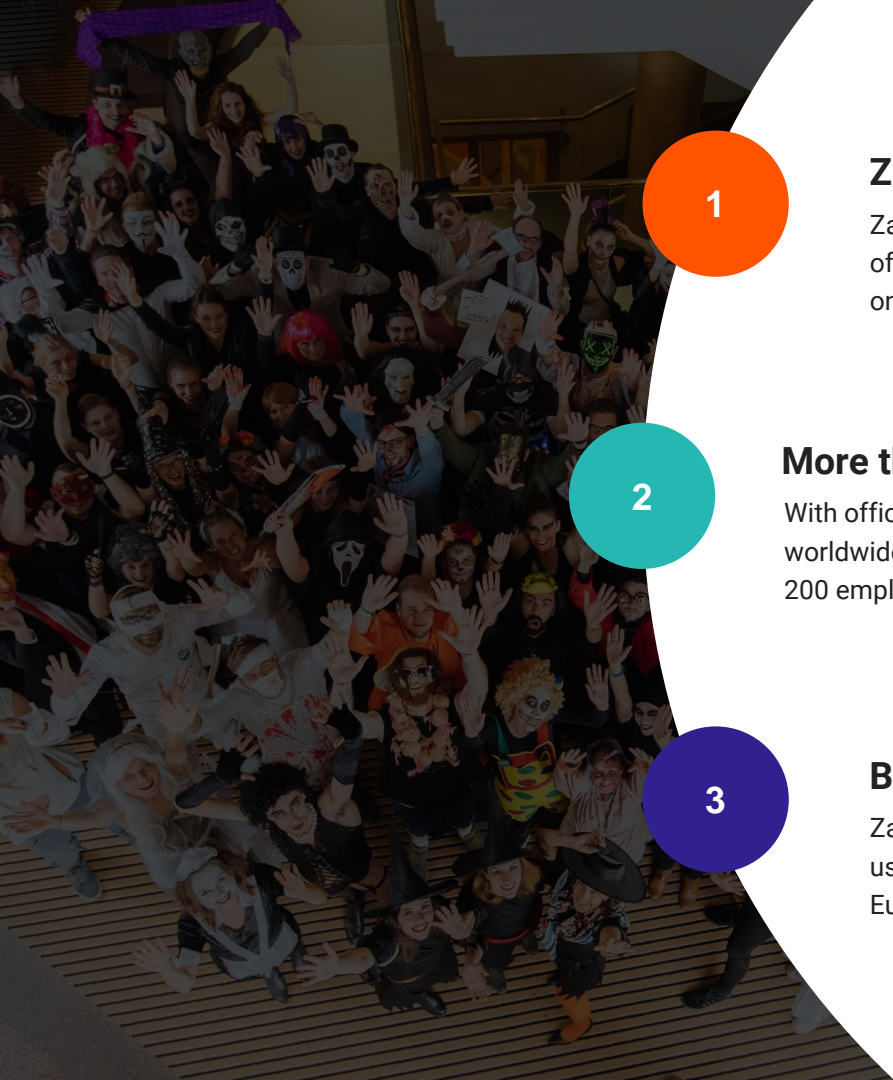


# Zattoo Advertising 2022

Switzerland

# About us



1

## **Zattoo was founded in Switzerland / USA**

Zattoo is an OTT (over-the-top) service that offers streaming of live, catch up and VOD TV on a variety of devices and platforms.

2

## **More than 200 Zattooies in the Team.**

With offices in 3 countries, Zattoo is a worldwide operating company with more than 200 employees.

3

## **Biggest TV-Streaming Provider in Europe**

Zattoo is with more than 20 million registered users the biggest TV-Streaming provider in Europe for B2C and B2B clients.

# Evolution of Zattoo

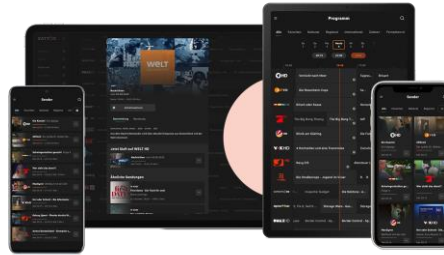
From free television to the perfect TV experience right in your living room.

Live or time delayed, on the road or at home: viewers watch their TV programmes **when and where they want**. This makes Zattoo a real alternative to classic TV reception by cable and satellite.



## Live TV online

Zattoo is an online TV pioneer in Switzerland and Germany.



## Focus on mobile devices

Since 2011, Zattoo users were able to watch using mobile devices as well.



## Zattoo in the living room

Today, Zattoo is a fully comprehensive TV experience, with Smart TVs, streaming players and Full HD.

# The Product



## Connected-TV (CTV)

Samsung • LG • Xbox One/360 • Apple TV • Amazon Fire TV • Chromecast • Android TV • Panasonic



## Mobile

iOS • Android • Windows 10



## Web

Browser • Windows 10 App

# Advertising Options

Zattoo offers a wide range of video and display advertising options on more than 16 different platforms.



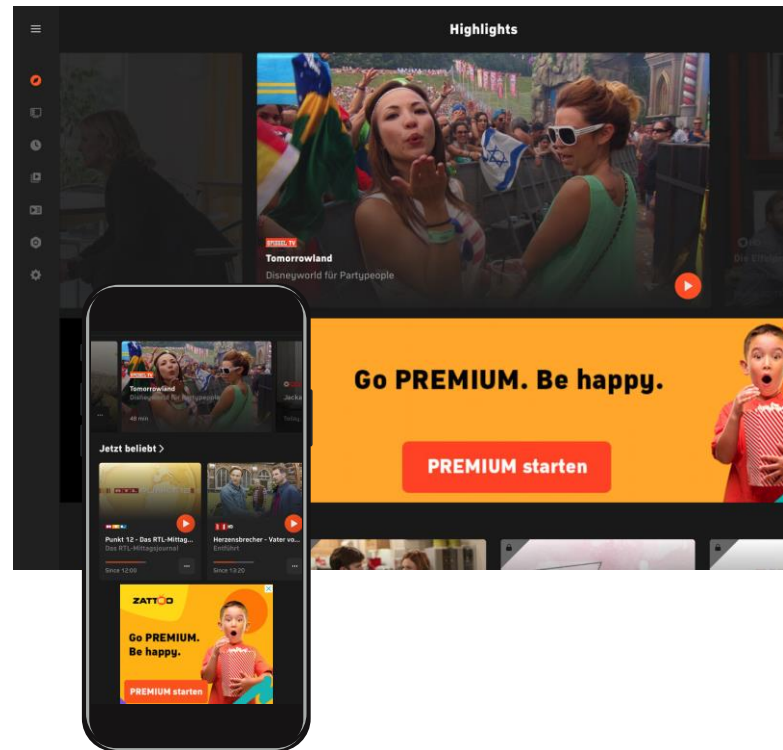
## Video Ads



## Display Ads



## Special Promotions





# Individual user experience 2022

TV streaming providers like Zattoo make it possible for users to access their favorite TV content anytime and anywhere. As a recent survey of Zattoo users in Germany and Switzerland showed, people sometimes watch TV on the road in their camper van, on their exercise bike, in their own multimedia room or in their own private man cave.

With our new campaign #FernsehenWieDu, we focus on this individual TV experience. The three spots highlight different TV moments from the everyday life of our main characters.





**Zattoo is  
climate neutral**



# The Future of TV



We **integrate** ourselves deeply **into Assistants** (Google Home, Amazon Alexa, Apple Siri) and ensure that TV content can be found in equal measure.



We draw conclusions from the usage data and **recommend exciting content** to users based on this information. We use **Machine Learning** to do so.



We are working on **reducing streaming latency** and are continuously **improving the UX** and expansion of the platform, especially for smart TV.



For us, the future of TV is **climate neutral**. That is why we calculate and **offset** our CO2 emissions and **reduce** our consumption through targeted measures.



# The Future of TV is climate neutral

## Our Climate Goals



We put the topic of **climate action** in the **focus of our business** and integrate sustainability as **part of our corporate values**.



We use resources responsibly and **aim for a small corporate carbon footprint**.



We set a **good example** and use our reach to **encourage** others to act sustainably.

Download our Press  
release



# TV streaming via a wind turbine

Together with **Westfalenwind**, we are working on the carbon neutral television of the future. With the wind farm operator's **windCores project**, we're bringing our data center **directly into a wind turbine**.

Watch our project film to see exactly how it works!

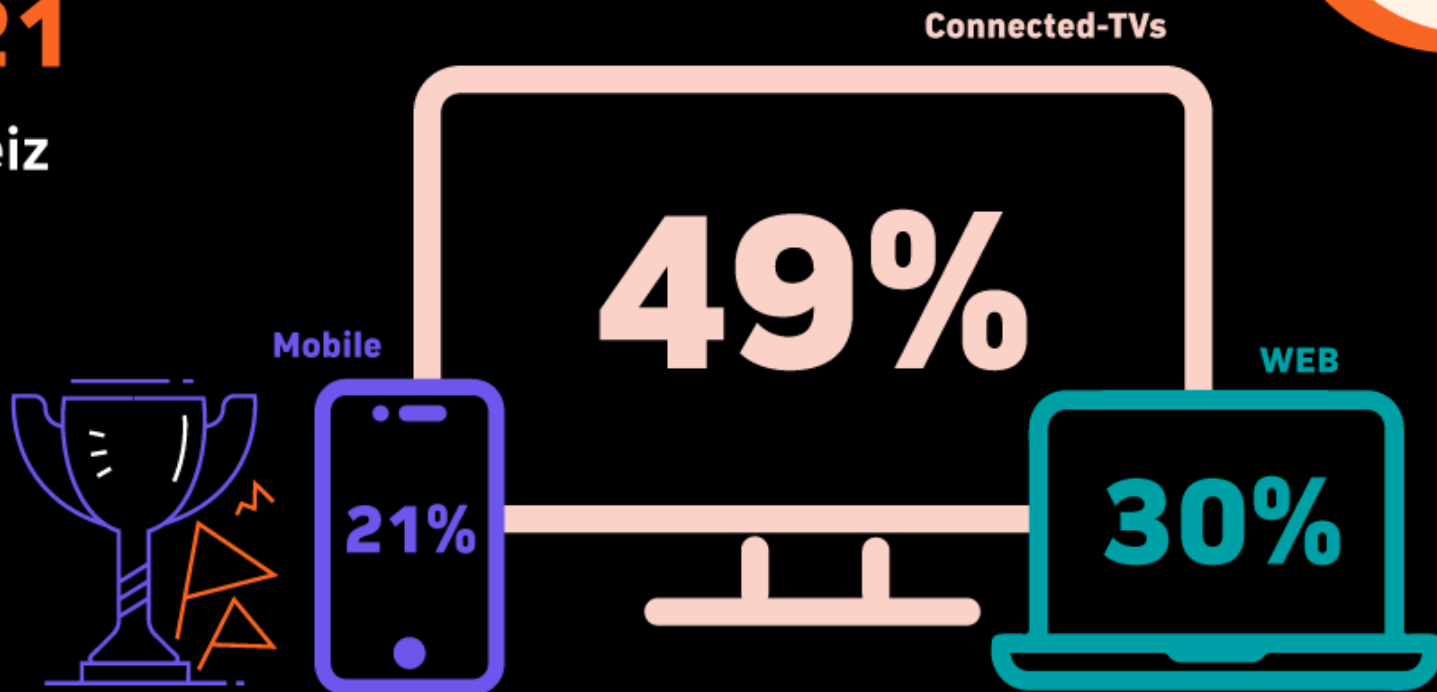


<https://www.youtube.com/watch?v=Wkwo1ExvCOW&t=23s>

# Football Euro 2021

# Zattoo Nutzung zur EM 2021

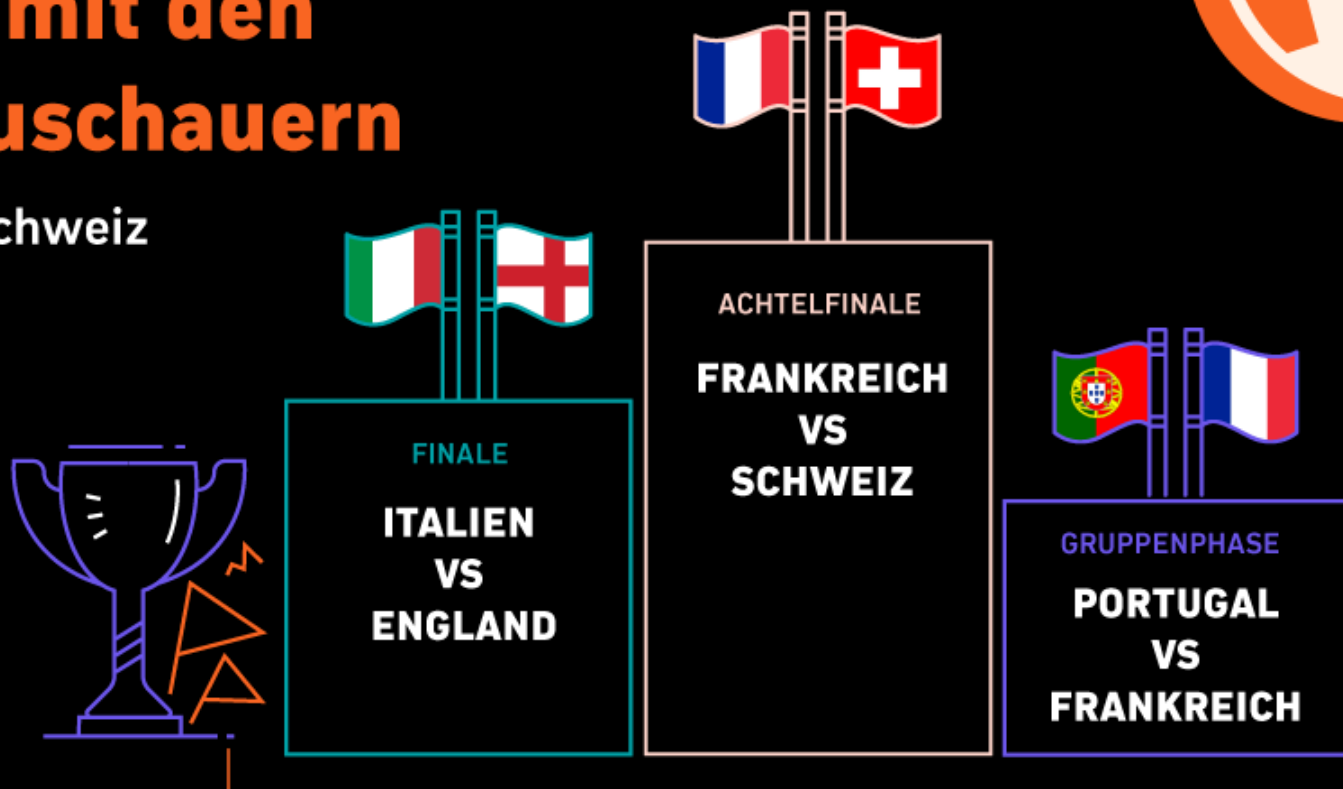
in der Schweiz



Quelle: Zattoo Zahlen

# Die Spiele mit den meisten Zuschauern

bei Zattoo in der Schweiz



# Concurrent Watch for 02.07.2021

Daily WRUU (incl. double count over country)	625'639
Anzahl (eindeutig) von Zuid Uuid	623'959

Regionid (gr..	Max Concurrent Watches		Total Daily WRUU
DE	164'379	DE	312'248
CH	234'733	CH	280'197
Other	19'149	Other	28'095
AT	7'425	AT	4'668

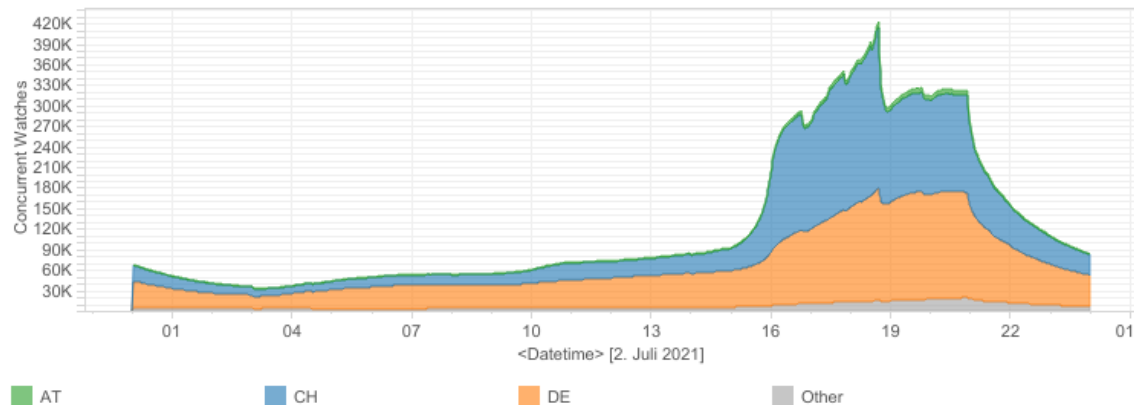


Football Game

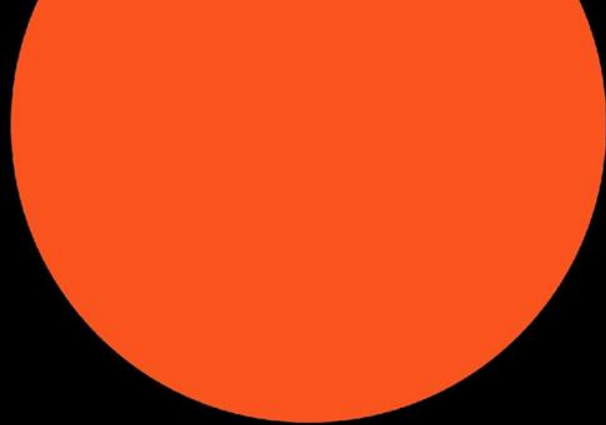
Switzerland vs Spain

## Divided by Country

Time is in UTC (Summer: UTC + 2h = CET, Winter UTC + 1h = CET)



# Formats





# Ad Formats



## Video

(All Devices)

Preroll

Midroll



## Display

(Desktop)

Billboard

Halfpage Ad

Skyscraper

TV Side Ad

Leaderboard



## Mobile

(Tablet & Smartphone)

Video (all ad formats)

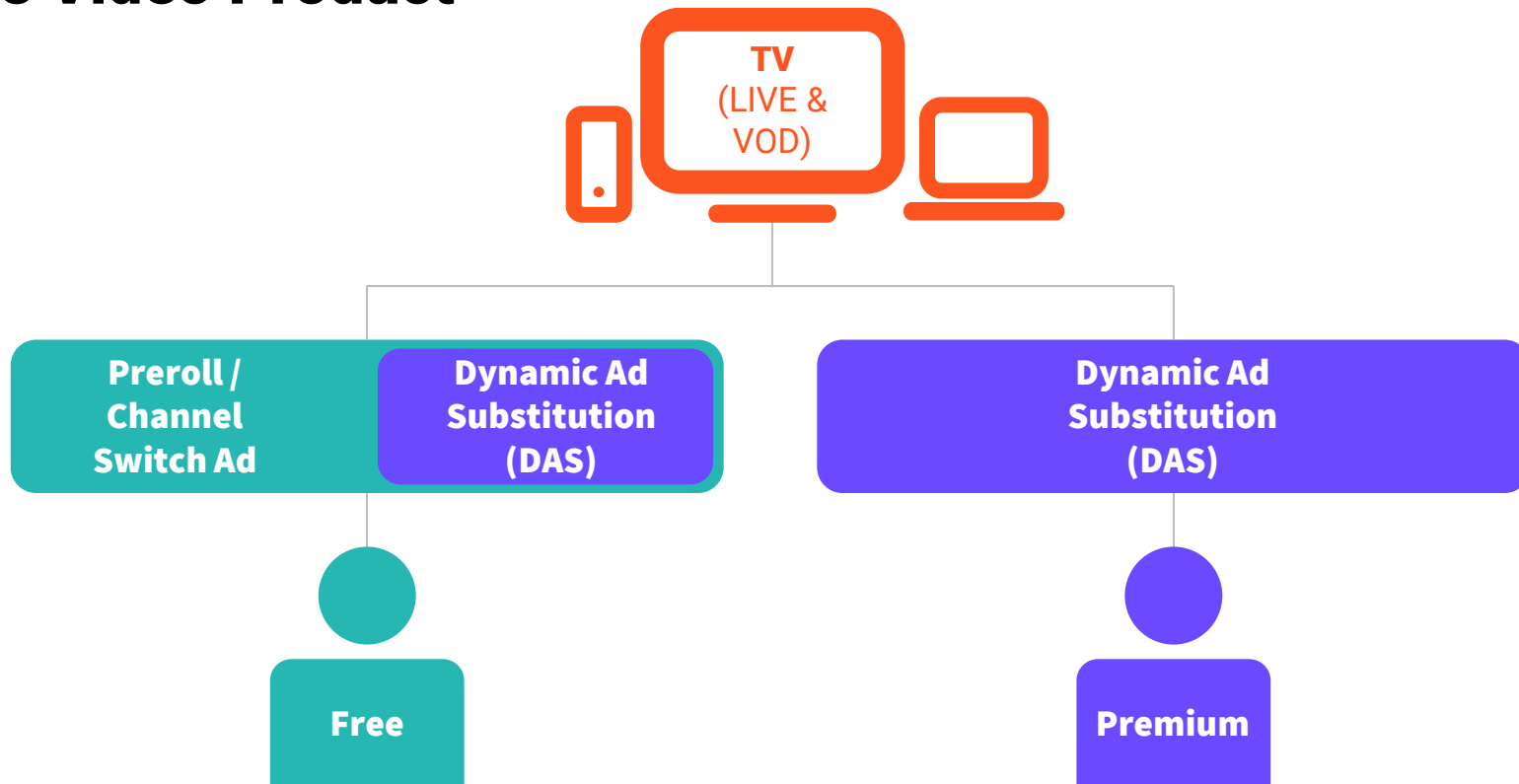
Prestitial

Mobile Billboard (Leaderboard)

Medium Rectangle

Mobile Banner

# The Video Product



# Channel Switch Ad

Preroll



Stand alone Spot



Before Content



Free TV



VAST 4, HD Quality



Big Size / Full Size Player



# Dynamic Ad Substitution

Live & VOD



Live-TV-Spot / Spot Replacement



Seamlessly stitched into live ad break



**Free & Premium TV**



VAST 4, HD Quality



Big Size / Full Size Player



Also available as 6sec Bumper Ad





# Dynamic Ad Substitution

The TV Ad - same  
same, but different

**better**

1.

TV Ad Format

2.

TV-Audience Targeting

3.

Additional Audience OTT

4.

42 Mio. Ad Requests available

5.

> 94% Completion Rate

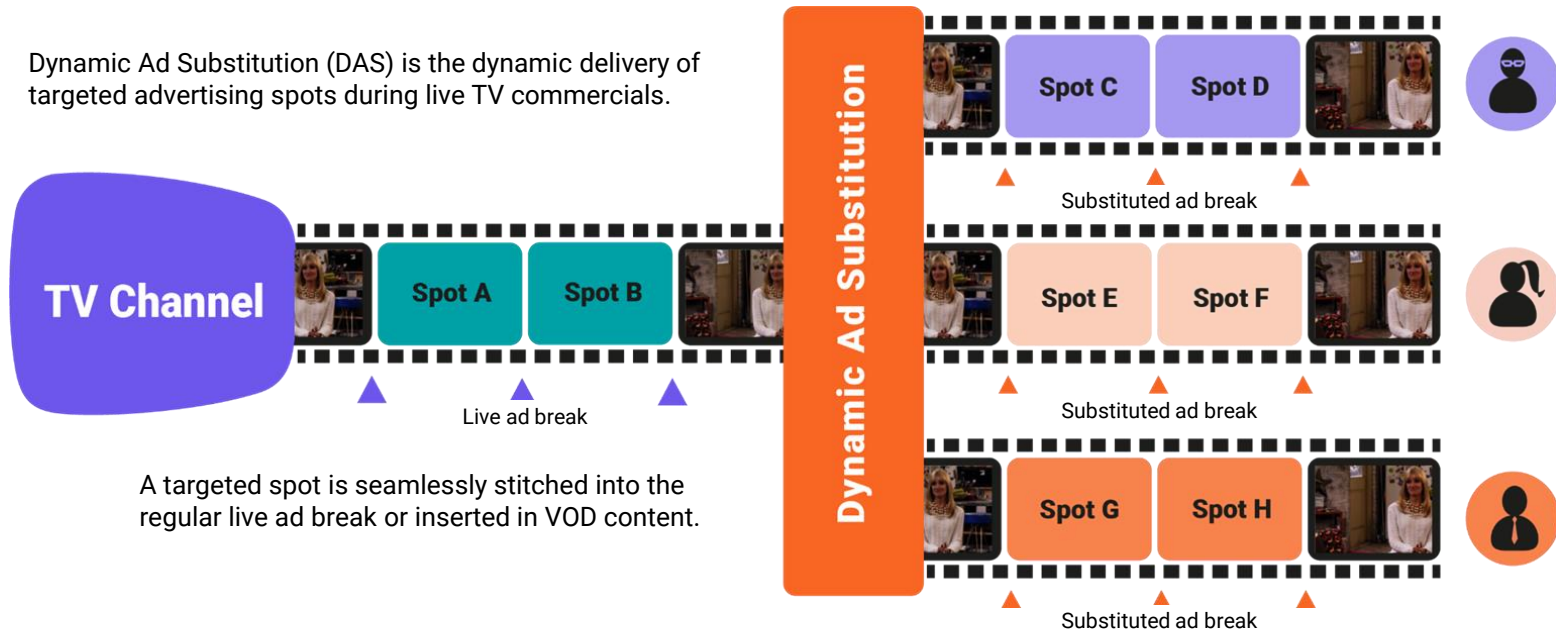
6.

Always in view

# Dynamic Ad Substitution

## Live

Dynamic Ad Substitution (DAS) is the dynamic delivery of targeted advertising spots during live TV commercials.



## DynamicAds - DAS Broadcasters

Live	VOD	Coming in 2022: Live
       	     	      

## Zattoo Plattform

### 2022



Wilmaa



Teleboy

**Salt.**

**yallo**

# High Impact Display - Formats





# Display / Desktop

Billboard / Wideboard



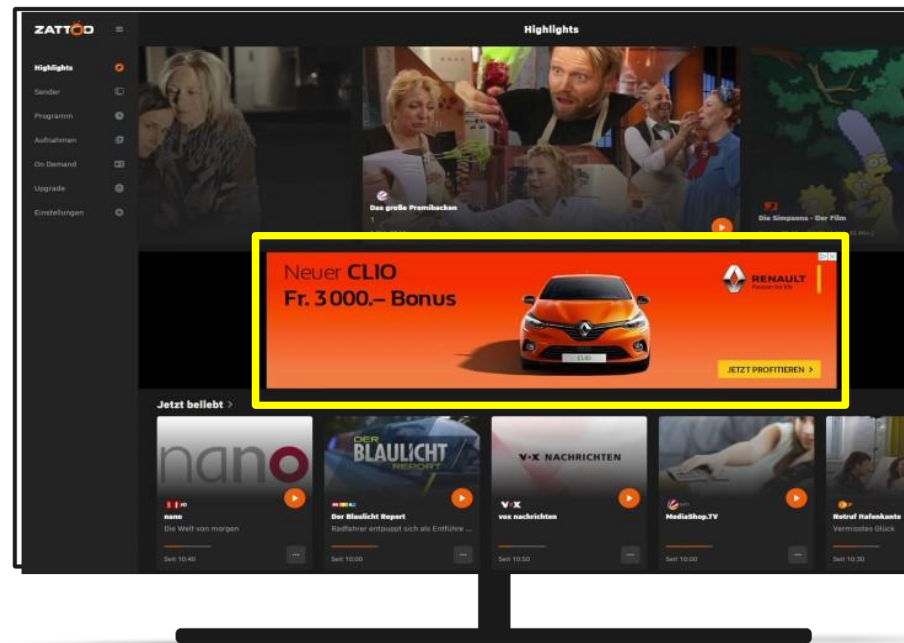
Front page



First Point of Contact



Size 970x250 / 994x250



# Display / Desktop

## Halfpage Ad



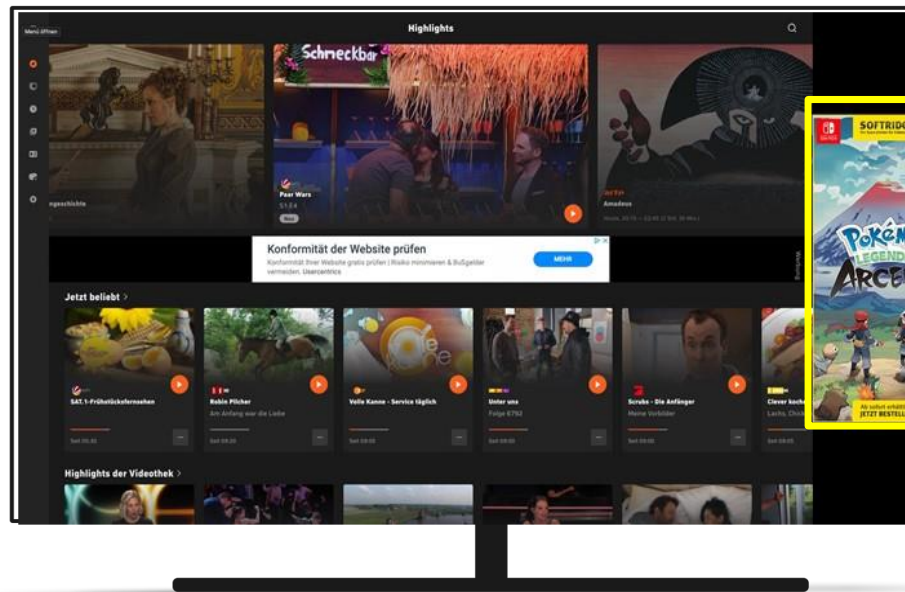
Front Page, Sub Pages



First Point of Contact on Desktop



Size: 300x600



# Tablet & Smartphone

Prestitial



Front Page, Sub Pages



First Point of Contact on Desktop



Size Tablet: 768x1024 / 1024x768

Size Smartphone: 320x480 / 480x320



# Standard IAB Display - Formats



# Display / Desktop & Mobile

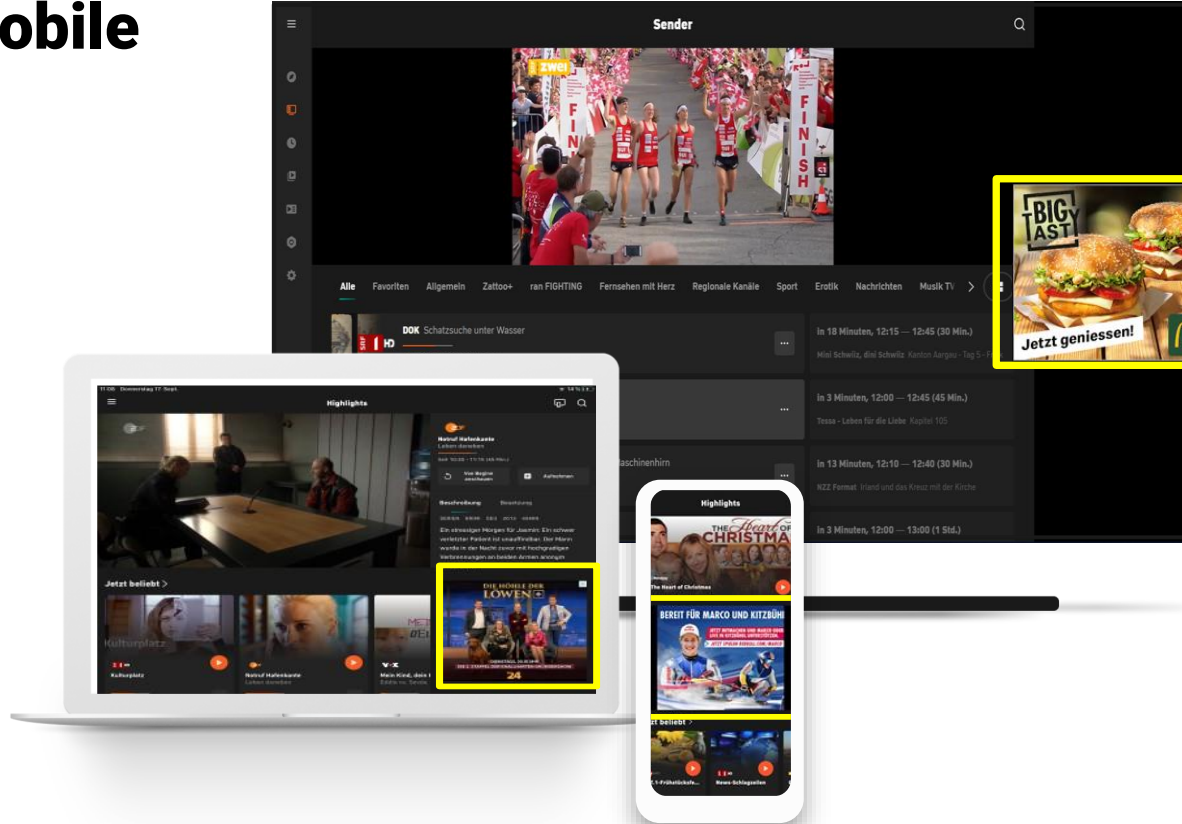
TV Side Ad & MedRec



Next to Live-Stream TV



Size 300x250



# Display / Tablet

## Mobile Billboard (Leaderboard)



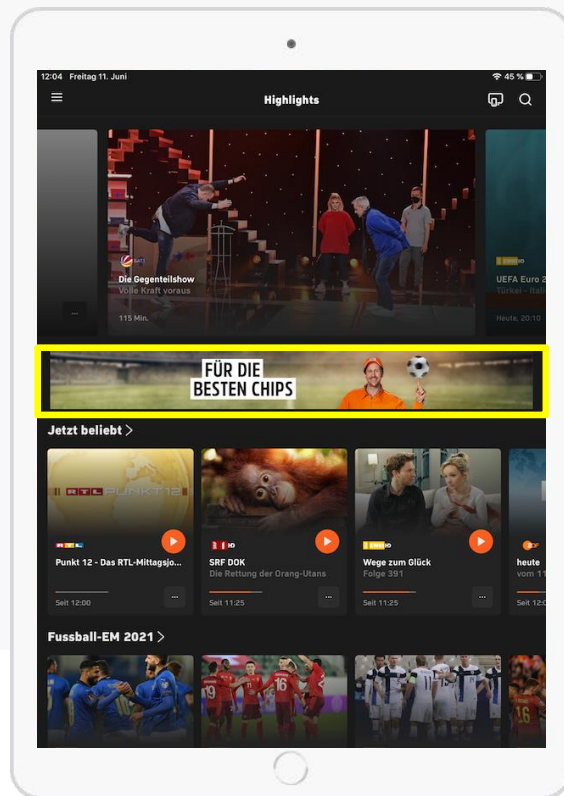
Next to Live-Stream TV



Image or Rich Media



Size 930x180 & 728x90



# Special Formats

# Branding Day

Display / Desktop & Tablet



Exclusive Branding around the Live-Stream TV



Direct bookings and Programmatic Guaranteed



Image (Rich Media for Prestitial possible)



Size Desktop: 1800x1200

Size Tablet: 2200x1025

Size Prestitial Smartphone: 320x480





# Branded Channel



Two different kind of Branded Channels



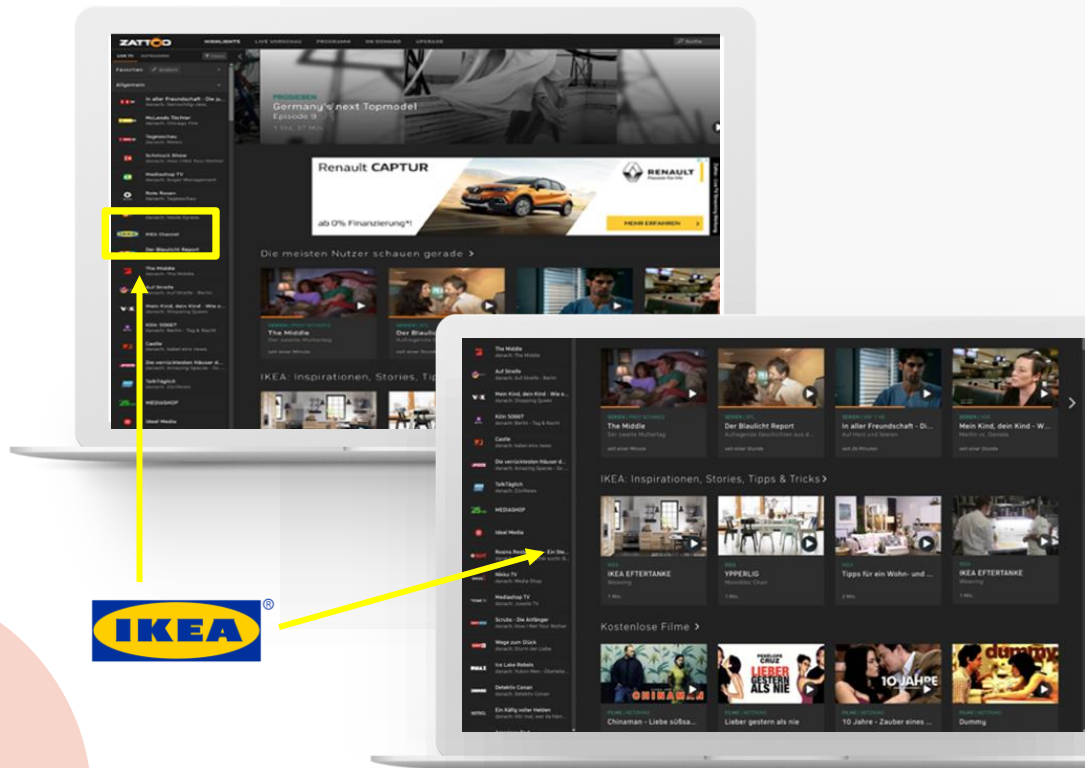
Preferred placement under the top 20 channels



With a click on the logo, your short videos will be played in endless loop



Ask for special technical specifications



# B2C Promos

# B2C-Promos Zattoo



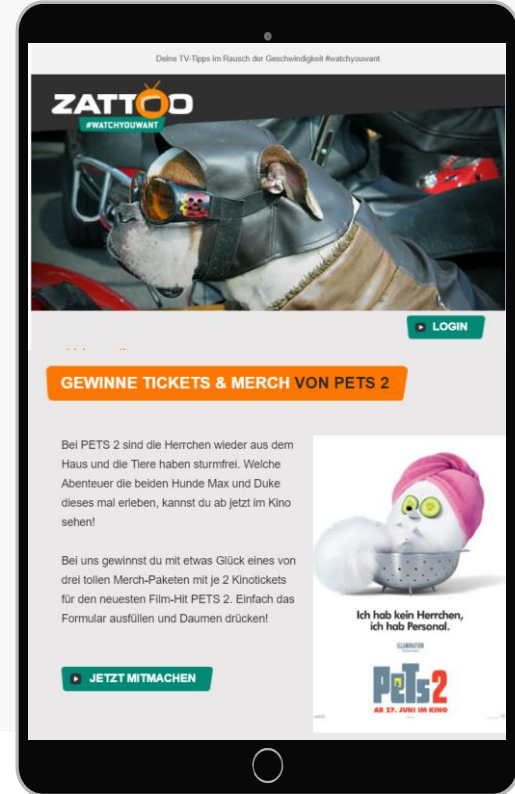
B2C Newsletter-Promo, incl. landingpage



Universal f.ex. promoted the movie Pets 2.  
Our users could win a special goddie bag  
and a cinema voucher



The Newsletter was sent to 134.107 users.  
Opening rate: 26.7%  
Click rate: 2.7%



# B2C-Promos Partner



Zweifel Chips made a special competition on their 60th anniversary. Customers could win a voucher for a Zattoo Premium Account



Ask for special technical specifications

The screenshot shows the Zattoo website's promotional page for a competition. The header is orange with the Zattoo logo and navigation links: PRODUKTE, MITTELMER, UNTERHOLDUNG, and KONTAKT. The main headline reads 'WIR VERLOSEN 60 PAKETE MIT ZWEIFEL MOMENTEN'. Below this, a sub-headline states: 'Neben Zweifel Produkten beinhaltet das »Z MOMENTE PAKET« die folgenden Highlights:'. The page features four product categories, each with an image and a description:

- Z WIE SOFATAG:** Schweizer Illustrierte beglückt Dich mit einem Jahresabonnement im Wert von CHF 230. [Mehr über die Schweizer Illustrierte](#)
- Z WIE AUSFLUG:** Switzerland Travel Centre schenkt Dir die digitale Version des Swiss Coupon Passes 2018 und das Gutscheinbuch für 2019 im Wert von CHF 88. [Mehr zum Swiss Coupon Pass](#)
- Z WIE FILMABEND:** Mit Zattoo genießt Du 6 Monate lang eine Premium Mitgliedschaft im Wert von CHF 60. [Mehr zu Zattoo Premium](#)
- Z WIE WANDERN:** Der Hiker von Victorinox im Wert von CHF 23 ist der ideale Begleiter für einen Trip in die Berge. [Mehr zu Victorinox](#)

On the left side of the page, there are social media icons for Facebook, Twitter, Email, and WhatsApp. On the right side, there are icons for a search function, a user profile, and a shopping cart.

# Targeting Options

# Targeting Options



## Socio Demographic

Age  
Gender  
Language



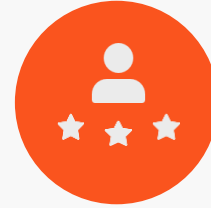
## TV based Interests

Channel  
Content Category  
Content Genre



## Geo & Device

Country (DE, CH)  
Device (iOS, Android  
Connected TV,  
Web, etc.)



## DFP Audience Segments

Interest / Behavioural  
Targeting

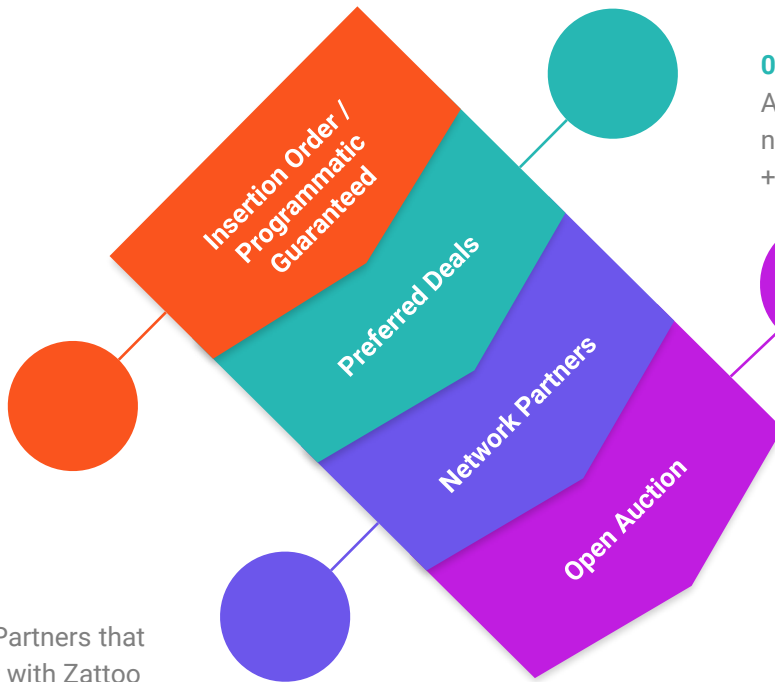
# Buying Options on Zattoo

## 01. I/O or PG

Highest priority, guaranteed inventory and a fixed price  
+ Data Targetings available

## 03. Partners

Pre-Selected Partners that work together with Zattoo



## 02. Preferred Deals

Always on, fixed price but non guaranteed inventory  
+ Data Targetings available

## 04. Open Auction

Leftover inventory is available on the open market

# Parts for a great personal TV Ad Experience

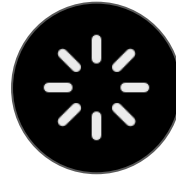
## 01. FANTASTIC PRODUCT

Top notch design, great user experience, reliable, easy to use



## 02. INNOVATIVE AD FORMATS

Branding Day & Special Promotion



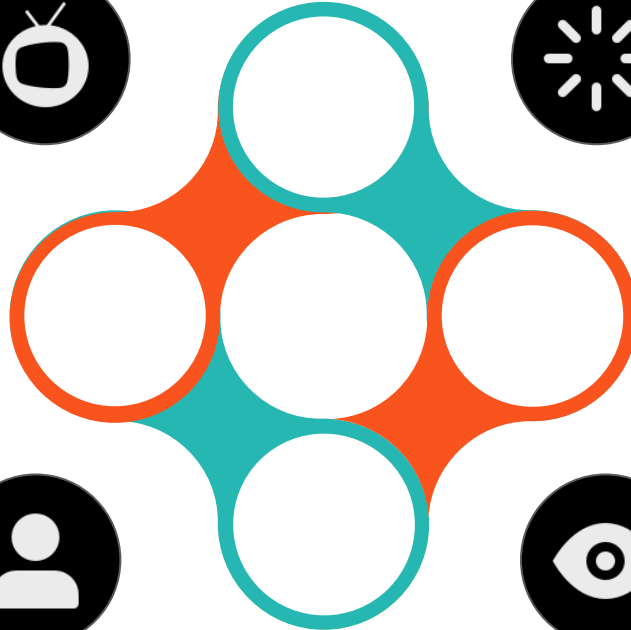
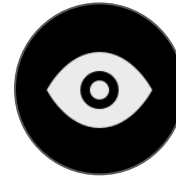
## 03. HIGH QUALITY TARGETING DATA

First party data through user analytics & sign in



## 04. TOP OF THE CLASS VIEWABILITY

All video ad slots are always in view

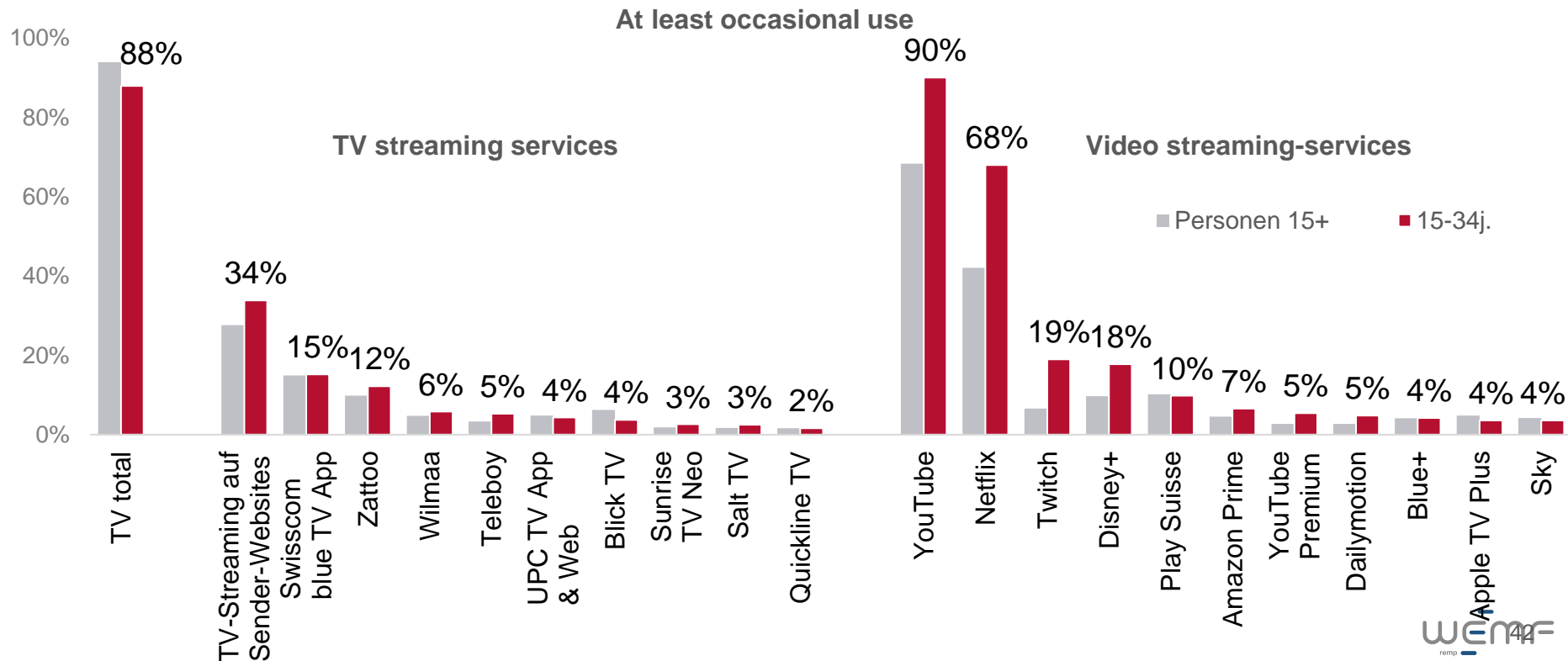




# Facts & Figures

# Ranking of movin image offerings among 15-34 years olds are almost the same

Twitch & Disney+ move forward



# **Price List & Tech. Specs 2022**

# RATECARD 2022 / Insertion Order



## Video

				
	Desktop	Mobile Devices	CTV	Multiscreen
Channel Switch Ad	90	90	100	95
Run-of-Video Ad	90	90	100	95
Dynamic Ad Substitution	90	90	100	95
Bumper Ad	50	50	60	55

### High Impact Formats

Halfpage Ad	70	
Billboard (Web&Tablet)	70	70
Prestitial		70

## Display

### IAB Formats

Leaderboard		30
TV Side Ad	30	
Medium Rectangle		30

Basic gross CPMs in CHF

## Run-of-Video

Benefit of **brand performance** with high reach

- Preroll Instream and Dynamic Ad Substitution (DAS)
- Awareness and performance
- Maximum reach by Zattoo users

## Dynamic Ad Substitution (DAS)

One solution for high **awareness** campaigns

- Live TV Ads with targeting of the users
- Very high completion rate & VTR
- Free and pay-users

## Bumper Ad

Short Video Ad

- For Videos shorter than 7 seconds
- For Dynamic Ad Substitution only

## Extras

Extra charges

- Targeting: + 10%
- French Targeting: + 10%
- Retargeting: +10%

Discounts

- Non Profit Discount: 50%
- Agency comission: 5%
- New-Bizz: 10%

Cancellation fees

- 5 days before start date: 20%
- During the campaign: 50%

Link:

[CH\\_Ads-TechSpecs\\_2022.pdf](#)

# Point of Contact



**Martin Schlenker**  
Head of Advertising

+49 123 456 789 10  
name@zattoo.com



**Marga Cupin**  
Key Account Manager

+49 123 456 789 10  
name@zattoo.com



**Manuela Zimmermann**  
Sales Support

+49 123 456 789 10  
name@zattoo.com



**Lisa Kluge**  
Team Lead Ad Operations  
& Programmatic

+49 173 8909251  
Lisa.kluge@zattoo.com

# Thank You

Switzerland

