

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

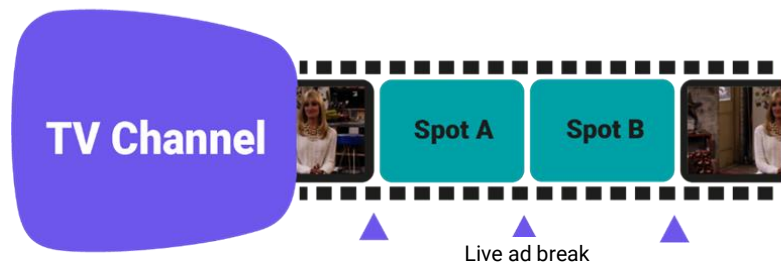
Browser • Windows 10 App

Dynamic Ad Substitution (DAS)

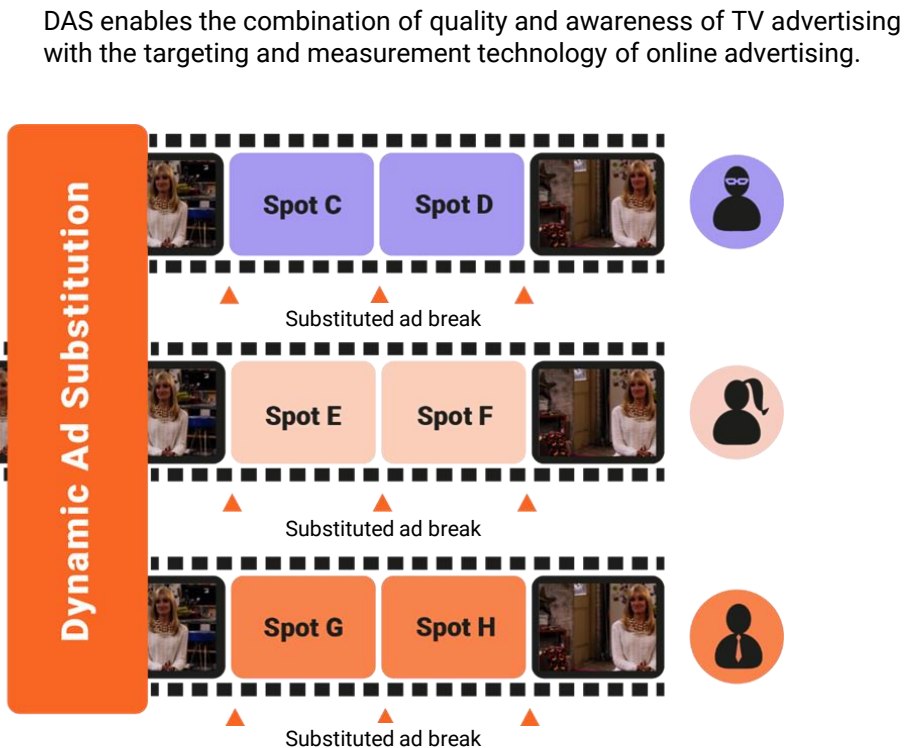
Dynamic Ad Substitution

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.





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



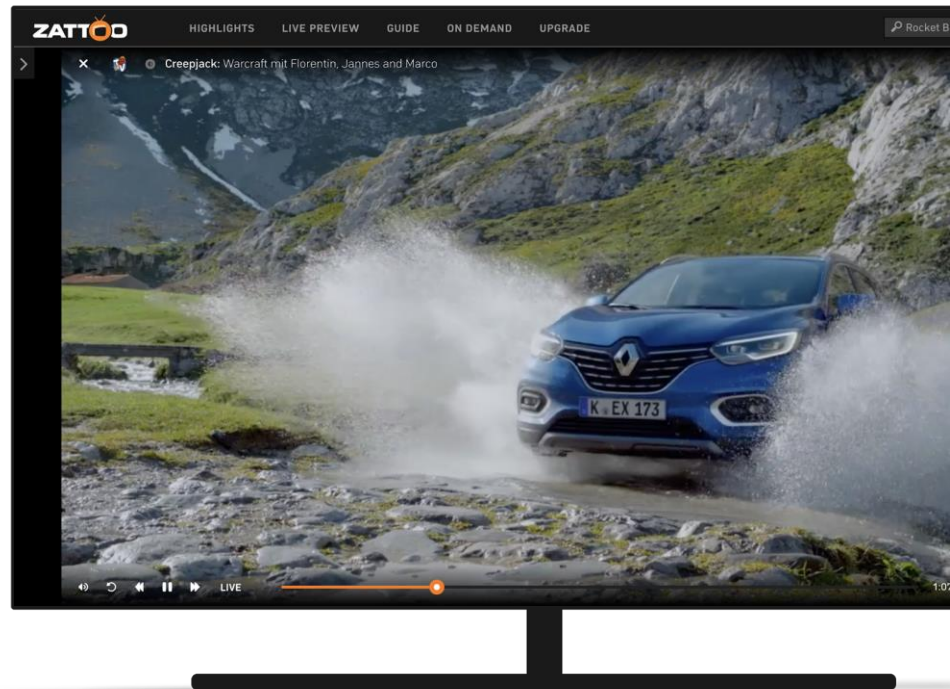
Free & Pay TV User



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

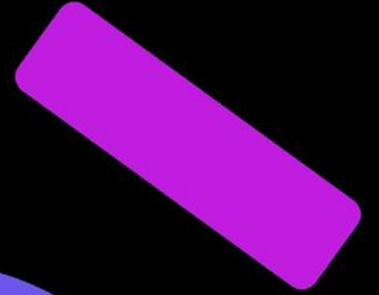
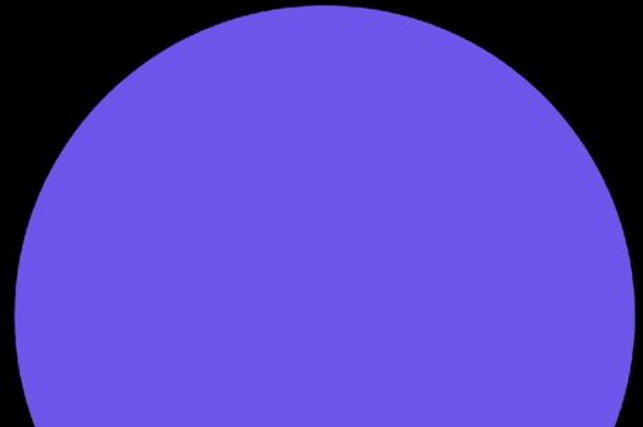
5.

> 94% Completion Rate

6.

Always in view

Zattoo / OTT Platforms





DynamicAds - DAS Broadcasters

Live	VOD	Coming in 2022
         	     	      

Zattoo Plattform

2022



Wilmaa



Teleboy

Salt.

yallo

Connected-TV (CTV)



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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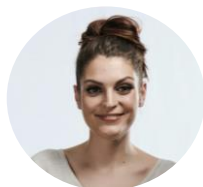
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Thank You

Switzerland

