








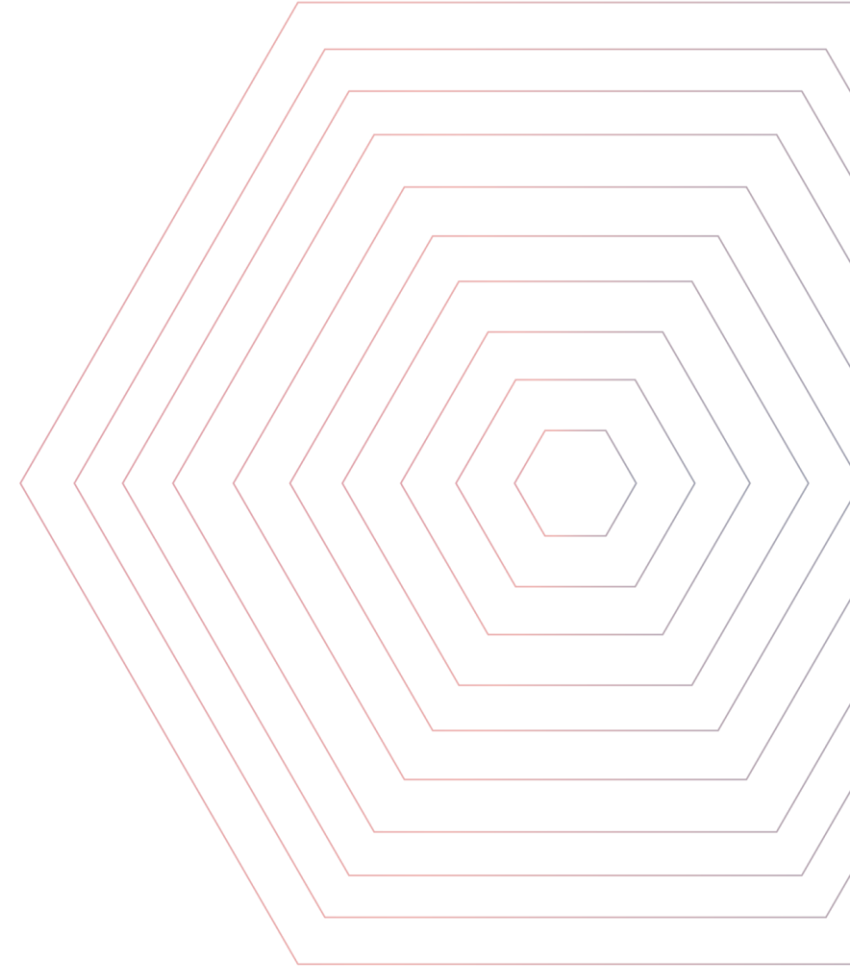


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Media Kit CTV & Online Video 2025

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Online Video

Online Video: transparent & uncomplicated

Video content is becoming increasingly dominant across all screens, aligning with today's information and consumption behavior.

Extend your traditional TV campaigns into the online world and benefit from high user engagement!

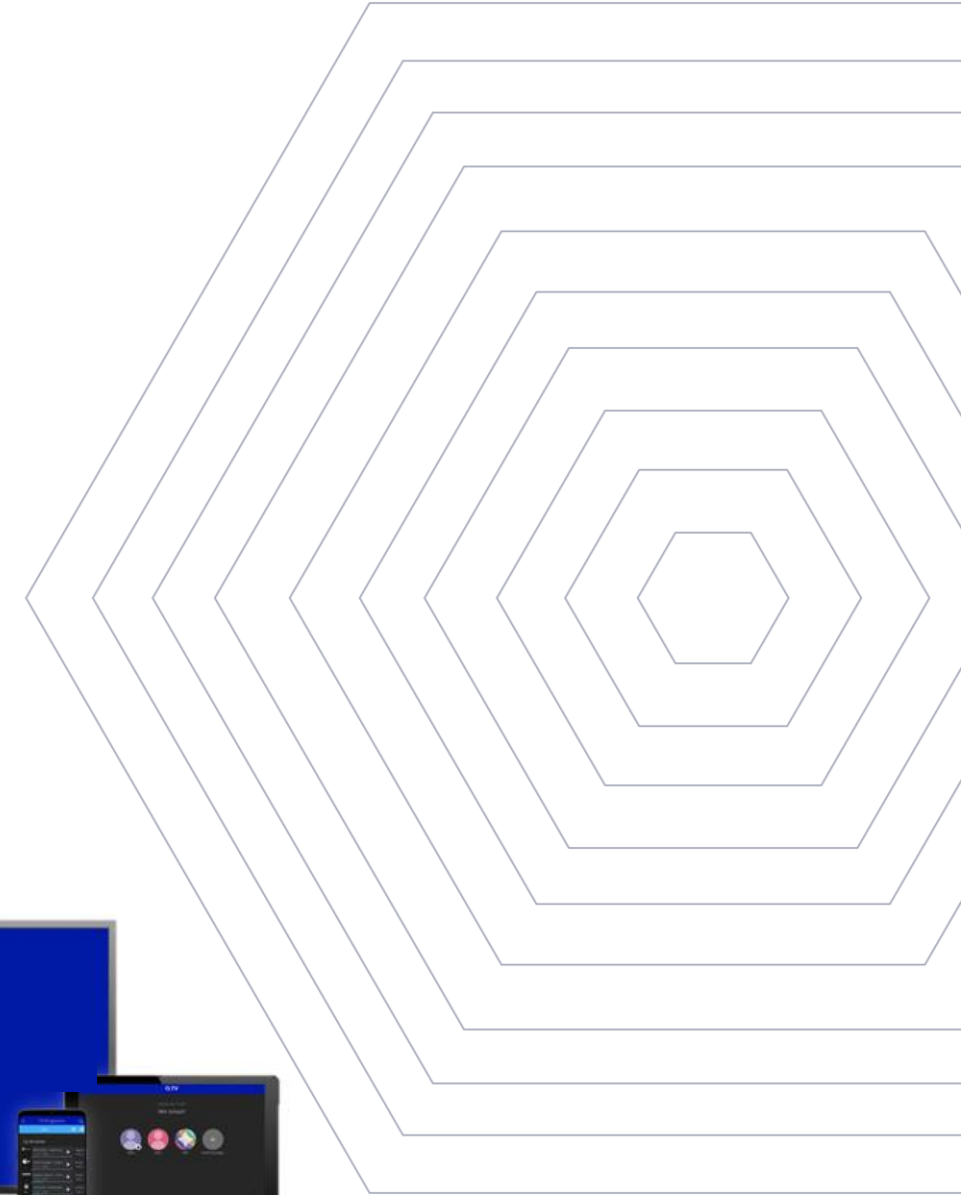
5 bil.+

ad requests / month

250+

platforms

Every target group reachable



**The triumph of
video content
continues!**

The best reasons for your online communication

- ▶ Faster and higher reach growth
- ▶ Multi-SSP and data-driven targeting approach
- ▶ Multiscreen delivery
- ▶ Efficient target group engagement through positioning in premium environments





Connected TV



Definition of Terms

Advanced TV is the umbrella term used by the IAB for all forms of television that are not viewed via a broadcast, cable, or satellite connection on a television.

Connected TVs are televisions that are connected to the internet either through additional devices such as Blu-ray players, streaming boxes or sticks, and gaming consoles, or through smart TVs that already have built-in internet functionality.

Connected TV: The best of television & digital Combined!

2 bil.+

ad requests / month

40+

CTV partner

> 400

CTV channels





Our partners

Our partners in Online Video & CTV

Excerpt from the Online Video and CTV Network:
You can find the full site list [here](#)

























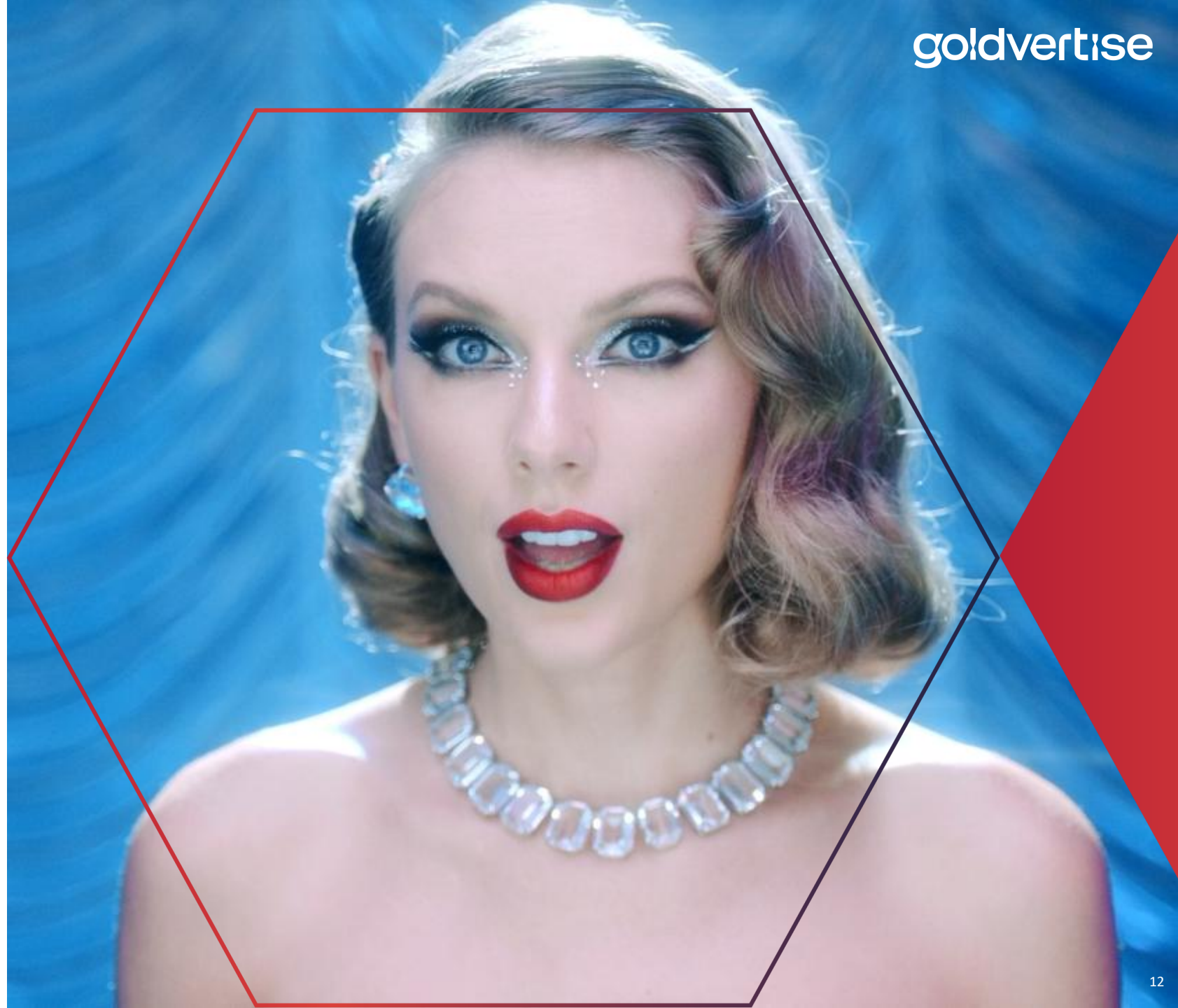







Our premium music partner!

- ▶ Top music videos from record labels, featuring the world's biggest and most popular icons.
- ▶ Across all categories and genres – The best place for advertisers!
- ▶ Diverse audience with desirable target groups.



Music is heard everywhere, but only seen on Vevo.

67%

Gen Z reach

67%

Millennials reach

53%

Gen X reach

20 M.

Viewers in Germany
/ 26% of the population

6,4 M.

CTV users in Germany
/ 8% of the population

3 Bil.

Annual views among
adults 18-44 yrs.
/ 72% of views from
18-44 year olds

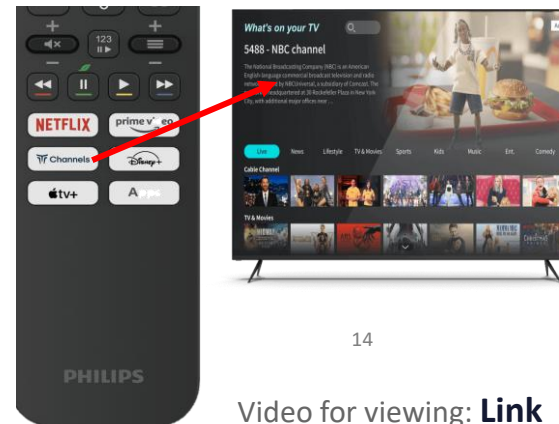
TITAN OS: Reach a quality-conscious audience of Philips & Sony viewers

Titan OS is the **new operating system for Philips & SONY** Smart TV devices.

Titan OS integrates top apps and numerous **FAST channels**, including 5 premium content channels from Sony Entertainment.

Simplified content search for the audience and high potential reach for advertising.

- Reach of **250 million ad requests** per month
- Incremental** technical reach: **40%** of Titan OS users no longer use linear TV.
- Attention-catching advertising formats:** CTV Spots and CTV Ads



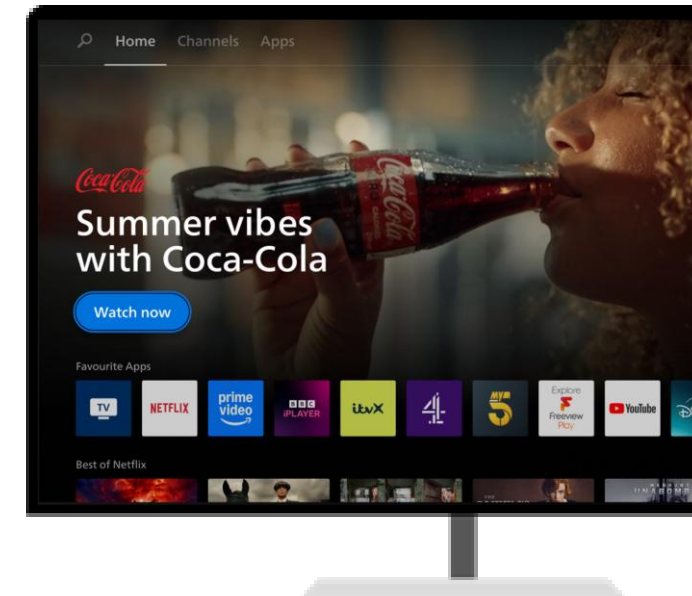
14

Video for viewing: [Link](#)

CTV Ads on Titan OS: Attention-catching advertising on the start screen

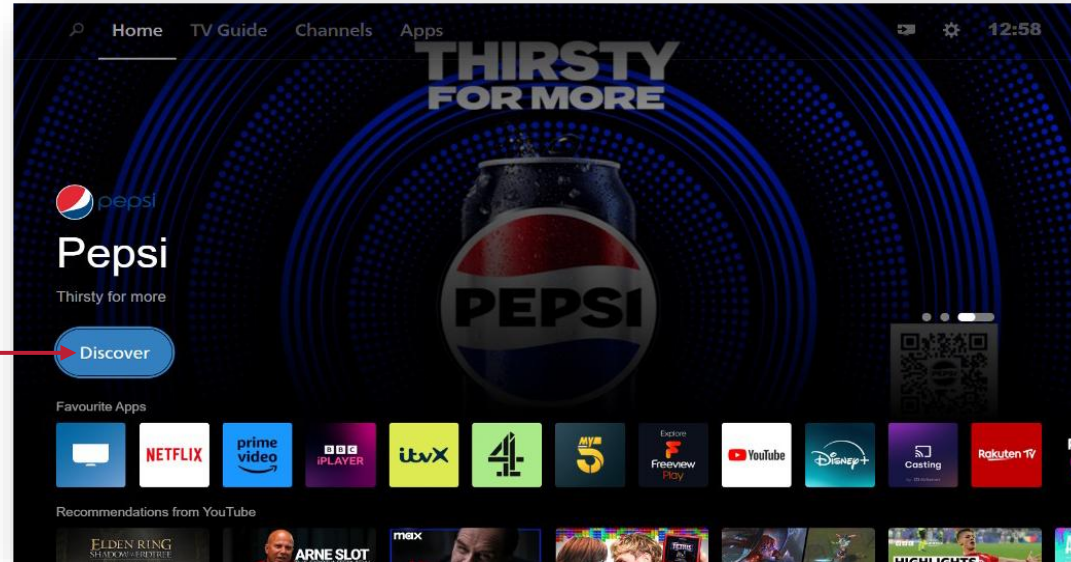
Optimal contact: every time users turn on their smart TV or return to the home screen when switching between apps to actively search for content.

- 61% of users* start their TV experience **from their provider's home screen**
- 38 million homepage impressions/month on Titan OS operating system
- 1/3 advertising space on the home screen



Links & Interactivity:

- ❖ App / Deep link to app
- ❖ Banner (full screen)
- ❖ YouTube video
- ❖ Landing page
- ❖ Embedding QR code



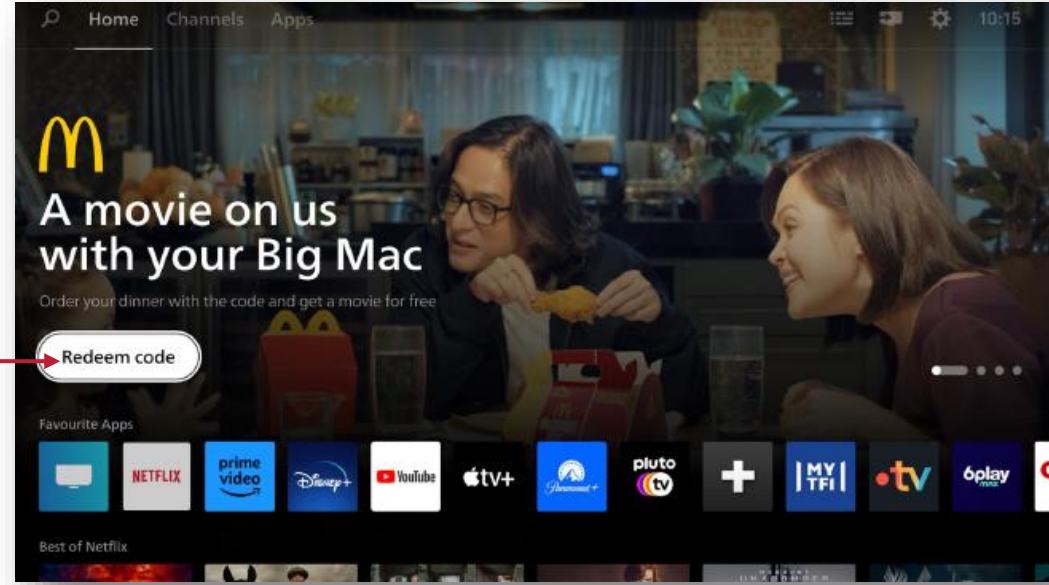
Benefits CTV Ads:

- **High visibility & incremental reach:**
Dominant placement and additional contacts additive to TV viewer reach
- **Brand involvement & content marketing:**
Interactivity by linking to video, URL, app, image
- **Precise targeting using diverse options**
such as augmented content recognition, time, geo, content, technical setup, app usage etc.



Best case with vouchers

High attention and acquisition of user data through the use of vouchers on the homescreen.



With a QR code, users get to a landing page to register and redeem their unique voucher worth a free premium movie



Users redeem the voucher on a mobile landing page



The user logs into the VOD platform on their TitanOS TV and enjoys the free offer



The Channel Store: FAST-channels on O2 TV!

- ▶ Diverse content offering with various genres since September 2024!
- ▶ Targeted advertising placements with FAST channels
- ▶ High reach via O2 TV – Over 40 integrated FAST channels








LooLoo Kids: The CTV-Channel for kids!

LooLoo Kids is among the top 3 most popular kids' channels on **Samsung TV Plus** – and now it's on **YouTube** too!

Perfect for **children aged 2 to 7** and **their parents / heads of household**, LooLoo Kids offers entertaining and age-appropriate content to an **audience of 57% female and 43% male viewers**.

In 2024, the average **length of stay** for children (4–14 years) is **194 minutes per day**, while women aged 25 to 45 watch an average of **109 minutes daily**.

-  An average of 22 M. ad requests / month
-  312 M. views
-  More than 16 M. watch time hours





Advertising products

Online Video Spots

 **In-Stream Ads**
(Pre- & Mid-Roll)

 **Bumper Ads**

 **Out-Stream Ads**
(In-Article Video)



Connected TV-Spots



Delayed Pre-Roll Ads

(exclusive ad placement, max. 2 minutes after content start)



Mid-Roll Ads

(interstitial ad block within the broadcast format)



Bumper Ads



Connected TV Ads


 Display Ads

 Clickable

 High Interactivity (via
URL, video, app, QR code)



TV on Demand

 **In-Stream Ads only**
(Pre- & Mid-Roll)

 **Programmatic & IO**

 **Minimum 70% view-through-rate**





Targeting options

Meta data

- ▶ Meta data are additional details about the program content provided by the publishers.
- ▶ Meta data are used, among other things, to set up targeting.

The key data points:

- ▶ Content genre
- ▶ Channel name

**More transparency
through meta data:**

**Channel
Genre
Live Stream
Language**

Program | Season | Episode

Content categories



Genre-based audience clustering



NEWS



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SPORT & GAMES



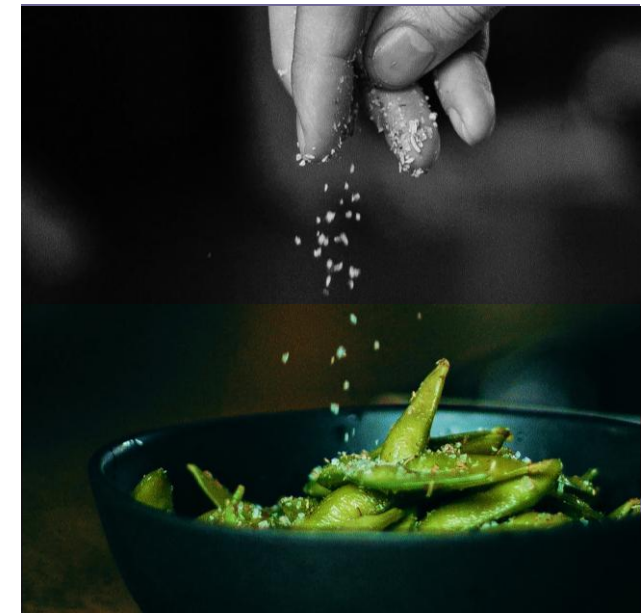
WOMAN & INFLUENCER



TV & ENTERTAINMENT



TRAVEL



LIFESTYLE & COOKING

Contextual Spots

Benefits of Contextual Spots:

- ▶ The right environment for target group engagement
- ▶ Environment targeting via DSP
- ▶ All environments are 100% brand safe
- ▶ „One spot fits all“ - one ad asset across all devices

Our meta data provide the foundation for contextual targeting:



Available targeting options

Connected TV and Online Video

Connected TV & Online Video

Content (through meta data)

Genre (through meta data)

Time (Timetable on an hourly basis)

Geo (incl. 5th digit PLZ)

Operating System

Device (End devices)

Individual targetings on request

The general terms and conditions apply: [Link](#)
All prices plus VAT & subject to change

Minimum turnover (IO): 5.000€ MN2

Available targeting options

Connected TV Ads

Connected TV Ads

Automated Content Recognition (ACR)

- Used video games & apps
- Watched streaming content & ads in installed apps
- Seen content on connected devices

App usage & interaction

- Most popular apps
- Interaction (strong, medium, little)

Standard equipment information

- Manufacturer brand and product name
- Location (IP and postcode)
- Internet Service Provider (ISP)
- Screen size & price

Connected devices

- Consoles, e.g. Playstation, Xbox
- OTT ('dongles'), e.g. Roku, Firestick
- Set top boxes, e.g. Sky, Magenta, o2

Tracking devices

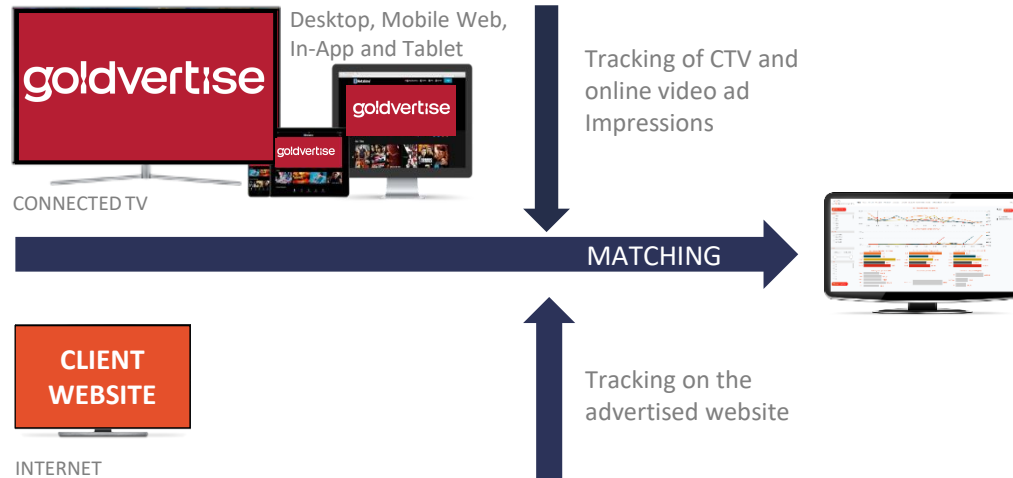
- Click history, e.g. homepage navigation, searched content, viewed content (not clicked)
- Viewing habits, e.g. linear (broadcast & FAST) watched content & advertising

The general terms and conditions apply: [Link](#)
All prices plus VAT & subject to change

Minimum turnover (IO): 5.000€ MN2

Video campaign to web attribution

Measurement Mechanics with Our Partner XAD SPOTEFFECTS:



Additional costs are incurred through our partner XAD SPOTEFFECTS – Custom calculation available upon request.

- ▶ By using CTV user data, a correlation is identified between visits to the advertised website and the exact timing of the broadcast of the respective CTV spot.
- ▶ The immediate impact of CTV advertising on website traffic is now objectively measurable.
- ▶ The use of specially developed algorithms and the consideration of all relevant influencing factors of individual broadcasts provides insights into what should be avoided and optimized in media deployment.



Prices & specifications

Gross Prices

Connected TV and Online Video

Connected TV Spots		Connected TV Ads		Online Video	
	Gross CPM		Gross CPM		Gross CPM
Run on Network	90,00 €	RoS (no Targeting)	70,00 €	Run on Network	75,00 €
Run on Categories	95,00 €	RoS (with Targeting)	90,00 €	Run on Categories	80,00 €
Run on Sites	100,00 €	Targeting Fee (each)	12,00 €	Run on Sites	85,00 €
Targeting Fee (each)	5,00 €			Targeting Fee (each)	5,00 €
Spot length mark-up > 30 Sec.	10,00 €*			Spot length mark-up > 30 Sec.	10,00 €*

*every 5 seconds

*every 5 seconds

*every 5 seconds

The general terms and conditions apply: [Link](#)
All prices plus VAT & subject to change

Minimum turnover (IO): 5.000€ MN2

Technical Specifications

	Online Video
Format	.flv, .mpg, mp4, .mov, .wmv
Side ratio	4:3 oder 16:9
Length	Max. 120 sec.; Recommended max. 30 sec.
Frame ratio/ Video resolution	24+ / sec.
File size	< 200 MB
Click-Through URL	Video must be clickable. When the advertising material is delivered within the redirect, the redirect must be secure (https).
3rd Party Tracking	Tracking tags from all third-party providers are accepted.

Connected TV Spots
VAST 2.0, mp4 / H.265, HQ-quality
16:9
max. 89 sec. Recommended max. 30 sec.
Full HD 1920 x 1080
< 200 MB

Technical Specifications

CTV Ads

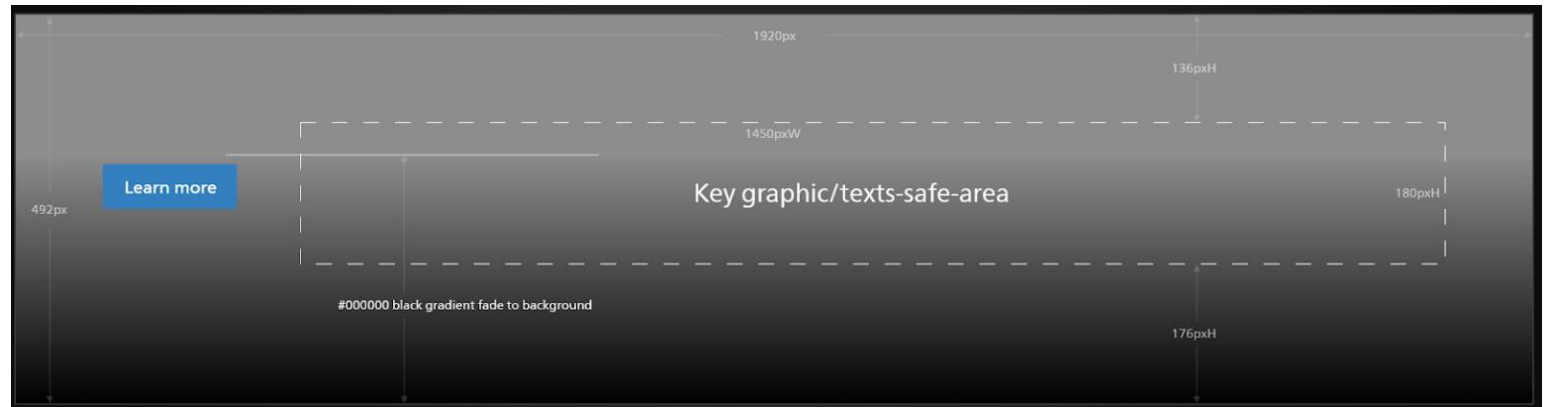
	Titan 2023	Titan 2024					
	Banner Ad	Image	Logo	Title	Text	CTA	Full Screen Banner
Format	JPEG or PNG	JPEG or PNG	Transparent PNG				JPEG or PNG
Side Ratio	1920 x492 px	Min 1920x1080 px Max 3840x2160 px	Max width 999px				1920x1080 px
file size	Max. 2 MB	Max. 1 MB	Max 100 KB	Max. 30 characters	65-120 characters	Max. 20 characters	Max. 500 KB
Description	Logo and text are mandatory and should be embedded in the graphic	Main image of the banner	The logo appears above the title of the banner. Please ship separately.	Title of the advertisement	Advertising description of the content	Text on the CTA button	CTA button can link to a full screen content. It should contain additional information about the campaign (text, QR code, etc.)
Click Functionality	Click to YouTube or Click to full screen banner	Click to YouTube or Click to full screen banner					
Tracking Pixel	Must be a 1x1 Image pixel to be able to implement it (no JavaScript formats)	Must be a 1x1 Image pixel to be able to implement it (no JavaScript formats)					

Technical Specifications

CTV Ads

Titan 2023

Banner is a static graphic with an interactive button to link to full screen content. Any text messages, logo or key graphic in the static graphic banner should only keep to "Key graphic / texts-safe-area"



Technical Specifications

CTV Ads

Titan 2024

Banner is a static graphic with an interactive button to link to content. Main image focus should keep out of Red Areas.

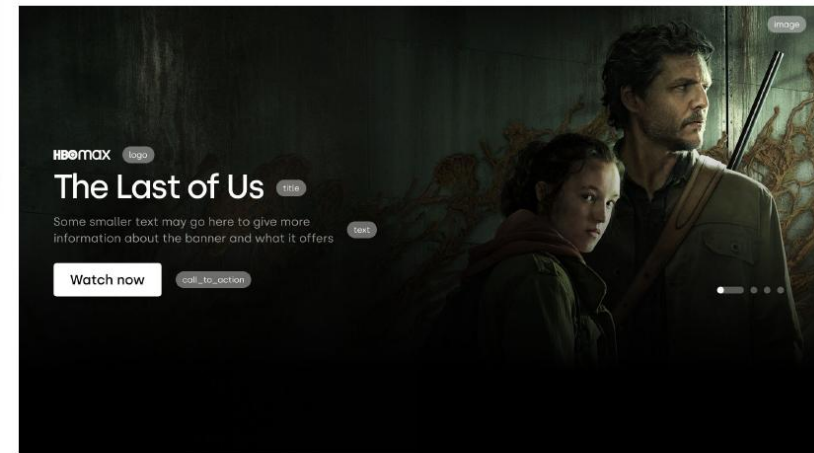
Final Result



Red Areas



Anatomy of the Banner





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