



Adtech built for Europe's largest broadcaster group

Thomas Servatius
Co-CEO, smartclip Europe



- Who we are and our mission
- Our beliefs
- What we do



Who we are and our mission



Experts for digital advertising technology

Adtech development unit of RTL Group and new parent company of Realytics (since May 2022).

100%
part of RTL Group

Foundation in
2008

180+
employees

Headquartered in
Hamburg

12 offices
across Europe

We build strong networks of alliances and collaborations.



We partner with leading European tech and media owners.



*d-force is a joint-venture in partnership with ProSiebenSat.1.
TechAlliance is a joint-venture in partnership with Amobee.

Our mission

Harmonise ad technology

Enhance the harmonisation of ad technology within RTL Group

Build EU adtech alliance

Build a European alliance for broadcaster ad technology to defend our core market with a unified approach

Innovate

Build technology for the future of TV advertising

Our beliefs



Belief No. 1: Broadcasters will survive

Eight predictions why this is the case — so far all of them are coming true

Video and esp. big screen video at scale are the most efficient medium for branding

Linear TV programming might shrink but will live on.

“Content brands” will live on.

Broadcasters and streaming services will converge.

Streaming services and OTT/CTV offerings will consolidate.

The linear TV and digital ad experience will converge.

The big screen will survive.

The social element of TV will live on.

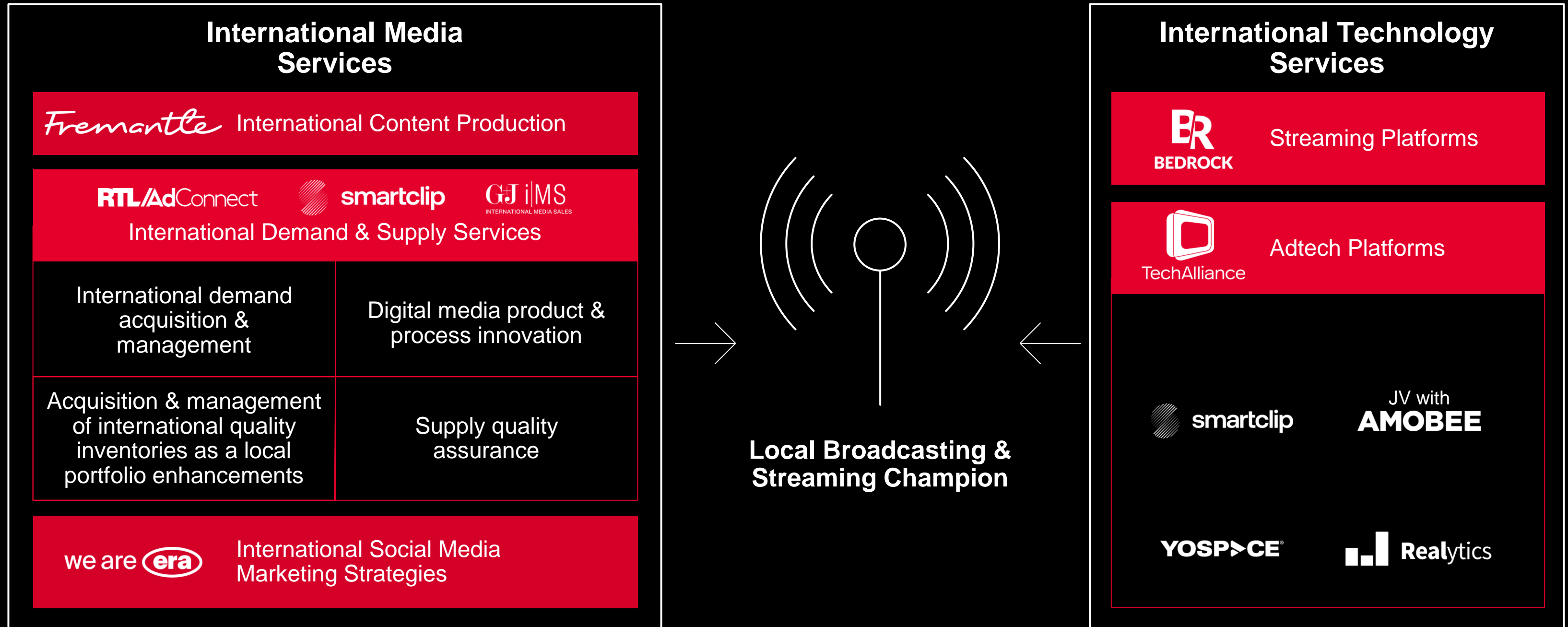
Broadcasters can become stronger than ever...

... if they keep a clear content profile and manage tech challenges.

Some audiences will be harder to reach...

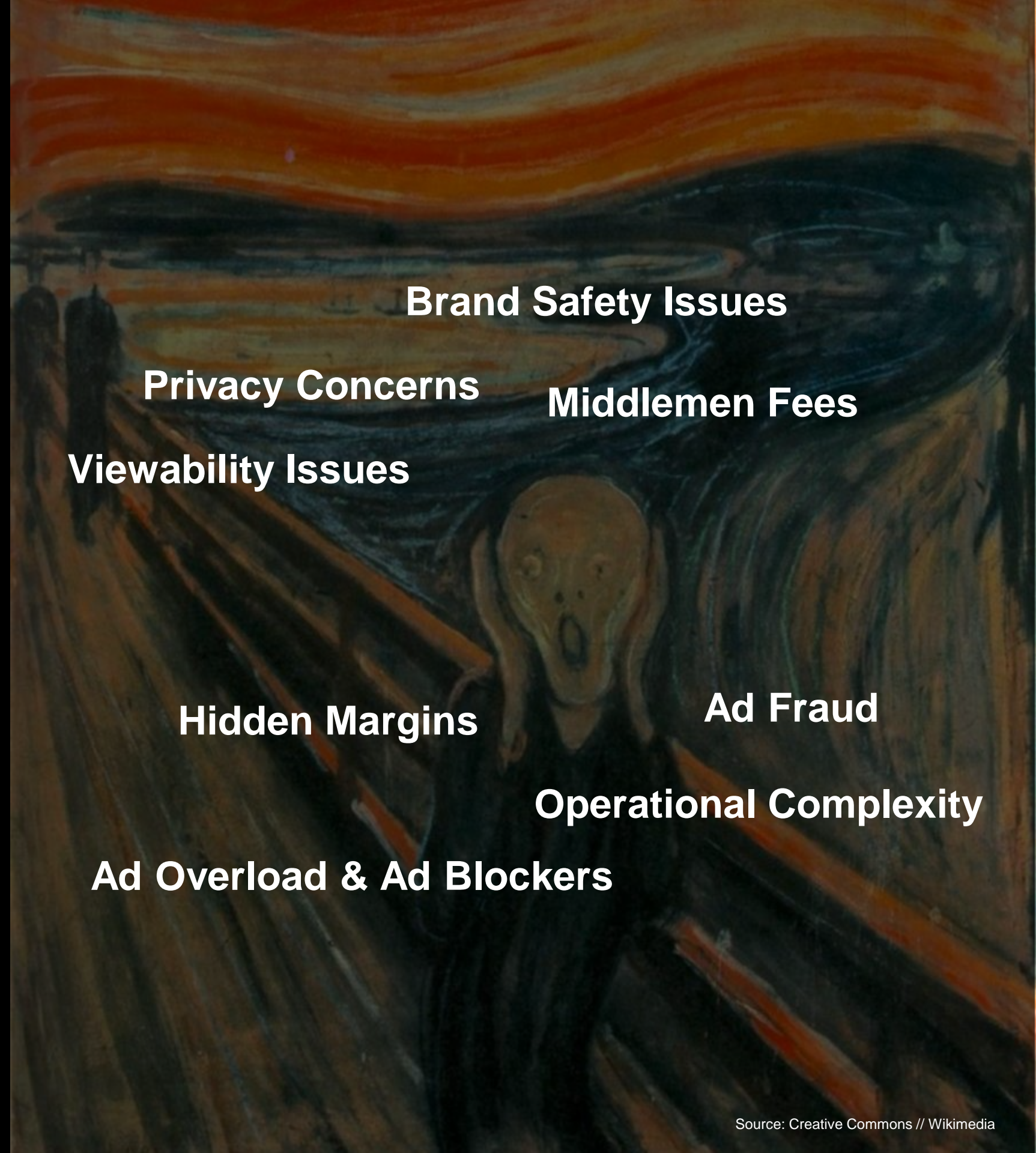
... but BCs should use their local sales power to monetise them on third-party sites.

Belief No. 2: Adtech is just one enabler within a broader strategy — strengthening local BC champions with international tech & media

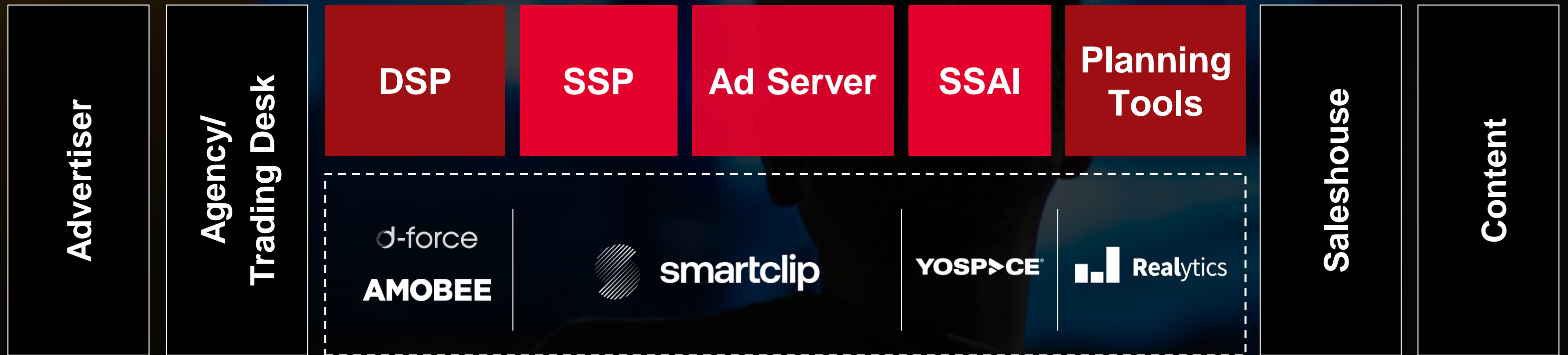


**Belief No. 3:
Programmatic has
brought many
challenges to digital
advertising.**

**We believe we should
not repeat the same
mistakes again for TV.**



Belief No 4: Do not blindly trust the middleman, aim for value chain control



What we do



First of all we are replacing adbreaks in linear TV — we really do — at scale! Launched in 2020 and now live in Germany and Spain

Broadcast



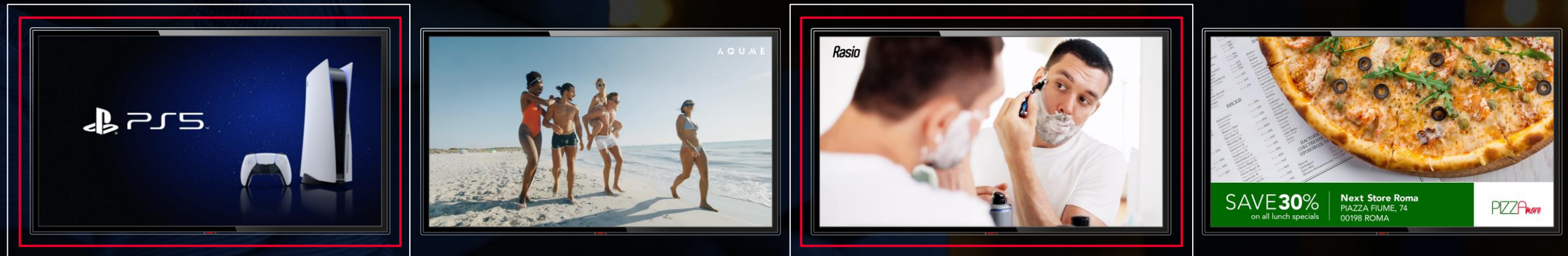
UNSOLD INVENTORY

BROADCAST

TARGET GROUP

BROADCAST

HbbTV TA



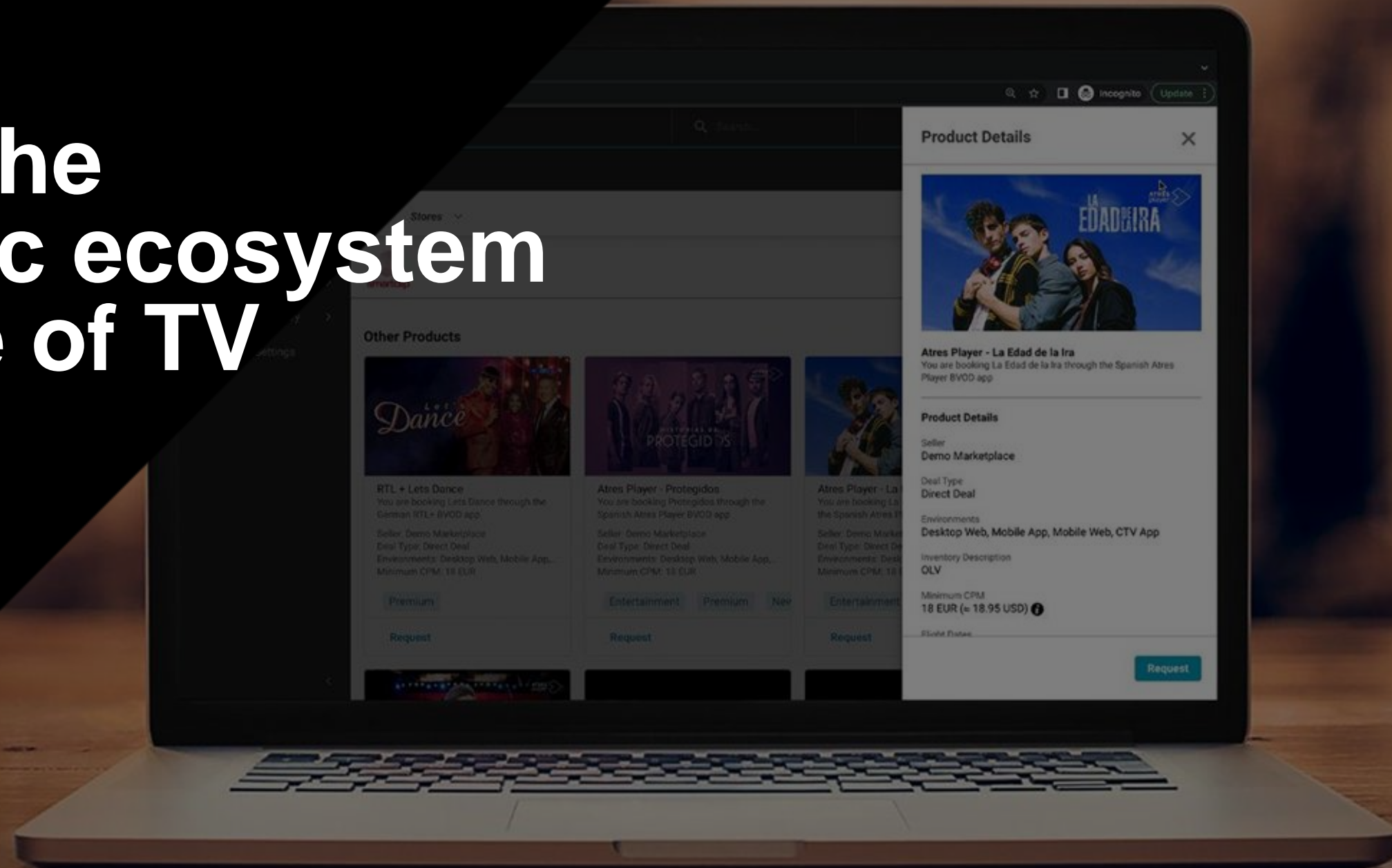
Substitution
Ad Server Delivered

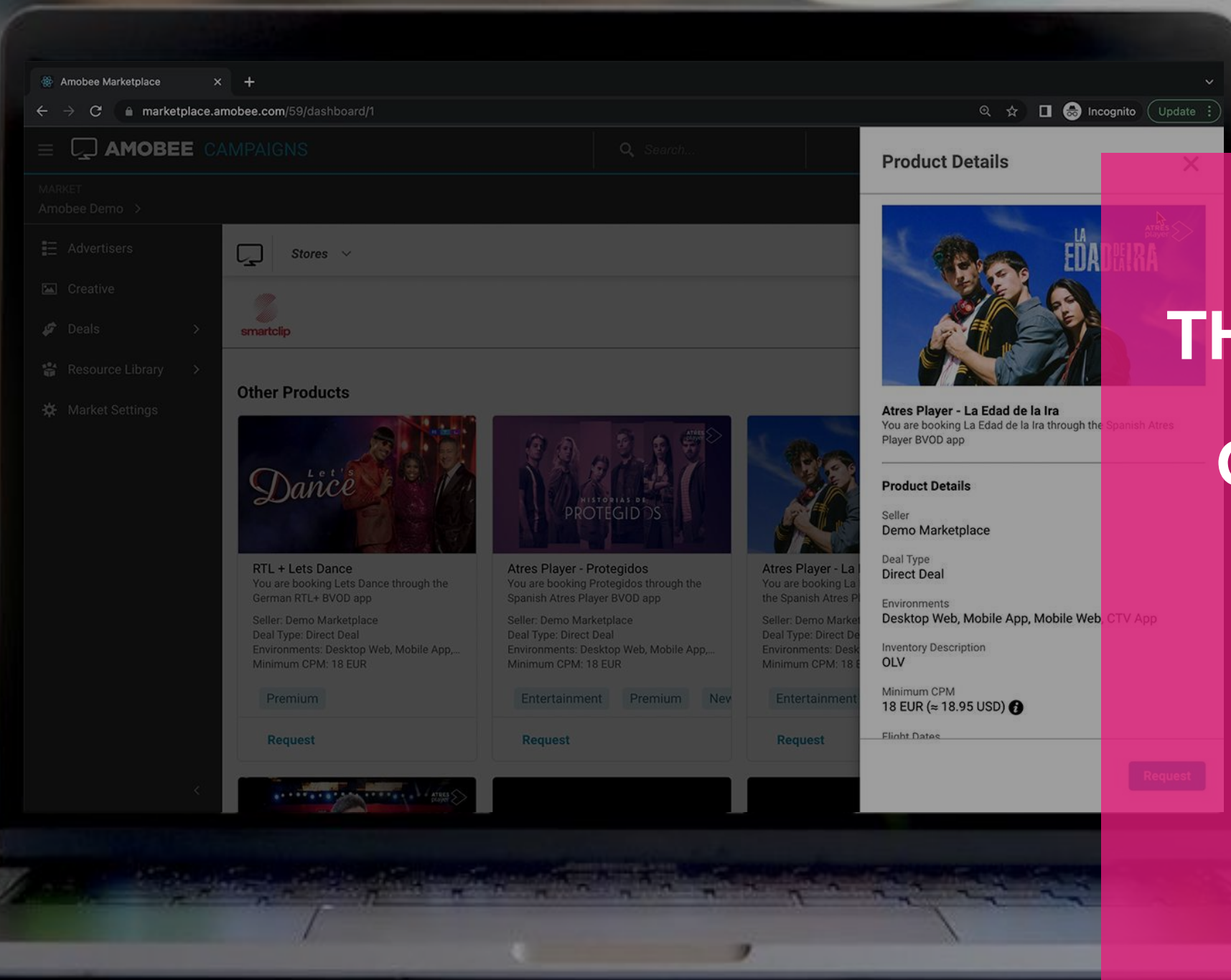
Substitution
Ad Server Delivered

Design intended for visualisation purposes only.
Platform user interface subject to operational launch.



Re-thinking the programmatic ecosystem for the future of TV advertising

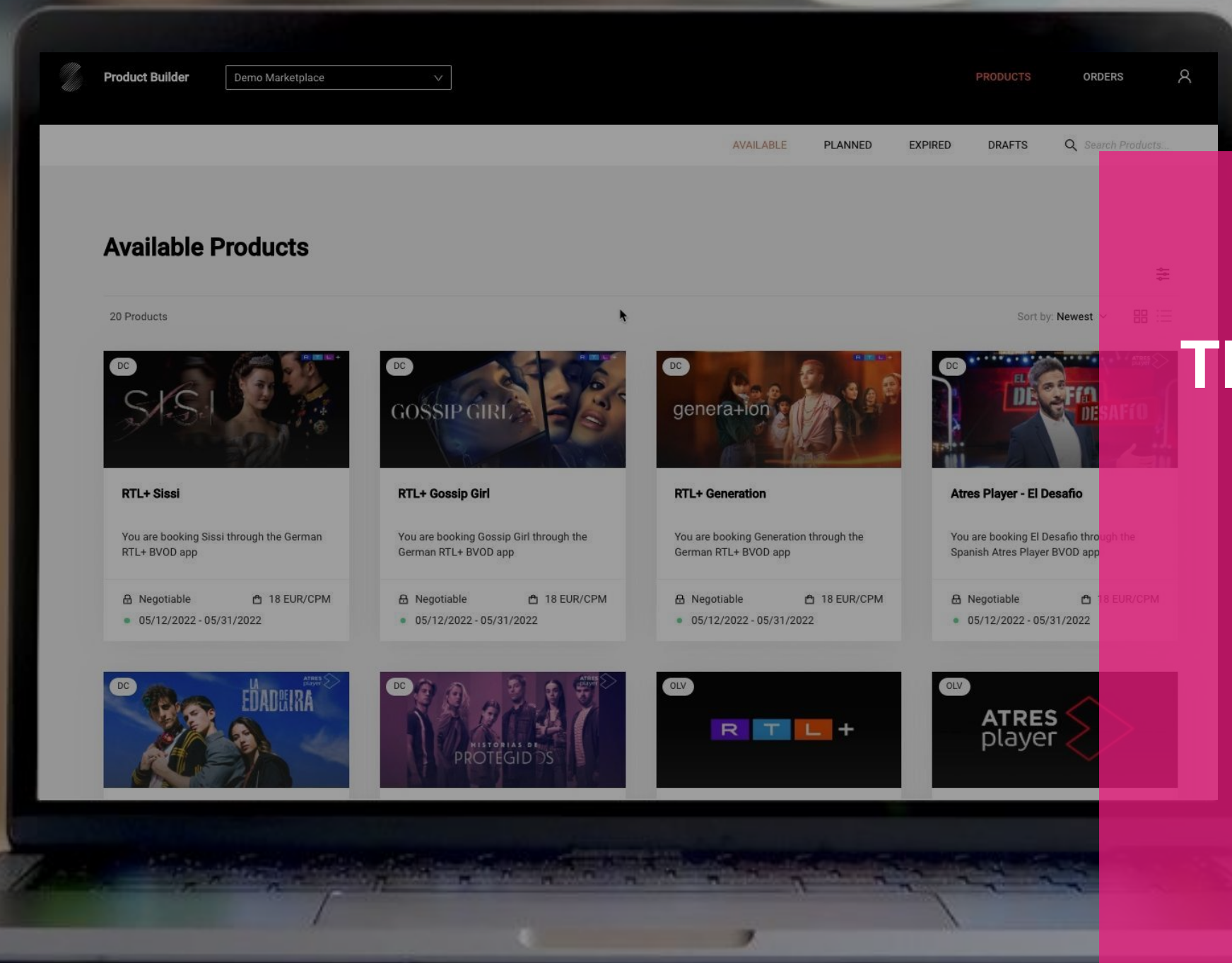




THE AMOBEE STOREFRONT

Gives buyers unified, direct access to Broadcasters Addressable TV and premium packages through an innovative and simple buying experience.

Discover. Negotiate. Activate.



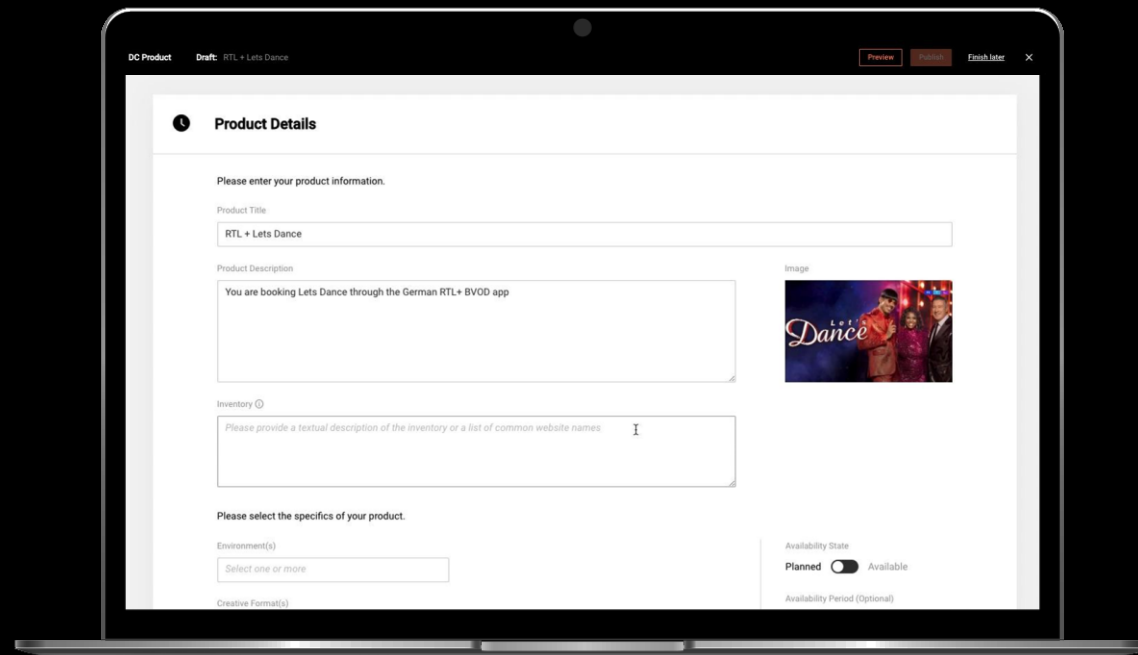
THE SMARTCLIP PRODUCT BUILDER

Gives broadcaster the possibility to package programmatic products and to control data flow and targeting possibilities

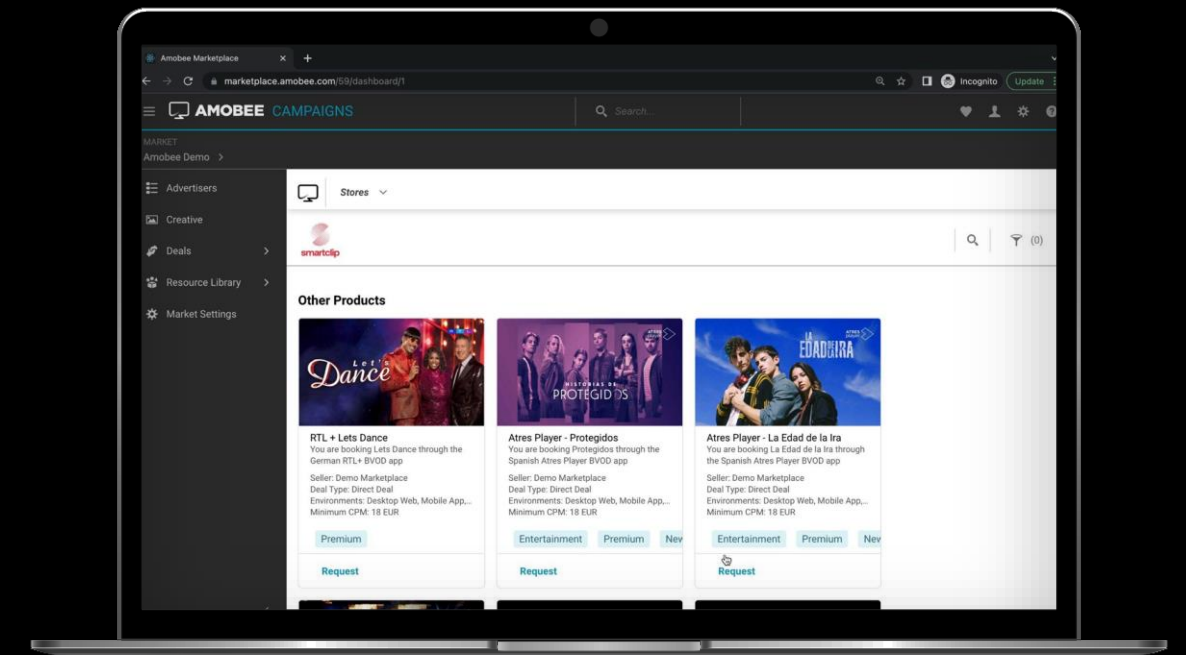
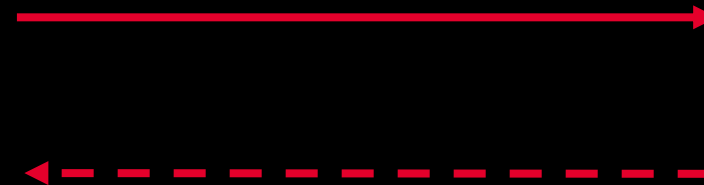
Discover. Negotiate. Activate.

The Storefront is more than a buying tool

It redefines how SSPs and DSPs can work together towards a new programmatic approach



smartx - Product Builder



Amobee - Storefront

What does this mean for agencies and marketers?

- ✓ **Premium content at EU scale**
One single, seamless access point to cross-screen, video and ATV inventory across all trading models (guaranteed, auction)
- ✓ **Buying efficiency**
Simple interface and automated negotiation workflows
- ✓ **Effectiveness powered by data**
BCs can make use of their 1st party data in a safe environment, offering marketers advanced segmentation

And what does this mean for the entire ecosystem?

- ✓ **Data control and a unique privacy approach**
- ✓ **A controlled approach for the programmatic access to TV**
- ✓ **A pan-European approach to facilitate international buying**

Next Step

Coming this June!



TechAlliance

What is next?

**Creating a 100% data
driven TV advertising
approach**



Part of the family since 1 month.

**Paving the way to
measurement and
data-driven TV buying.**

