

Addressable TV

 **WARNER BROS.
DISCOVERY**

DMAX

TLC

HGTV
HOME & GARDEN

TELE
5

★EUROSPORT

Discovery

 **animal planet**

 **COMEDY**

 **SERIE**

 **FILM**

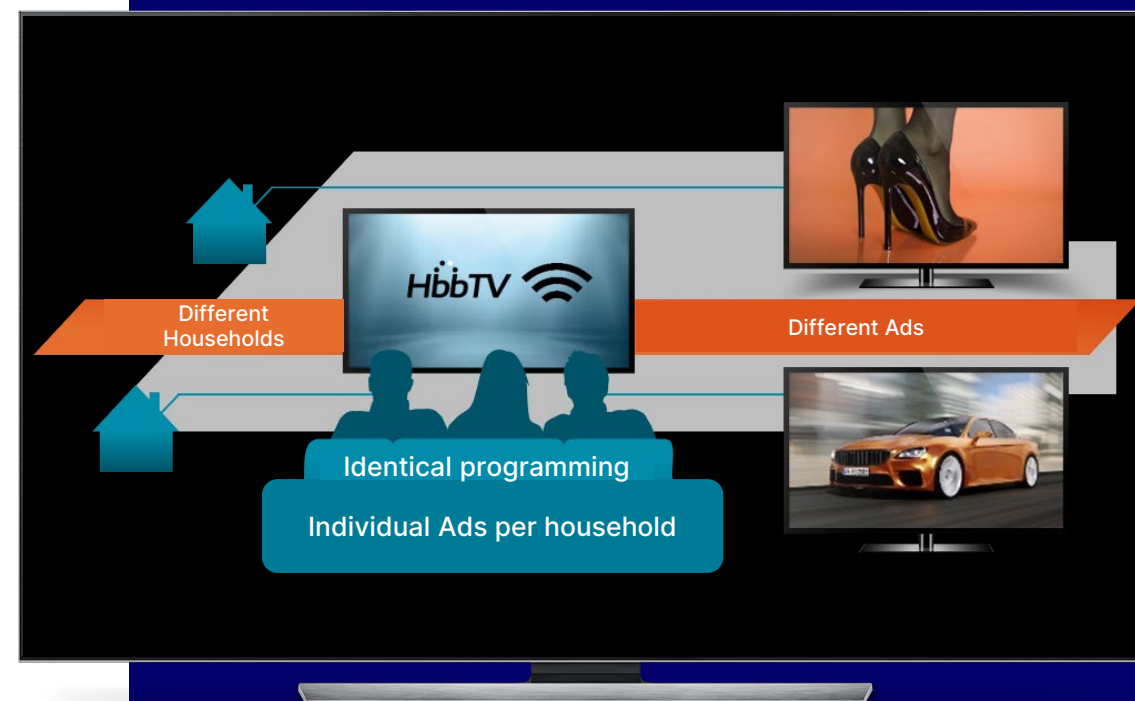
ADDRESSABLE TV COMBINES THE BEST OF LINEAR TV & DIGITAL

**THROUGH INTERACTIVITY
MAXIMUM REACH & AWARENESS
DETAILED TARGETING**

ADDRESSABLE TV

Terms and definitions

- Addressable TV enables **digital advertising** in traditional **linear television** programs via ad server technologies, based on the HbbTV standard (Hybrid broadcast broadband TV).
- **Hybrid broadcast broadband TV** (HbbTV) is a European standard that combines TV and Internet services in television reception networks on connected devices. The central feature is the activation via the red button on the TV remote control (red/yellow button function).
- HbbTV creates **innovative possibilities** for creative advertising messages brought directly to the most suitable and attractive target group.



ADDRESSABLE TV

Terms and definitions

- **Addressable TV** combines the wide-reaching linear television program with digital advertising efficiency and control techniques.
- Addressable TV offers **individual** and **target group** precise targeting through a wide range of targeting options.
- Addressable TV offers the opportunity to benefit from the **additional reach** outside of the standard advertising blocks on television. In addition, addressable TV can also be used to supplement or extend your linear TV spot campaign. Adding incremental reach.

Targeting Options



Audience

e.g. age, gender, income



Geo

e.g. state, city, postcode, weather



TV environment

e.g. broadcast, topic environment



Spot Retargeting

e.g. devices that have seen or not seen a certain spot



Technical

e.g. device model or provider / TV signal

ADVANTAGES

For Advertisers



Targeting

Through frequency capping and a variety of targeting options for e.g. location, weather, demographics or content.



High level of attention

Though ad integration directly after the switching process and conscious initiation by the user.



Visibility

Exclusive placement in a suitable programming (no standard placement within the advertising block).



Engagement

Interactivity and possibility for creating brand environments (microsites, apps, trailers, ...) Yellow & Red Button.



Efficiency

Individual performance evaluation and reporting of relevant metrics, such as impressions, sessions and unique devices.



FACTS & FIGURES

Smart TV usage in Germany

71 % Of the German households use a Smart TV

DMAX

Ø 564 K Unique Devices/Tag
Ø 1.3 Mio Sessions/Tag

TLC

Ø 224 K Unique Devices/Tag
Ø 475 K Sessions/Tag

HGTV
HOME & GARDEN

Ø 88 K Unique Devices/Tag
Ø 215 K Sessions/Tag

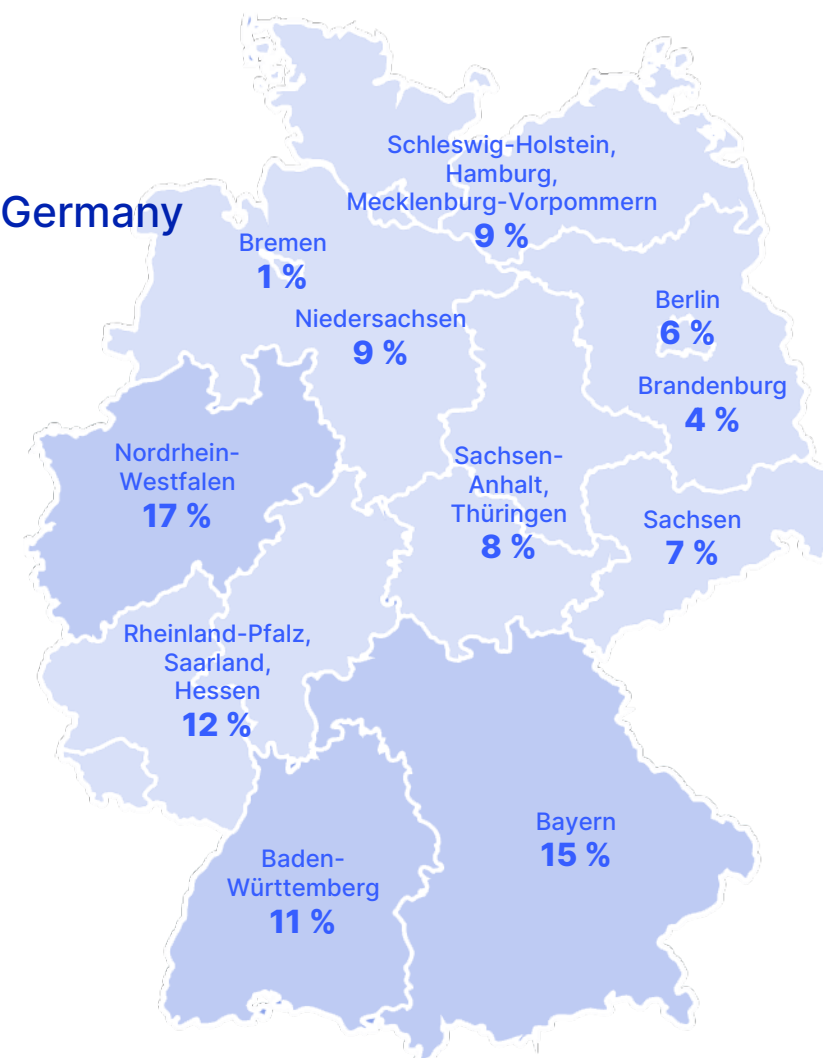
TELE

Ø 505 K Unique Devices/Tag
Ø 1 Mio Sessions/Tag

EUROSPORT

Ø 383 K Unique Devices/Tag
Ø 1 Mio Sessions/Tag

ATV reach in Germany



Ad Formats

SWITCH-IN CLASSIC/XXL (SPLITSCREEN AD)

Display

- This clickable ad format will be displayed on the respective TV channel for 10 seconds after the switch.
- Optionally, a microsite can be shown in full-screen view or a click-to-video that opens after clicking on the yellow button, while the linear TV program continues to run uninterrupted in the background or scaled in the L-frame.



Facts



Microsite in fullscreen view & click-to-video possible



Interaction options via the yellow button optional



Wide range of targeting options



Performance evaluation and identification of relevant metrics

SWITCH-IN XXL EXTENDED

Display

- Compared to the classic switch-in, this clickable advertising format is displayed on the respective TV channel for 5 seconds longer, i.e. for 15 seconds after the switching process.
- Optionally, a microsite can be shown in full-screen view or a click-to-video that opens after clicking on the yellow button, while the linear TV program continues to run uninterrupted in the background or scaled in the L-frame.



Facts



Duration 15", ideal for animated product integration



Microsite in full screen view & click-to-video possible



Interaction options via the yellow button optional



Performance evaluation and identification of relevant metrics

SWITCH-IN ZOOM

Display

- Similar to the Switch-In XXL, the Switch-In Zoom is also a clickable advertising format, but with 50% more banner space.
- This ad format will be displayed on the respective TV channel for 10 seconds after the switching.
- Optionally, a microsite can be shown in full-screen view or a click-to-video that opens after clicking on the yellow button, while the linear TV program continues to run uninterrupted in the background or scaled in the frame.



Facts

-  50% more banner space compared to the Switch-In XXL
-  Microsite in full screen view & click-to-video possible
-  Interaction options with the help of the yellow button optional
-  A wide range of targeting options and performance evaluation

SWITCH-IN SPOT/-BUMPER

Video

- This attention-grabbing form of advertising is triggered when a TV program is switched on.
- After a few seconds, the Switch-In-Spot is placed over the linear programming.
- A countdown indicates to the viewer when the linear programming will continue.
- The switch-in spot acts like a pre-roll, directly on linear TV.



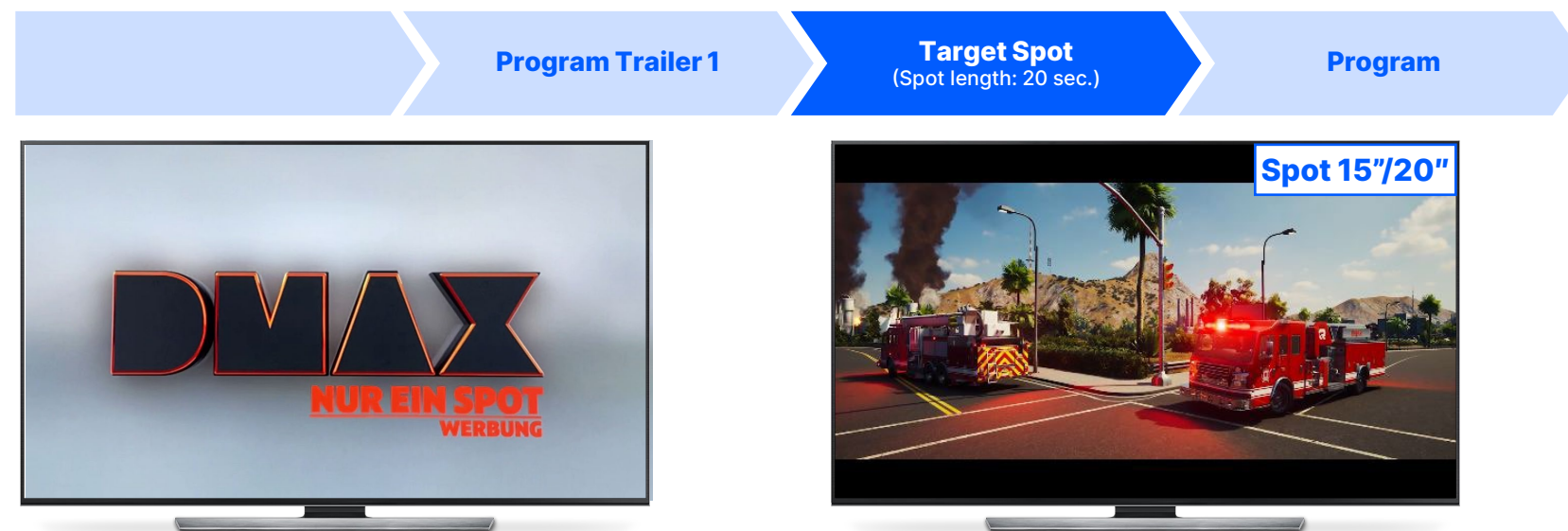
Facts

-  Exclusive placement of the spot within the program environment outside the standard advertising blocks
-  Higher acceptance due to shorter spot length and countdown integration
-  Interaction options via the yellow button optional, microsite & click-to-video possible
-  Wide range of targeting options

TARGET SPOT

Video

- This attention-grabbing video format, unlike all switch-in formats, shows regardless of the switching process.
- The spot (15", 20") replaces a program trailer in the linear feed.
- The target spot is placed within pre-defined, wide-reaching and high-performing time slots on DMAX, TLC, TELE 5, HGTV and the delivery can be controlled according to various targeting criteria.



Facts



Exclusive placement of the spot outside the standard advertising blocks



Independent of the switching process on linear



Perfect extension of your classic spot campaign (15", 20") on the BIG screen



Wide range of targeting options

Pricing



PRICING

Format	Gross CPM*	Targeting surcharge	
Switch In Classic (Overlay)	40 €	Frequency Capping	-
Switch In XXL (Splitscreen Ad)	50 €	Geo-Targeting	5 €
Switch In XXL (Extended)	65 €	Sociodemographic Targeting	5 €
Switch In Zoom	65 €	Socio- & Geo-Targeting	10 €
Switch In Spot / Switch In Bumper	70 €	Switch In Spot > 10"	15 €
Target Spot	80 €		

Technical Specifications

AD FORMATS AND SPECIFICATIONS

Format	Dimensions	File-format	File size (maximum)	3rd Party Redirect	3rd Party Tracking	Possible interaction ("Yellow Button")
Switch In XXL (Splitscreen Ad)	284×720 px + 996×160 px To be delivered as one file(1280×720 px); Black Background for JPG	PNG or JPG	250 kb	no	In general, this is possible via partner - anonymization impression and click proxy. Important: The partner's anonymization proxy must not be recognized as "fraudulent". For this purpose, the tracking provider must allow the proxy user-agent ("PARTNER-atv"), among other things. Click trackers can't contain redirects to landing pages.	• Click-to-Microsite • Click-to-Video* (max. duration 55s) • All formats can be used as pure branding without any interaction.
Switch In XXL Extended	284×720 px + 996×160 px To be delivered as one file(1280×720 px); Black Background for JPG Animation VPAID mandatory	PNG or JPG	250 kb	no		
Switch In Zoom	1280×108 px (above + below) + 384×504 px (Left side) To be delivered as one file(1280×720 px); The TV picture has the size of 896×504 px Black Background for JPG	PNG or JPG	250 kb	no		
Switch In Classic (Overlay)	420×240 px (420×217 freely configurable)	PNG or JPG	80 kb	no		
Switch In Spot & Bumper	192/5000 KBit/s min. a/v Bitrate, optimized for Web, Loudness ~-23 LUFS – s. https://bit.ly/2tLtyat Spot delivery based on the C2V specs. Video length bumper: max. 6 seconds Standard length spot: max. 10 seconds	Video		no		
Target Spot	Video (MP4, H.264, 1920×1080px, 25fps, Profile 4.0 high, 192/5000 KBit/s min. a/v Bitrate, optimized for Web, Loudness ~-23 LUFS – s. https://bit.ly/2tLtyat Spot delivery based on the C2V specs. Spot length: 20 seconds	Video		no		

OVERVIEW REQUIREMENTS

For all advertising formats

Animations

Animations are possible in all formats (GIF format, max. 700 kb), but with a maximum of 5 fps. A non-animated fallback format must be supplied, as it cannot be guaranteed that the animation will work properly on all devices (depending on the type and year of manufacture).

Mandatory requirements for all advertising materials

- The "Advertisement" & "Privacy" label must be included and clearly recognizable/legible:
 - › Font size at least 22 px
 - › Background monochrome, font color must clearly stand out from background color
 - › Elements in the immediate vicinity (e.g. Yellow Button) must not be larger
- A blue button with the note "Privacy" (Datenschutz) must be included
- Placeholder for „Advertising“ (Anzeige) & „Privacy“ (Datenschutz) is predetermined
- The „Safe Area“ (45×25 px) cannot contain any relevant information such as logos or texts

Additional Requirements for Interactive Advertising Media

In the case of interactive advertising materials, a "yellow button" with a corresponding call-to-action must also be included

* Click-to-Video:

- The video must not be a current TV spot (media law)
- The clear text reference to the start of a video must be included in the advertising material, e.g. "Start video now"
- Maximum length of the video: 55 seconds

SWITCH IN XXL (SPLITSCREEN AD)

Specifications

File format	PNG or JPG
Dimensions	284×720 px + 996×160 px, to be delivered as one file
File size	Max. 250 KB
Template	on request

Optional Interaction integration

- Pure branding format with no interaction
- Click-to-Video* (Full Screen Video - 16:9)
- Click-to-Microsite (Basic or Customized Microsite)

In addition, the mandatory requirements for all advertising materials as well as the additional requirements for interactive advertising materials on p. 17 must be fulfilled.



SWITCH IN XXL EXTENDED

Specifications

File format	PNG or JPG
Dimensions	284×720 px + 996×160 px, to be delivered as one file
File size	Max. 250 KB
Template	on request
Duration	15 sec.

Optional Interaction integration

- Pure branding format with no interaction
- Click-to-Video* (Full Screen Video - 16:9)
- Click-to-Microsite (Basic or Customized Microsite)

In addition, the mandatory requirements for all advertising materials as well as the additional requirements for interactive advertising materials on p. 17 must be fulfilled.



SWITCH IN CLASSIC (OVERLAY)

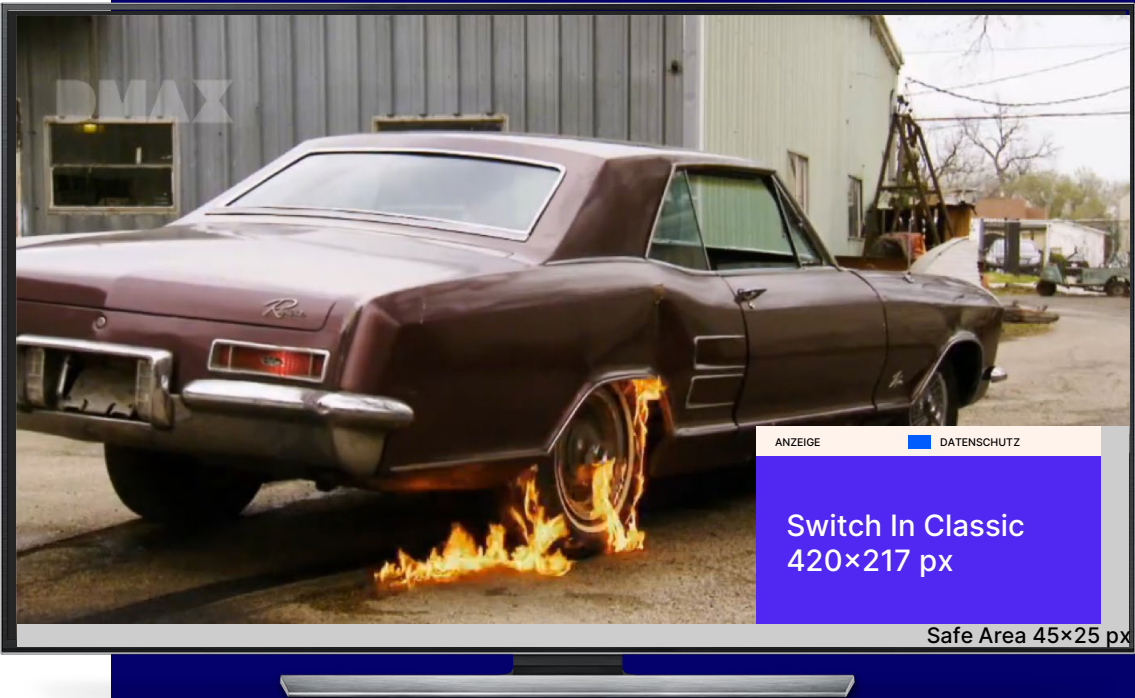
Specifications

File format	PNG or JPG
Dimensions	420×240 px (420×217 px freely configurable)
File size	Max. 80 kb
Template	on request

Optional Interaction integration

- Pure branding format with no interaction
- Click-to-Video* (Full Screen Video - 16:9)
- Click-to-Microsite (Basic or Customized Microsite)

In addition, the mandatory requirements for all advertising materials as well as the additional requirements for interactive advertising materials on p. 17 must be fulfilled.



SWITCH IN ZOOM

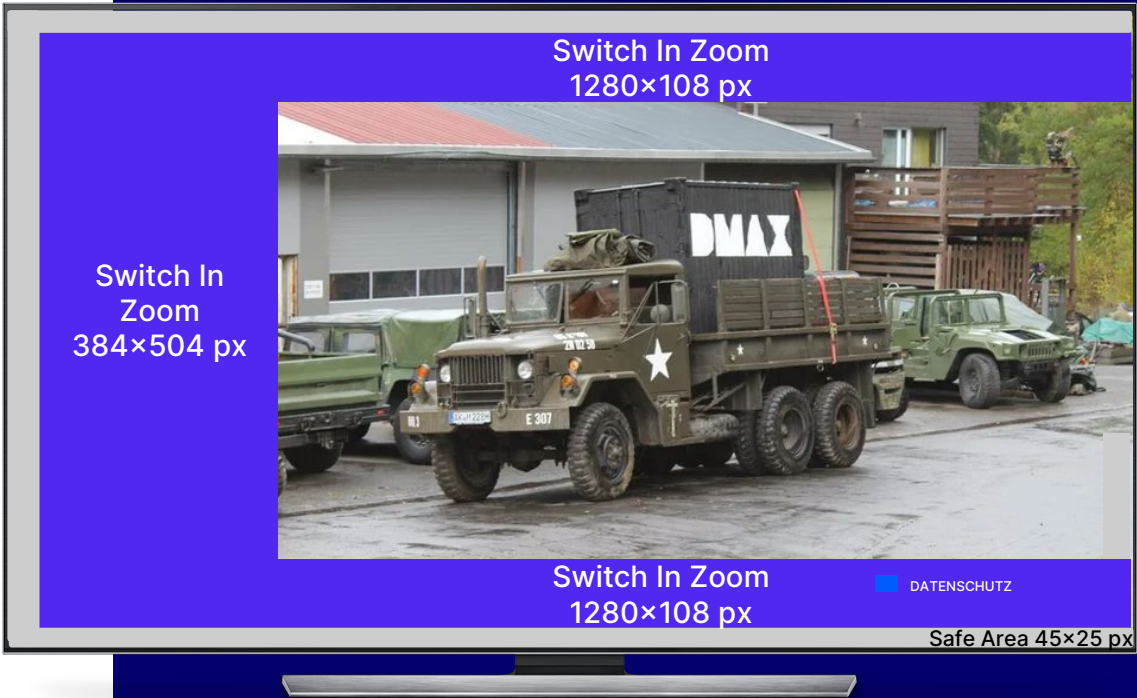
Specifications

File format	PNG or JPG
Dimensions	1280×720 px; to be delivered as one file
File size	Max. 250 kb
Template	on request

Optional Interaction integration

- Pure branding format with no interaction
- Click-to-Video* (Full Screen Video - 16:9)
- Click-to-Microsite (Basic or Customized Microsite)

In addition, the mandatory requirements for all advertising materials as well as the additional requirements for interactive advertising materials on p. 17 must be fulfilled.



SWITCH IN SPOT & BUMPER

Specifications

File format:	Video
Spot:	Delivery based on the C2V-Specs MP4, H.264, 1920×1080 px, 25fps, Profile 4.0 high, 192/5000 kbit/s min. a/v Bitrate, optimized for Web, Loudness ~- 23 LUFS – s. https://bit.ly/2tLtyat

Video Length Bumper: max. 6 seconds

Standard length spot: max. 10 seconds

In addition, the mandatory requirements for all advertising materials as well as the additional requirements for interactive advertising materials on p. 17 must be fulfilled.



Countdown area:

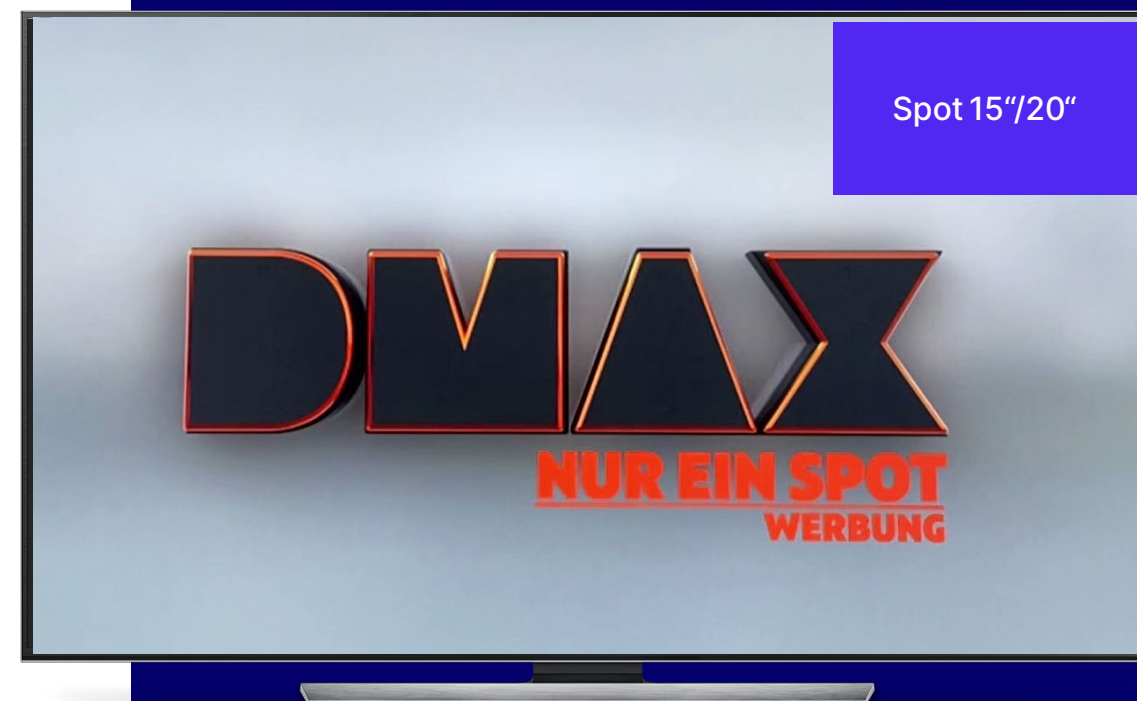
- The countdown is located 45 px. from the top edge, centered on the right, see red area. Please note the Safe Area!
- Countdown font color black, font size 65 px.
- Please avoid black or very dark colors for this area.

TARGET SPOT

Specifications

File format:	Video
Spot:	Delivery based on the C2V-Specs MP4, H.264, 1920×1080 px, 25fps, Profile 4.0 high, 192/5000 kbit/s min. a/v Bitrate, optimized for Web, Loudness ~- 23 LUFS – s. https://bit.ly/2tLtyat
Spot Length:	20 seconds

In addition, the mandatory requirements for all advertising materials as well as the additional requirements for interactive advertising materials on p. 17 must be fulfilled.



CLICK-TO-VIDEO

Specifications

Video: MP4, H.264, 1920×1080 px, 25Fps, Profile 4.0 high, 192/5000 kbit/s min. a/v Bitrate, Optimized forWeb, Loudness ~-23 LUFS

Spot Length: max. 55 sec.

Videos longer than 55 seconds must be served via a microsite.

Overlay Information bar (360×23 px)

- Overlay not included in video, will be automatically integrated by the technical service provider
- Overlay hides after 5 seconds, reappears after user interaction (via remote control)
- "Advertising" flag is always visible

Important:

The video must not be a currently used TV spot



MICROSITES

Requirements & Workflow

Requirements & Workflow

- Addressable TV microsites must comply with the HbbTV/CE-HTML standard
 - The development of HbbTV microsites requires appropriate know-how and access to HbbTV devices for development and testing
 - All microsites are hosted on the infrastructure of WBD's technical service provider and undergo a technical check on various TV sets before going live
-

Recommendation: Create microsites with partner templates

- WBD's technical service provider enables the production of microsites based on standardized templates
 - The lead time and implementation effort can thus be minimized to 5-10 days
-

External development of microsites (custom microsites))

- In general, the development of microsites by external service providers is possible
- WBD's technical service provider checks all microsites on different HbbTV devices to ensure error-free operation
- WBD's technical service provider assumes no responsibility for delays caused by incorrectly delivered microsites

MICROSITES

Quick & Easy Templates

WBD's technical service provider offers standardized templates for easy and fast microsite implementation

- Template „Basic Microsite“ on request
 - Templates „Advanced Microsite“ incl. Picture/video gallery can be provided on request
 - Only graphics, videos and images must be delivered as specified
 - Implementation, technical control and go-live of the microsite are carried out by the technical service provider
 - Tracking and reporting are carried out by technical service provider (via "Piwik")
 - 5 – 10 working days from delivery to live
-

Premium Features

- Integration of other dynamic elements possible after consultation, e.g. external databases, dealer search, competitions, etc.

MICROSITES AND SPECIFICATIONS

Overview

Format	Background	Pictures	Videos	Other
Basic Microsite	1280×720 px PNG oder JPG Max. 200 kb	x	x	Consider transmitter bar: 1280×84 px
Advanced Microsite (Picture gallery)		Picture gallery: PNG/JPG Max. 200 kb Thumbnails: PNG/JPG Max. 100 kb	x	Place holder for TV signal: at least 320X180 px (positioning variable)
Advanced Microsite (Video Gallery)		Thumbnails: PNG/JPG Max. 100 kb	Videos (MP4, H.264, 1920×1080 px, 25fps, Profile 4.0 high, 192/5000 kbit/s min. a/v Bitrate, Optimized for Web, Loudness~-23 LUFS -s. https://bit.ly/2tLtyat	Focus/Highlight Color

BASIC MICROSITE

Specifications

Background	1280×720 px, PNG or JPG, max. 200 kb
Transmitter bar to be taken	1280×84 px
Placeholder for TV signal	Videos exceeding 55 sec. must be served via microsite

Basic Microsite

- Simple microsite for communicating further product information with integration of links, QR codes, hotlines, contact information, etc.
- The TV image is integrated into the microsite, so the viewer can continue to follow the TV program
- Download Template: on request



ADVANCED MICROSITE

Specifications

Incl. picture gallery:

Background: 1280×720 px, PNG or JPG, max. 200 kb

Transmitter bar to be taken into account: 1280×84 px

Placeholder for TV signal: Min. 320×180 px (Variable positioning)

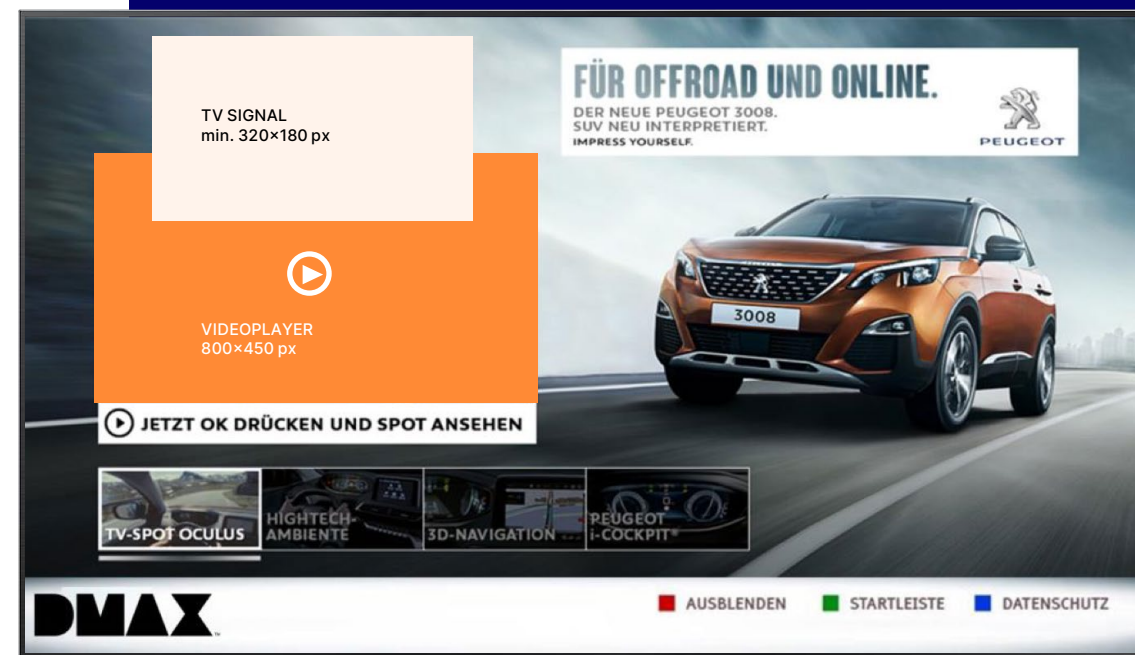
Pictures (Gallery) PNG or JPG, max. 200 kb

Thumbnails: PNG or JPG, max. 100 kb

Focus/Highlight Color

Incl. Video gallery:

- Flexible number of images or videos (1 to x videos or images)
- Vertical or horizontal arrangement of navigation
- TV-Bild is integrated on the homepage of the microsite, so that the viewer can continue to follow the TV program.
- Videos (MP4, H.264, 1280×720 px, 25Fps, Profile 4.0 high, 192/1800 kbit/s max. a/v bitrate, web optimized)
- Download Template: on request



Advanced Microsite inkl. Videogalerie

ADVANCED MICROSITE

Specifications

Advanced Microsite

- When creating microsites by third-party developers and agencies, a minimum lead time of 10 business days between handover to Warner Bros. Discovery and go-live is necessary.
- Hosting takes place exclusively in the infrastructure of the technical service provider
- Use of an anonymization proxy for the use of external resources possible by arrangement
- Microsite must be HbbTV/CE-HTML compatible and tested accordingly on HbbTV devices
- Approval and go-live of the microsite takes place after technical acceptance by WBD's technical service provider
- HbbTV test equipment for technical control: Samsung 2012+, Sony 2012+, Philips 2012+, Panasonic 2012+, LG 2012+, Grundig 2013+

Further information and requirements for custom microsites upon request

Information & Tools for the Development of HbbTV Microsites,

General HbbTV Specifications

<http://www.hbbtv.org>

http://www.hbbtv-developer.com/site/wiki/index.php/How_to

http://www.hbbtv-developer.com/site/wiki/index.php/Hello_world

<http://www.hbbtv-developer.com/site/blog/>

http://www.etsi.org/deliver/etsi_ts/102700_102799/102796/01.03.01_60/ts_102796v010301p.pdf

FIREFOX HBBTV PLUGIN

<https://addons.mozilla.org/de/firefox/addon/firehbbtv/>

VALIDATOREN

<http://validator.digitaltv-labs.com/>

<http://hbbtv-live.irt.de/validator/>

CERTIFIED 3RD PARTY SERVICE PROVIDERS

3rd Party Tracking Impression is supported

- Image tags only
- No script tags
- No iframe tags
- Please note: Due to the legal data protection regulations, the impression trackers cannot be triggered directly by the TV users but are triggered via an anonymized tracking server. This can lead to a block of the trigger or will be declared as fraud on the 3rd party page.

General information

- Warner Bros. Discovery reserves the right to stop the delivery of advertising materials or microsites if:
- There are complaints from viewers/users after the start of the campaign
- It subsequently turns out that the advertising material or the microsites interfere with or impair the performance or use of the TV offer
- The advertising material or the microsite mislead the viewer/user
- The advertising material or the microsite does not comply with regulations or applicable law
- In any case, an agreement is made with the client/agency with the aim of continuing the delivery of the campaign as quickly as possible

DELIVERY TIMES AND LEAD TIMES

Creatives

- At least 5 working days before the start of the campaign
- At least 10 working days before the start of the campaign for dynamic advertising media (e.g. weather targeting, regionalized advertising media control based on external data sources)

Microsites

In-house creation

- Delivery of all assets (videos, images) at least 10 days before the start of the campaign
- Production based on the template, technical control and live posting is carried out by our tech. service provider

External Creation

- Handover of the final microsite at least 10 working days before the start of the campaign
- Technical control and live posting is carried out by our tech. Service provider

Please send all materials as specified to: tanya.cherneva@wbd.com, katrin.hoffmann@wbd.com

SPECIAL NOTES FOR OTC CUSTOMERS & CASINO/BETTING PROVIDERS

OTC-Customers (Over-The-Counter-Products)

= Medications or medicines that can be purchased without a prescription

- In any case, the pharmacist's reference must appear in the advertising material and be visible!
 - In which creative form, whether permanently or at the end, is up to the advertiser himself
-

Casino & Betting Customers

The following notices must be permanently visible in the customer's advertising material:

- Addiction Notice
- Schleswig-Holstein Notice
- Age Notice

GENERAL TERMS & CONDITIONS

Online

Offer non-binding and valid for 2 weeks! Delivery of advertising material only after approval by Warner Bros. Discovery; no claim to exclusive placements and further discounts. The offer does not prejudice any subsequent bookings. The delivery of the advertising material must be technically correct, according to the respective lead times to auftragsanlage@discovery.com.

Reporting complaints can only be made no later than 1 month after completing a campaign and receiving final reporting, but not beyond the year. Subsequent complaints can no longer be taken into account for billing and compensation purposes.

The execution of this order is based on the advertising price list valid at the time of publication as well as our general terms and conditions. The offer is exclusive of possible production costs! The terms and conditions of Discovery Communications Deutschland GmbH & Co. KG apply <https://wbd-deutschland.de/terms/>. Further information always up-to-date under www.wbd-deutschland.de.

All prices exclude VAT at the statutory rate.

On Air

Any costs for trailer productions or other production costs are not included in the price. Program broadcast subject to Warner Bros. Discovery's legal release. Non-binding offer according to current program schedule; subject to change. The general terms and conditions for the marketing of advertising times for the channels marketed by Discovery Communications Deutschland GmbH & Co. KG apply. <https://wbd-deutschland.de/terms/>.

General information:

Cancellation conditions:	A free cancellation granted by the marketer up to four weeks before the start of the agreed service. Decisive for the time is the receipt of the letter from the marketer..
Lead times:	Standard forms of advertising: 5 business days before the campaign starts. Non-standardized advertising: 7 working days before the campaign starts.
Availabilities	Availability at the time of request and cannot be guaranteed at a later date.
Reporting	Weekly reporting by e-mail.
Design costs:	Are calculated separately, are not discounted, do not grant agency commission and are not discount-forming
Billing	For long-term campaigns, a monthly actual billing is made; this also applies in the case of underdelivery. The basis for the billing of campaigns is the reporting of the Warner Bros. Discovery's AdServer.

