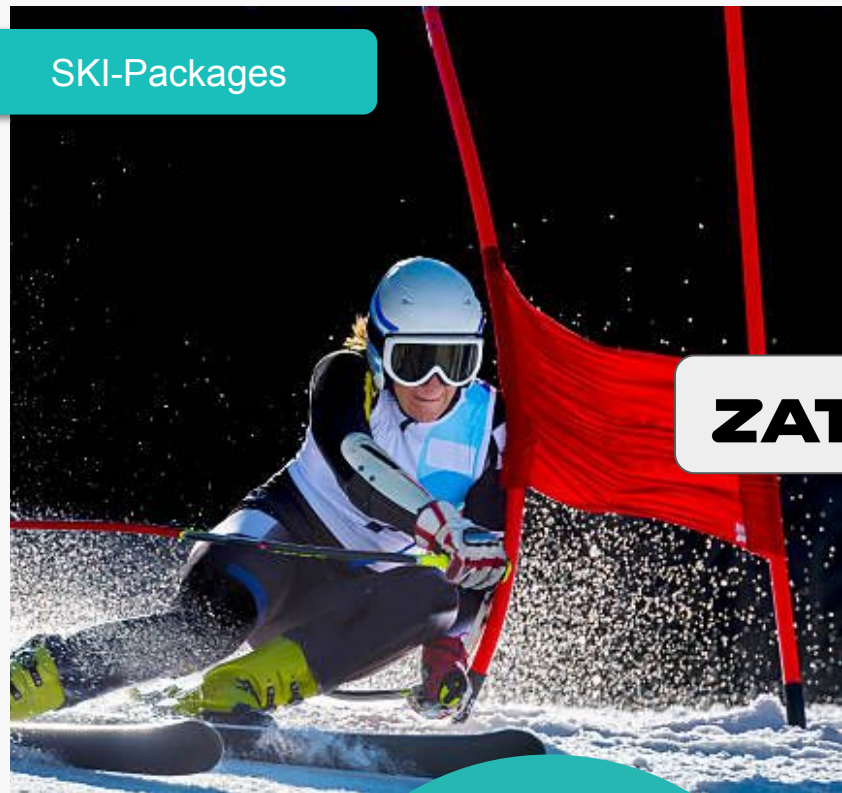


Wintersport-Packages

2024/2025

SKI-Packages



ICEHOCKEY-Packages



Wintersports-Packages 2024/2025



SKI



or



ICEHOCKEY



Format Mix:

Run of Video: 42.9%
 High Impact: 18.6%
 IAB Standard: 10.0%
 Branding Day: 28.5%

Format Mix:

Run of Video: 62%
 High Impact: 25%
 IAB Standard: 13%

Format Mix:

Run of Video: 60%
 High Impact: 25%
 IAB Standard: 15%

BRONZE
 CHF 10'000.00

- ❖ Channel Switch
- ❖ Zattoo Platforms
- ❖ High Impact Formats
- ❖ Standard IAB Formats

Gross Value: CHF 24'825
AdImps: 353'370
Discount: 60%
Targeting: included

SILVER
 CHF 20'000.00

- ❖ Channel Switch
- ❖ Zattoo Platforms
- ❖ High Impact Formats
- ❖ Standard IAB Formats

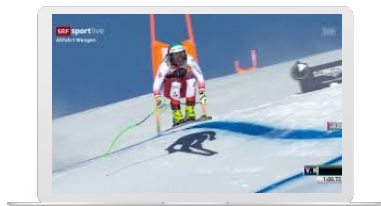
Gross Value: CHF 53'631
AdImps: 801'645
Discount: 62%
Targeting: included

GOLD
 CHF 35'000.00

- ❖ Channel Switch
- ❖ Zattoo Platforms
- ❖ High Impact Formats
- ❖ Standard IAB Formats
- ❖ 1 Branding Days

Gross Value: CHF 90'613
AdImps: 1'168'360
Discount: 61%
Targeting: included
Branding Day: included (50%)

Highlights



SKI

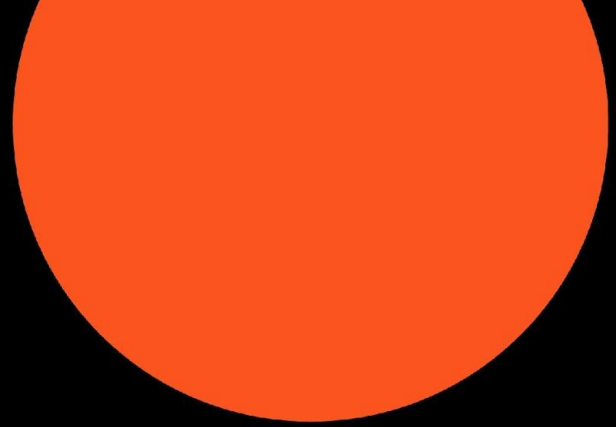
- Sölden, 26th - 27th of October 24
- Wengen, 17th - 19th of January 25
- Kitzbühel, 24th - 26th of January 25
- WM in Saalbach, 04th - 16th of February 25



ICEHOCKEY

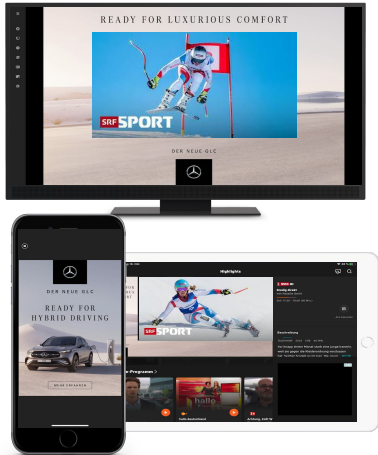
- Swiss National League - September 24 until April 25
- Champions-League - August 24 until February 25
- WM in Sweden and Denmark, 09th - 25th of May 25

Formats & Targeting



Formats

Branding Day



Video



PreRoll/Channel Switch Ad

Display HighImpact



Billboard/Wideboard

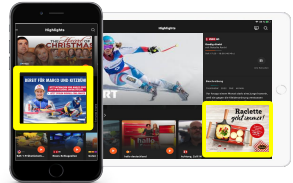


Halfpage Ad

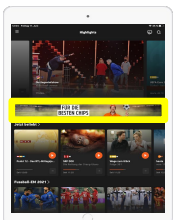


Prestitials

Display Standard



TV Side Ad/MedRec



Mobile Billboard/LB

Targeting Options



Socio Demographic

Age
Gender
Language



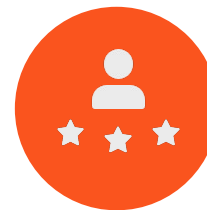
TV based Interests

Channel
Content Category
Content Genre



Geo & Device

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



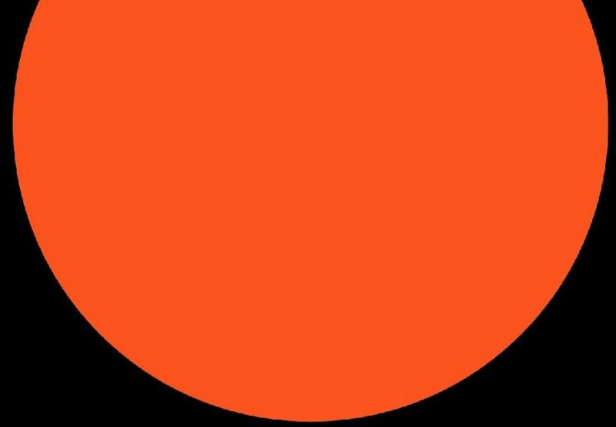
Audience Segments (DFP)

Interest / Behavioural
f.e.
Interest Sports
Sport enthusiasts

Booking Rules

- Runtime from now until End of May 25
- Package all Devices
- No daily Placements (except Branding Day)
- Targeting on Age, Gender, Language and Audience Sports-Affinity
- Branding Day: Fix Placement on all Channels (except CTV) - No Capping & Targeting
- Separate Booking in D-CH, F-CH or I-CH possible (70% D-CH, 25% F-CH, 5% I-CH)
- Fix Video/Display Split (For Display: Sliding rights possible in Case of Underdeliveries)
- Booking Principle: First come - First Serve

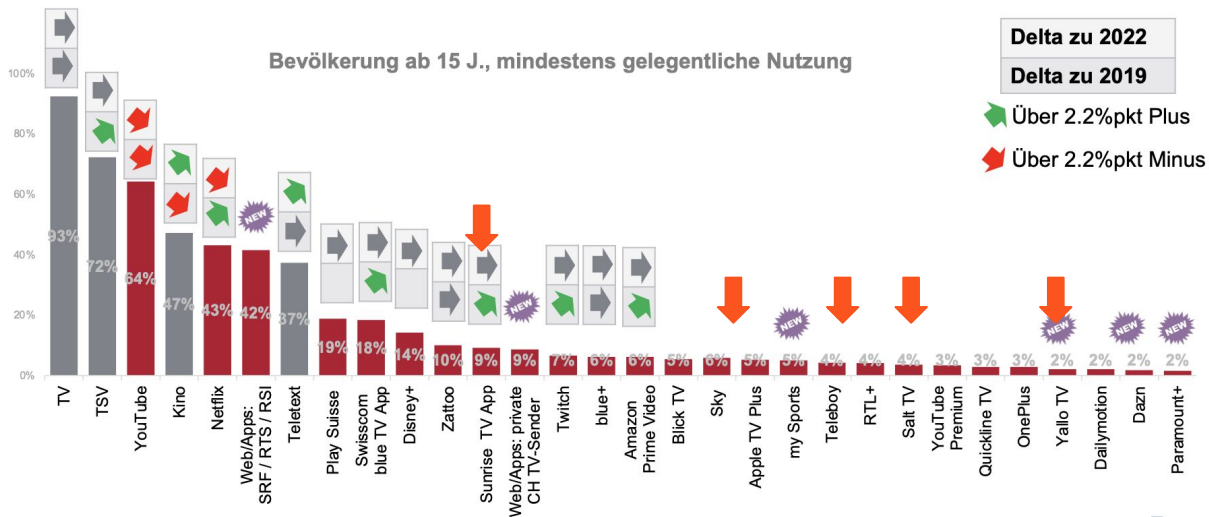
Facts & Figures



Reach Equivalent of a large TV Group!

The Digimonitor clearly shows that Zattoo reaches a video usage audience of about 10% (Swiss population) per year and is thus on a par with many private broadcaster groups (CH Media, SevenOne)

Bewegtbild: Kino & Teletext feiern Revival. Netflix wird gebremst. YouTube ist rückläufig. SRF/RTS/RSI prägen den CH-Streaming-Markt.



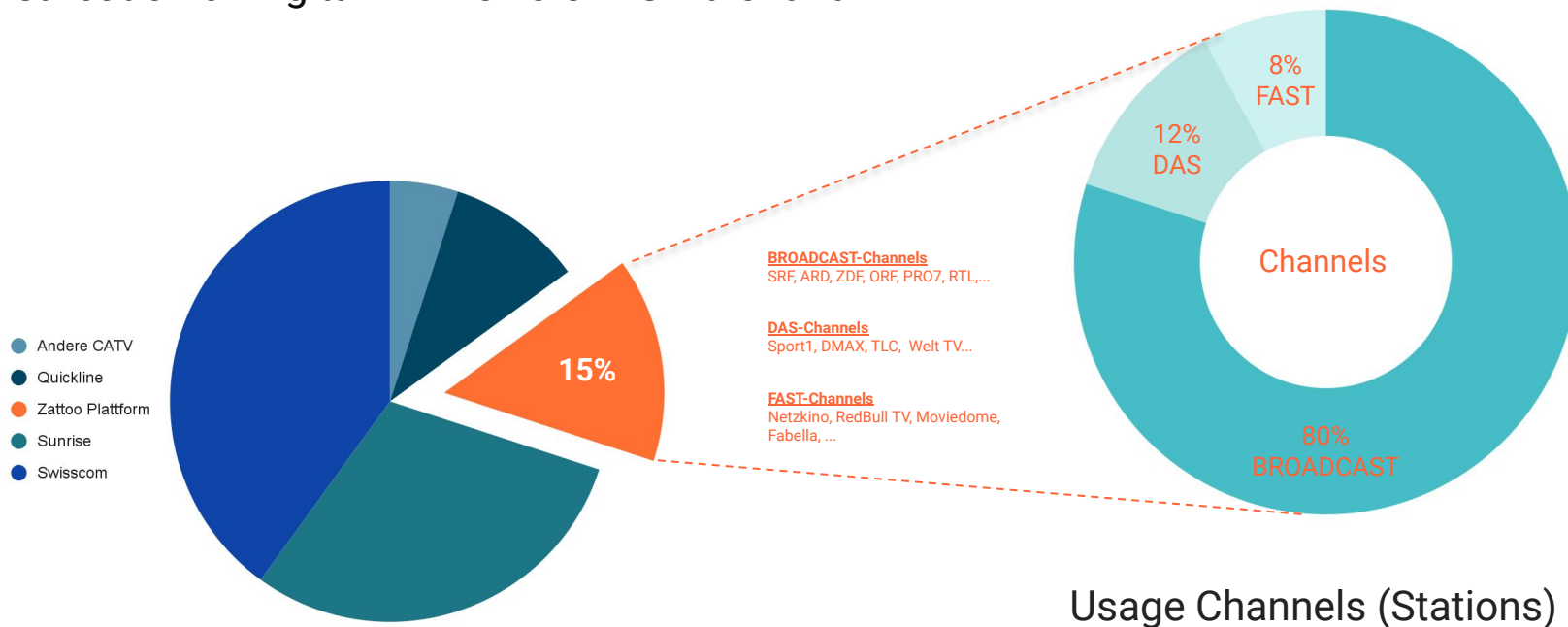
IGEM-Digimonitor 2023

5

IGEM-Digimonitor 2023: n=2'087. Bevölkerung ab 15 Jahren in Schweiz (6.8 Mio.). Mindestens gelegentliche Nutzung. Veränderung zum Vorjahr auf Basis D- + W-CH (n=1'993).

Every 7th Swiss Person can be addressed!

Distribution of Digital-TV Viewers in Switzerland



Technical Reach of Zattoo Plattform in Switzerland:

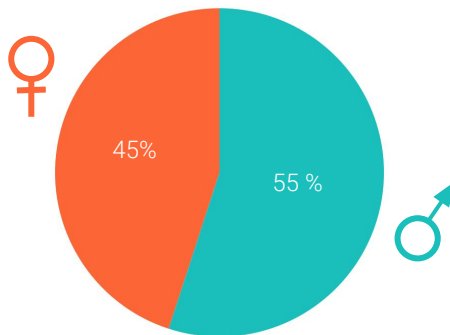
Zattoo, Salt, Teleboy, Yallo, SAK, Sensellan, EWGoms, Sasag, Glattwerk, EWBuchs, Wasserwerke Zug

User Statistic Switzerland

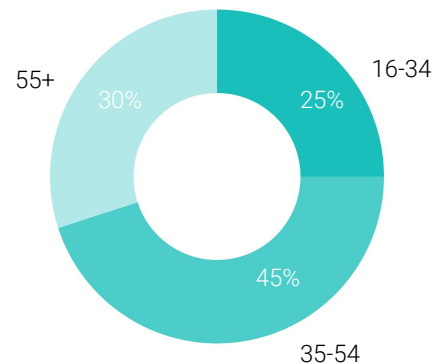
Unique User & Sociodemographics*



Unique Users



Gender



Age

Point of Contact



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Thank You Very Much

Zattoo Switzerland