


ADDRESSABLE TV

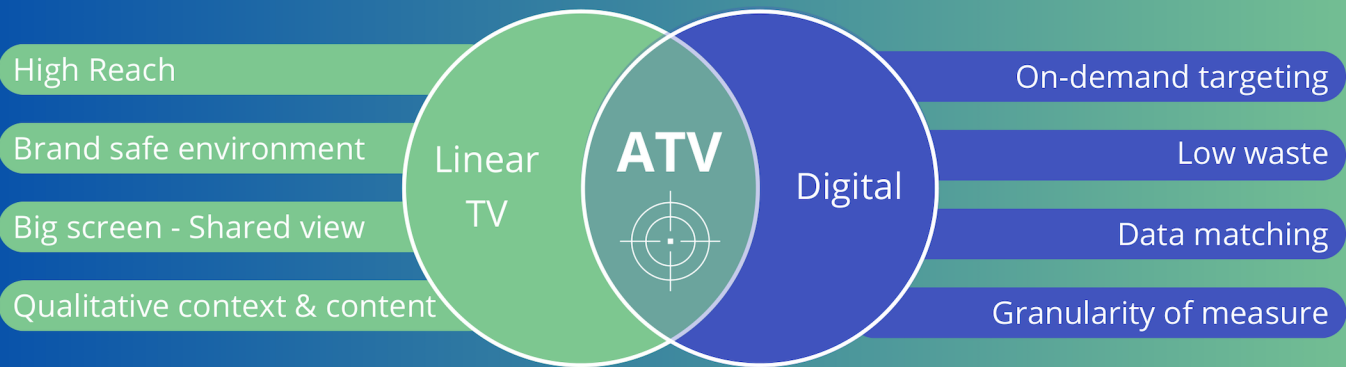
1. DEFINITION

ATV is a form of advertising that allows advertisers to address a specific message to a specific household

Linear TV = context based
ATV = audience based



2. BRINGING DIGITAL TO TV



3. HUGE CHOICE OF CRITERIA

- Profile
- Location
- Content consumption
- Ownership
- Lifestyle
- Intent
- Many more

4. ATV CAMPAIGN BENCHMARKS

3,5 WEEKS	258.000	64%	5
PERIOD	IMPRESSIONS	COVERAGE	OTS

Based on 202 ATV campaigns all sectors from 2020