



EL CARTEL
MEDIA



AD LAB
CREATION

SWITCH IN EXCHANGE

DYNAMIC AD SUBSTITUTION



EL CARTEL
MEDIA

RTL II FERNSEHEN

► TV & BRAND

RTL II - #ZEIGMIRMEHR / #SHOWMEMORE

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

NAKED
ATTRACTION
DATING HAUTNAH



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RTL II FERNSEHEN

► SWITCH-IN EXCHANGE

30" SINGLESLOT PLACEMENT VIA HBBTV

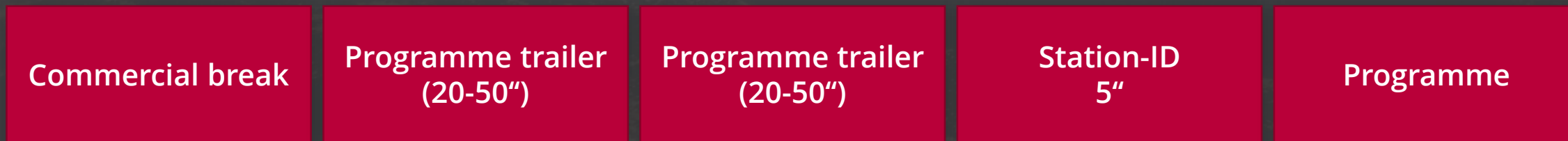


07.06.2018 – 15.07.2018 // 164 ad slots // 615.579 Ad Impressions in total // 98% VTR

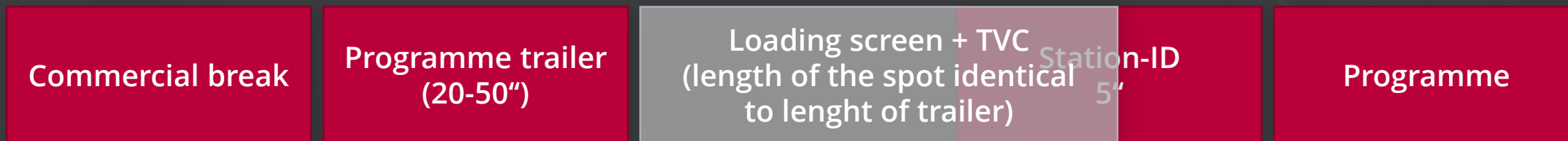
► SWITCH-IN EXCHANGE

SEQUENCE

Standard broadcast without HbbTV

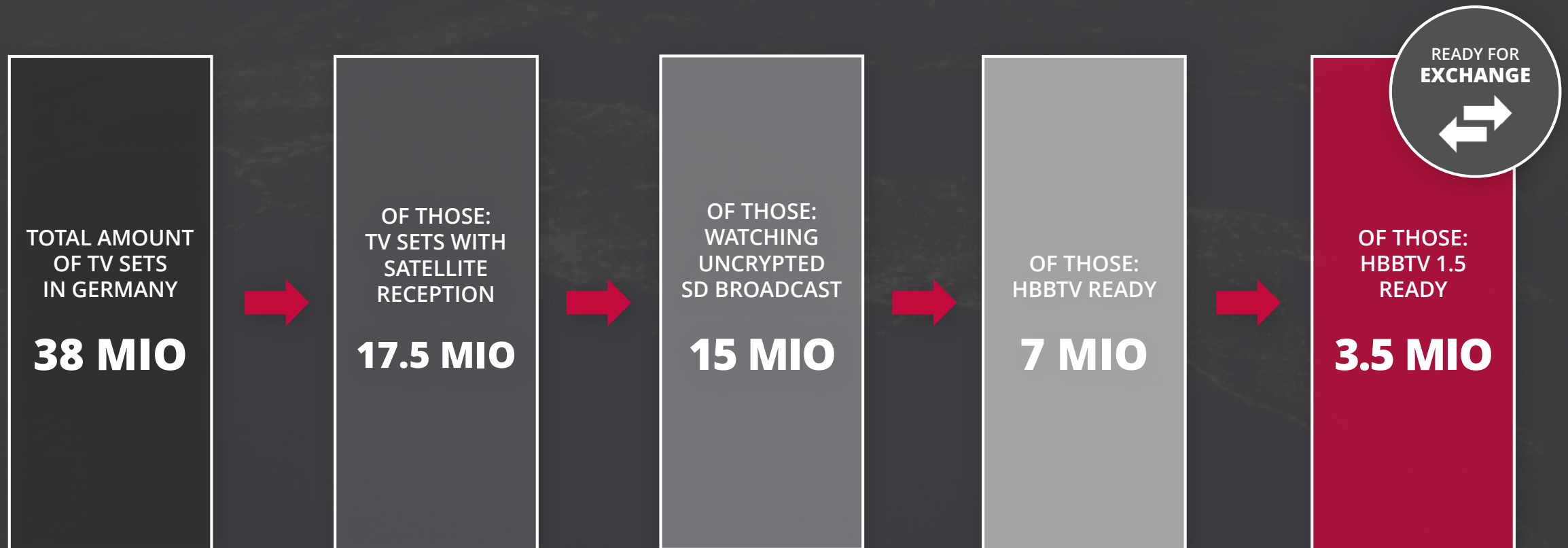


Switch-In Exchange via HbbTV



► SWITCH-IN EXCHANGE








TECHNICAL REACH



► SWITCH-IN EXCHANGE

DYNAMIC AD SUBSTITUTION

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

► SWITCH-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

VIELEN DANK!

THANK YOU!



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► CONTACT

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