

# Goldvertise X Titan OS

**Goldvertise is premium sales partner for Titan OS inventory in Germany**

More technical reach

**Dedicated and quality-conscious target group of Philips & Sony TV Viewers!**

Titan OS is the **new operating system of Philips & SONY Smart TVs**. Titan OS seamlessly integrates a variety of content on its home screen, **from top apps to numerous FAST channels**, including 5 premium content channels from SONY ENTERTAINMENT.

It also enables the use of **intelligent advertising solutions**. By integrating all content on the home page, the search for content is simplified for the audience and at the same time the potential reach of advertising is increased.

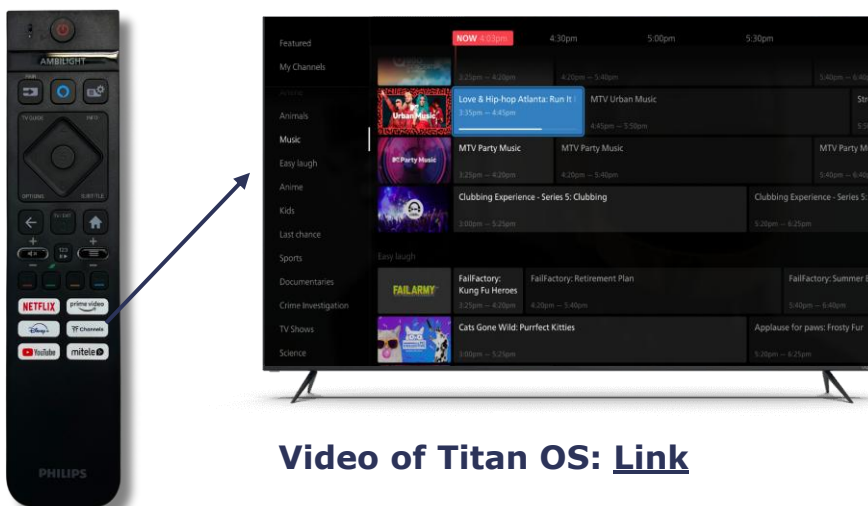
Titan OS is also available for smart TV sets from manufacturers that do not have their own operating system.



**Reach of 250 mio. ad requests /month**

**Incremental technical reach**

**CTV spots and CTV ads**



**Video of Titan OS: [Link](#)**

\*Source: Titan OS intern

# CTV Ads on Philips devices

## Attention-grabbing advertising on the start screen

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

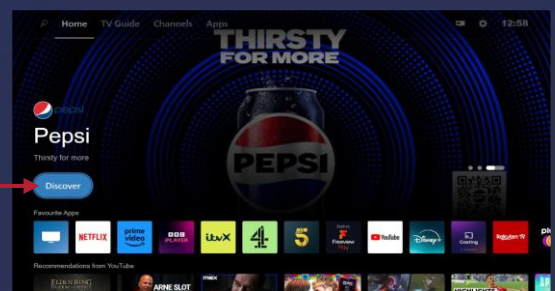
**53% of users\*** start their TV experience from their provider's home screen

**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.

\*Sources: Goldbach Advanced TV Study 2025, target group 30-49 years old; Titan OS intern