Programmatic Advertising 2023
Programmatic buying models for all brands

- **Programmatic Guaranteed**
  - 1 publisher and 1 buyer
  - Pre-agreed fixed rate (CPM)
  - Guaranteed volume

- **Preferred Deal**
  - 1 publisher and 1 buyer
  - Pre-agreed fixed rate (CPM)
  - No guaranteed volume

- **Private Auction**
  - 1 publisher and selected buyers
  - Pre-agreed rate (CPM)
  - 1st-price auction / auction model with a minimum price

- **Open Auction**
  - Several publishers and all buyers
  - Open auction procedure with standard auction (1st-price auction)

NEW
Guaranteed volume via Google Ad Manager

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DER SPIEGEL
manager magazin

SPIEGEL.TV
100% Programmatic! We are tearing down walls.

Old world

High ad serving priority

AdServer
- Direkt verkaufte Kampagnen
  - Kampagne 1
  - Kampagne 2
  - Kampagne 3
  - Kampagne 4

SSP
- SSP Inventar / Programmatisch verkaufte Kampagnen
  - Kampagne 5
  - Kampagne 6
  - Kampagne 7
  - Kampagne 8

Low ad serving priority

New world

AdServer
- Kampagne 1
- Kampagne 2
- Kampagne 3
- Kampagne 4
- Kampagne 5
- Kampagne 6
- Kampagne 7
- Kampagne 8

SSP
- Addressing preferred target audiences with no coverage waste

Quality is our promise

- With programmatic advertising SPIEGEL MEDIA has created a buying channel which is in no way inferior to directly booked campaigns.
- By using the Yieldprobe technology, for the first time, each impression and each user will also be available for programmatic advertising.
- In the past publishers only offered specific inventory packages or positions of low priority. There used to be a significant difference in quality between programmatic and direct sales campaigns.
- This wall of differences in quality no longer exists at SPIEGEL MEDIA!
Inventory availability through an established SSP setup

Desktop
- Yieldlab
- Google Ad Manager
- OpenX

Mobile
- Yieldlab
- Google Ad Manager
- OpenX

In-Stream
- smartclip
- Google Ad Manager

Out-Stream
- Teads.tv

NEW
In-Stream via GAM on YouTube
High-quality special programmatic ad formats...

Dynamic Sitebar

Fuse Ad

Parallax Ad Mobile
PROGRAMMATIC ADVERTISING

... and other programmatic standard formats

**Desktop**
- Billboard (970x250 / 800x250)
- Sticky Halfpage Ad (300x600)
- Leaderboard (728x90)
- Skyscraper (120x600 / 160x600)
- Medium Rectangle (300x250)
- Wallpaper (728x90 + 160x600)

**Mobile**
- Mobile Medium Rectangle (300x250)
- Mobile MPU (1:1)
- Mobile MPU (2:1)
- Mobile MPU (4:1)
- Mobile MPU (6:1)
- Mobile Interstitial (320x480)

**Video**
- In-stream
  - pre-roll (up to 30s)
  - mid-roll (up to 30s)
  - post-roll (up to 30s)
  - Bumper Ads (up to 6s)
- Out-stream (in-read)
Inventory access to plan Programmatic Advertising

**Priority A**
- Premium Programmatic
  - Programmatic Guaranteed
  - Programmatic Preferred

**Priority B**
- Programmatic Reach
  - Targeted Reach
  - Channel Reach
  - Performance Reach
Inventory access to plan Programmatic Advertising

**Premium Programmatic**
- Directly agreed media conditions
- Guaranteed rates & conditions and inventories
- Same ad server priority as other direct sales

- “One seller / one buyer relationship”
- Pre-agreed fixed rates
- No guaranteed inventory
- Higher ad server priority than the open and/or private auctions

**Programmatic Reach**
- Inventory is sold to selected buyers; pricing through auction (private auction)
- Pre-targeted deals; targeted at “character groups”
- Fully transparent ad serving

- Inventory is sold to selected buyers; pricing through auction (private auction)
- Served in run-of-channel
- Fully transparent ad serving

- Inventory is sold to selected buyers; pricing through auction (private auction)
- Served in run-of-site
- Semi-transparent ad serving
Comprehensive pre-targeting options

- **Education**
  School-leaving qualification, training, university, no school-leaving qualification

- **Age**
  Various age groups

- **Status**
  Students, trainees, pupils, heads of the household, pensioners, ...

- **Geo**
  Germany, Switzerland, Austria, Luxemburg

- **Household net income**
  Various income groups

- **Occupation**
  Working, seeking work, employed, self-employed, ...

- **Gender**
  Male, female
## Programmatic options at a glance

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<thead>
<tr>
<th>Deal options</th>
<th>Programmatic Guaranteed</th>
<th>Programmatic Preferred</th>
<th>Targeted Reach</th>
<th>Channel Reach</th>
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* on request also as a Preferred Deal with a fixed CPM
**Conclusion: Why Programmatic with us?**

- **100% brand safety**
  Ads are only served on SPIEGEL MEDIA inventory

- **100% service**
  Continuous deal optimisation through personal contacts

- **100% fair**
  All discounts obtained through direct bookings are considered

- **100% brand strength**
  Ads can be served on all SPIEGEL MEDIA brands

- **100% individual**
  Ideal deal setup to match individual media objectives

- **100% expert knowledge**
  Team of experts with long-standing experience

- **100% quality**
  Consistent inventory quality, regardless of the processing method

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