



ProSiebenSat.1
Media SE

Addressable Advertising

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ADVANCED TV





Advanced tv

#Addressable Tv

#total video based on cflight

#programmatic tv

The background features a complex network of glowing nodes and connecting lines. The nodes are small, bright points of light in red and green, scattered across the dark space. Lines of the same colors connect these nodes, creating a web-like structure. The overall effect is a dynamic, interconnected digital landscape.

Seven.One strategy



We Are Tearing Down TV & Digital Silos



Our Mission:
Digitize TV

CHALLENGE: DIGITAL TRANSFORMATION IN COMPLEX MARKET ENVIRONMENT

AUDIENCE FRAGMENTATION

TV usage shifting towards OTT & VOD

Various OTT platforms

TECH & DATA CHALLENGE

No universal tech & data solutions

No holistic measurement yet

Cookiecalypse

MARKET & COMPANY STRUCTURES

Transformation of silo structures (internally & externally)

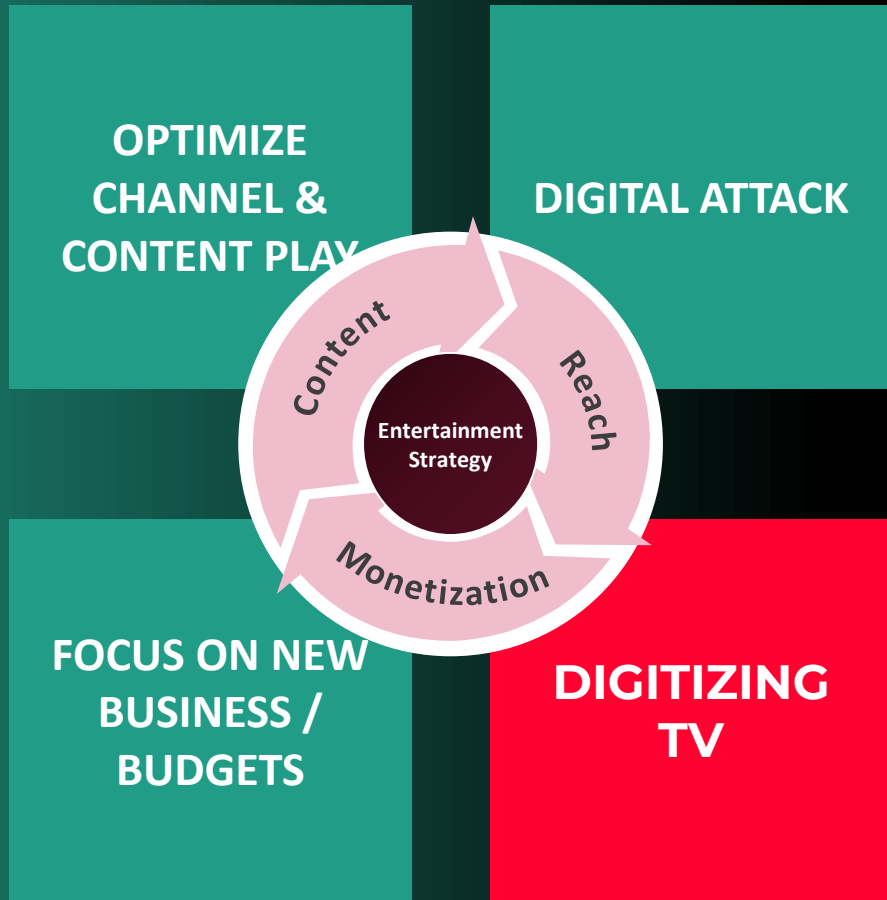
Major change process for all parties involved

CHANGING MARKETS & COMPETITION

Netflix, Amazon and Disney+ enter AVOD business

Global player and Ad Networks pitch former TV budgets

The Digitization of TV is key Part of our Strategy



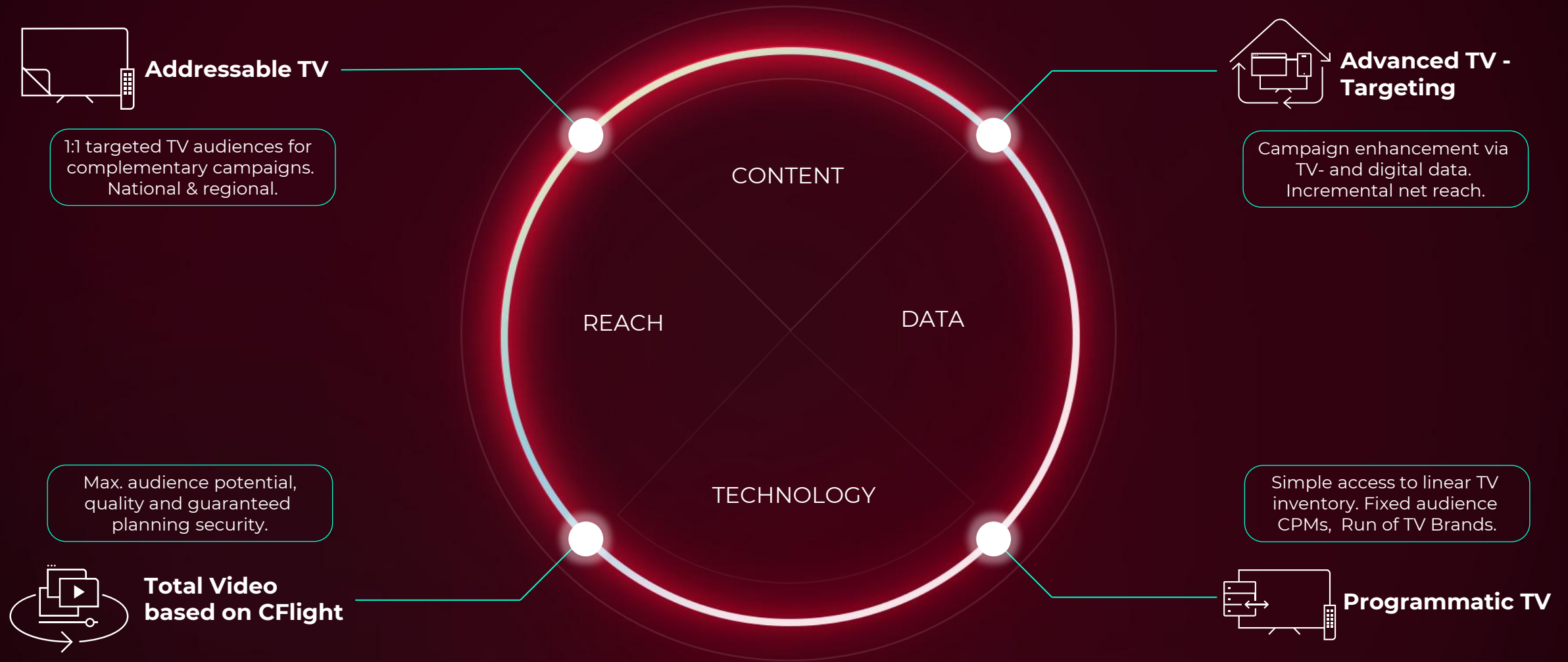
- **DIGITAL TECHNOLOGY, DATA AND REACH STRENGTHEN LINEAR TV**
- **COMPETITIVE PRODUCTS WITH DIGITAL LOGICS, BENEFITS & EFFICIENCIES**
- **FOR EXISTING AND NEW ADVERTISERS**

The background is a night-time aerial view of a city, likely Kuala Lumpur, with the Petronas Twin Towers prominently featured. The city lights are in shades of blue and yellow. Overlaid on the city is a complex network of glowing digital lines and data points in cyan and white, creating a sense of connectivity and technology.

With the digitization of tv,
we create new,
efficient media solutions:

Advanced TV products

Our advanced tv advertising universe





ADDRESSABLE TV

MORE REACH & MORE OPTIONS



12.3
M ADDReSSaBLe
DEvices

all eyes On you

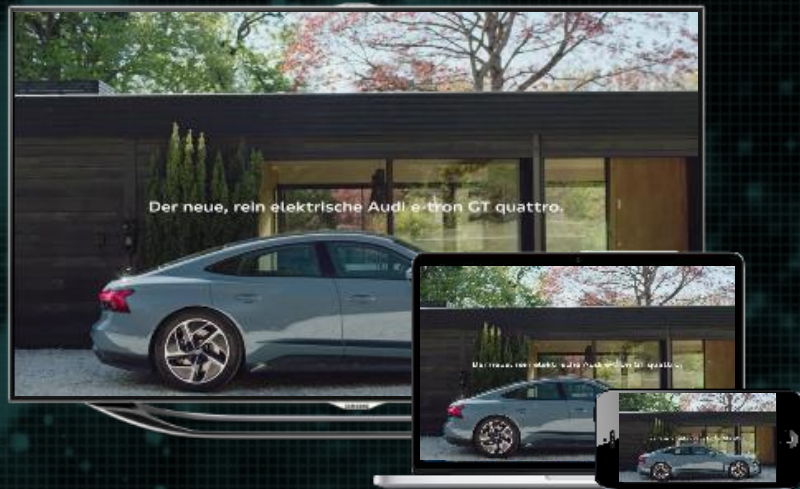
With addressABLE TV!

Addressable TV combines the benefits of TV and digital - with more impact than ever before:

- ✓ **More reach** by integration of Live & Big Screen usage
→ ATV spot reach doubled
 - ✓ Expansion of the **product portfolio**
→ **SwitchIn Extended** for 15 second ads
 - ✓ **Flexible Targeting solutions**, e.g. regional sociodemographic, personas/verticals
→ Specific audiences targetable efficiently
- +
- Inventory expansion via Coop partners, e.g. Deutsche Telekom

TWO STRONG ATV PRODUCT FAMILIES

ATV Spot



SwitchIn





PROGRAMMATIC TV



Simplest Access To Linear TV:

Audience Targeting with fixed CPM and guaranteed audience contacts

All strengths and impact power of TV: brand safe, leanback, TV contacts more effective than digital, e.g. YouTube, outstream

Digital product design: "Run of TV Brands", no extra TV budget needed

SIMPLE AND ATTRACTIVE ACCESS TO TV



Programmatic TV makes the **entry into TV simple and attractive** for customers who previously **advertised mainly digitally**. Both **technologically** and in terms of **planning, booking and billing**, we are approaching an implementation here that we have **previously only known from programmatic campaigns**. [...]



Julian Simons
Managing Partner Mediplus Realtime

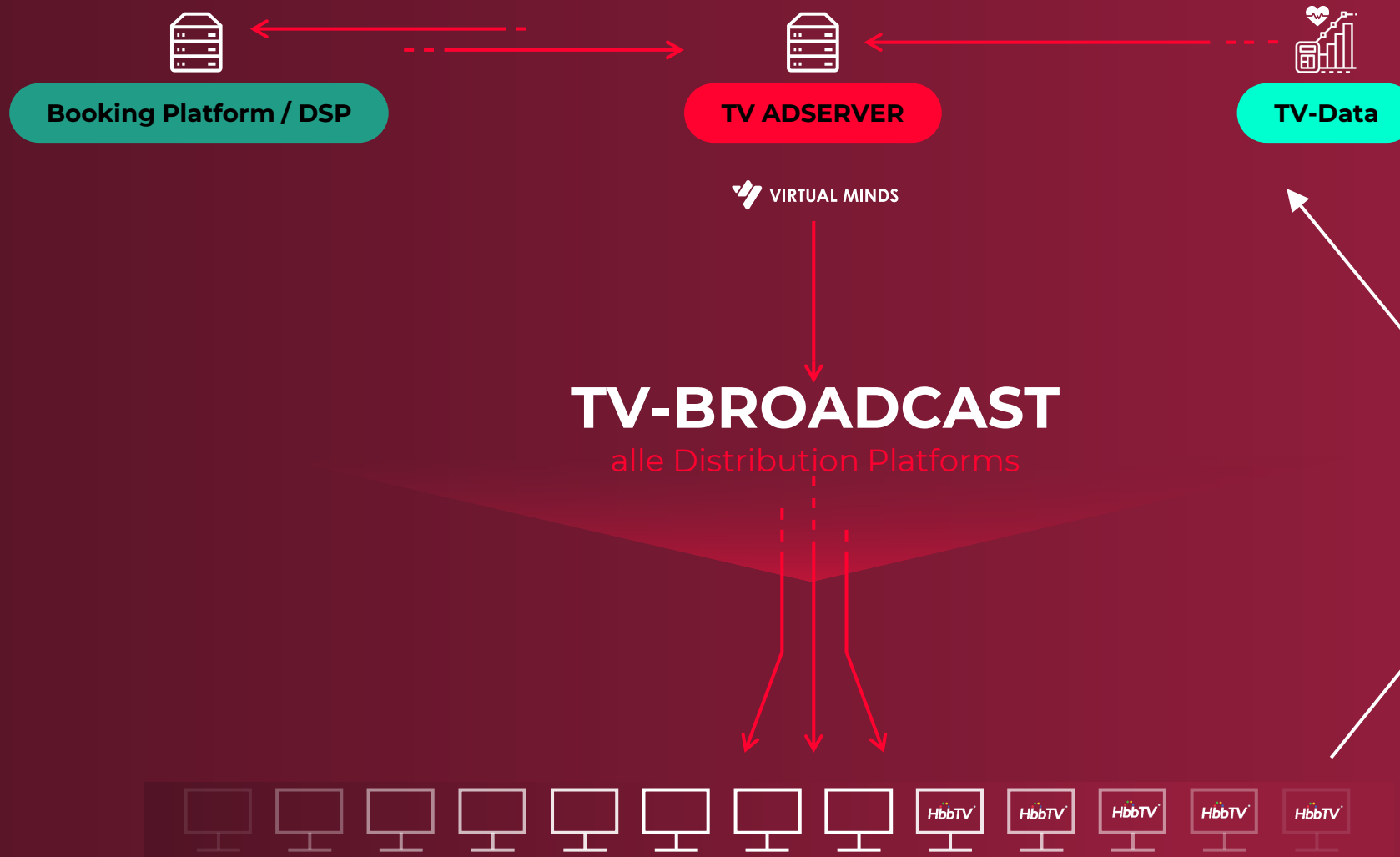


References

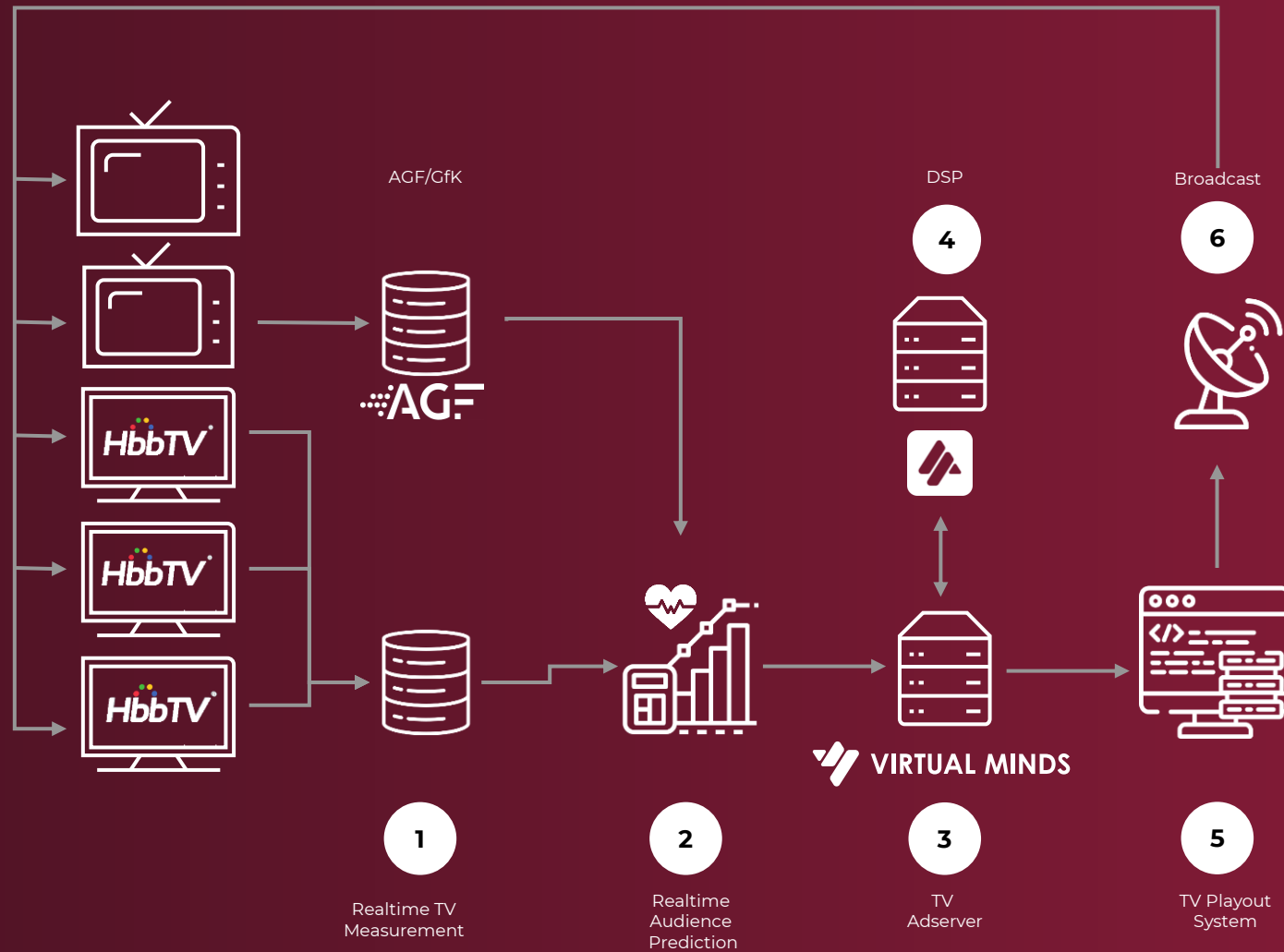
DSP



PROGRAMMATIC TV – HOW IT WORKS



PROGRAMMATIC TV – TECHNICAL DEEP DIVE



Realtime TV Audience

- 1 Realtime TV Measurement
- 2 Realtime Audience Prediction

Realtime TV Adserving

- 3 TV Adserver (with SSP)
- 4 DSP
- 5 TV Playout Ad Insertion

OUR COMPLEMENTARY ADVANCED TV PRODUCT PORTFOLIO ENABLES A WIDE RANGE OF USECASES – ALWAYS PREMIUM TV QUALITY

Addressable tv

The power hybrid of TV impact and 1:1 targeting.



Total Video

based on cflight

Germany's first fully integrated Total Video advertising product.



Programmatic Tv

Easiest linear TV access ever.



Advanced TV

We Push the Digitization
of TV