



Ströer ATV / CTV

With Ströer Addressable TV - Switch-In XXL from RegioHelden GmbH, we offer you exclusive advertising placement in linear TV programs with a high level of acceptance among the audience. The Switch-In XXL format offers immense attention and wide reach. By playing the ad during the switching process without interrupting the linear TV program, the viewer's attention remains on the TV set instead of turning away, as with an advertising block.

With Ströer Connected TV - Pre-/Mid-Roll Videospot from RegioHelden GmbH, we bring your advertising to the selected streaming services, where it is placed prominently and in an eye-catching way. Your advertisement is played before or during an on-demand video.

Thanks to specific targeting options, such as geotargeting down to zip code level, age 16–100 years, days of the week and even time of day in full hours, your advertising also primarily reaches your target group and is not simply scattered.

Ströer ATV / CTV service description

1. Services included in the advertising budget:

- ★ Create the campaign: Setting the advertising target and targeting in accordance with the contract
- ★ Placement of your advertisement in the amount of the advertising budget
- ★ Support from a team of experts
- ★ Control of your ATV / CTV campaign
- ★ Consulting services for the implementation of the advertising campaign
- ★ Final or monthly reporting (depending on the duration of the campaign)

2. Services included in the creation of advertising material (if booked):

- ★ Creation of the banner advertising medium for ATV: Selection of headline, text, logo

and campaign image based on assets supplied by the customer (if no finished advertising material is supplied by the customer).

RegioHelden GmbH guarantees the contractually agreed quantity of ad impressions on a CPM basis (ATV) or CPV basis (CTV). If the agreed number of impressions is not reached within the agreed period, the campaign is automatically extended until the guaranteed number of impressions is reached. Payout is always based on contextual targeting by the respective broadcaster (publisher). For this reason, it is not possible to guarantee absolutely exclusive payout to the target group.

Customer requirements:

The customer must provide RegioHelden GmbH with all data and information necessary for the creation of the advertising material, or, if the advertising material is created by the customer, deliver the advertising material to RegioHelden GmbH in a timely and complete manner ('obligation to provide'). Immediately after conclusion of the contract, the customer shall receive a summary of the provision obligations/specifications applicable to their order and the deadlines for the transmission.

If it has been agreed that RegioHelden will create the advertising material, the customer must provide RegioHelden GmbH with all the necessary information and materials (assets, specifications) no later than 10 working days before the planned start of the campaign.