

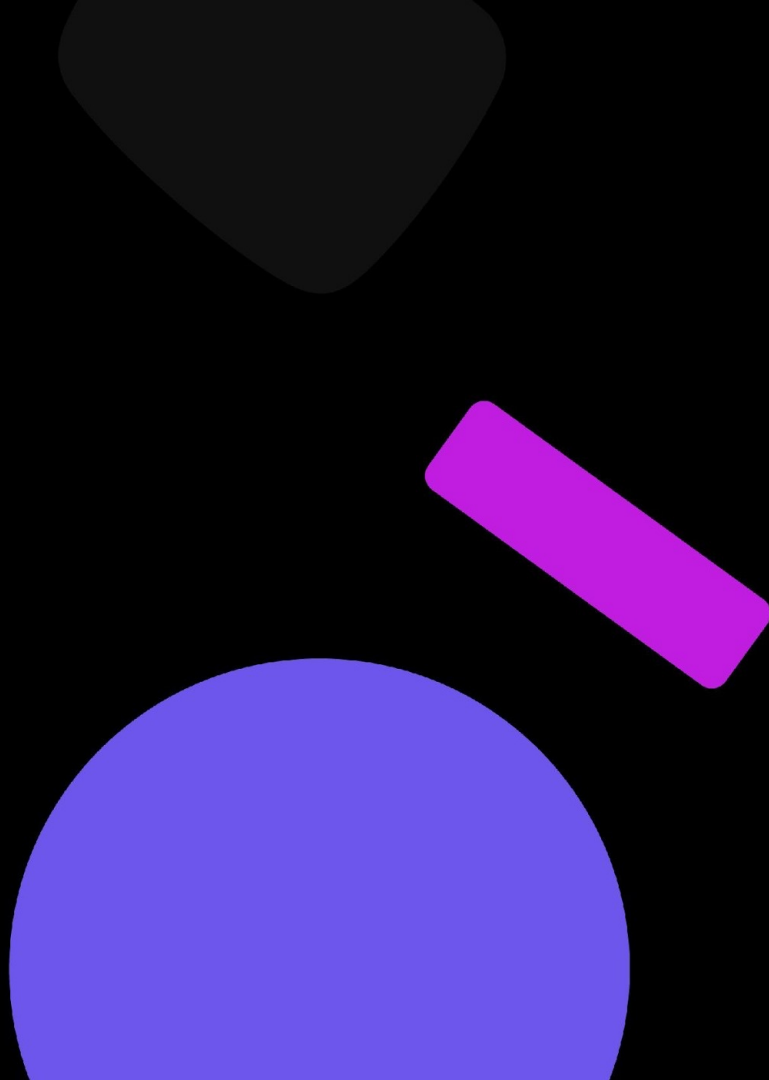


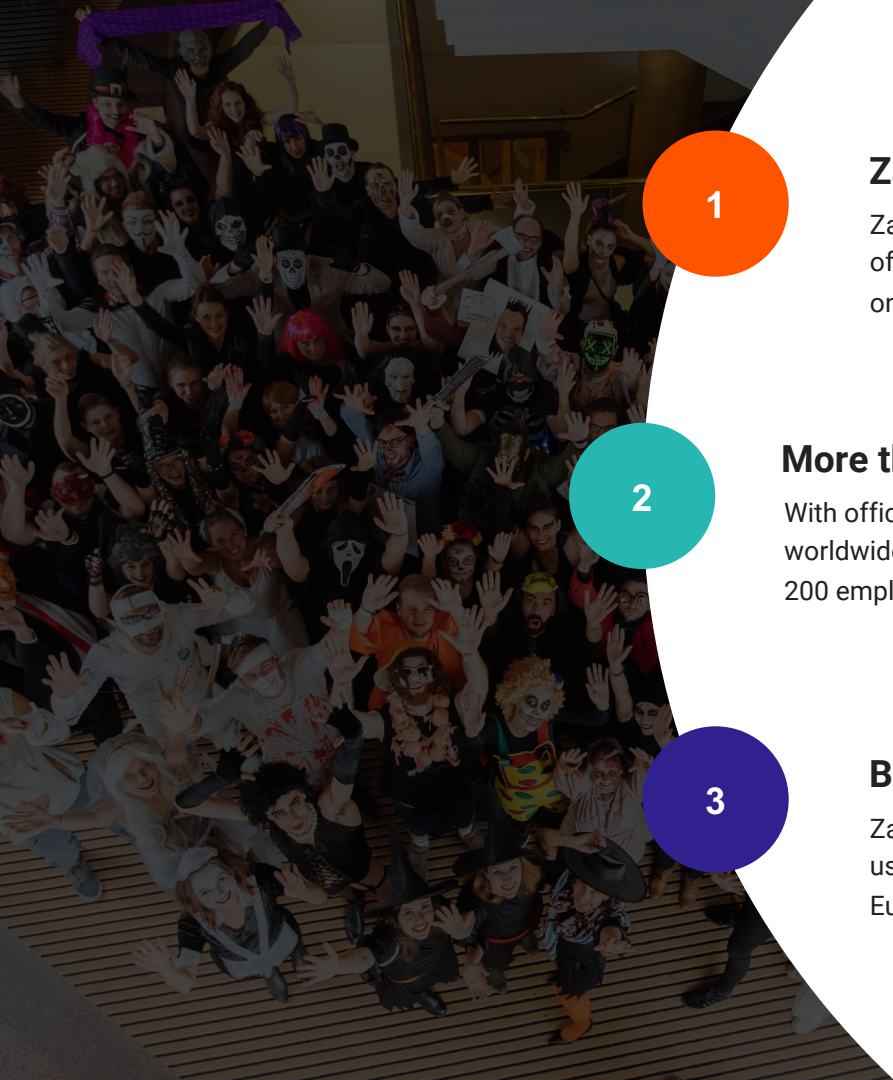
Zattoo Advertising 2024

Switzerland

January 2024

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

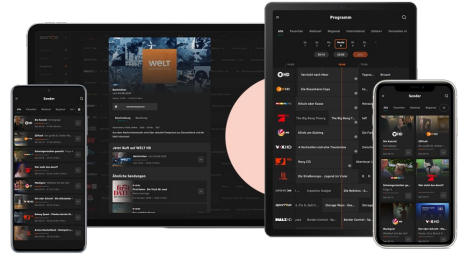
From free television to the perfect TV experience right in your living room.

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.



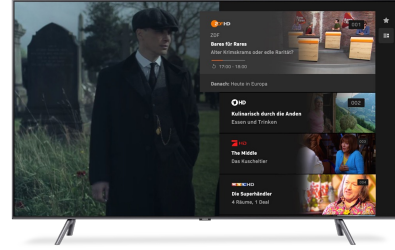
Live TV online

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



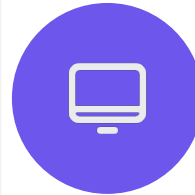
Connected-TV (CTV)

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.



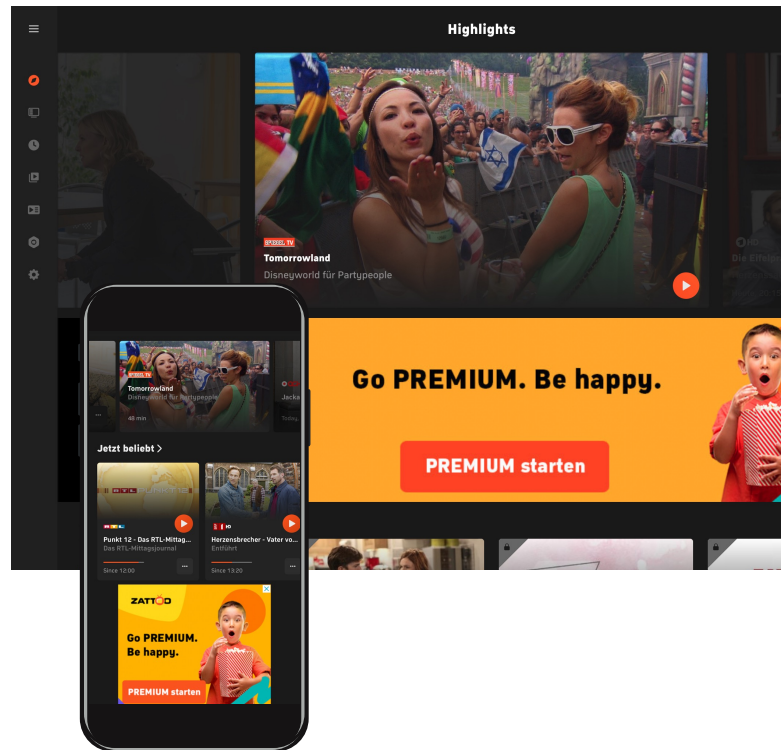
Video Ads



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)

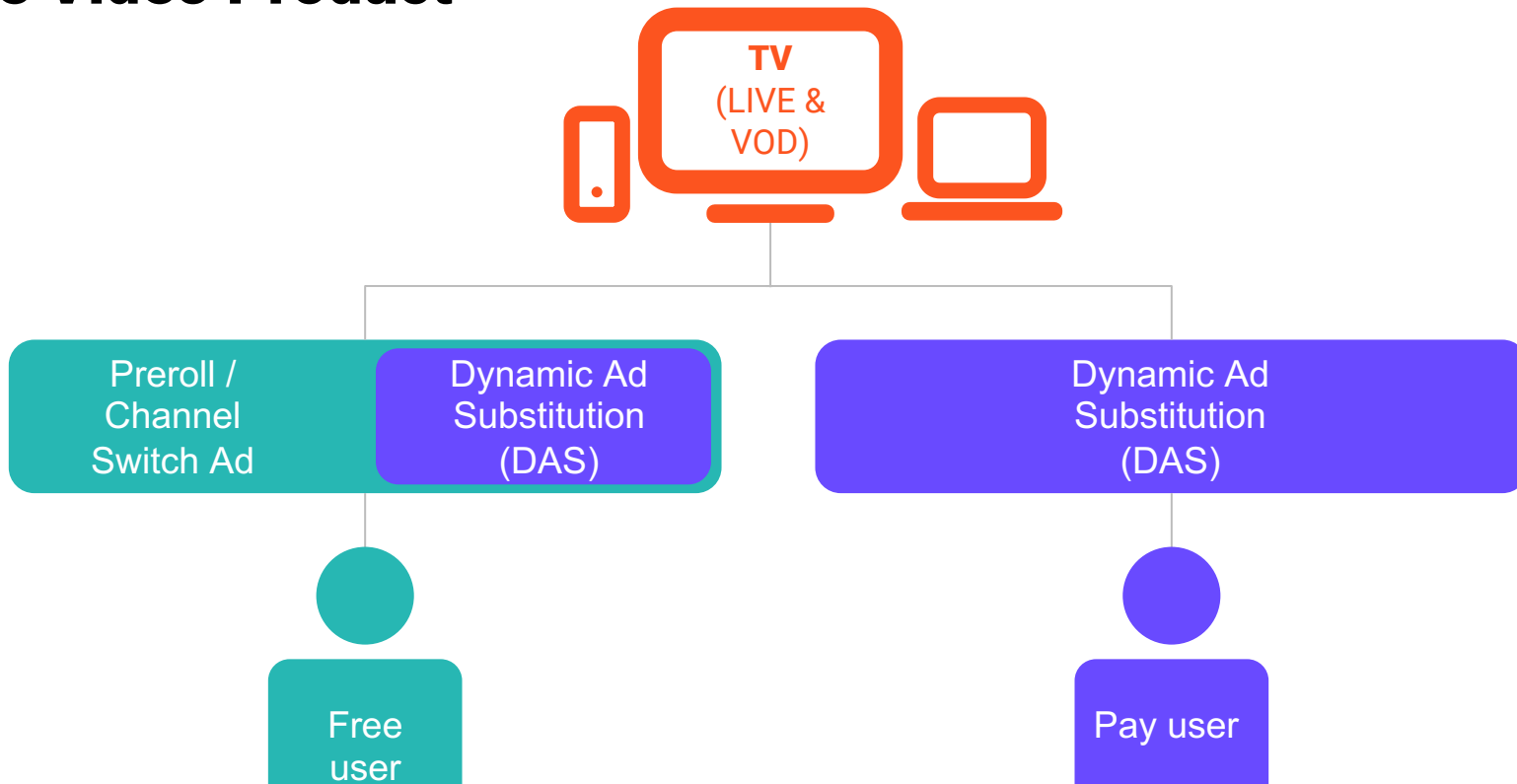
Prestitial

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



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



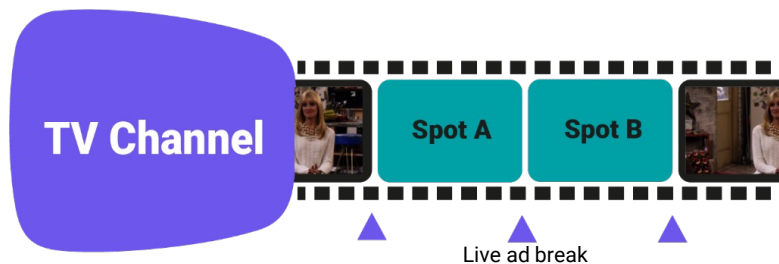
Also available for 6sec Bumper Ad



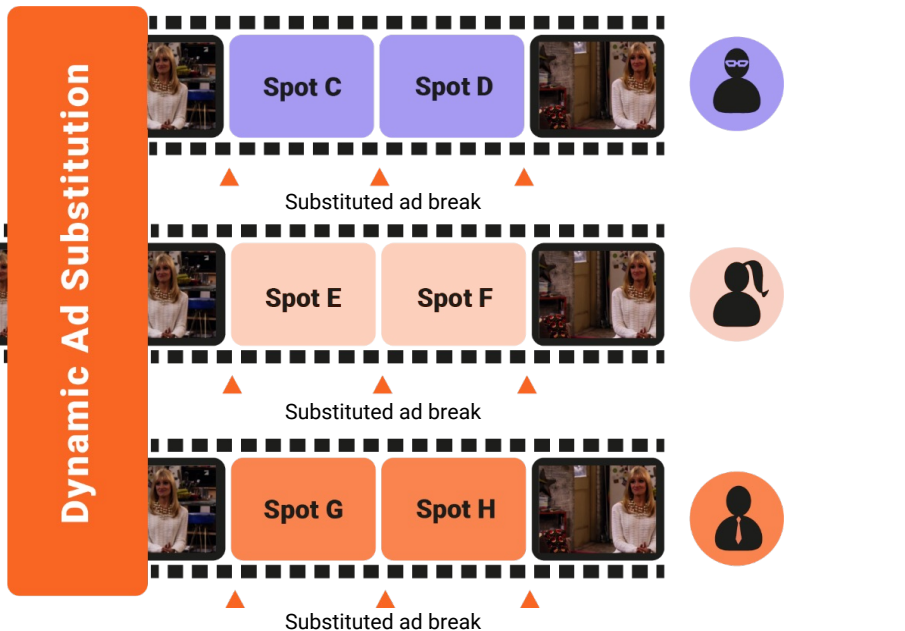
Dynamic Ad Substitution

Live

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



A targeted spot is seamlessly stitched into the regular live ad break or inserted in VOD content.



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 Ads - DAS Broadcasters & FAST TV-Channels

Dynamic Ads Channels	VOD	FAST TV-Channels

Zattoo Plattform

2023

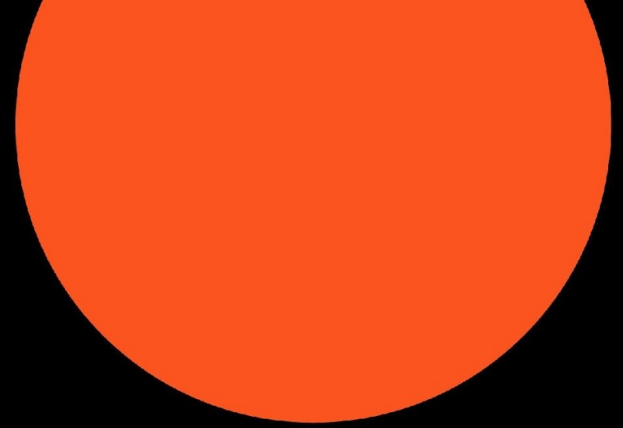


Salt.

yallo



High Impact Display - Formats





Display / Desktop

Billboard / Wideboard



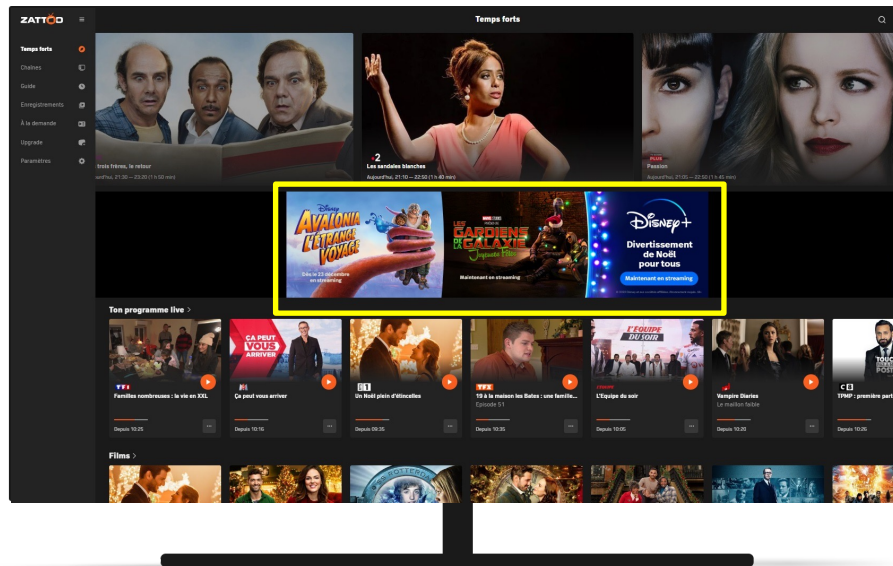
Front page



First Point of Contact



Size 970x250 / 994x250



Display / Desktop

Halfpage Ad



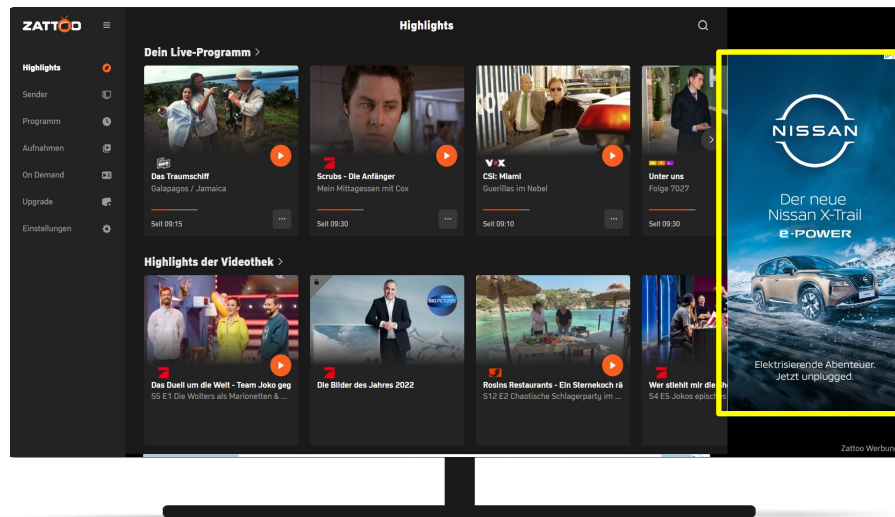
Front Page, Sub Pages



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

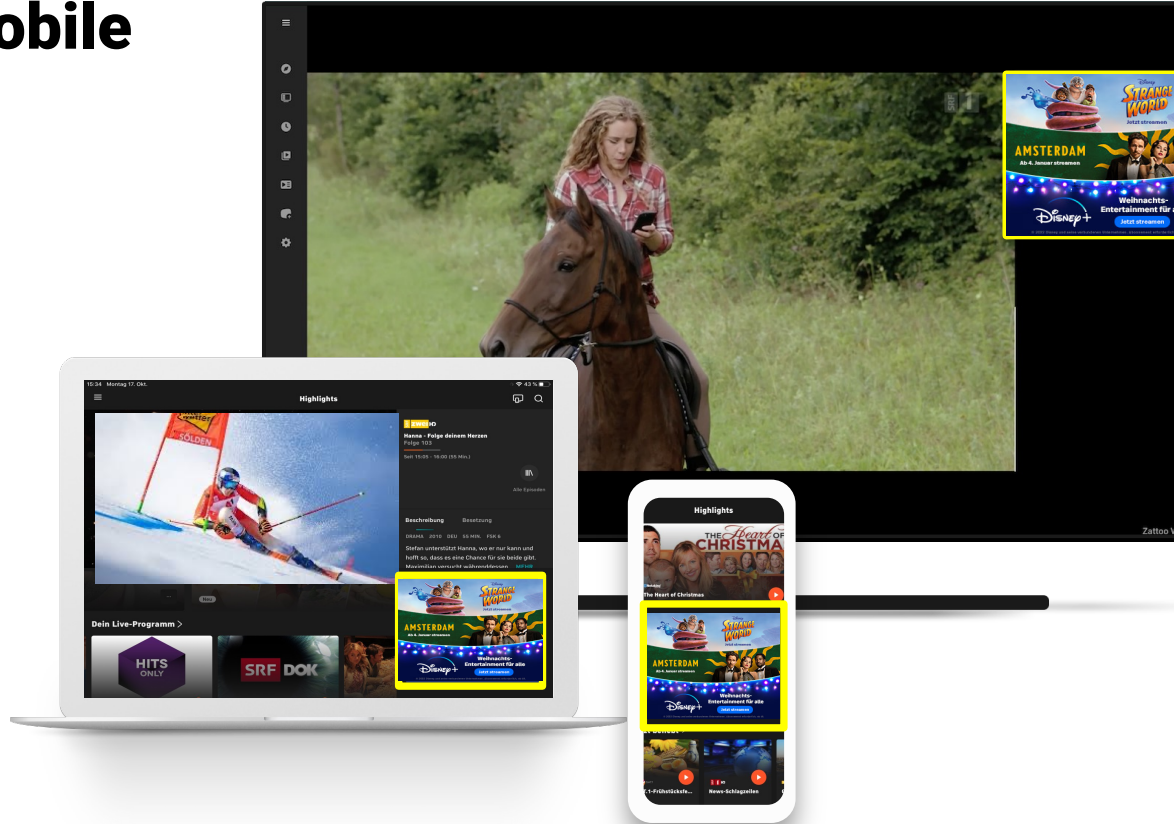
TV Side Ad & MedRec



Next to Live-Stream TV



Size 300x250



Display / Tablet

Mobile Billboard (Leaderboard)



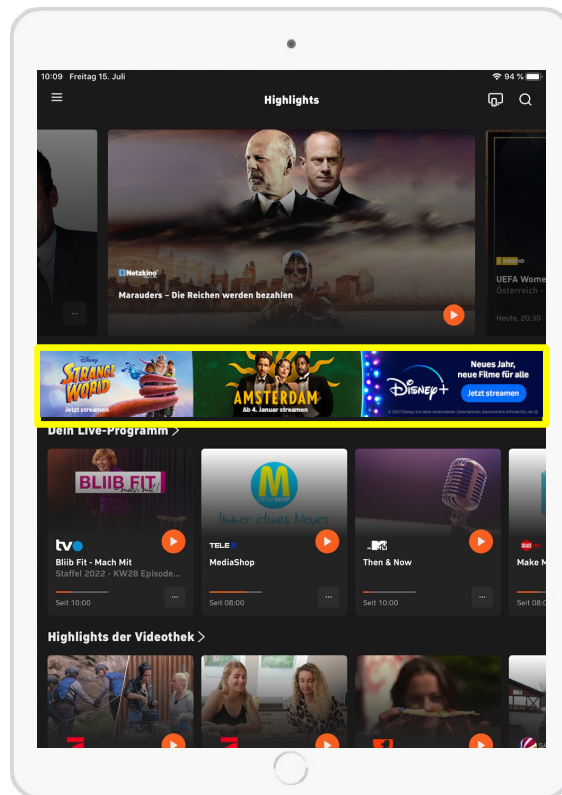
Next to Live-Stream TV



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



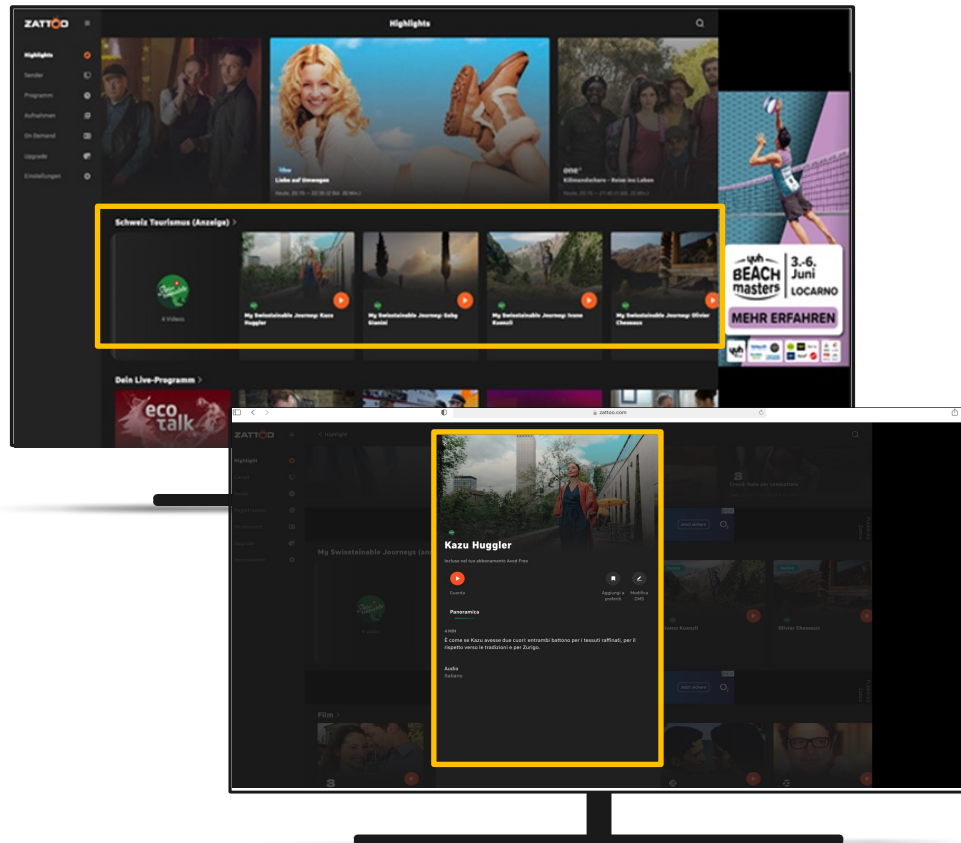
400`000 – 500`000 Ad Impressions per week



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



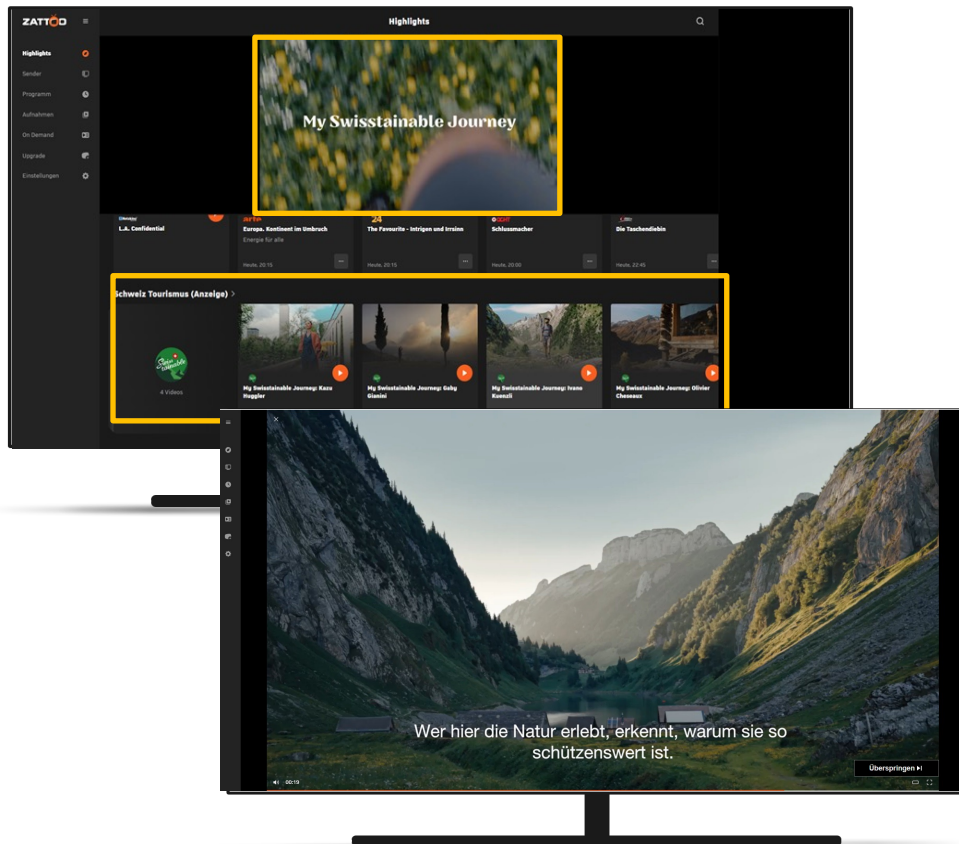
CHF 15'000 per week net / net



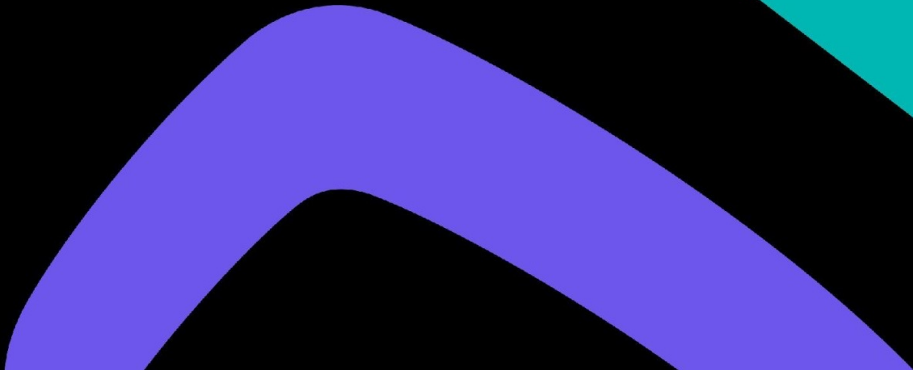
No Targeting Options



At least 90 sec spot



Targeting Options



Targeting Options



Socio Demographic

Age
Gender
Language



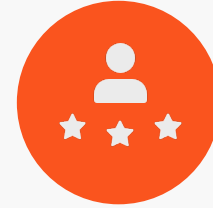
TV based Interests

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



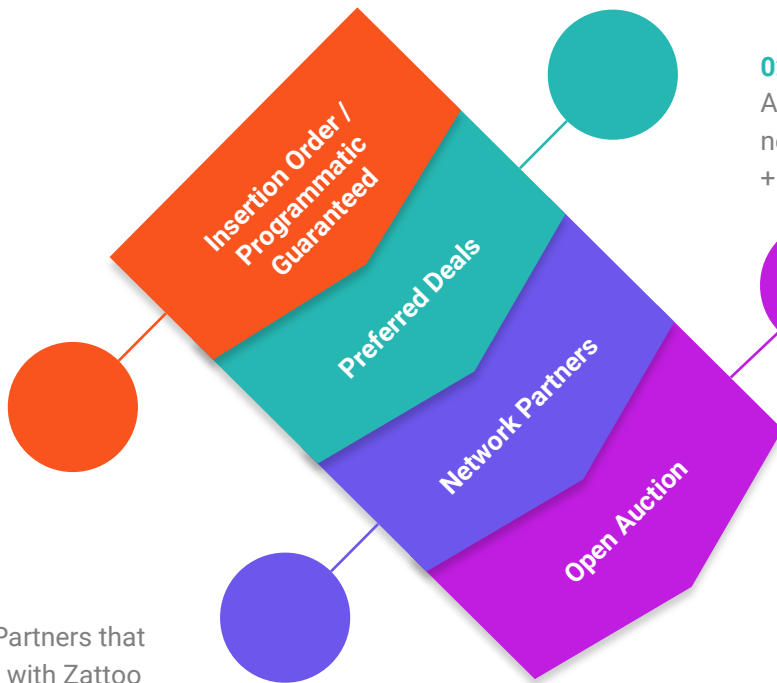
02. Preferred Deals

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



04. Open Auction

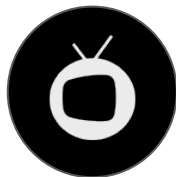
Leftover inventory is available on the open market



Parts for a great personal TV Ad Experience

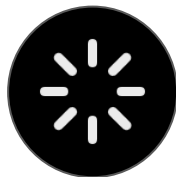
01. FANTASTIC PRODUCT

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



02. INNOVATIVE AD FORMATS

Branding Day & Special Promotion



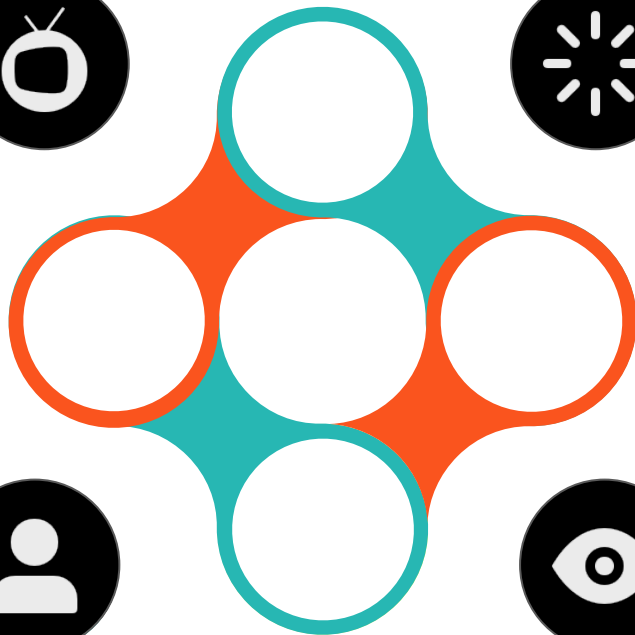
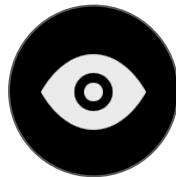
03. HIGH QUALITY TARGETING DATA

First party data through user analytics & sign in



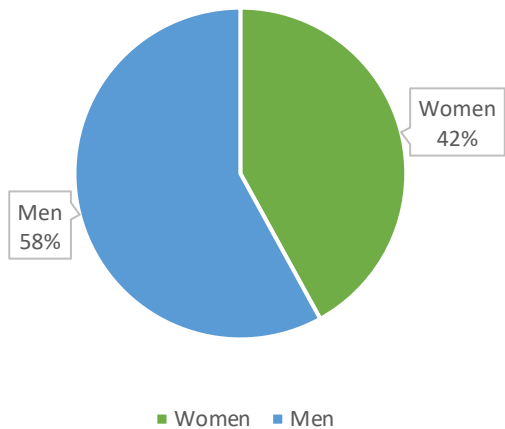
04. TOP OF THE CLASS VIEWABILITY

All video ad slots are always in view

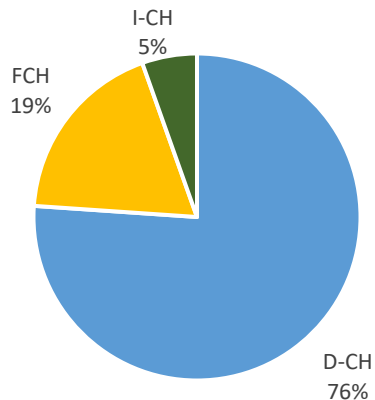


Facts & Figures

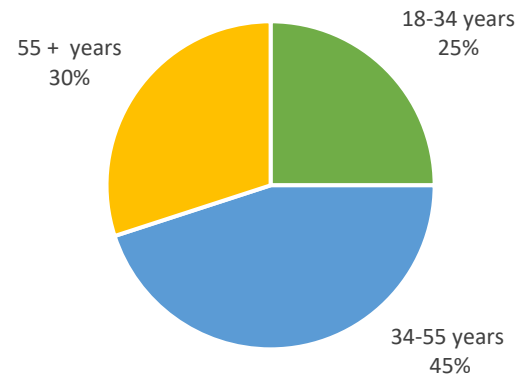
Facts & Figures



Share of men and women in %



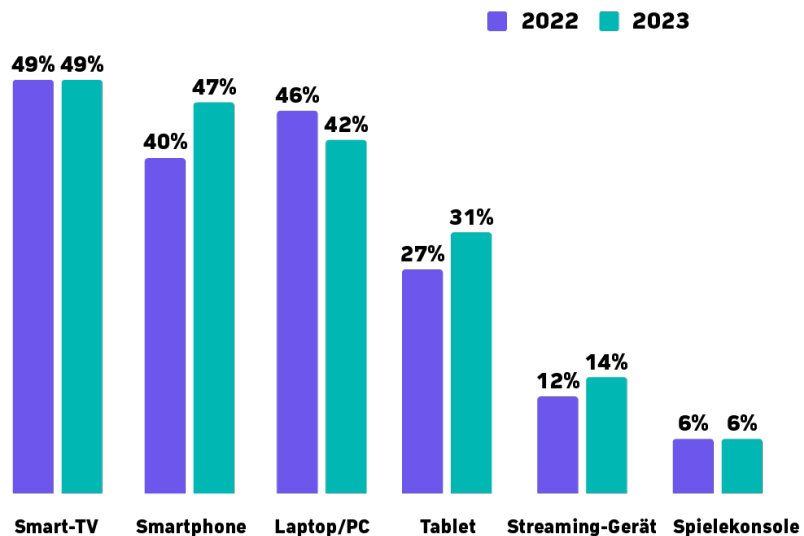
Unique users per month per language



Unique users per age

Streaming Report 2023

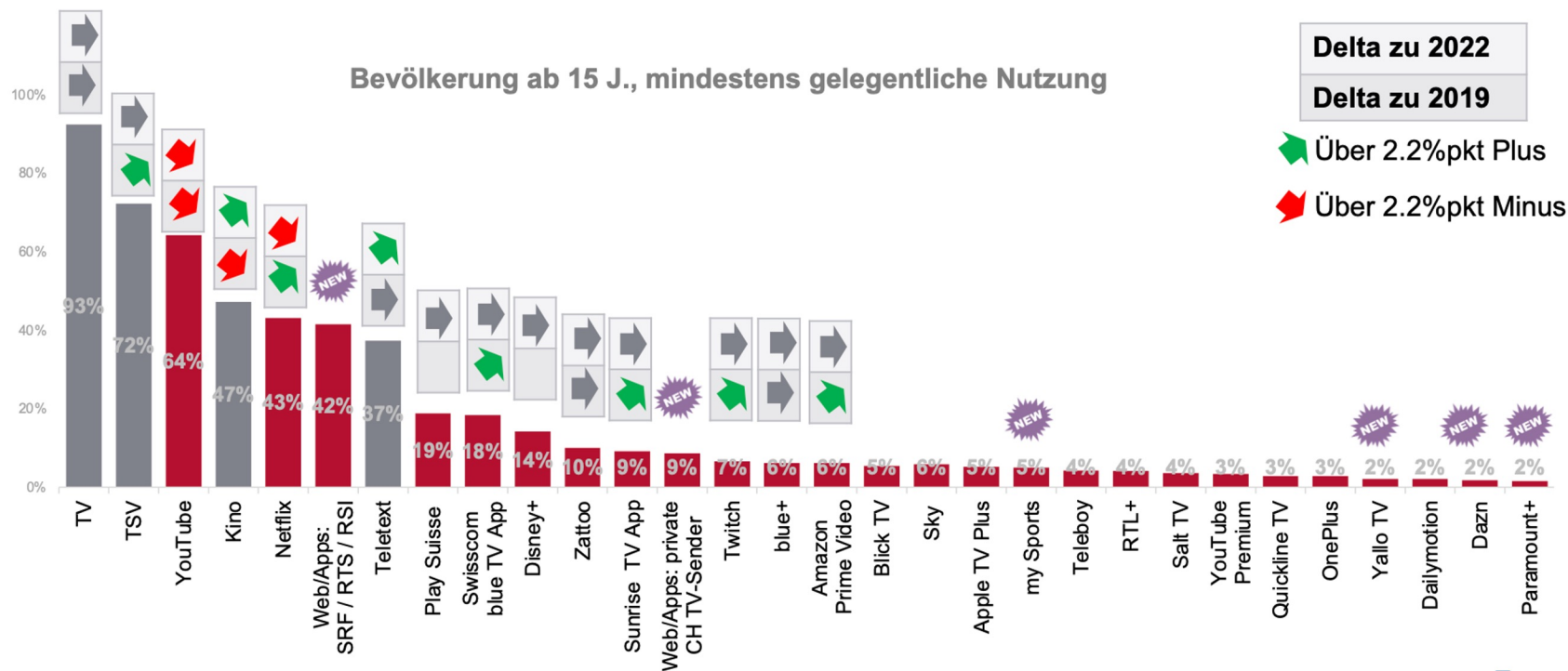
Auf welchen Geräten schauen Sie TV über das Internet?



Basis: Nutzer mind. 1% TV-Streaming-Angebote
2023 Basis ungew: 592
2022 Basis ungew: 568
Mehrfachantworten möglich

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
High Impact Formats					
	Halfpage Ad	70			
	Billboard	70			
Display		Prestitial	70		
	IAB Formats				
		Leaderboard		30	
	MedRec & TV Side Ad	30	30		
Special Formats					
	Branding Day (one day fix placement)	20'000	20'000		
	Sponsored Highlight Page (at least 90 sec spot, cost for one Week)	15'000	15'000		
<i>Basic gross CPMs in CHF</i>					



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



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Thank You

Switzerland

