HBBTV is the best option to implement addressable TV in Spain.

- 7,9M of devices
- 17,4M people reachable

AS MAIN DRIVER FOR ATV
FORMATS & SEGMENTATIONS

THREE FORMATS TO USE DEPENDING ON COMMUNICATION NEEDS OF ADVERTISERS. LENGTH 10"

MAIN DIFFERENCE
STREAM EVENT BASED INSTEAD OF SWITCH IN

“L” BANNER
STATIC

“L” BANNER
DYNAMIC (GIF)

WITH
QR CODE

SEEN/NOT SEEN
YOUR LINEAR CAMPAIGN
EVEN WITH FREQUENCY CONTROL
NOT SEEN / SEEN 1 / SEEN 2

BY IP
GEOGRAPHICAL SEGMENTATION

LOW
TV VIEWER
CROSSDEVICE
DIGITAL EXTENSION
atresmedia & smartclip
CROSSDEVICE

Digital Extension of Linear TV based on TV Data of HBBTV

42% HBBTV Households
7,9 MM OPT IN

93% Potential Reach
31,7 MM Users

77% Actual Reach
26,4 MM Users
CROSSDEVICE: THE PERFECT FIT

COMPETITIVE ADVANTAGE: SMARTCLIP, THE ONLY NETWORK IN SPAIN TO OFFER IT

SOLUTION TO MAXIMISE, IN DIGITAL MEDIA AND FROM DIFFERENT DEVICES, GLOBAL COVERAGE BASED ON TV CONSUMPTION DATA.
VAR REPORTING TOOL
atresmedia & smartclip

DEDUPlicated REACH
TV & DIGITAL & HBBTV
Proyecto 17-02-2021 15:24:08

Digital Skin: Rotación General

**INDIVIDUOS 4 Y +**

<table>
<thead>
<tr>
<th>TARGET: INDIVIDUOS 4 Y +</th>
<th><strong>RESULTADOS CAMPAÑA POST-DIGITAL SKIN</strong></th>
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<tr>
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<td><strong>ANTENA</strong></td>
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<td>GRPS TV LINEAL</td>
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<td>%COB TV LINEAL</td>
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<td>%COB TOTAL</td>
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Fuentes:
AMC, KANTAR, conosco.

Exportar a XLS
ADDED VALUE
HYBRYD ADS
atresmedia & smartclip
INCREMENTAL REACH
SEGMENTATION
QUANTITATIVE ADDED VALUE

“L” BANNER PROMOTES MORE ACCURATE TARGETING AND MORE EFFECTIVE VIEWING AND EXPOSURE

CONTRIBUTION TO AWARENESS

+26%

INCREMENTAL REACH

UP TO 4,4 PTS

DEPENDING OF SEGMENTATION

LOWER COST PER POINT OF COVERAGE

-45%

VS. LINEAR TV AVERAGE OF NON SEEN SEGMENTATION

THANKS TO THE VAR (VIDEO ADVERTISING REACH) WE ARE ABLE TO OFFER A MEASURE OF THE INCREMENTAL COVERAGE FOR YOUR MULTIMEDIA CAMPAIGNS ALSO HBBTV SOLUTIONS.
CROSS DEVICE ALWAYS GENERATES INCREMENTAL REACH, AND HELPS VIDEO CAMPAIGNS TO BE MORE EFFICIENT.

REACH TOTAL CAMPAIGN — MAIN TARGETS

- Best Target: 86% (86% of the campaign reaches the target) +7PTS
- Core Targets: 82% (82% of the campaign reaches the target) +5PTS
- More Than 18: 77% (77% of the campaign reaches the target) -5PTS

AUDIENCE DISTRIBUTION - TARGETS

- 18-24: 56.1% TOTAL TV, 65.8% ONLY DIGITAL, 6.6% ONLY CROSSDEVICE
- 25-34: 69.8% TOTAL TV, 2.0% ONLY DIGITAL, 0% ONLY CROSSDEVICE
- 35-44: 81.9% TOTAL TV, 2.0% ONLY DIGITAL, 0% ONLY CROSSDEVICE
- 45-54: 2.0% TOTAL TV, 4.0% ONLY DIGITAL, 0% ONLY CROSSDEVICE
- More Than 55: 1.0% TOTAL TV, 4.0% ONLY DIGITAL, 0% ONLY CROSSDEVICE

STANDARD CAMPAIGN | CROSSDEVICE CAMPAIGN
AD REPLACEMENT
NEXT STEP
atresmedia & smartclip

FREQUENCY CONTROL
INNOVATION
SEGMENTATION