



Addressable TV (ATV) and Connected TV (CTV) in the media mix

Addressable TV enables personalized advertising on Internet-enabled TV sets. The advertising is played exclusively in the environment of the linear television program. There are only two formats: Playing the advertising after the switching process or playing it in the linear advertising block.

Connected TV is advertising within streaming services or media libraries. Here, advertising is usually played as a pre-, mid- or post-roll ad.

Differences between ATV and CTV:

- **Target group:** ATV is aimed at viewers of linear television, while CTV targets viewers of streaming services. CTV tends to reach a younger target group than ATV. Young users can hardly be reached via linear television.
- **Ad formats:** For ATV, you do not need your own spot (advertising medium = online banner); with CTV advertising, the advertising medium is a VideoAd.
- **Flexibility:** CTV offers advertisers flexibility in the placement of advertising content, as they are not tied to the broadcast times of traditional TV programs, while ATV allows advertising to be broadcast in real time on traditional TV channels.

Advantages and benefits:

- ☑ **Targeting:** ATV and CTV enable much more precise targeting than traditional TV (targeting options: region, age, gender, time, interests, context)
- ☑ **Reduced wastage:** The targeted approach reduces wastage and increases the efficiency of campaigns.
- ☑ **Flexibility:** ATV and CTV campaigns can be started, stopped and adjusted flexibly.
- ☑ **Measurable results:** Both ATV and CTV enable detailed analysis of advertising campaigns, including reach, interaction and conversion rates. The precise measurability enables advertising budgets to be optimized.
- ☑ **Budget:** Affordable for every company! Because targeted, regional TV campaigns are hardly more expensive than large newspaper ads.

Revolutionize your TV advertising and contact us for detailed information on prices and individual offers. Together we can make your company even more successful! If you are interested, please contact our online specialist Sabine Schätzer (sabine.schaetzer@trebbau.com, Tel.: 0221/376 46-318).