

# Zattoo Advertising 2023

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

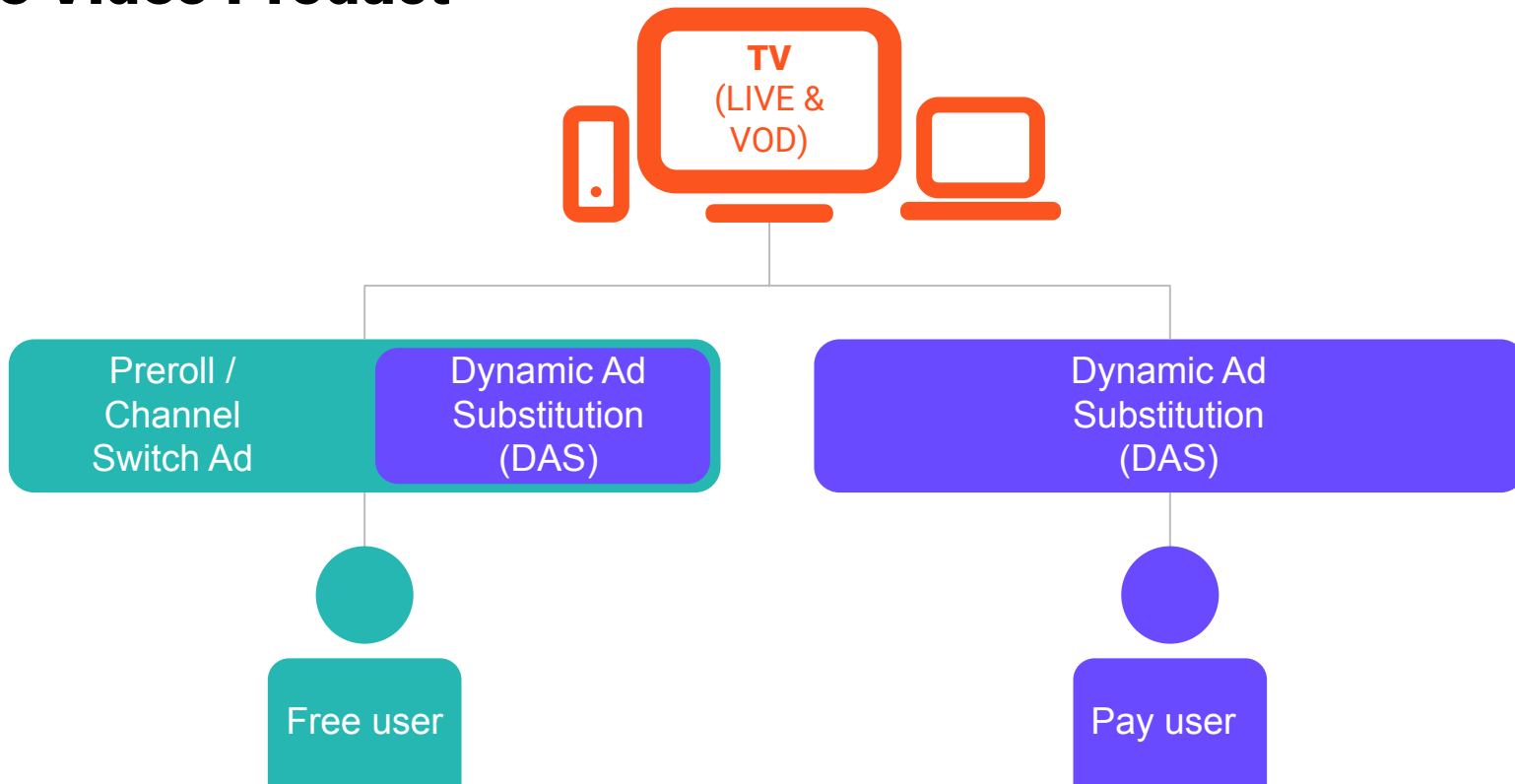


### Web

Browser  Windows 10 App

# Dynamic Ad Substitution & Fast - Channels

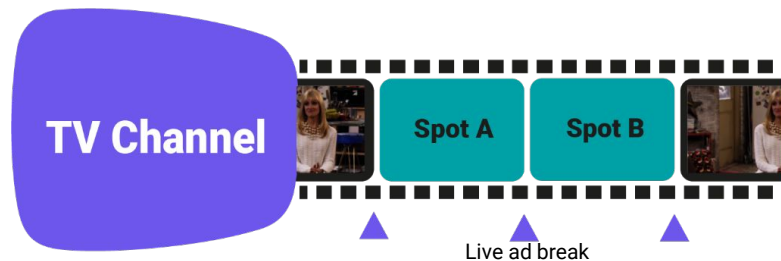
# The Video Product



# Dynamic Ad Substitution

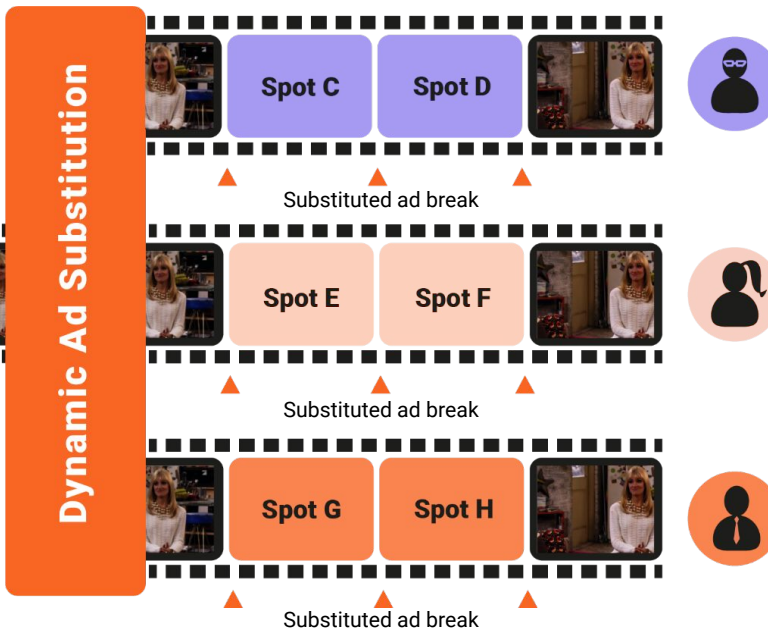
Live

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.



# 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



# 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 Ads - DAS Broadcasters & FAST TV-Channels

Dynamic Ads Channels	VOD	FAST TV-Channels

## Zattoo Plattform

2023



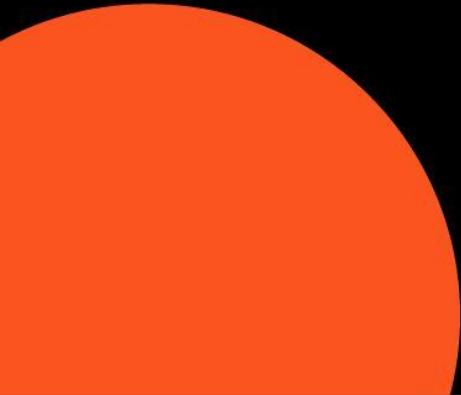
Salt.

yallo





# Connected-TV (CTV)





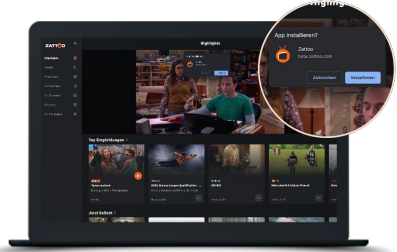
# Our Zattoo Mission

We free TV from  
Broadcast restriction!

# Evolution of Zattoo

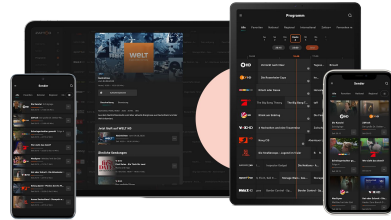
From free television to the perfect TV experience right in your living room on various brands.

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.



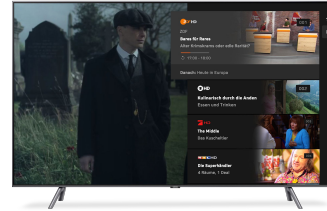
## Live TV online

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

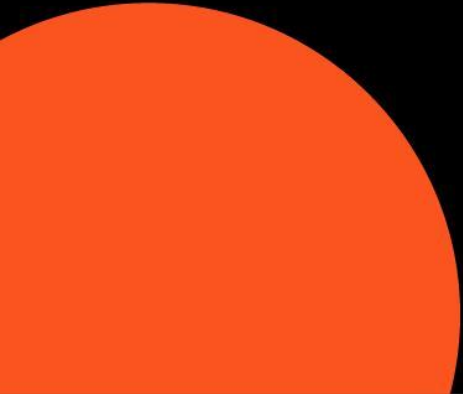
## Streaming Devices

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

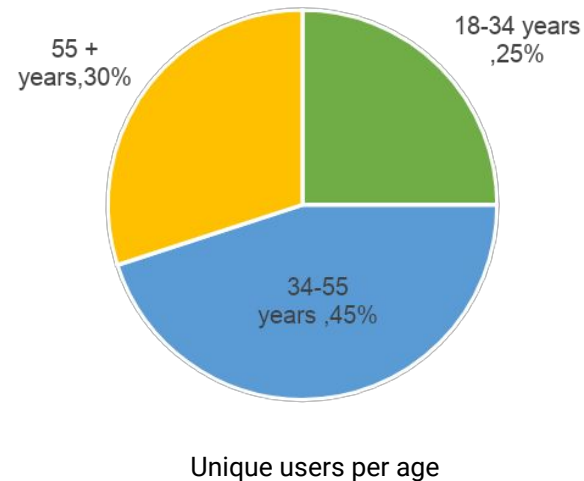
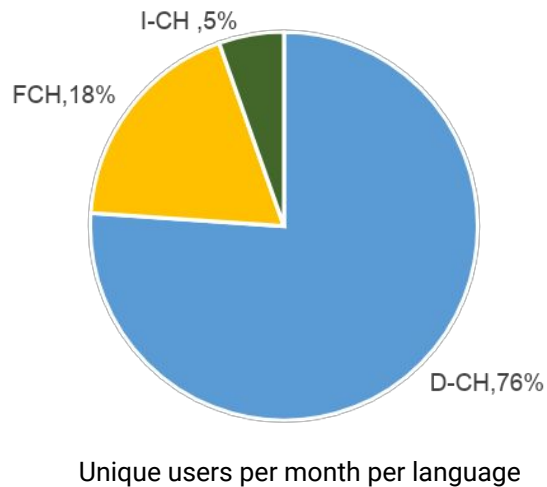
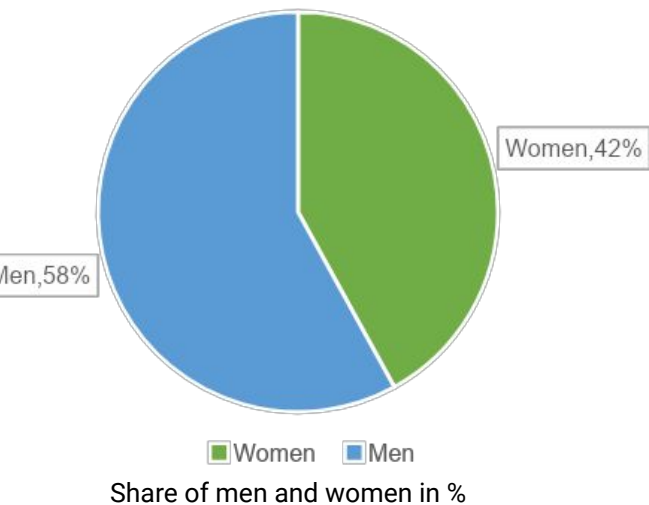
## Game Consoles

- Xbox

# Facts & Figures

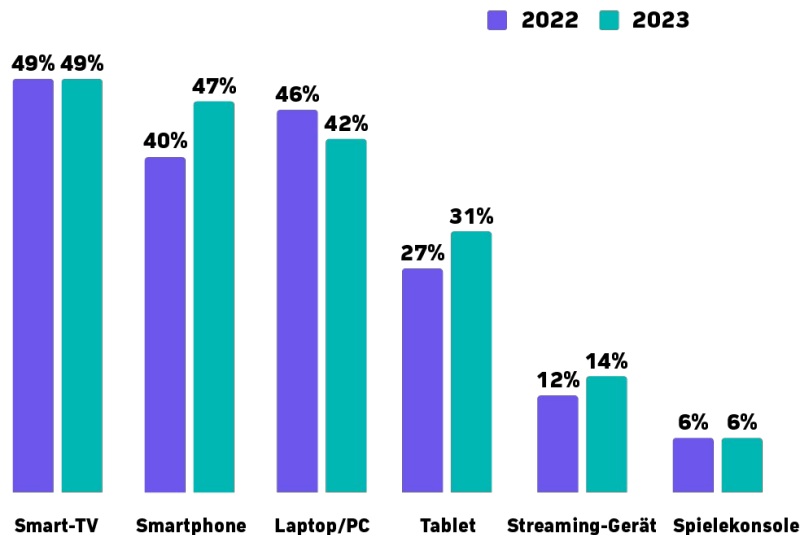


# Facts & Figures



# Streaming Report 2023

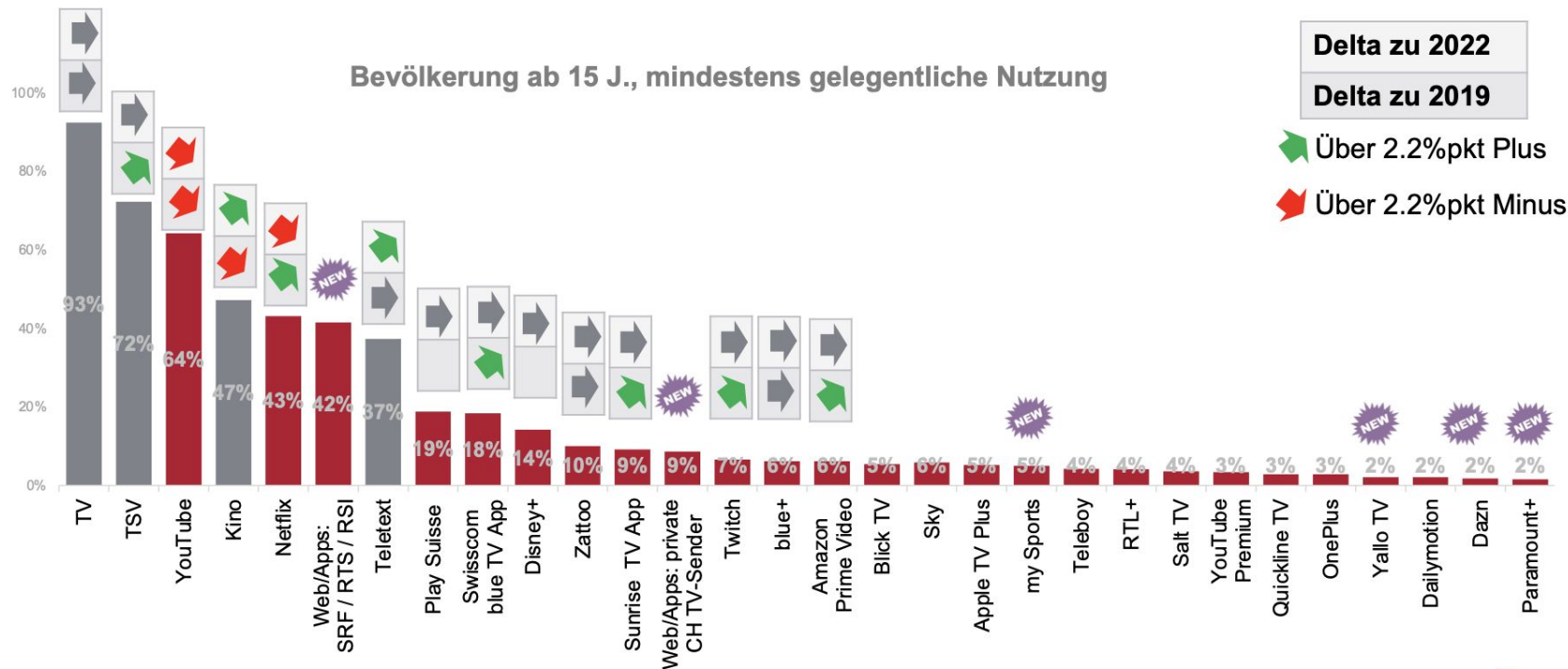
## Auf welchen Geräten schauen Sie TV über das Internet?



Basis: Nutzer mind. 1% TV-Streaming-Angebote  
2023 Basis ungew: 592  
2022 Basis ungew: 568  
Mehrfachantworten möglich

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

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





# Targeting Options



## Socio Demographic

Age  
Gender  
Language



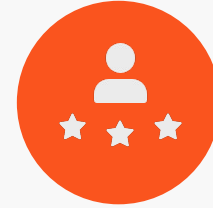
## TV based Interests

Channel  
Content Category  
Content Genre



## Geo & Device

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



## DFP Audience Segments

Interest / Behavioural  
Targeting

# Audience Segments

Selection



## Point of Contact



**Martin Schlenker**

Head of Advertising

+41 79 319 05 79  
martin@zattoo.com



**Marga Cupin**

Key Account Manager

+41 79 709 63 51  
marga@zattoo.com



**Manuela Zimmermann**

Sales Support Advertising

+ 41 79 896 68 64  
manuela@zattoo.com



**Carla Wyss**

Ads Operations &  
Programmatic Manager

+41 76 491 40 99  
carla.wyss@zattoo.com



**Goce Nikoloski**

Key Account Director  
Advertising

+41 (0) 79 619 19 87  
goce.nikoloski@zattoo.com

# Thank You

Switzerland

