May the d-force be with you!
- Programmatic Service On A New Level -
Programmatic Service On A New Level!
CURRENT MARKET DEMANDS

What the market needs is a willingness to cooperate. That’s exactly what we expect from publishers. [...] There is still a lot of reach and inventory on the market that needs to be bundled. [...] Innovations like addressable TV [must] function via a tech stack. In the future, it must be possible to target beyond Addressable TV and address consumers specifically in all devices.

Andreas Neef, media director DACH, L’Oréal, 04. April 2019

“The OWM calls on marketers to create a standard for the playout of advertising media and to enable verification by third-party providers across all marketers.”

Catalogue of requirements OWM, 18. Juni 2018

“The most important thing is to get everyone at one table to talk up and to work together [on uniform standards].”

Maike Abel, head of media communication, Nestlé Germany, 05. September 2018
d-force is a joint venture of ProSiebenSat.1 Group and RTL Group which sets the course for the future of TV advertising.

**Good to know**
- Every marketer sells his inventory
- Customer book in via Active Agent across the board

**Joint Venture**
Technical Base: Active Agent

- **Exclusive**
  - Addressable TV Campaigns
  - Premium Video Inventory

- Marketer-spanning booking, control and tracking
Direct access to all relevant Supply Side Platform and AdExchanges
Programmatic Multichannel: Online (Desktop, Mobile), DOOH, ATV, Audio
Easy handling of multiple, dynamic bidding strategies
Innovation driver: Household Graph, Same Device Graph and Cross Device Graph
MARKET PERCEPTION

For me, the creation of d-force is a great signal. Walls are being torn down - and that's exactly what the market needs. I don't see d-force as a Walled Garden either.

Andrea Tauber-Koch, head of media, Commerzbank, 22. August 2019

"As advertisers, we want to be able to plan across all media. d-force can make an important contribution to this."

Livio Storch, head of media, Ferrero, 22. August 2019
FEATURE ROADMAP 2019/2020

- Ad Alliance Video Inventories available via Active Agent
- Cross Frequency Cap possible

- Addressable TV Inventories of the Ad Alliance (SwitchIn) available via Active Agent

- Further harmonisation of SwitchIn formats (one creative, both inventories)
- Cross-over Addressable TV Frequency Cap targeted

- Common cross device solutions

- Pilot Addressable TV Spot
- Viewability for online video with Vast 4.1

dmexco
Q3 / 2019
Q4 / 2019
Aimed for Q1/Q2 2020
Aimed for Q2 / 2020
TECHNICAL BASE: ACTIVE AGENT

COMMON CROSS DEVICE SOLUTION

- Cross Device Algorithm
- Addressing target groups across devices
- Identification of all relevant Unique clients of a household
- No inventory restriction
- Programmatic campaign playout via Active Agent
- Combination with DMP data from The ADEX possible
- GDPR Compliant
## Basics

- **DSP:** All channels of RTL and P7S1 Portfolio bookable via Active Agent
- **Format:** SwitchIn XXL Pure (static)
- **Deal Type:** Programmatic Guaranteed

## Targetings (Pretargeted. 100% acceptance via DSP)

- **GeoTargeting (federal states, cities)**
- **Time**
- **AGF target group**

- Adults 14+
- Adults / Men / Women 14-29
- Adults / Men / Women 18-49
- Adults / Men / Women 20-39
- Adults / Men / Women 30-59
- HHF 14-29
- HHF 18-49
- HHF 20-39
- HHF 30-39
- Adults 25-49 w/ child under 6 (HH)
- Women 25-54 w/ child under 10 (HH)
- Adults 20-49 J. HHNE 2000+
- Adults 30-54 J. HHNE 2500+
- Adults 30-59 J. HHNE 3000+
- Adults 35-49 J. HHNE 2500+
- Men 30-59 HHNE 3500+
- Men 35-49 HHNE 2500+

## Constraints

- Frequency capping and creatives are separate for each channel portfolio
- No microsites / no interactions

## Coming Soon

### Features
- Frequency capping (cross portfolio)
- Private auction

### Ongoing harmonisation
- One creative template for SwitchIn XXL creation
- Click-to-video microsites

### Expansion of targeting options
- TV spot retargeting incremental / multiply
- AGF (age / sex) more options
- Technical Targeting (reception path, device)

## Coming Later

- Interactive microsites can be used across the board (Done, certified partner Cynapsis)
- Technical specifications and ad serving harmonised
- Animated SwitchIn XXL and dynamic creatives (Done, certified Partner Cynapsis)
- **Expansion of targeting options:** Cross device
"The opportunity to achieve additional and individually addressable target group reach simply and with one single source using programmable addressable TV via the d-force portfolio has convinced us. Strengthening portfolios was a basic prerequisite for us to continue to focus on addressable TV. The #dukannst campaign can also be understood as an expression of the recognition for the new and innovative offer."

-Wera Eisenmann, ING Deutschland