




















Programmatic 2021

Video & Display



Sky Medias Digital World

	Gender	Age	UU/Month
 Sky Q	65%   35%	25 % 14-29y 41 % 30-49y 34 % 50y+	2 Mio. UU
 Sky Go	66%   34%	28 % 14-29y 40 % 30-49y 32 % 50y+	1,3 Mio. UU
 WOW	61%   39%	39 % 14-29y 36 % 30-49y 26 % 50y+	-
 sky sport	91%   9%	Ø 44 years	3,7 Mio. UU
 we do tv	61%   39%	39 % 18-24y 29 % 25-34y 15 % 35-44y 10 % 45-54yJ	7,6 Mio. UU
 FLUID	-	-	1,9 Mio. UU
 discovery+	-	-	-

TOTAL NETWORK

98 Mio.
Video Starts per Month

90 %
VTR

2,5 %
CTR*

Source FreeWheel AdServer + Google Ad Manager; As of: Jan22
CTR only refers to clickable video ads.






Source: Demografie: VuMa 2022; skysport.de Survey 2021 (WEB Werte); wedotv Dashboard (Jan 22)
UU: Klipfolio (Sky Q and Sky Go: UUs are showing Active User)/Adobe Analytics/Fluid Publisher Dashboard; wedotv Dashboard: As of Jan 22

Programmatic Deal Types

	CPM	Volume	Campaign duration	Transparency	Content Level	Sky Data
Programmatic Guaranteed	fixed	guaranteed	fixed	fully transparent (Domain/Device)	RON, ROC, ROS, Brand	bookable
Preferred Deal	fixed	not guaranteed	fixed	fully transparent (Domain/Device)	RON, ROC, ROS, Brand	bookable
Private Auction	auction-based	not guaranteed	open	fully transparent (Domain/Device)	RON, ROC, ROS, Brand	bookable
Open Auction	auction-based	not guaranteed	open	fully transparent (Domain/Device)	-	-

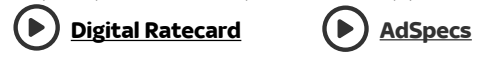
- You have the option to set up your deals on a **Content Level**. Additionally we offer content-based Pre-Targeted Deals.
- Sky Data: In addition, you can use **1st Party Data** from Sky and create individual segments. The target groups for segmentation are selected via AdSmart (Sky Q/Sky Go/WOW) and Adobe Analytics (skysport.de).

Platform Overview

	SSP	DSP	Deal Types	Transparency	Formats	Sky Data*
	FreeWheel	TTD, DV360, Beeswax, Tabmo, Adform, Mediamath	PG, PD, PA	fully transparent (Domain/Device)	Video Ad (up to 30")	bookable
	FreeWheel	TTD, DV360, Beeswax, Tabmo, Adform, Mediamath	PG, PD, PA	fully transparent (Domain/Device)	Video Ad (up to 30")	-
	Google AdX, Pubmatic, Index Exchange	TTD, DV360, Mediamath, Adform, Active Agent, Xandr, Amazon, Adobe	PG, PD, PA, OA	fully transparent (Domain/Device)	Video Ad (up to 30") Display (acc.to ratecard)	bookable
	FreeWheel	TTD, DV360, Mediamath, Adform, Active Agent, Xandr	PG, PD, PA	fully transparent (Domain/Device)	Video Ad (up to 30")	-
	Google AdX, Pubmatic, Index Exchange	TTD, DV360, Mediamath, Adform, Active Agent, Xandr, Amazon, Adobe	PG, PD, PA, OA	fully transparent (Domain/Device)	Video Ad (up to 30")	-

➤ When using DV360 the Google Guidelines must be taken into account

* Sky Q/ Sky Go/WOW: 1st Party Data AdSmart; skysport.de: 1st Party Data Adobe Analytics



Deal Checklist

- Client?
- Agency?
- Used DSP?
- Seat-ID/Buyer Seat Name?
- Platform (e.g. Sky Go, Fluid, etc.)?
- Deal Type (PG, PD, PA)?
- Floor Price/Fixed Price?
- Content Level/Sky Data?
- Start & End Date?
- Other?

Kontakt

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