

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

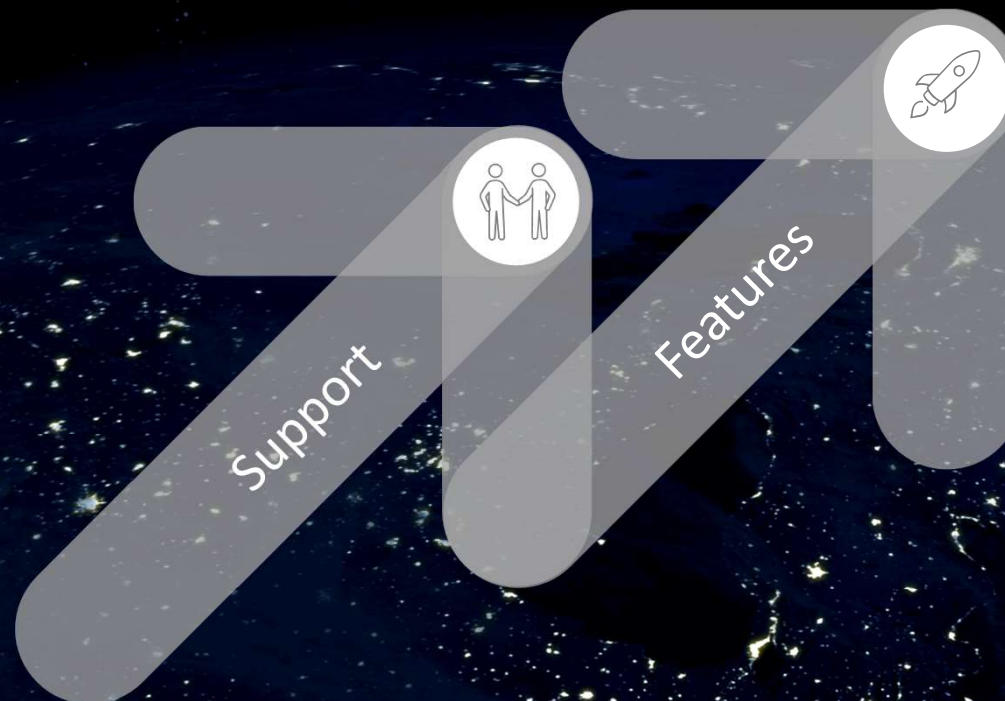


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d-force GmbH 20.11.2019

Programmatic Service On A New Level!



CURRENT MARKET DEMANDS

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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

WHAT IS D-FORCE?

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d-force is a joint venture of ProSiebenSat.1 Group and RTL Group
which sets the course for the future of TV advertising.

ProSiebenSat.1 Group

RTL Group



Joint Venture
Technical Base: Active Agent

Good to know

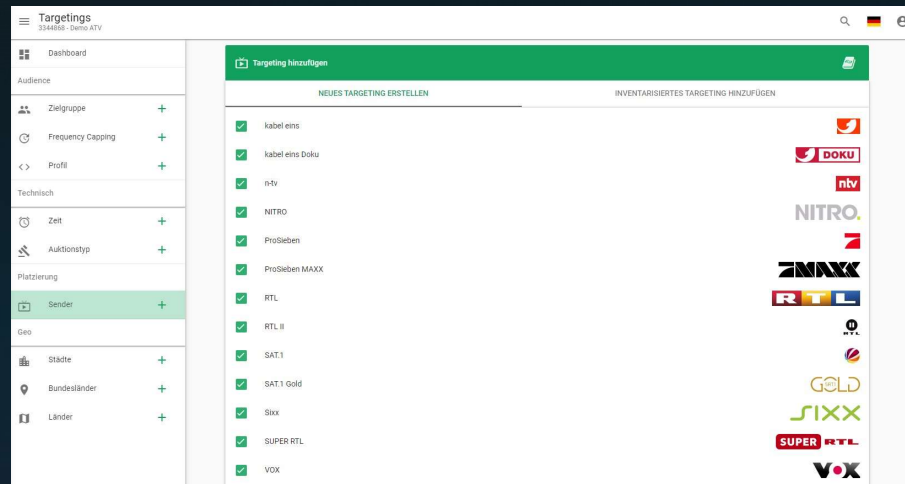
- Every marketer sells his inventory
- Customer book in via Active Agent across the board

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

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

Uwe Storch, head of media, Ferrero,
22. August 2019

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

FEATURE ROADMAP 2019/2020

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

dmexco

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

Q3 / 2019

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

Q4 / 2019



- ✓ **Common cross device solutions**

Aimed for Q1/Q2 2020

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

Aimed for Q2 / 2020

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



HARMONIZED BOOKING FACTS

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Ready & Bookable

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 30-59
- Adults 25-49 w/ childs under 6 (HH)
- Women 25-54 w/ childs 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 und 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

FIRST MOVER CASE - ATV

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"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



Any Questions?

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