

targetvideo

Content Meets Context

Premium Video Solutions



We love **video**

We are video producers "at heart" with a passion for high-quality content and infotainment. However, strong content needs relevant reach in the right environments and target groups for an exceptional experience.

That's why we've built a premium video solution that plays our videos in the right context within the editorial environments of our high-reach publishing partners.

targetvideo



Premium video

We are one of the leading independent providers of high-impact premium video solutions in DACH.



Scalable quality

Our videos are produced according to high editorial criteria. For distribution, we rely on our Native Player® and our network of highreach top publishers.



Maximum safety

We have highly effective technological capabilities to address users in a content and DSGVO compliant manner



Premium Network

33 Mio

Unique User / Month

135 Mio

Video Views / Month

57 Mio

Video Views / Monat exclusive video reach





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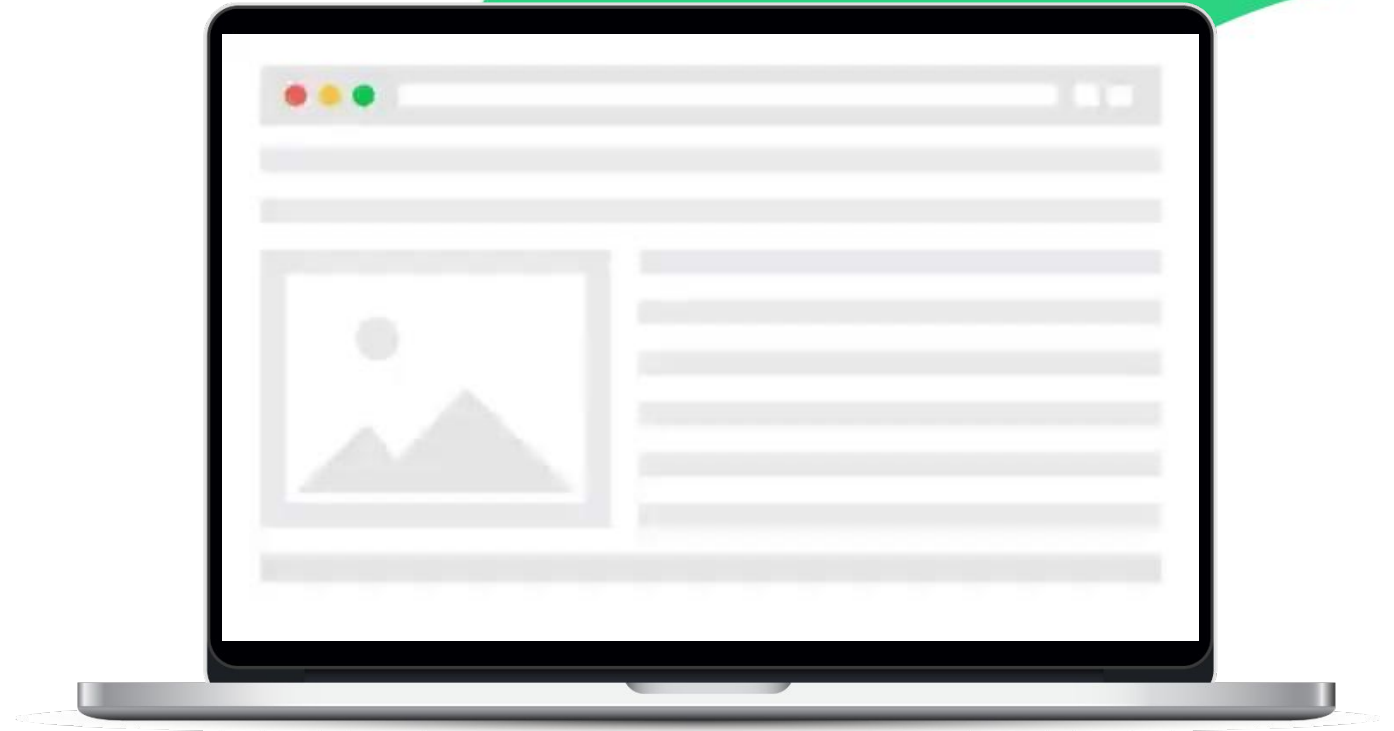
Premium Video Solutions



TargetVideo Matched InStream®

The promotional video is playing after a 5 sec. cliffhanger within in the premium editorial video.

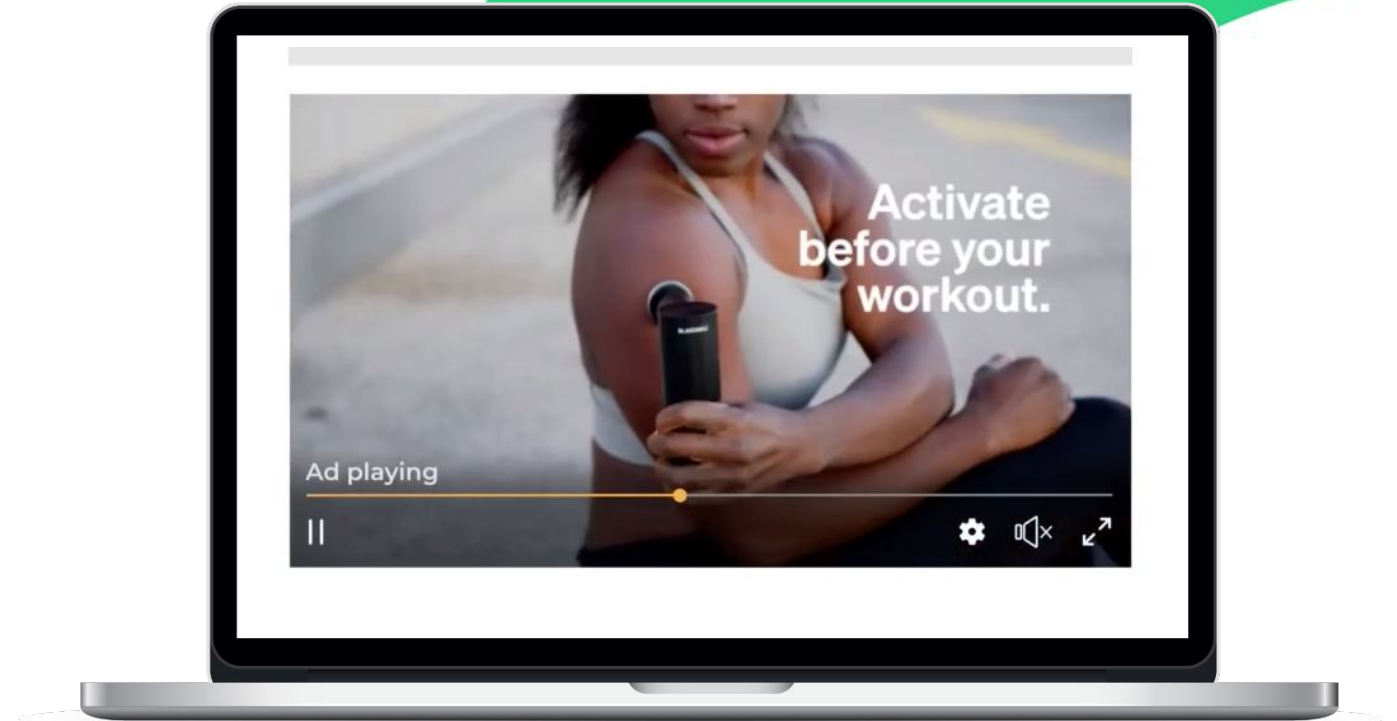
- ▶ Ad-length: 5-30 sec.
- ▶ Placement: InStream
- ▶ Booking: IO or programmatic
- ▶ Billing: CPM



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TargetVideo Matched InStream®



Case

OTTO

- ▶ 1,900,000 Ad Impressions
- ▶ VTR of 80%
- ▶ Target group match of 70%
- ▶ Ad length: 00:15 min

HERO STORIES®

UNSERE EXPERTEN



Chrissy Joy
fitness & health



Carolin Florett
style & beauty



Stefan Kemmler
finance



Sandra Schneider
family & health



Dr. Ralf Brügel
family & health

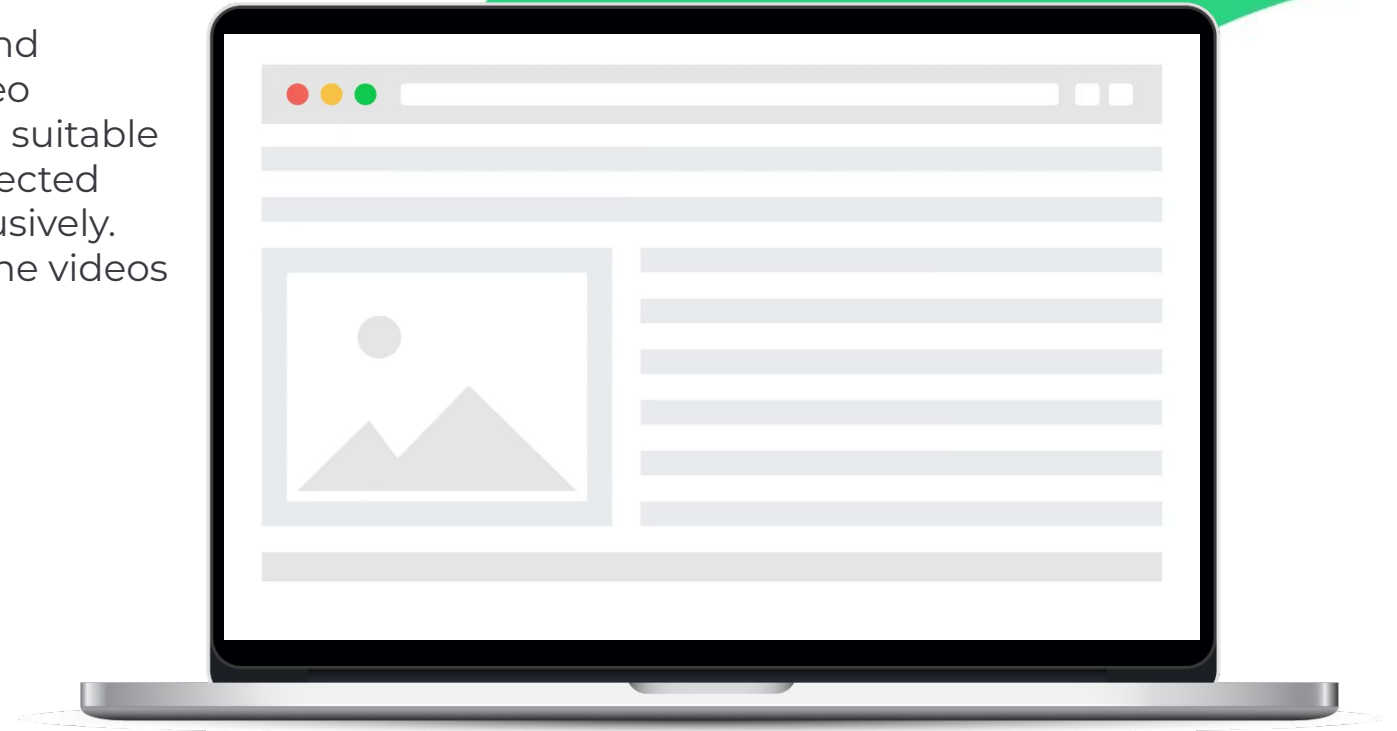


Katharina Greier
food

TargetVideo Hero Stories®

Together with our Heroes, renowned experts and influencers, we produce editorial premium video content that offers brands a strong stage and a suitable environment. The premium content can be selected from existing editorial videos or produced exclusively. The commercial follows a 5 sec. cliffhanger of the videos selected by the client.

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TargetVideo Hero Stories®



microlax®

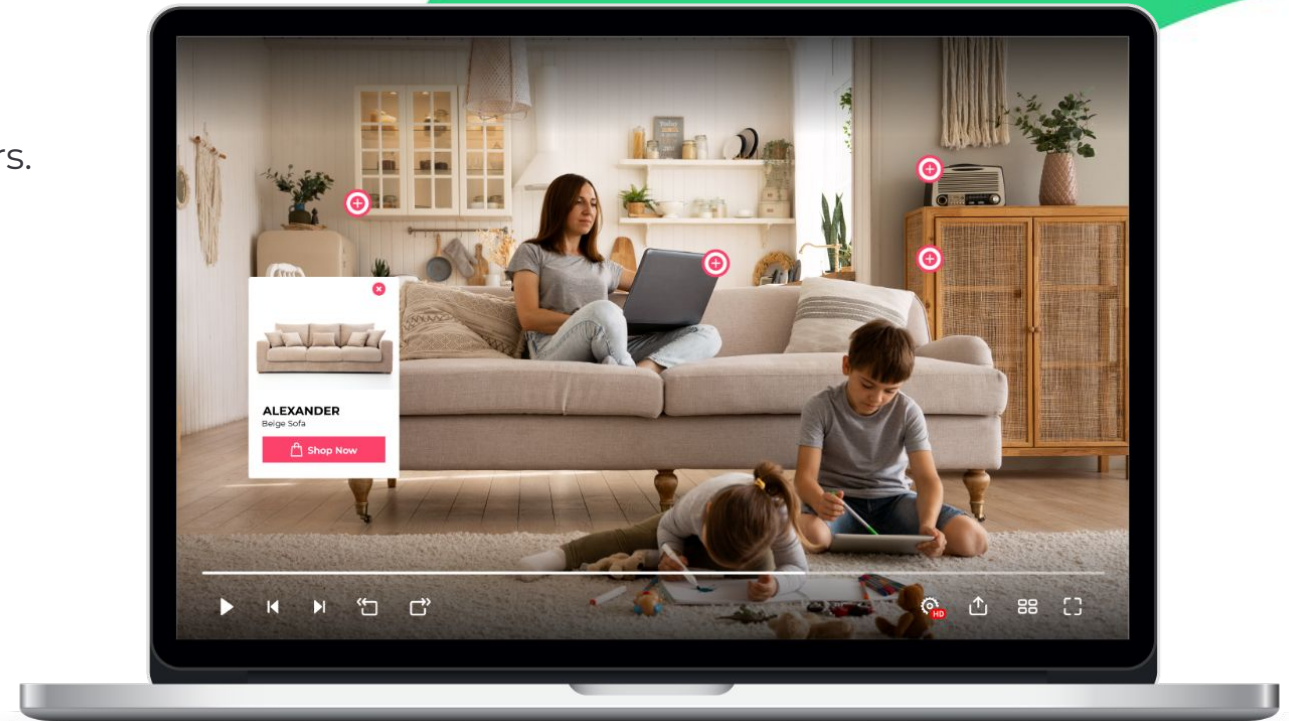
Case

- ▶ 600,000 Ad Impressions
- ▶ VTR of 76%
- ▶ RoC: Family

TargetVideo Interactive Videos

Interactive videos enable new sales opportunities through direct interaction with potential customers. The videos increase the user engagement and promote the intention to buy.

- ▶ Ad-length: 5-30 sec.
- ▶ Placement: InStream
- ▶ Booking: IO & Programmatic
- ▶ Billing: CPM



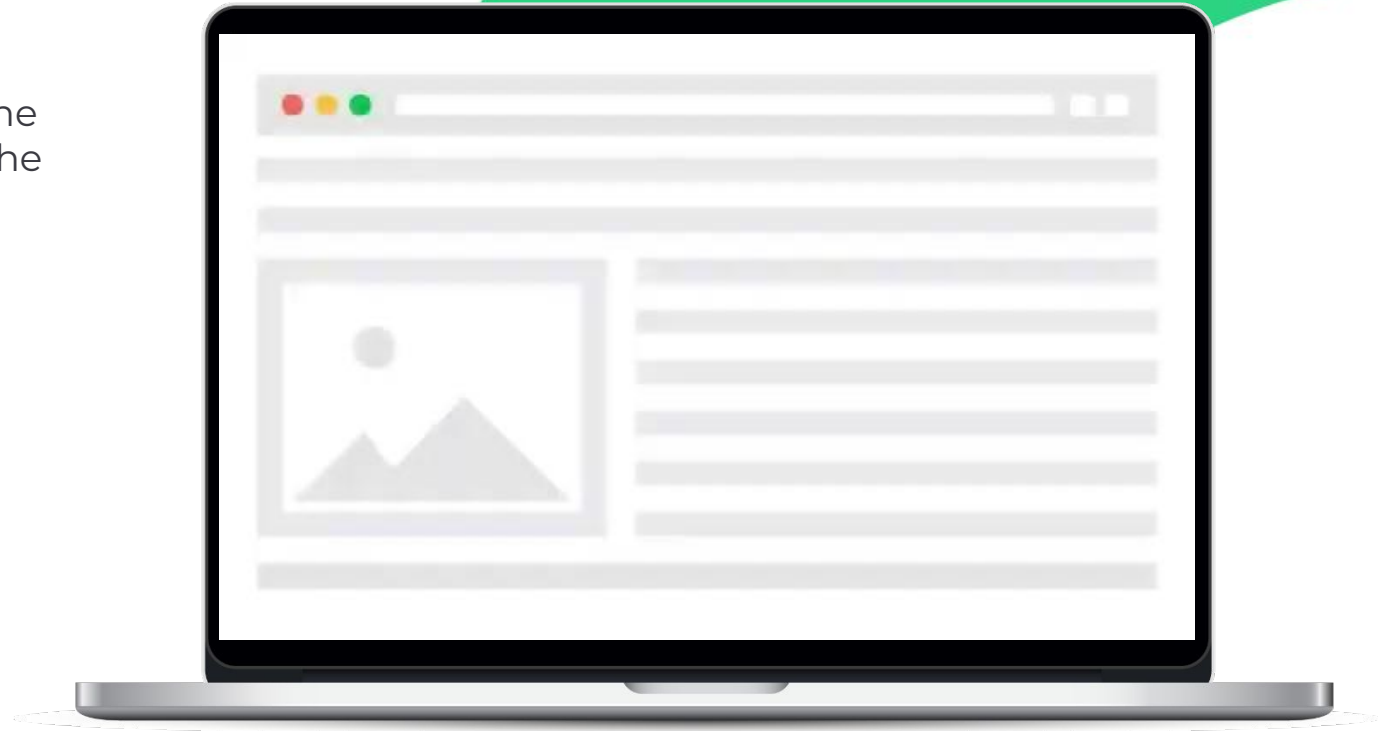
TargetVideo SwitchIn

While the premium editorial video continues, the ad appears after 7 sec. in the lower left part of the player as Switch In ad.

- ▶ Duration: 10 sec.*
- ▶ Placement: InVideo (Desktop & Mobile)
- ▶ Booking: IO or Programmatic
- ▶ Billing: CPM

* Time & duration can be set individually, but we recommend the default setting

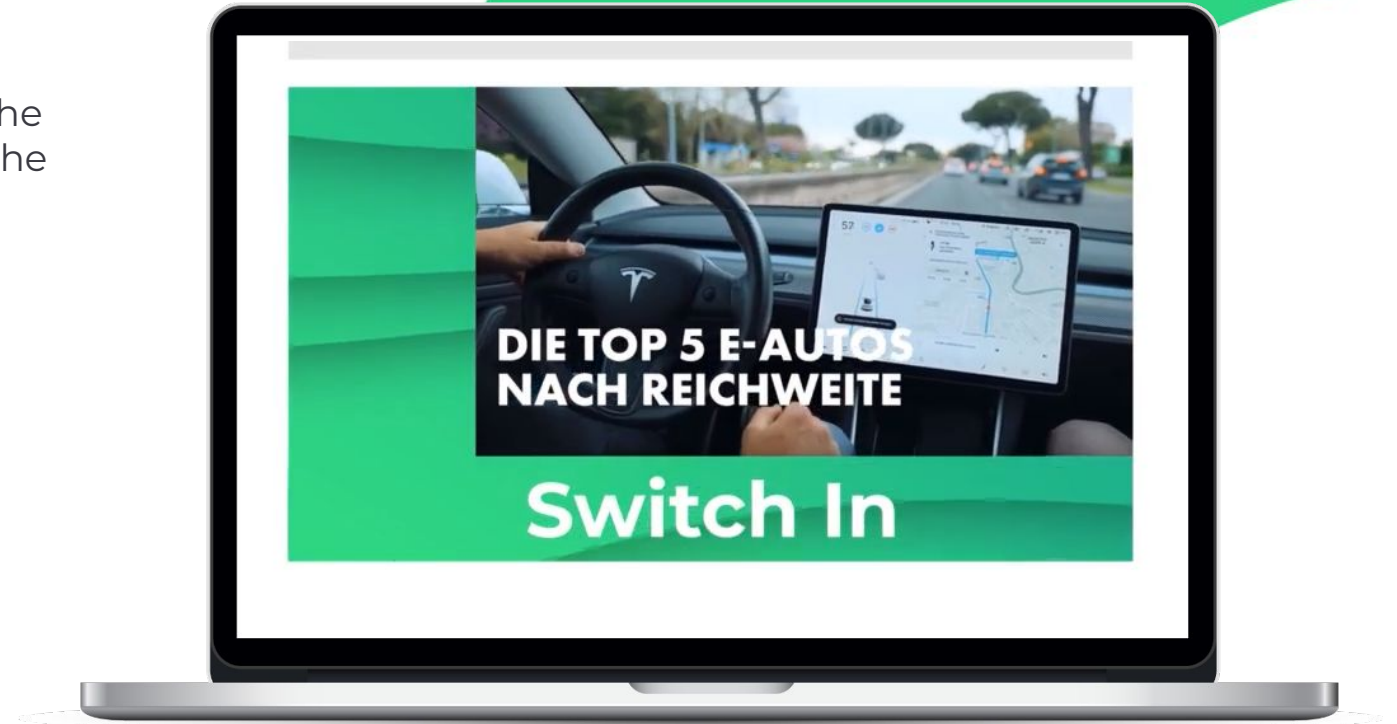
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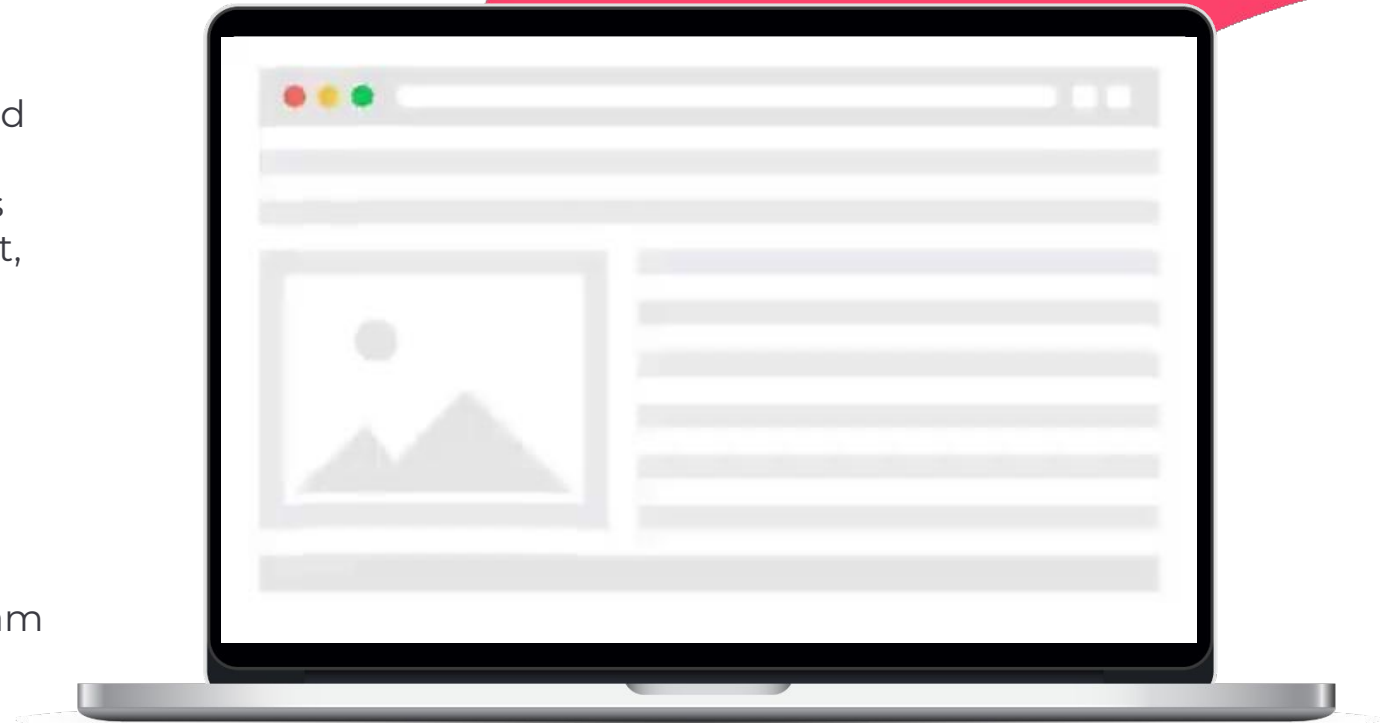


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TargetVideo Premium Seeding®

The advertising video itself is the main actor and is placed prominently in suitable content environments. This native form of advertising is particularly well suited for strong brand content, product tests or product placement.

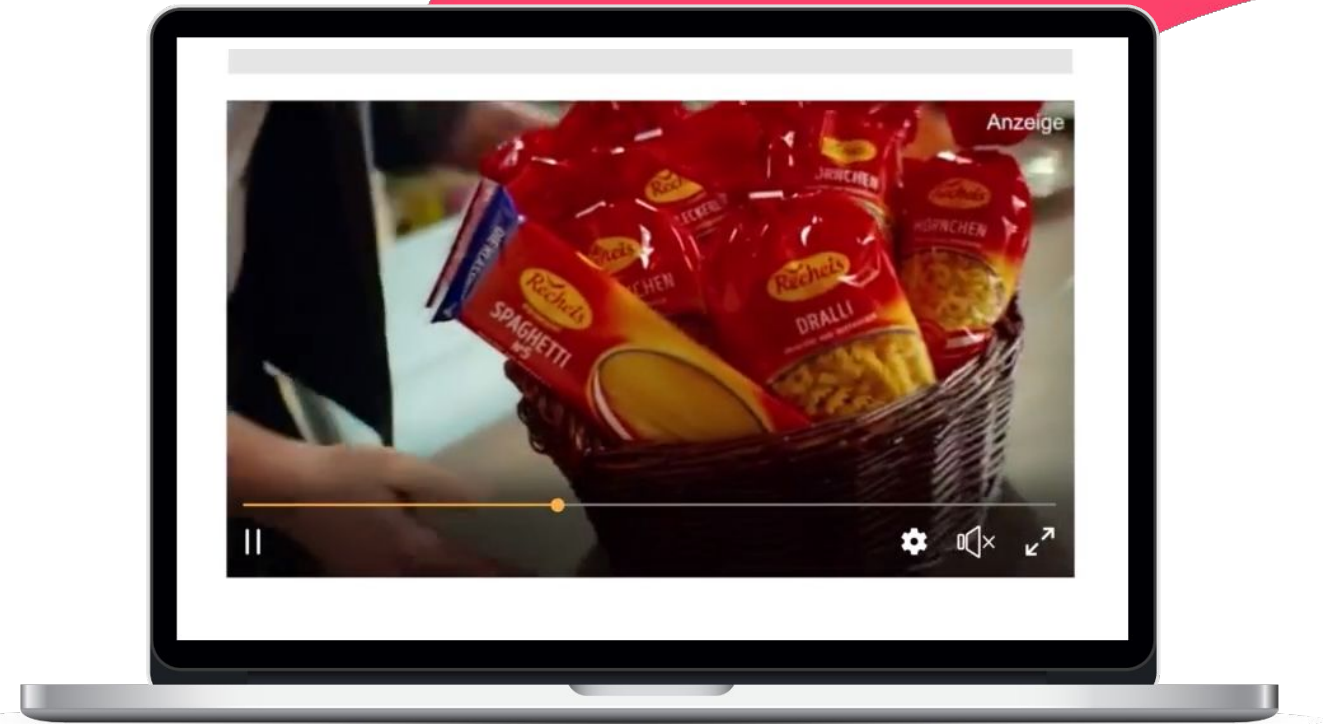
- ▶ Ad-length: 20-80 sec.
- ▶ Placement: PreRoll
- ▶ Booking: IO
- ▶ Billing: CPCV
- ▶ Additional option: Video production of a native video or product test by our video team



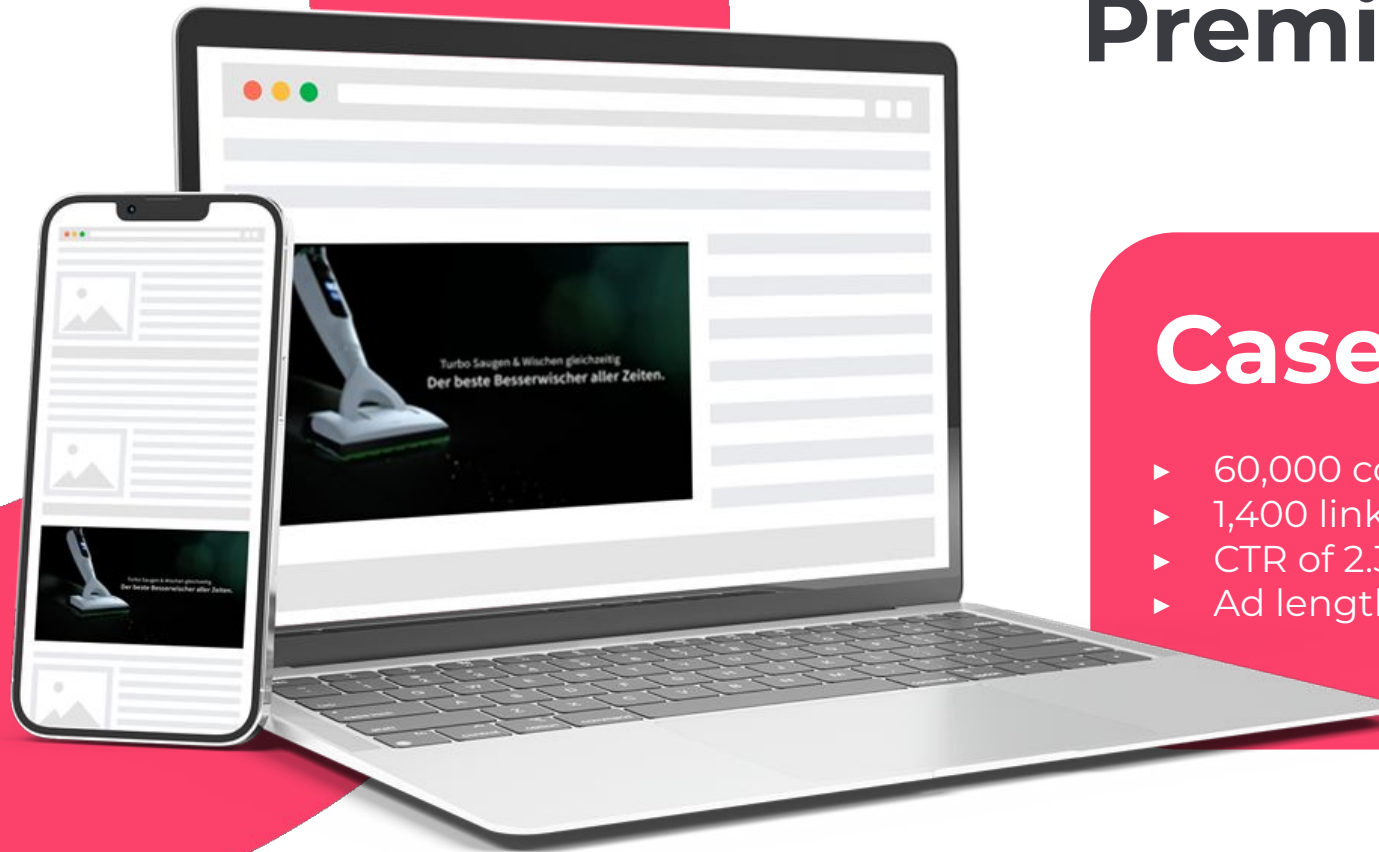
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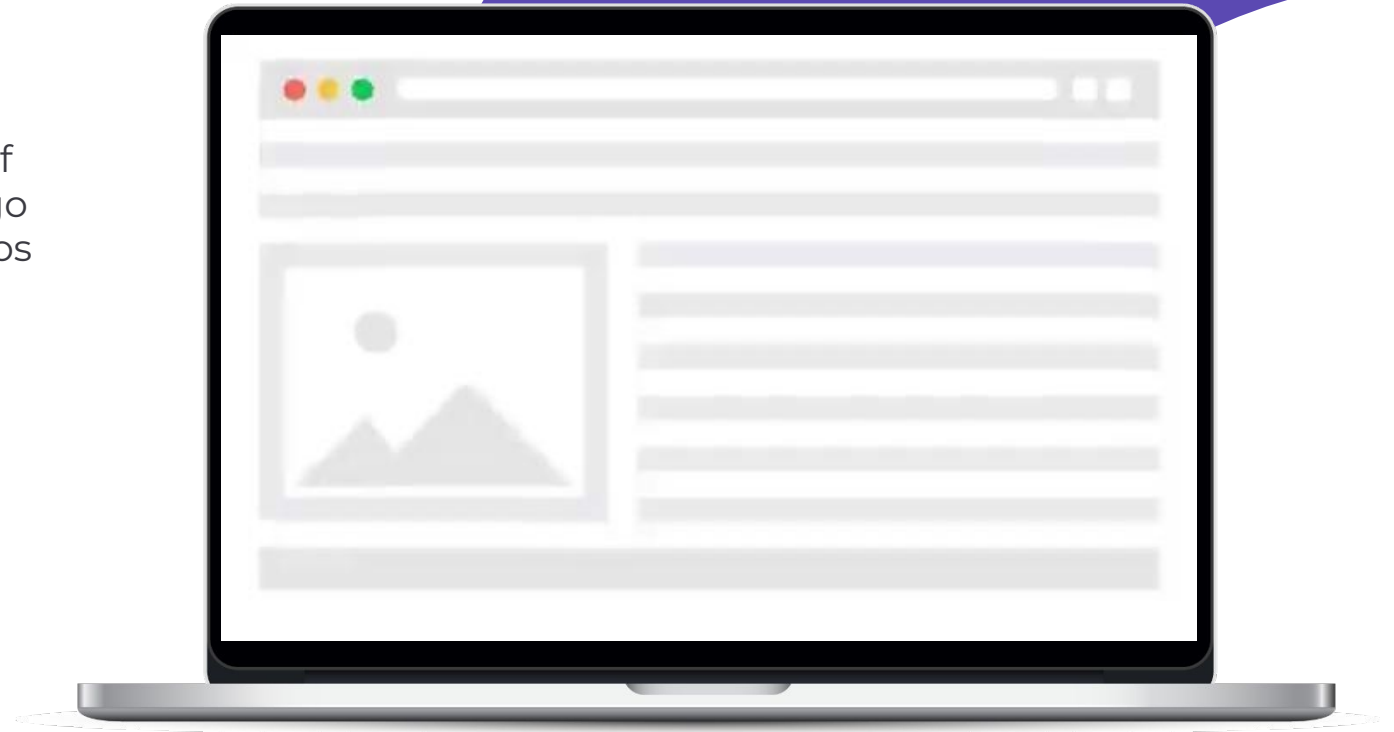
Case

- ▶ 60,000 completed Video Views
- ▶ 1,400 link clicks
- ▶ CTR of 2.3%
- ▶ Ad length: 00:30 min

TargetVideo Branded Seeding

We shoot an emotional and informative video series with a selected hero from various fields of expertise. The brand can be integrated with logo integration and product placement in the videos and offer affine users real added value.

- ▶ Ad-length: 20-80 sec.
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TargetVideo Branded Seeding



Case



- ▶ 150,000 completed Video Views
- ▶ 8,000 link clicks
- ▶ CTR of 5.3%
- ▶ Ad length: 01:23 min

OTT & CTV Solution

TargetVideo's white-label OTT and CTV apps support all platforms and channels, including:

Android / AndroidTV, iOS / AppleTV+, webOS, Tizen, Amazon Fire TV, Desktop & mobile web.

Reach your audience at home or on the move.



ANDROID

iOS

androidtv

apple tv+

TIZEN

webOS

amazon fireTV

targetvideo

Targeting Emetriq

Emetriq enables us to use precise targeting to reach exactly the target group the customer intends to reach.

For example: Social demographics, household, interest and more

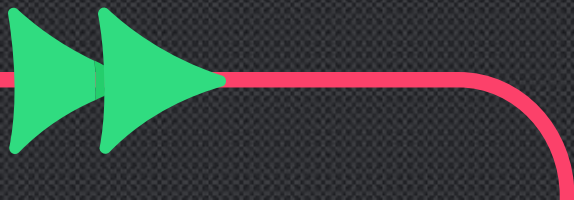


IAB Categories

Over 4,000 self-produced, editorial videos were checked and categorized by our content team. We have 34 main categories and over 600 subcategories.

For example: Medical Health – Diseases and conditions – allergies

The videos have been categorized according to the latest standard (IAB Content Taxonomy 3.0)




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