



# **Zattoo Advertising Switzerland**

**Paving the way for the streaming of tomorrow**

January 2025

# Who we are

4 Offices

**Zurich, Berlin,  
Hamburg, Ann  
Harbor (US)**

People

**250  
Employees**

Founded

**2005 MIT  
2006 Start with  
Football World Cup**

Business

**DTC, TVP and  
Advertising**

# Zattoo in a Nutshell

## TVP E2E

The partner of choice of ISPs in Europe for their TV platform



## Streaming Hub

The modular solution for Best-of-Breed customers across the ISP, Broadcaster and Video OTT market



## DTC

The one-stop shop for streaming fans in DACH region



## Ads

- The go-to partner for Ads in the CTV market in DACH region
- AdTech enabler beyond DACH



**3+ million**  
monthly users

**30+**  
B2B Customers

**70 million**  
streamed hours

# 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**.



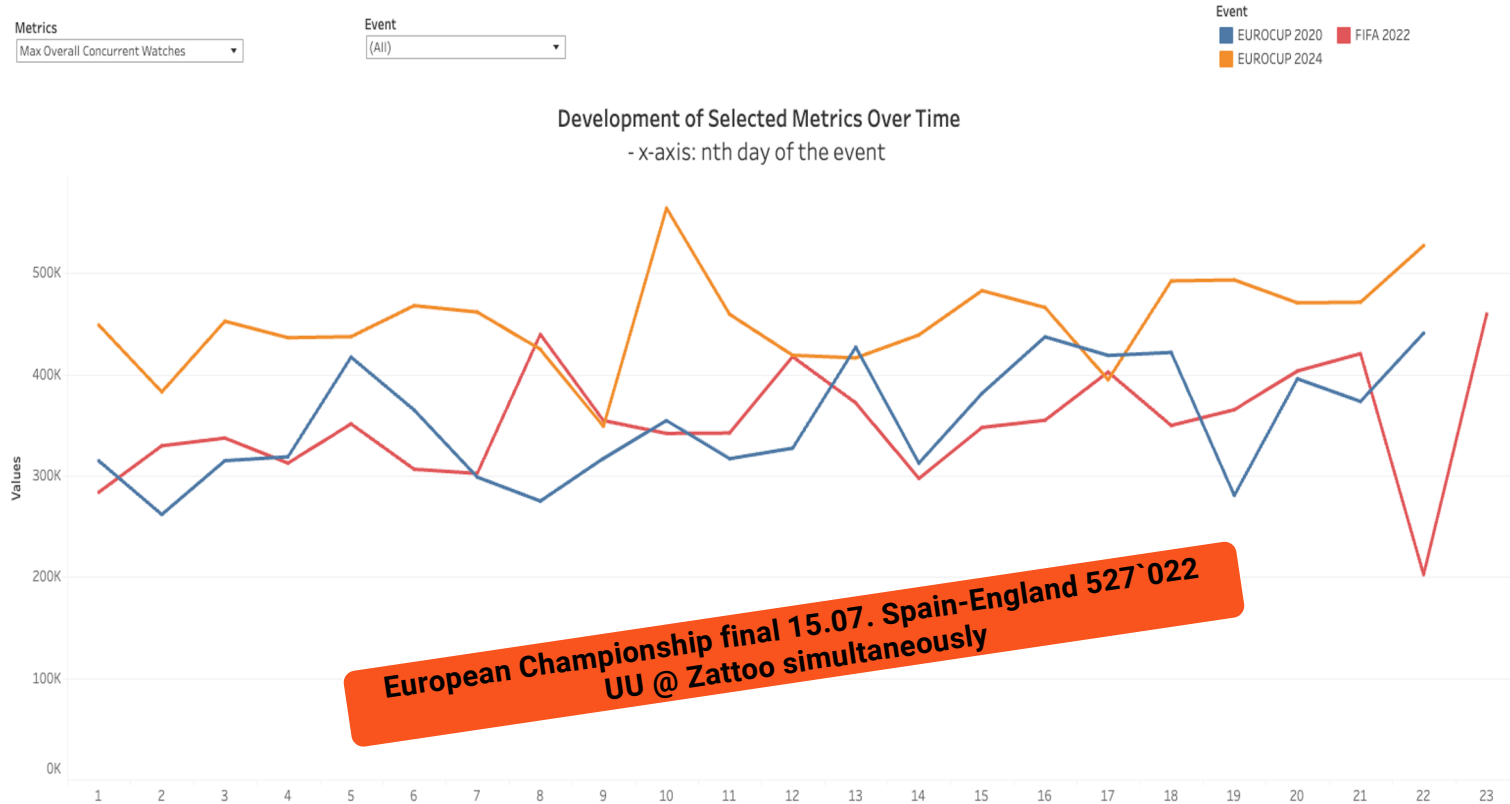
We use resources responsibly and **aim for a small corporate carbon footprint**.



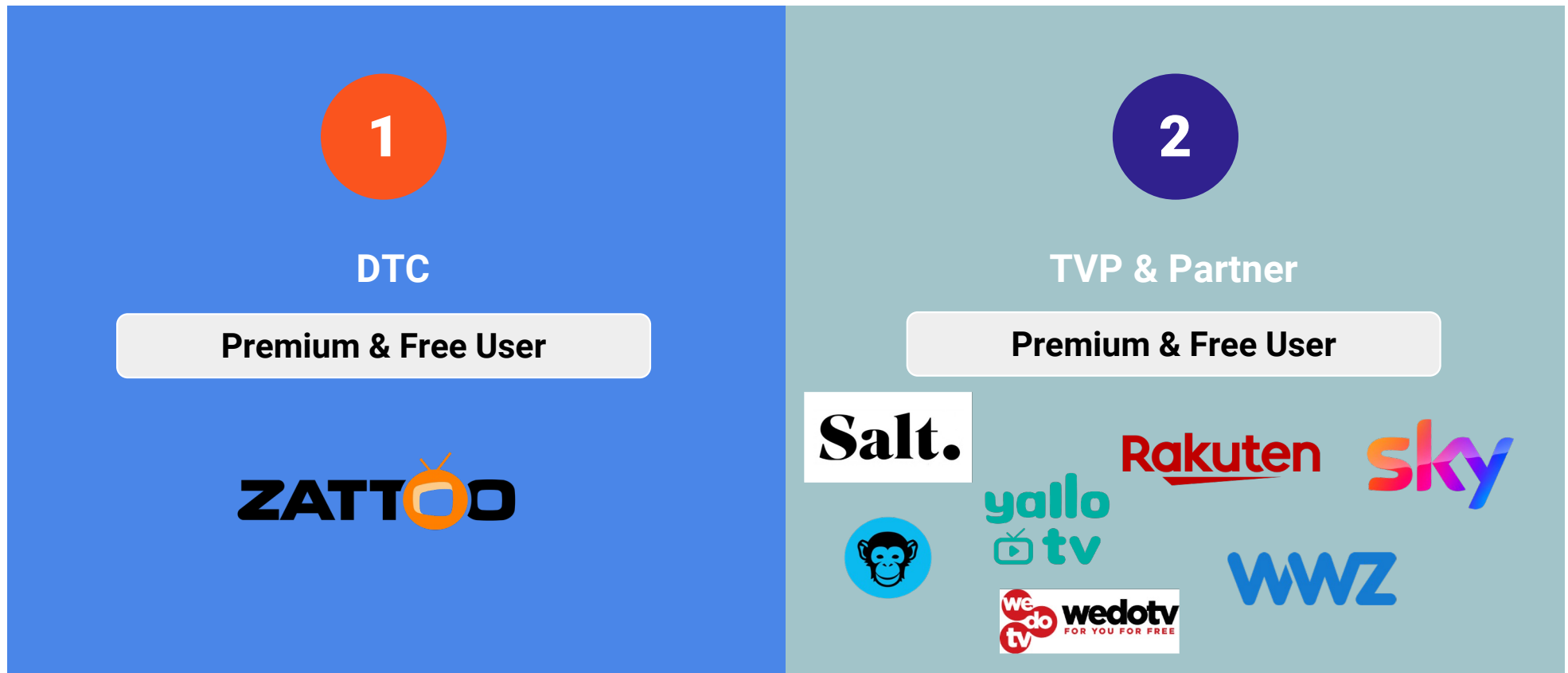
**First certified climate neutral streaming provider**



# With some highlights such as the European Football Championship

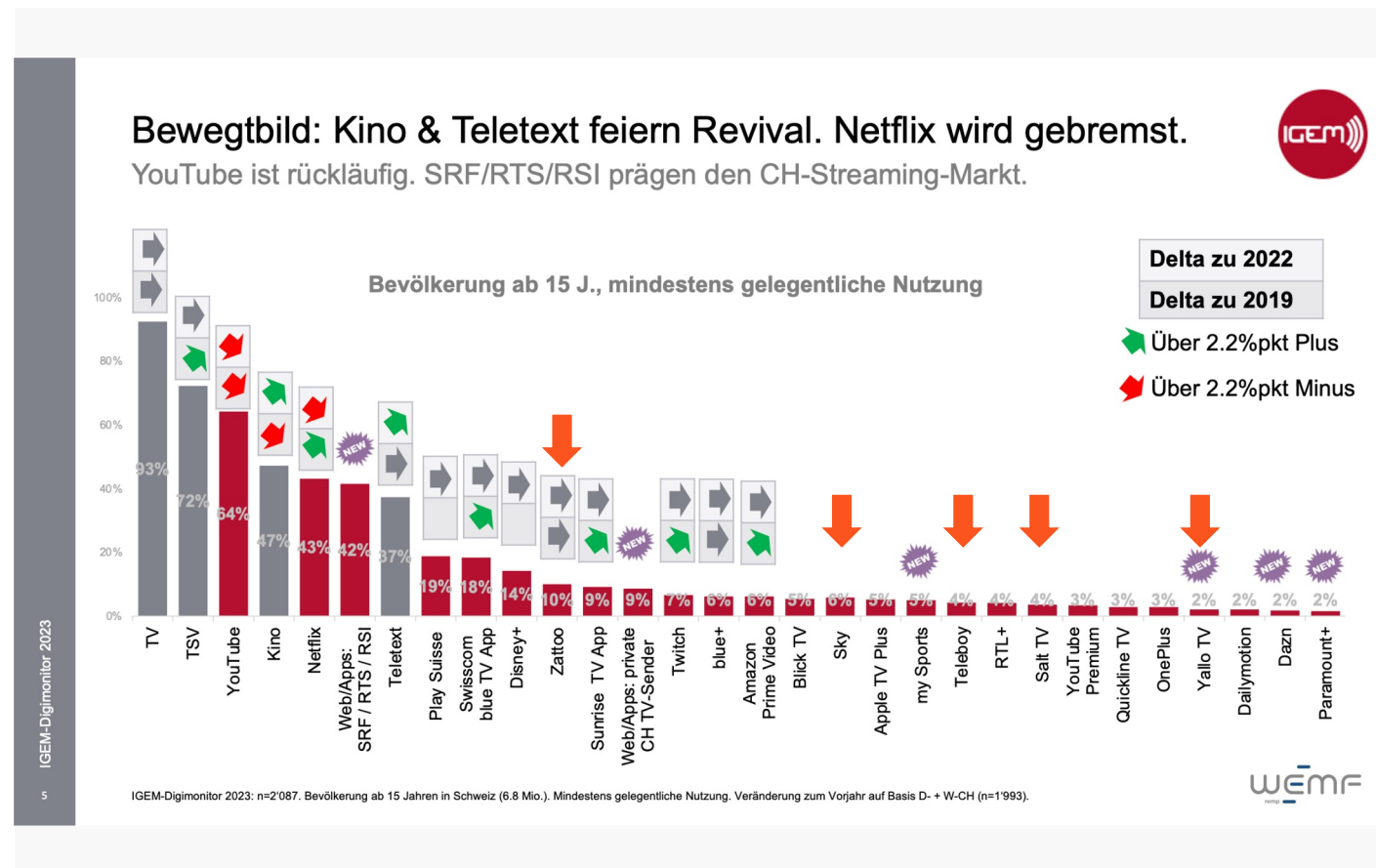


# Zattoo's Combined Reach in Switzerland



# 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)



# How is CTV transforming the advertising landscape?

**1**

## BIG SCREEN

Visibility and brand impact is relevant for high engagement and premium viewing experience

**2**

## BIG DATA

CTV offers highly precise targeting capabilities.  
Advertisers can leverage first-party data with measurable ROI

**3**

## HIGHER REACH PER IMPRESSION

CTV ads reach multiple viewers at once - "Co-viewing"  
A single CTV impression may reach multiple people which is maximizing the Ad Spend.

**4**

## LEAN BACK

Usage situation with maximum attention without disruptive elements creates maximum advertising impact/remembrance and opportunities for the second screen

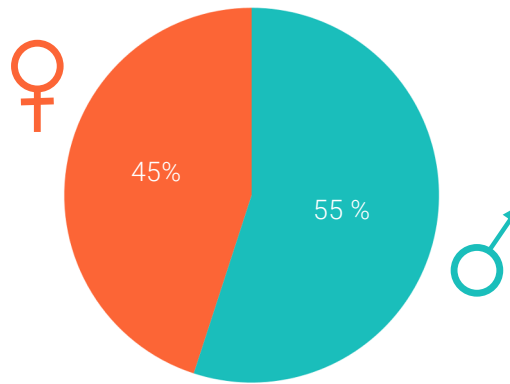
# User Statistic CH

Unique User & Sociodemographics\*

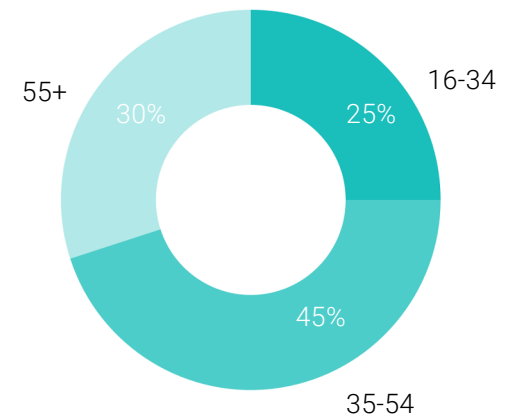
**+200k User  
in 6 months**



**Unique Users**



**Gender**



**Age**

Active User: Zattoo, Salt, Teleboy, Yallo, SAK, SenselAn, EWGoms, Sasag, Glattwerk, EWBuchs, Wasserwerke Zug, Sky Show light, Rakuten, WeDoTV

# Video Inventory

## Key Facts

**59 Mio. ARs**  
per month



**55%**  
Premium



**45%**  
Free



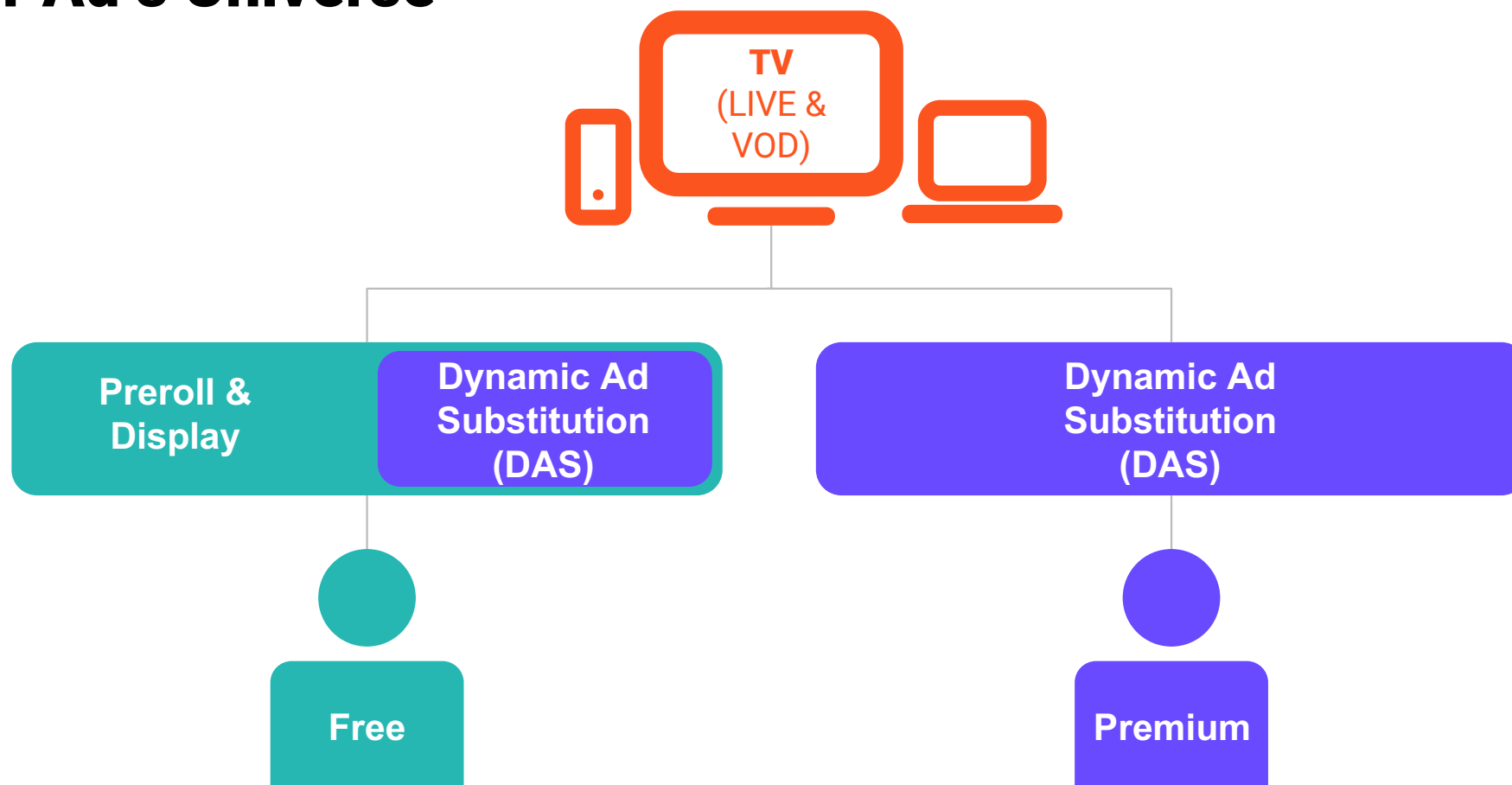
**85% CTV Usage**  
Duration per day



**75% CTV-Share**  
w/ multiscreen campaigns



# Our Ad's Universe

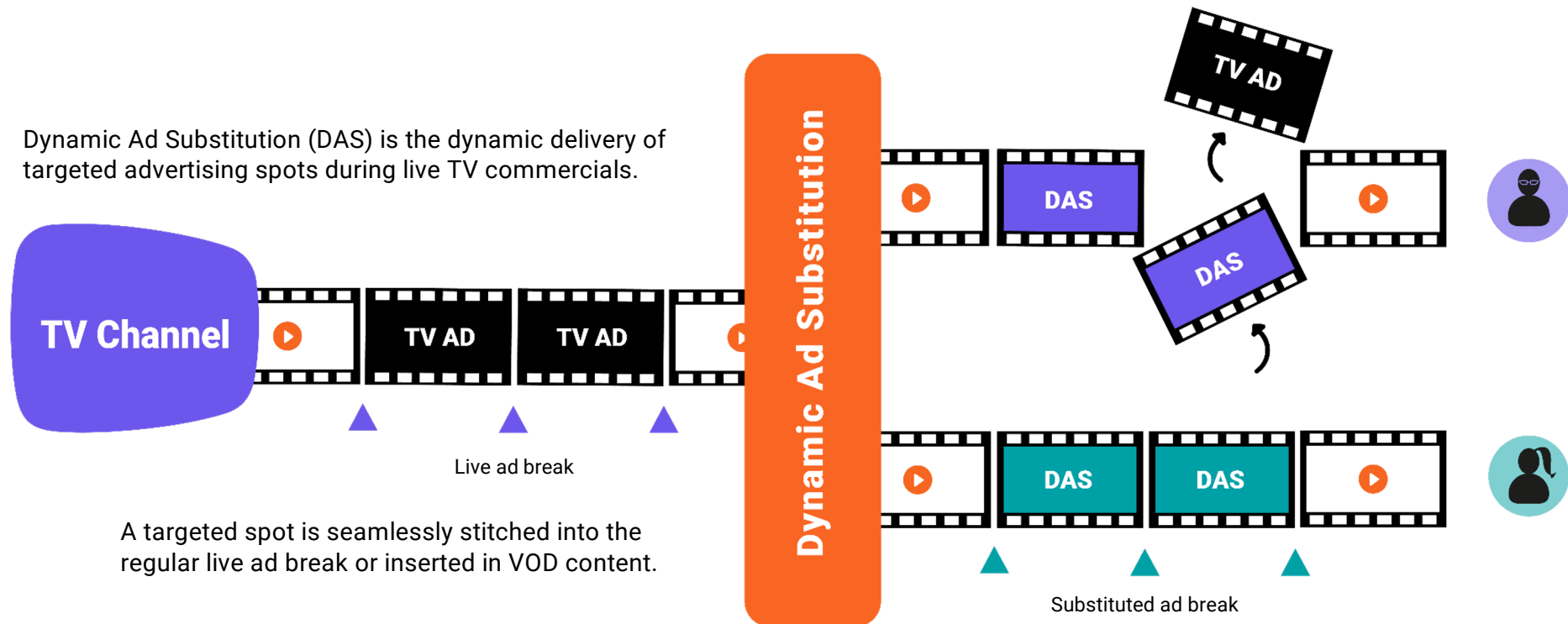


# Dynamic Ad Substitution

## Live TV and FAST channels

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.





# TV channels believe in ad-supported content

Zattoo has integrated its DAS technology on over 30 channels in cooperation with broadcasters in the DACH region, and this portfolio is expected to further expand in the upcoming quarters.

Additionally, the platform has over 40 FAST channels, which can be distributed as part of the ad-supported content offering within customers' channel lineups.



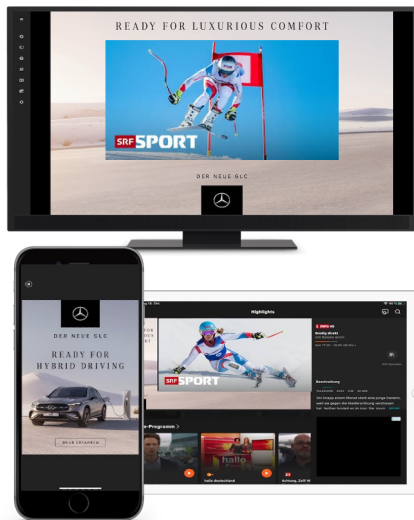
# Formats

Branding Day

Video

Display HighImpact

Display Standard

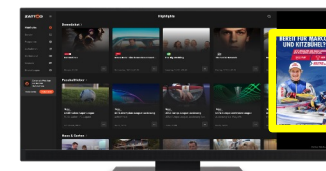


Free User:  
PreRoll, Channel Switch, AVOD, DAS

Premium User:  
DAS



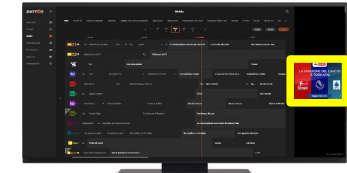
Billboard/Wideboard



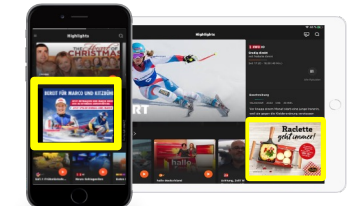
Halfpage Ad



Prestitials



TV Side Ad/MedRec



Mobile Billboard/LB

# Creatives

## Branding Day Yearly Packages

### Commitment has value

Our high-reach Branding Days offer a great opportunity to increase your brand awareness. For a commitment of 12 Branding Days per calendar year, we offer a **60% discount (12 branding days per year, first come first serve)**, regardless of the date of placement (subject to availability).



# Targeting Options



## Socio Demographic

Age, Gender,  
Language



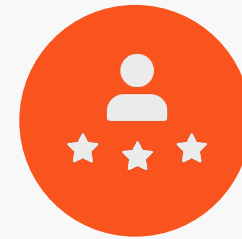
## TV based Interests

Content Category,  
Content Genre



## Geo & Device

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



## DFP Audience Segments

Interest / Behavioral  
Targeting

# Audience Segments

## Selection



# Private Marketplace Deals

Fast, easy and on-demand



## Premium Inventory

PMPs will run across premium inventory only - dynamic Ad substitution and channel switch ads.



## High Branding Performance

Take advantage of our inventory' high VTR to improve any branding campaign's performance instantly.



## Discounted CPM

PMPs run at a discounted floor price - lower than a fixed preferred deal CPM or programmatic guaranteed.

# Private Marketplace Deals Setup

## Always-On

The deal will always be live and ready to use

## Device

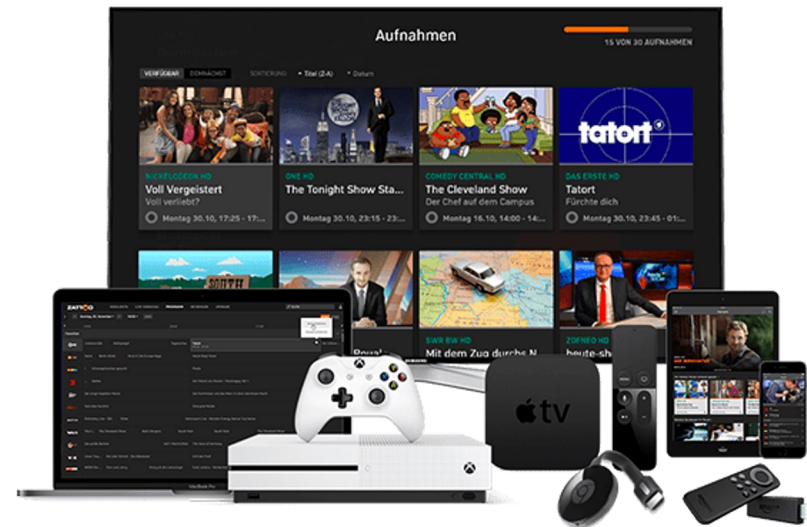
CTV and Mobile/Tablet split or all together

## Across All DSPs

Set up in your DSP of choice

## Campaign Manager Workshop

Allow us to explain to your colleagues how they can take advantage of Zattoo private marketplaces



# Why Zattoo? Why CTV?



## CTV vs linear TV

1. Incremental reach yes: especially for short campaigns and specific target groups
2. Efficient for younger target groups  
→ same CPM - balance inside of the target group (TV 53 years old in average, so biggest part inside of target group on the latter end)
3. Strong combo of performance, measurability (VTR) and still high impact similar to TV (lean back)



## CTV vs Video

1. User/Client Ratio: 1.7 (user behind big screen) vs online networks client to users of 2.3 (devices per person)
2. Long form content and big screens = high impact and acceptance of ad's vs short form content and high ad load
3. We offer chances to transport complex messages in a very targeted, effective (DAS with no ad blocker) and brand safe environment

# Thank you!

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