

# Zattoo Advertising 2022

Switzerland



## Zattoo's TV-Product

Zattoo is an OTT (over-the-top) service that offers streaming of live and catch up TV but also video content on demand on a variety of devices.



### Connected-TV (CTV)

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



### Mobile

iOS • Android • Windows 10

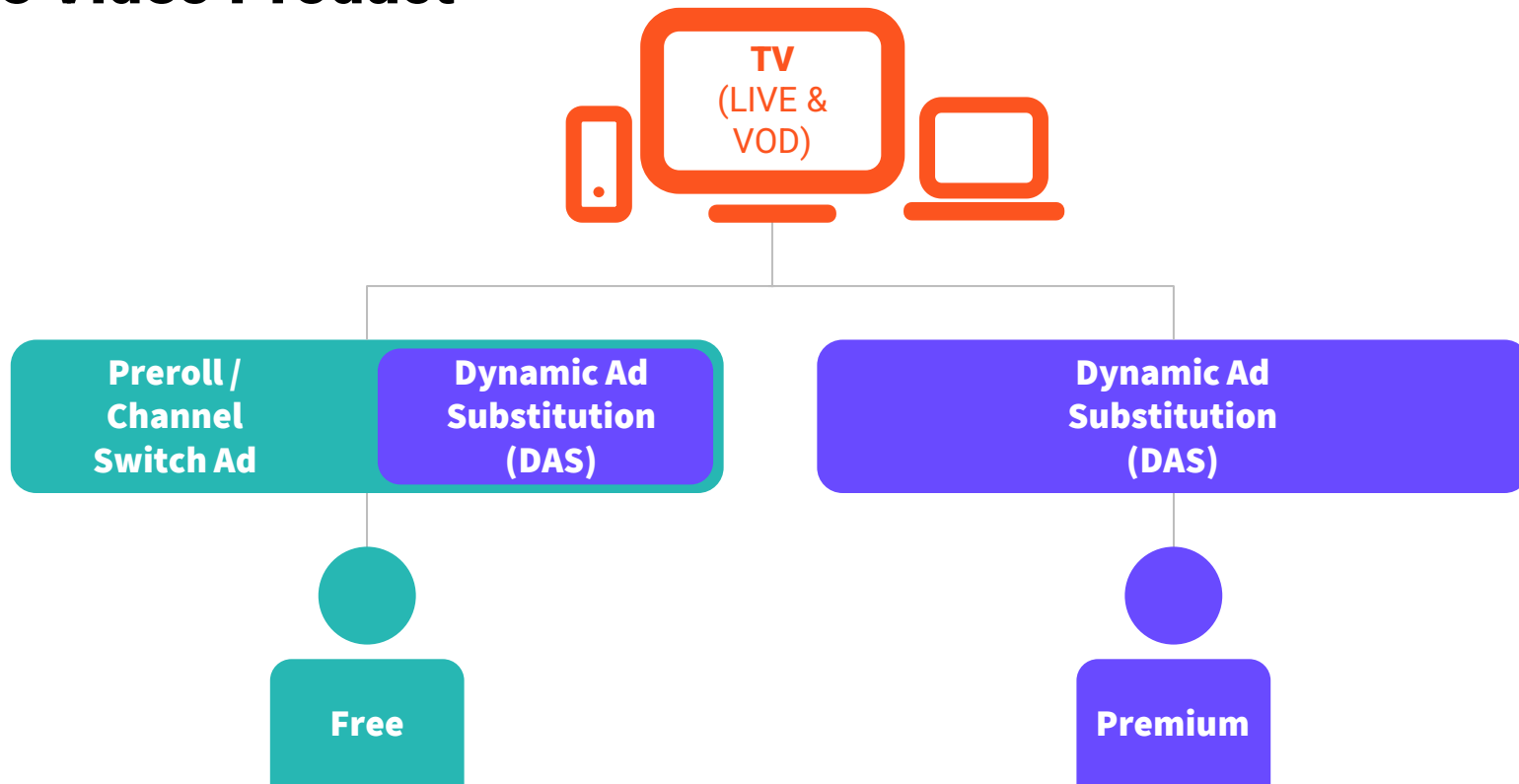


### Web

Browser • Windows 10 App

# Dynamic Ad Substitution (DAS)

# The Video Product

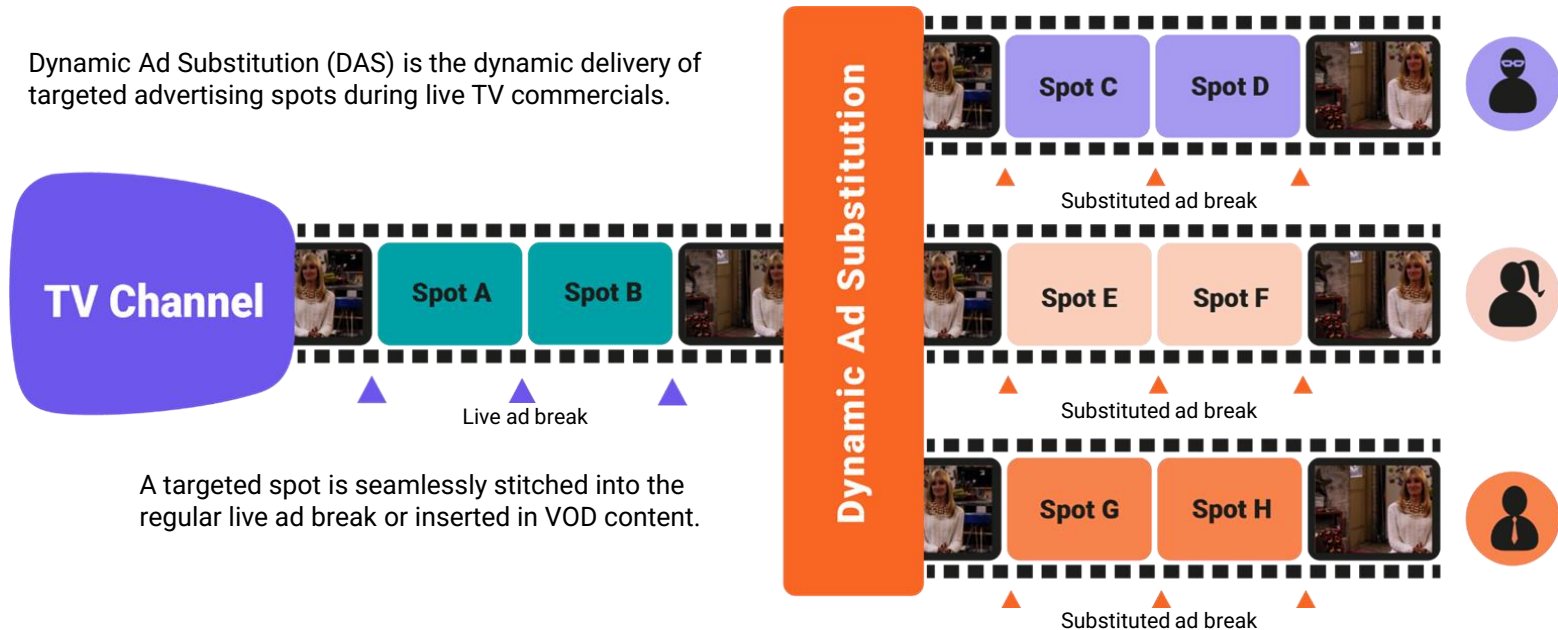


# Dynamic Ad Substitution

## 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.





# Dynamic Ad Substitution

## Live Insertion/VOD



LIVE - Spot Replacement, in VOD - 1 or 2 Spots in a row



LIVE - Seamlessly stitched into live content  
VOD - Inserted into predefined slots



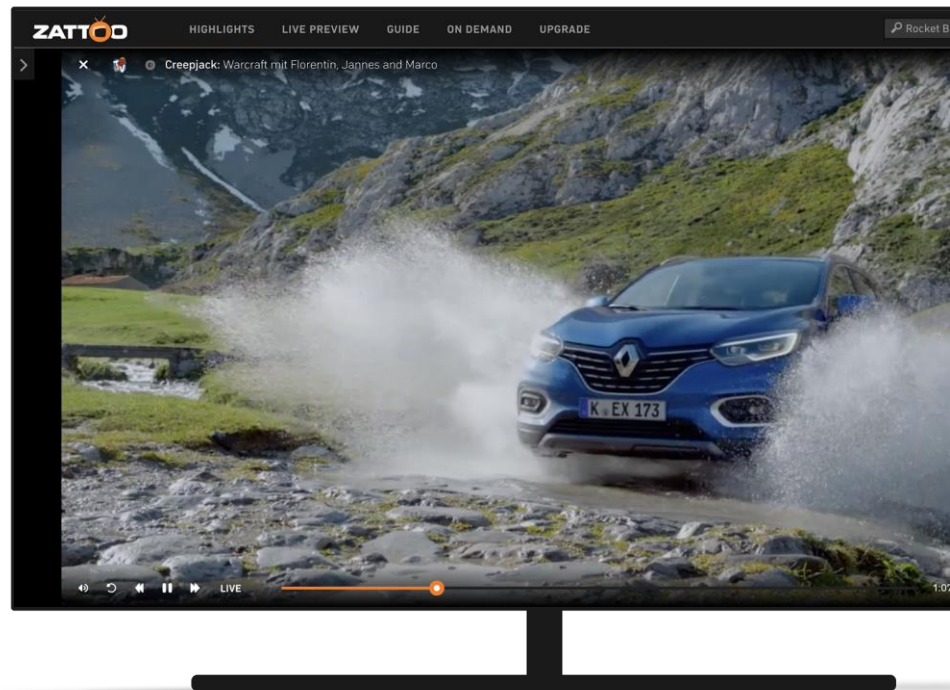
Free & Pay TV User



VAST 4, HD Quality



Big Size / Full Size Player





# 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

# Zattoo / OTT Platforms



## DynamicAds - DAS Broadcasters

Live	VOD	Coming in 2022
           	     	         

## Zattoo Plattform ZATTOO

### 2022



Wilmaa



Teleboy

Salt.

yallo

# Connected-TV (CTV)





# Our Zattoo Mission

We free TV from  
Broadcast restriction!

# Evolution of Zattoo

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

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



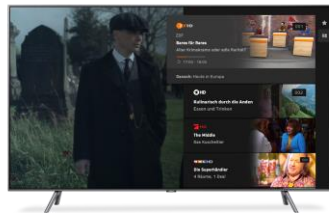
**Live TV online**

Zattoo is the online TV pioneer in Switzerland, Germany and Austria



**Focus on mobile devices**

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



**Zattoo in the living room**

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



**Zattoo offers TVaaS**

Zattoo offers a scalable TV Platform for more than 30 tenants in Europe.

# Zattoo on Connected-TV

Connected TV devices can be categorized into 3 areas. Smart TV devices, streaming devices and game consoles.



## Smart TVs

- "Android TV" (Sony, Sharp, Philips)
- Samsung
- Panasonic
- LG

## Streaming Devices

- Google Chromecast
- Amazon Fire TV
- Apple TV
- Humax
- NVIDIA Shield
- Xiaomi

## Game Consoles

- Xbox

## CTV Zattoo Key Facts

### Overview



Zattoo data, 1 HJ 2021

\*Ad Impression CH: Channel Switch: 6.7 Mio / Month, DAS: 14 Mio Ais / Month

# Point of Contact



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# Thank You

Switzerland

