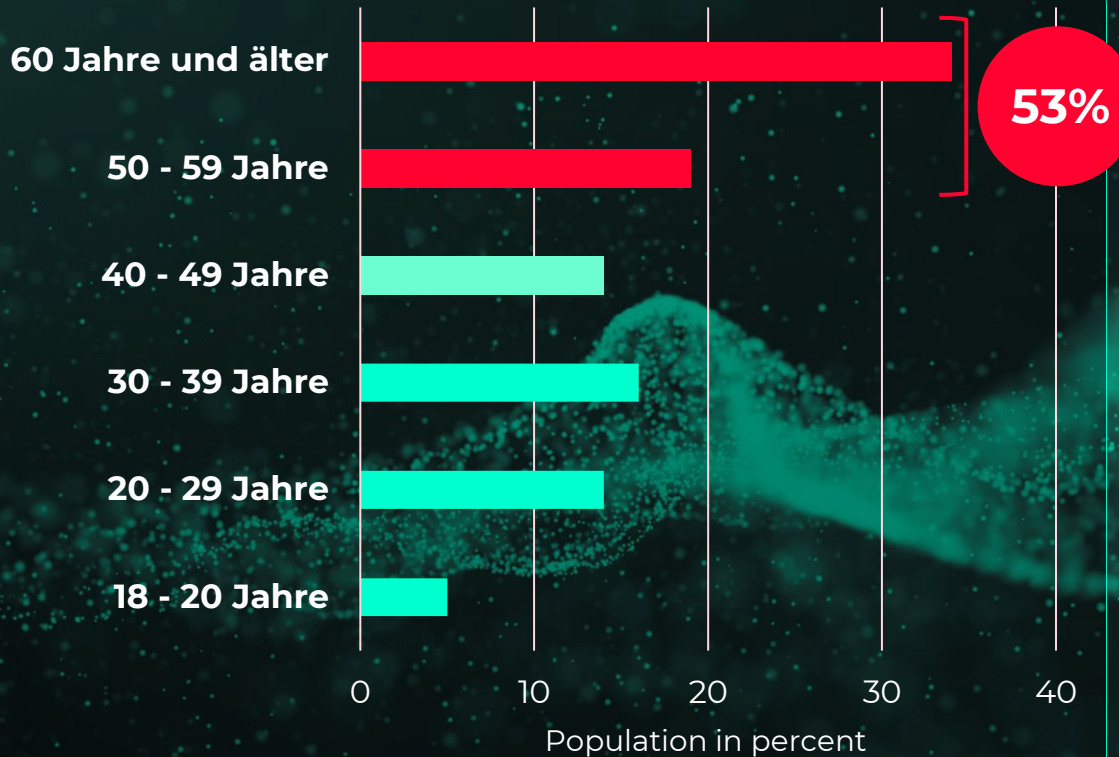
FACTS

53% OF THE GERMAN POPULATION ARE OVER 50 AND OLDER

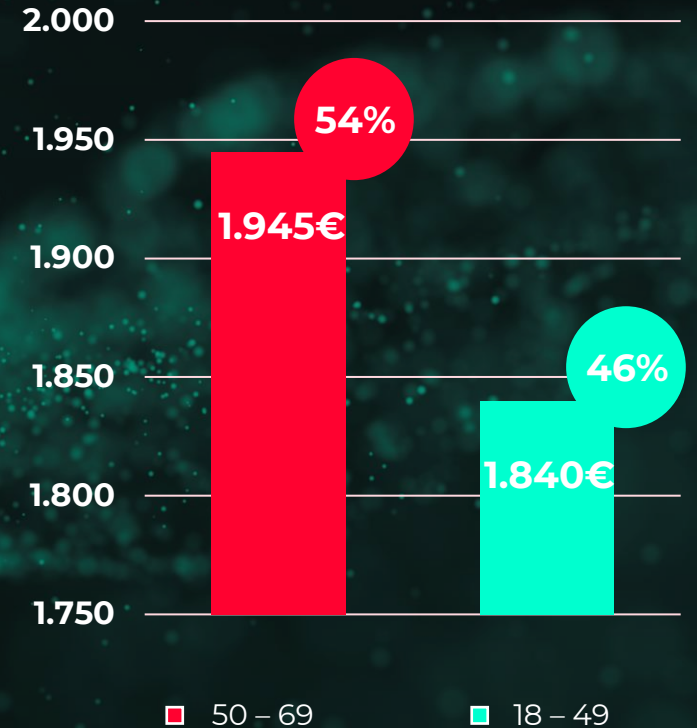
THE AVERAGE AGE OF THE GERMAN POPULATION IS 44.7 YEARS

THE GERMAN AVERAGE AGE ON TV IS 49 YEARS

AGE STRUCTURE OF THE POPULATION IN GERMANY 2021*



ABSOLUTE INCOME OF PERS. NET INCOME**



50+ THE TARGET GROUP OF THE FUTURE

HIGHLY RELEVANT & ATTRACTIVE TARGET GROUPS FOR ALL BRANDS



HIGH SPENDING TARGET GROUP/HIGHEST INCOME



BIGGER HOUSEHOLD SIZES, FAMILY W/ KIDS



PRICE & QUALITY CONSCIOUS



LONG & LOYAL BRAND ORIENTATION*

CONSUMER BEHAVIOUR

50+ target group representative of almost 50 percent of consumer spending, and rising.

20- 49 age group is not considered a "high-growth target group" in any consumer goods sector.**

MEDIA USAGE

With the ageing population structure in Germany, the media use and openness of this target group towards new platforms and devices is also increasing.

INTERESTS

Popular interests are Travel & Wellness, Furnishings & Home, Care & Health and FMCG products.

