EL CARTEL MEDIA

AD LAB CREATION

SWITCH IN EXCHANGE

DYNAMIC AD SUBSTITUTION
TV & BRAND
RTL II - #ZEIGMIRMEHR / #SHOWMEMORE

REAL
EMOTIONAL
sexy
STRAIGHT
SURPRISING
LIGHT ENTERTAINMENT
optimistic
FAMILIAR
ENGAGING
EDGY
YOUNG
FRIENDSHIP

REALITY STATION NO.1
SWITCH-IN EXCHANGE
30” SINGLESPOT PLACEMENT VIA HBBTV

07.06.2018 – 15.07.2018 // 164 ad slots // 615,579 Ad Impressions in total // 98% VTR
## SWITCH-IN EXCHANGE

**SEQUENCE**

### Standard broadcast without HbbTV

- Commercial break
- Programme trailer (20-50’’)
- Programme trailer (20-50’’)
- Station-ID 5’’
- Programme

### Switch-In Exchange via HbbTV

- Commercial break
- Programme trailer (20-50’’)
- Loading screen + TVC (length of the spot identical to length of trailer)
- Station-ID 5’’
- Programme
The figures above are approximate numbers.
Addressable TV advertising on Smart TVs with a standard 30” TVC

- Regional targeting possibilities
- Frequency capping
- Increase of media inventory
- Increase of single spot placement opportunities
- Motion picture advertising via HbbTV with a TVC 10”+ duration
- Realizable with HbbTV 1.5 standard
- Free-to-air SD broadcast via satellite (Astra 19.2) necessary due to signal delay reasons
SCHWITCH-IN EXCHANGE
DYNAMIC AD SUBSTITUTION

Relevant departments and partners

→ **EL CARTEL MEDIA**
  RTL II sales house responsible for TV- and crossmedia advertising sales incl. Addressable TV

→ **RTL II broadcast scheduling**
  responsible for planning and integration of the exchange ad slots within the programme flow

→ **RTL II IT & application development**
  adaptation of the technical interfaces between RTL II, CBC, Teravolt, Smartclip

→ **CBC**
  bringing everything on-air

→ **Teravolt**
  developer of the HbbTV portal RTL II RED., link between editorial content and Smartclip advertising platform

→ **Smartclip**
  sales partner and distributor of the technical infrastructure for addressable TV advertising within the RTL group, responsible for the ad delivery itself
VIENE DANK!

THANK YOU!
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