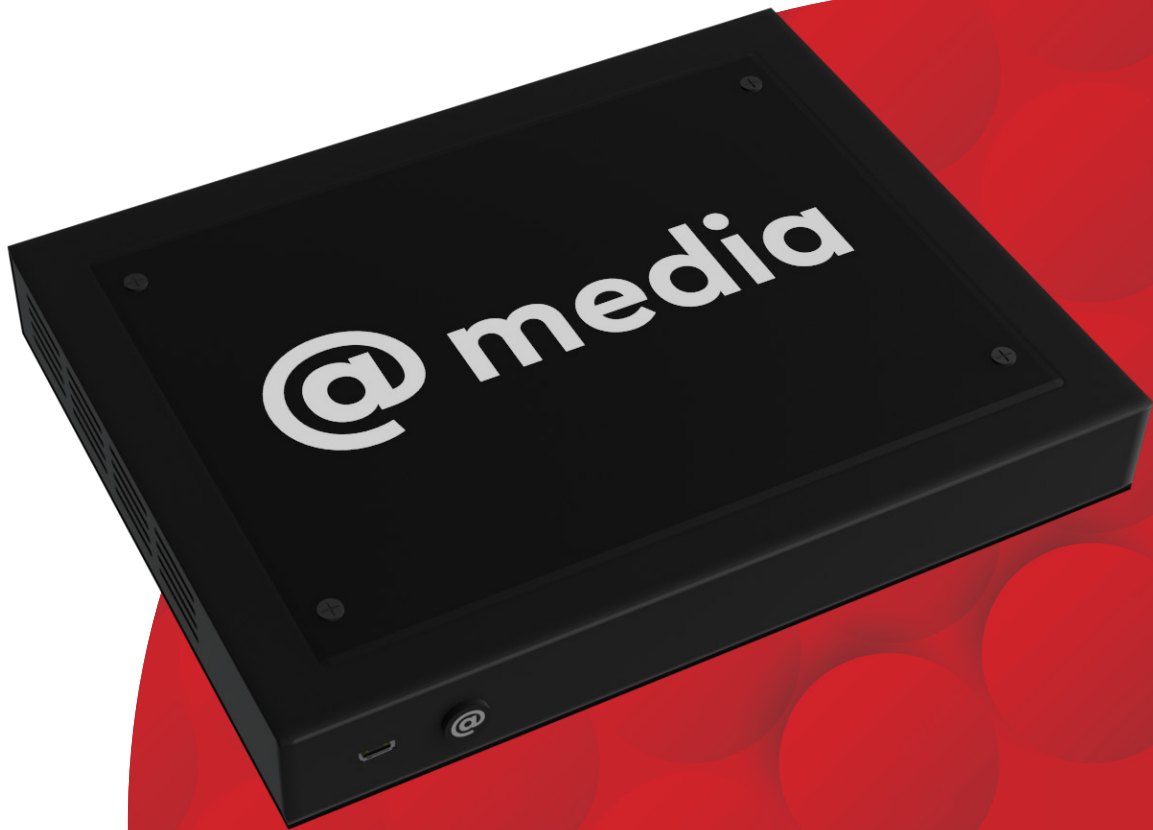


White Paper



@media box

**Making TV advertising
affordable and measurable**



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Editorial



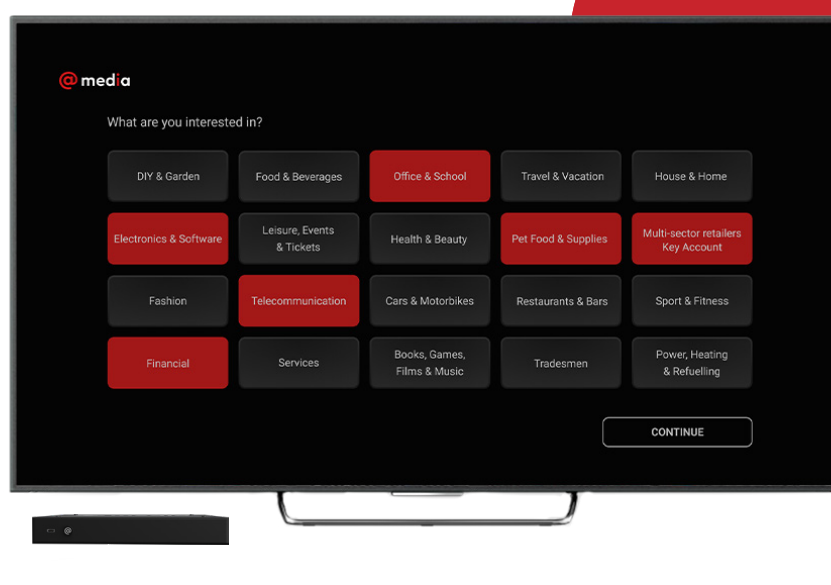
The advertising industry is ever-changing, and the age of digitization has certainly made its mark by creating spectacular new potential for advertising companies – even when it comes to TV. “Addressable TV” is the buzzword that is currently keeping the advertising industry on its toes. Addressable TV combines the best of both worlds: the targeting possibilities of digital advertising and the reach of traditional TV advertising. The result is a rapidly evolving form of advertising that is unlocking ground-breaking new technologies and opportunities.

@media has the goal of making the upcoming revolution in the advertising business as easy as possible for companies and consumers to use with the help of the @media box. With this multimedia box, the TV becomes fully “addressable”. More specifically, TV advertising via the @media box is characterised by considerable flexibility and reach: It can be directed to specific

target groups – regionally or internationally, by small companies as well as large media booking agencies – and its success is fully measurable. This offers companies a completely new advertising market that draws on a – very soon to be – global media network and makes TV advertising affordable even for SMEs.

For consumers, in turn, this type of addressable TV means a completely new shopping experience. The @media box provides them with a wide range of benefits, because they can enjoy selected advertising across all channels and platforms while streaming and gaming by scanning a QR code.

The power of addressable TV



Defining addressable TV: While an industry-wide definition is not feasible because of local market differences, addressable TV is largely regarded as technology that lets you show different ads to different audience segments watching the same TV programme.

TV advertising is still the benchmark when it comes to promoting one's own products or services. No other form of advertising has such great reach. Even though TV audiences are nowadays divided between different platforms and devices, the number of viewers is still impressive. Every day, 78 percent of all Europeans watch television.¹ The trust of viewers and of the advertising companies in the medium is therefore equally strong because premium content allows for unmatched brand safety and is accompanied by a high degree of emotion. It's therefore not surprising that TV advertising achieves the strongest and most lasting advertising impact and most efficiently boosts the sales of the advertising companies.

The best of both worlds

It is traditionally large and affluent companies that invest in TV advertising. Smaller and medium-sized companies usually shy away from the high costs. In addition, TV advertising is aimed at a nationwide audience, which does not usually suit the regional interests of SMEs and suffers considerable scattering loss.

This is where addressable TV enters the picture. It combines the reach of TV advertising with the advantages of digital advertising: Potential customers can be addressed in a targeted manner and at low cost, and campaigns can be precisely evaluated in terms of viewer numbers, click rates, and other key metrics. Thanks to the internet and smart



Addressable TV combines the reach of TV advertising with the advantages of digital advertising: Potential customers can be addressed in a targeted manner and at low cost, and campaigns can be precisely evaluated in terms of viewer numbers, click rates and other important key metrics.

TVs, it is now possible for two neighbours to watch the same TV programme with different advertising. This brings to the table completely new, cost-effective advertising potential, especially for SMEs, which usually have a regional customer base and limited marketing budgets.

Addressable TV has long since found its way into many major European TV stations; the reactions from advertisers and consumers are extremely promising. Although this up-and-coming advertising sector is still only just emerging, it is already clear that addressable TV will permanently change the global TV advertising landscape.

Addressable TV via @media box

Making every smart TV addressable:

The targeted advertising placed via the @media box are – in contrast to previous addressable TV advertising – visible on the TV on all channels, streaming portals, and even when gaming.

@media uses the outstanding potential of addressable TV advertising, but sets completely new trends, both in terms of flexibility and entertainment.

Targeted advertising on all TV channels and streaming portals

Classic addressable TV advertising is limited to a selected station and is therefore only shown on that station's TV programme. @media is taking a completely new approach here, providing greater reach and flexibility. The @media box makes every smart TV device "addressable" and the placed, targeted advertising is visible on all channels, streaming portals and even when gaming on the big screen.

Advertisers can choose to promote their products or services regionally, nationally or even globally. A sophisticated algorithm ensures that the desired advertising reaches a selected, interested target audience. The advertising can also be uploaded to the @media B2Bpanel in a few simple steps and only needs to be paid for if it is actually viewed by the target group.²

The @media box makes TV advertising affordable, flexible, measurable and wide-reaching, and is an optimal advertising platform especially for SMEs, which usually have to plan their advertising budget more carefully.

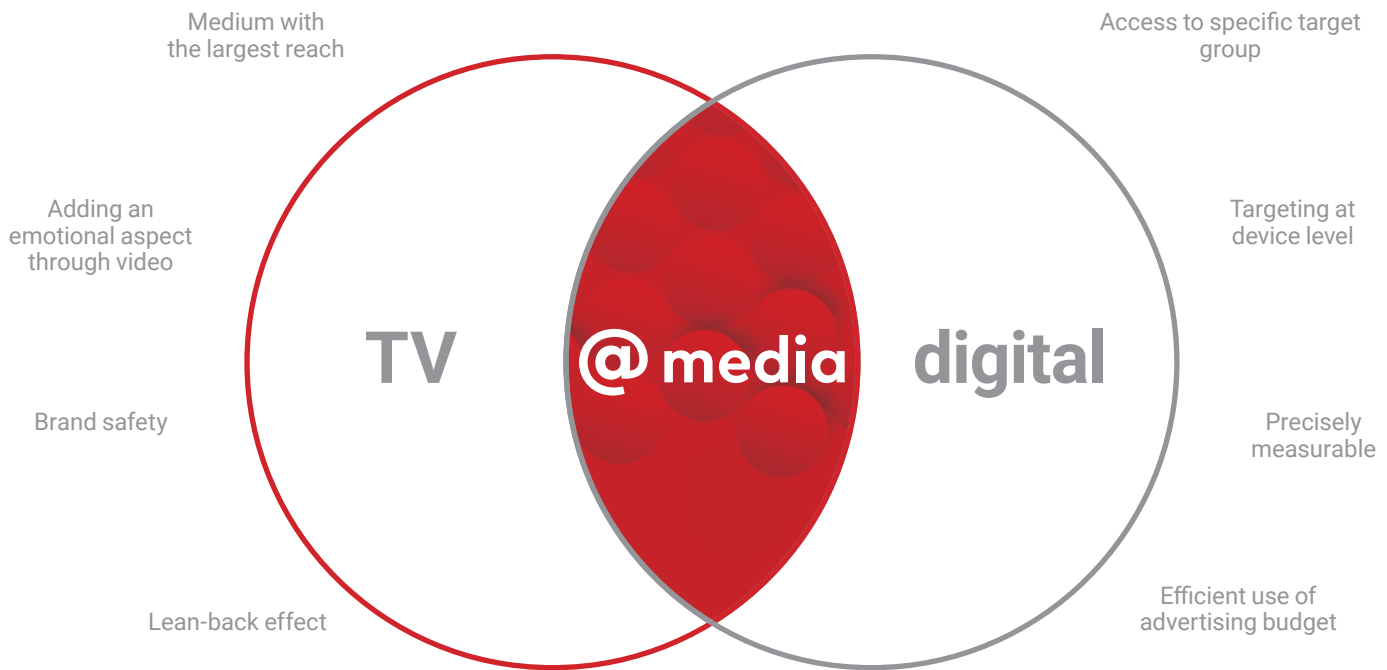
A new era of TV entertainment

The @media box is designed as a hub for home entertainment. Audiences can watch their favourite TV programme,

stream a movie, or play a video game while viewing selected advertising independent of the channel and platform. Topics and frequency of the ads can be adjusted to your own needs (between 10 to 60 minutes).

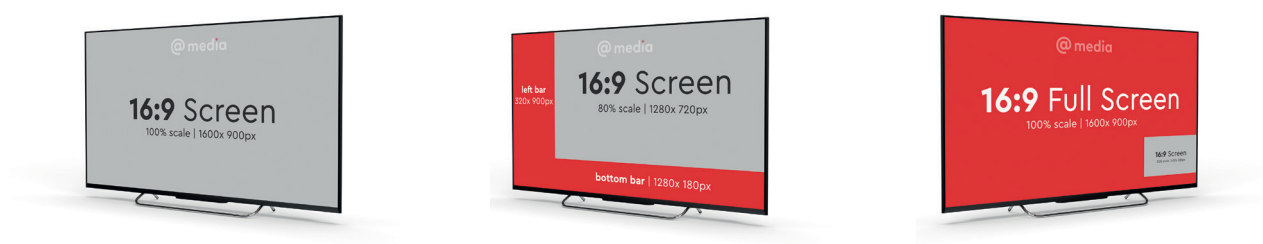
The benefits of the @media box keep growing, as consumers get paid for every ad they see. Advertisements are initially displayed as clearly visible L-banners; by viewing these advertisements, users collect Cashback and Shopping Points, which they can later redeem for benefits on myworld.com. If they are interested in the advertisement, they can open it by clicking on it in full-screen mode. In this mode, the ads can be consumed in full size, giving the viewer double Shopping Points and additional Cashback.

It's not about watching TV but about using TV. The @media box thus represents a completely new era in TV entertainment.



USPs of the @media box

1. Prime opportunity to experience TV advertising affordably
2. High coverage with low scattering loss
3. Exclusive advertising space on TV in a safe, high-quality environment
4. Targeted advertising based on location, gender and interests on every TV channel and streaming platform
5. Measurable TV campaigns enriched by valuable data and insights
6. A new entertainment and shopping experience for consumers while getting paid for watching advertising



³ In order to be able to take full advantage of the @media box, it is necessary to log into the @media box with your personal myWorld access data. Users who are not yet myWorld Shoppers can register with myWorld free of charge and without obligation directly via the TV set after the @media box has been put into operation.

Market situation

The growth market of the future: Experts agree that addressable TV will capture an ever-increasing share of the TV and online advertising sector – a global market that will soon break the trillion dollar barrier.

In recent years, addressable TV has taken off in an impressive way in the global advertising industry. In the U.S., the largest advertising market in the world, the share of addressable TV advertising has increased by 900 percent since 2015.⁴ This rapid development leaves no doubt that this trend will continue and that the future of TV advertising will be entirely “addressable”.

Advertising on TV and online: over one trillion dollars in total volume worldwide

Thanks to its reach and consumer trust, television has been one of the most popular and efficient advertising channels in the world for almost a century. In 2017, global TV advertising volume was \$159 billion and is expected to increase to \$176 billion by 2024.⁵

The internet has proven to be an even more successful advertising medium in recent years. Companies have invested \$521 billion in digital advertising in 2021 to be able to market their products and services to specific target groups online. According to statistical projections, this amount will grow to \$876 billion by 2026.⁶

The potential market for addressable TV advertising, as also offered by @media, thus comprises a total global volume of more than one trillion dollars in the coming years. Both traditional TV advertisers and cost-oriented online advertisers will increase their addressable TV advertising budgets significantly to benefit from the combined power of TV reach and digital targeting options.

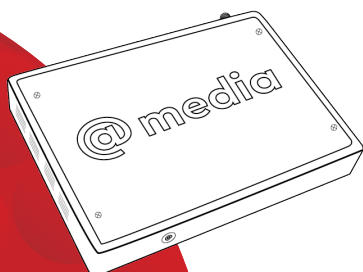
Five billion euros in advertising volume in @media's first country, Italy

Italy is one of the most promising addressable TV markets in Europe. Several TV stations and media companies already offer suitable solutions for their advertising customers. The possibilities and technical requirements for broadcasting addressable TV ads are being massively expanded. Addressable TV will therefore capture a steadily growing share of the nationwide TV and online advertising volume, which is expected to reach almost five billion euros by 2022.⁷

⁴ “Linear addressable TV advertising spending in the United States from 2015 to 2023”, Statista, retrieved from <https://www.statista.com/statistics/741237/addressable-tv-ad-spend-usa/>

⁵ “Global television advertising revenue from 2014 to 2026”, Statista, retrieved from <https://www.statista.com/statistics/237803/global-tv-advertising-revenue/>

⁶ “Digital advertising spending worldwide from 2021 to 2026”, Statista, retrieved from <https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>



Both traditional TV advertisers and cost-oriented online advertisers will increase their addressable TV advertising budgets significantly in the coming years to benefit from the combined power of TV reach and digital targeting options.

Especially for Italian SMEs with their regional customer base, these targeted, measurable and cost-effective TV advertising opportunities will play an increasingly important role. This target group is also the focus of @media. The @media box test phase launched in November 2022 in the regions of Friuli-Venezia Giulia, Veneto and Tuscany, and SMEs gained an attractive opportunity: They can now reach a TV audience of thousands of @media box users who, while watching TV, streaming or gaming, watch targeted ads that interest them and that they are also paid to do so.

However, @media's addressable TV offer is not only aimed at SMEs, but also at larger companies that want to better tailor their TV advertising to individual target groups, as well as media booking agencies that want to expand their offer of advertising placements. Another remarkable statistic shows how great the demand for advertising space is: The six largest international media agencies that also operate in Italy could generate \$11.8 billion in revenue from new advertisers alone in 2021.⁸

**900% growth:
addressable
TV spending
in the U.S.**

**4,220
Bn \$**
2023

**1,990
Bn \$**
2019

**410
Mio \$**
2015

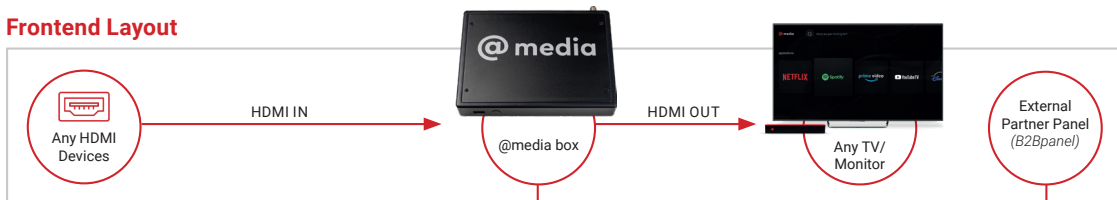
⁷ "Advertising spending forecasts for the television and video industry in Italy from 2020 to 2024", Statista, retrieved from <https://www.statista.com/statistics/617529/tv-industry-advertising-spending-italy-forecast/> and "Banner advertising spending in Italy from 2017 to 2025", Statista, retrieved from <https://www.statista.com/statistics/819116/online-banner-advertising-spending-in-italy/>

⁸ "Leading media and advertising agencies worldwide in 2021, by new business value", Statista, retrieved from <https://www.statista.com/statistics/1311300/media-ad-agencies-new-business-value-worldwide/>

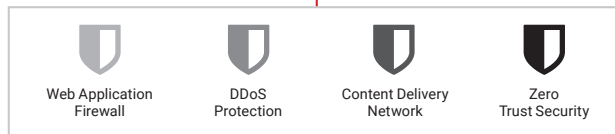
The software architecture of the @media box 2.0 is designed so that hundreds of thousands or even millions of users can access their personal @media box at the same time in order to consume targeted advertising on their TV. The goal of the software engineers was therefore the unrestricted automatic scalability of the elements used. To ensure such a high degree of software flexibility, a modern microservice architecture is used, which is based on Amazon Web Services and was tailored to the global requirements of the @media box.

Software architecture

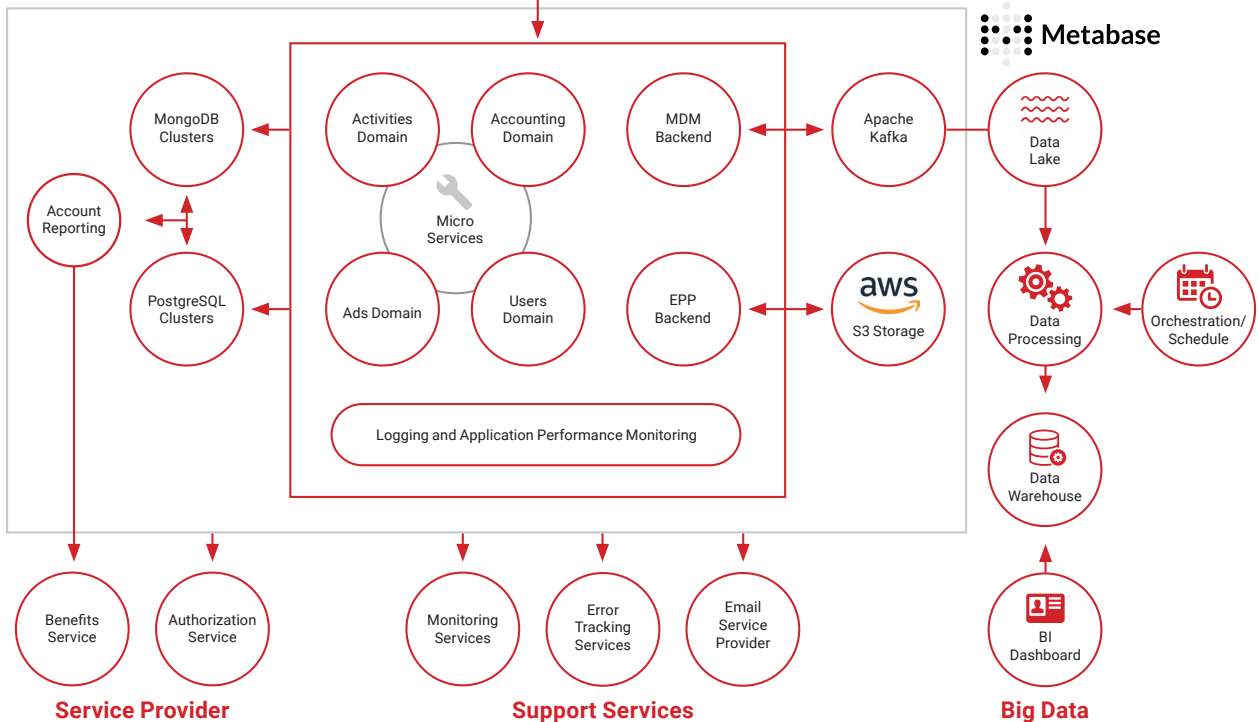
Frontend Layout



Security



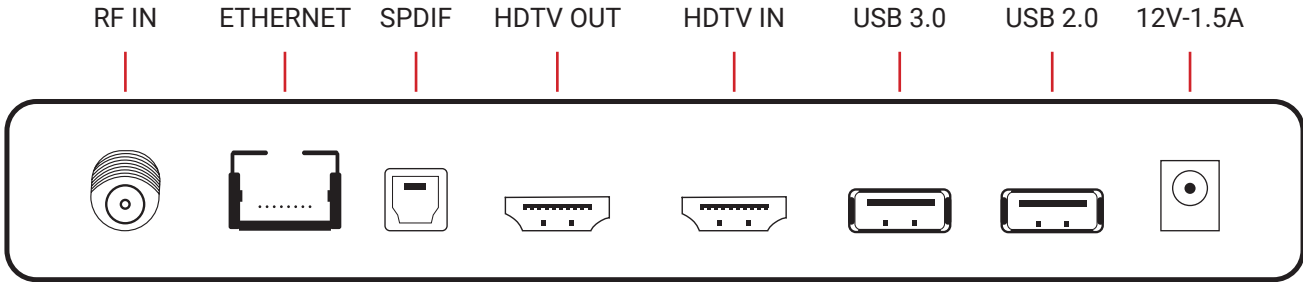
Kubernetes Cluster



User experience



Pure entertainment, a high degree of usability and a contemporary design were the most important requirements for the conception of the @media box from the very beginning. For this reason, it also has more HDMI inputs than usual for multimedia boxes of this size: the @media box can be connected via HDMI cable to a TV and a total of four accessories such as a gaming console. This turns the @media box into a modern home entertainment hub that allows watching TV, streaming, gaming and watching ads in 4K quality. Topics and frequency of the advertisements can be easily adjusted to your own preferences in the easy-to-use menu. The @media box's included remote control is also easy to use. The advertisement, initially displayed in L-banner format, can be enlarged into full-screen mode at the touch of a button.



Project roadmap

2021

- + Kick-off project with a clear focus on making TV advertising measurable and the vision that users get benefits via their TV.



June 2021

November 2021

December 2021

January 2022

March 2022



- + First-running prototypes are presented at the Tech Summit event in Warsaw with a full frontend and working advertising platform.
- + @media website atmedia.digital is launched with key information and details about the @media box.

- + Fully working business model and B2Bpanel scopes are presented.
- + First quantity check for the launch is finalised and @media strategic partnership is announced.



- + Clear scope and the number of boxes for the first beta start in early November 2022 are defined.
- + B2Bpanel and algorithm programming are developed together with CRM and Cloud tool setup combined with a powerful BI tool.
- + The product team is working on @media box product details.

- + The order boxes is delivered i
- + The sale of customers ting enviro



- + @media launch pres Kraków at the Lycone nar with unboxing the and delivering early bir

2022



for the first batch of
placed and ready to be
in early November 2022.

of first @media boxes to
s in restrictive beta tes-
nment has begun.

+ @media box launch in Treviso,
Italy with thousands of boxes dis-
tributed in three regions (Friuli-Ve-
nezia Giulia, Veneto, Tuscany).

+ Customers start using the box and
SME partners start advertising on
the platform.

+ @media is joining forces with
Vedera, one of Europe's best in the
telecommunication and advertise-
ment sector. Slovenia, Macedonia
and Austria achieved MOQ (mini-
mum order quantity).



September
2022

November
2022

November
2023

March
2024

May/
October
2024



resentation in
t Elite Semi-
e first boxes
d orders.

+ Official launch of the pre-sale phase of
the @media box 2.0 in Slovenia, Mace-
donia, Portugal, Austria and Italy. In order
to launch @media in a certain country,
one of the following two requirements
needs to be met: An @media box must
be set aside for at least 0.25 percent of
the country's population or a minimum of
10,000 @media boxes must be set aside
for the respective country.

Installation Phase:

+ 50.000 @media boxes delivery in
Slovenia, Macedonia and Austria.

@media B2Bpanel

Fully measurable marketing campaigns: Valuable key figures such as reach, views, clicks and response rate are displayed in real time on three different reporting dashboards in the @media B2Bpanel at panel.mediaworld.com.

The @media B2Bpanel was designed with the end user in mind. The most important aspect of the panel is its user-friendly environment, easy functionalities and features so that anyone can use it regardless of their technology or advertising knowledge.

@media will grant new customers the possibility to place an advertisement in four simple steps.

1. **Define campaign goals**
2. **Upload high resolution image or video files**
3. **Select target group**
4. **Enter the weekday, time slot and duration of the campaign**

After extensive research on competitors in digital and TV advertising, @media used the data from this research for building its own advertising platform that is affordable as well as measurable for all its advertising partners.

The @media B2Bpanel will enable advertisers and media booking agencies to place their advertisements, which will be completely customised to their specific target audience, their needs, and interests. What is more, it will provide extra support with vi-

deo tutorials and help how to optimise the adverts for the best results as well as customer service support, if any issues occur. Soon, the @media box will also be an attractive solution for companies in the tourism industry, for example, to provide their own community with targeted advertising and exclusive benefits.

panel.mediaworld.com

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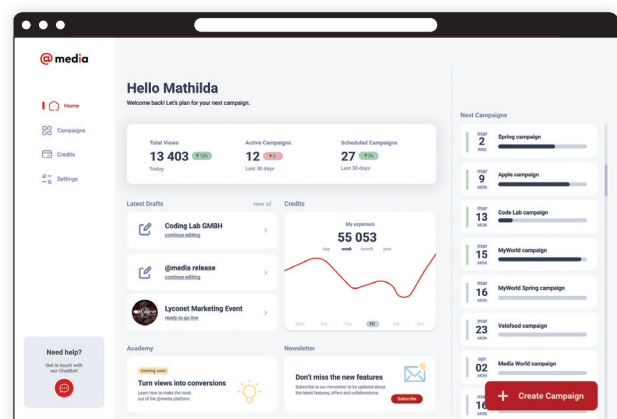
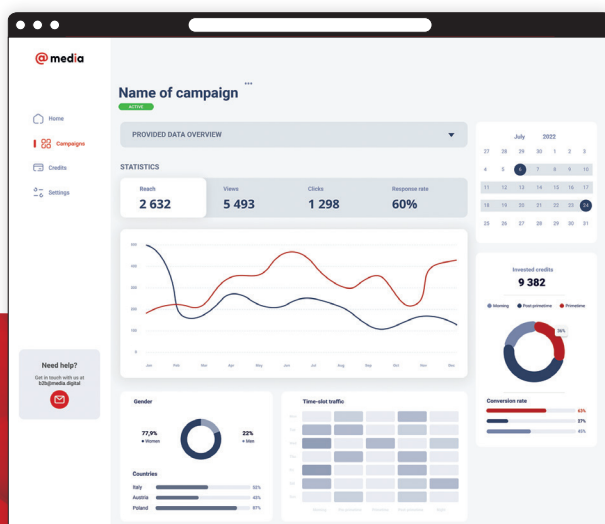
Four easy steps to start a campaign

Simple and easy to use: To start their campaign, advertising companies only need to define their goals (1), upload the image or video files (2), select the target group (3) and set the time frame of the campaign (4).

The four screenshots illustrate the campaign creation process:

- Step 1: Goals** - The user defines the business goal of the campaign. Objectives include Brand awareness, Physical store visits, Website traffic, Sales increase, and Conversions. A link to the advertised shop or product can be added.
- Step 2: Files** - The user uploads files for the campaign, choosing between Left banner, Bottom banner, and Full screen formats.
- Step 3: Audience** - The user selects the target audience based on Gender, Age (18-65), Country, Language, and Detailed targeting (LAD1, LAD2, LAD3).
- Step 4: Schedule** - The user sets the campaign schedule, including the start and end dates, the days of the week, and the time slot.

Reporting dashboards



CreditPacks



@media provides different CreditPack solutions that are suitable for all advertising partners regardless of their budget size. From SME partners, who are just starting out in TV advertising to corporation and media booking agencies, the @media advertising platform is designed for every type of business.

SMEs

SMEs can choose from three CreditPacks (Base, Premium, Professional) in order to start their targeted TV advertising campaign affordably and enhance their advertising portfolio. The advertiser can place up to five campaigns, whether video or still image campaigns, at the same time. Furthermore, @media provides the best prime time slots available for the advertiser based on the algorithm. Direct and video support is also provided within these CreditPacks. The pack allows the advertiser to access a detailed reporting dashboard with real-time display of the key figures, which give valuable feedback on current TV advertising campaigns. The reporting tool is accessed via @media B2Bpanel at panel.mediaworld.com.

Media booking agencies

Enterprise CreditPacks are available on request for larger companies, such as media booking agencies that want to expand their offer of advertising placements. Advertising campaigns are completely customisable according to advertiser's needs as well as their clients' database. The advertiser can place an unlimited number of TV ad campaigns, in both video and still image advert formats. In addition, the key figures are displayed on three different reporting dashboards in the @media B2Bpanel at panel.mediaworld.com. Not only individual campaigns can be evaluated in real time, but also the agency's total @media advertising volume and that of each customer. Complete customer service and support are also included within these CreditPacks.

Advertising time slots


Five different advertising time slots are available: Morning, Pre-Primetime, Primetime, Post-Primetime, and Night. Different fees are charged depending on the time slot in which the advert is placed and the form in which it is displayed (as an initial L-banner or as a full-screen view in the second step). The special thing about advertising placements via @media, however, is that the fees are only incurred if the advert is actually viewed.

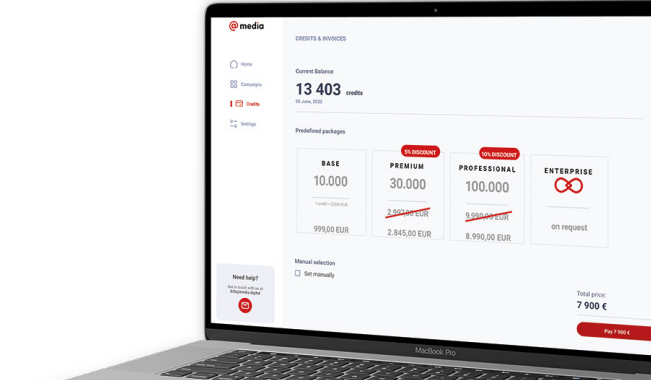
In concrete terms, this means that an L-banner advert in the Morning and Night time slot costs 1 credit, in the Pre-Primetime and Post-Primetime slot 1 credits and in Primetime 1 credits. With full interaction, i.e. in full-screen mode, 2, 3 and 5 credits are charged in the same time slots. Advertisers can monitor all interactions in real-time on panel.mediaworld.com.

panel.mediaworld.com

Big impact for every budget

Flexibility is a key factor of the @media CreditPacks. Both newcomers to addressable TV in the SME sector and experienced media booking agencies can choose from a wide range of CreditPacks that best suit their marketing strategy and budget.

	5% DISCOUNT	10% DISCOUNT
<p>BASE</p> <p>10.000</p> <p>CREDITS</p> <hr/> <p>1 credit = 0,099 EUR</p> <p>999,00 EUR</p>	<p>PREMIUM</p> <p>30.000</p> <p>CREDITS</p> <hr/> <p>2.997,00 EUR</p> <p>2.845,00 EUR</p>	<p>PROFESSIONAL</p> <p>100.000</p> <p>CREDITS</p> <hr/> <p>9.990,00 EUR</p> <p>8.990,00 EUR</p>
<p>ENTERPRISE</p> <p></p> <p>CREDITS</p> <hr/> <p>on request</p>		



Advertising time slots

06:00 - 11:59 MORNING	2 CREDITS (FULL-SCREEN) 1 CREDIT (L-SHAPE)
12:00 - 15:59 PRE-PRIMETIME	3 CREDITS (FULL-SCREEN) 1 CREDIT (L-SHAPE)
16:00 - 20:59 PRIMETIME	5 CREDITS (FULL-SCREEN) 1 CREDIT (L-SHAPE)
21:00 - 23:59 POST-PRIMETIME	3 CREDITS (FULL-SCREEN) 1 CREDIT (L-SHAPE)
00:00 - 05:59 NIGHT	2 CREDITS (FULL-SCREEN) 1 CREDIT (L-SHAPE)

Order now at panel.mediaworld.com

Outlook



The latest technology innovations differ from one to another, but they all share one goal and that is to solve issues and help communities achieve things more efficiently, with less effort, more sustainably as well as more affordably.

@media is not any different. The idea of supporting local and regional businesses and connecting them with audiences that have genuine interest in their products and services is crucial for building better communities. Unleashing the power of addressable TV, @media offers effective, targeted, measurable, and affordable TV advertising solutions for companies of all sizes – from SMEs to big media booking agencies. SMEs in particular can take advantage of the @media box to discover the taste of TV advertising, which is very often restricted by larger budgets. @media represents their chance to start TV advertising affordably as well as effectively.

After a rigorous test phase in three upper Italian regions, the @media box was finally launched in Slovenia, Macedonia, Portugal, Austria and Italy in November 2023. Advertisers can reach thousands of @media box users here for the first time – with TV ads watched by an interested target audience on all channels, streaming portals and even while gaming. Due to the great potential of addressable TV advertising across various channels and platforms and due to the effortless scalability of the @media technology, an expansion of the @media box to

other countries in Europe is already being planned.

The vision of TV as a home entertainment hub where people come together, relax, watch what they want and see the ads they like without getting frustrated at the same repeated adverts is the future of the TV and video industry. @media's goal is to be part of this TV revolution and to shape the next generation of TV advertising.



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@ media

**Good advertising is a
dialog with people.**

Lee Clow

Advertising guru and
creator of Apple's famous
"Think different" slogan



www.mediaworld.com

Status: as of October 2024