

Packages

2024 Summer Olympics Paris

July 26th 2024 – August 11th 2024

Zattoo Summer Olympics 2024 Paris Packages



BRONZE

CHF 10'000.00

- ❖ Run of Video
- ❖ Prestitial
- ❖ Billboard
- ❖ Half Page Ad
- ❖ MedRec/ TVSA

SILVER

CHF 24'000.00

- ❖ Run of Video
- ❖ Prestitial
- ❖ Billboard
- ❖ Half Page Ad
- ❖ MedRec / TVSA
- ❖ 1 Branding Day

GOLD

CHF 40'000.00

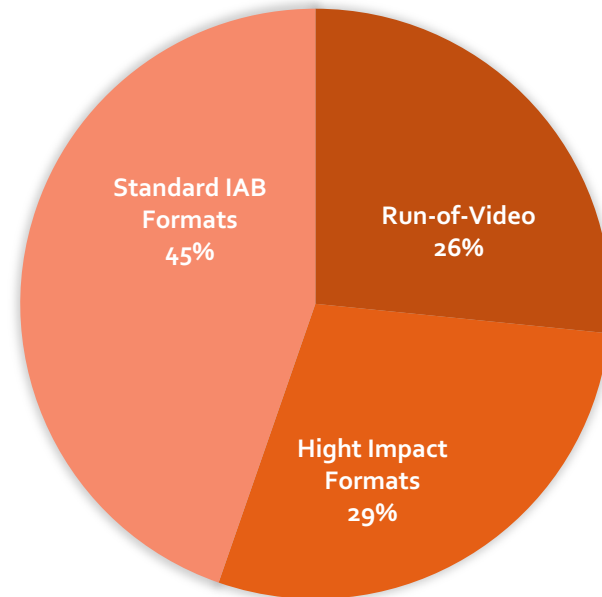
- ❖ Run of Video
- ❖ Prestitial
- ❖ Billboard
- ❖ Half Page Ad
- ❖ MedRec / TVSA
- ❖ 2 Branding Days



Packages Bronze

CHF 10'000.-

Formate	AI's	TKP/ CPM Brutto*	Total Brutto*	Discount	TKP / CPM n/n*	Total n/n*
Run-of-Video	111'000	115	12'765	53%	54	6'000
Hight Impact Formats	119'880	77	9'230	74%	20	2'400
Standard IAB Formats	186'480	33	6'154	74%	9	1'600
Total	417'360		28'149	67%		10'000



Run of Video: Mix of Channel Switch & Dynamic Ads on Zattoo, Teleboy, Salt & Yallo stream, for example, on Sport 1HD & FAST TV Channels

Display Formats:

High Impact Formats: Prestitial, Billboard & HalfPage Ad

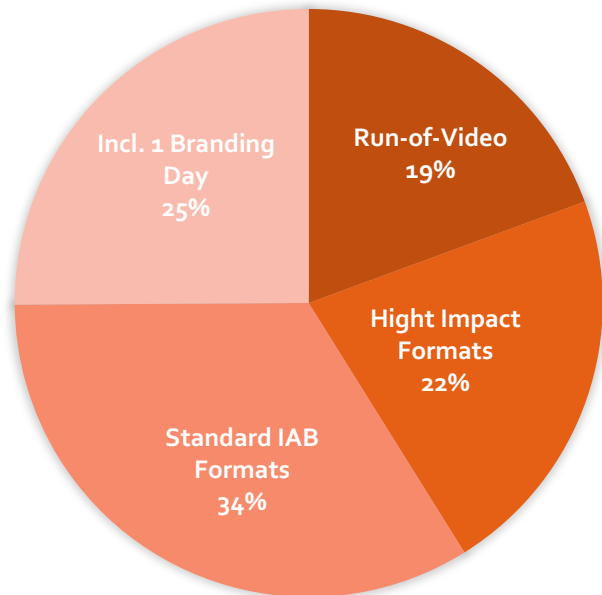
Standard Formats: Mobile Billboard, TVSA & MedRec



Packages Bronze

CHF 24'000.-

Formate	AI's	TKP/ CPM Brutto*	Total Brutto*	Discount	TKP / CPM n/n*	Total n/n*
Run-of-Video	115'940	115	13'330	55%	52	6'000
Hight Impact Formats	129'870	77	10'000	76%	18	2'400
Standard IAB Formats	202'020	33	660	76%	9	1'600
Total	447'830		23'990	69%		10'000
Incl. 1 Branding Day	150'000		20'000	30.00%		14'000
Total	597'830		43'990			24'000



Run of Video: Mix of Channel Switch & Dynamic Ads on Zattoo, Teleboy, Salt & Yallo stream, for example, on Sport 1HD & FAST TV Channels

Display Formats:

High Impact Formats: Prestitial, Billboard & HalfPage Ad

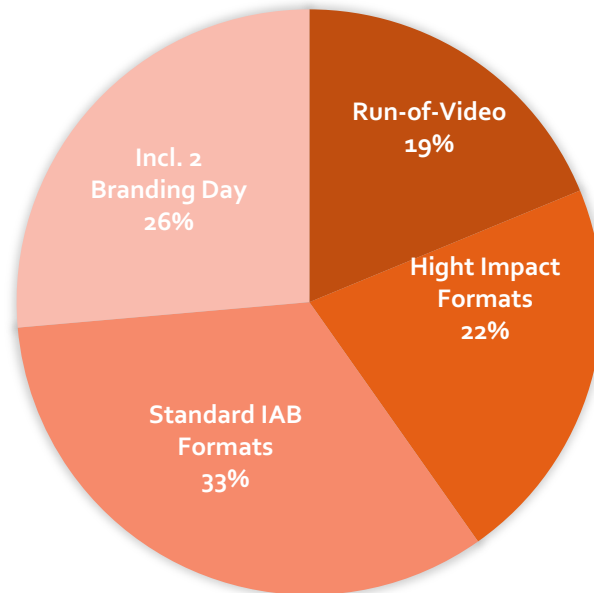
Standard Formats: Mobile Billboard, TVSA & MedRec



Packages Gold

CHF 40'000.-

Formate	AI's	TKP/ CPM Brutto*	Total Brutto*	Discount	TKP / CPM n/n*	Total n/n*
Run-of-Video	213'430	115	24'544	56%	51	10'800
Hight Impact Formats	243'940	77	18'783	77%	18	4'320
Standard IAB Formats	379'510	33	12'524	77%	8	2'880
Total	836'880		55'851	70%		18'000
Incl. 2 Branding Day	300'000		20'000	45.00%		22'000
Total	1'136'880		75'851			40'000



Run of Video: Mix of Channel Switch & Dynamic Ads on Zattoo, Teleboy, Salt & Yallo stream, for example, on Sport 1HD & FAST TV Channels

Display Formats:

High Impact Formats: Prestitial, Billboard & HalfPage Ad

Standard Formats: Mobile Billboard, TVSA & MedRec

Formats



Ad Formats



Video
(All Devices)

Preroll
Midroll



Display
(Desktop)

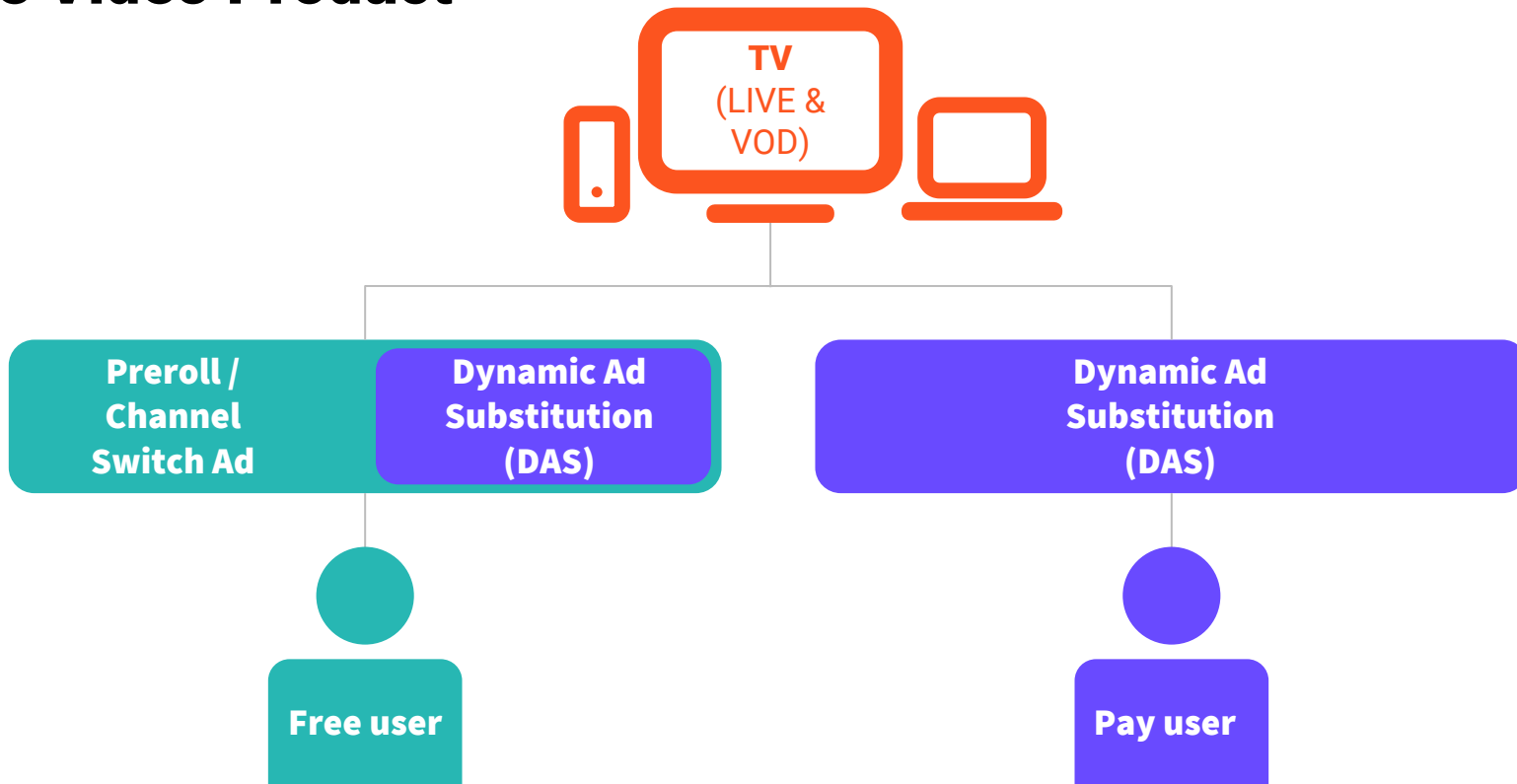
Billboard
Halfpage Ad
TV Side Ad
Leaderboard



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 Stand alone / Spot Replacement



Seamlessly stitched into live ad break



Free & Premium TV



VAST 4, HD Quality



Big Size / Full Size Player



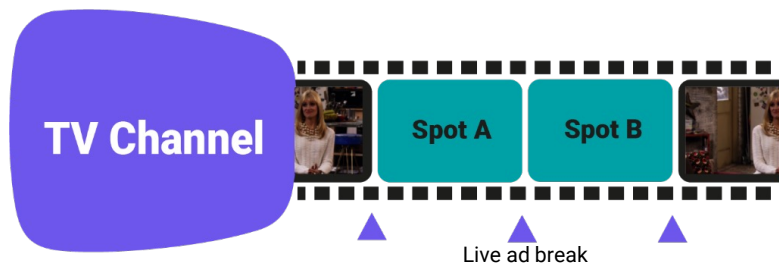
Also available for 6sec Bumper Ad



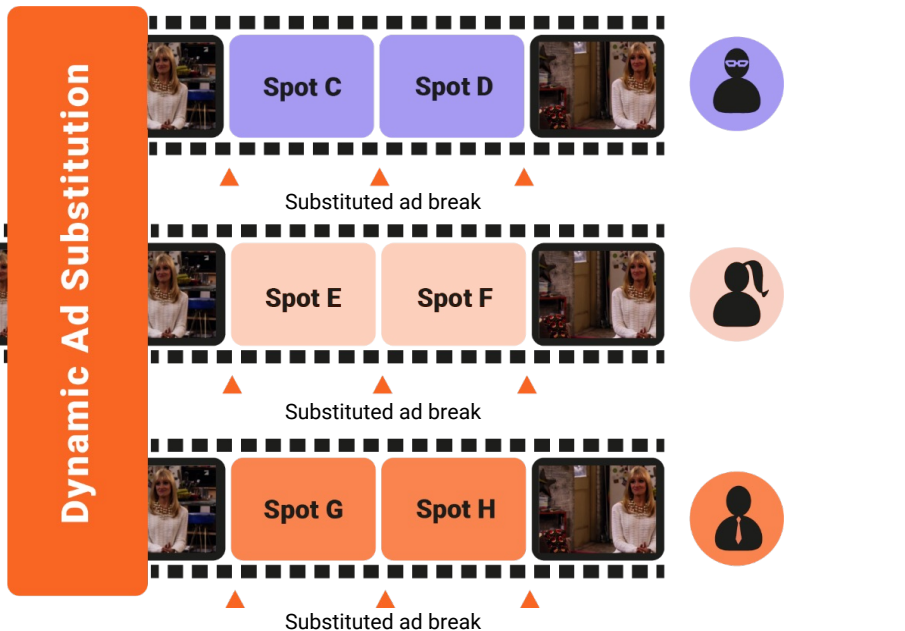
Dynamic Ad Substitution

Live

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



A targeted spot is seamlessly stitched into the regular live ad break or inserted in VOD content.



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

Was sind FAST Channels?

Definition

«FAST bezeichnet sogenannte Free Ad Supported TV Sender. Das sind Sender, die zwar einem linearem Sendeschema folgen und ebenfalls über Werbung finanziert und damit für den Zuschauer kostenfrei angeboten, diese aber ausschliesslich über das Internet (Streaming) zum Endkonsument transportiert werden.»

Free

Für TV-Zuschauerinnen und Zuschauer erhöht sich die qualitative Angebotsvielfalt von Fernsehinhalten.

Ad

Werbekunden erhalten Zugang zu attraktiven TV-Zielgruppen.

Supported




Die Werbung wird mittels Dynamic Ad Substitution (DAS & DAI) eingespielt.

TV

Lineares Angebot von spannenden TV-Spartensendern auf dem Connected-TV (CTVs mit über 80 % Nutzungsanteil).



Dynamic Ads - DAS Broadcasters & FAST TV-Channels

Dynamic Ads Channels	VOD	FAST TV-Channels
		

Zattoo Plattform

2023



High Impact Formats



Display / Desktop

Billboard / Wideboard



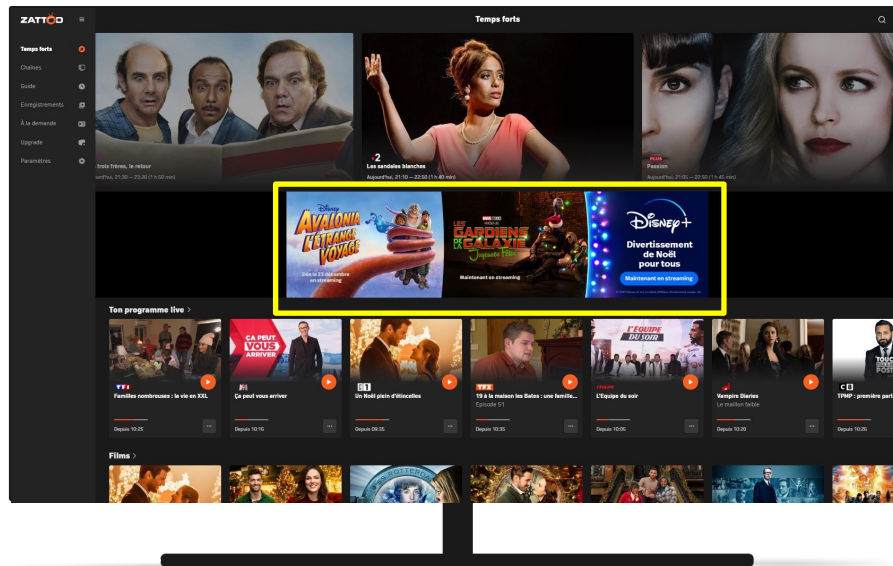
Front page



First Point of Contact



Size 970x250 / 994x250



Display / Desktop

Halfpage Ad



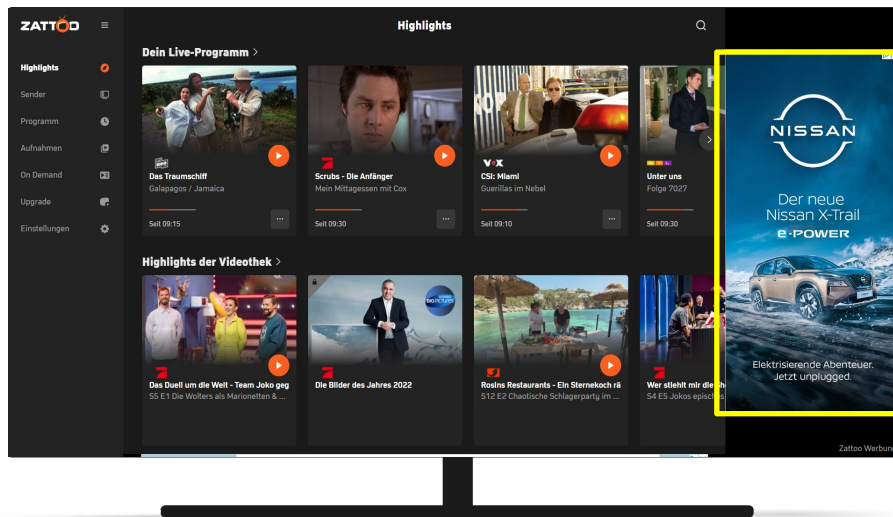
Front Page, Sub Pages



First Point of Contact on Desktop



Size: 300x600



Tablet & Smartphone

Prestitial



Front Page, Sub Pages



First Point of Contact on Desktop

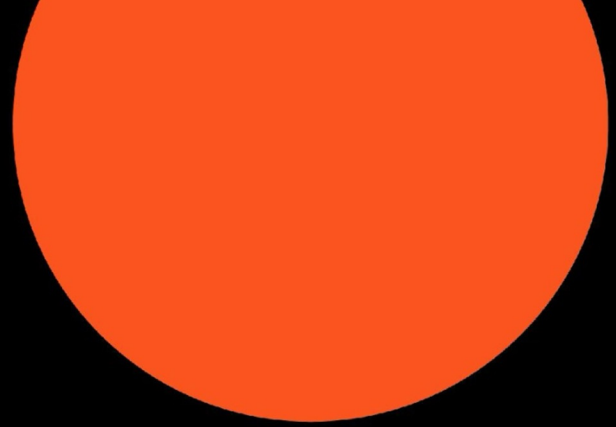


Size Tablet: 768x1024 / 1024x768

Size Smartphone: 320x480 / 480x320



Standard IAB Formats



Display / Desktop & Mobile

TV Side Ad & MedRec



Next to Live-Stream TV



Size 300x250



Mobile Billboard (Leaderboard)

Display / Desktop & Mobile



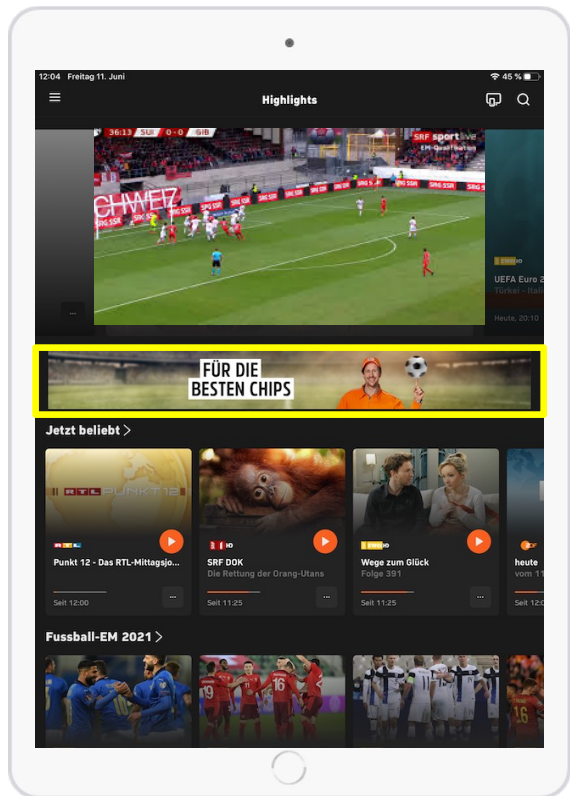
Front page



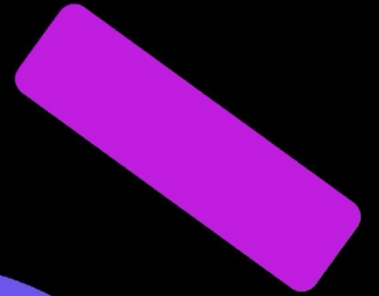
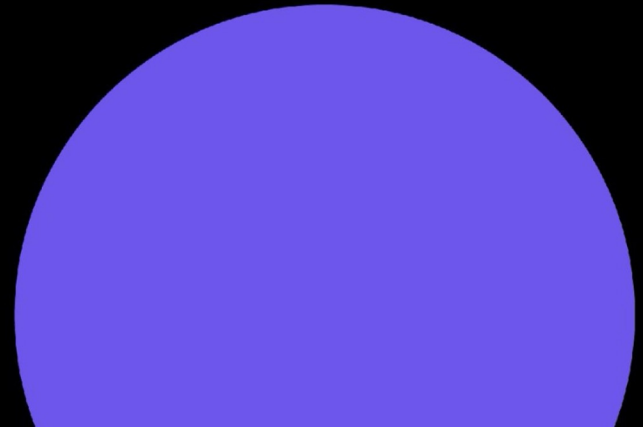
Image or Rich Media



Size 930x180 / 728x90



Branding Day





Branding Day

Display / Desktop & Tablet



Exclusive Branding around the Live-Stream TV



Direct bookings and Programmatic Guaranteed



Image (Rich Media for Prestitial possible)



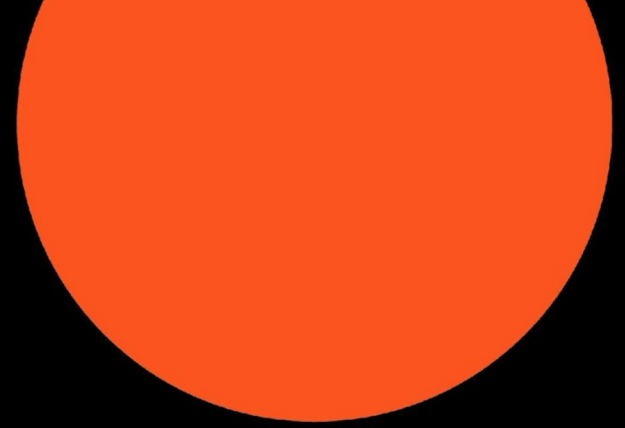
Size Desktop: 1800x1200

Size Tablet: 2200x1025

Size Prestitial Smartphone: 320x480



Targeting & Figures



Targeting Options



Socio Demographic

Age
Gender
Language



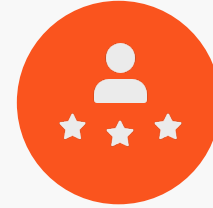
TV based Interests

Channel
Content Category
Content Genre



Geo & Device

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

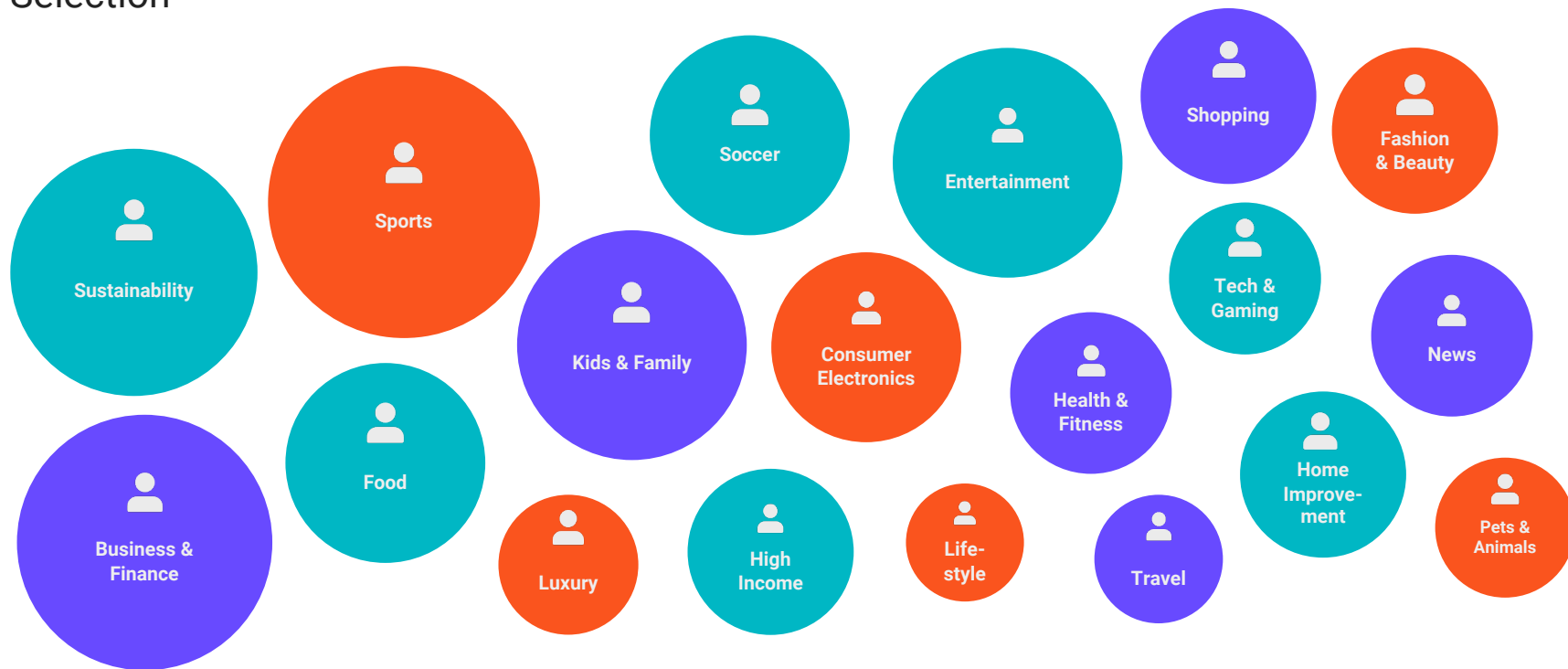


DFP Audience Segments

Interest / Behavioural
Targeting

Audience Segments

Selection



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



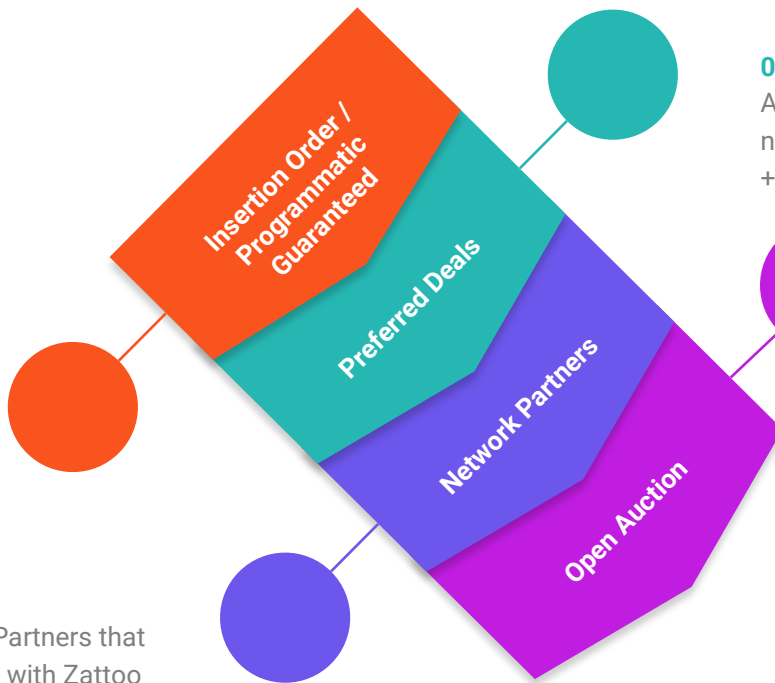
02. Preferred Deals

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

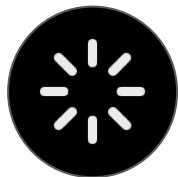
01. FANTASTIC PRODUCT

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



02. INNOVATIVE AD FORMATS

Branding Day & Special Promotion



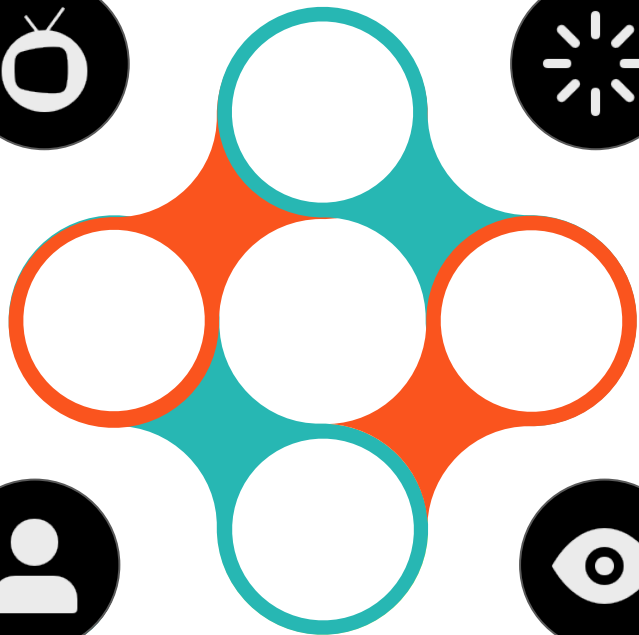
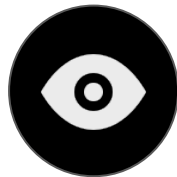
03. HIGH QUALITY TARGETING DATA

First party data through user analytics & sign in

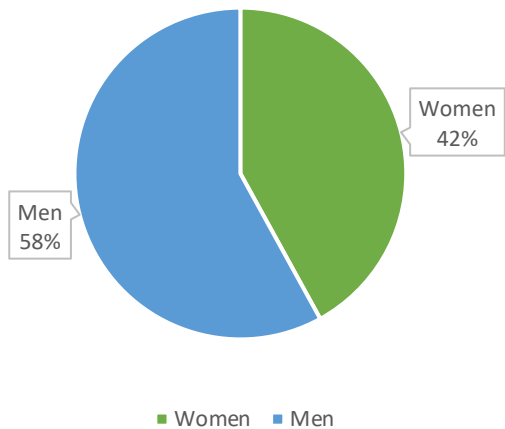


04. TOP OF THE CLASS VIEWABILITY

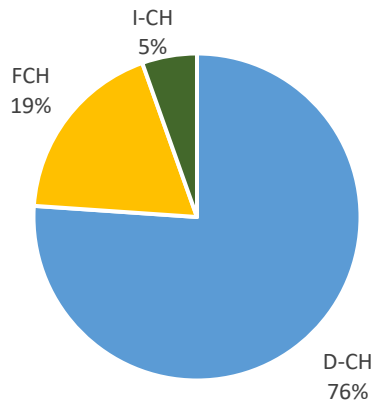
All video ad slots are always in view



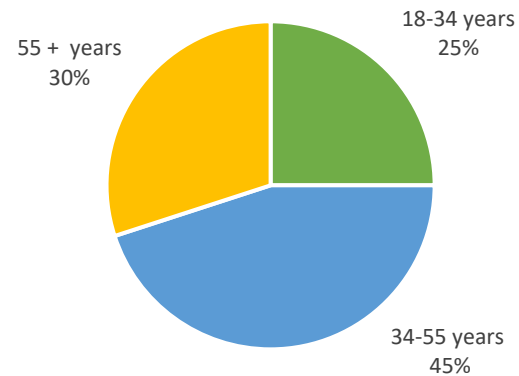
Facts & Figures



Share of men and women in %



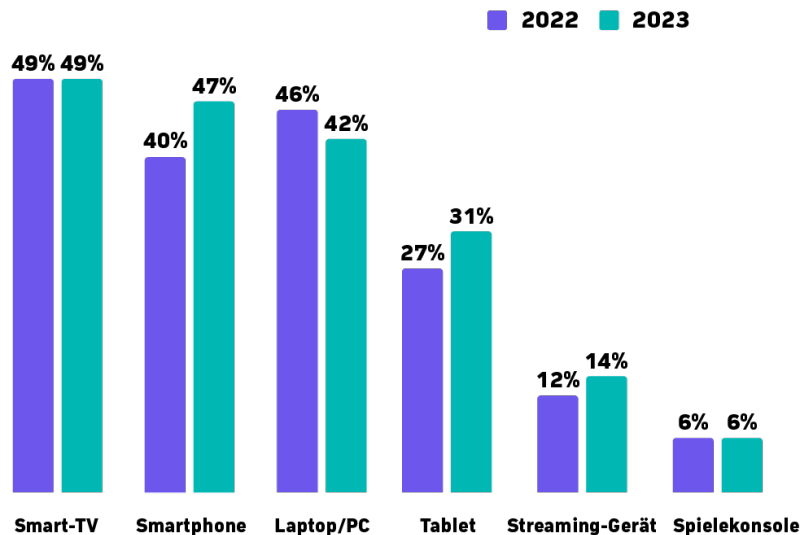
Unique users per month per language



Unique users per age

Streaming Report 2023

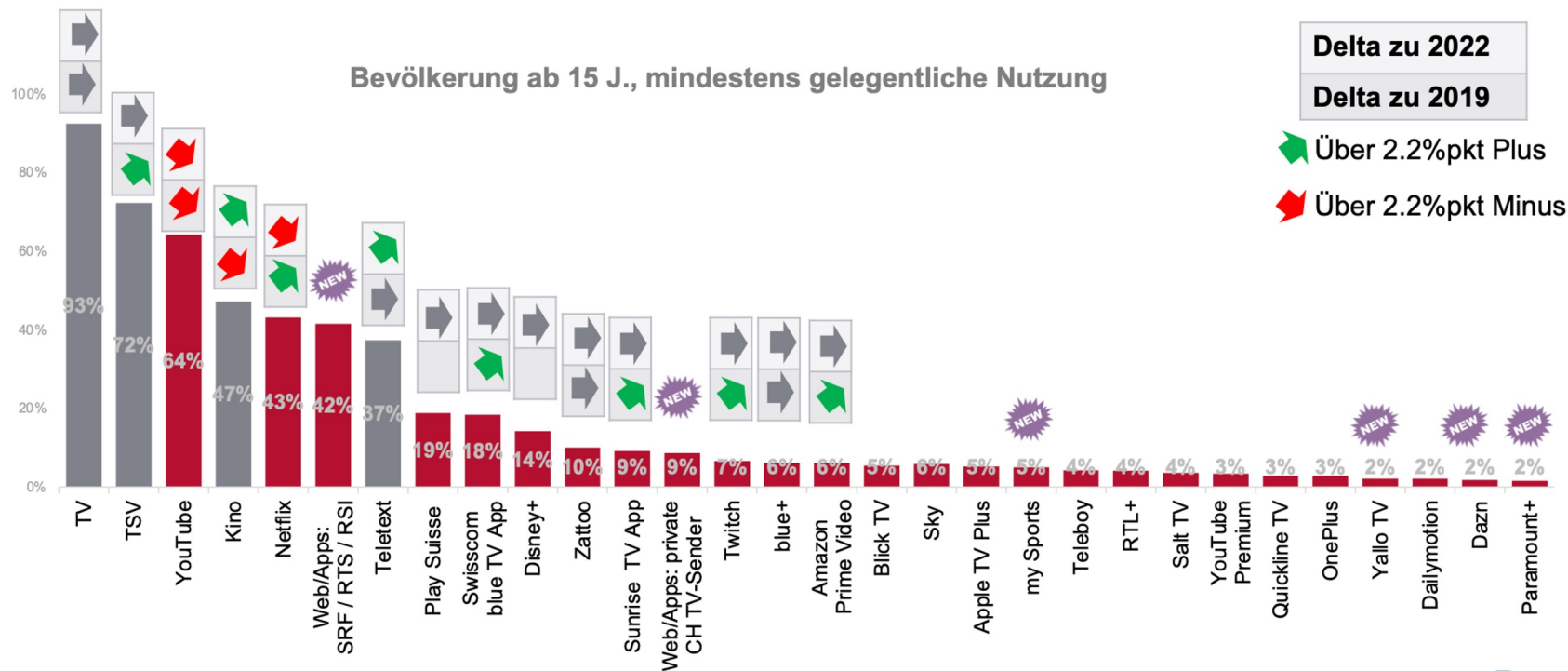
Auf welchen Geräten schauen Sie TV über das Internet?



Basis: Nutzer mind. 1% TV-Streaming-Angebote
2023 Basis ungew: 592
2022 Basis ungew: 568
Mehrfachantworten möglich

Bewegtbild: Kino & Teletext feiern Revival. Netflix wird gebremst.

YouTube ist rückläufig. SRF/RTS/RSI prägen den CH-Streaming-Markt.



Point of Contact



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Thank You

Switzerland

