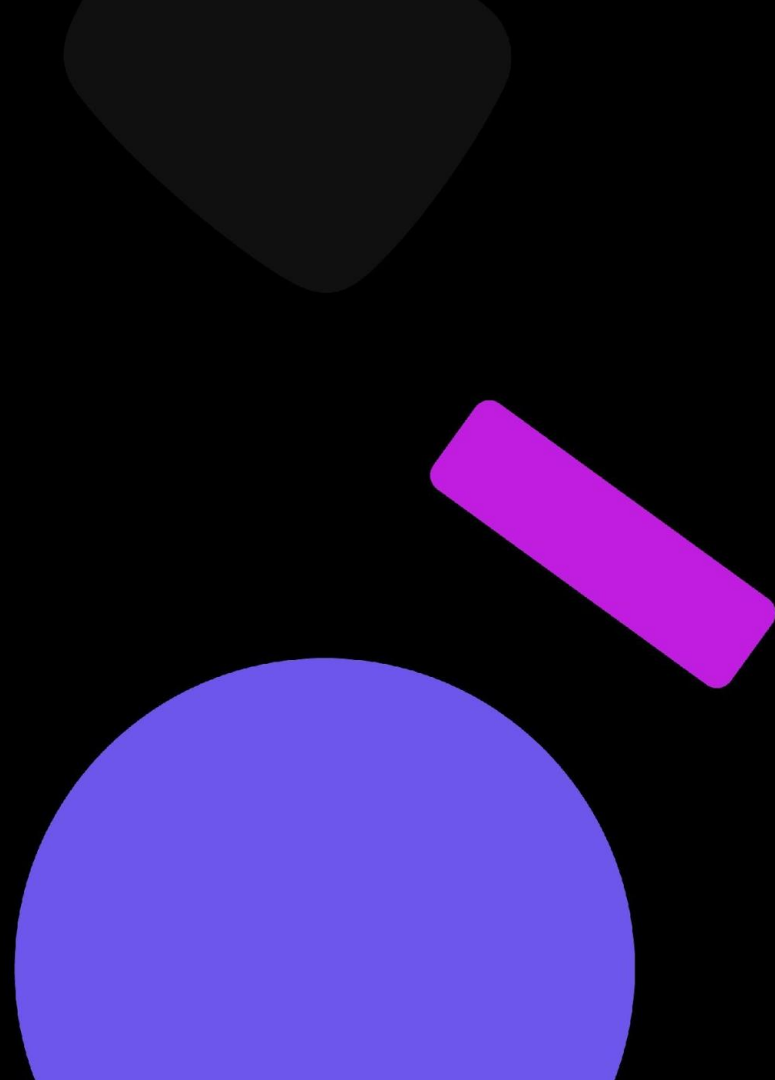


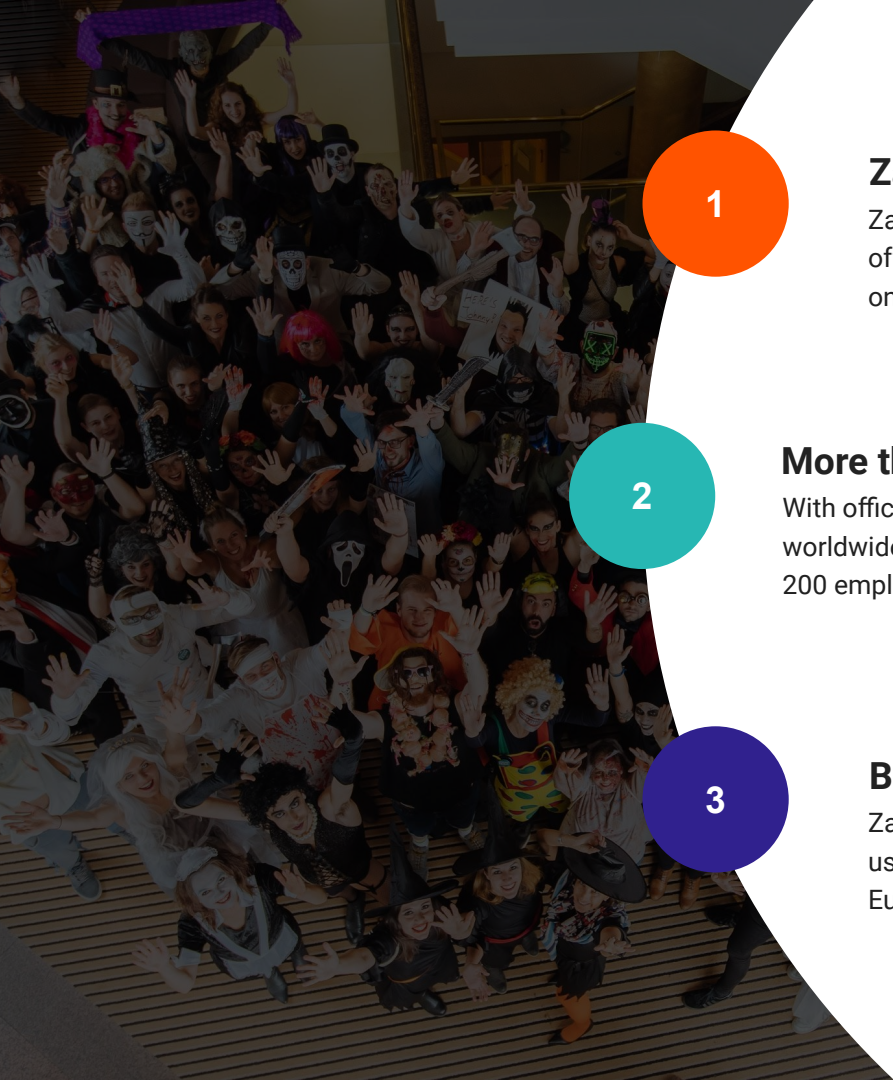
# Zattoo Advertising 2024

Switzerland



# About us





1

## **Zattoo was founded in Switzerland / USA**

Zattoo is an OTT (over-the-top) service that offers streaming of live, catch up and VOD TV on a variety of devices and platforms.

2

## **More than 200 Zattooies in the Team.**

With offices in 3 countries, Zattoo is a worldwide operating company with more than 200 employees.

3

## **Biggest TV-Streaming Provider in Europe**

Zattoo is with more than 20 million registered users the biggest TV-Streaming provider in Europe for B2C and B2B clients.

# Evolution of Zattoo

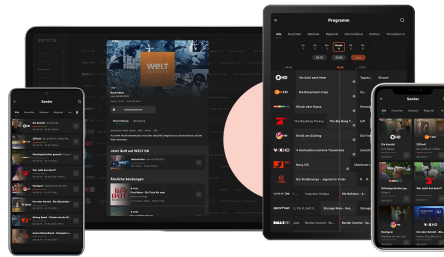
From free television to the perfect TV experience right in your living room.

Live or time delayed, on the road or at home: viewers watch their TV programmes **when and where they want**. This makes Zattoo a real alternative to classic TV reception by cable and satellite.



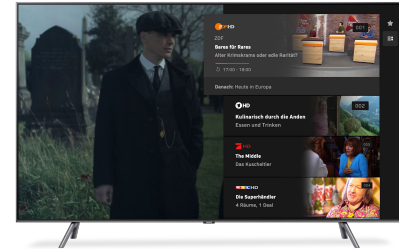
## Live TV online

Zattoo is an online TV pioneer in Switzerland and Germany.



## Focus on mobile devices

Since 2011, Zattoo users were able to watch using mobile devices as well.



## Zattoo in the living room

Today, Zattoo is a fully comprehensive TV experience, with Smart TVs, streaming players and Full HD.



# The Product



## Connected-TV (CTV)

Samsung □ LG □ Xbox One/360 □  
Apple TV □ Amazon Fire TV □  
Chromecast □ Android TV □  
Panasonic



## Mobile

iOS □ Android □ Windows 11



## Web

Browser □ Windows 11 App

# Advertising Options

Zattoo offers a wide range of video and display advertising options on more than 16 different platforms.



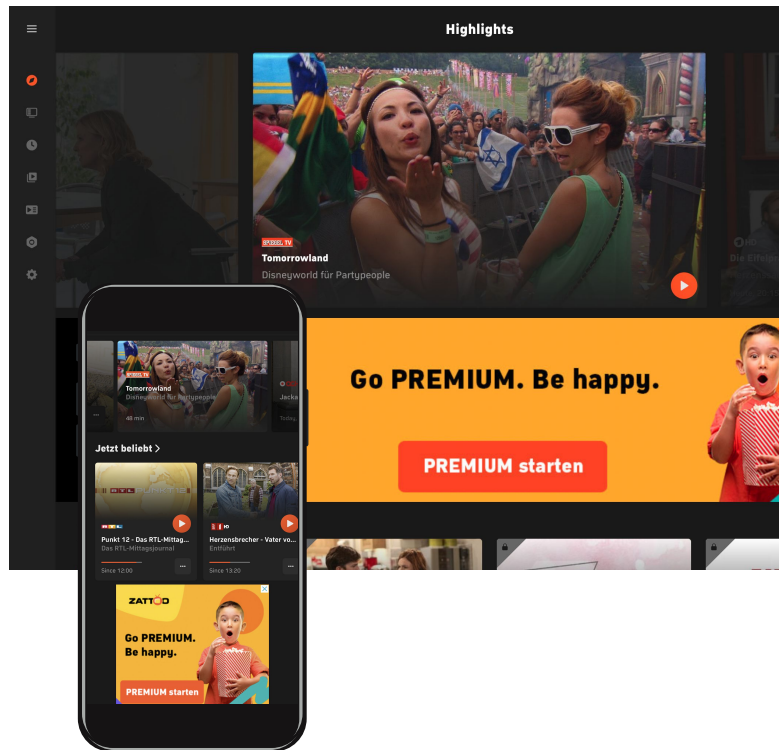
## Video Ads



## Display Ads



## Special Promotions





**Zattoo is  
climate neutral**

# The Future of TV



We **integrate** ourselves deeply **into Assistants** (Google Home, Amazon Alexa, Apple Siri) and ensure that TV content can be found in equal measure.



We draw conclusions from the usage data and **recommend exciting content** to users based on this information. We use **Machine Learning** to do so.



We are working on **reducing streaming latency** and are continuously **improving the UX** and expansion of the platform, especially for smart TV.



For us, the future of TV is **climate neutral**. That is why we calculate and **offset** our CO2 emissions and **reduce** our consumption through targeted measures.



# The Future of TV is climate neutral

## Our Climate Goals



We put the topic of **climate action** in the **focus of our business** and integrate sustainability as **part of our corporate values**.



We use resources responsibly and **aim for a small corporate carbon footprint**.



We set a **good example** and use our reach to **encourage** others to act sustainably.

Download our Press release



# TV streaming via a wind turbine

Together with **Westfalenwind**, we are working on the carbon neutral television of the future. With the wind farm operator's **windCores project**, we're bringing our data center **directly into a wind turbine**.

Watch our project film to see exactly how it works!



<https://www.youtube.com/watch?v=Wkwo1ExvCOw&t=23s>

# Formats



# Ad Formats



## Video

(All Devices)

Preroll

Midroll



## Display

(Desktop)

Billboard

Halfpage Ad

TV Side Ad

Leaderboard



## Mobile

(Tablet & Smartphone)

Video (all ad formats)

Prestitial

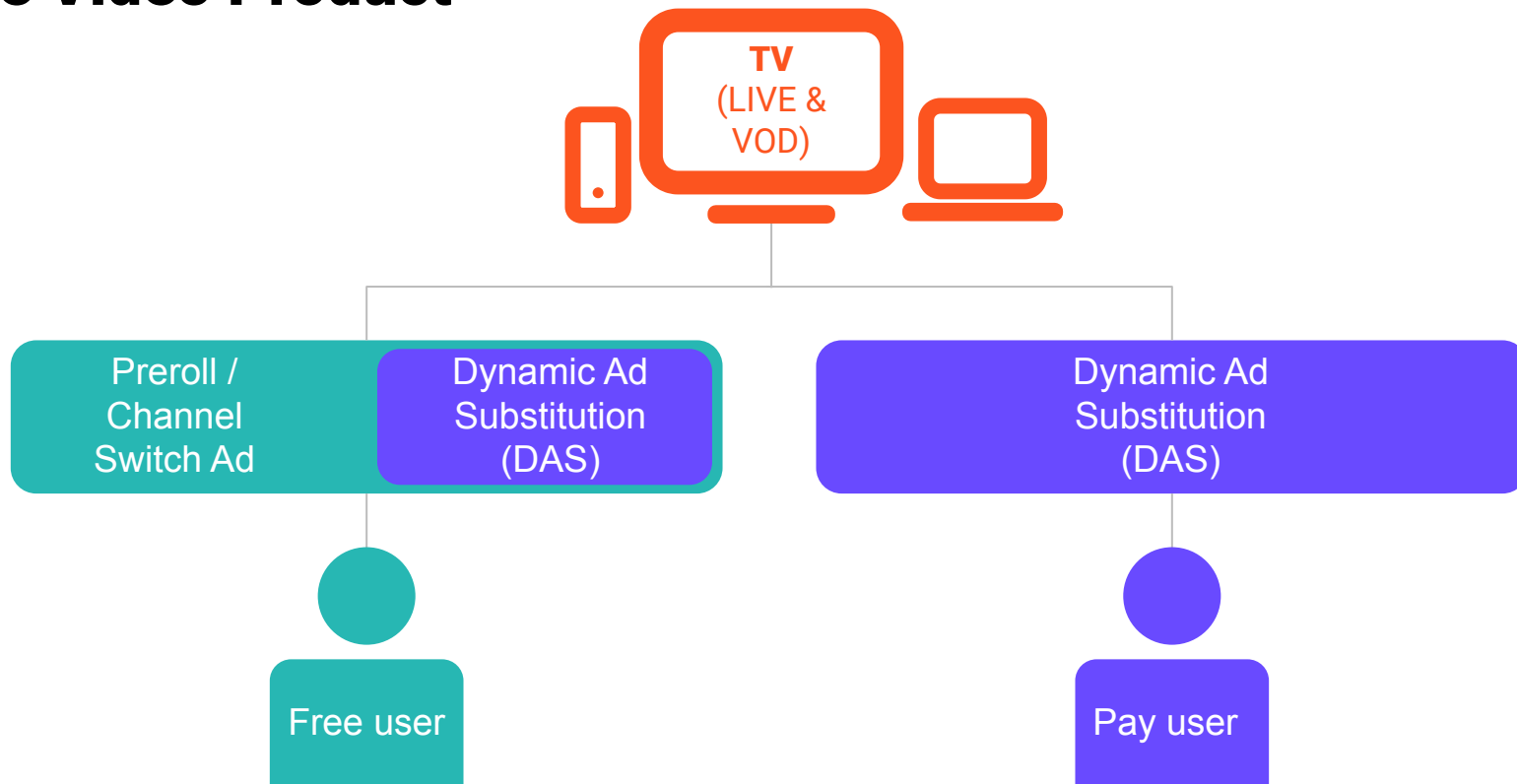
Mobile Billboard (Leaderboard)

Medium Rectangle

Mobile Banner



# The Video Product



# Channel Switch Ad

Preroll



Stand alone Spot



Before Content



Free TV



VAST 4, HD Quality



Big Size / Full Size Player



# 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



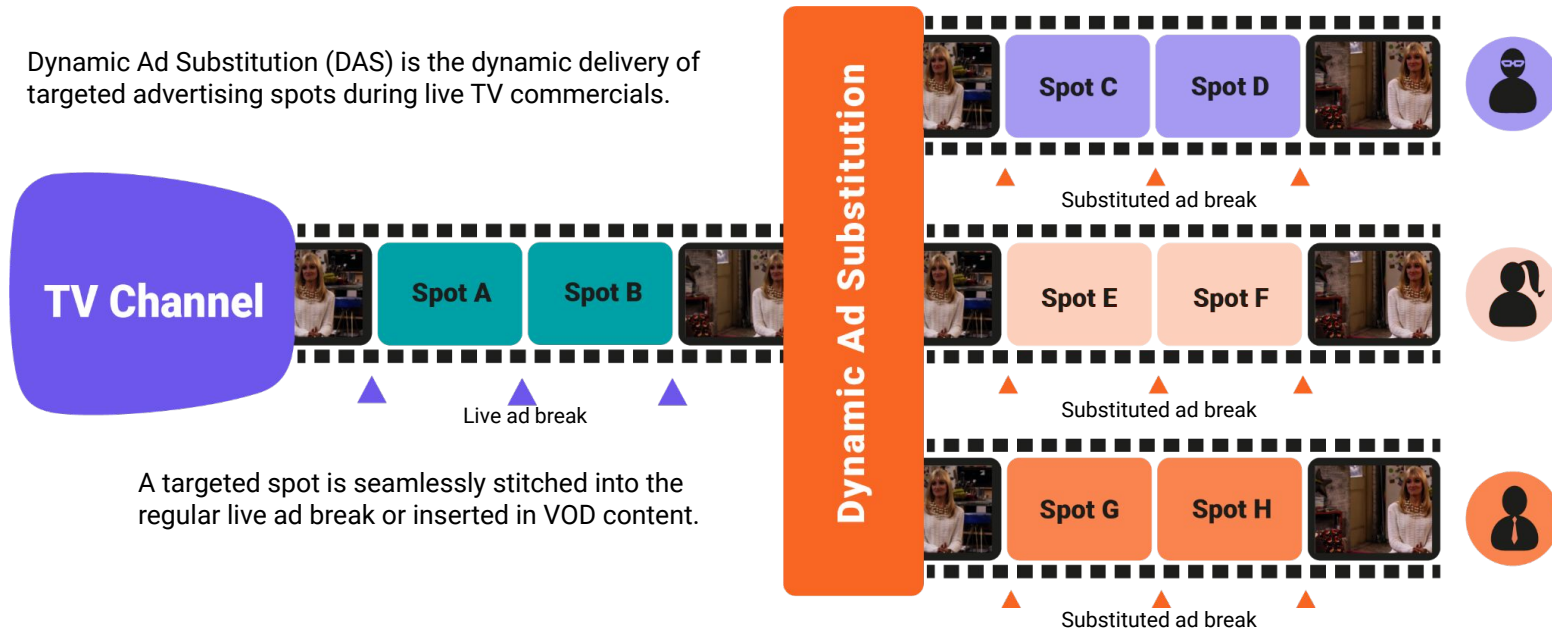
Also available for 6sec Bumper Ad



# Dynamic Ad Substitution

## Live

Dynamic Ad Substitution (DAS) is the dynamic delivery of targeted advertising spots during live TV commercials.



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



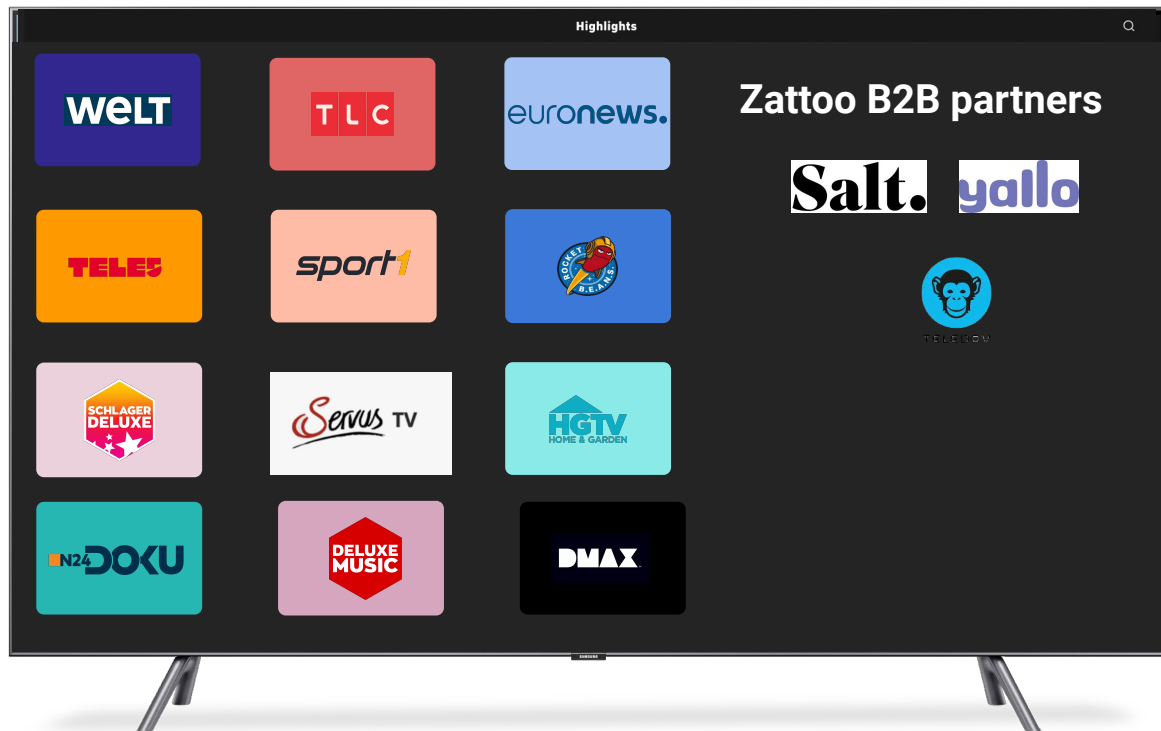
Live-TV



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

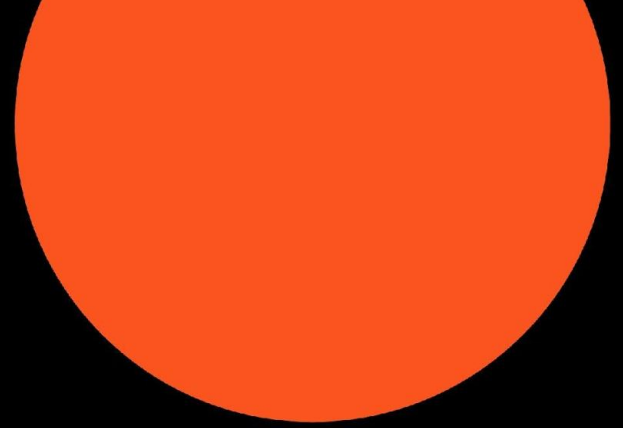


Incl. Zattoo B2B-Partners:  
Salt TV, Yallo & Teleboy





# High Impact Display - Formats





# Display / Desktop

Billboard / Wideboard



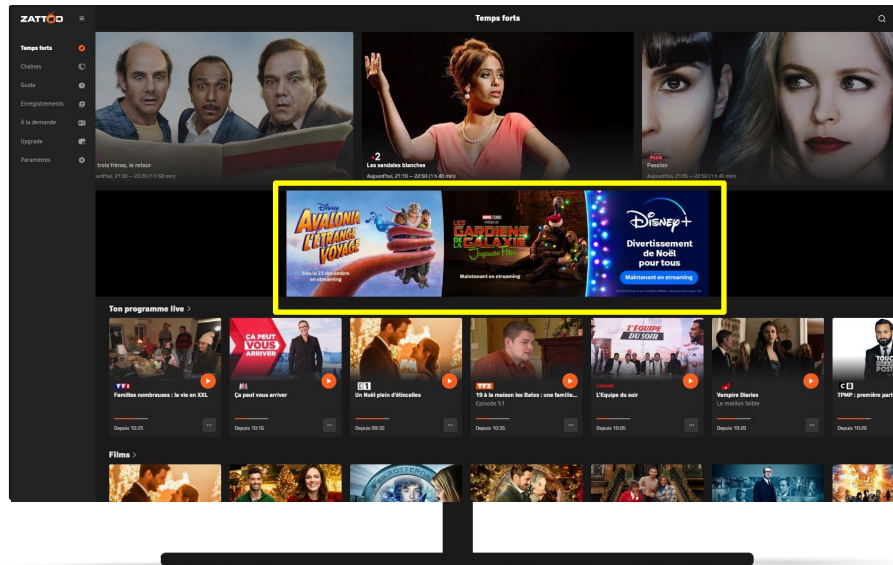
Front page



First Point of Contact



Size 970x250 / 994x250



# Display / Desktop

## Halfpage Ad



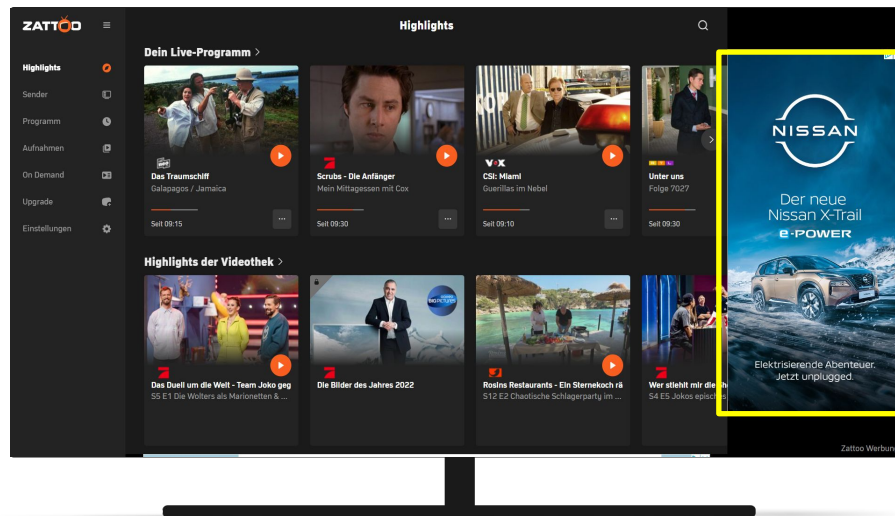
Front Page, Sub Pages



First Point of Contact on Desktop



Size: 300x600



# Tablet & Smartphone

Prestitial



Front Page, Sub Pages



First Point of Contact on Desktop

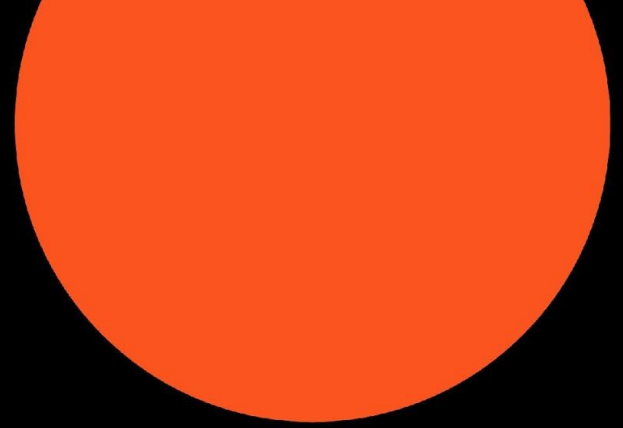


Size Tablet: 768x1024 / 1024x768

Size Smartphone: 320x480 / 480x320



# Standard IAB Display - Formats



# Display / Desktop & Mobile

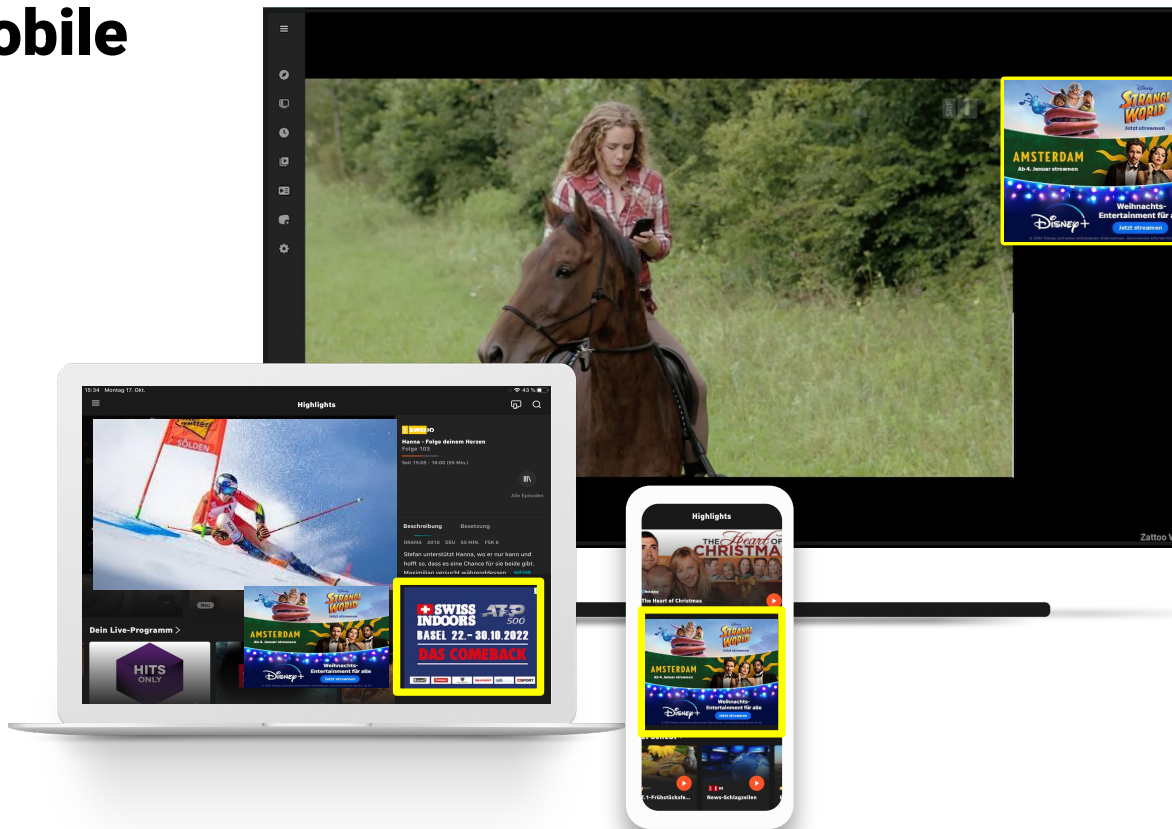
TV Side Ad & MedRec



Next to Live-Stream TV



Size 300x250



# Display / Tablet

## Mobile Billboard (Leaderboard)



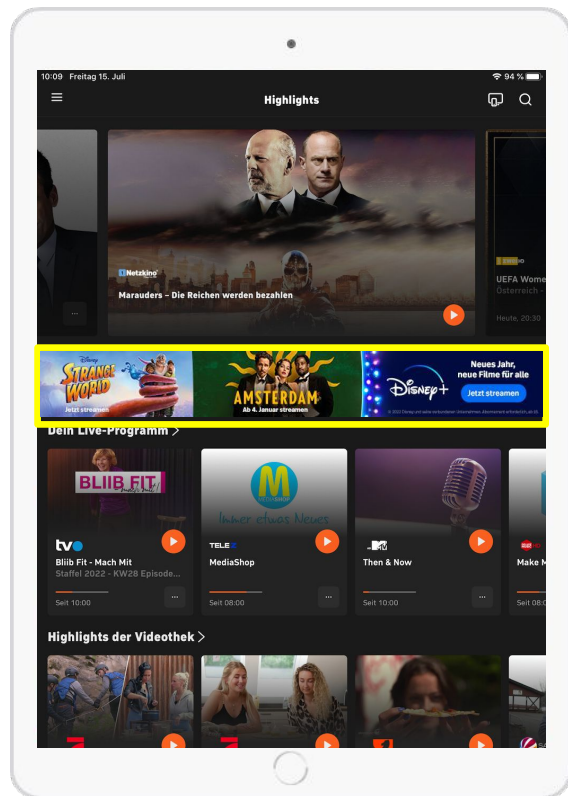
Next to Live-Stream TV



Image or Rich Media



Size 930x180 & 728x90



# Special Formats



# Branding Day

Display / Desktop & Tablet



Exclusive Branding around the Live-Stream TV



Direct bookings and Programmatic Guaranteed



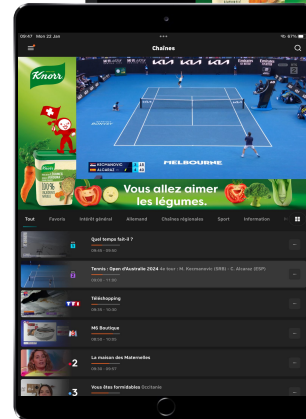
Image (Rich Media for Prestitial possible)



Size Desktop: 1800x1200

Size Tablet: 2200x1025

Size Prestitial Smartphone: 320x480



# Sponsored Highlight Page



Fix placement on the Highlight page



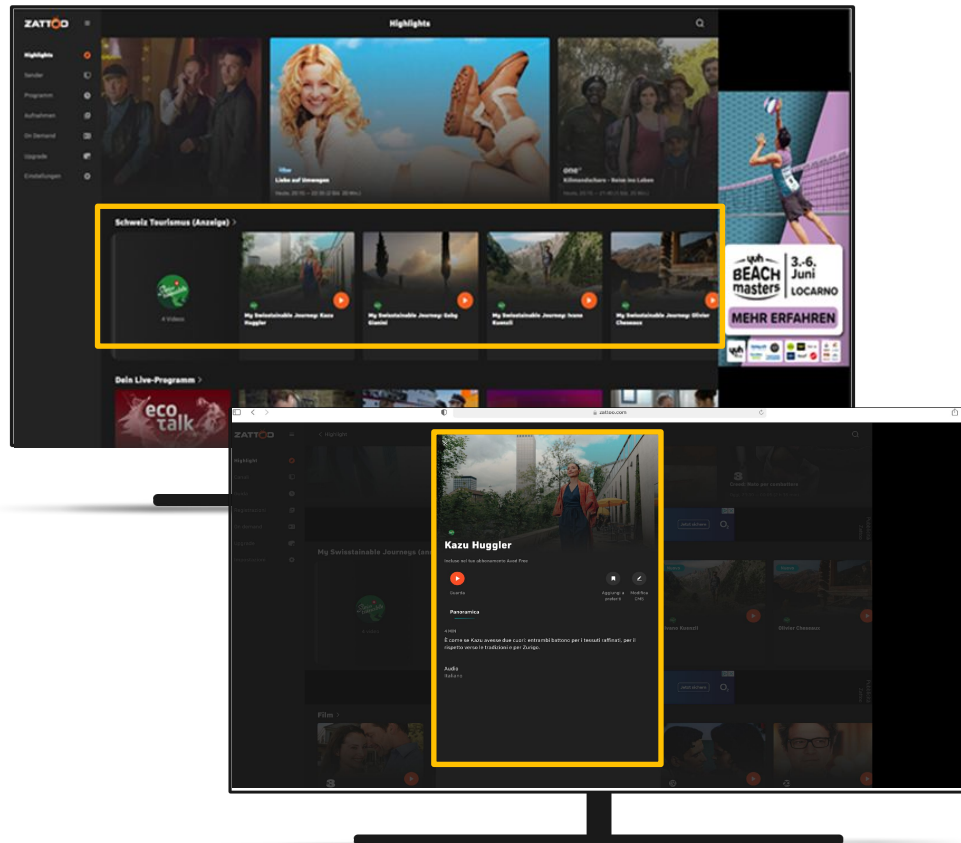
400'000 – 500'000 Ad Impressions per week



Click rate: approx 1%



Desktop, Mobile Devices, BigScreen





# Sponsored Highlight Page



Zattoo free User D-CH, F-CH & I-CH



Zattoo is the hoster of the Videos



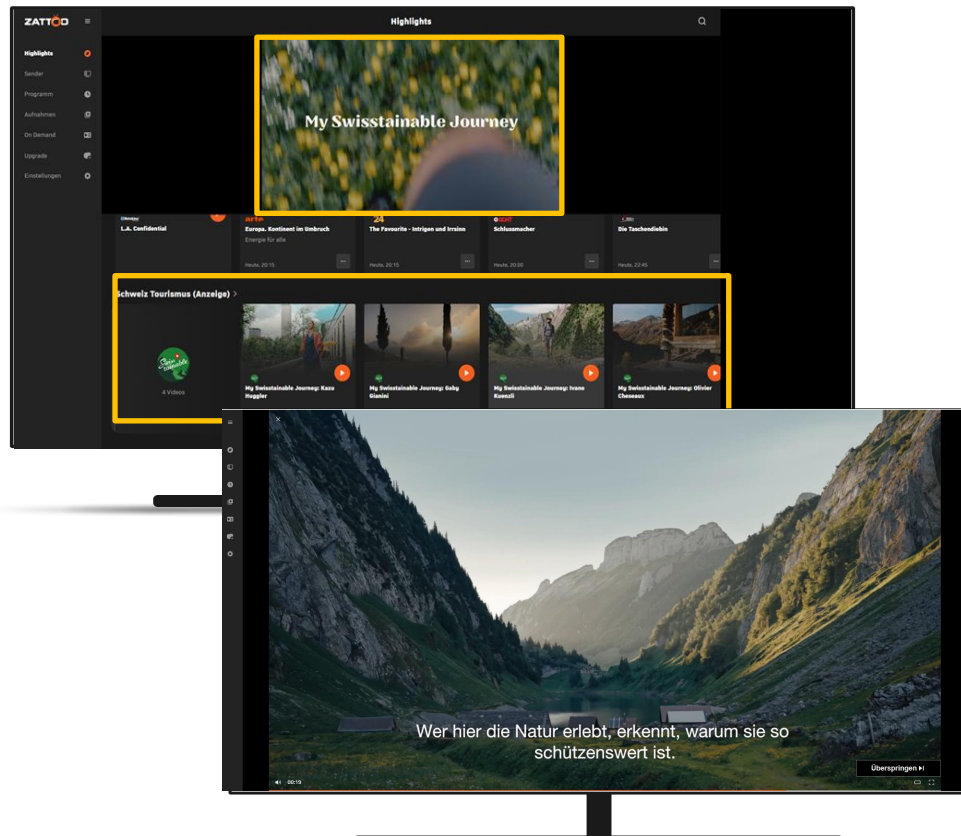
CHF 15'000 per week net / net



No Targeting Options



At least 90 sec spot



# Targeting Options

# Targeting Options



## Socio Demographic

Age  
Gender  
Language



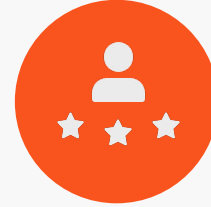
## TV based Interests

Channel  
Content Category  
Content Genre



## Geo & Device

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

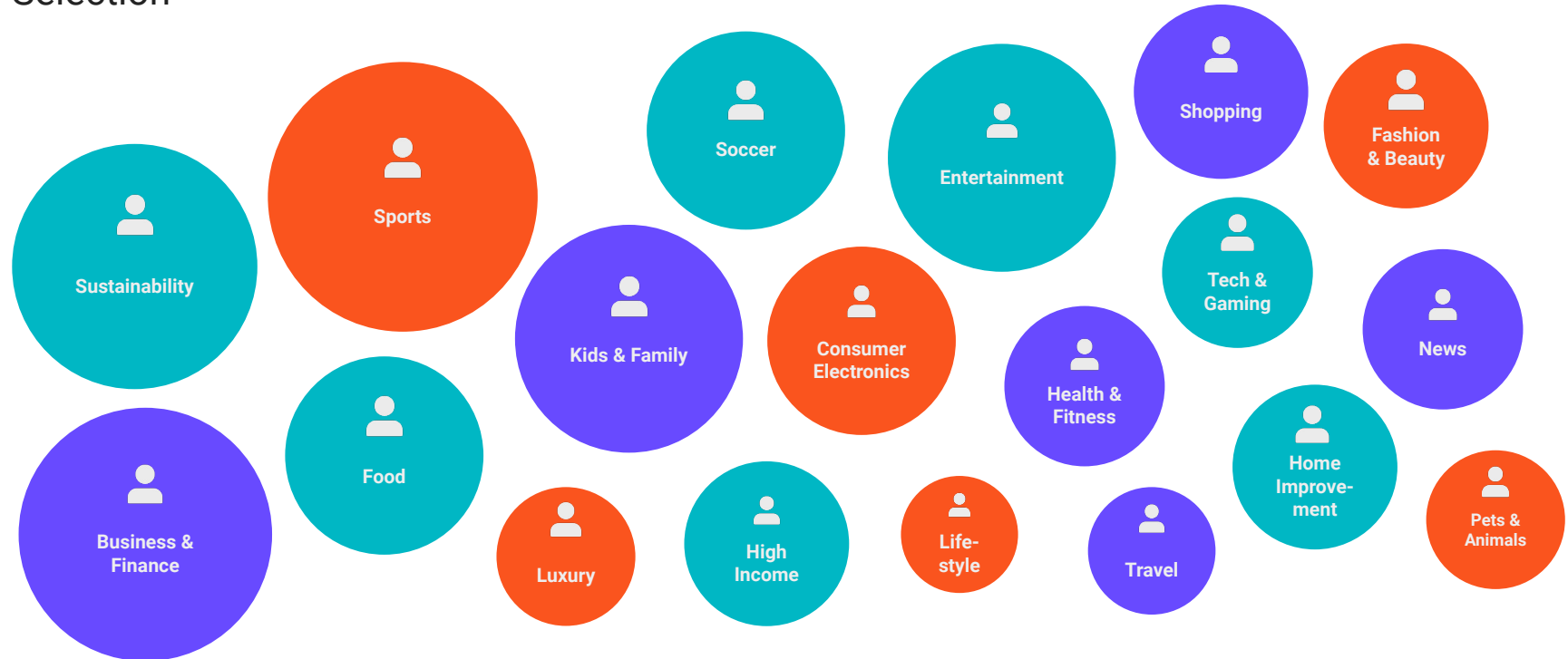


## DFP Audience Segments

Interest / Behavioural  
Targeting

# Audience Segments

Selection



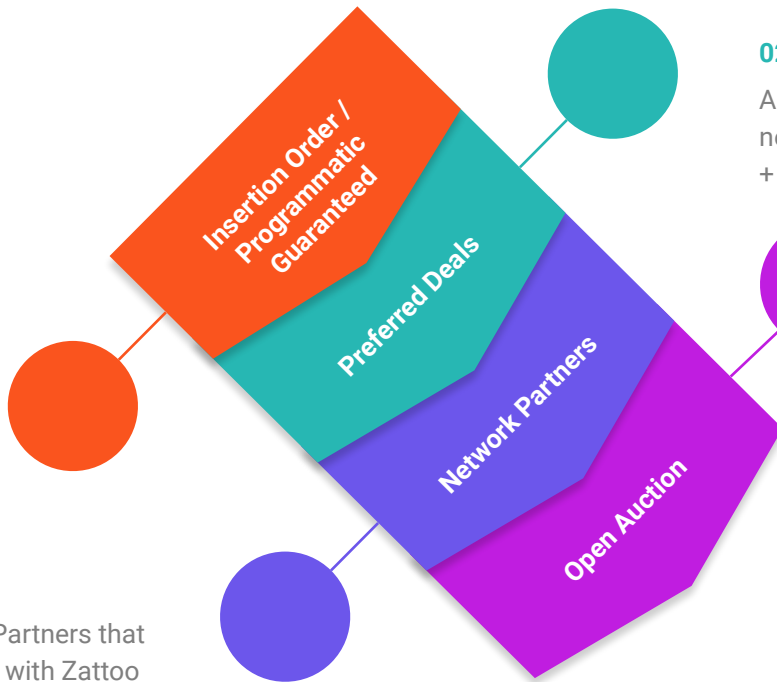
# Buying Options on Zattoo

## 01. I/O or PG

Highest priority, guaranteed inventory and a fixed price  
+ Data Targetings available

## 03. Partners

Pre-Selected Partners that work together with Zattoo



## 02. Preferred Deals

Always on, fixed price but non guaranteed inventory  
+ Data Targetings available

## 04. Open Auction

Leftover inventory is available on the open market

# Parts for a great personal TV Ad Experience

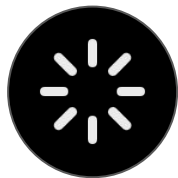
## 01. FANTASTIC PRODUCT

Top notch design, great user experience, reliable, easy to use



## 02. INNOVATIVE AD FORMATS

Branding Day & Special Promotion



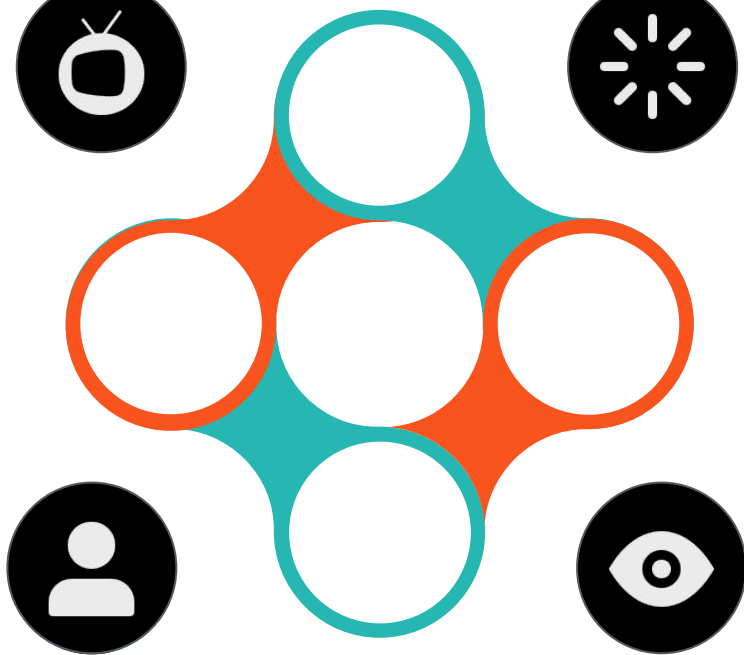
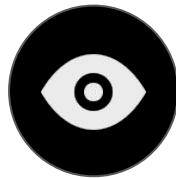
## 03. HIGH QUALITY TARGETING DATA

First party data through user analytics & sign in



## 04. TOP OF THE CLASS VIEWABILITY

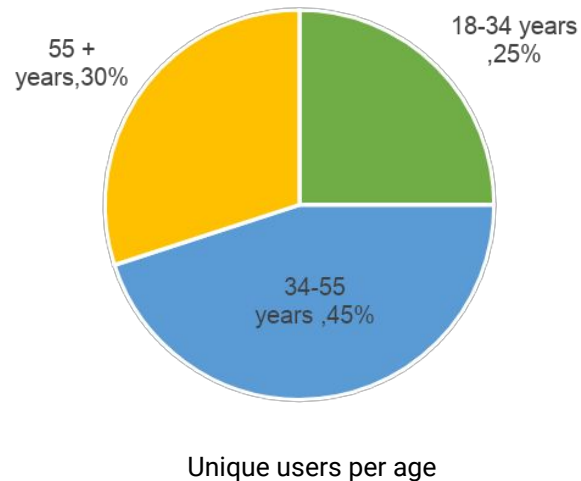
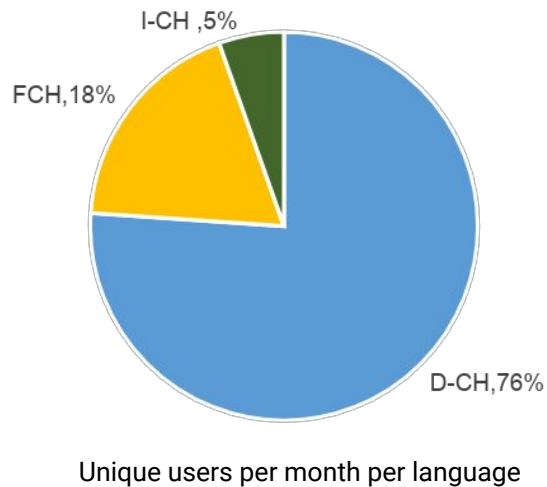
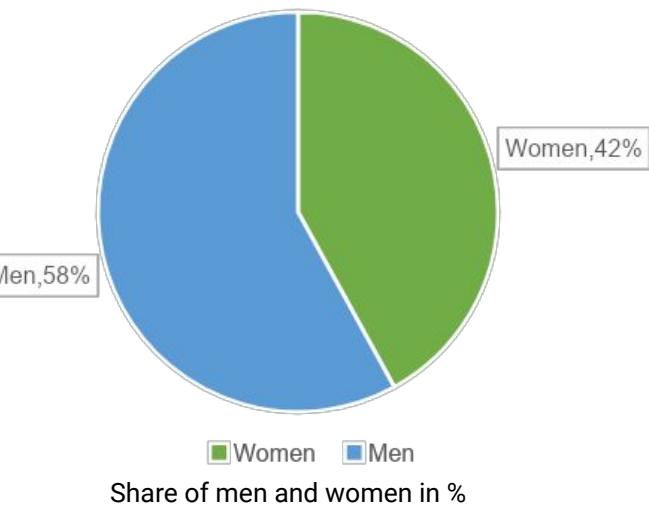
All video ad slots are always in view





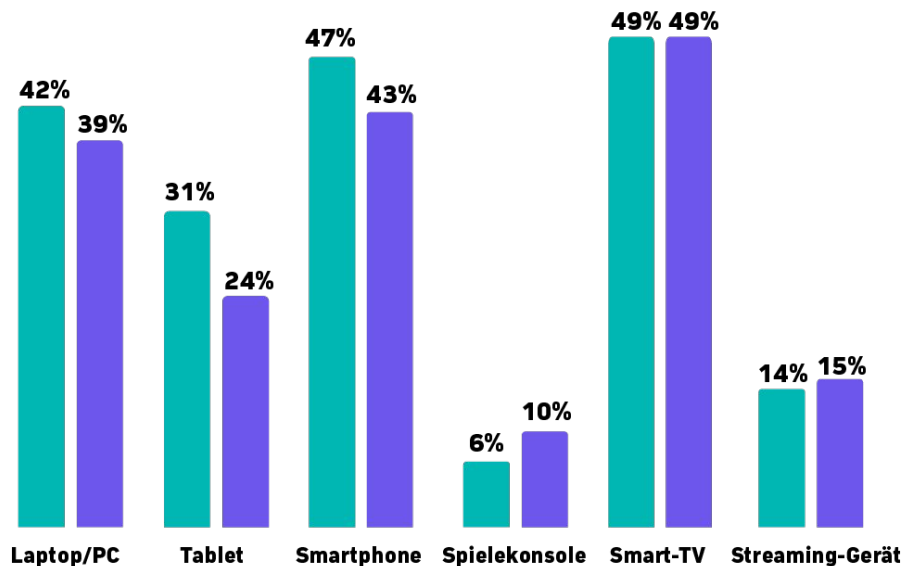
# Facts & Figures

# 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).

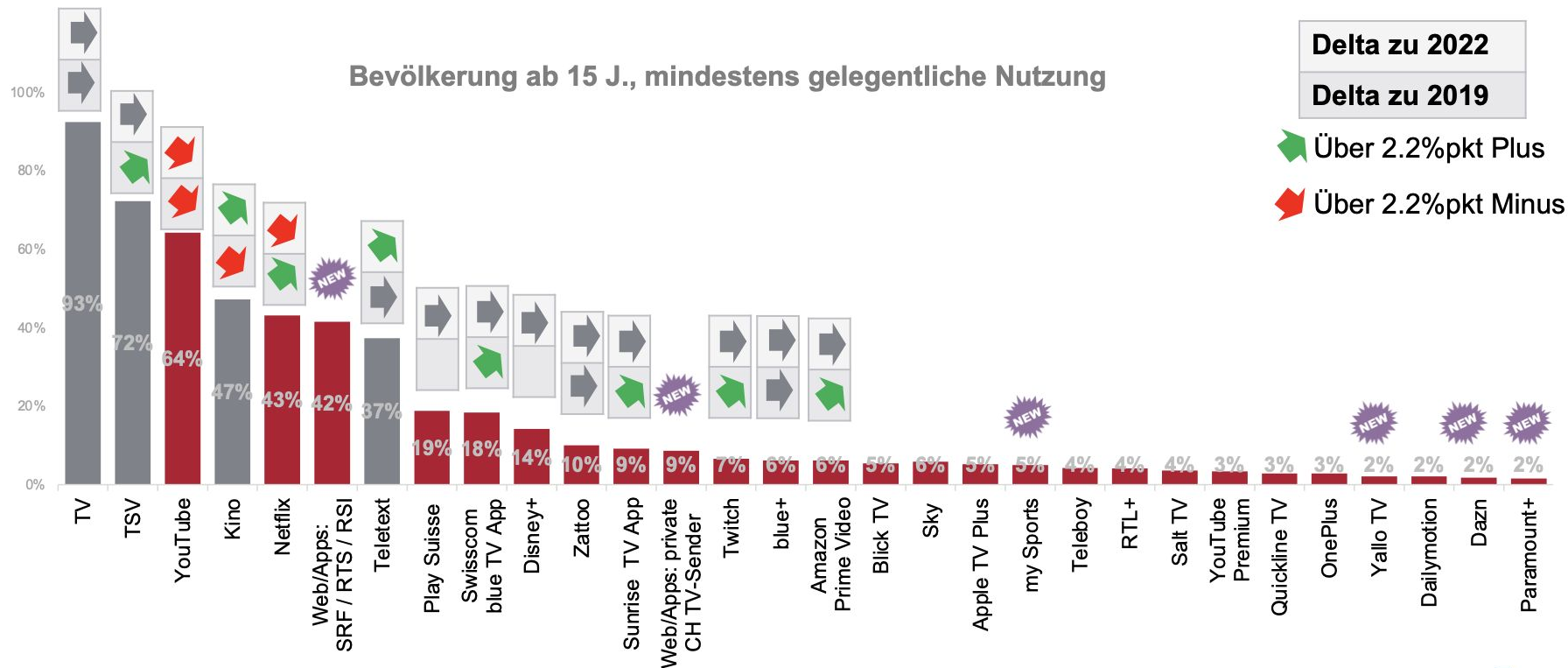
**Studie Adelaide** - from 2. HY 2022

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.







# Price List 2024

# RATECARD 2024 / Insertion Order



Link:  
[CH\\_Ads-TechSpecs\\_2022.pdf](#)

					
		Desktop	Mobile Devices	CTV	Multiscreen
Video	Channel Switch Ad	90	90	120	95
	Run-of-Video Ad	90	90	120	95
	Dynamic Ad Substitution	90	90	120	95
	Bumper Ad (short video Ad max 6 sec)	50	50	70	55
Display	<b>High Impact Formats</b>				
	Halfpage Ad	70			
	Billboard	70			
	Prestitial		70		
	<b>IAB Formats</b>				
	Leaderboard		30		
	MedRec & TV Side Ad	30	30		
	<b>Special Formats</b>				
	Branding Day (one day fix placement)	20'000	20'000		
	Sponsored Hightlight Page (at least 90 sec spot, cost for one Week)	15'000	15'000		

Basic gross CPMs in CHF

## Run-of-Video

Benefit of brand performance with high reach

- Preroll Instream Chanel Switch and Dynamic Ad Substitution
- Awareness and performance
- Maximum reach by Zattoo users

## Video- longspots

- until 30 seconds = normal CPM
- 31 seconds- 60 seconds = + 50% from the basis CPM
- 61 seconds- 120 seconds = + 100% from the basis CPM
- 121 seconds and more = + 150% from the basis CPM

## Extras

Extra charges

- Targeting: + 10%
- French Targeting: + 10%
- Capping: if less than 1 unique User per day +10%

Discounts

- Non Profit Discount: 50%
- Agency comission: 5%
- New-Bizz: 10%

Cancellation fees

- 10 days before start date: 20%
- During the campaign: 50%

# Point of Contact



**Martin Schlenker**

Head of Advertising

+41 79 319 05 79  
martin@zattoo.com



**Goce Nikoloski**

Key Account Director  
Advertising

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



**Carla Wyss**

Ads Operations &  
Programmatic Manager

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



# Thank You

Switzerland

