

Connected TV

Mediadata DACH

Azerion's CTV Portfolio

Biggest names in CTV

sky

waipu .tv

androidtv

PHILIPS

amazon  fireTV

Rakuten TV

QWEST^{TV}

xumo

Azerion DACH | CTV

Key Facts

- ✓ Pre/Midrolls non-skippable (15-30`)
- ✓ MP4 Videofiles
- ✓ Deal types: IO / PMP
- ✓ Creative type: VAST 2.0+
- ✓ available via **Improve Digital** (SSP)
- ✓ Completion Rate: 90%+

Germany

120 mio.

Ad requests per month

Austria

10 mio.

Ad requests per month

Switzerland

10 mio.

Ad requests per month

Ad placement examples





Exclusive partnership

Enter the **world's leading** provider
of Smart TV solutions

PHILIPS **AOC** **SHARP**

Haier **TCL** **BenQ**



SCALE Reach a growing and diverse audience
through premium inventory



QUALITY Fraud free and brand safe supply



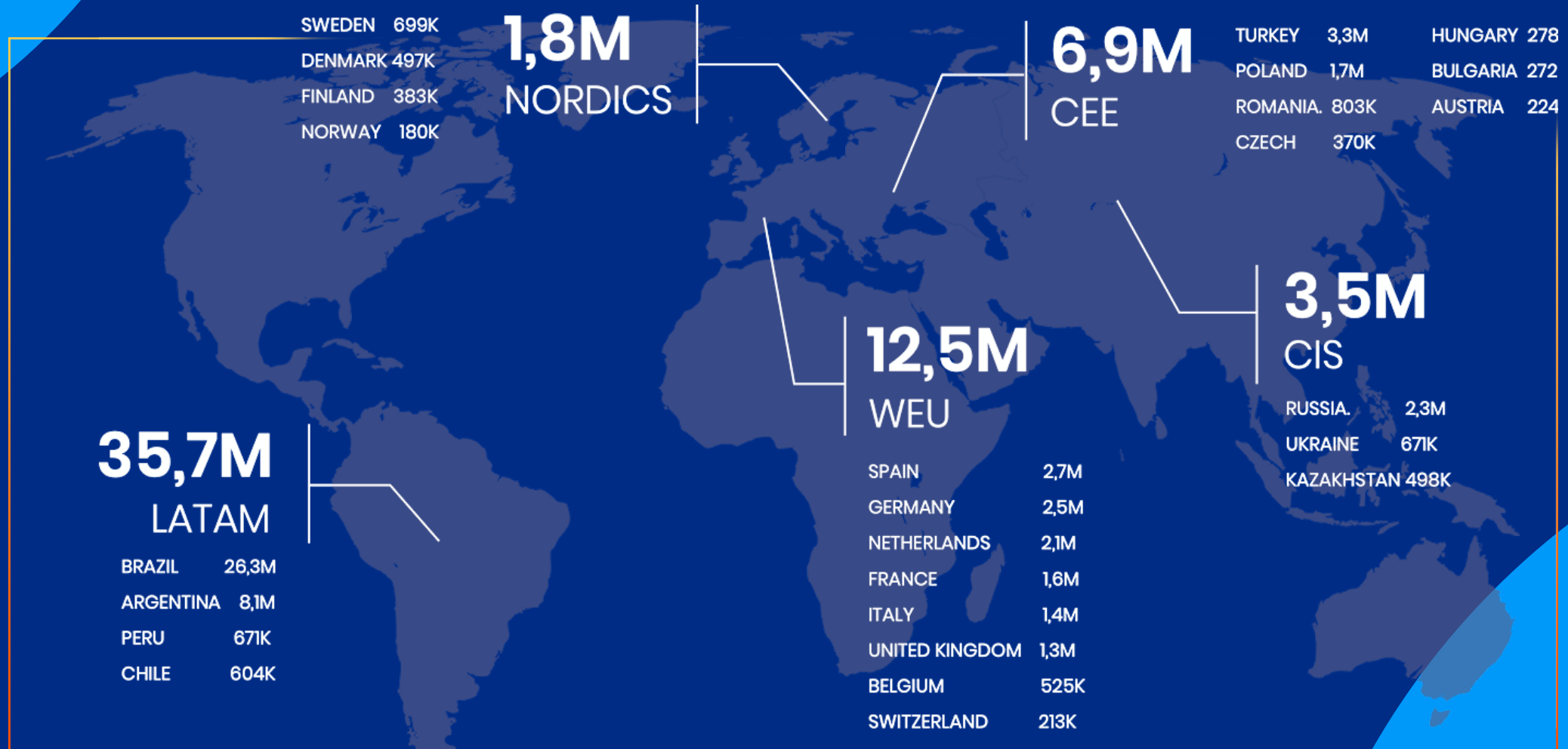
RECEPTIVITY Consumers' high level of attention



FLEXIBLE Direct or programmatic capabilities
through Improve Digital

Connect with consumers

at scale from the comfort of their living room



Source: WhaleEco video inventory portfolio in may 2021. Portal generated video ad requests per month.

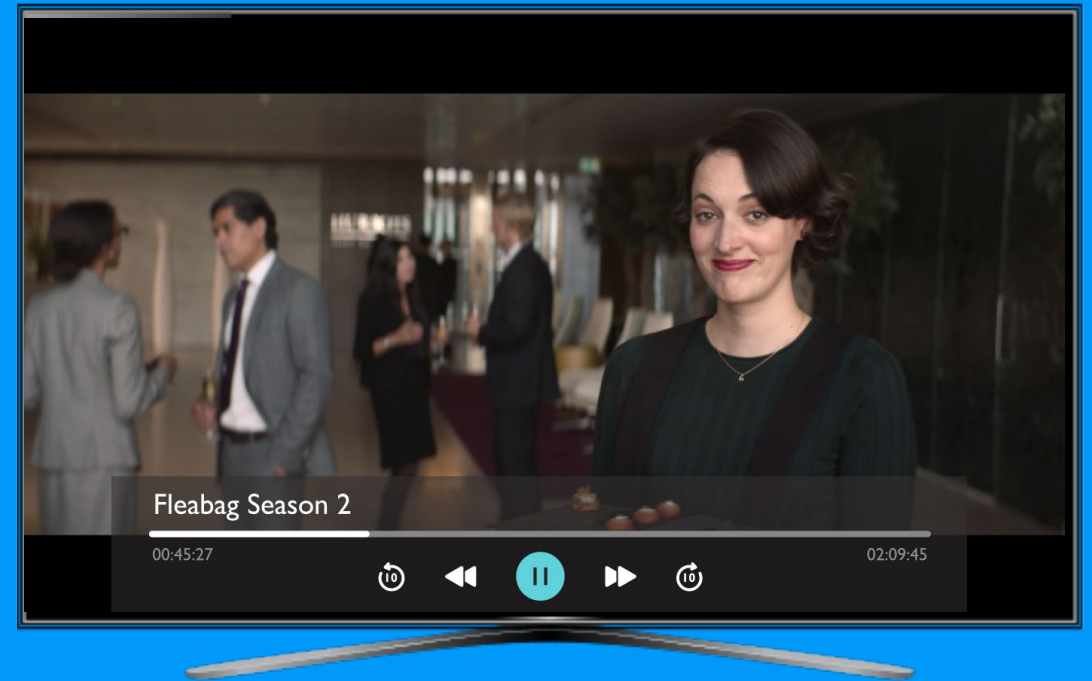
Ad Formats

Get undivided attention with high-impact video ads



Pre-roll Portal Ads

The video ad is shown in the Smart TV interface next to the content app gallery.



Pre-roll AVOD









The video ad is shown as a pre-roll/mid-roll while consuming any CTV content on the portal.

Samsung TV Plus

Reach easily your audience

Choose
program
and watch a
fullscreen
Preroll



-  Full viewed then served
-  No ad-blocker
-  Frequent access
-  Highly engaged audience
-  Multiple users
-  Brand safety
-  Big screen
-  4k quality possible

Waipu.tv

Dynamic Ad Injection



- ✓ Video advertising in the live stream and in the media libraries
- ✓ (delayed) pre-roll & mid-rolls

- ✓ With over 50 Connected TV Channels from waipu.tv
- ✓ Addressable advertising through channel selection & via targeting



Thank You

We would be happy to make you an individual offer.

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