




TERAVOLT

ELECTRIFYING MEDIA

SMARTPAGES: THE NEW WAY OF CREATING HBBTV CAMPAIGNS





Positioned in the heart of
digital media **transformation**
we realize award winning
products for the who is who

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TeraVolt – Business Areas

Consulting,
Production and
Creation

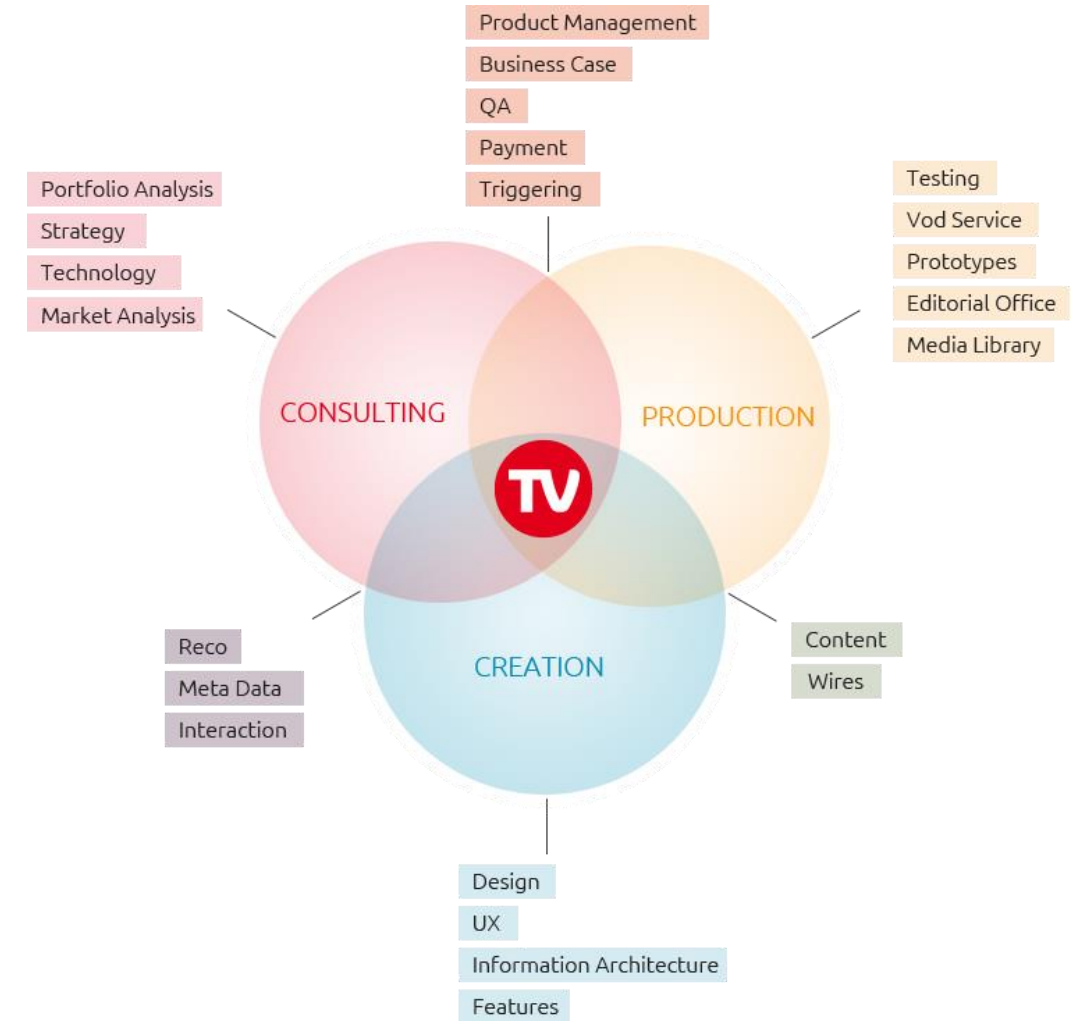
References



Awards



Owned

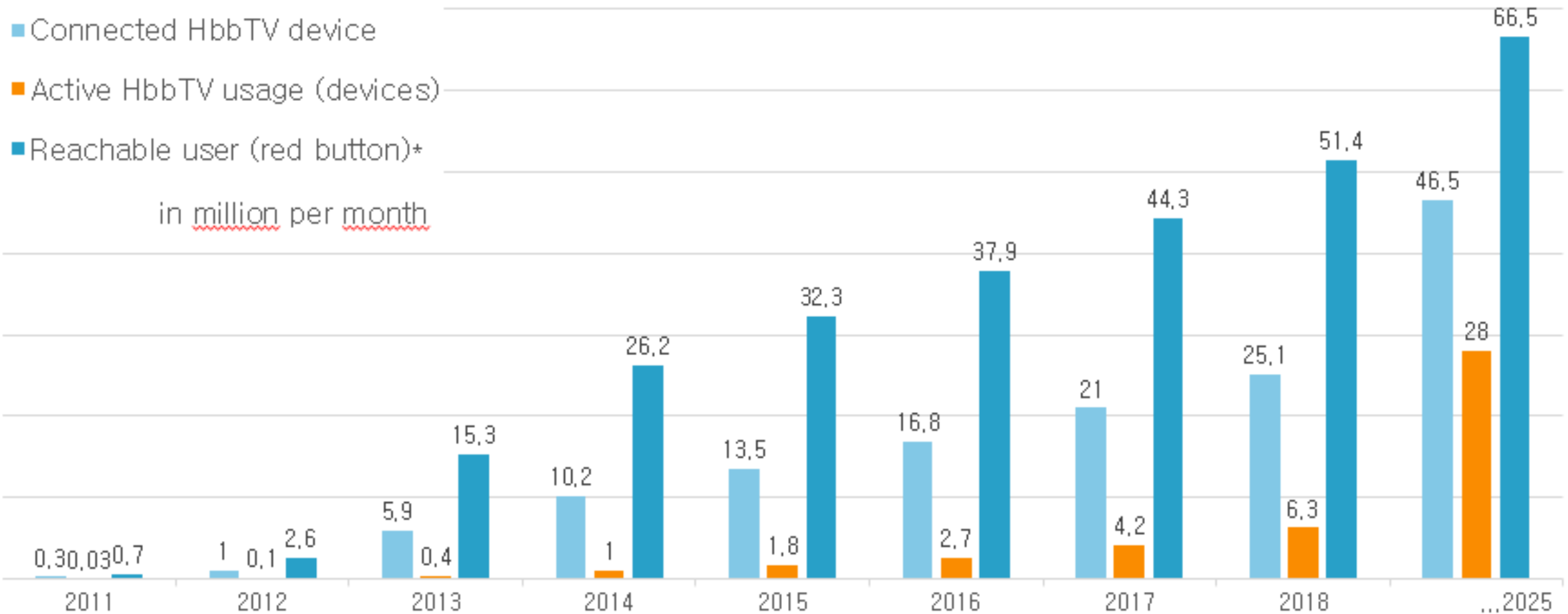




Engagement is futures
currency – HbbTV as an
approach to transform TV
viewers to engaged users

Strong growth in reachable devices & active HbbTV usage

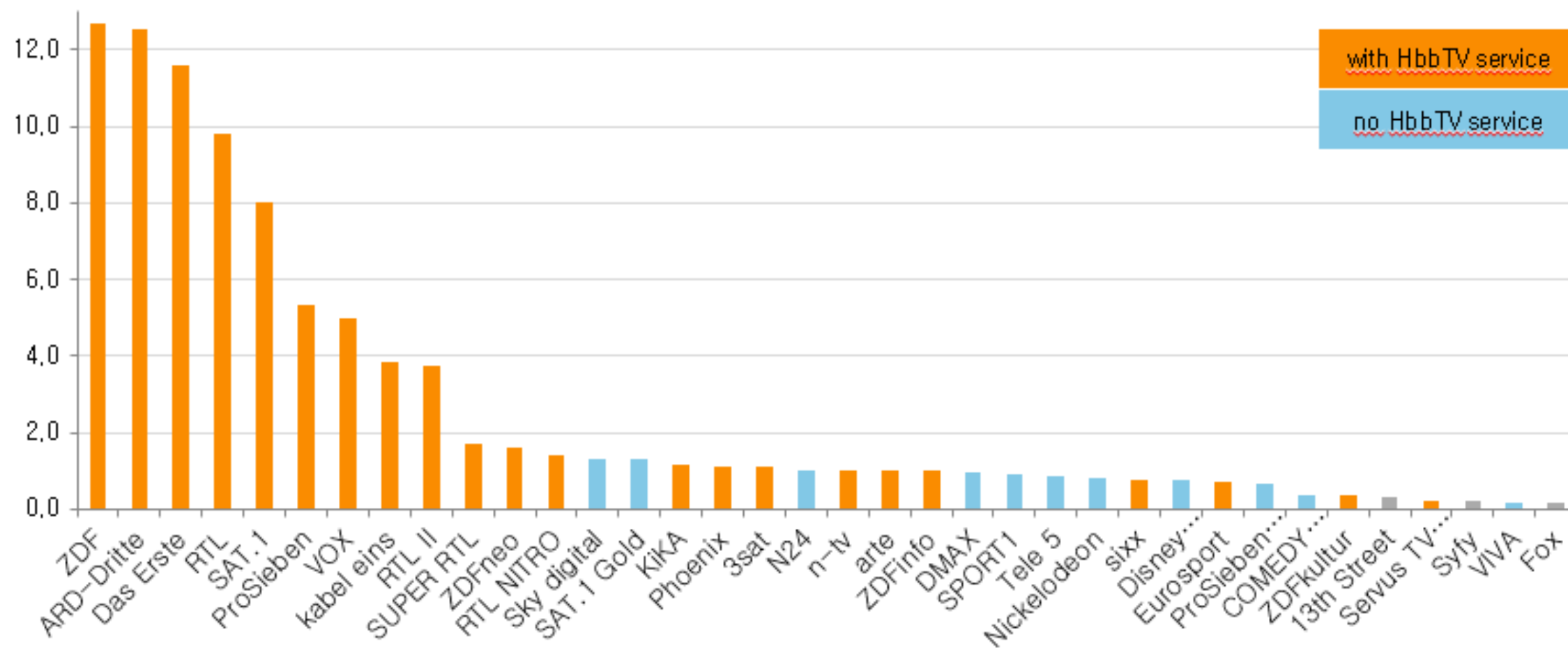
Status and forecast HbbTV in Germany



* on average 2,6 individuals per household (P7S1 survey)

HbbTV is already used by most German broadcasters

Broadcaster and HbbTV offer by audience share in %, January – August 2015



ProSiebenSat.1 achieves a CTR from an average of 0.84%

ProSiebensat.1 Click-Through-Rate Red Button Trigger

CLICK-THROUGH-RATE	Pro7	Sat.1	Kabel1	SIXX
Max. CRT Red Button	3,59	5,40%	3,70%	3,40%
Ø CRT Red Button	0,83%	0,98%	0,77%	0,76%
Min. CRT Red Button	0,27%	0,21%	0,21%	0,25%

Success factors for CTR


Creative



Content/Benefit



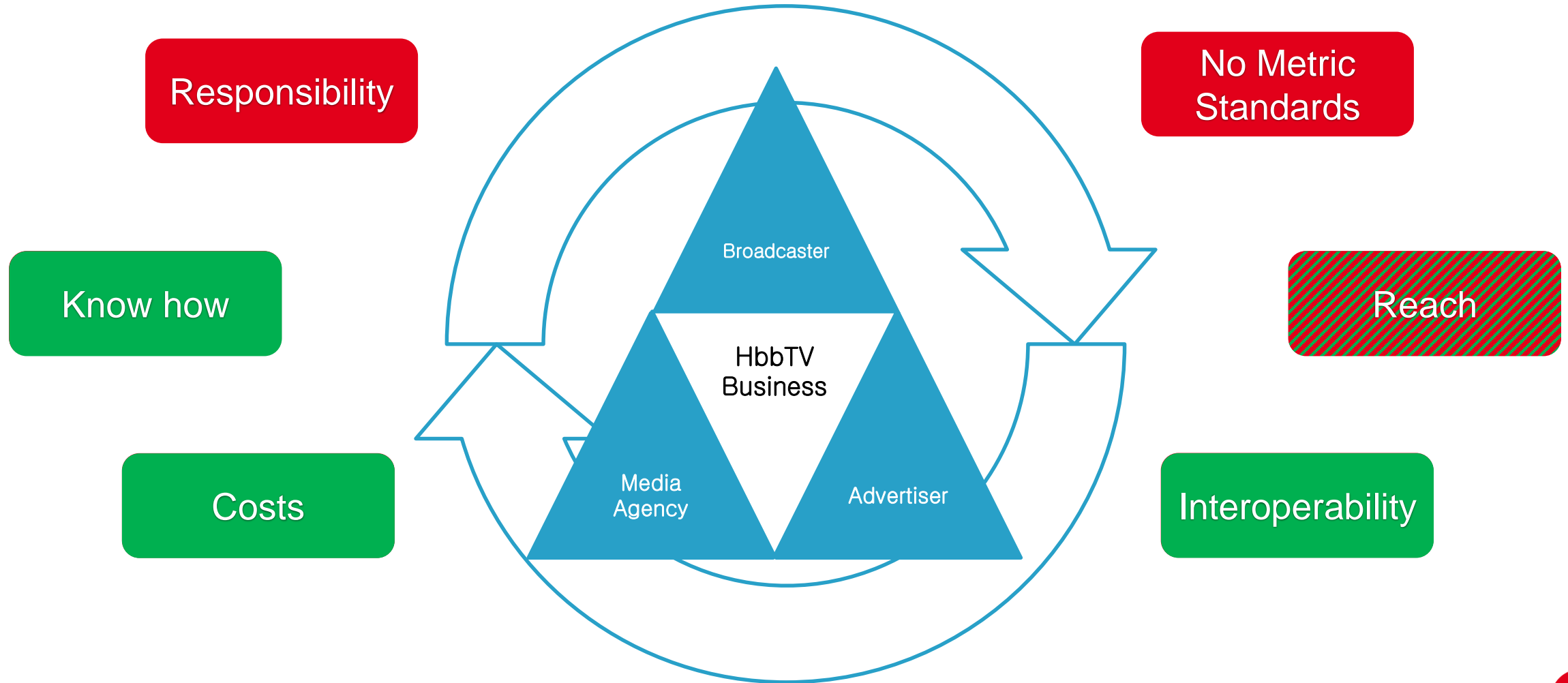
Call To Action




Challenge: Scaling the
HbbTV advertising business
for broadcaster, agencies
and advertiser

Challenges scaling the HbbTV business

Improvements needed at many parts of the value chain

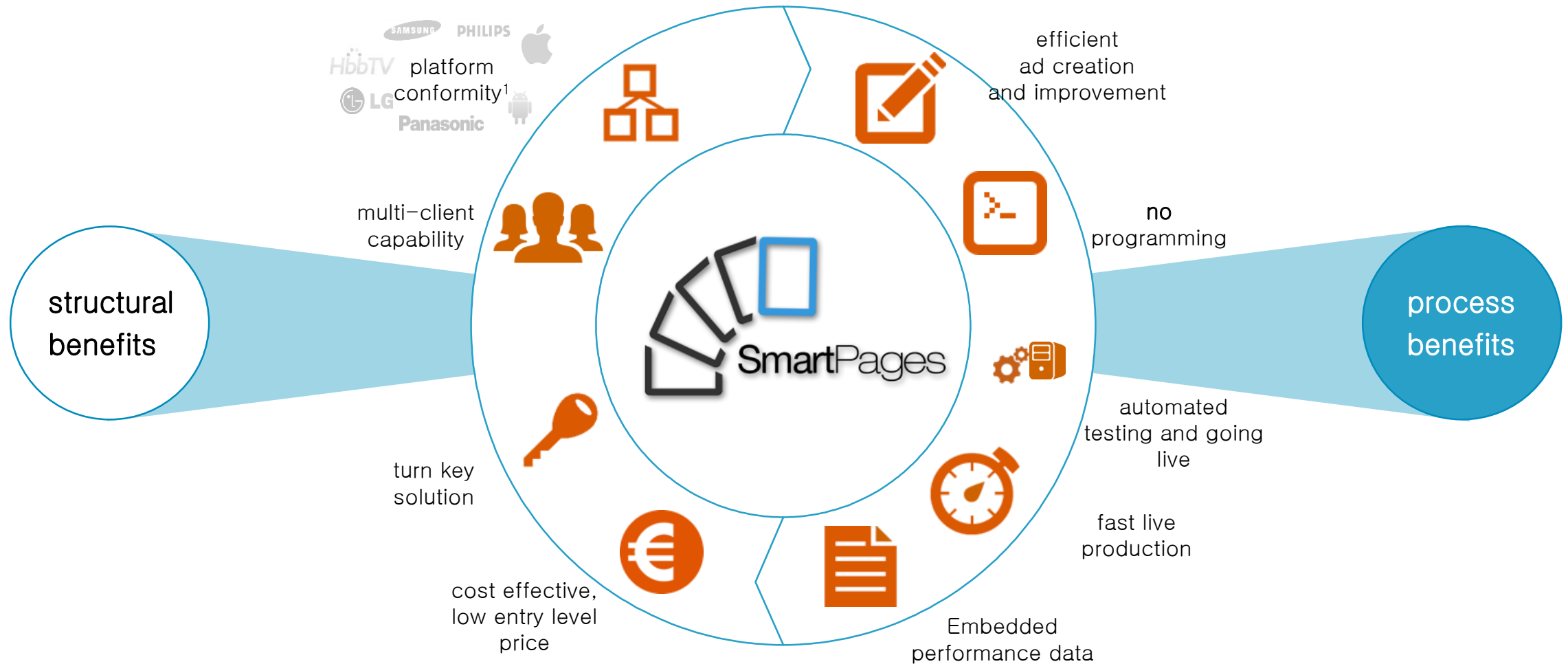




SmartPages enables **simple
and efficient** production of
campaign extensions for multi
screen use cases

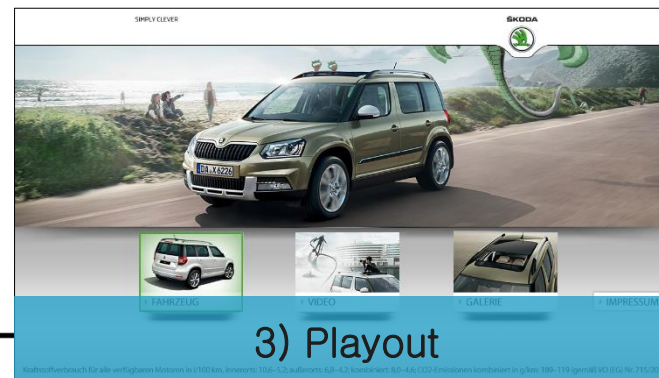
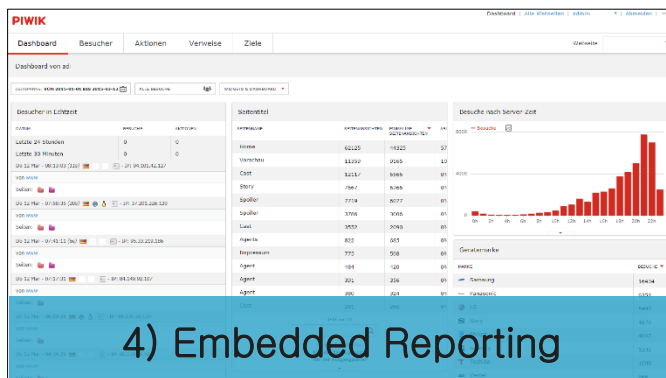
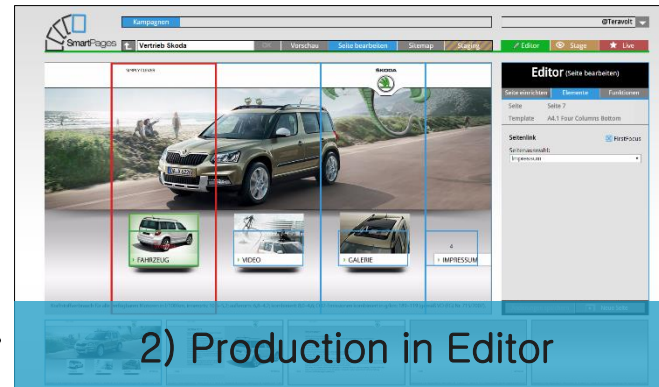
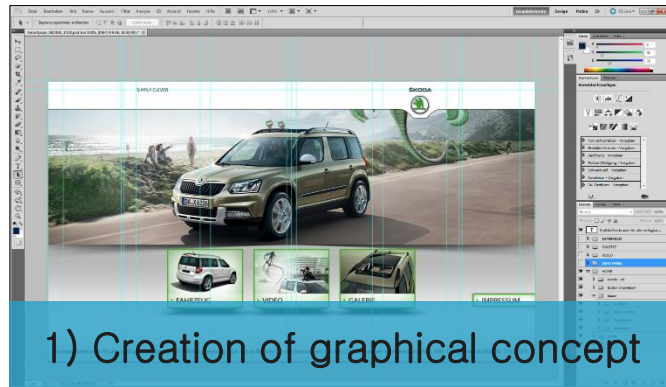
SmartPages is a highly scalable platform for addressable HbbTV campaigns

SaaS tool for TV ad campaign extensions




In a few steps to a publishable SmartPages campaign

Process of creation



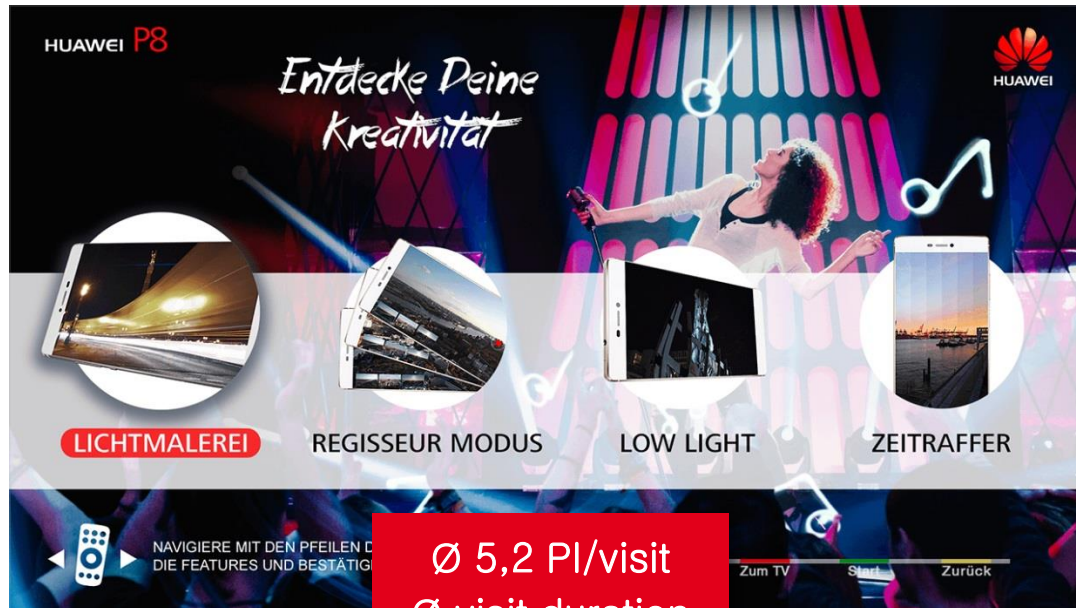
1. Graphic production
2. Upload into WYSIWYG Editor. Buttons are detected automatically by image-difference-method and are linked manually by the user.
3. Automated campaign verification and publication on the system (Editor, Stage, Live) – Create once, publish everywhere!
4. Reporting figures are available immediately.



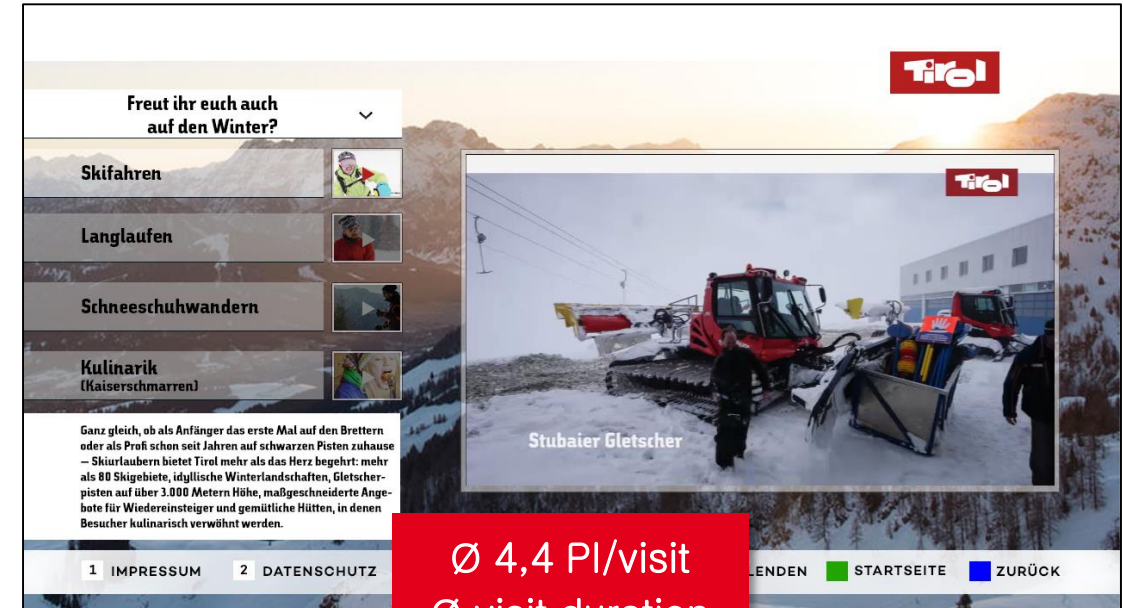
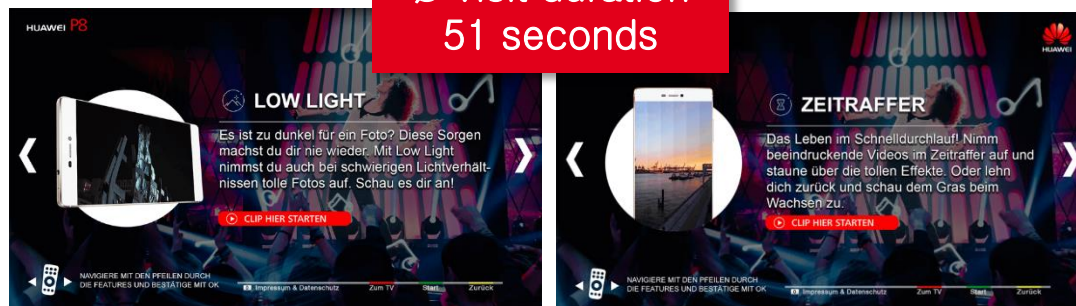
Actual cases proof **the power
of engagement** – Best
practice campaigns from
German broadcasters

Commercial campaigns

Huawei at RTL2 and Tirol at ProSiebenSat.1 channels



Ø 5,2 PI/visit
Ø visit duration
51 seconds

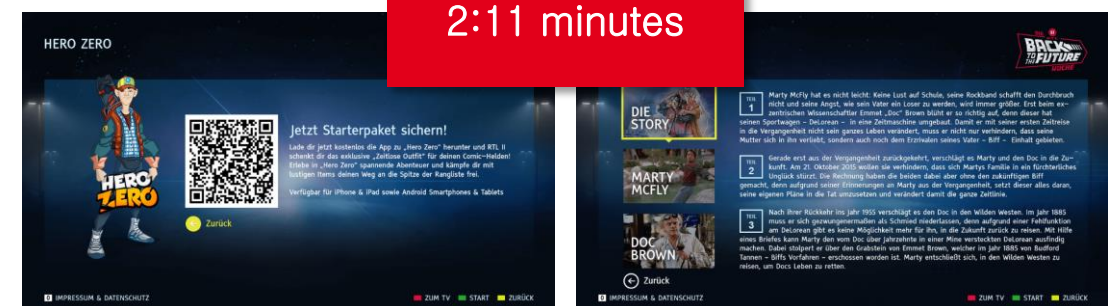
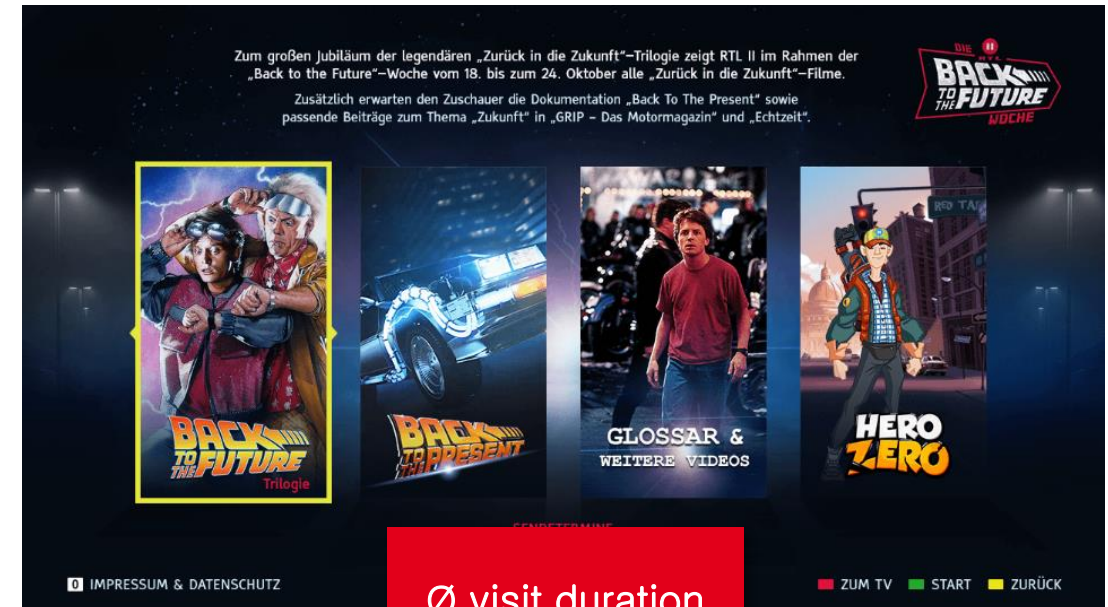
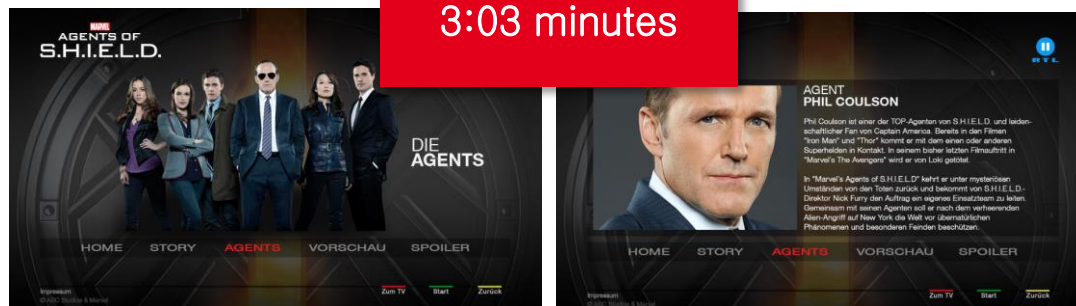


Ø 4,4 PI/visit
Ø visit duration
59 seconds



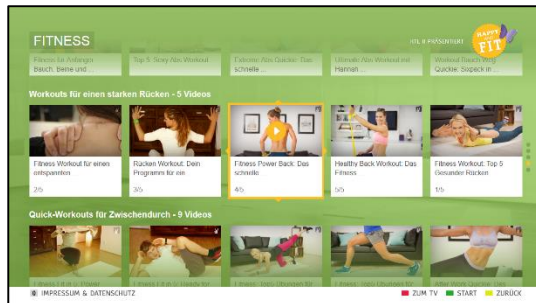
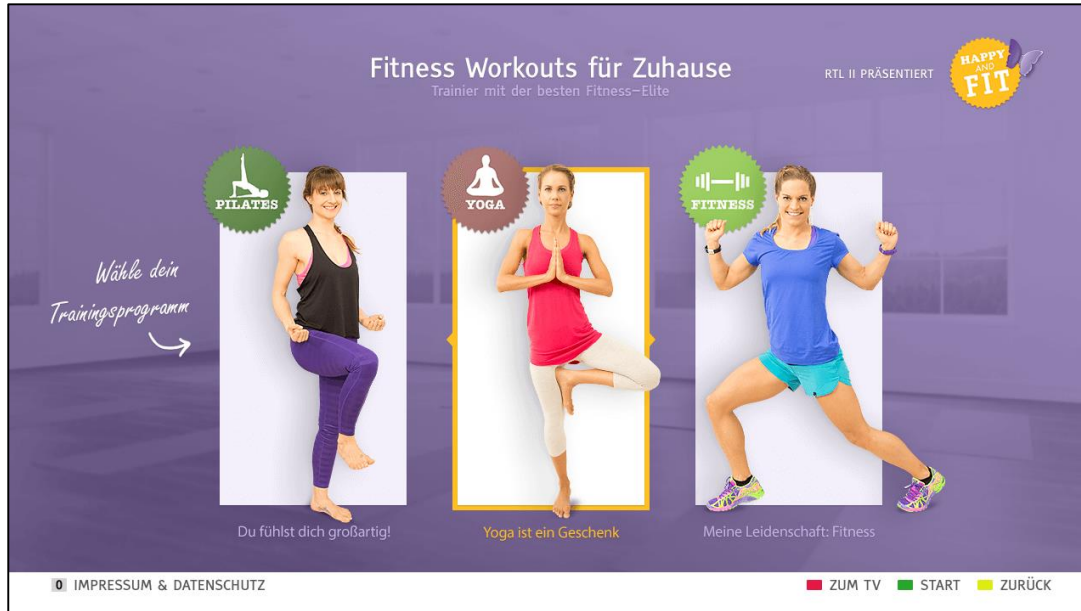
Editorial show related campaigns

Agents of S.H.I.E.L.D. and Back to the Future Week at RTL2



Video driven campaigns and prototyping

Happy & Fit App at RTL 2 and prototypes



Wild Island prelaunch campaign

Lead to very good 17,9% share 14-49 and 10,0% share Z3+ on first episode



Ad Impressions	Red Button: 2.003.705 on 4 channels
Ø Clickrates	Display 0,66% CTR, Startbar: 13,28% CTR



VideoViews	55k VideoViews, Ø2,78 VV/Visit
Ø Visit Duration	1:41 Min Ø Visit Duration on microsite

CONTACT

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Employees

11

Major Costumers

10.450

Cups of Coffee p.a.