

TVekstra



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Founded in 2017, TVekstra is an advertising sales house focusing solely on addressable media.

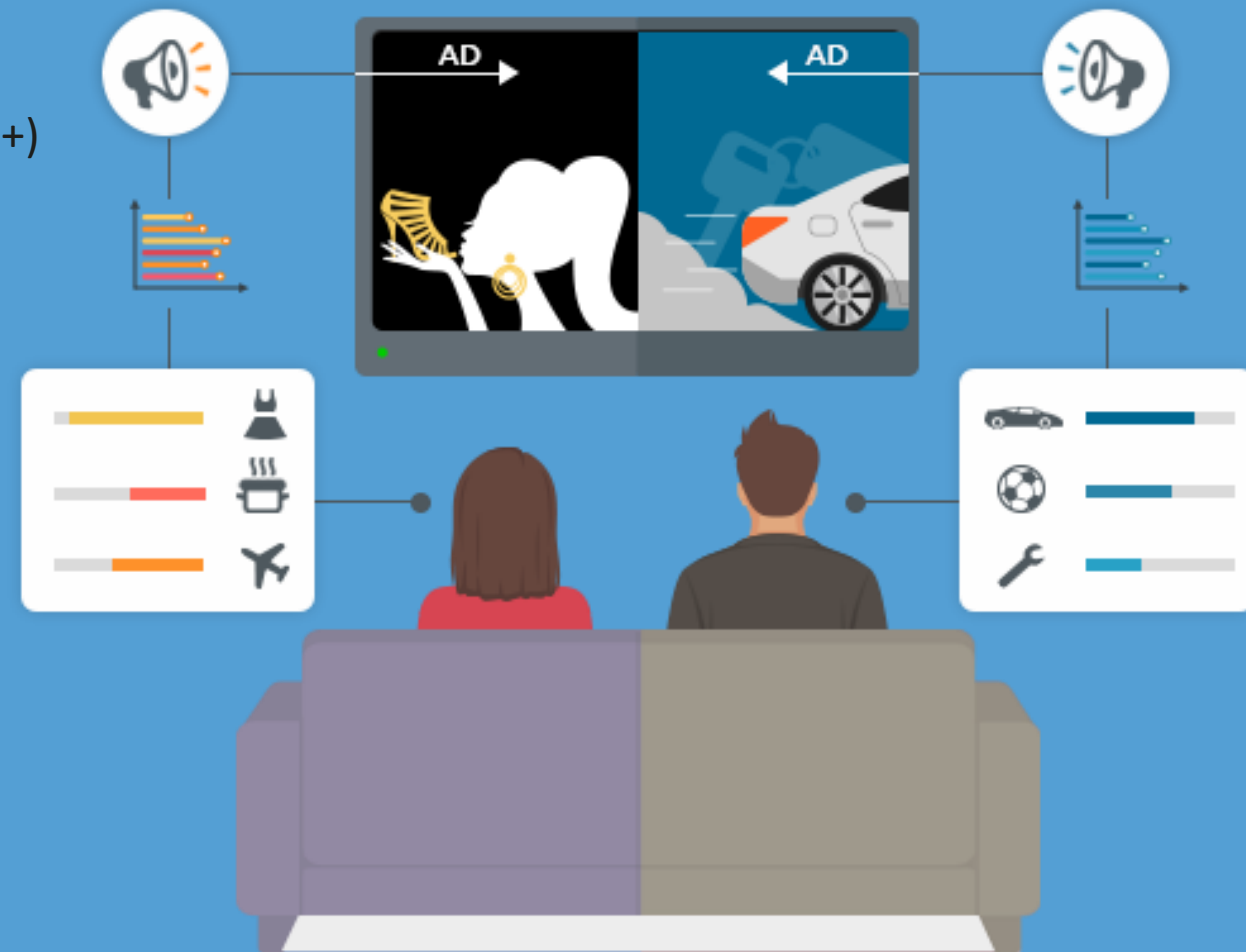
With more than 15 years of experience, hundreds of successful projects and a sizeable portfolio of both local and international clients, we accompany our clients in their quest for digital transformation for TV.

Working closely with our clients, we provide tailored development for specific business needs.

TVekstra has positioned itself as an advertising sales house that aims to provide excellent end-to-end operations to agencies, TV channels and advertisers.

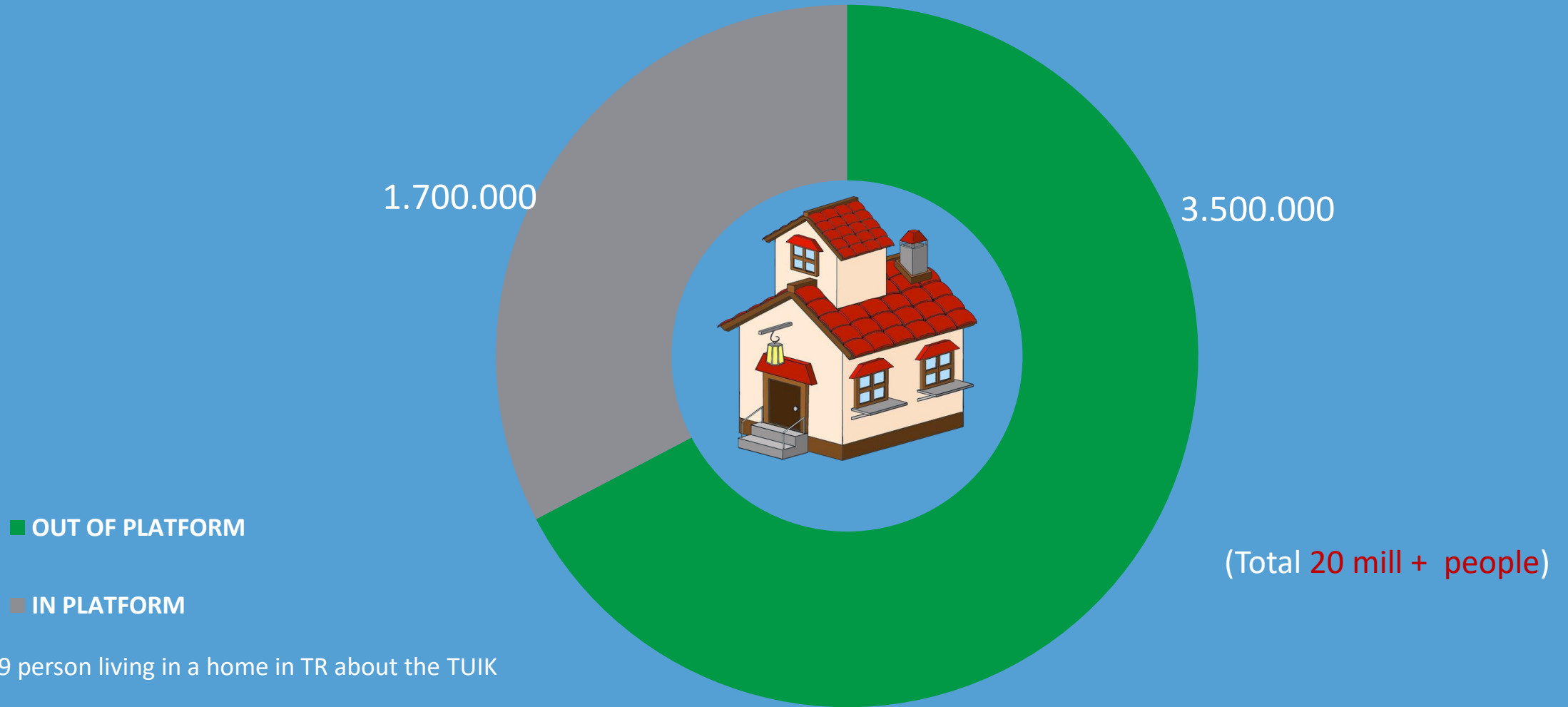
Tvekstra Positioning

- Market Leader (%75 share)
- Major FTA channels integrated into TVEkstra Network (40+)
- CTR rates % 2
- CPM rates accepted by market
- Ready for programmatic TV
- 100 + Customers trust us in their daily business
- 200 + Campaigns
- 17 regional dealers, 80 + local campaigns



Turkey TV Landscape

5,2 mill House



* 3.9 person living in a home in TR about the TUIK



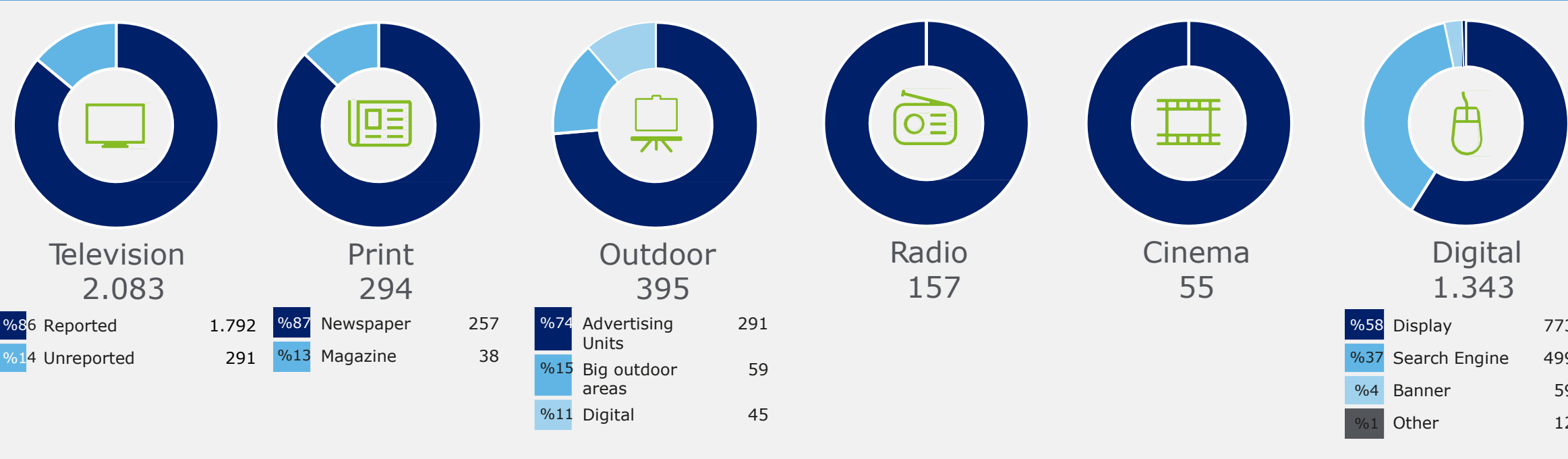
Media and Advertising Investments in Turkey

Media and Advertising Investments in first half 2019

Total media and advertising investments in the first half of 2019 reached TL 5.4 billion

Media

₺4.327



Advertising investments

₺1.082

Creative works include production, printing, BTL, sponsorship and advertiser service fees and account for 25% of total investments.

Total media and advertising investments

₺5.409

Source: Deloitte

Local Advertising in the Age of Programmatic

Local advertisers and SME's are the new TV advertisers. Programmatic/addressable TV makes it possible to reach the right audience at the household level !



***With our dealer infrastructure and online booking which reaches out to 81 cities,
local advertisers can broadcast ads in any province on national TV channels.***



Local Campaigns



Alin's

Sınırsız Lezzet + Sınırsız Hizmet = Sınırsız Mutluluk

Alin'ste denklem çok basit

Yeni Bölüm
O SES TÜRKİYE
2. TUR

Detaylı bilgi için
kırmızı butona
basın



Alin's

Sınırsız
Sensin
Serpme
Kahvaltı

2 Kişi
70 TL

İzmir park AVM
Balçova Kipa AVM
Bostanlı
Alsancak/Kordon

Local Campaigns



HERŞEY
DAHİL
59 TL
15 Mbps
'e kadar
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Çıkış

Bu işte bir tarzlık var !

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'e kadar
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Detaylı bilgi için
tuşuna bas

Co-operation with Media Planning Agencies



Advantages of working closely with media purchasing agencies are;

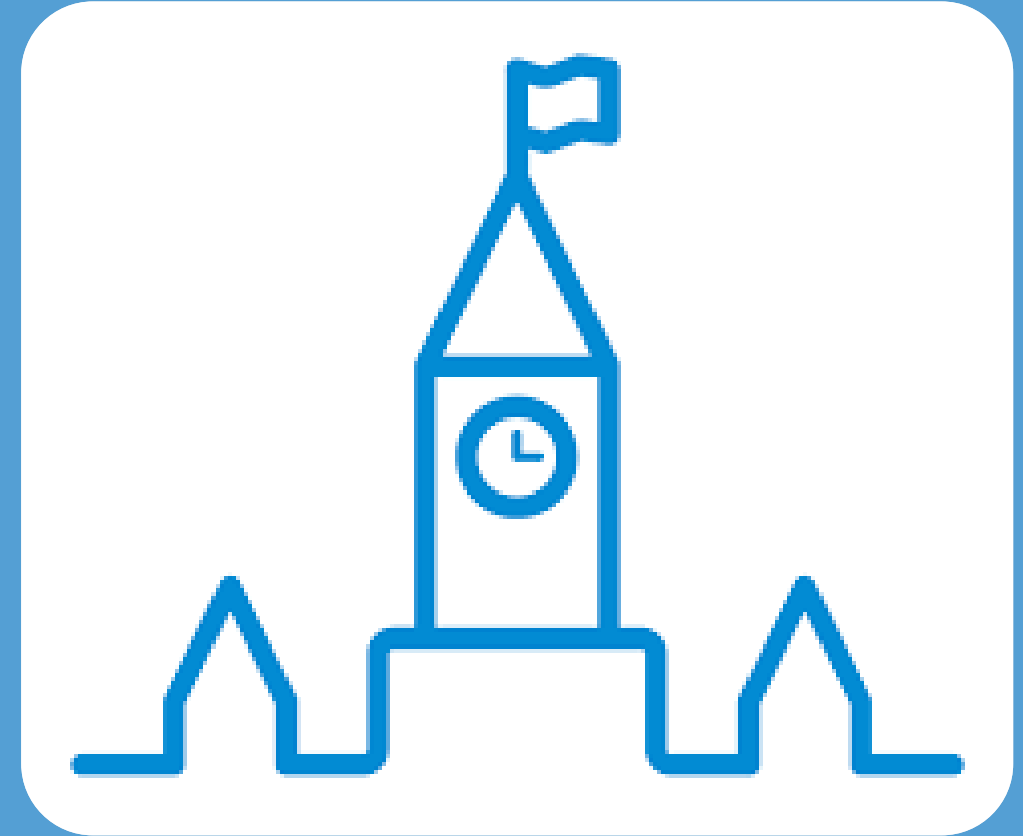
- Leadership: TVekstra is the first name that comes to mind in the Addressable TV sector in Turkey!
- Inclusion in brief mails and 360 degree plans
- Opportunity new business strategies
- Having active role in pitch presentations

Local Government & Municipality Projects

Addressable TV is directly related to the person. You and your next door neighbor may be watching the same TV program, but due to the power of Addressable TV, end up viewing different surveys or ads.

The power of localization and targeting in TV ads can change the preferences of the district. TVekstra collaborates with local governments and municipalities

Therefore, many households in Turkey have opportunity to monitor the municipal services in their region closely.





BEST PRACTICES

TV8 HD

Yeni Bölüm
SURVIVOR

TV8

Suna: Ganajı yap, krem
"patisserie" yi de beraber yapalım.

Yeni Bölüm
MASTERCHEF TÜRKİYE



On kıtadan oluřan İstiklal Marşı'nın tamamında,
bu kelimelerden hangisi diğerklerinden daha az geđer?

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