

PROGRAMMATIC TV

May 2024

PROGRAMMATIC TV SETS NEW STANDARDS FOR YOUR CAMPAIGN



PROGRAMMATIC TV (PTV)

Is the provision of **linear TV inventories** via a digital programmatic platform (DSP) and ad playout via TV AdServer to **all TV households.**

PROGRAMMATIC TV DELIVERS ALL THE STRENGTHS OF TV

REACH

Massive reach especially in broad target groups

BIG SCREEN PRESENCE

Leanback effect, brand-safety, Radiance of TV-presence, „halo-effect“

AWARENESS

Awareness and sympathy driver with best media quality*

EFFICIENCY

Attractive CPMs per target group + valuable scattering gains



PROGRAMMATIC TV ACCELERATES THE TRANSFORMATION OF TV AND LEVERAGES DIGITAL STRENGTHS



FIXED PRICE AND GUARANTEED CONTACTS



- Fixed net CPM in the target group
- Guaranteed target group contacts
- Scattering gains on top

DSP ACCESS AND DIGITAL PROCESSING



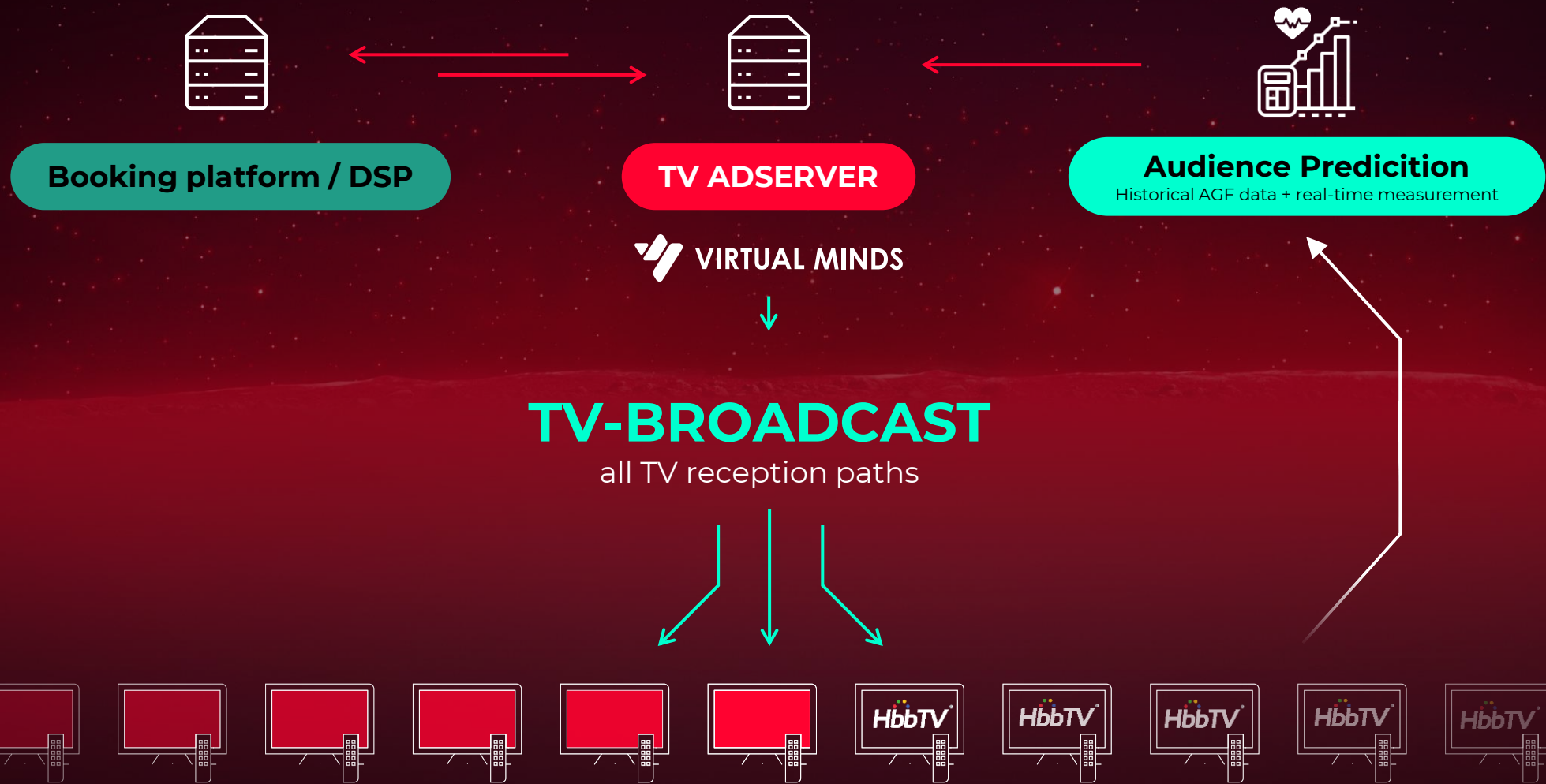
- AdServer-controlled delivery on TV
- Monitoring via DSP
- Transparent reporting via DSP

TV ENTRY EVEN WITH SMALL BUDGETS



- Easy first access to TV
- Additional channel in the digital set
- Linear TV campaigns with smaller budgets possible

REAL-TIME PREDICTION AND AD SERVING ENSURE AN OPTIMAL PLACEMENT OF YOUR CAMPAIGN IN LINEAR TV



ACHIEVE AWARENESS, REACH AND BRANDING VIA DSP



Ava Decker, Senior Manager Programmatic,
PIA Media

”

Programmatic TV is **ideal** for campaigns with a focus on **awareness, reach and branding**.

A big **advantage** is the control of all moving image measures from one source, through the **connection** to a **demand side platform**, which made our campaign with **Vorwerk** a **complete success**.



”

References



bonprix. servicenow.

NUMEROUS AUDIENCE-BASED TARGET GROUPS AND CONTENT-BASED TOPICS ARE AVAILABLE

| Audience-Based | | Content-Based | | | | | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|--|--|--|
| <h3>Run of TV Brands Large</h3> <p>37,64 M. REACH TOTAL 18+</p> <p>Inventory 06:00 – 20:00 & 23:00 – 01:00 06:00 – 01:00 >60% Core channel contact share*</p> <p></p> | <h3>Run of TV Brands Medium</h3> <p>20,09 MIO. RW TOTAL 18+</p> <p>Inventory 06:00 – 01:00</p> <p></p> | <h3>Run of Topics</h3> <p>Inventory Format bundling according to IAB categories 6:00 - 01:00 h incl. prime time core channels</p> <ul style="list-style-type: none"> Pets Home & Garden Sports Entertainment & Shows Knowledge & Documentation Style & Fashion Food & Drink <p></p> | | | | | | | | | |
| | <table border="1"> <tr> <td>18-39</td> <td>18-49</td> <td>18-59</td> <td>18-64</td> </tr> <tr> <td>25-49</td> <td>30-59</td> <td>40-64</td> <td></td> </tr> </table> | 18-39 | 18-49 | 18-59 | 18-64 | 25-49 | 30-59 | 40-64 | | | |
| 18-39 | 18-49 | 18-59 | 18-64 | | | | | | | | |
| 25-49 | 30-59 | 40-64 | | | | | | | | | |
| <p>DSP: Active Agent</p> | | <p>Programmatic Guraranteed</p> | | | | | | | | | |
| | | <p>Spot lengths: 10" 15" 20" 25" 30"</p> | | | | | | | | | |
| | | <p>Pricing based on net CPM</p> | | | | | | | | | |

3 KEY ARGUMENTS FOR PROGRAMMATIC TV

1

**Programmatic
Access via DSP to
Linear TV**

2

**Attractive net
CPM pricing
model**

3

**Guaranteed
contacts within
the target group**

