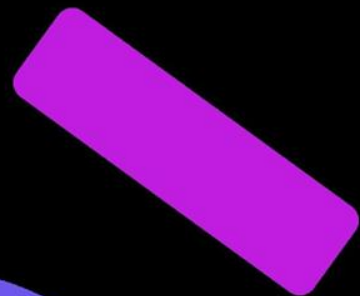
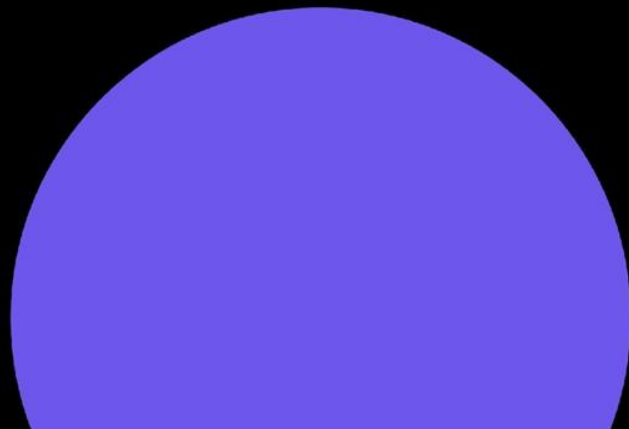
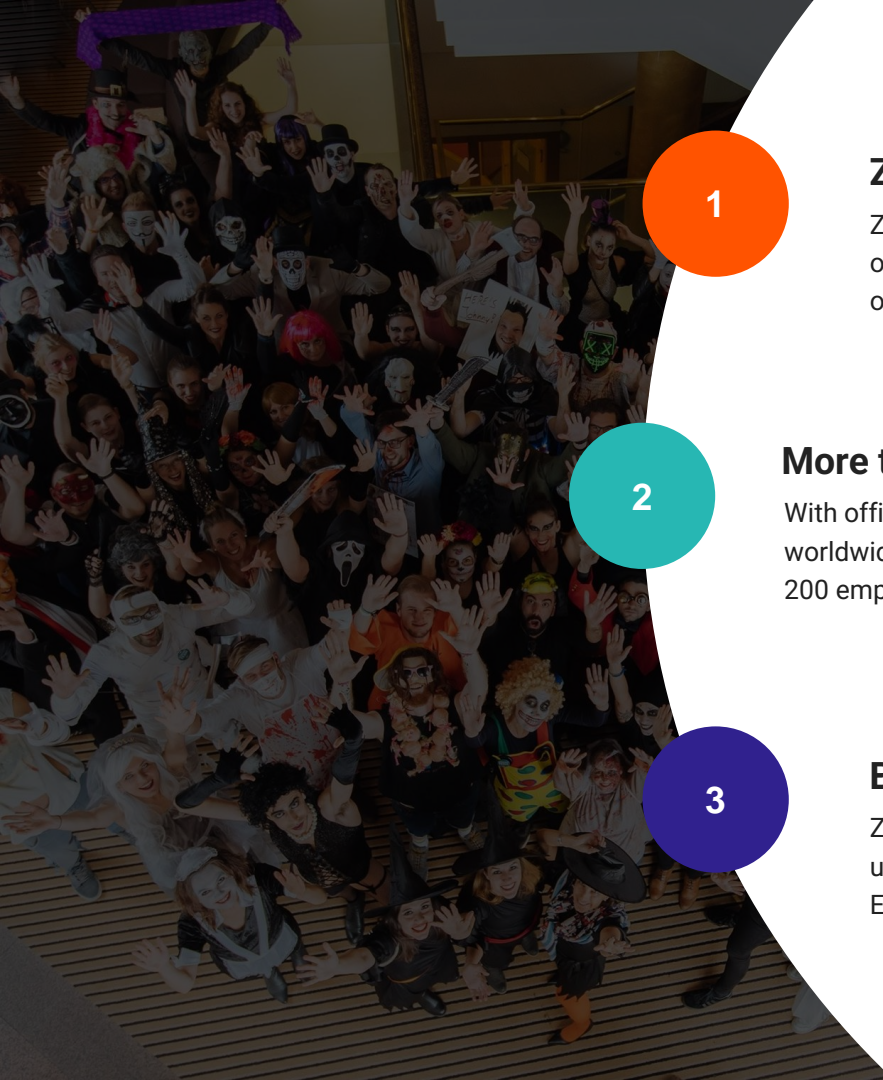


# Zattoo Advertising 2021

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.



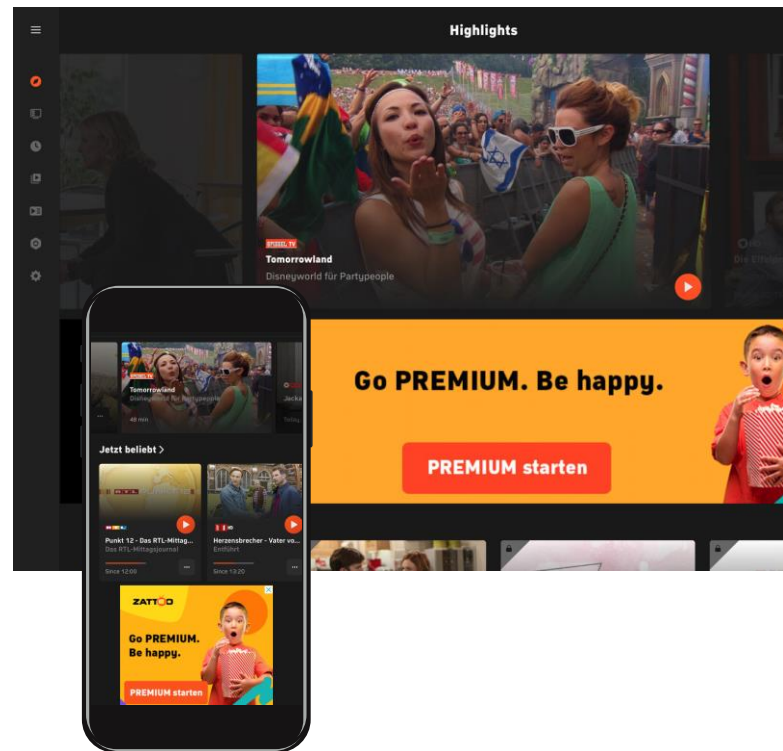
## Video Ads



## 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!



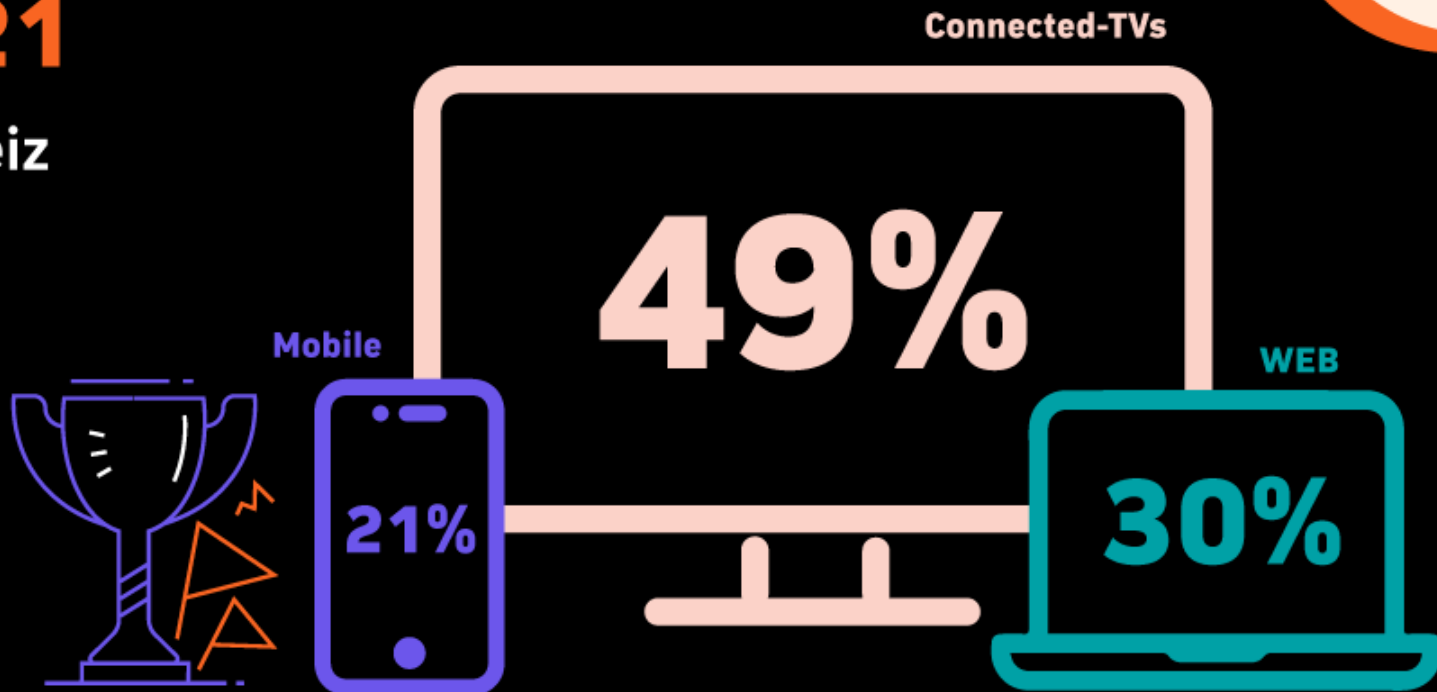
<https://www.youtube.com/watch?v=Wkwo1ExvCOw&t=23s>

# Football Euro 2021



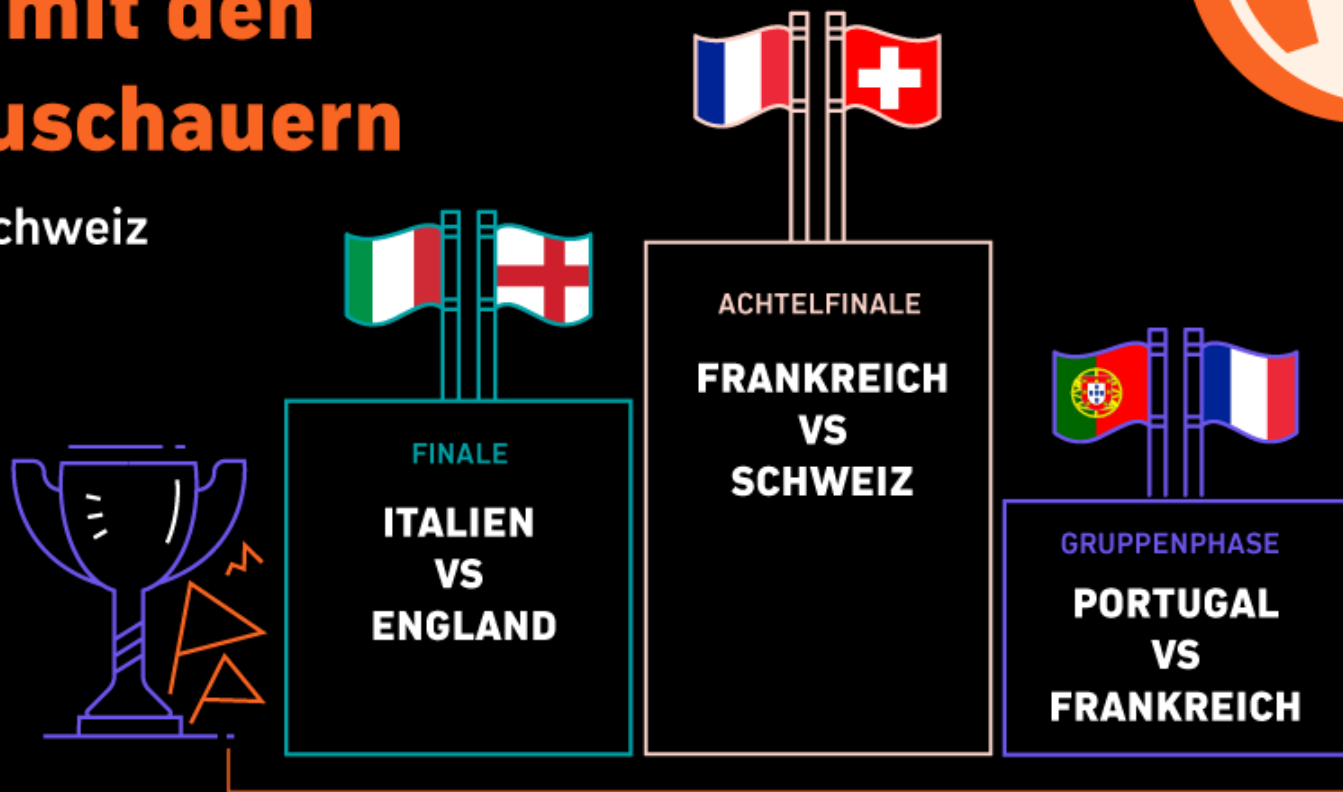
# Zattoo Nutzung zur EM 2021

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 Concurrent Watches		Total Daily 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

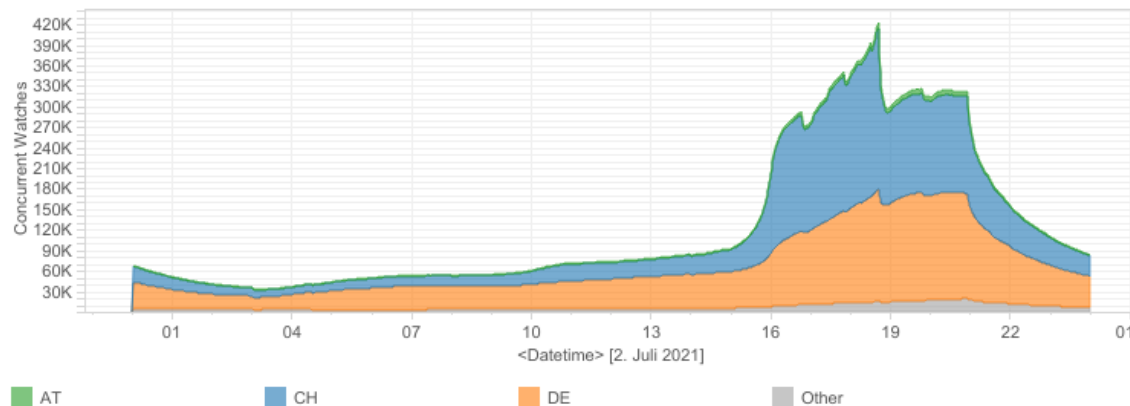


Football Game

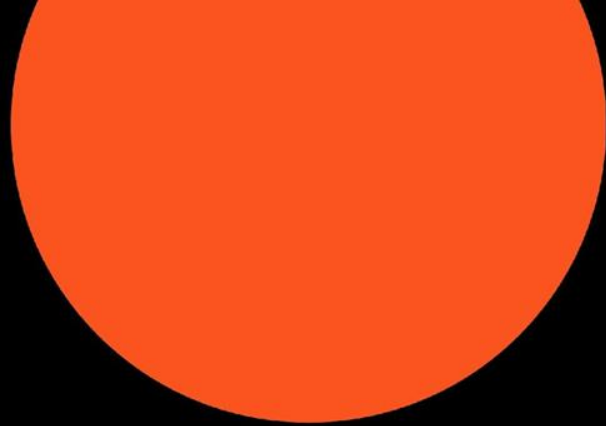
Switzerland vs Spain

## 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



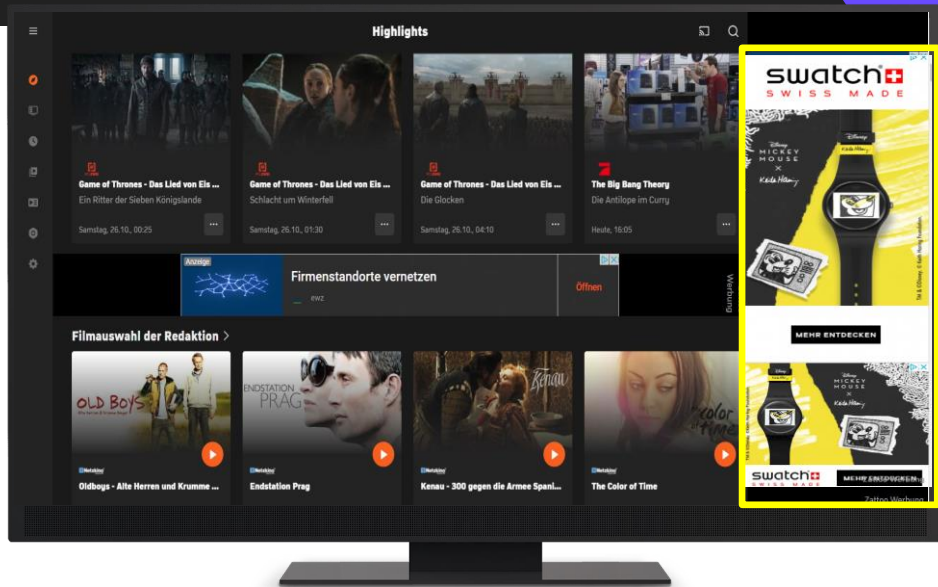
# Halfpage Ad

## Display / Desktop

 Front Page, Sub Pages

 First Point of Contact on Desktop

 Size: 300x600

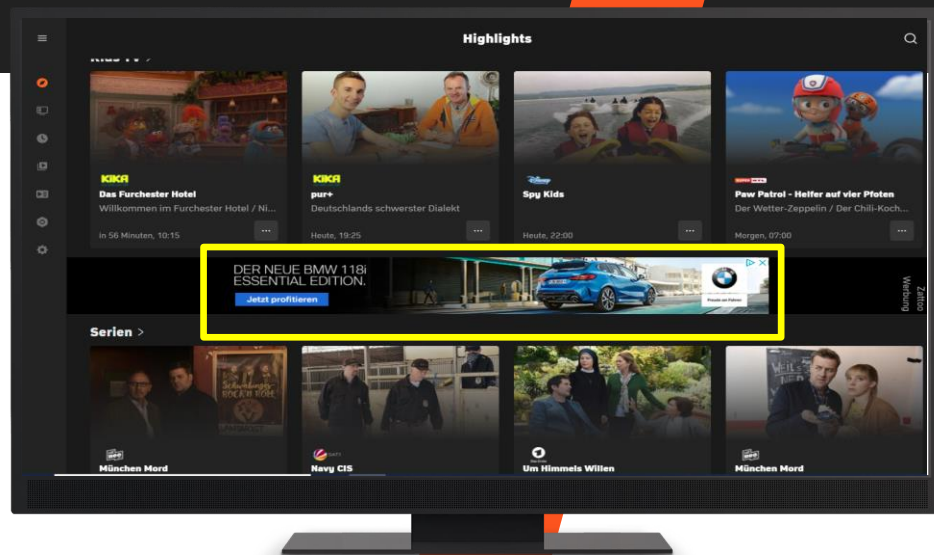


# Leaderboard

## Display / Desktop


 Front Page

 Size 728x90




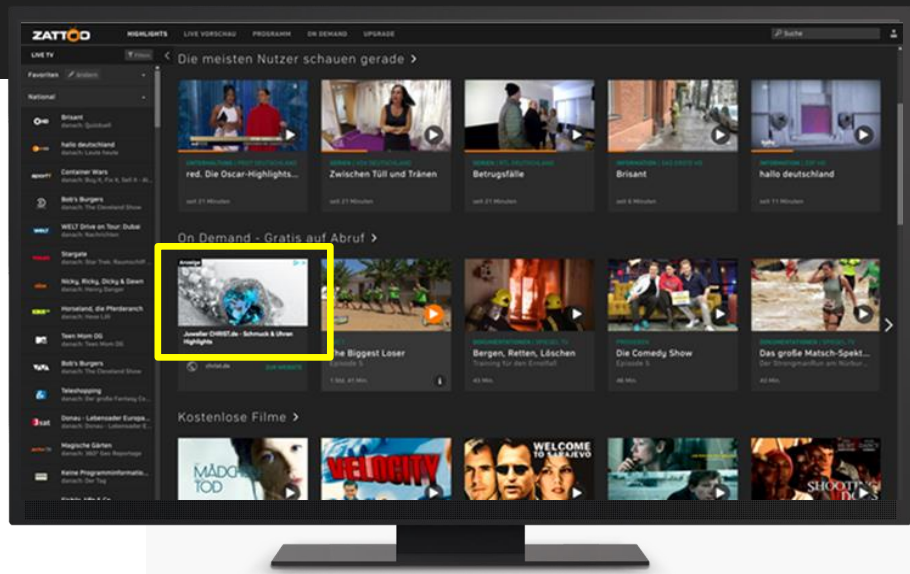
# Native Teaser Card Highlight Page

## Display / Desktop

 Various Positions

 Size Fluent

 Format Content or App Install



# Prestitial

Display / Smartphone & Tablet



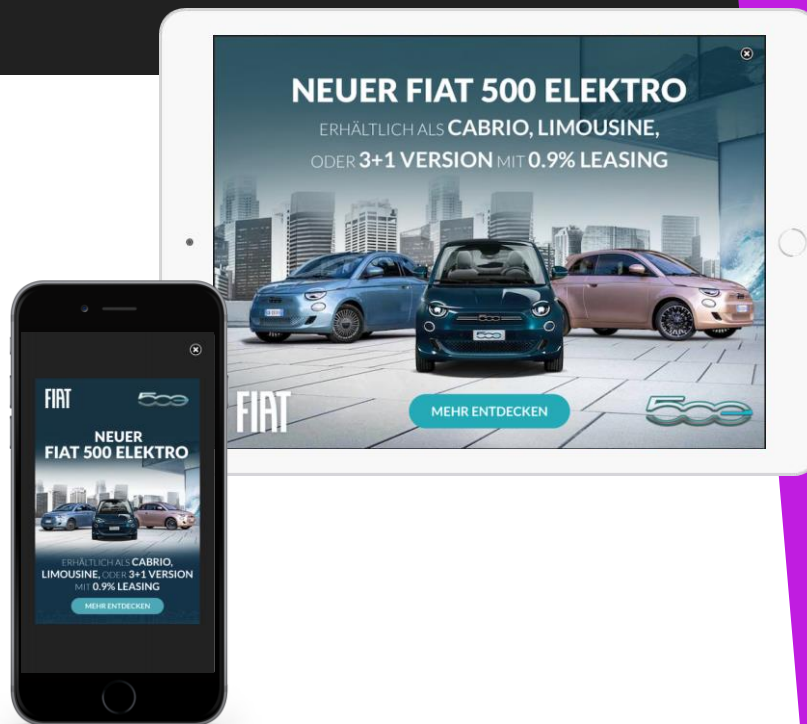
Right at the start



Image or Rich Media



Size 768x1024 / 1024x768  
Size 320x480 / 480x320



# Mobile Billboard (Leaderboard)

Display / Tablet



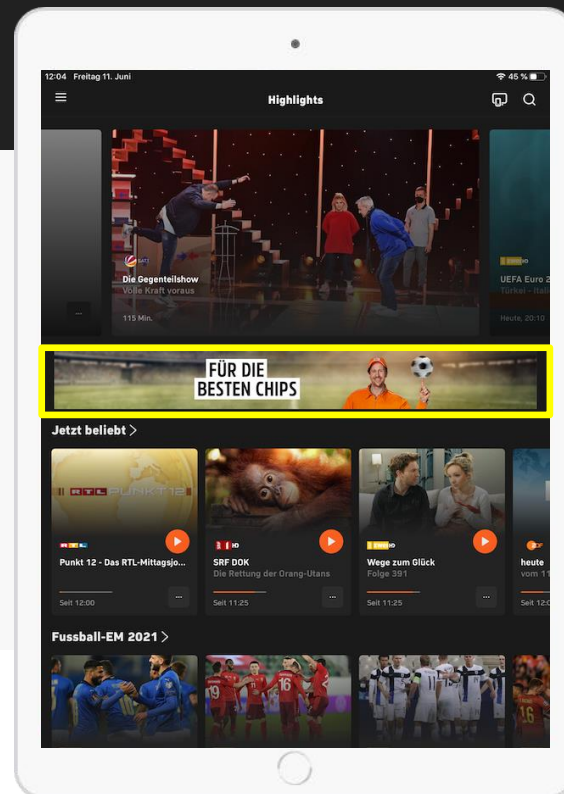
Front page



Image or Rich Media



Size 930x180 & 728x90



# TV Side Ad & MedRec

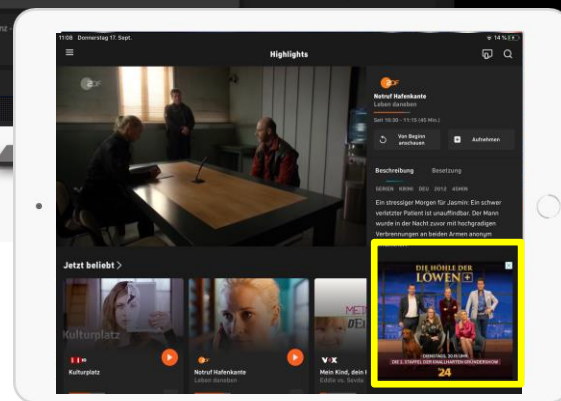
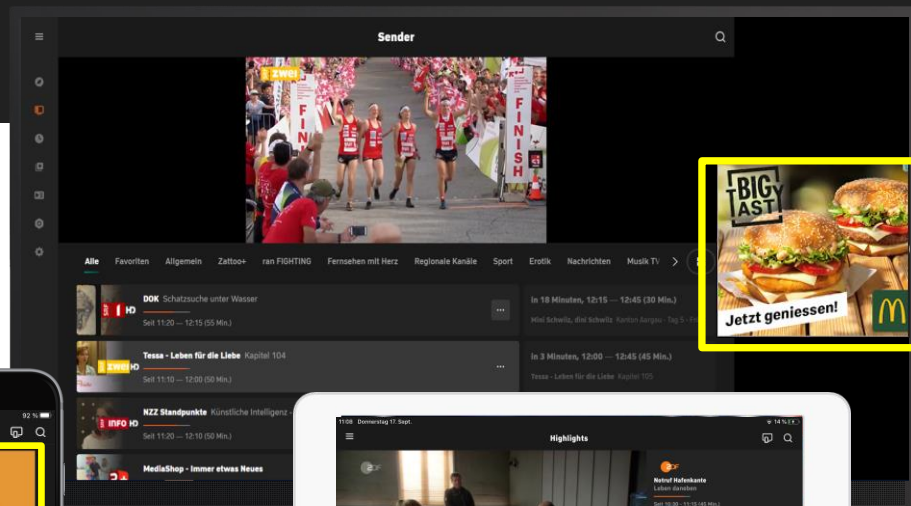
## Display / Desktop & Mobile



Next to Live-Stream TV




Size 300x250



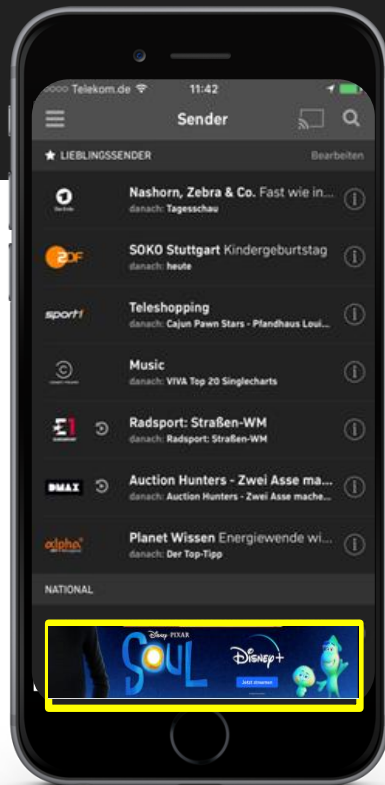


# Mobile Banner Ad

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




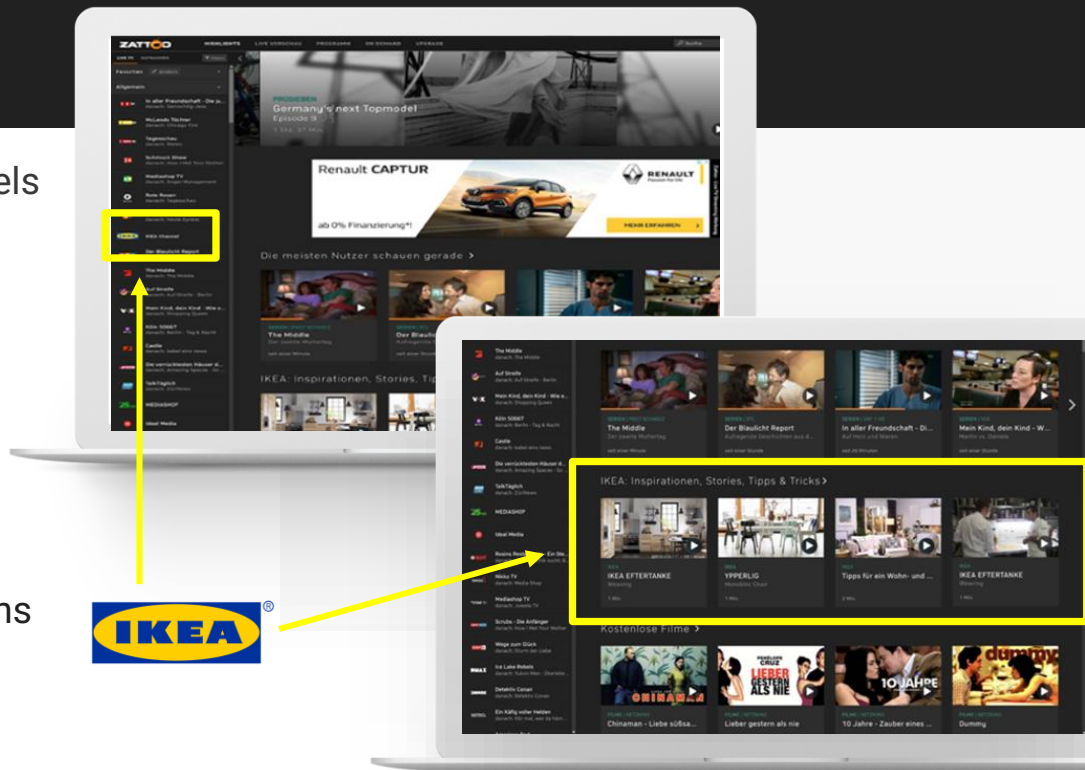
# Branded-Channel

 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



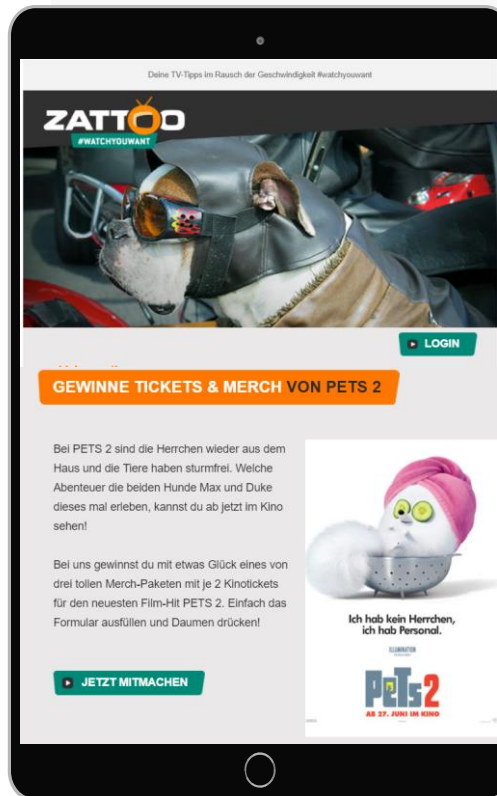
B2C Newsletter-Promo, incl. landingpage.



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



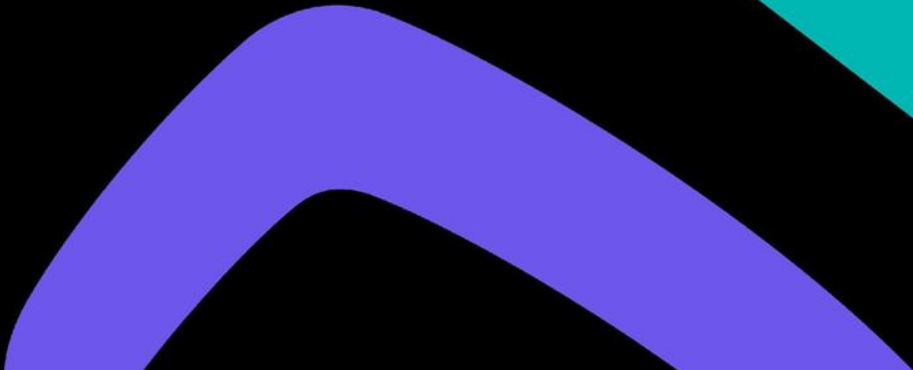
Ask for special technical specifications

The screenshot displays a promotional banner for Zattoo's 60th anniversary. The banner is titled "WIR VERLOSEN 60 PAKETE MIT ZWEIFEL MOMENTEN" and lists four prizes:

- 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 Gutscheinebuch 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 logo and the Victorinox logo are also visible on the page.

# Targeting Options





# Targeting Options



## Socio Demographic

Age  
Gender  
Language



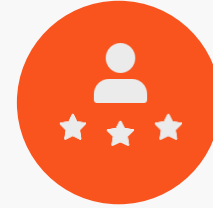
## TV based Interests

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

Insertion Order /  
Programmatic  
Guaranteed

Preferred Deals

Network Partners

Open Auction

## 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

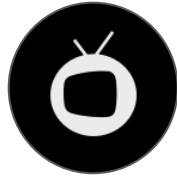
## 03. Partners

Pre-Selected Partners that work together with Zattoo

# Parts for a great personal TV Ad Experience

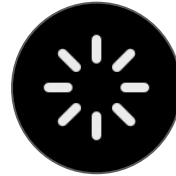
## 01. FANTASTIC PRODUCT

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



## 02. INNOVATIVE AD FORMATS

Branding Day & Special Promotion



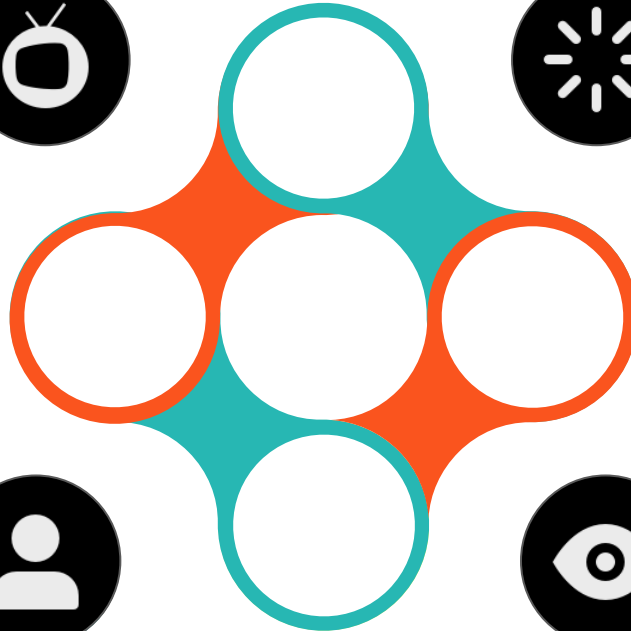
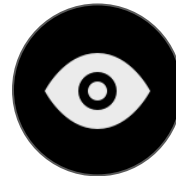
## 03. HIGH QUALITY TARGETING DATA

First party data through user analytics & sign in



## 04. TOP OF THE CLASS VIEWABILITY

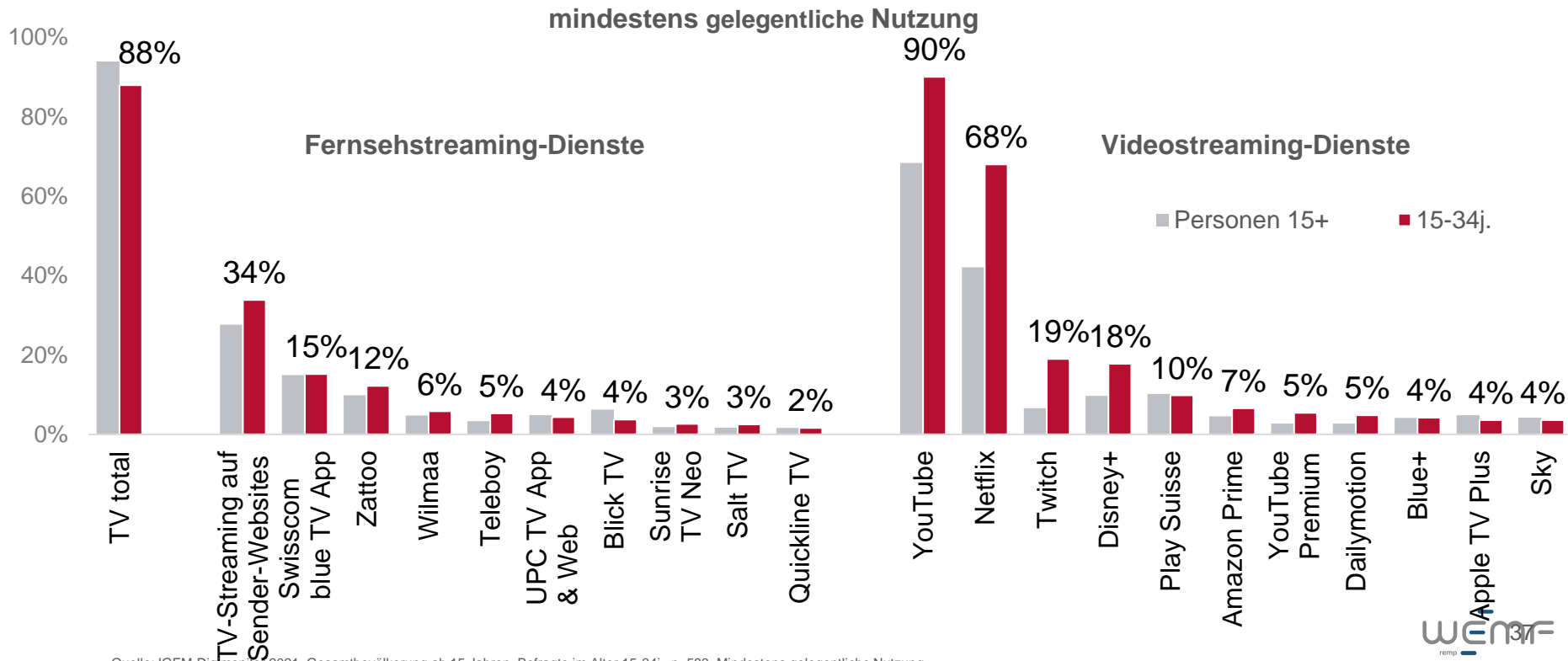
All video ad slots are always in view



# Facts & Figures

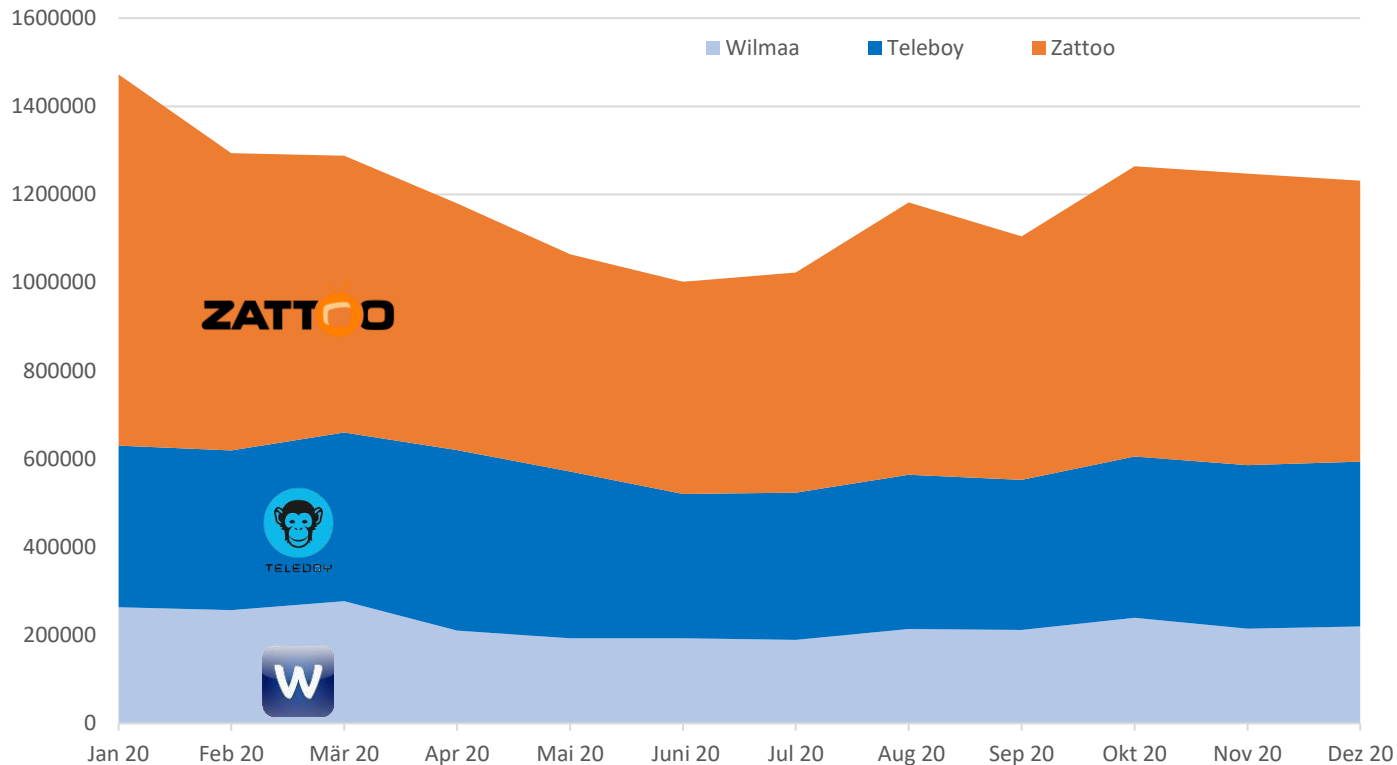
# Rangfolge Bewegtbild-Angebote bei 15-34-Jährigen fast gleich

Twitch & Disney+ rücken nach vorne



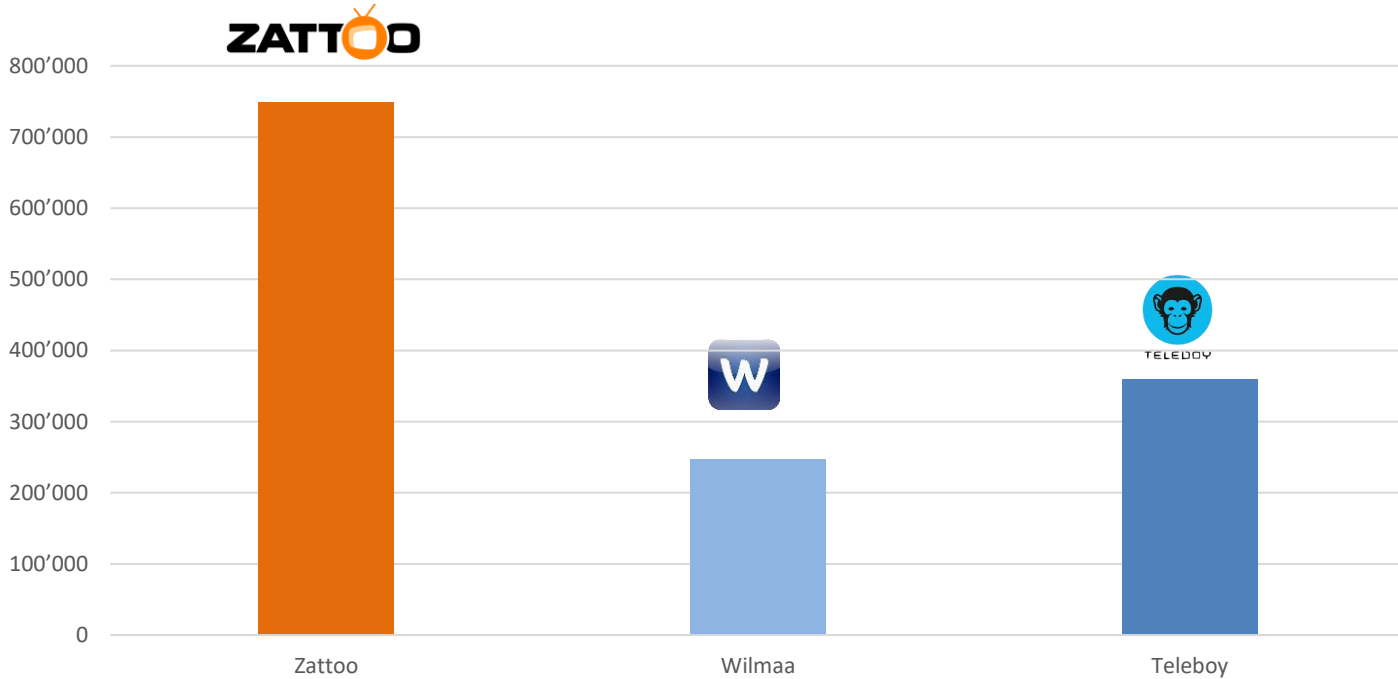
# NetMetrix 2020

Unique client per month



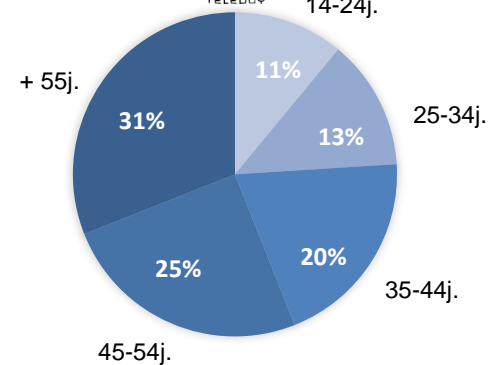
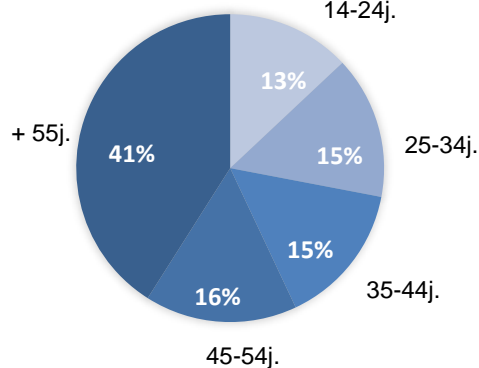
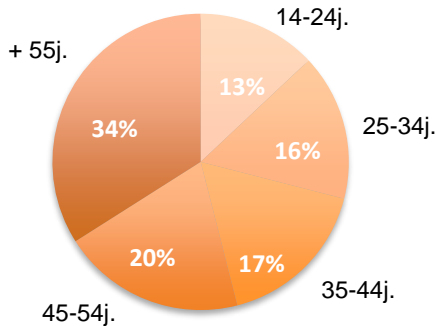
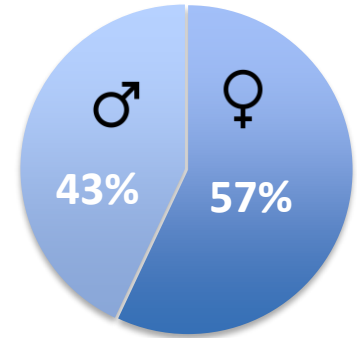
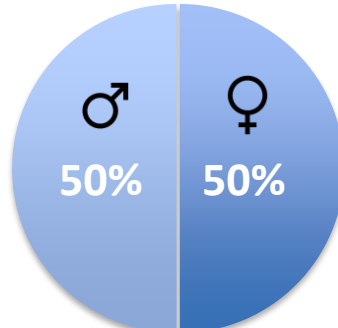
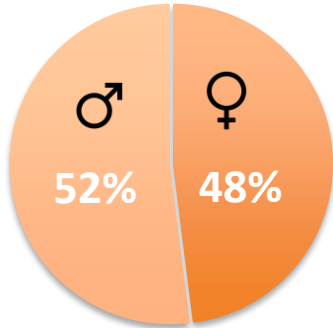
# NetMetrix Profile 20-1

Unique User Total



# NetMetrix-Profile 20-1

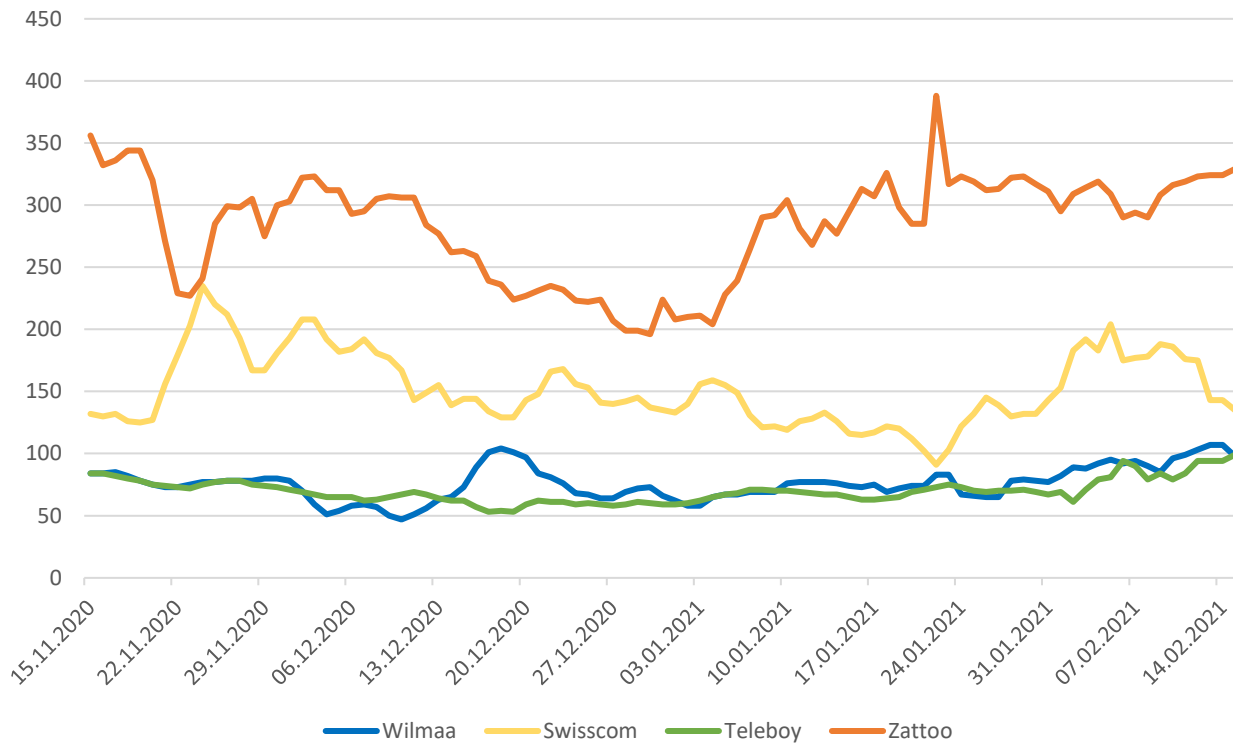
Strukturen Alter, Geschlecht





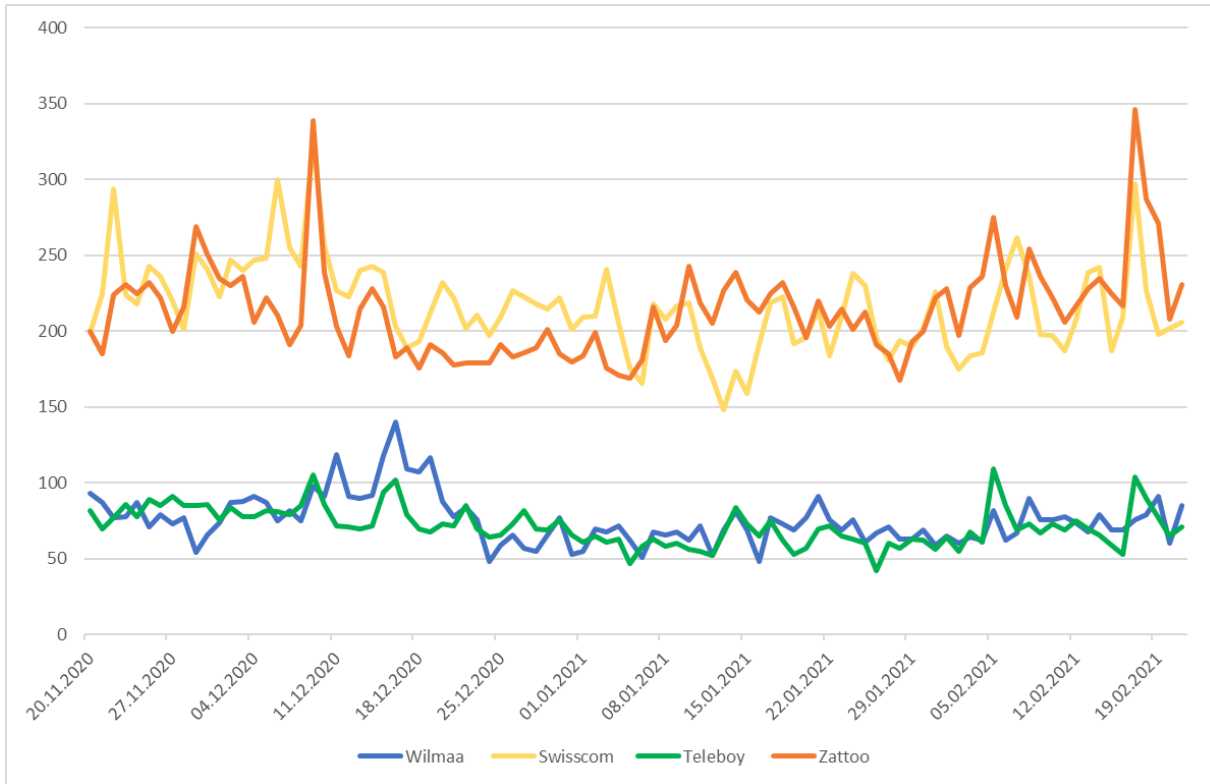
# App Downloads

## Android Downloads - CH






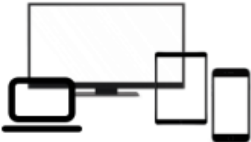
# App Downloads

## 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%

### Cancelation 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

### 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%

# Point of Contact



**Martin Schlenker**  
Head of Advertising  
  
+41 79 319 05 79  
martin@zattoo.com



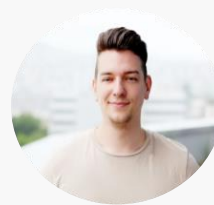
**Marga Cupin**  
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# Thank You

Switzerland

