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# Packages
# Football EM 2021

June 11th 2021 –July 11th 2021

March 2021

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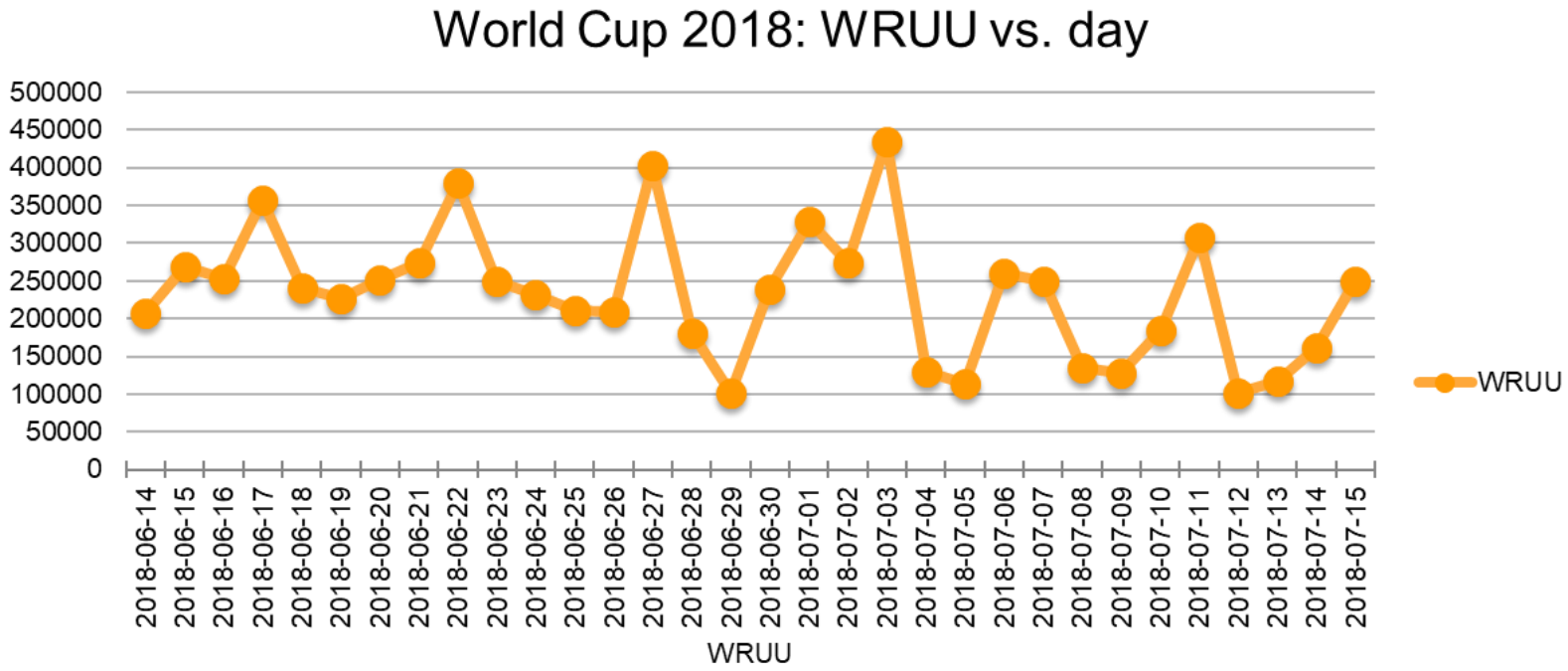
# Facts & Figures WM 2018

# Reach per Day uU

(03rd July 18: CH-Sweden = over 430‘000 uU)



# Zattoo Usage During a Game (CH) WM 2018




Source: Zattoo

# App-Downloads Entertainment-TV-Streamings (WM June 18)

| | Totals: | 136.2k | 100% | 64.9% |
|---|---|---|---|---|
| 1 | Zattoo - TV Streaming<br>Zattoo Europa AG | 28.7k | 21.1% | 163.6% |
| 2 | Zattoo - Deine WM App<br>Zattoo | 24.6k | 18.1% | 99.6% |
| 3 | Swisscom TV Air<br>Swisscom (Switzerland) Ltd. | 13.9k | 10.2% | 45.4% |
| 4 | Swisscom TV Air<br>Swisscom (Switzerland) Ltd | 12.1k | 8.9% | 48.5% |
| 5 | Teleboy TV - Die WM live in HD<br>Teleboy AG | 9.6k | 7% | 83.6% |
| 6 | Play SRF<br>Schweizer Fernsehen | 7.2k | 5.3% | 42.8% |
| 7 | Wilmaa TV - Fussball WM live<br>Wilmaa AG | 6.9k | 5% | 74.1% |
| 8 | Teleboy TV – World Cup free in ...<br>Cinergy AG | 6.6k | 4.9% | 92.7% |
| 9 | Wilmaa TV<br>Wilmaa Dev Team | 5.4k | 4% | 40.8% |
| 10 | Play SRF - Video und Audio SRF<br>Schweizer Radio und Fernsehen ... | 4.4k | 3.2% | 34.7% |

Source: Priori-Data

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# EM 2021 Packages

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# Preliminary Round Switzerland

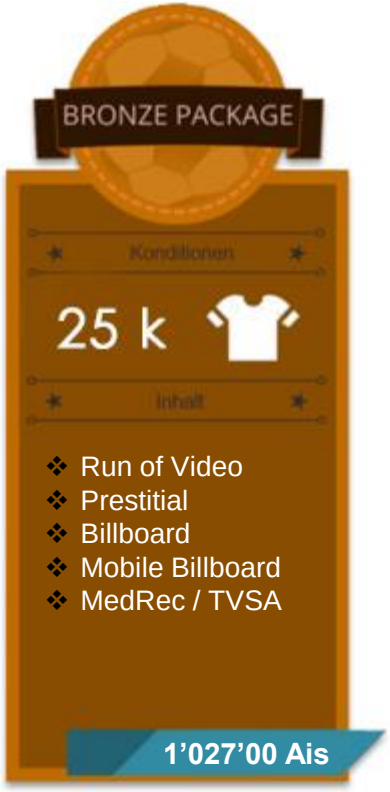
Friday June 11th 2021 – Sunday July 11th 2021

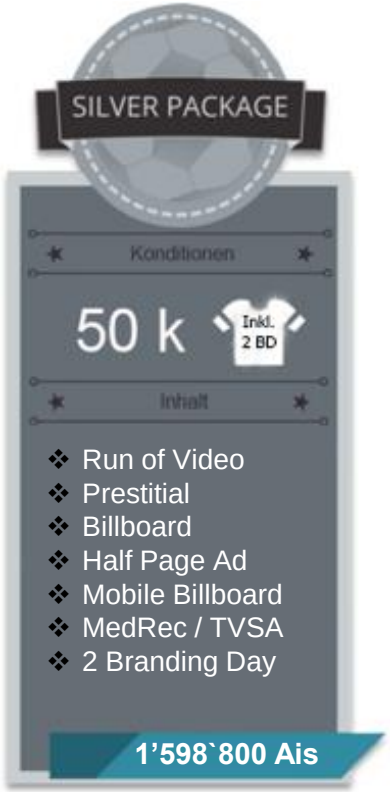


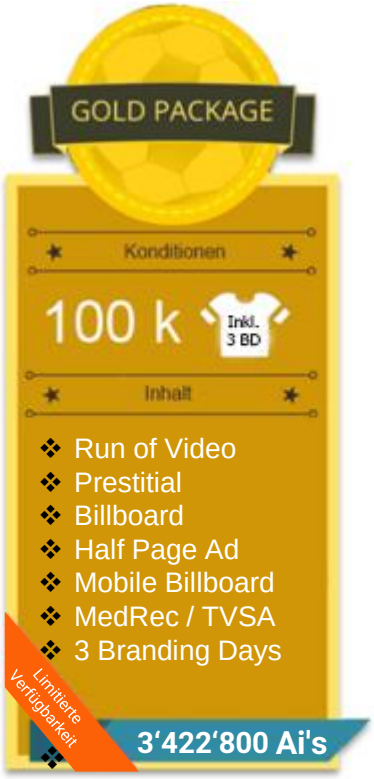
| Game | Date | TV-Channel* |
|---|---|---|
| Switzerland - Wales | 12.06.2021 / 15.00 Uhr | SF2, ORF1, ARD, ZDF, Sport 1, RTS2, RSI2, RAI Sport |
| Switzerland - Italy | 16.06.2021 / 18.00 Uhr | SF2, ORF1, ARD, ZDF, Sport 1, RTS2, RSI2, RAI Sport |
| Switzerland - Turkey | 20.06.2021 / 18.00 Uhr | SF2, ORF1, ARD, ZDF, Sport 1, RTS2, RSI2, RAI Sport |
| *TV Sender Angaben mit Vorbehalt | | |

Schedule
https://www.fussball-wm.pro/em-2021/spielplan/

# Zattoo EM 2021 Packages



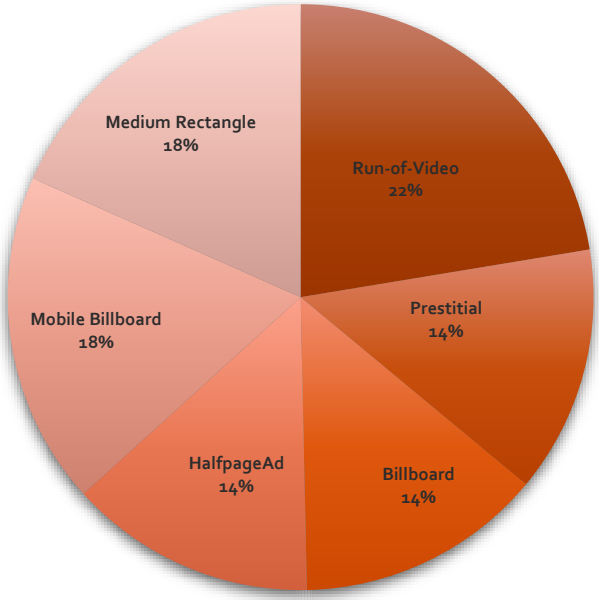



# Package Bronze

CHF 25`000.-



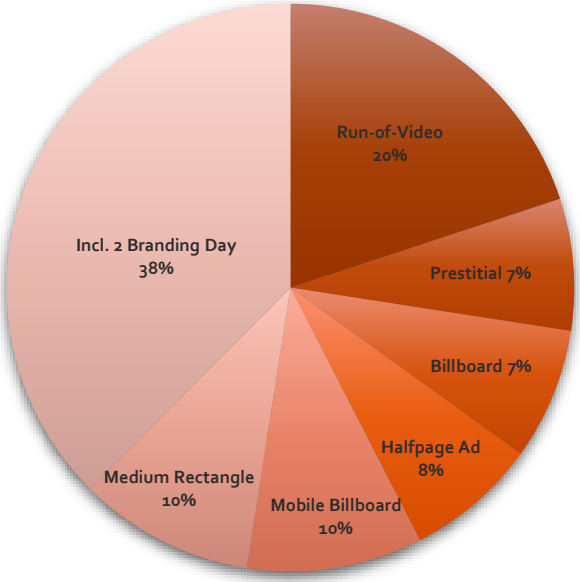

| Formate | Al's | TKP/ CPM Brutto* | Total Brutto* | Discount | TKP / CPM n/n* | Total n/n* |
|---|---|---|---|---|---|---|
| Run-of-Video | 230'000 | 109 | 25'070 | 50% | 55 | 12'536 |
| Prestitial | 140'000 | 77 | 10'780 | 73% | 27 | 2'911 |
| Billboard | 140'000 | 77 | 10'780 | 73% | 21 | 2'911 |
| HalfpageAd | 140'000 | 77 | 10'780 | 73% | 21 | 2'911 |
| Mobile Billboard | 188'500 | 33 | 6'221 | 70% | 10 | 1'866 |
| Medium Rectangle | 188'500 | 33 | 6'221 | 70% | 10 | 1'866 |
| | | | | | | |
| **Total** | **1'027'000** | | **69'851** | **68%** | | **25'000** |
| | | | | | | |
| *incl. Targeting | | | | | | |



# Package Silver

CHF 50`000.-

| Formate | Al's | TKP/ CPM Brutto* | Total Brutto* | Discount | TKP / CPM n/n* | Total n/n* |
|---|---|---|---|---|---|---|
| Run-of-Video | 318'800 | 109 | 34'749 | 54% | 50 | 15'985 |
| Prestitial | 120'000 | 77 | 9'240 | 77% | 18 | 2'125 |
| Billboard | 120'000 | 77 | 9'240 | 77% | 18 | 2'125 |
| Halfpage Ad | 120'000 | 77 | 9'240 | 77% | 18 | 2'125 |
| Leaderboard | 160'000 | 33 | 5'280 | 75% | 8 | 1'320 |
| Medium Rectangle | 160'000 | 33 | 5'280 | 75% | 8 | 1'320 |
| | | | | | | |
| **Total** | **998'800** | | **73'029** | **73%** | | **25'000** |
| | | | | | | |
| Incl. 2 Branding Day | 600'000 | | 50'000 | 50% | | 25'000 |
| | | | | | | |
| **Total** | **1'598'800** | | **123'029** | | | **50'000** |
| *incl. Targeting | | | | | | |



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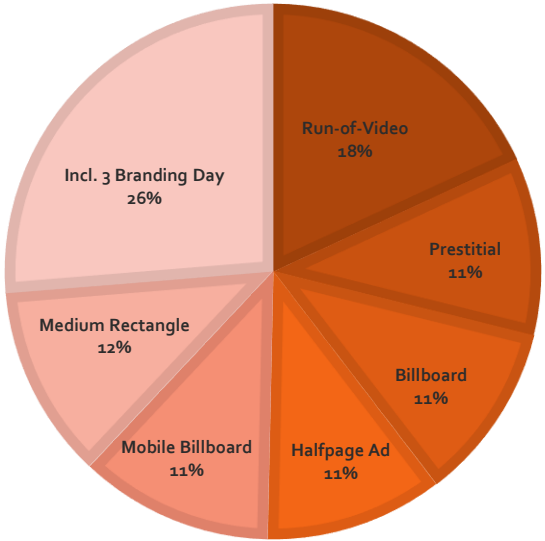
# Package Gold

CHF 100`000.-




| Formate | Al's | TKP/ CPM Brutto* | Total Brutto* | Discount | TKP / CPM n/n* | Total n/n* |
|---|---|---|---|---|---|---|
| Run-of-Video | 620'000 | 109 | 67'580 | 57% | 47 | 29'060 |
| Prestitial | 367'600 | 77 | 28'305 | 80% | 15 | 5'660 |
| Billboard | 367'600 | 77 | 28'305 | 80% | 15 | 5'660 |
| Halfpage Ad | 367'600 | 77 | 28'305 | 80% | 15 | 5'660 |
| Mobile Billboard | 400'000 | 33 | 13'200 | 85% | 5 | 1'980 |
| Medium Rectangle | 400'000 | 33 | 13'200 | 85% | 5 | 1'980 |
| | | | | | | |
| **Total** | **2'522'800** | | **178'896** | **78%** | | **50'000** |
| | | | | | | |
| Incl. 3 Branding Day | 900'000 | | 75'000 | 33.33% | | 50'000 |
| | | | | | | |
| **Total** | **3'422'800** | | **253'896** | | | **100'000** |
| *incl. Targeting | | | | | | |



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# Formats

# Ad Formats



## Video
**(All Devices)**

Preroll
Midroll



## Display
**(Desktop)**

Billboard
Halfpage Ad
Skyscraper
TV Side Ad
Leaderboard



## Mobile
**(Tablet & Smartphone)**

Video (all ad formats)
Prestitial
Mobile Billboard (Leaderboard)
Medium Rectangle
Mobile Banner

# Video Advertising

## Pre Roll

- Stand alone spot
- First Channel Switch & Channel Switch Ad
- Free TV
- Devices: Desktop, Tablet, Smartphone, CTV / Bigscreen



# Billboard / Wideboard

## Display / Desktop

- Front page
- First Point of Contact
- Size 970x250 / 994x250



# Halfpage Ad

## Display / Desktop

- Front Page, Sub Pages
- First Point of Contact on Desktop
- Size: 300x600



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# Prestitial

## Display / Smartphone & Tablet

- Right at the start
- Image or Rich Media
- Size 768x1024 / 1024x768
  Size 320x480 / 480x320



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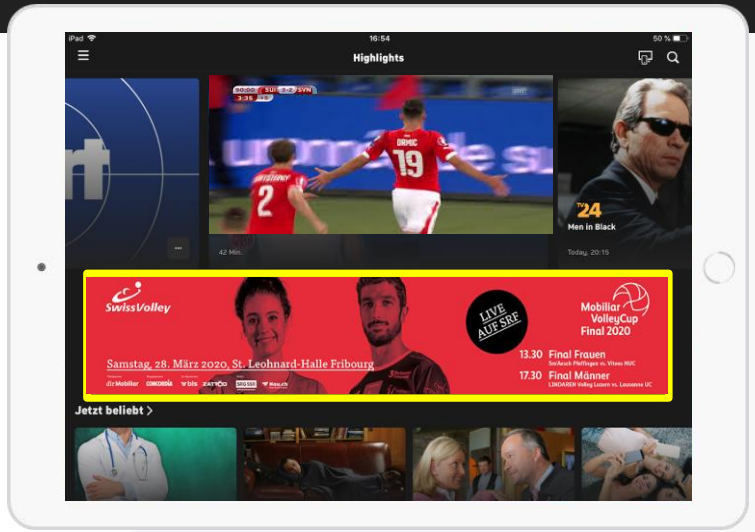
# Mobile Billboard (Leaderboard)

## Display / Tablet

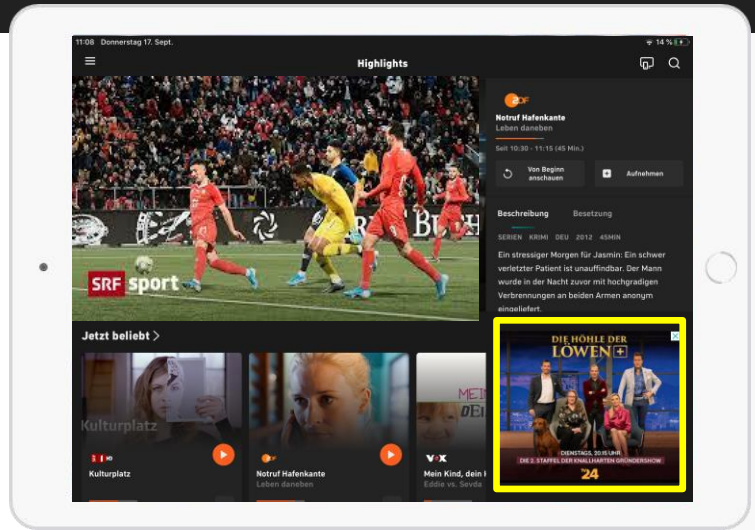
- Front page
- Image or Rich Media
- Size 930x180 / 728x90



# Medium Rectangle

## Display / Tablet

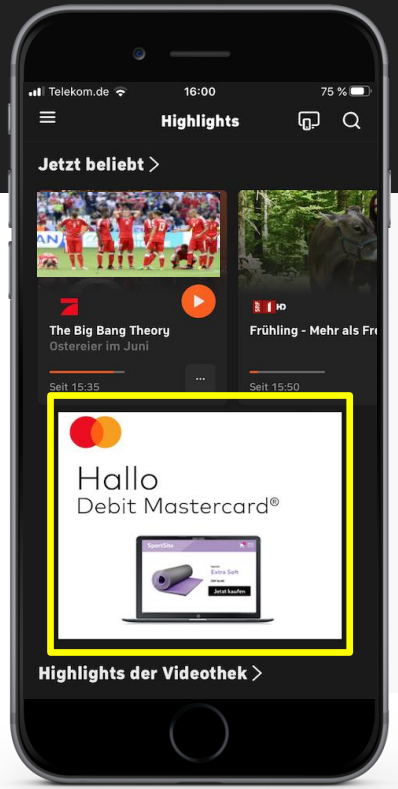
- Next to Live-Stream TV
- Size 300x250



# Medium Rectangle

## Display / Smartphone

- Front page
- Size 300x250



# Branding Day

## Display / Desktop & Tablet

- Exclusive Branding around the Live-Stream TV
- Direct bookings and Programmatic Guaranteed
- Image
  (Rich Media for Prestitial possible)
- Size Desktop: 1800x1200
  Size Tablet: 2200x1025
  Size Prestitial Smartphone: 320x480



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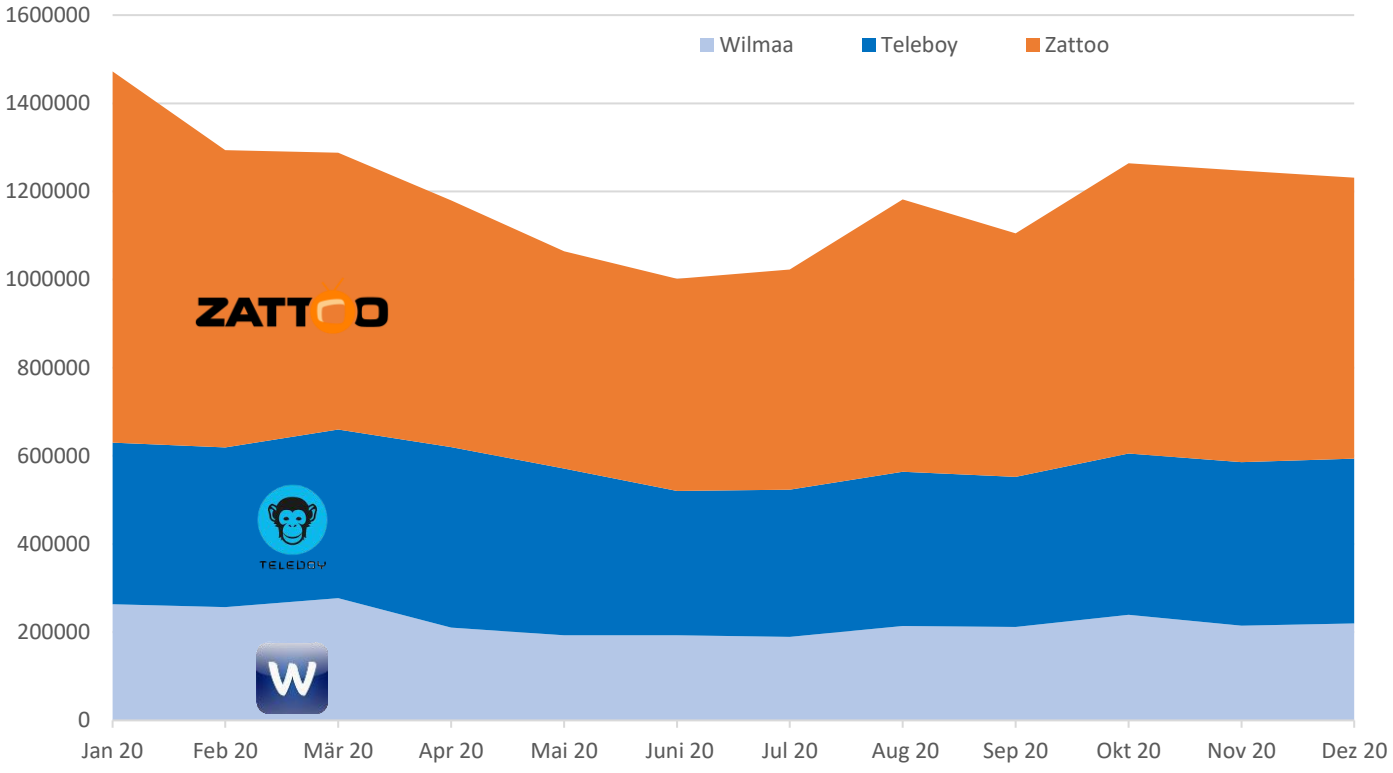
# Net Metrix

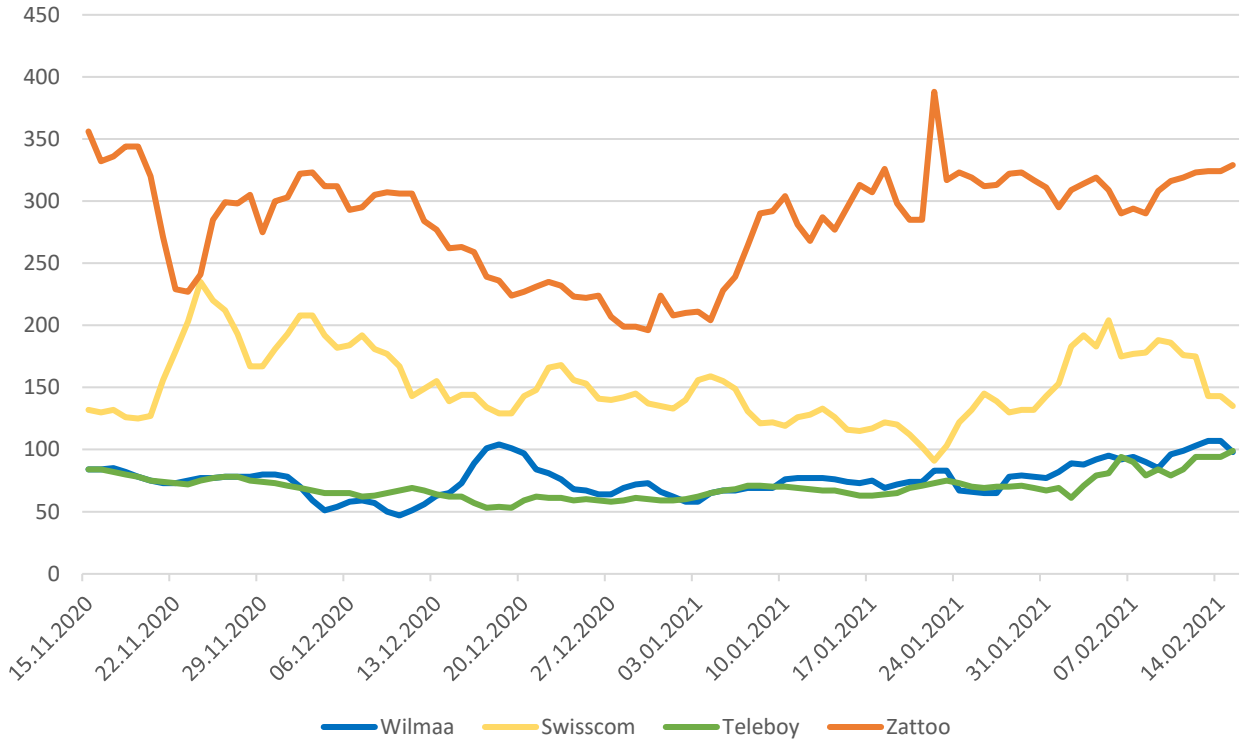
# NetMetrix 2020

## Unique client per month



# App Downloads

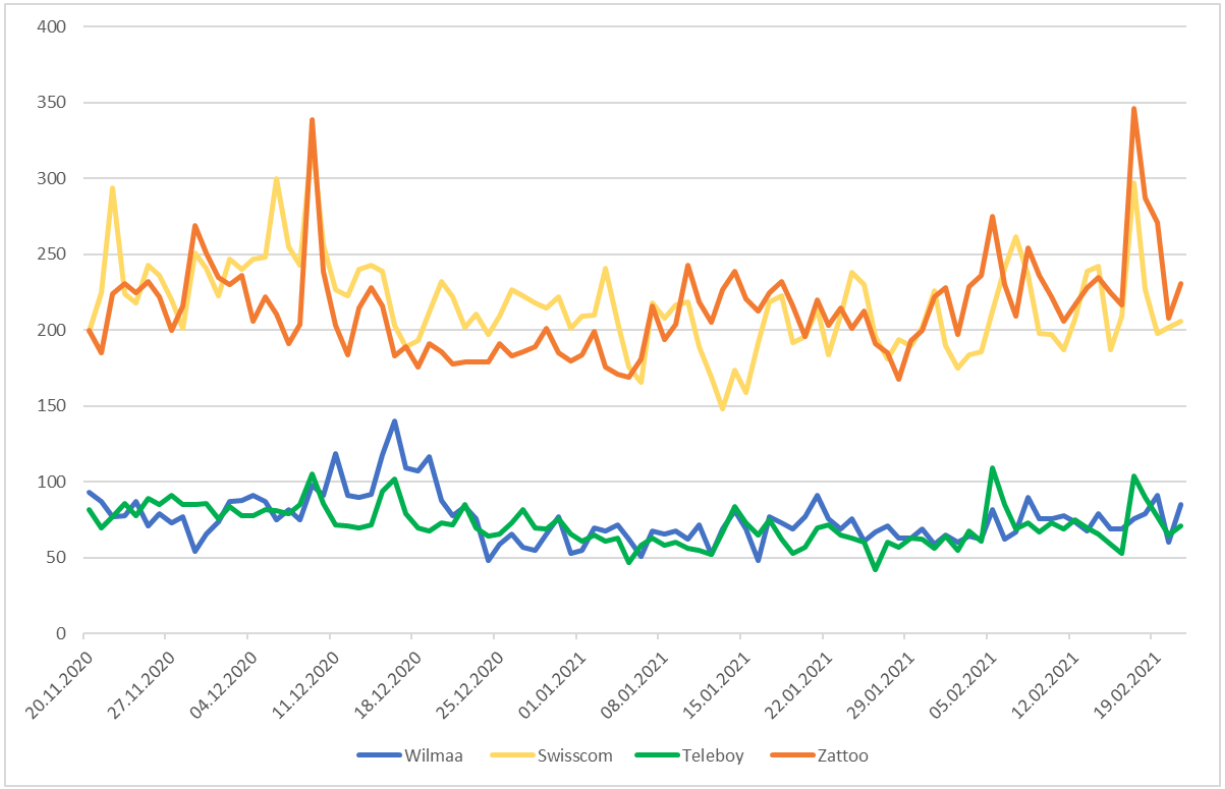
## Android Downloads - CH




Quelle: Airnow

# App Downloads

## IOS Downloads - CH




Quelle: Airnow

# Targeting Options



**Socio Demographic**

Age
Gender
Language



**TV based Interests**

Channel
Content Category
Content Genre



**Geo & Device**

Country (DE, CH)
Device (iOS, Android
Connected TV,
Web, etc.)



**DFP Audience Segments**

Interest / Behavioral
Targeting

# Point of Contact



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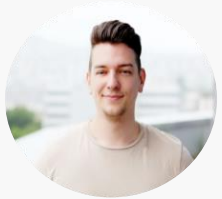

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# Thank You



Switzerland

March 2021