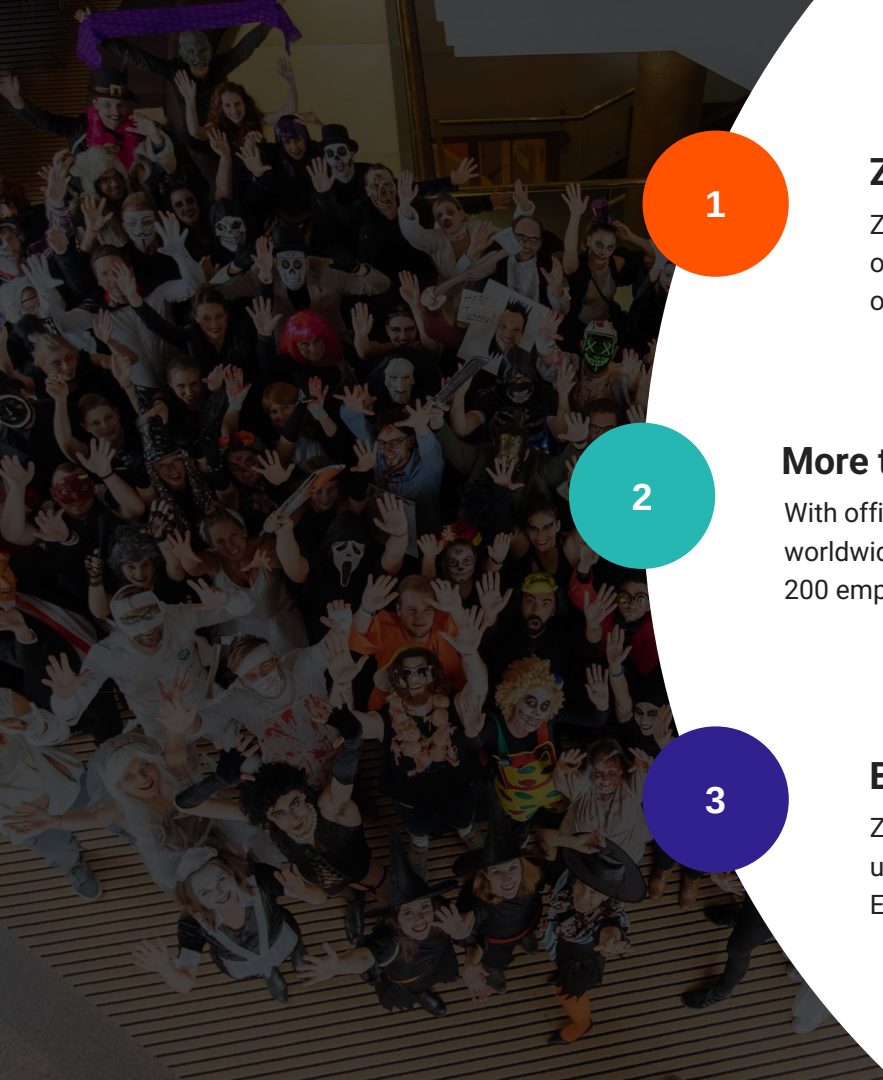


# **Zattoo Advertising 2021**

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.

# The TV-Product

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



## Connected TV

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



## Mobile

iOS • Android • Windows 10



## Web

Browser • Windows 10

# Advertising Options

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



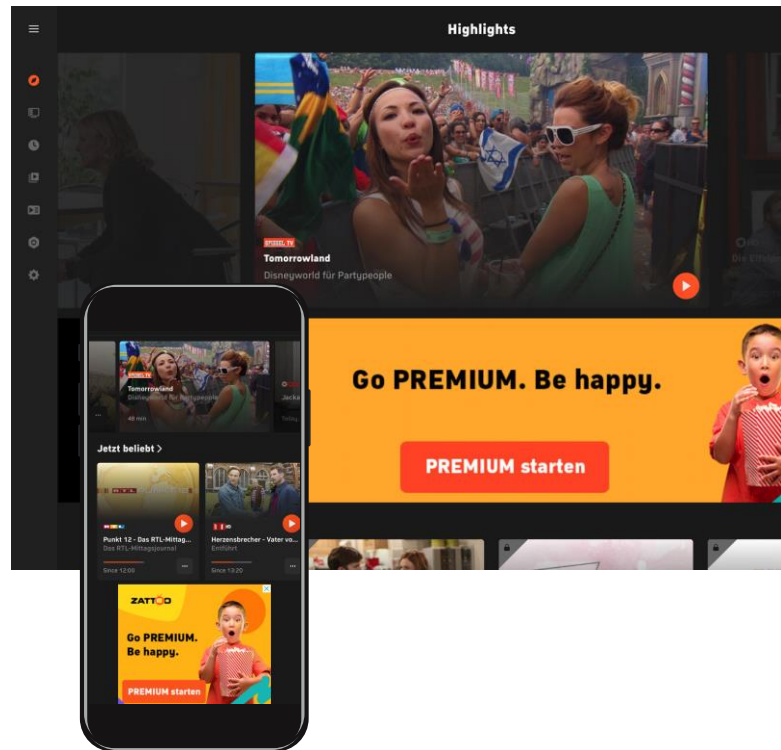
## Video Ads



## 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!

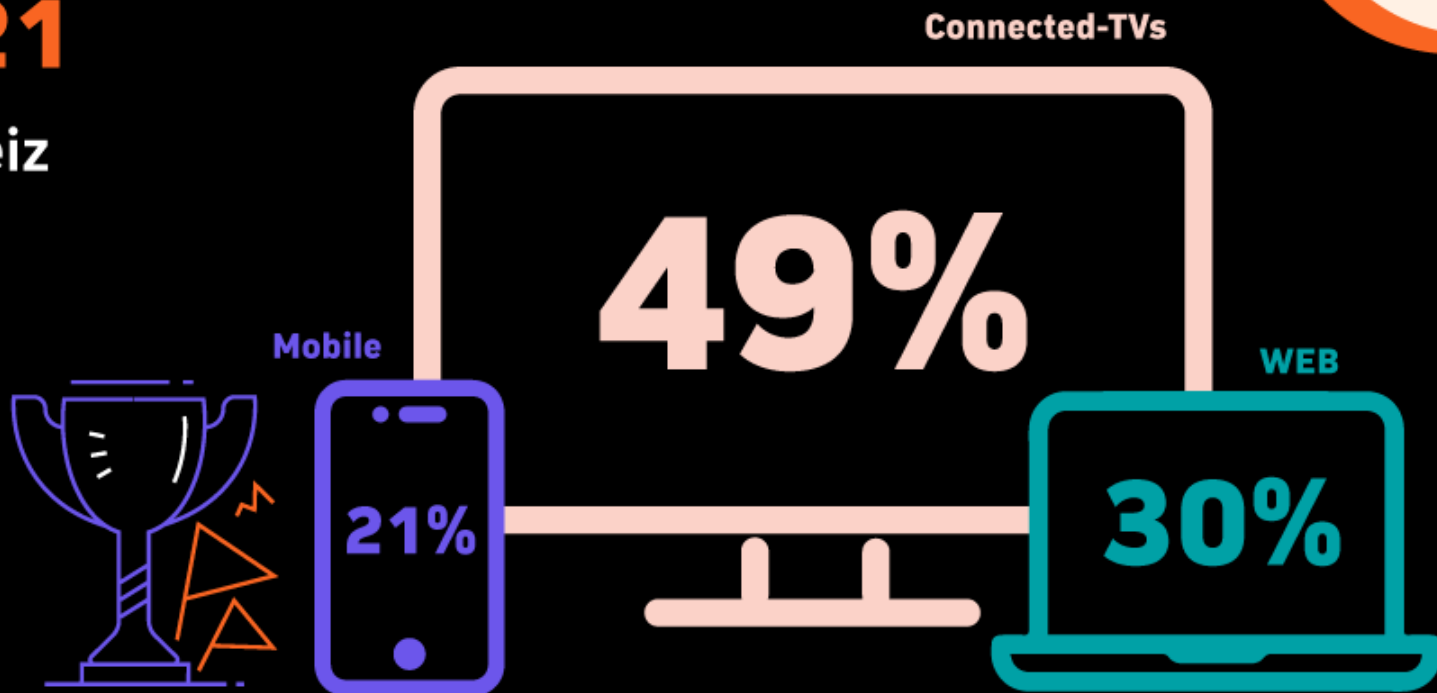


<https://www.youtube.com/watch?v=Wkwo1ExvCOW&t=23s>

# Football Euro 2021

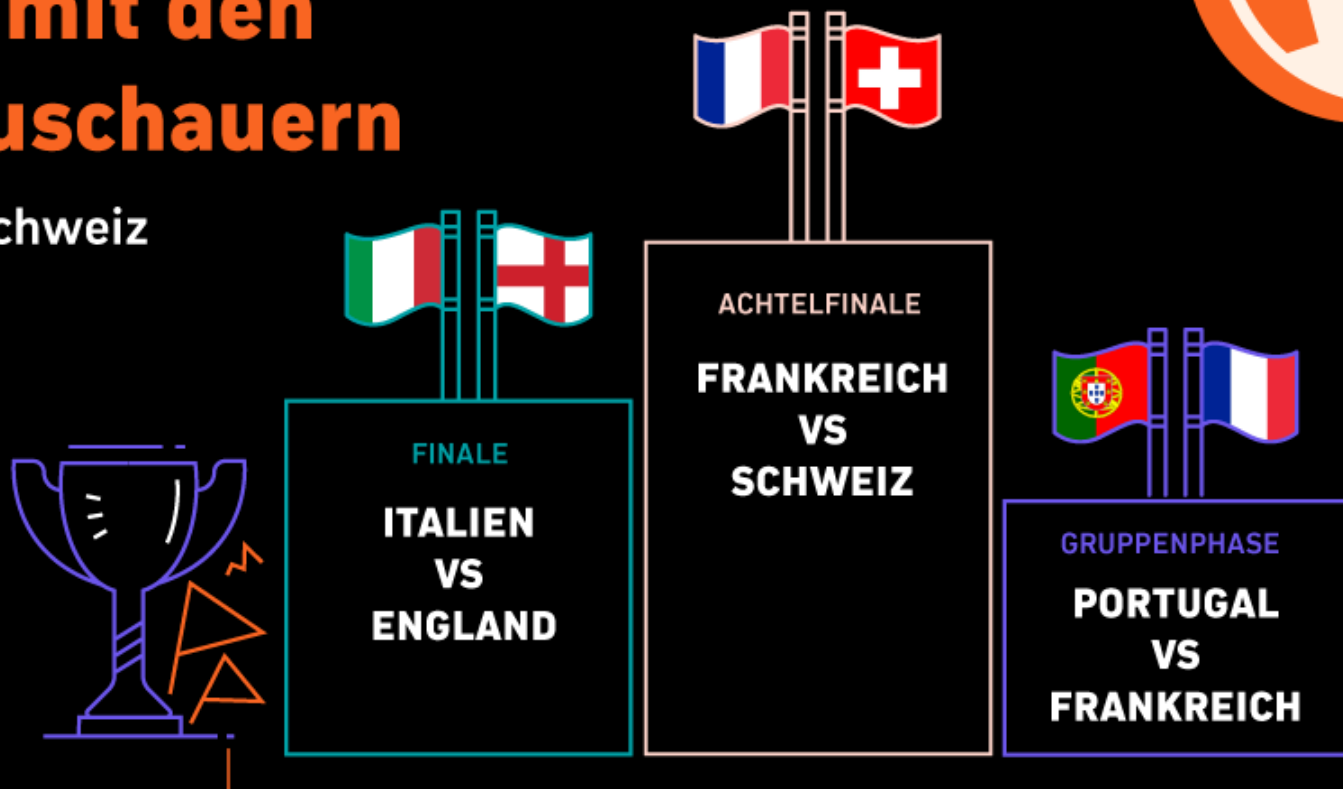
# Zattoo Nutzung zur EM 2021

in der Schweiz



# Die Spiele mit den meisten Zuschauern

bei Zattoo in der Schweiz



# Concurrent Watch for 02.07.2021

|                                              |         |
|----------------------------------------------|---------|
| Daily WRUU (incl. double count over country) | 625'639 |
| Anzahl (eindeutig) von Zuid Uuid             | 623'959 |

| Regionid (gr.. | Max<br>Concurrent<br>Watches |       | Total Daily<br>WRUU |
|----------------|------------------------------|-------|---------------------|
| DE             | 164'379                      | DE    | 312'248             |
| CH             | 234'733                      | CH    | 280'197             |
| Other          | 19'149                       | Other | 28'095              |
| AT             | 7'425                        | AT    | 4'668               |

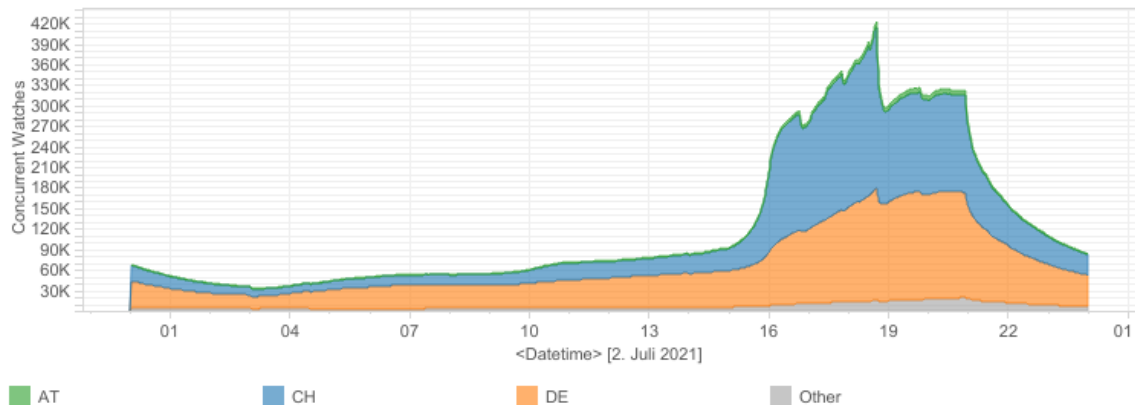


Football Game

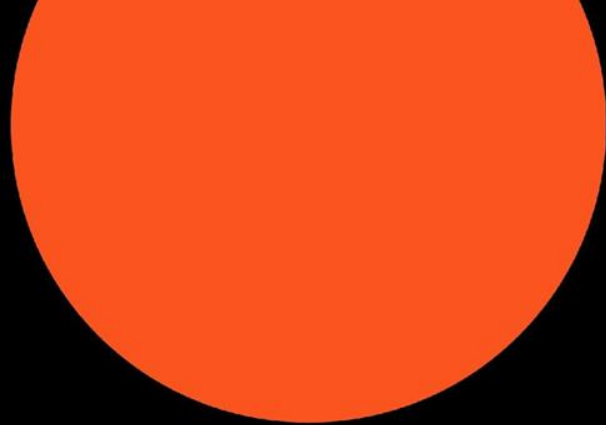
Switzerland vs Spain

## Divided by Country

Time is in UTC (Summer: UTC + 2h = CET, Winter UTC + 1h = CET)



# Formats



# Ad Formats



## Video

(All Devices)

Preroll

Midroll



## Display

(Desktop)

Billboard

Halfpage Ad

Skyscraper

TV Side Ad

Leaderboard



## Mobile

(Tablet & Smartphone)

Video (all ad formats)

Prestitial

Mobile Billboard (Leaderboard)

Medium Rectangle

Mobile Banner

# Video Advertising

## Pre Roll



Stand alone spot



First Channel Switch & Channel Switch Ad



Free TV



Devices: Desktop, Tablet, Smartphone,  
CTV / Bigscreen





# Video Advertising

## Mid Roll



Video on Demand /  
Dynamic Ad Substitution



Free & Pay TV



Seamlessly stitched into content



Big Size/Full Size Player  
VAST 4, HD Quality



# Billboard / Wideboard

## Display / Desktop



Front page



First Point of Contact



Size 970x250 / 994x250



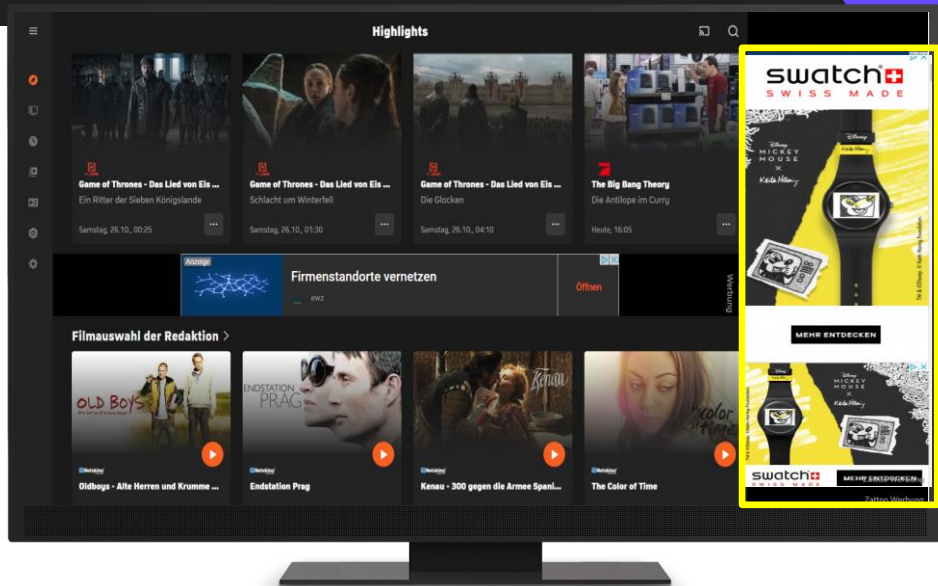
# Halfpage Ad

## Display / Desktop

 Front Page, Sub Pages

 First Point of Contact on Desktop

 Size: 300x600



# Leaderboard

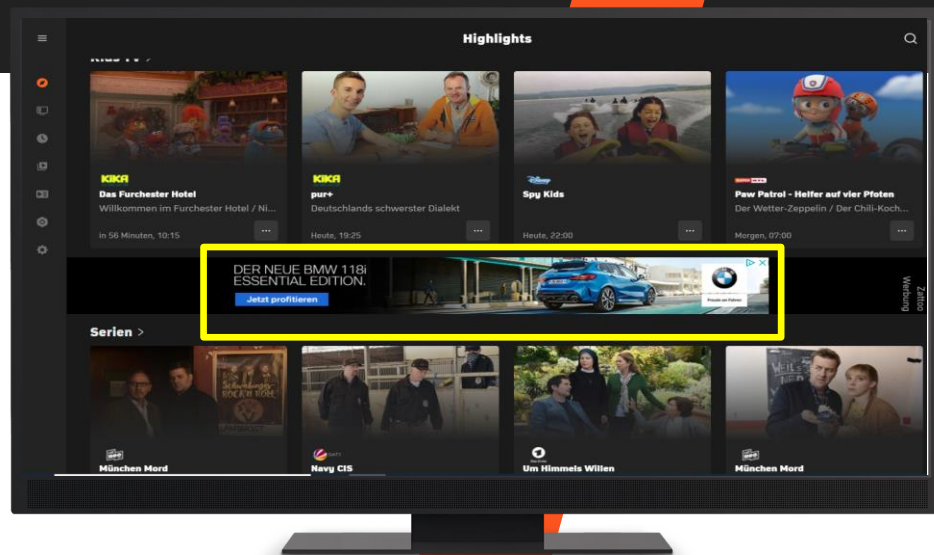
## Display / Desktop



Front Page



Size 728x90



# Native Teaser Card Highlight Page

## Display / Desktop



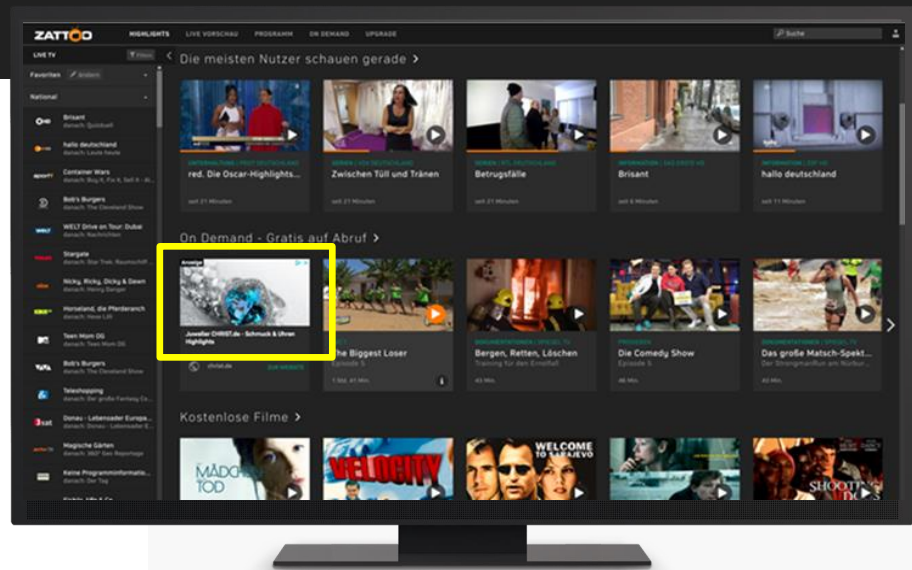
Various Positions



Size Fluent



Format Content or App Install



# Prestitial

Display / Smartphone & Tablet



Right at the start



Image or Rich Media



Size 768x1024 / 1024x768

Size 320x480 / 480x320



# Mobile Billboard (Leaderboard)

## Display / Tablet



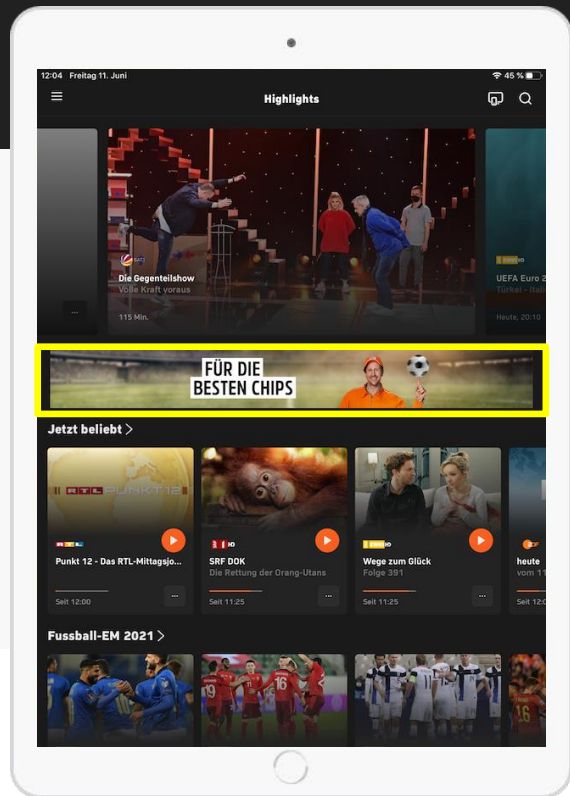
Front page



Image or Rich Media



Size 930x180 & 728x90



# TV Side Ad & MedRec

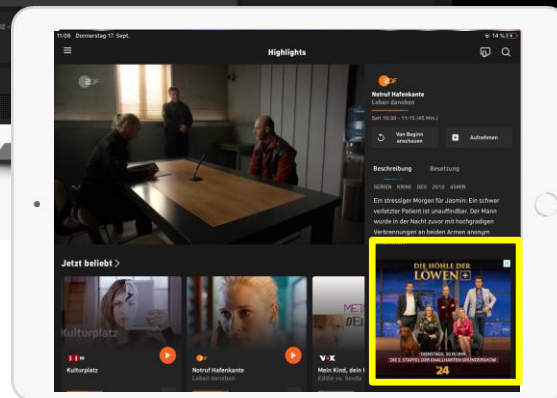
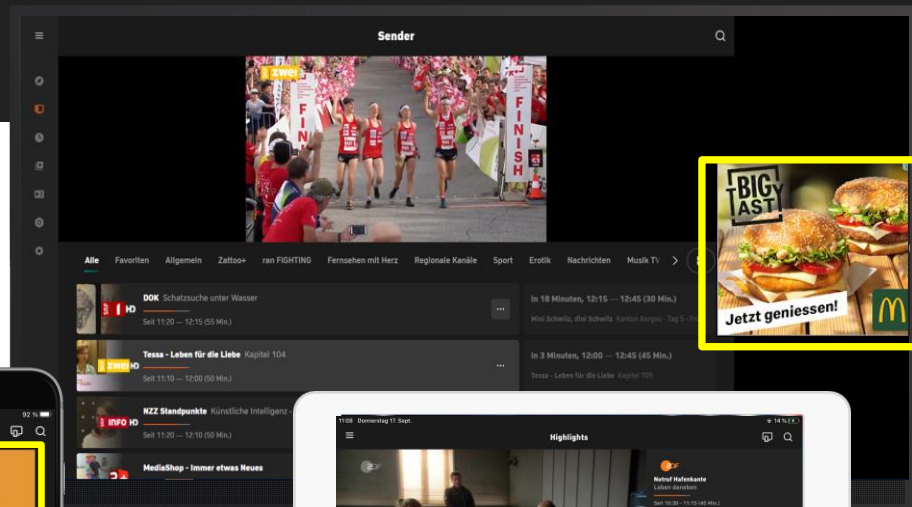
## Display / Desktop & Mobile



Next to Live-Stream TV



Size 300x250





# Mobile Banner Ad

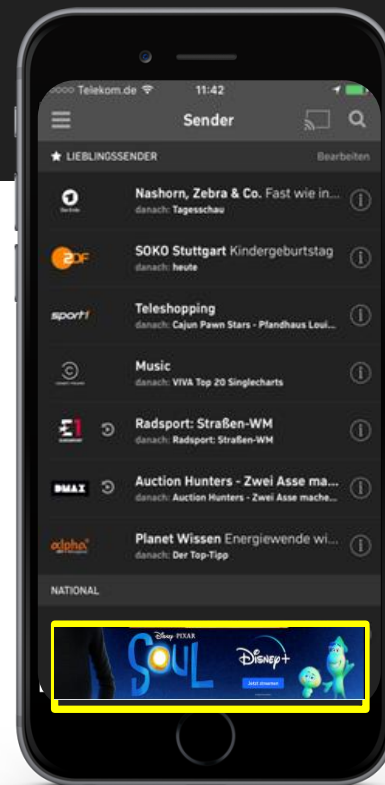
Display / Smartphone



Channel List



Size 300x50/75/100 px



# 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



# Branded-Channel



Two different kind of Branded Channels



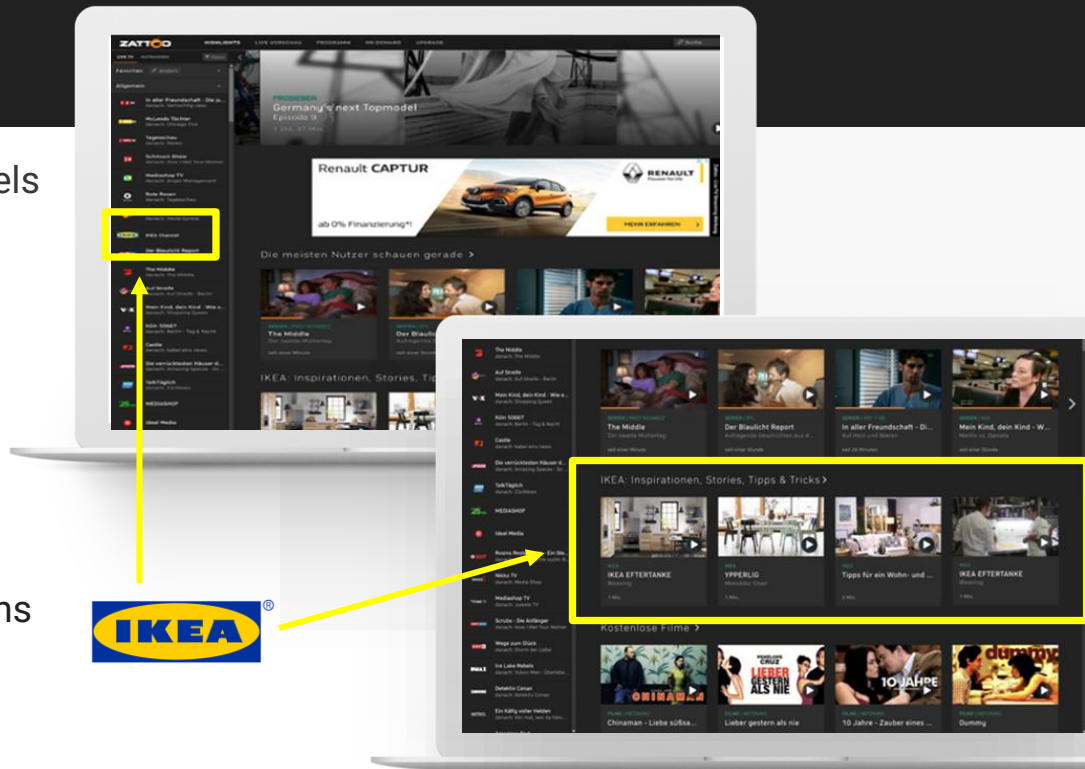
Preferred placement under the top 20 channels



With a click on the logo, your short videos will be played in endless loop



Ask for special technical specifications



# B2C Promos

# B2C-Promos Zattoo



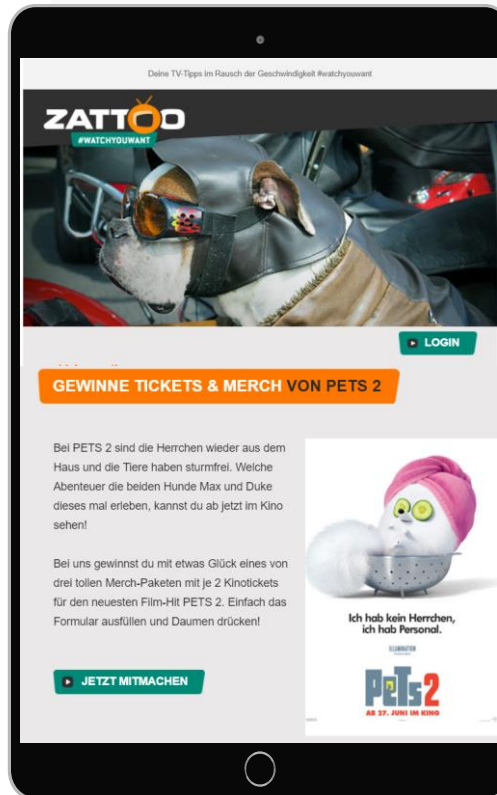
B2C Newsletter-Promo, incl. landingpage.



Universal f.ex. promoted the movie Pets 2.  
Our users could win a special goddie bag and a cinema voucher



The Newsletter was sent to 134.107 users.  
Opening rate: 26.7%  
Click rate: 2.7%



# B2C-Promos Partner



Zweifel Chips made a special competition on their 60th anniversary. Customers could win a voucher for a Zattoo Premium Account



Ask for special technical specifications

The screenshot shows the Zattoo website with an orange header. The main content area features a promotion titled "WIR VERLOSEN 60 PAKETE MIT ZWEIFEL MOMENTEN". Below the title, it says "Neben Zweifel Produkten beinhaltet das +Z MOMENTE PAKET+ die folgenden Highlights:". There are four prize categories displayed:

- Z WIE SOFATAG:** Schweizer Illustrierte beglückt Dich mit einem Jahresabonnement im Wert von CHF 230. [Mehr über die Schweizer Illustrierte](#)
- Z WIE AUSFLUG:** Switzerland Travel Centre schenkt Dir die digitale Version des Swiss Coupon Passes 2018 und das Gutscheinbuch für 2019 im Wert von CHF 88. [Mehr zum Swiss Coupon Pass](#)
- Z WIE FILMABEND:** Mit Zattoo genießt Du 6 Monate lang eine Premium Mitgliedschaft im Wert von CHF 60. [Mehr zu Zattoo Premium](#)
- Z WIE WANDERN:** Der Hiker von Victorinox im Wert von CHF 23 ist der ideale Begleiter für einen Trip in die Berge. [Mehr zu Victorinox](#)

The Zattoo Premium membership prize is highlighted with a yellow border. Social media icons (Facebook, Twitter, Email, WhatsApp) are on the left, and a search icon is on the right.

# Targeting Options



# Targeting Options



## Socio Demographic

Age  
Gender  
Language



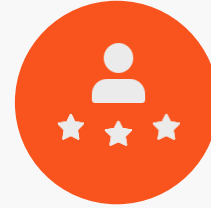
## TV based Interests

Channel  
Content Category  
Content Genre



## Geo & Device

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



## DFP Audience Segments

Interest / Behavioural  
Targeting

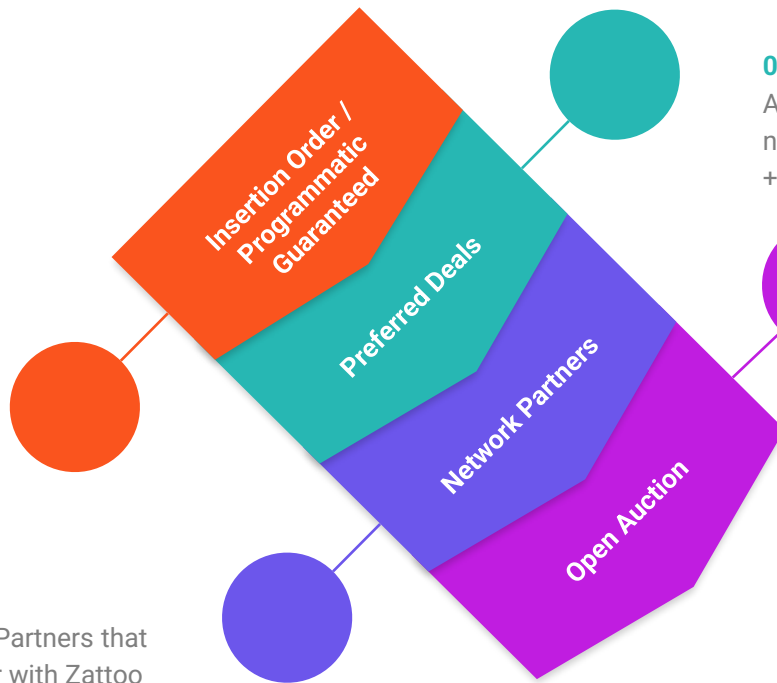
# Buying Options on Zattoo

## 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

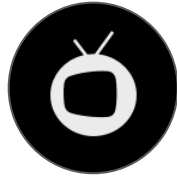
## 04. Open Auction

Leftover inventory is available on the open market

# Parts for a great personal TV Ad Experience

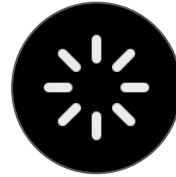
## 01. FANTASTIC PRODUCT

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



## 02. INNOVATIVE AD FORMATS

Branding Day & Special Promotion



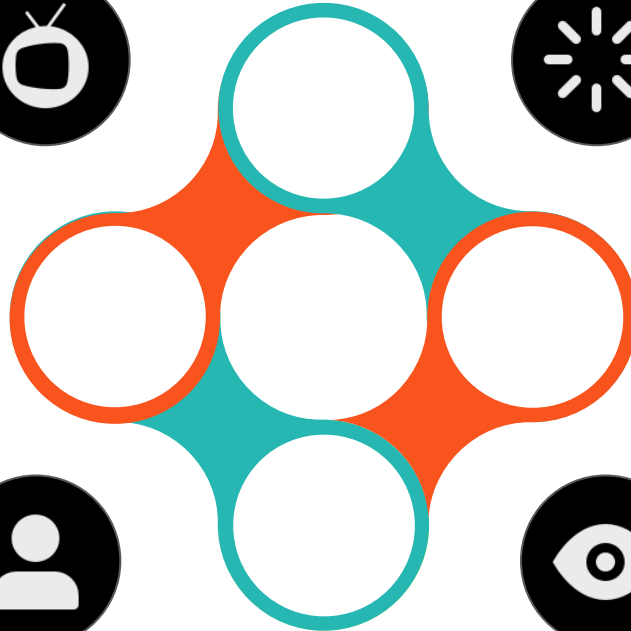
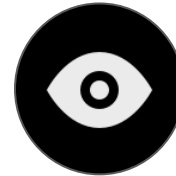
## 03. HIGH QUALITY TARGETING DATA

First party data through user analytics & sign in



## 04. TOP OF THE CLASS VIEWABILITY

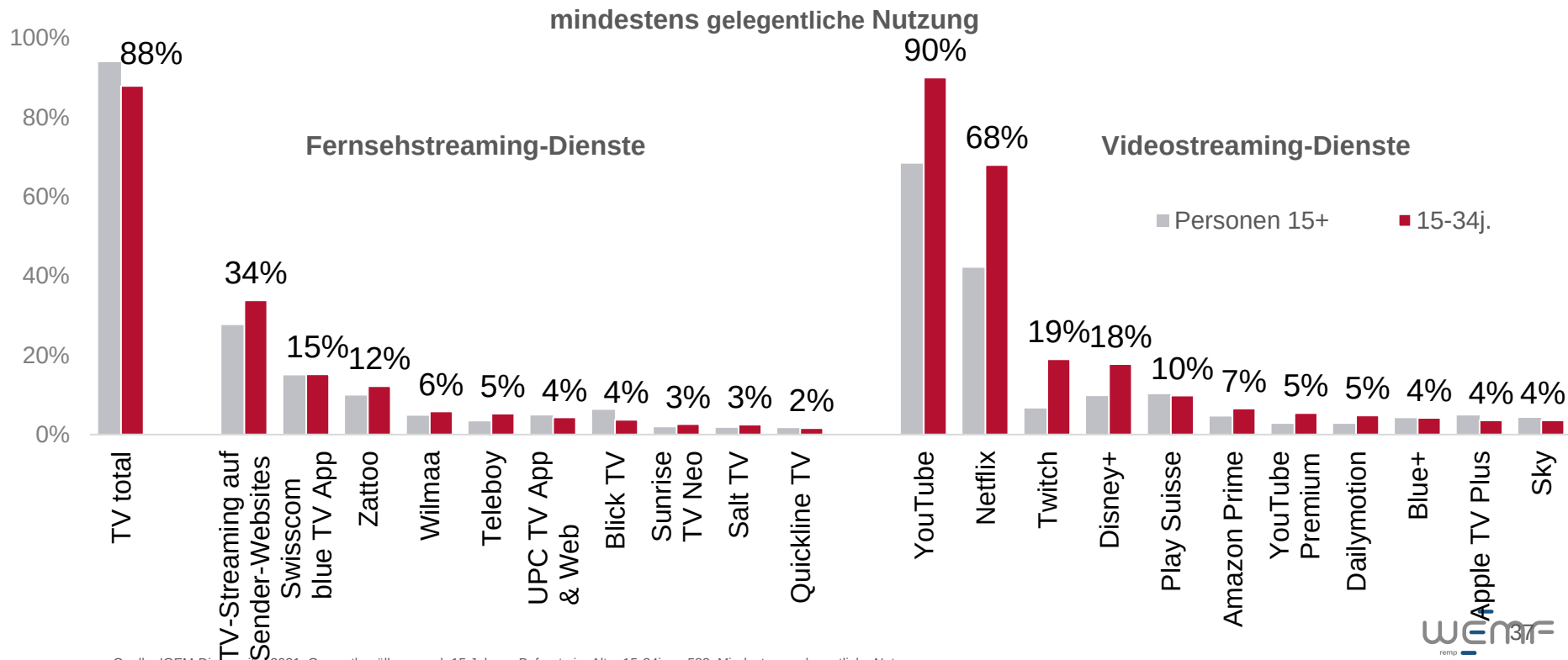
All video ad slots are always in view



# Facts & Figures

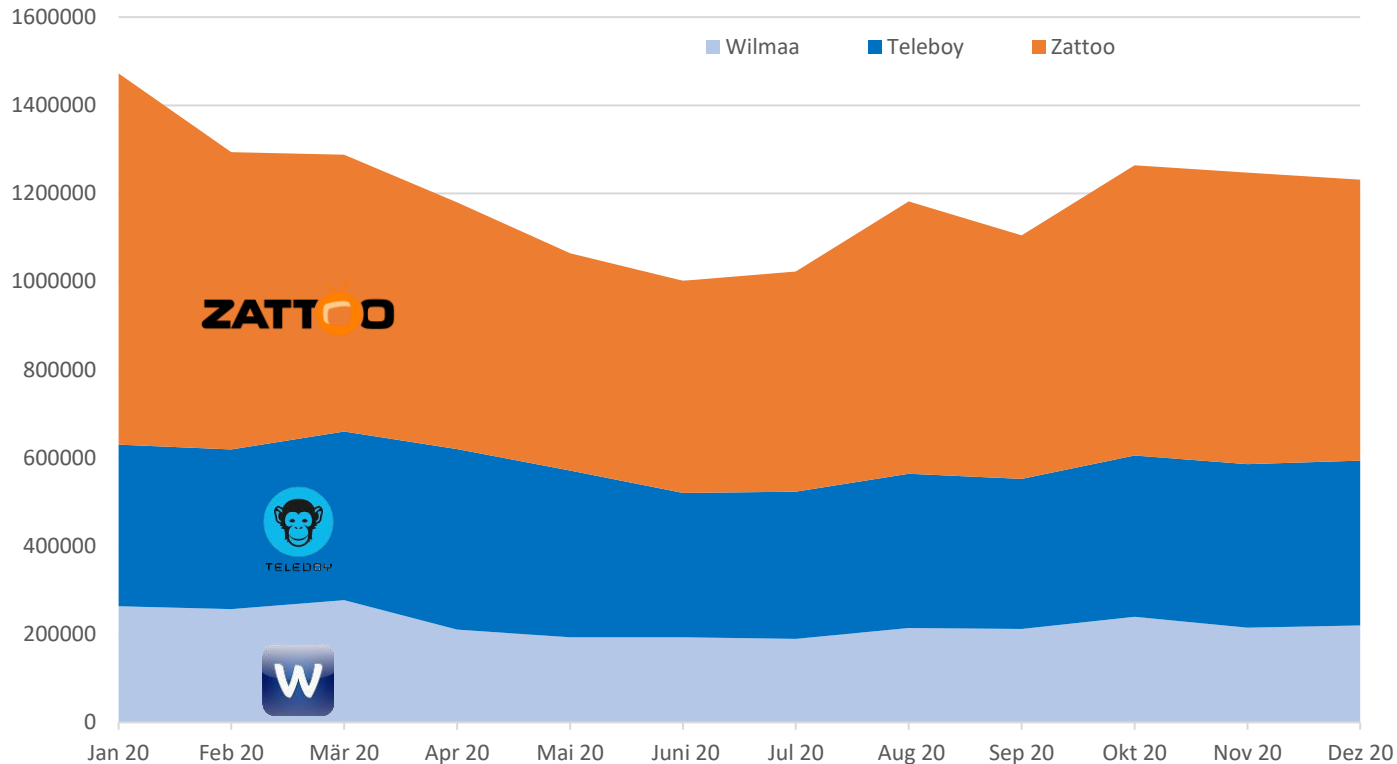
# Rangfolge Bewegtbild-Angebote bei 15-34-Jährigen fast gleich

Twitch & Disney+ rücken nach vorne



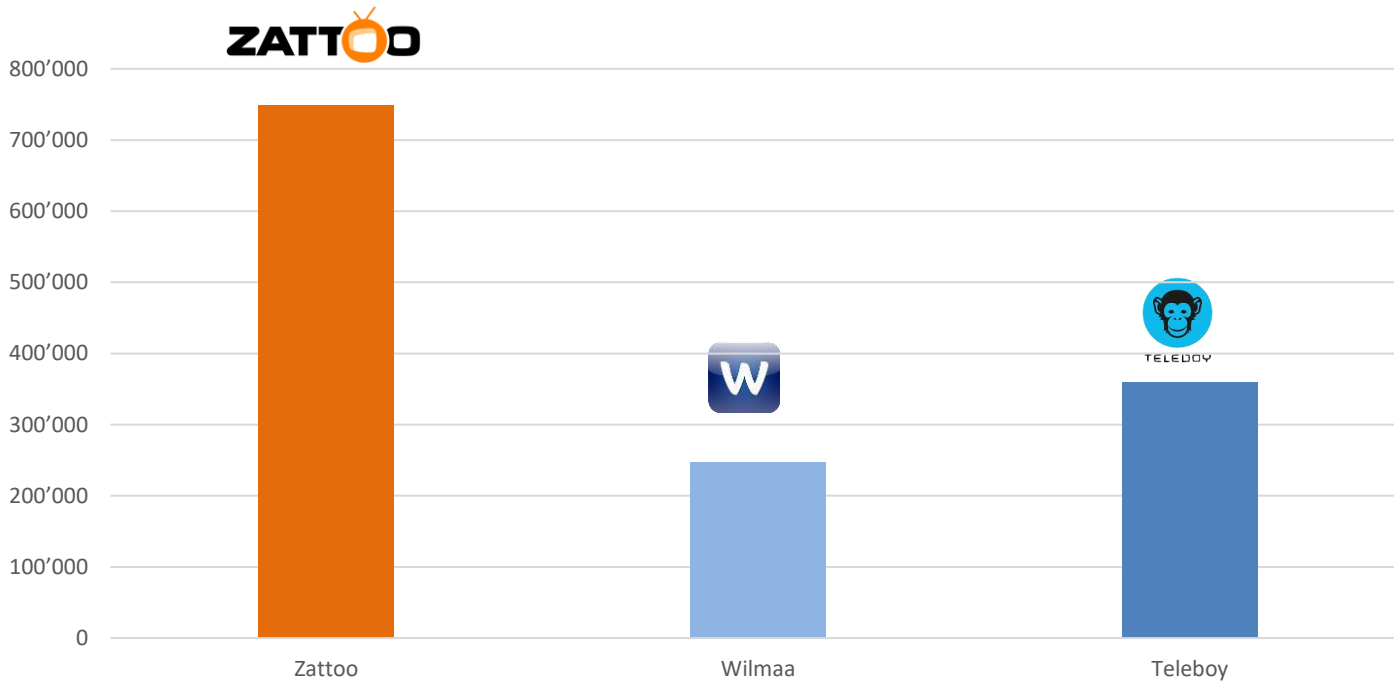
# NetMetrix 2020

Unique client per month



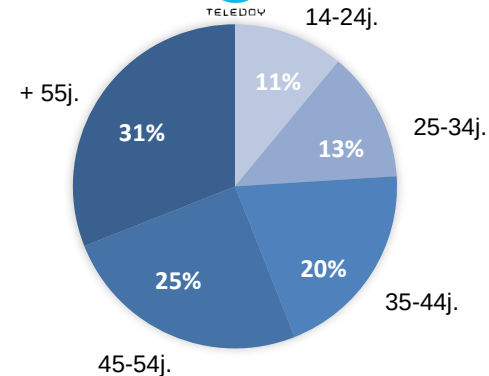
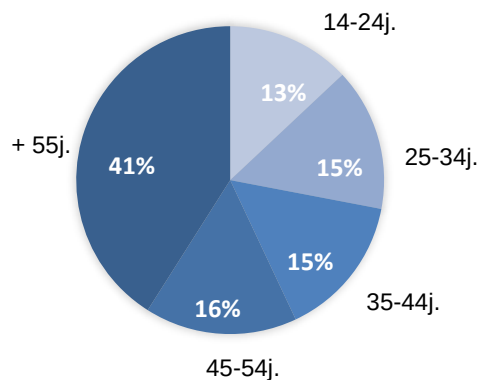
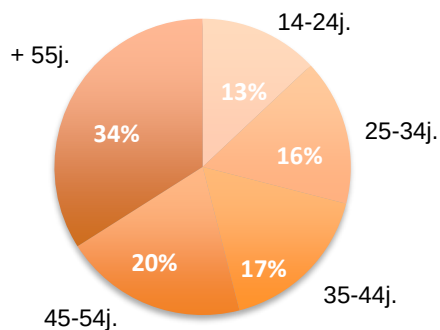
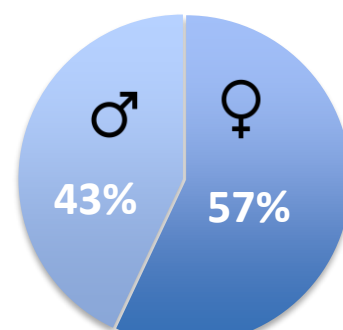
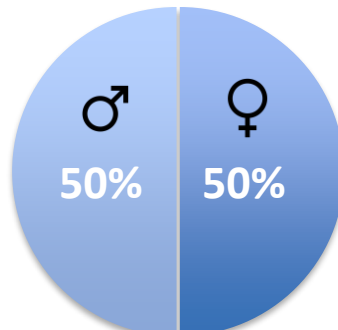
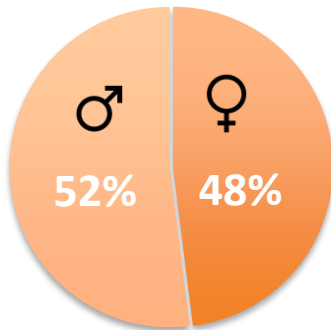
# NetMetrix Profile 20-1

Unique User Total



# NetMetrix-Profile 20-1

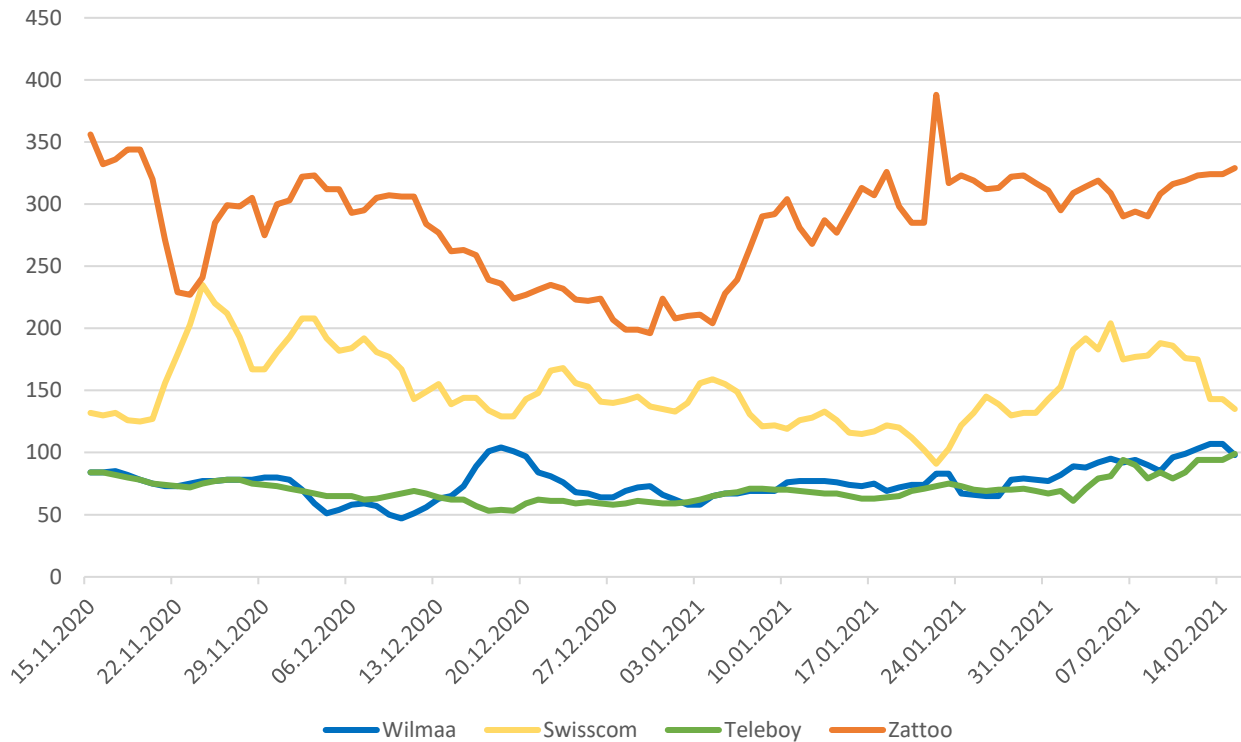
Strukturen Alter, Geschlecht





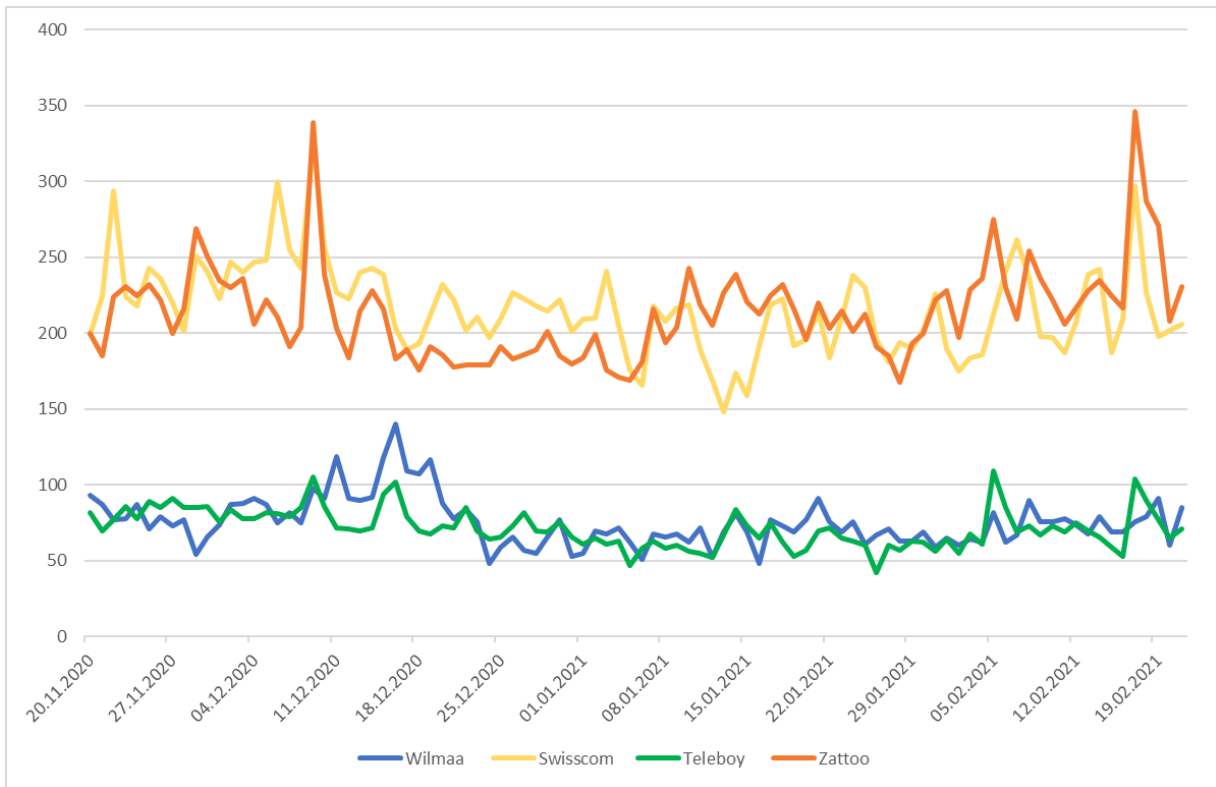
# App Downloads

## Android Downloads - CH



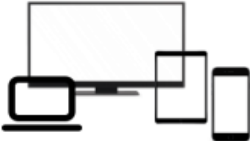
# App Downloads

## IOS Downloads - CH



# Price List & Tech. Specs 2021

## Pricing 2021

| Video                             |  |  |  |  | Note |
|-----------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------|
| First Channel Switch AD (Preroll) | 105                                                                               | 105                                                                               | 115                                                                                | 105                                                                                 |      |
| Channel Switch Ad (Preroll)       | 95                                                                                | 95                                                                                | 105                                                                                | 95                                                                                  |      |
| Run of Video (Preroll)            | 99                                                                                | 99                                                                                | 109                                                                                | 99                                                                                  |      |
| Dynamic AD Substitution (DAS)     | 105                                                                               | 105                                                                               | 115                                                                                | 105                                                                                 |      |

### Extra charges:

|                     |     |
|---------------------|-----|
| Targeting:          | 10% |
| French Targeting:   | 10% |
| Branch exclusivity: | n.a |
| Retargeting:        | 20% |

### Discounts

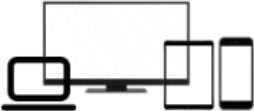
|                      |     |
|----------------------|-----|
| Non Profit Discount: | 50% |
| Agency comission:    | 5%  |
| New-Bizz:            | 10% |

### Cancellation fee

|                          |     |
|--------------------------|-----|
| 5 days before start date | 20% |
| During the campaign      | 50% |

Link: [Zattoo Tech. Specs 2021](#)

## Pricing 2021

| Display                                             |  |  |  |  | Note                                               |
|-----------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------|
| Prestitial                                          |                                                                                   | 70                                                                                | x                                                                                  |                                                                                     |                                                    |
| Billboard                                           | 70                                                                                | 70                                                                                | x                                                                                  | 70                                                                                  | Web & Tablet only                                  |
| Half Page AD                                        | 70                                                                                |                                                                                   | x                                                                                  |                                                                                     |                                                    |
| IAB Formats (MedRec, Leaderboard, TVSA, Skyscraper) | 30                                                                                | 30                                                                                | x                                                                                  | 30                                                                                  | Max. 40 Sec displayed / (300x250, 728x90, 160x600) |
| Mobile Banner                                       |                                                                                   | 8                                                                                 | x                                                                                  |                                                                                     | Smartphone only                                    |

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|                     |     |
|---------------------|-----|
| Targeting:          | 10% |
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|--------------------------|-----|
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# Point of Contact



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Key Account Manager

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marga@zattoo.com



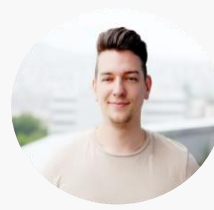
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# Thank You

Switzerland

