seven.one
TARGETING PRODUCTS

2024

EFFICIENT AUDIENCE TARGETING IN A COOKIELESS FUTURE

seven.one MEDIA

WE OFFER SCALABLE, FUTURE-PROOF TARGETING SOLUTIONS FOR EFFICIENT CAMPAIGN MANAGEMENT

WE LOVE DATA

We combine our **TV and digital data** into targeting solutions for high-impact cross-media campaigns

TARGETING EFFICIENCY

Maximum targeting quality with full coverage enables **scalable, efficient addressing of target groups**

COOKIELESS FUTURE

Future-proof through combination of 1st party logins and contextual data

COOKIELESS

CONTINUE TO BENEFIT FROM PREMIUM TARGETING WITH FULL ADDRESSABILITY IN THE FUTURE

Comprehensive **programmatic addressability** of the seven.one video inventory

Future-proof and powerful **sociodem targeting** for **I/O** and **programmatic**

Data-driven control of campaigns based on **factual data**

Contextual as a new targeting option on all **video inventories** – 100% cookieless

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- User addressability **without 3rd party cookies**

- Use of **universal IDs** for **targeting & FC**

- **Additional data** signals, e.g. contextual data

IN IMPLEMENTATION

- High **quality** thanks to **1st party data and universal IDs**

- With **maximum reach** due to waterfall setup

- Cooperation with **audience verification providers**

LIVE | ONGOING

- Futhermore **SpotOn: Data segments** using

- **CrossDevice campaign** control thanks to CD-Graph

- Bring your own data with **Audience Transfer**

LIVE | ONGOING

- **Video classification** with modern technologies

- Support of the **IAB Taxonomy** according to the latest standard (V. 3.0)

- Book **Topics, Genres & Content Types**

IN IMPLEMENTATION

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PROGRAMMATIC ADDRESSABILITY OF ALL SEVEN.ONE INVENTORIES

PRIVATE AUCTION

We pursue a **multi-ID approach** and rely on the following partners*:

✓netID   EUID theTradeDesk   RAMP ID /LiveRamp

- ✓ Data protection compliant user IDs
- ✓ Works without 3rd party cookies
- ✓ Email-based, deterministic
- ✓ Stable, across devices

> **User identification** and **addressability** across the entire programmatic value chain

> **Frequency management** of programmatic campaigns across different inventories

> **Activation** of **1st party customer data** or **partner data** on seven.one Premium Inventory

We transfer **contextual data signals** via Open RTB protocol for DSP / SSP

> **Contextual targeting** based on the **publisher's content data**

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*The rollout of the Net ID on the Joyn InBrowser inventories was implemented in the second quarter of 2024. The implementation of EUID and Ramp ID is currently in progress

Waterfall setup delivers the best possible quality with addressability for all users - also in the future

I/O & PROGRAMMATIC

>60% 7Pass Logins auf JOYN

1 LEVEL
Hard Logins

2 LEVEL
Logins & IDs modelled

3 LEVEL
Contextual Data modelled

✓ High data quality thanks to **7Pass 1st party** data

✓ Supplemented by **partner data** & use of **universal IDs**

✓ **Complete addressability in environments without cookies** thanks to detailed context information

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IN THE COOKIELESS ERA CONTINUE TO CONTROL DATA-DRIVEN CAMPAIGNS

SPOTON: DATA

Verticals, Personas & Products

✓ Our data partners are switching to data collection without 3rd party cookies

CROSSDEVICE

Incremental & Reminder

✓ 1st party data & universal IDs (e.g. Net-ID) replace 3rd party cookies in the CrossDevice graph

AUDIENCE TRANSFER

Own customer / partner data

✓ Customer & marketer use the same ID system (e.g. Net-ID)

IN THE TRANSITION PHASE, IT MAY BE POSSIBLE TO ADDRESS FEWER DEVICES

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OUR CONTEXTUAL TARGETING CLASSIFIES QUALITATIVE VIDEO CONTENT

ADVANTAGES

✓ **100% Cookieless**
Multiple Content Metadata, GDPR compliant

✓ **More impact - less Ads**
Increased relevance & acceptance in the video content reference promotes optimal placement & engagement

✓ **Brand Safety & Brand Suitability**
in safe & relevant environments

✓ **More Booking-options**
through extensive metadata selection & granularity using IAB Topics V3.0 incl. genres

METHOD

✓ **State-of-the-Art Video-Classification**

○ **Machine learning** at episode to clip level with the use of generative AI solutions from external vendors

○ **Automated crawling** at format and URL level

○ **Editorial tagging** of IAB Topics and use of existing video content metadata

✓ **Brand Safety Classification** by Sentiments, Sensitive Topics, FSC & Keywords

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OUR TARGETING SOLUTIONS

WE OFFER SUITABLE TARGETING SOLUTIONS FOR EVERY OCCASION AND EVERY CAMPAIGN GOAL

AUDIENCE

User-based addressing based on specific **target group characteristics. Login data, modelling** and **context-based information** serve as the basis.

e.G. Woman 18 – 59 Years

Interest

SozioDem

CONTENT

Allocation of relevant **topics** and **environments**. Display of advertising in the context of the content - **no consent and no cookies necessary**.

e.G. Food & Drink

Contextual

Content

USAGE & TECH

Technical targeting options that are usually set in the **ad server** and use information such as the **IP address**.

e.G. Timeslot, Geo targeting

Device

Reach

Usage

Frequency

CUSTOM

Creation and onboarding of **individual target groups** for **optimised targeting**.

e.G. own User Data

1st/3rd Party

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CURRENT TARGETING PORTFOLIO & BOOKABILITY FOR OUR CLIENTS

CAMPAIGN APPROACH	AUDIENCE		CONTENT	USAGE & TECH		CUSTOM
TARGETING TARGET GROUP	Interest		Contextual	Device	Reach	
	SozioDem		Content	Usage	Frequency	1st/3rd Party
TARGETING SOLUTION	**WATERFALL-SETUP** • Login based • Profile based • Content based / Contextual	**SPOTON: DATA** • Factual Data	**CONTEXTUAL** • Topics • Genre • Sites • Channel	**ADSERVER-BASED** • Timeslot • Provider • User-agent • Geo	**CROSSDEVICE** • Usage-based • HH-Graph	**AUDIENCE TRANSFER** • HH-Graph
	STUDIO71 • Login-based • Content-based		**SPECIAL INTEREST** • Site • Channel		**RETARGETING** • User/Device IDs	

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QUALITY IS IMPORTANT TO US –
THAT'S WHY WE MONITOR ALL RELEVANT KPIS

Transparency & Security

We guarantee a detailed listing of rankings, secure data encryption, constant control of suspicious and crossboarder traffic through the use of certified measurement tools.

Audience Verification

We measure the affiliation of users to booked campaign target groups using external analysis tools*. In addition, we constantly optimise the performance of your ads.

Impact accuracy

We achieve higher OTR uplifts through targeting on our premium content sites with maximum reach, which significantly increases the on-target rate, even with top target groups.

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*in measurable environments

Waterfall Setup Delivers The Best Possible Quality With Addressability For All Users - Also In The Future

SOCIODEM TARGETING „FUTURE-PROOF"

>60% 7PASS LOGINS ON JOYN

1 STUFE
Hard Logins

2 STUFE
Logins & IDs models

COOKIELESS READY

3 STUFE
Contextual Data models

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1ST PARTY DATA EFFECT: ON TARGET RATE IN THE TARGET GROUP INCREASES

RESULT OF A/B TESTING WITH DIFFERENT FIRST PARTY DATA SHARES

On-Target-Rate Uplift with high 7Pass Share

Broad target group

+10%

M/F/E 18-59 J.

Narrow target group

+28%

M/F/E 18-29 J.

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SPOTON: DATA

ONLY FACTUAL USER DATA IN OVER 150 DATA SEGMENTS

FACTUAL DATA

1 Data on ALL Screens

- ✓ Desktop
- ✓ Mobile
- ✓ ATV

2 E-commerce & Content Data

seven.one ENTERTAINMENT GROUP

NUCOM GROUP

ADEX

OS data solutions

mobile.de

kleinanzeigen

B2B Media Group

3 >150 Premium Daten Segments

B2B & B2C Personas, Verticals & Products*

*An overview of all available B2C & B2B personas, Verticals & Industries you find in SpotOn: Data Audience Booklett & in SpotOn: Data B2B Industries Booklet

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STUDIO71

PREMIUM ENVIRONMENTS FOR MAXIMUM ADVERTISING IMPACT IN OUR YOUTUBE NETWORK

>300
YouTube Channels

Reaches about
20MIO
unique user monthly in germany

OUR TARGETING OPTIONS

Curated content rotations such as **target groups & special interest rotations**

SocioDem targeting based on **YouTube login data**

100% Premium, 100% Brandsafe
S71 offers the highest quality guarantee

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CROSSDEVICE

CROSSDEVICE ENABLES CROSSMEDIA OPTIMIZATION OF TV/DIGITAL CAMPAIGNS

PROGRAMMATIC

✓ **INCREMENTAL**
Digital expansion of linear TV campaigns to increase net reach

✓ **REMINDER**
Digital retargeting of already reached TV households for contact optimisation & storytelling

I/O - FULL SERVICE

✓ **X:TEND**
Efficiently build maximum incremental reach from TV to social media through enhanced CrossDevice data model

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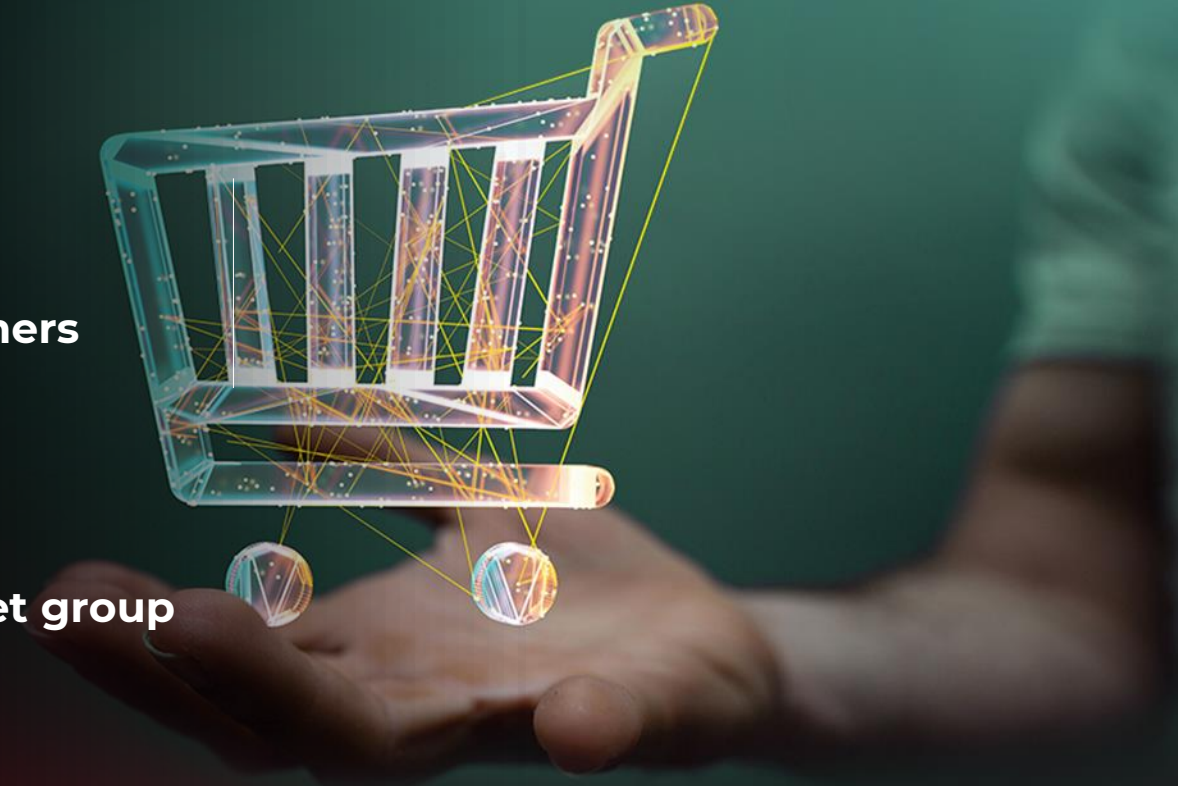MEDIA

AUDIENCE TRANSFER

BRING YOUR OWN DATA

USE OF OWN 1ST PARTY CUSTOMER DATA

✓ for the targeted approach of **established customers**

✓ for the targeted approach of **new customers**

USE OF PARTNER DATA

✓ for the targeted addressing of your **desired target group**

USABLE ON BIG SCREEN THANKS TO CROSS DEVICE TECHNOLOGY

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JOYN REACHES VARIOUS TARGET GROUPS WITHIN THE COMPLETE FAMILY

EXPAND TALENTS & LIVE EVENTS

- New target groups for **more growth**
- **New flagship formats**
- **Creativity-oriented content** and interactivity

TV & LIBRARY IMPROVEMENT

- Extension of the **Joyn Original**
- Exclusive **P7S1 previews**
- Selected **US premium content**
- Attractive **FAST channels**

AMPLIFY LIVE TELEVISION, NEWS AND SPORT

- **Consolidation of partners' live TV**
- **Local News**
- **Relevant sports content**

ADULTS
(29 – 59)

KIDS & YOUNG GENERATION
(4 – 29)

BEST AGERS
(59+)

Number of viewers

Our **multi-faceted content strategy** will enable us to **maximise reach** across our platform universe.

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ENTERTAINMENT
GROUP

BEST AGERS - THE TARGET GROUP OF THE FUTURE
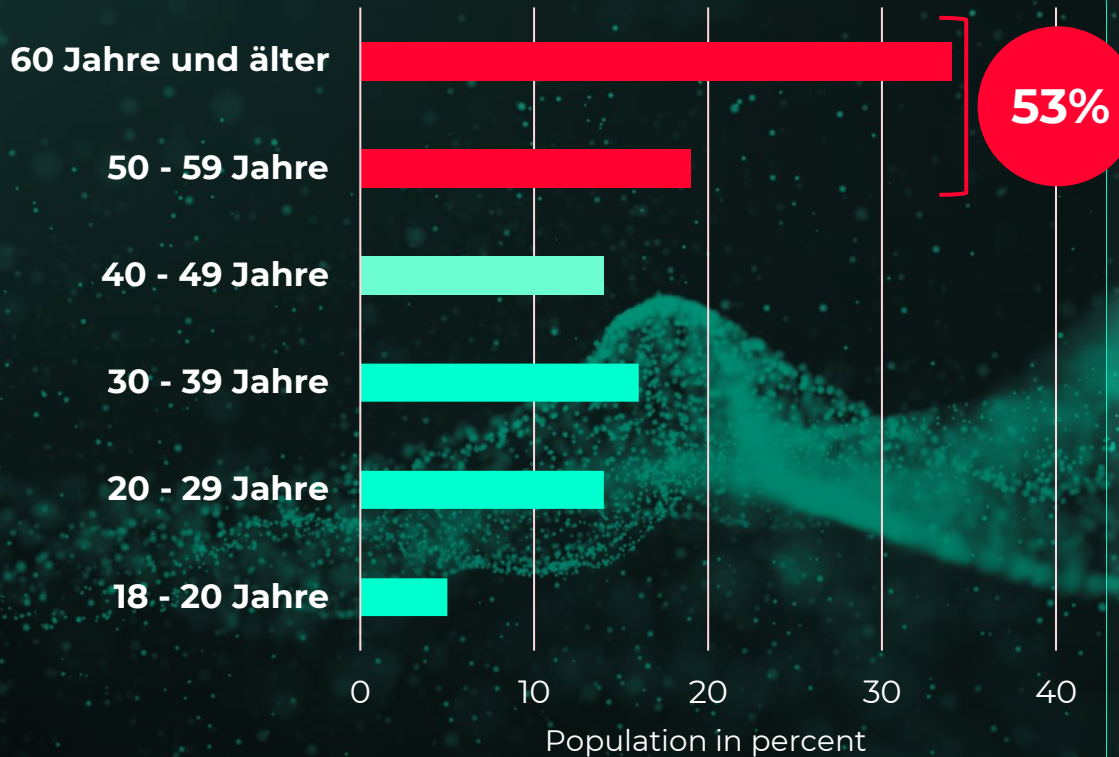## WE GROW WITH THE TREND & GENERATE MORE REACH

FACTS

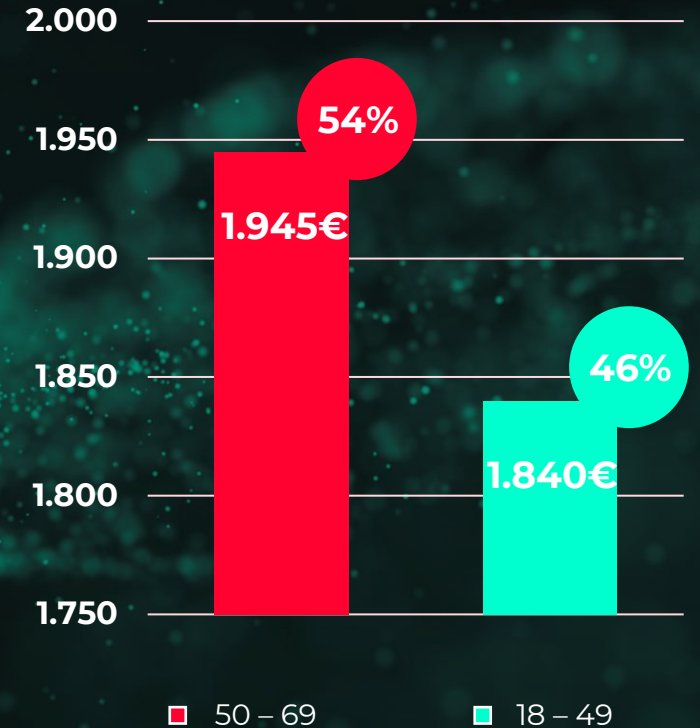**53% OF THE GERMAN POPULATION ARE OVER 50 AND OLDER**

THE AVERAGE AGE OF THE GERMAN POPULATION IS 44.7 YEARS

THE GERMAN AVERAGE AGE ON TV IS 49 YEARS

AGE STRUCTURE OF THE POPULATION IN GERMANY 2021*

- 60 Jahre und älter — 53%
- 50 - 59 Jahre
- 40 - 49 Jahre
- 30 - 39 Jahre
- 20 - 29 Jahre
- 18 - 20 Jahre

Population in percent

ABSOLUTE INCOME OF PERS. NET INCOME**

- 1.945€ — 54%
- 1.840€ — 46%

■ 50 – 69   ■ 18 – 49

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50+ THE TARGET GROUP OF THE FUTURE
HIGHLY RELEVANT & ATTRACTIVE TARGET GROUPS FOR ALL BRANDS

HIGH SPENDING TARGET GROUP/HIGHEST INCOME

BIGGER HOUSEHOLD SIZES, FAMILY W/ KIDS

PRICE & QUALITY CONSCIOUS

LONG & LOYAL BRAND ORIENTATION*

CONSUMER BEHAVIOUR

50+ target group representative of almost 50 percent of consumer spending, and rising.

20- 49 age group is not considered a "high-growth target group" in any consumer goods sector.**

MEDIA USAGE

With the ageing population structure in Germany, the media use and openness of this target group towards new platforms and devices is also increasing.

INTERESTS

Popular interests are Travel & Wellness, Furnishings & Home, Care & Health and FMCG products.

*The current - As ad-funded CTV goes global, marketers should consider 'silver streamers
**Using potential – the 50plus customer group (Federal Ministry for Family, Senior Citizens, Women and Youth

Pls check