



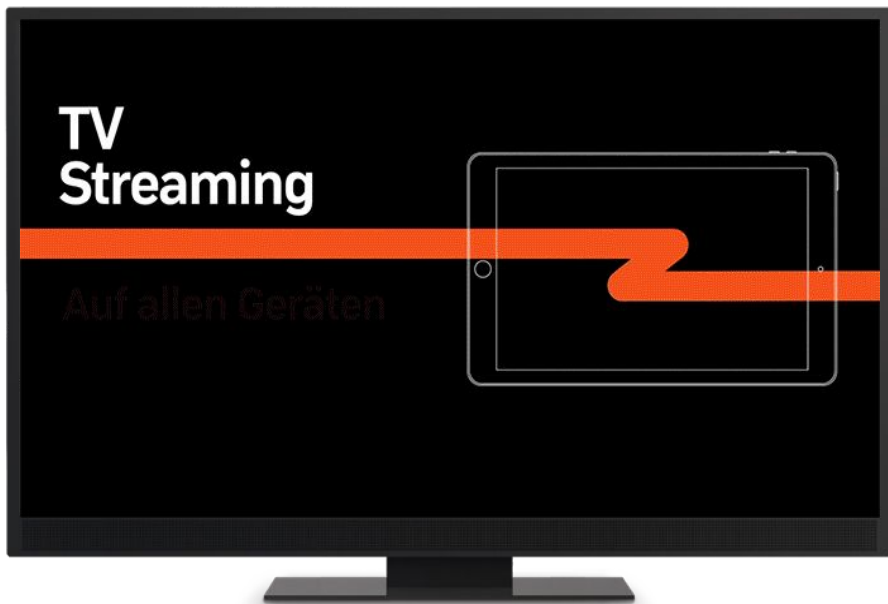
# Zattoo Advertising 2024

Switzerland

July 2024

## 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

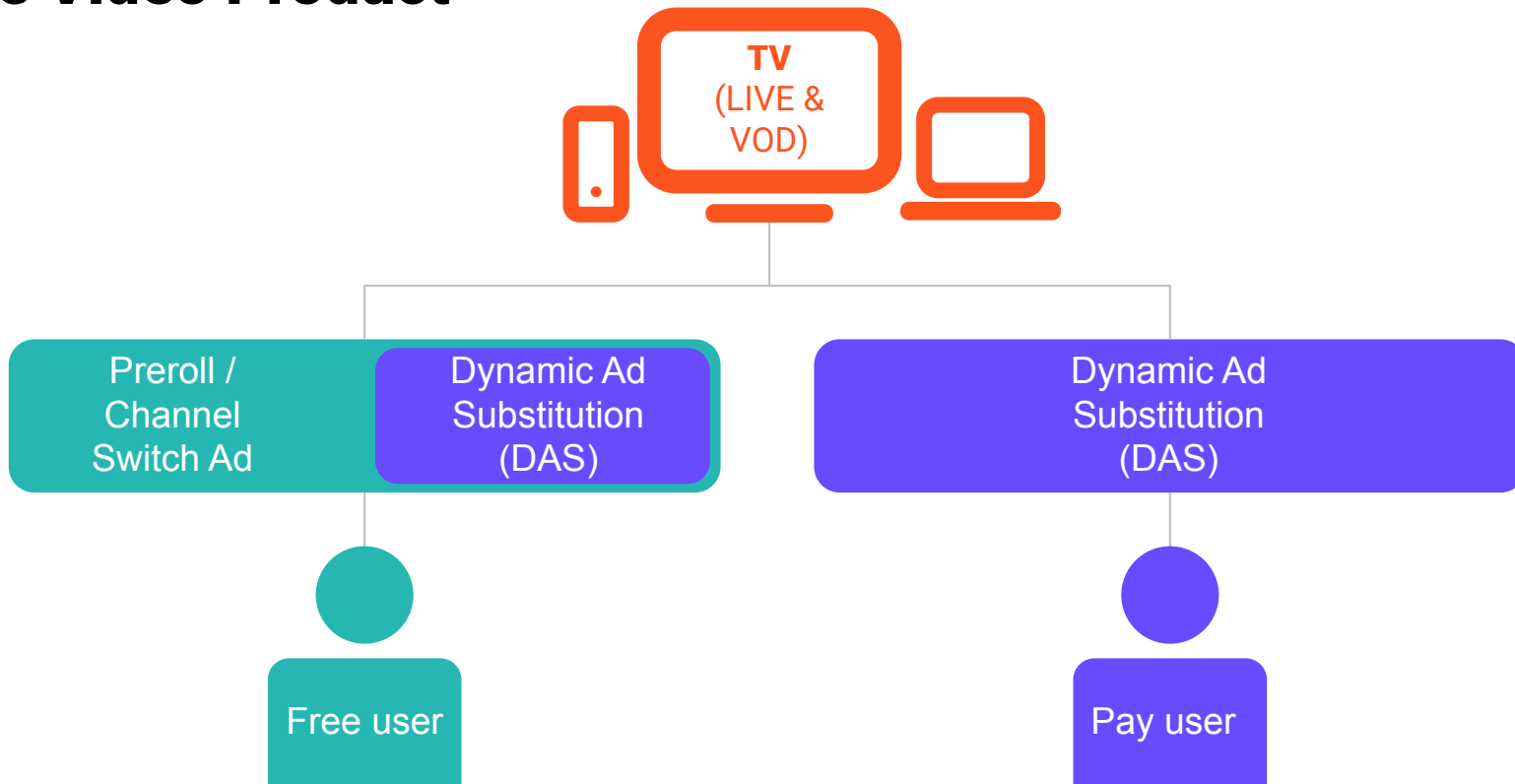


### Web

Browser  Windows 10 App

# Dynamic Ad Substitution & Fast - Channels

# The Video Product



# Channel Switch

new: SKY SHOW



Live-TV



StartUp Ads / 1 to 2 spots  
in a row, max 40 sec.



**SKY Show , new from JUNE 2024**



# 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



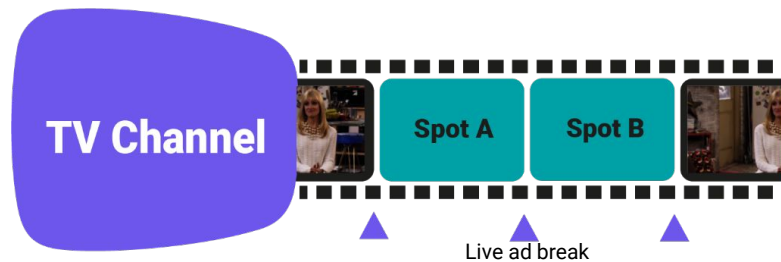
Also available for 6sec Bumper Ad



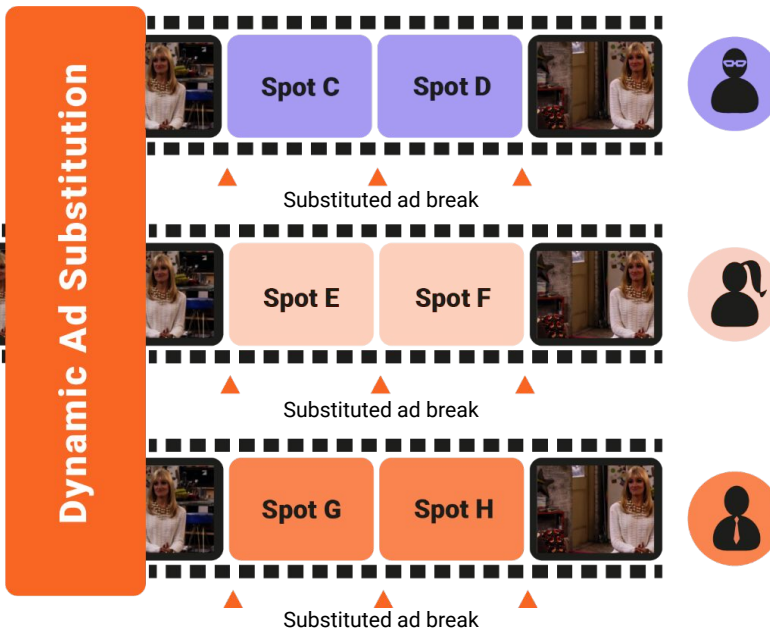
# Dynamic Ad Substitution

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 Ad Substitution

## Live-Channels



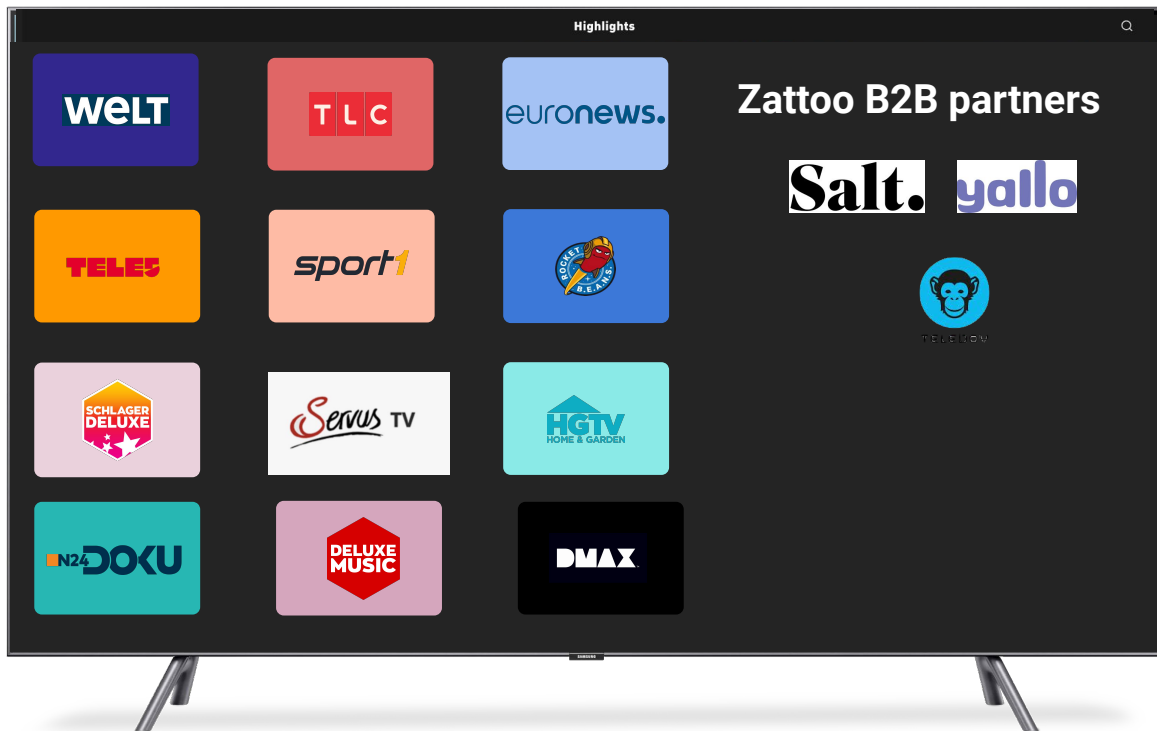
Live-TV



Live-TV-Spot / Spot Replacement



Incl. Zattoo B2B partners,  
Salt, Yallo & Teleboy



# Dynamic Ad Substitution

## FAST-Channels



Free Ad Supported Streaming



Spot Replacement



More FAST Channels in 2024



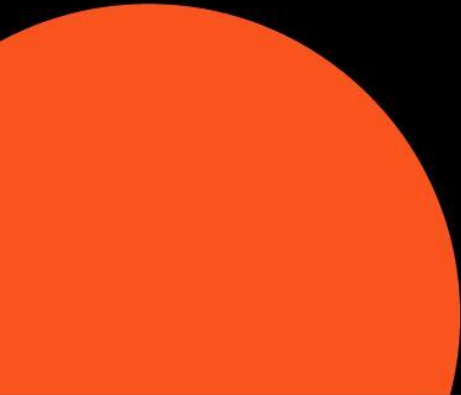
Special interest contents & heterogeneous target groups



Incl. Zattoo B2B-Partners:  
Salt TV, Yallo & Teleboy



# Connected-TV (CTV)





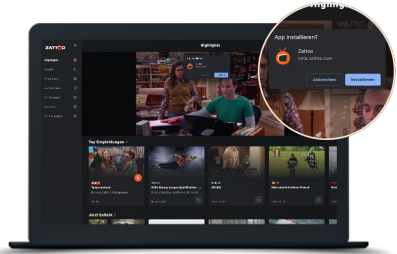
# Our Zattoo Mission

We free TV from  
Broadcast restriction!

# Evolution of Zattoo

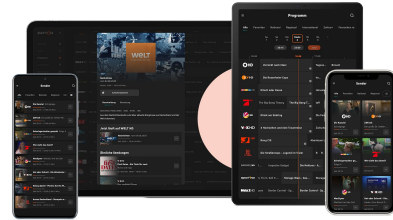
From free television to the perfect TV experience right in your living room on various brands.

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.



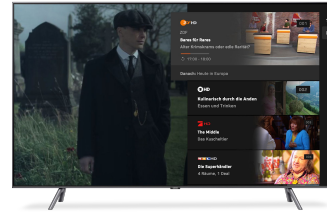
**Live TV online**

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

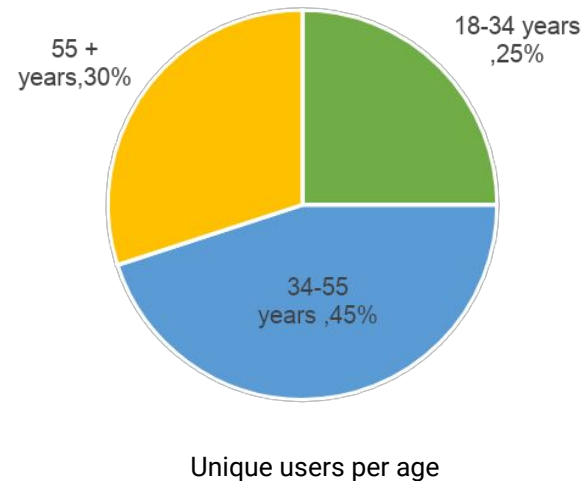
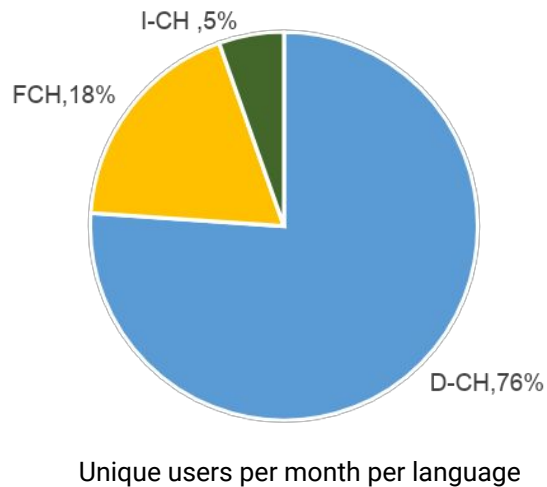
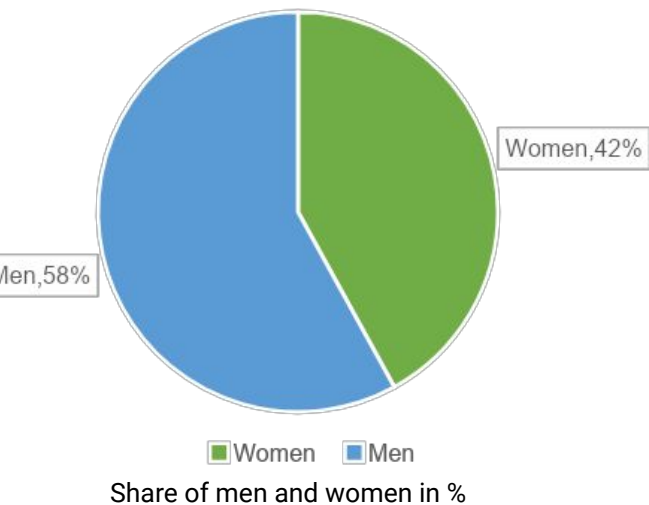
- Google Chromecast
- Amazon Fire TV
- Apple TV
- Humax
- NVIDIA Shield
- Xiaomi

## Game Consoles

- Xbox

# Facts & Figures

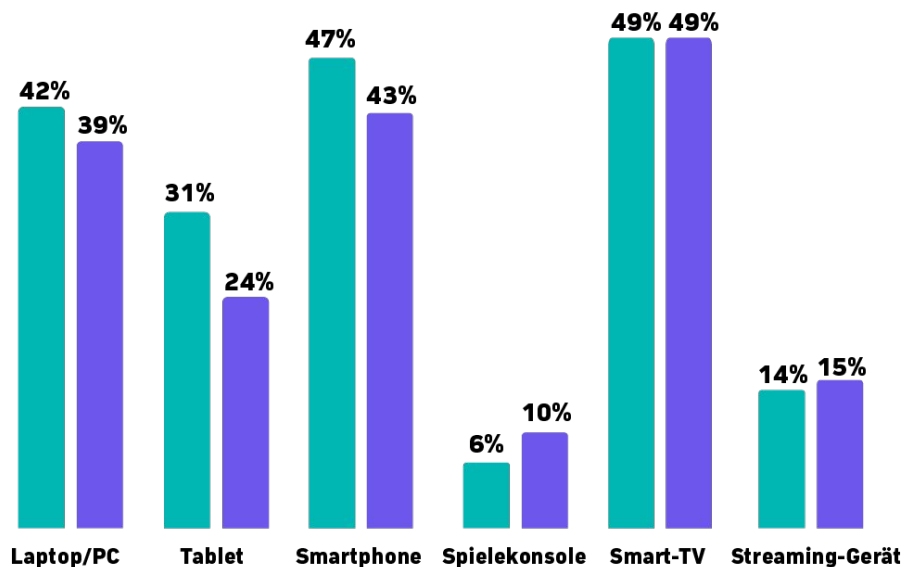
# Facts & Figures





# Streaming Report 2024

## Auf welchen Geräten schauen Sie TV über das Internet?



Basis: Befragte die TV über das Internet schauen  
2024 Basis ungew.: 801  
2023 Basis ungew.: 592  
Mehrfachantworten möglich

■ 2023 ■ 2024

# Attention Unit by OLV platforms

(= in CH & only Instream Video. since the client books only OLV Instream).

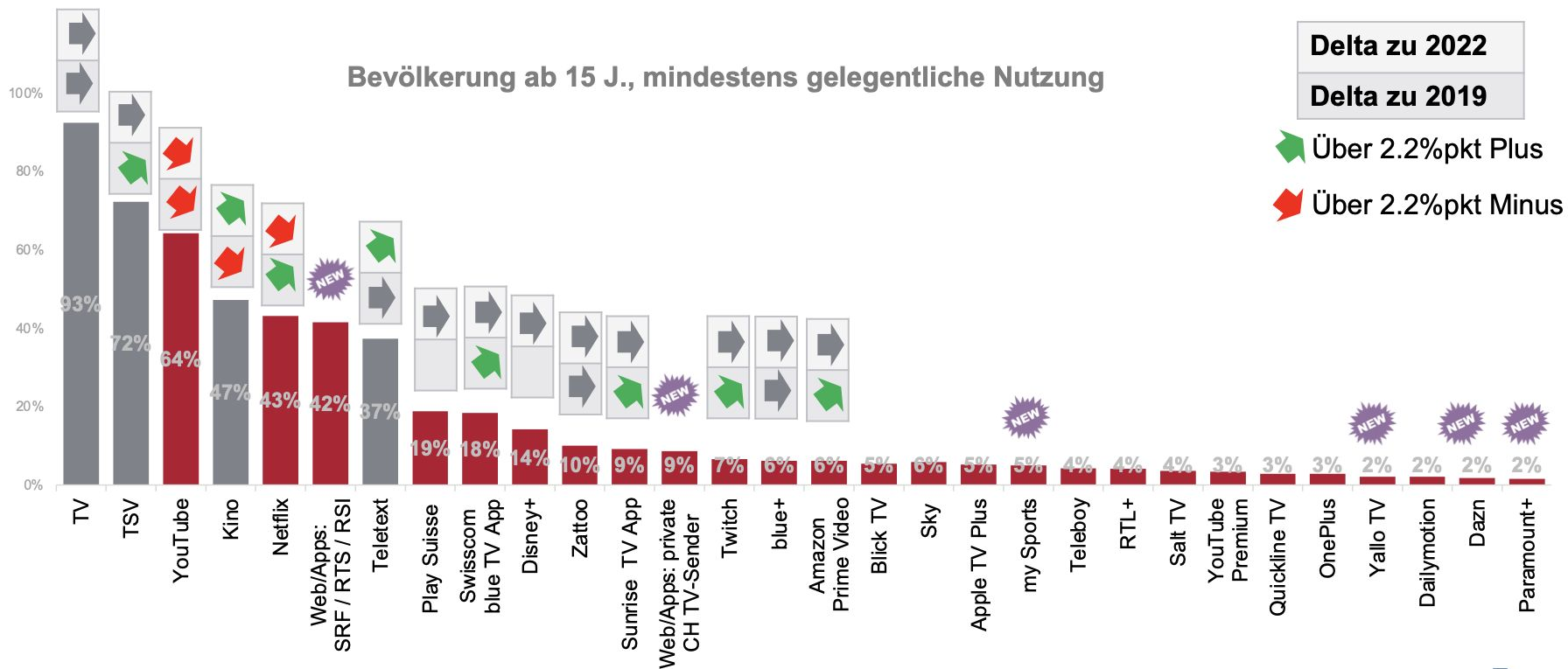
**Studie Adelaide** - from 2. HY 2022

KPI in this Study is the ATTENTION



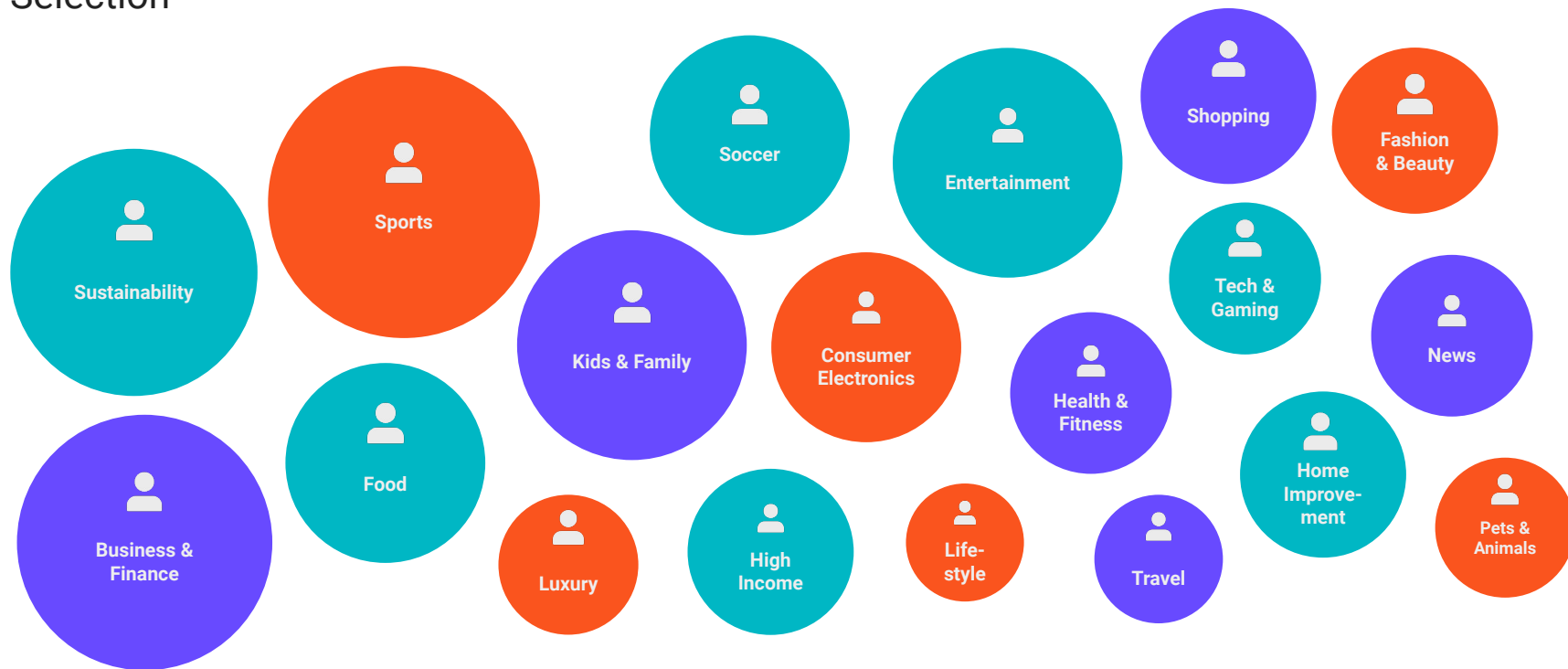
# Bewegtbild: Kino & Teletext feiern Revival. Netflix wird gebremst.

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



# Audience Segments

Selection



# Point of Contact



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# Thank You

Switzerland

