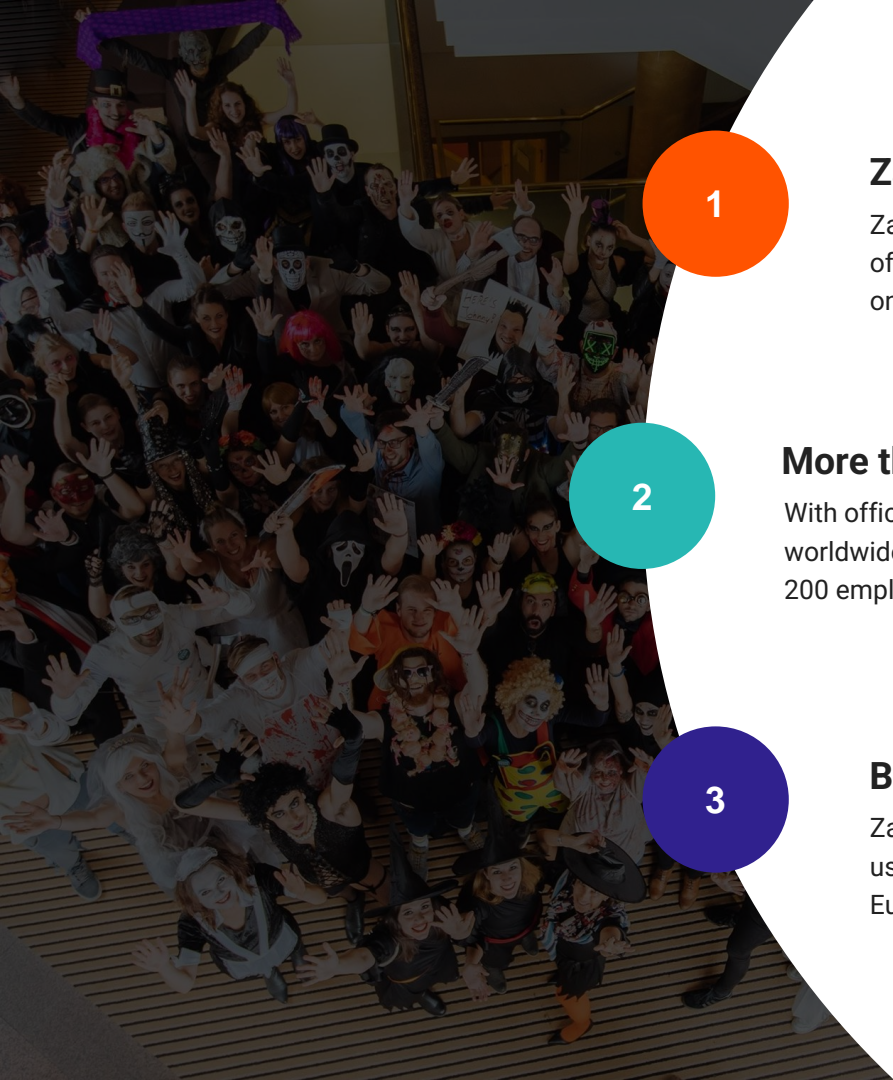


Zattoo Advertising 2023

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

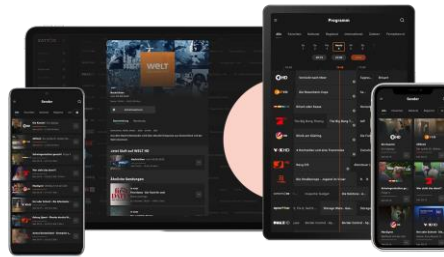
From free television to the perfect TV experience right in your living room.

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.



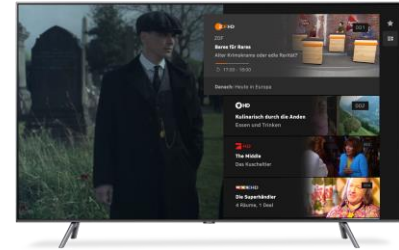
Live TV online

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.



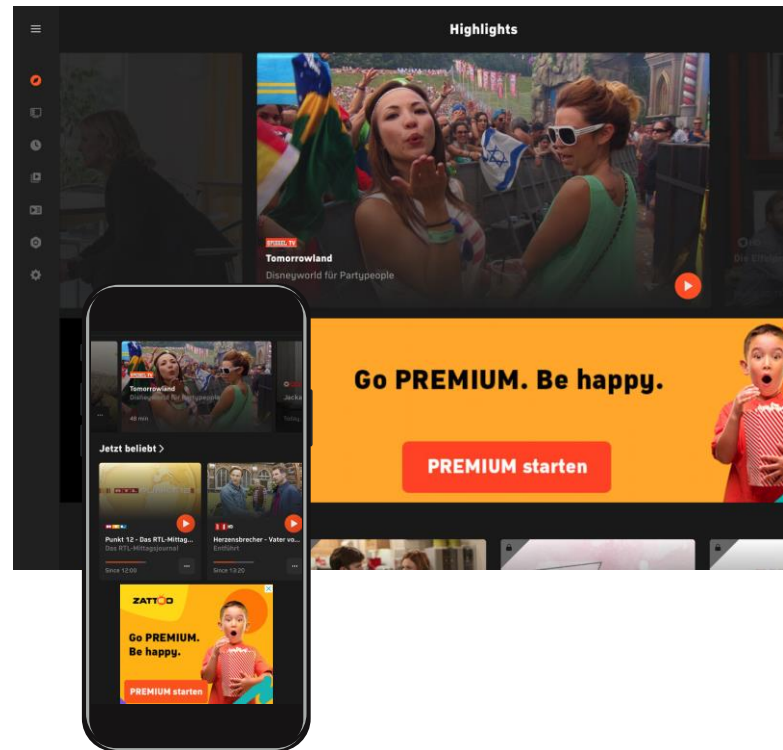
Video Ads



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!

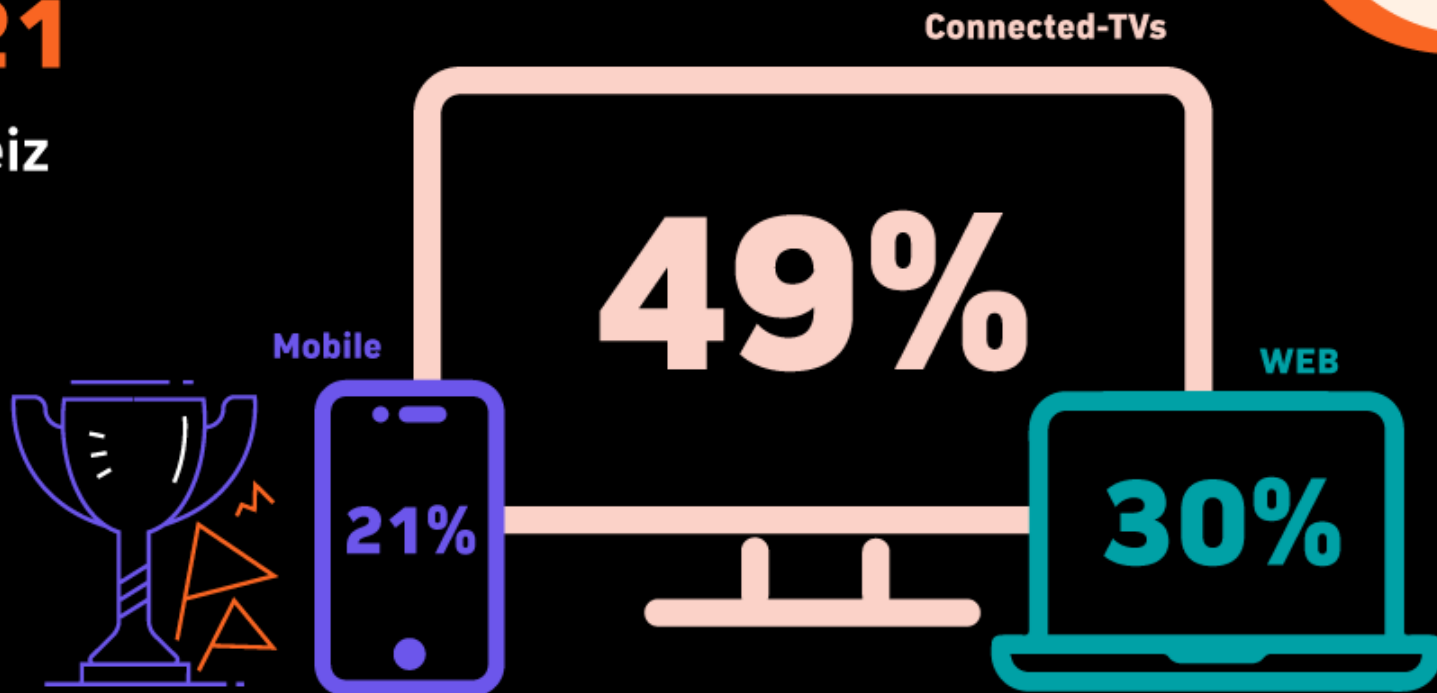


<https://www.youtube.com/watch?v=Wkwo1ExvCOW&t=23s>

Football Euro 2021

Zattoo Nutzung zur EM 2021

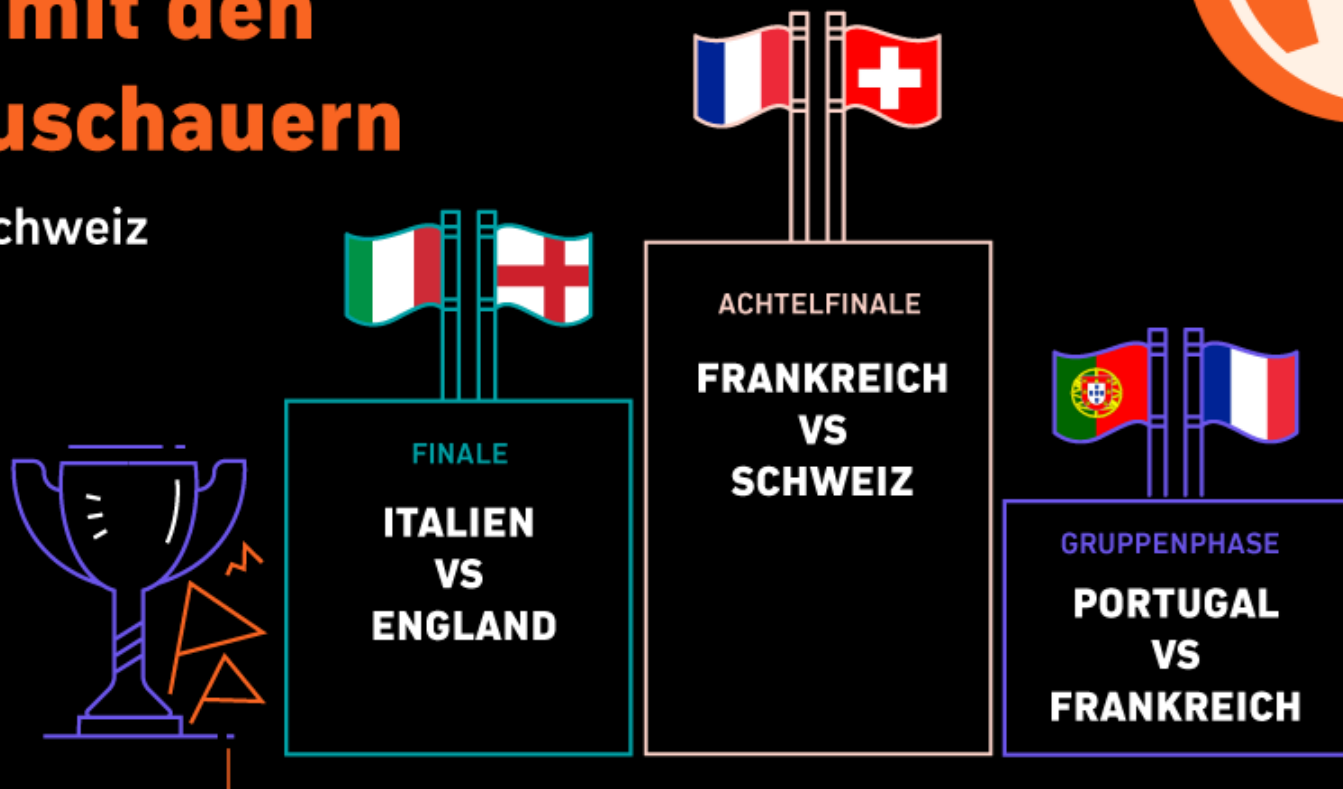
in der Schweiz



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

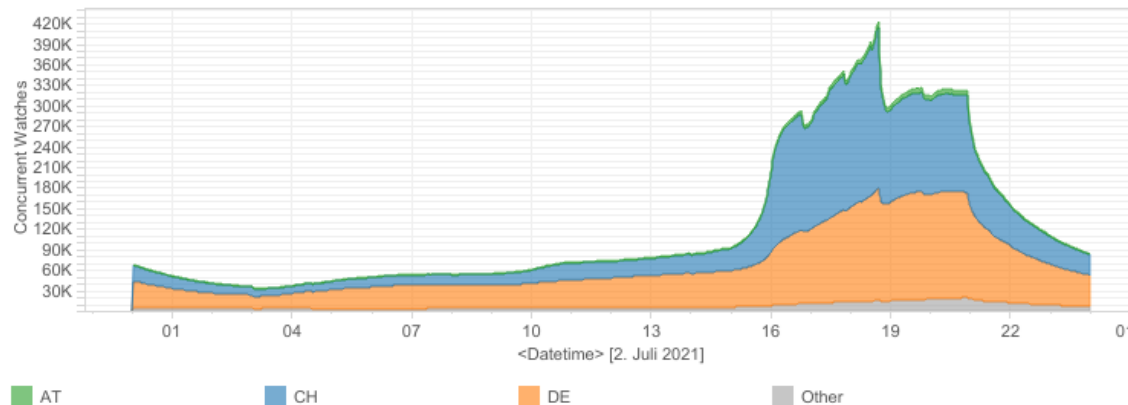


Football Game

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)

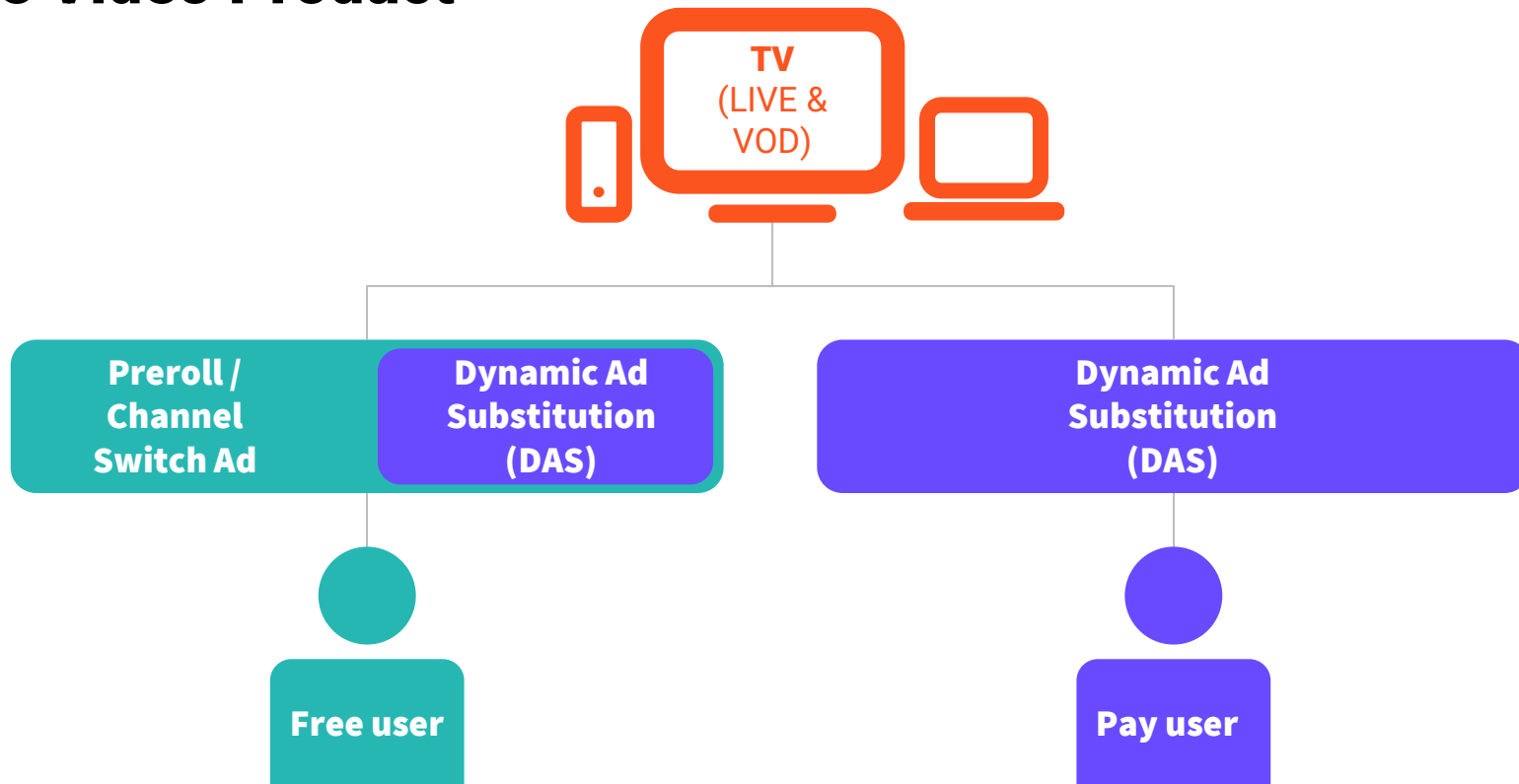
Prestitial

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.

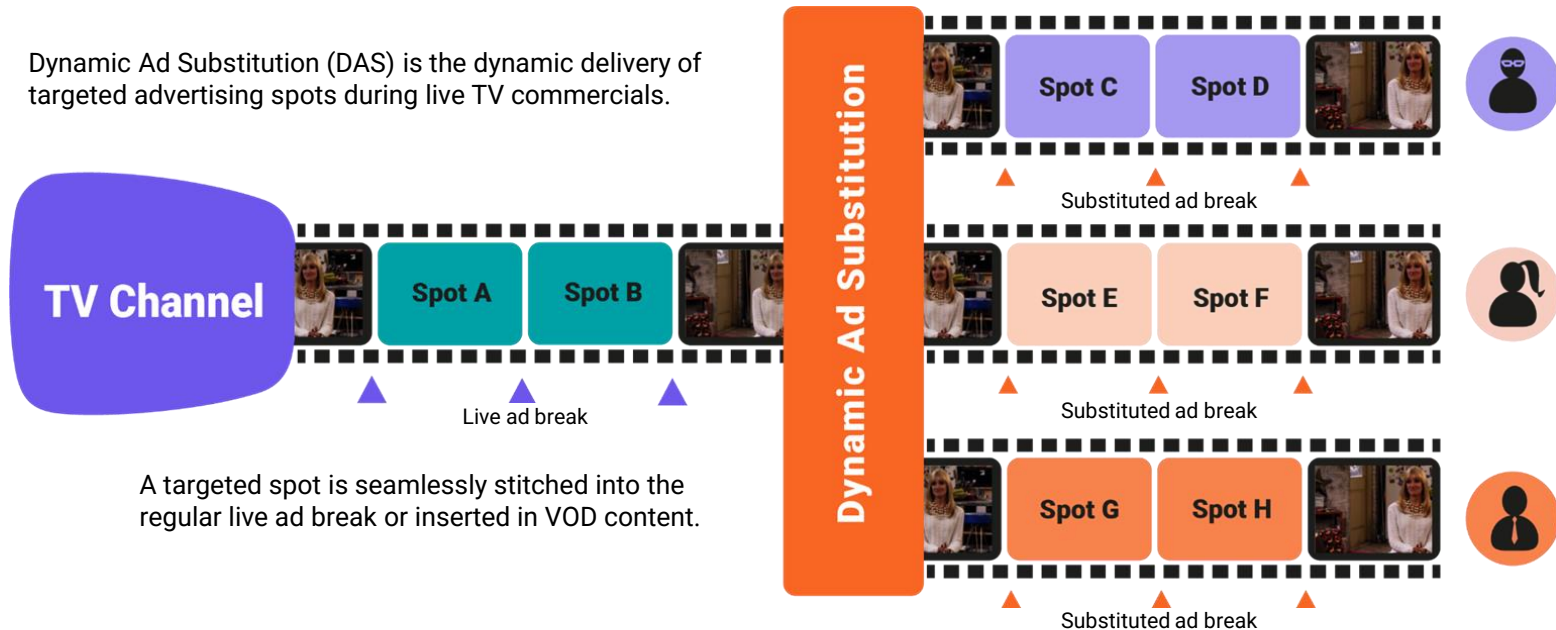
Always in view

Dynamic Ad Substitution

Live

DAS enables the combination of quality and awareness of TV advertising with the targeting and measurement technology of online advertising.

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





DynamicAds - DAS Broadcasters

Live	VOD	Coming in 2023
           	     	         

Zattoo Plattform

2023

Salt.



yallo

High Impact Display - Formats





Display / Desktop

Billboard / Wideboard



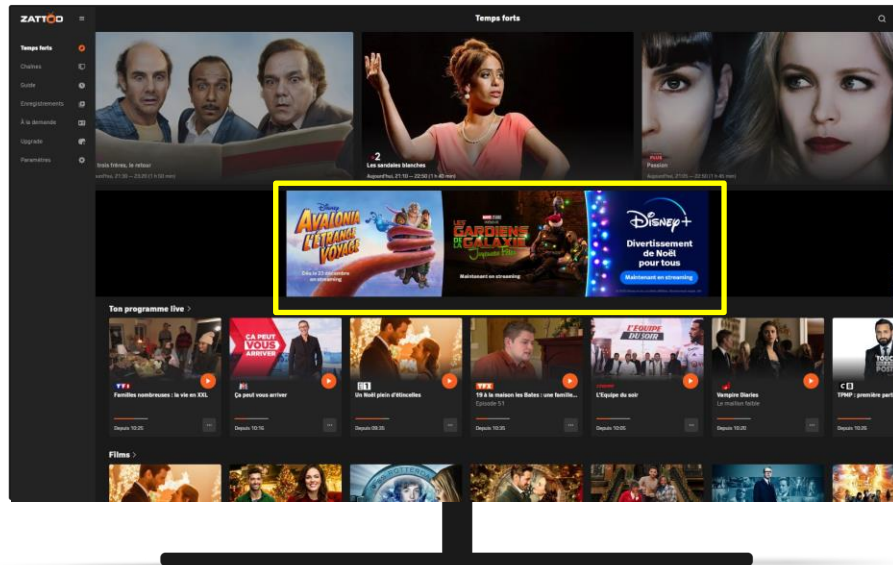
Front page



First Point of Contact



Size 970x250 / 994x250



Display / Desktop

Halfpage Ad



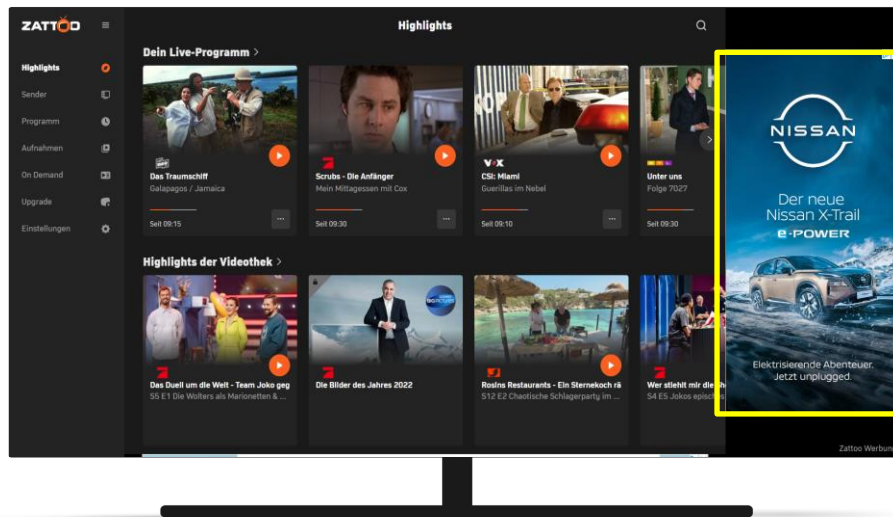
Front Page, Sub Pages



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)



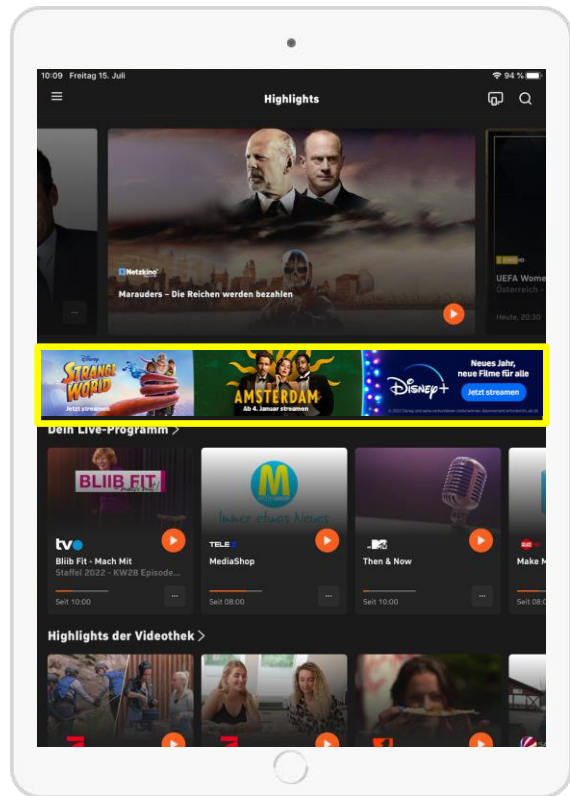
Next to Live-Stream TV



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



Sponsored Highlight Page



Fix placement on the Highlight page



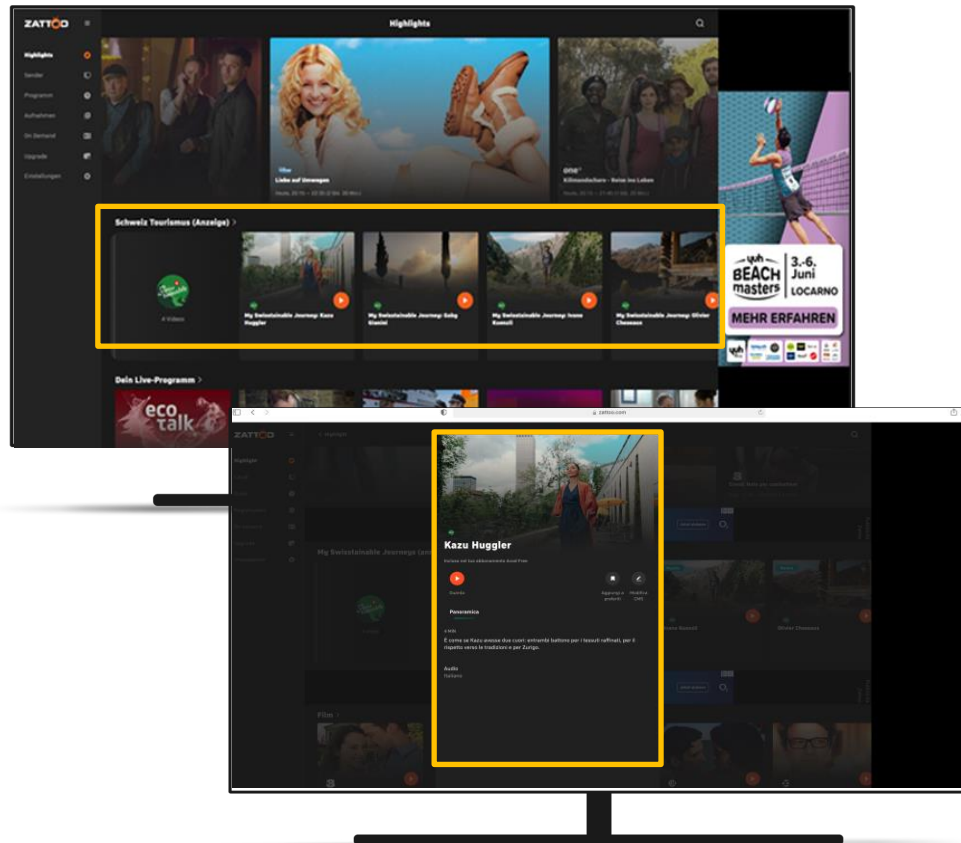
400`000 – 500`000 Ad Impressions per week



Click rate: approx 1%



Desktop, Mobile Devices, BigScreen





Sponsored Highlight Page



Zattoo free User D-CH, F-CH & I-CH



Zattoo is the hoster of the Videos



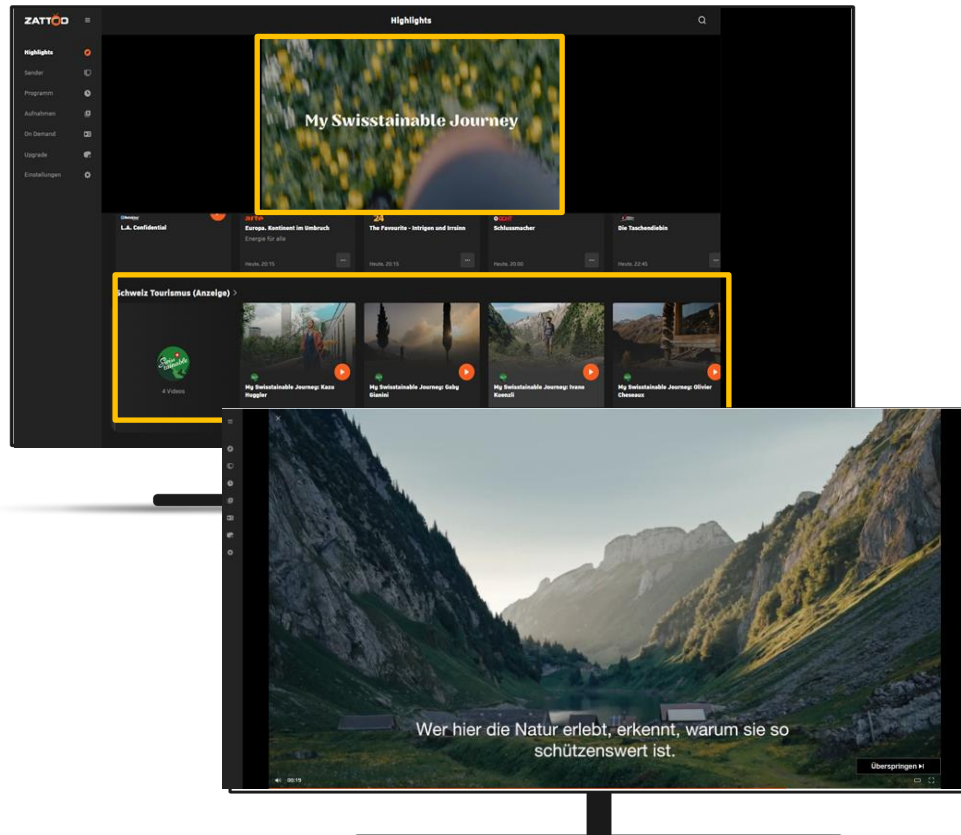
CHF 15'000 per week net / net



No Targeting Options



At least 90 sec spot



Targeting Options

Targeting Options



Socio Demographic

Age
Gender
Language



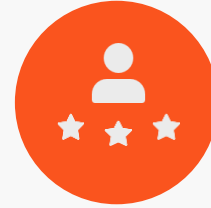
TV based Interests

Channel
Content Category
Content Genre



Geo & Device

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



DFP Audience Segments

Interest / Behavioural
Targeting

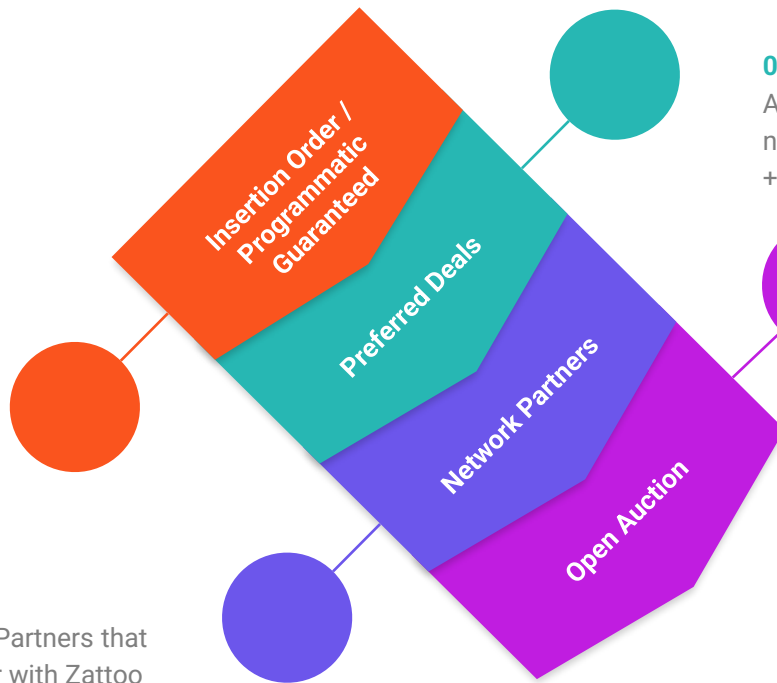
Buying Options on Zattoo

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

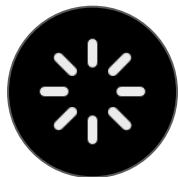
01. FANTASTIC PRODUCT

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



02. INNOVATIVE AD FORMATS

Branding Day & Special Promotion



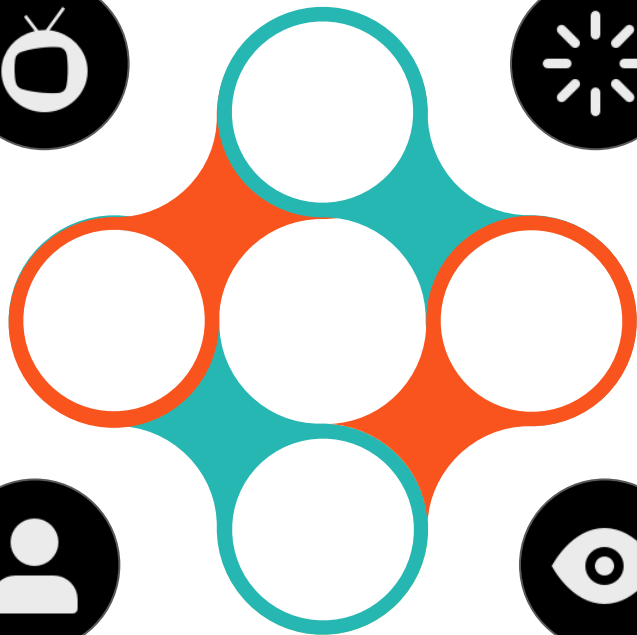
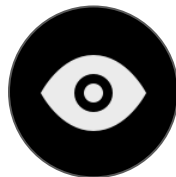
03. HIGH QUALITY TARGETING DATA

First party data through user analytics & sign in



04. TOP OF THE CLASS VIEWABILITY

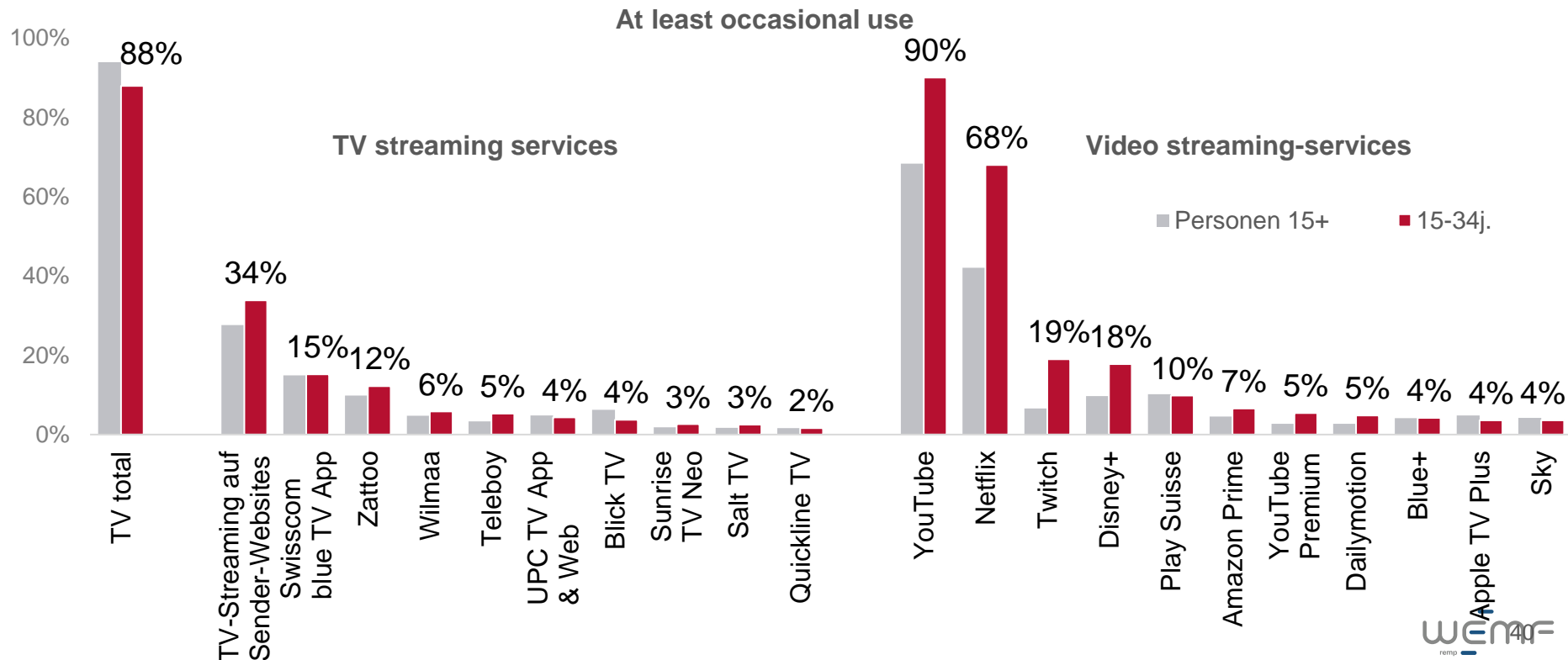
All video ad slots are always in view







Facts & Figures

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

Twitch & Disney+ move forward



Price List & Tech. Specs 2023

					
		Desktop	Mobile Devices	CTV	Multiscreen
Video	Channel Switch Ad	90	90	120	95
	Run-of-Video Ad	90	90	120	95
	Dynamic Ad Substitution	90	90	120	95
	Bumper Ad (short video Ad max 6 sec)	50	50	70	55
Display	High Impact Formats				
	Halfpage Ad	70			
	Billboard	70			
	Prestitial		70		
	IAB Formats				
	Leaderboard		30		
	MedRec & TV Side Ad	30	30		
	Special Formats				
	Branding Day (one day fix placement)	25'000	25'000		
	Sponsored Highlight Page (at least 90 sec spot, cost for one Week)	15'000	15'000		
	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

Video- longspots

- until 30 seconds = normal CPM
- 31 seconds- 60 seconds = + 50% from the basis CPM
- 61 seconds- 120 seconds = + 100% from the basis CPM
- 121 seconds and more = + 150% from the basis CPM

Extras

Extra charges

- Targeting: + 10%
- French Targeting: + 10%
- Retargeting: +10%
- Capping: if less than 1 unique User per day +10%

Discounts

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

Cancellation fees

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



Point of Contact



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Head of Advertising

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martin@zattoo.com



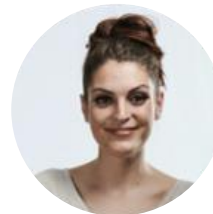
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Thank You

Switzerland

