

RTL II and its partner smartclip testing two new addressable TV advertising formats with customers

- Test cases with customers of agency Mediaplus starting in January
- SATURN testing addressable TV advertising format "switch-in spot"; LoveScout24 testing "switch-in reminder"

TV station RTL II already uses addressable TV advertising formats. RTL II marketer EL CARTEL MEDIA offers the targeted placement of a variety of advertising formats, together with its partner smartclip AG. Two new variants are now available. EL CARTEL MEDIA is exploring test cases with two Mediaplus customers. SATURN has been testing the new "switch-in spot" format since early January; LoveScout24 will use the "switch-in reminder" in RTL II programs in January and February.

Munich, January 2017 – Addressable TV-based advertising formats use ad server technology to deliver targeted advertising messages in linear TV programs. RTL II has partnered with smartclip in this area and is now testing new delivery options, together with two advertising partners. Under the "switch-in spot" variant, when a viewer changes channels, they initially see the program for several seconds. The TV ad is then inserted dynamically in a split-screen, beneath an ad length indicator. Targeting and interaction are possible here, as is frequency capping, which regulates the frequency of advertising insertion. SATURN is testing this advertising format in RTL II programs in January.

The "switch-in reminder" is based on conventional TV placement and the re-targeting possibilities of addressable TV. After a TV ad is shown in the conventional format, viewers then see a reminder for the same customer in a split-screen, with additional information about when the program will continue. Here, as well, ad insertions are targeted and appear only for viewers who saw the previous ad. LoveScout24 will be testing this advertising format in January and February. SATURN and LoveScout24 are customers of the Mediaplus agency. The implementation partner is Mediaplus' sister company PREX (Programmatic Exchange) in Munich, which is responsible for purchasing and coordination of all of the agency group's programmatic advertising campaigns.

Thorsten Schütte-Gravelaar, Managing Director of smartclip AG: "Our addressable TV platform provides a new technological foundation for innovative, scalable TV advertising solutions. It is remarkable how our partner RTL II/EL CARTEL MEDIA, one of Germany's leading TV channels, is taking advantage of new developments for its creative, efficient TV advertising marketing. Addressable TV has arrived in the TV advertising market."

Andreas Kösling, Managing Director of EL CARTEL MEDIA: "These new, innovative addressable advertising formats guarantee viewer attention and provide for individual storytelling on the first screen. We are growing our portfolio for advertisers continuously and are happy to have smartclip AG by our side."

Oliver Hey, Managing Director of Mediaplus: "Switch-in spots, the equivalent of a pre-roll, let us implement real addressable TV ads for the first time – it's a major step compared to the current addressable TV banner ads. Targeting enables us to address highly relevant potential customers and give optimal support to SATURN's start-of-year kickoff campaign, while matching their innovation aspirations at the same time. With LoveScout24, the dynamic, regionalized reminder boosts the ad impact and personal relevance – a smart way to set themselves apart among strong competitive pressures."