

Programatická reklama v CTV na Slovensku

Michael Štádler, Country Manager CZ&SK

CTV #iabbudíček

Bratislava, 10. 4. 2025

Every country is different



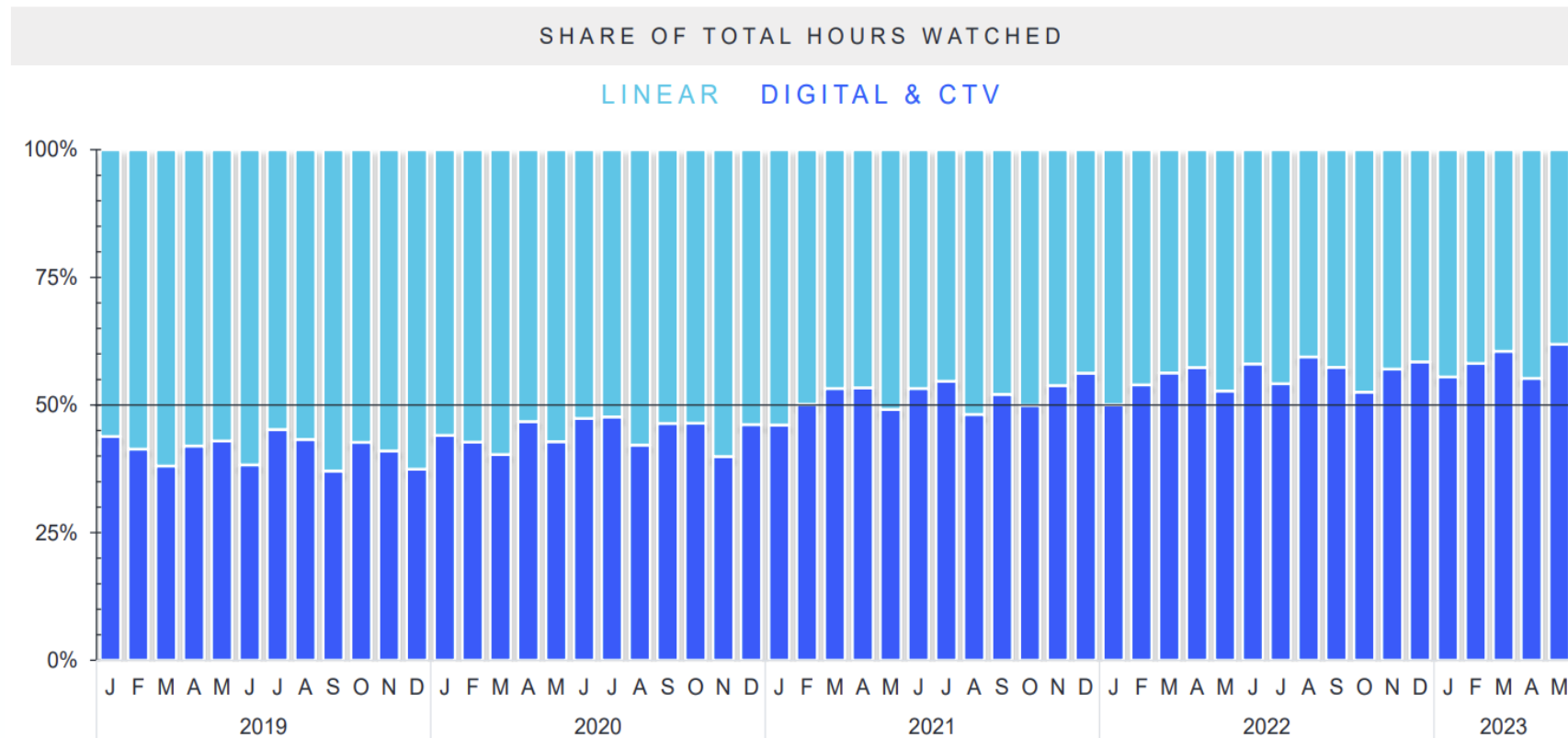
It's not 'one size fits all'

They each
have their own
ideas especially
for CTV



Connected TV takes the lead

The data marks a pivotal milestone of Digital/CTV passing 50% of total hours consumed in viewership even as linear holds its ground



The most important audiences are becoming harder to reach

adform

Other video
(not on a TV)

Other video
(on a TV)

Youtube
(not on a TV)

Games console

DVD/Blu-ray

Total:
4 hrs 41 mins

30% broadcast
content

Live TV

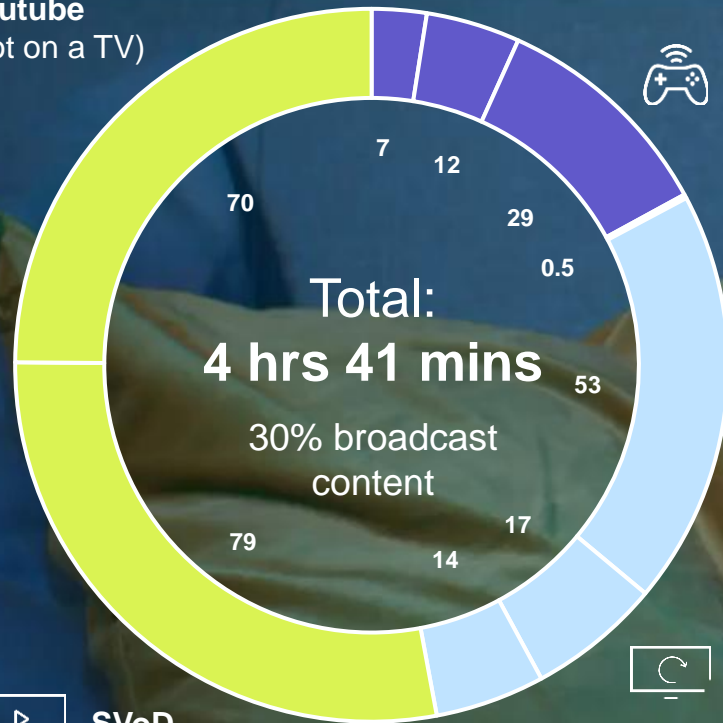
SVoD

Recorded
Playback

BVoD

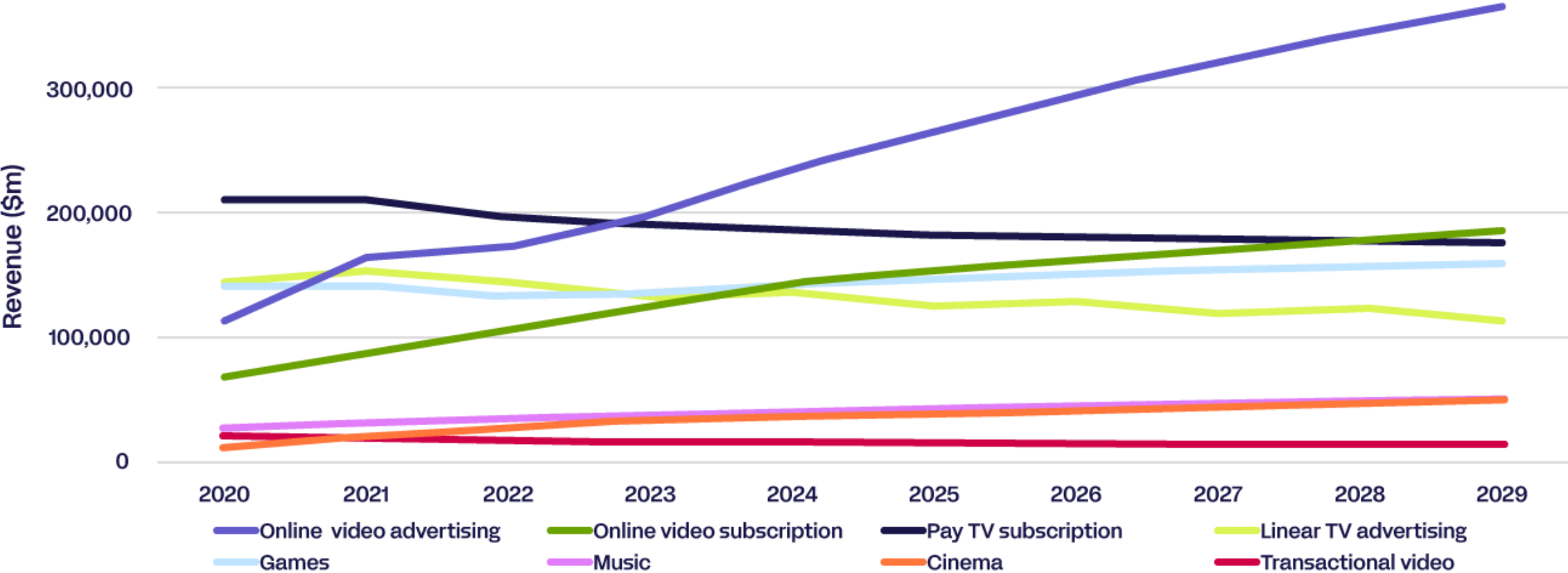
Source: UK Ofcom

18-34 Year olds

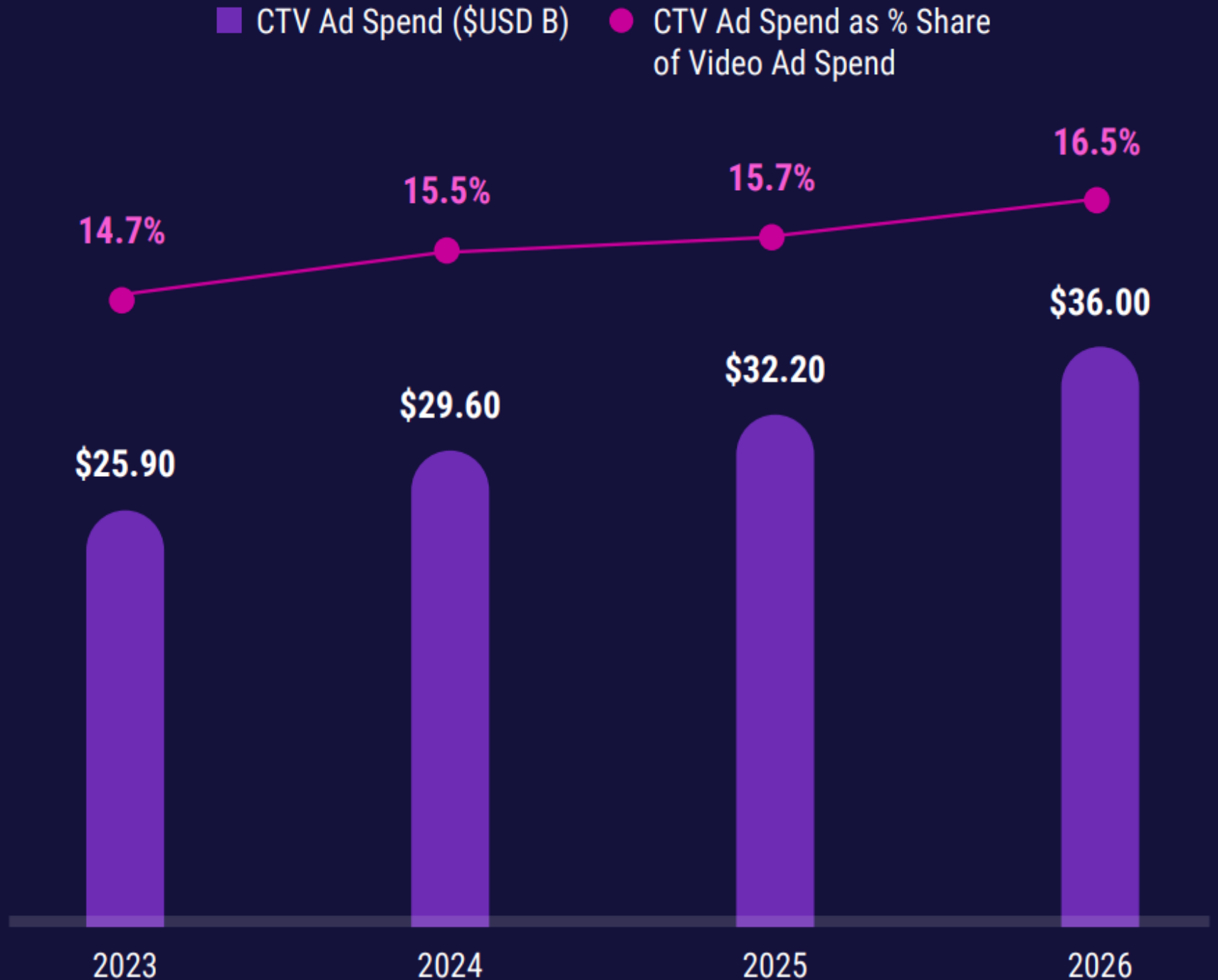


Online video advertising is the largest and fastest-growing media segment

Global: Media & Entertainment consumer revenue by sector, 2020-2029



Worldwide CTV Ad Spend Is Strong and Growing



Source: Statista

It's been an important year in the growth of CTV

#1

CTV ad spend growth reached 14.3% in 2024 (est.)

#2

Amazon Prime, Disney and Netflix entered the game

#3

10 major TV OS with circa 800 million households

#4

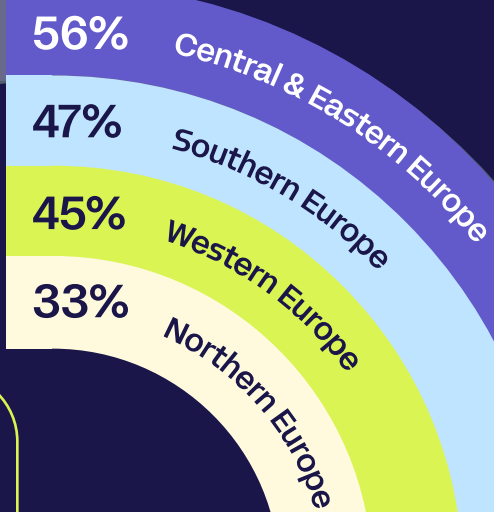
Steady growth in available inventory

adform



CTV Is An Increasingly Important Media Channel in Europe, But Opportunities for Growth Remain

Percentage of Advertisers by Region Who “Always” or “Frequently” Consider CTV When Planning or Buying Media

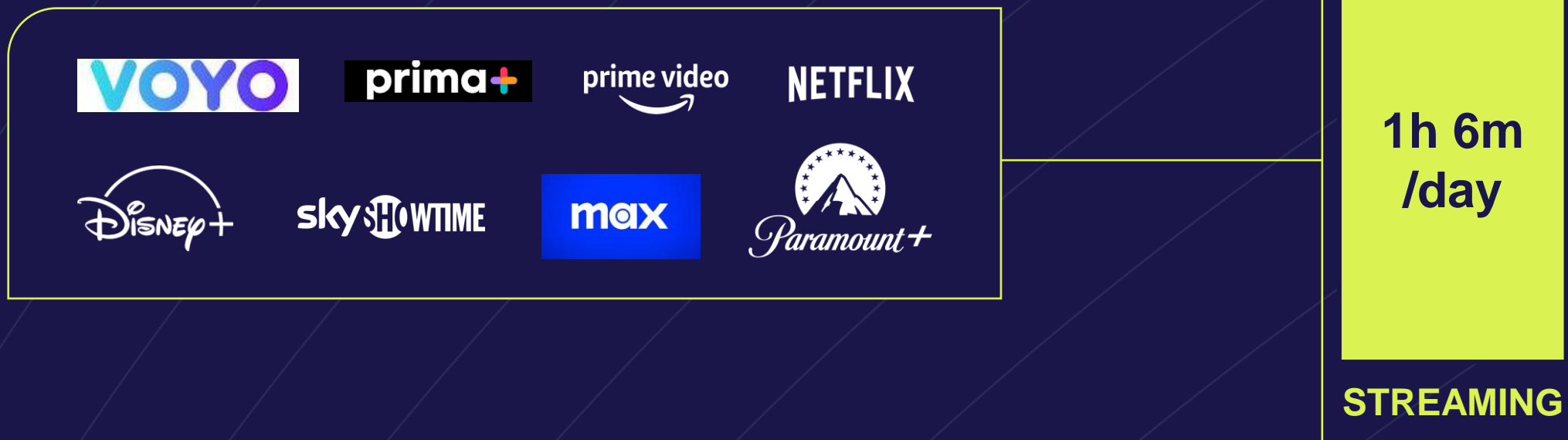


Source: DV/IAB europe report - The Power and Potential of CTV in Europe

CTV in Czech Republic & Slovakia

More than 3 milion Czechs now using streaming services

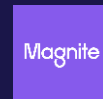
47% of Czechs aged 15-69
used at least one streaming
service – 5% up on 2023



Source: ResSolution Group

The picture of AVOD services in Slovakia

Registered users & Subscribers



1,0m DVTV Extra
Subscribers – with ads

600k JOJ play
Registered/Subs. – with ads

*1,2m/250k Prima+
Registered/Subs. – with ads

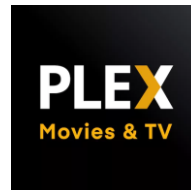
200k Sweet.tv
Reg./Subscr. – with ads

n/a SkyShowtime
Subscribers – with ads

* CZ+SK subscribers

Adform CTV Reach in Czech Republic & Slovakia

Now

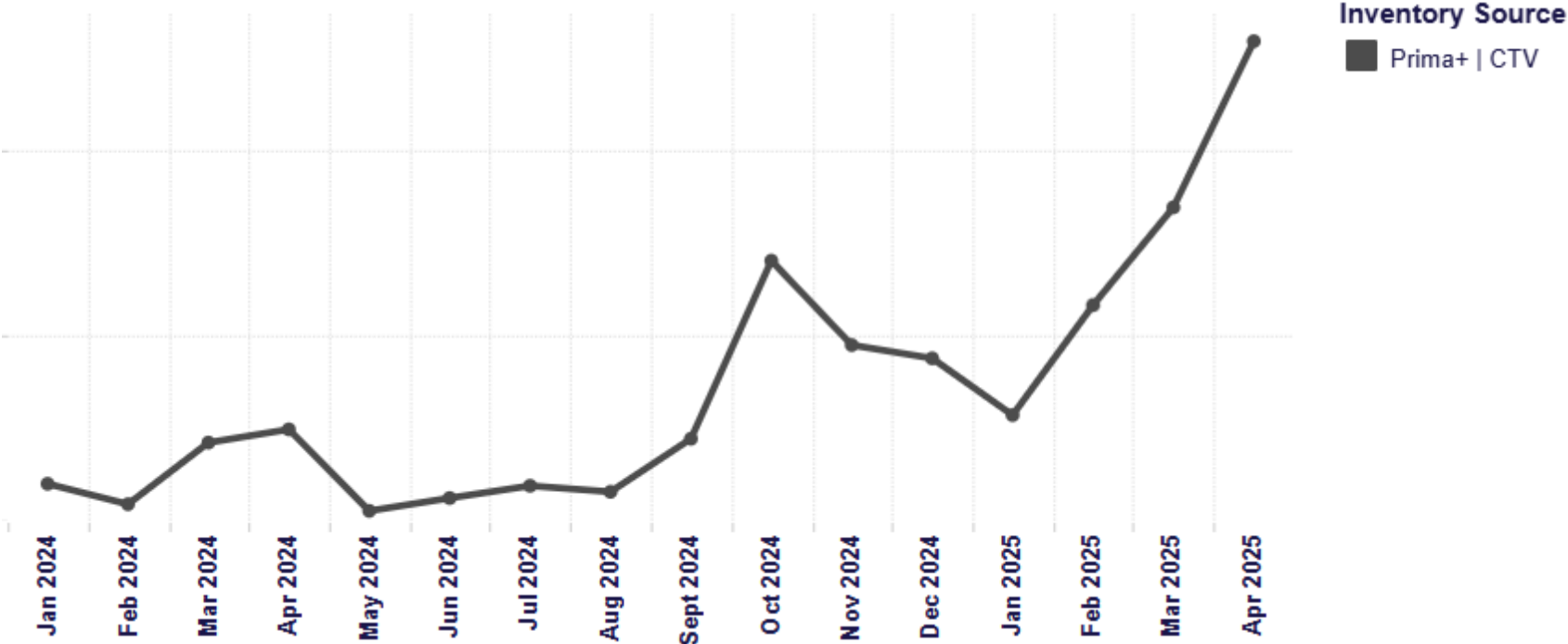


Next




This year we are observing a significant increase in investments in CTV

In April, this is an increase of 427% Y/Y (average daily spend)



CTV inventory & pricing

			CPM from	Targeting
 TIVIO	1.2M	14M	12€	Channel
prima+	120K	3M	9€	GEO, DMP – IDs, shows
skySHOWTIME	250K	400K	8€	GEO
 play	500K	N/A	10€	GEO
Sweet.tv	6M	n/a	9€	GEO
OTHERS	4M	10M	3-18€	TCL, Plex TV, Bloomberg, Samba TV
Total	~12M imps./month	~27M imps./month		

CTV

Case studies

Results:

Get ready to change the game with Adform! Our advanced technology enables you to connect with your audience through immersive connected TV (CTV), among other dynamic channels. With the Czech market's rapid growth in Over-the-Top (OTT) television, our direct integration with prima+ offers local advertisers unparalleled access to CTV inventory. Our collaboration with global agency OMD and Kaufland marked a historic milestone as we launched the largest CTV campaign in the Czech Republic, setting a new standard in media and marketing.

129k

Users reached with a frequency of 1

65K

Users reached with a frequency of 3

98%

Completion Rate

7.80€

Cost-per-thousand completed views



"At OMD Czech we are always trying to push the boundaries of digital advertising. Thanks to Adform's omnichannel platform, we were able to seamlessly integrate Connected TV (CTV) into Kaufland's advertising strategy, achieving unprecedented reach and engagement. We're thrilled to pioneer Mediaclub's opportunity, and we're excited about the potential and the groundbreaking innovations in the realm of CTV."

Jindřich Jiráček, Digital Performance Group Head, Omnicom Media Group



"Media Club first introduced programmatic CTV at the end of last year. Thanks to the active support of Adform in continuous improvements, and the trust of our clients, we have been able to make significant progress."

Michal Jůn, Head of Programmatic, Media Club



"Working with OMD Czech and Adform on our programmatic CTV campaign has provided us with valuable insights and measurable results. The campaign achieved a 98% completion rate and an efficient cost per thousand views, allowing us to effectively extend our TV advertising reach."

Petr Hoffman, Head of Digital, Kaufland

ČSOB Became First Czech Company To Address Linear TV Audiences Programmatically

Results:

Československá obchodní banka (ČSOB), one of the leading financial institutions in the Czech Republic, partnered with Adform and Tivio Studio, a technology provider specializing in programmatic solutions for linear TV, to launch the first-ever programmatic advertising campaign for linear TV in the country. Our cutting-edge advertising technology platform, combined with Tivio Studio's expertise and its integration with our SSP, empowered ČSOB to effectively target a younger, university-educated audience. This DSP-SSP integration facilitated seamless programmatic buying and advanced targeting, enabling ČSOB to efficiently engage high-value audiences.

+50K

Households reached in the Czech market

99%

Average Video Completion Rate

99%

Of devices reached had Video Quality that was HD or Higher



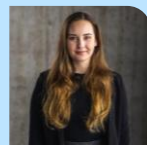
"The usage of the Tivio and Adform platforms for programmatic buying of linear broadcast TV has proven to be an effective strategy for ČSOB. Thanks to automation, precise targeting and optimization, excellent results were achieved."

Štěpán Cilka, Media Manager, ČSOB Group



"With our list of channels, we are now able to reach more than 3 million households in terrestrial and IPTV broadcasting, with plans to expand into the Polish and Slovak markets. We chose Adform and their SSP precisely because of the coverage in the aforementioned markets and the high-level technological support."

Ladislav Navrátil, Co-Founder and CEO, Tivio Studio



"CTV is a promising advertising channel with great potential for brands. Even though platforms like Netflix and Disney haven't yet introduced their ad-supported tiers in the Czech market, we already have plenty of inventory options for big screens. This test confirmed that we're getting high-quality placements perfect for clients Ads."

Nicolle Tošovská, Programmatic Specialist, Publicis Groupe



Case Study

Vodafone Germany Executes a Game-Changing Full-Funnel Campaign with Adform's Connected TV Inventory and ID Fusion Solution

Results: How did Vodafone seamlessly blend branding with performance marketing? With our omnichannel platform and ID Fusion Solution, the telecom giant could ensure customers were reached at every stage of their buying journey, using multiple channels as touch points. After an initial prospecting campaign on the big screen with Connected TV (CTV), Vodafone followed up with a retargeting display and video campaign leading to game-changing results!

100%

Delivery of prospecting and retargeting campaign activities, reaching the whole user pool

100%

Fulfillment of Cost-per-order (CPO) goal in retargeting campaign

80%

Viewability in retargeting campaign

Partnered with
vodafone



"Thanks to Adform's solutions, we were able to combine CTV and retargeting and add a performance-orientated component to the campaign. The retargeting significantly increased views, clicks and conversions, so that the campaign also achieved very good results in the lower funnel."

Benedikt Herrgoss
Online Marketing Manager, Vodafone Germany.



"With CTV retargeting via Adform, we now have the opportunity to increasingly integrate CTV into our full-funnel strategy and to ensure an effective, consistent, and above all, efficient approach to CTV viewers across various platforms and devices."

Ines Deinert
Digital Marketing Manager, Vodafone Germany.

Case Study

Driving Brand Recognition: Wolt, a Leading Local Commerce Service, Crafts Regionally-Focused Connected TV Campaign

adform

Results: Wolt, the premier local commerce service, tapped into our dedicated regional support to execute a Connected TV (CTV) campaign in Germany. By harnessing our CTV inventory, available through our integration with leading SSP Magnite, Wolt was able to radically improve brand recall among their audiences. Wolt and Magnite also commissioned a survey by Happydemics, a leading brand lift measurement company, to analyze the impact of the campaign.

+24 pts

Increase in audience who would consider using Wolt in the Future Vs Non-Exposed users. The results fall in the top 10% of all happydemics studies.

+14 pts

Increase in audience who intend to buy a product or service these days from Wolt Vs Non-Exposed users.

95%

Video Completion Rate



"With Adform's access to premium CTV inventory, combined with measurement capabilities, we can not only reach a wider audience, but also understand the impact of the campaigns. Adform's close collaboration with our central team ensures daily support, enabling us to stay proactive and responsive within the hyper-competitive local commerce space in our 26 markets. Their team works as an extension of ours, helping us change the game with our data driven marketing strategy."

Veera Ala-Kaila
Director, Performance Marketing, Wolt



Ready to take your CTV campaign to the next level?

- 1 **Premium Inventory:** High-quality programmatic CTV advertising through Adform.
- 2 **Addressability:** Engages the right people at the right time.
- 3 **KPI's:** Multiple campaigns across various countries, tailored to meet all clients needs.
- 4 **Full transparency:** No hidden costs, ensuring client trust and confidence.
- 5 **New formats:** Activate everything on the same platform as your other channel campaigns.



Questions?

adform

Change the game

Thank you!

adform