



TO NAJLEPŠIE Z

BIGSCREENU

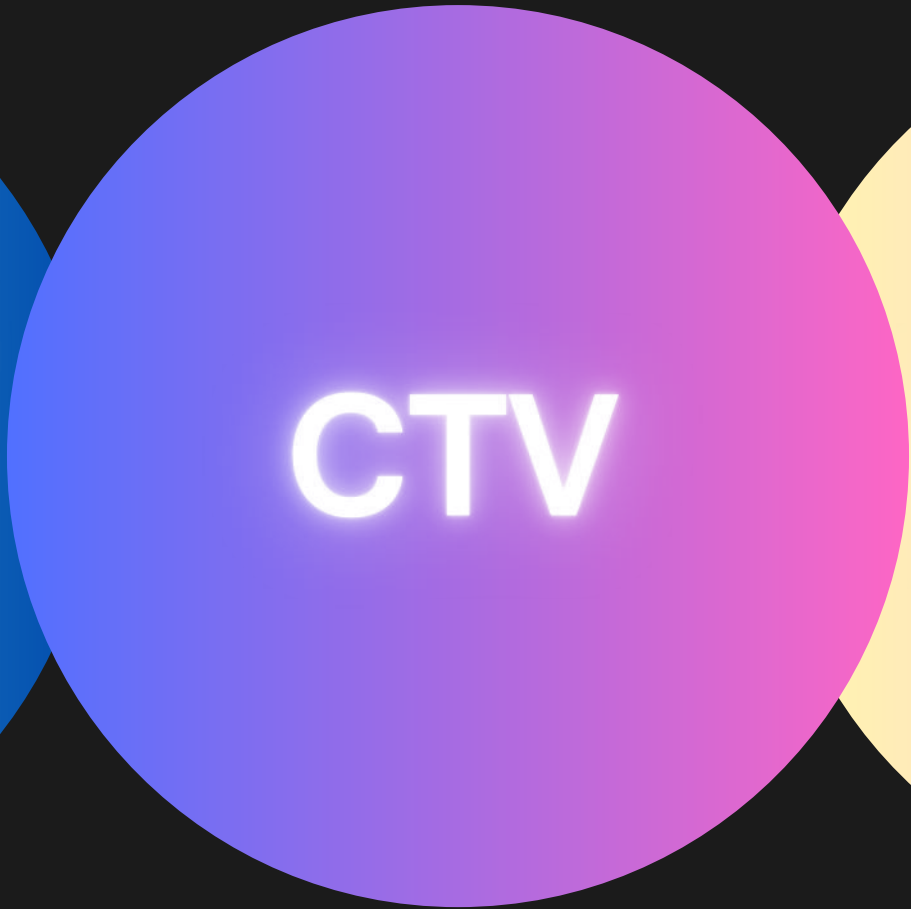
MARTIN KYSELA, JOJ GROUP

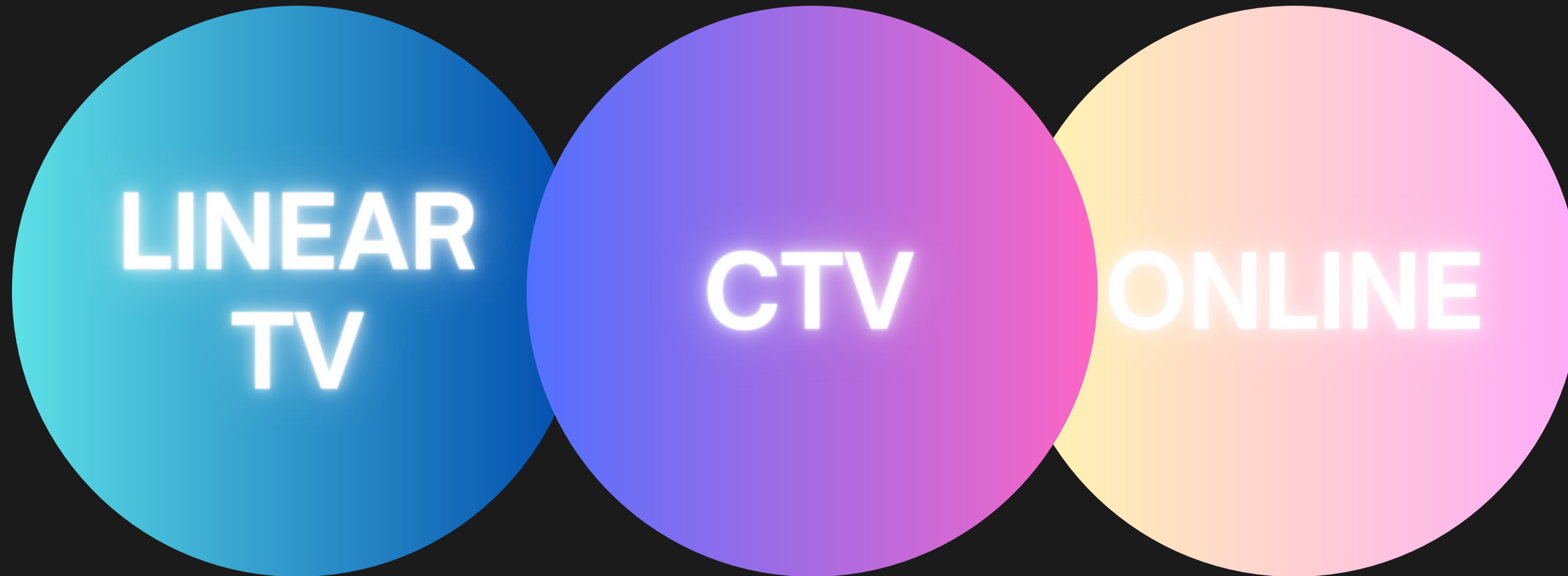




**LINEAR
TV**

ONLINE





LINEAR
TV

CTV

ONLINE

Peoplemetre

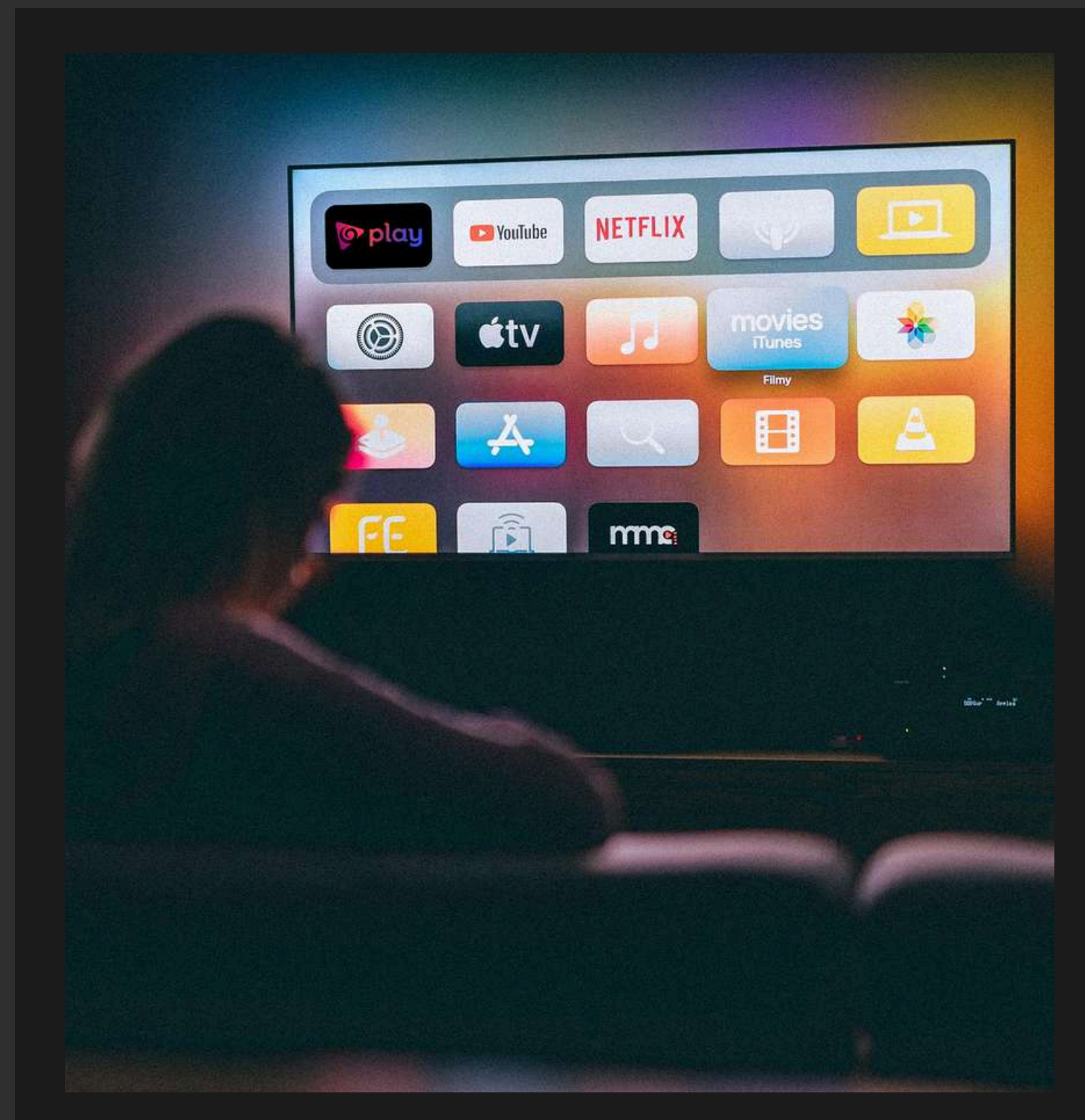
IP adresa / First party data

Cookies/Aternative ID
/ First/Zero party data

CTV

Connected

- **Streamovacie platformy**
(JOJ play, VOYO, NETFLIX, Disney+, HBO max, Youtube...)
- **HbbTV**
- **Fast kanály u operátorov**
(DVTV Extra, SWEET.tv...)
- **Operačné systémy smart TVs**
(TIZEN, Android TV, Apple TV, Roku..)



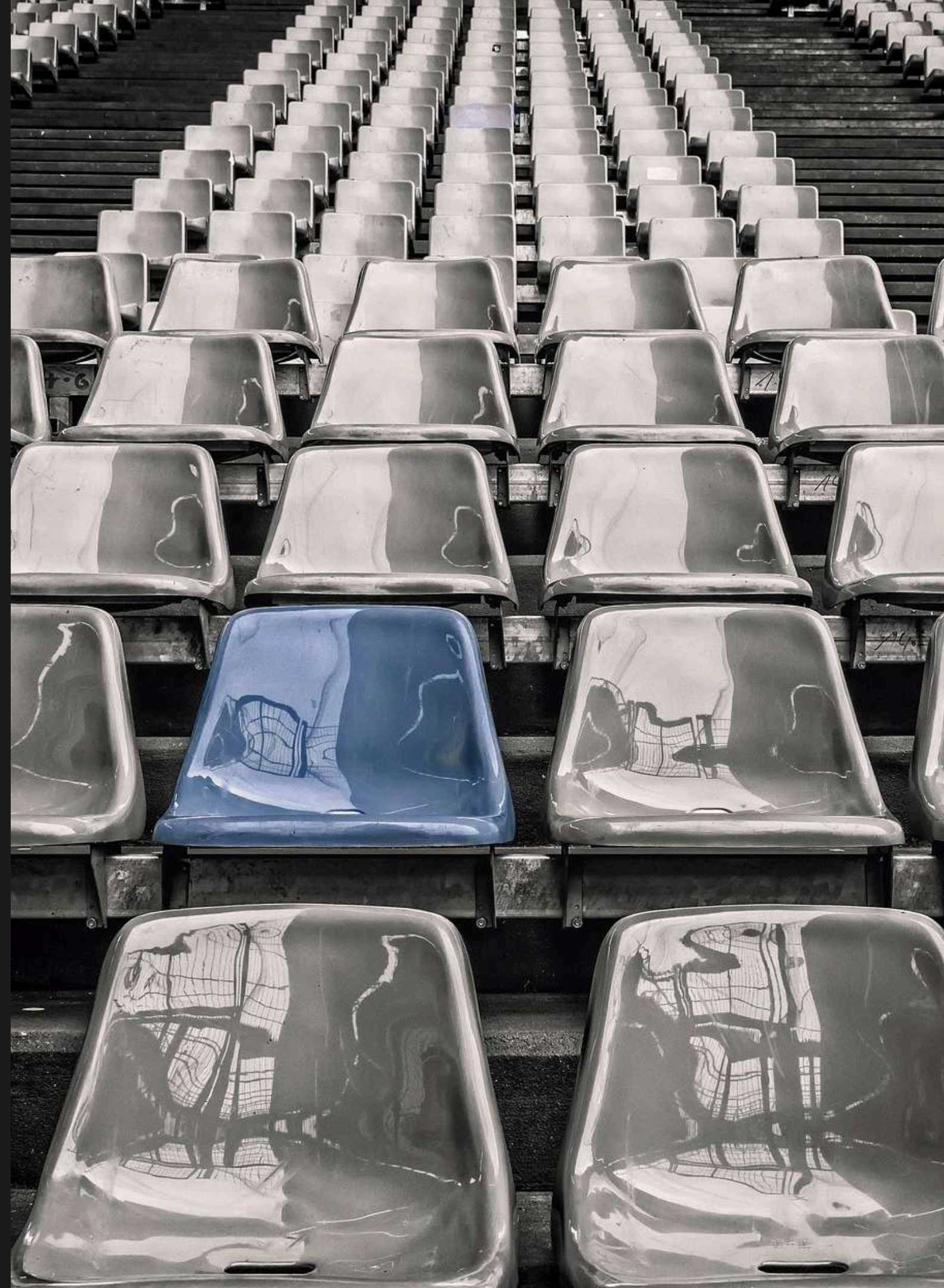


CTV

Cielenie

IP Adresa / Identifikátor

- Geolokačné zacielenie
- Podobné zacielenie (profilovanie)
- Kontextové zacielenie
- Zacielenie na čas dňa
- Capping
- Retargeting





CTV

Cielenie

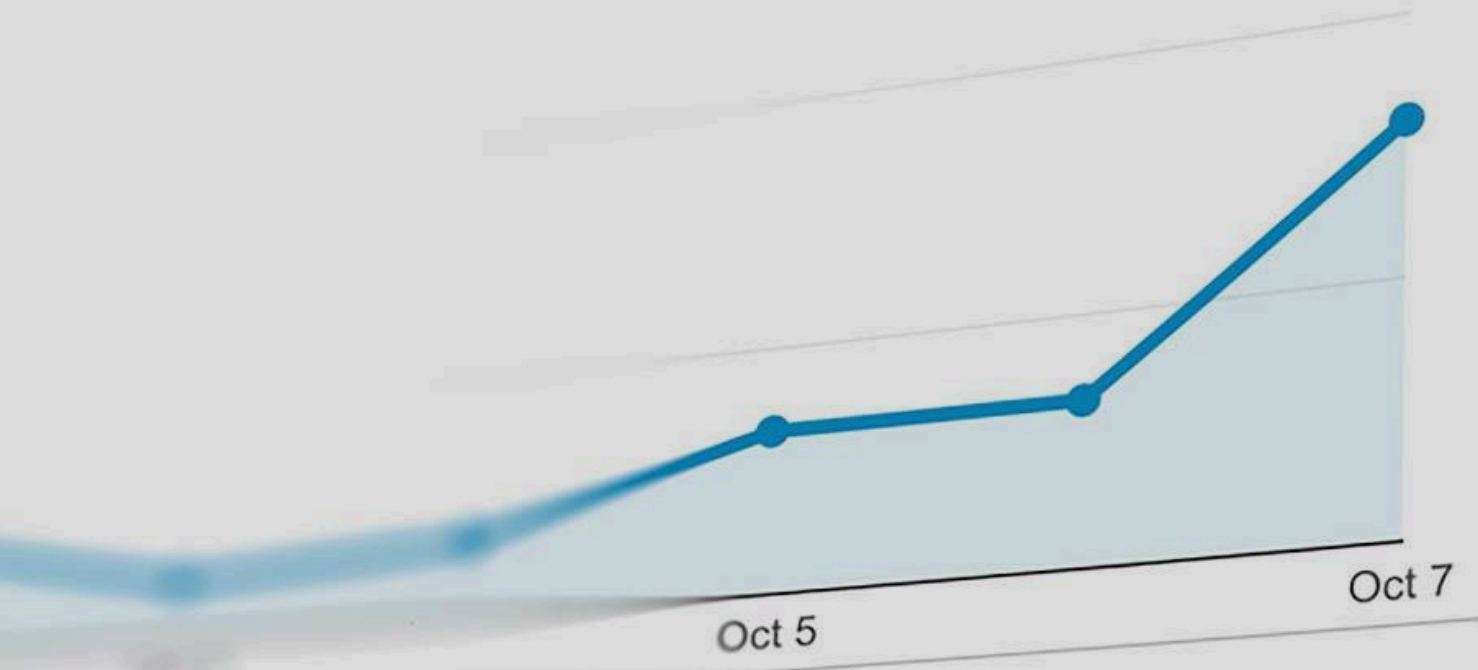
First/Zero party data

- Pohlavie, vek
- Profily
- Zariadenie
- Geolokačné zacielenie
- Podobné zacielenie (profilovanie)
- Kontextové zacielenie
- Zacielenie na čas dňa
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- Retargeting



Meranie

- Impresie
- Unikáti
- Dovozeranosť (25%, 50%, 75%, 100%)
- GEO
- Kategória zariadenia (TV, Set-top box, herná konzola, OS)
- Preklik (cez QR kód)
- Invalid traffic
- ~~Viewability~~
- ~~Brand safety~~

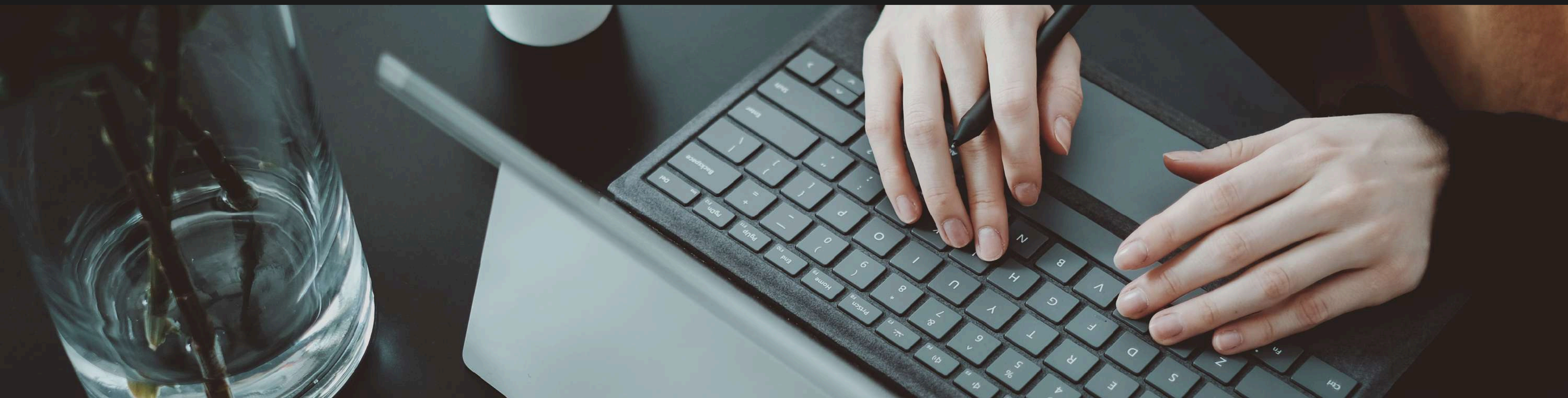


Returning Visitor





Možnosti nákupu



DIRECT

PROGRAMATIC

A teraz to najlepšie z
BIGSCREENu!!!

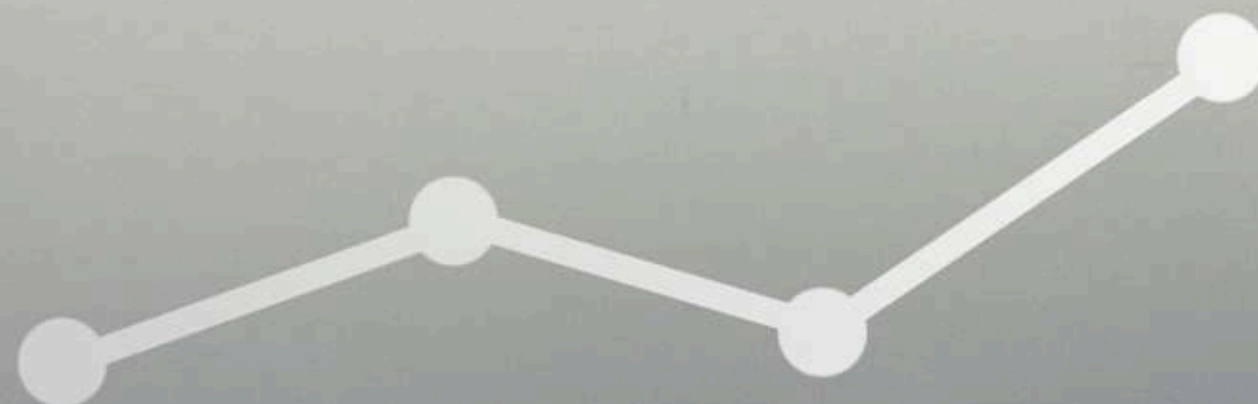
Prepojenie s mobilom

U streamovacích platforiem
(push notifikácie)



BUDGET

Možnosť začať s rozpočtom ako v online



A man with a beard and blue eyes is shown from the chest up. He is wearing a blue and black striped long-sleeved shirt. He has his right hand covering his eyes, with his fingers spread. He is looking down at a smartphone held in his left hand. The background is a plain, light-colored wall. The overall lighting is somewhat dim, with a blueish tint.

Divák

- pocitovo menej reklamy ako v TV

Zadávateľ

- lepšia odlišiteľnosť

A couple is seen from behind, sitting on a couch in a dimly lit room. They are watching a large screen displaying a video player interface with a red background. The woman on the left has long brown hair and is wearing a grey sweater. The man on the right has dark hair and is wearing a light-colored t-shirt. The room has a brick wall and some electronic equipment visible in the background.

**Vysoká
dopozieranosť videa**

A photograph of a bakery counter. In the foreground, there are several wooden crates filled with different types of bread, including round loaves and long, crusty ones. Some breads are wrapped in paper. A small sign in the foreground reads "Mills Doit € 2,75". In the background, two staff members, a man and a woman, are working behind the counter. The bakery has a warm, rustic atmosphere with wooden walls and hanging lights.

**Možnosť lokálneho cielenia
napr. pre malých zadávateľov**

A person is sitting at a wooden table, holding a white coffee cup with their left hand. Their right hand is on the keyboard of a silver laptop. The laptop screen displays a dashboard with various charts and graphs, including a line chart with multiple colored lines and a circular progress indicator showing 87%. The dashboard also shows numerical values like \$2,454, \$5,982, \$8,310, and 17,329. The background is a blurred indoor setting with a potted plant and a window.

**Úprava kampane v
reálnom čase**

A photograph showing two hands clinking beer bottles against a sunset background. The sun is low on the horizon, creating a bright, golden glow that silhouettes the hands and bottles. The bottles are dark glass and appear to be filled with beer. The background shows a soft, hazy sky with some clouds. The overall mood is warm and celebratory.

Volnejšia legislatíva vs. TV

Možnosť testovania kreatív pre TV



A woman with curly hair is holding a clapperboard in front of a brick wall. The clapperboard has the number '12345' on it and the names 'JAN HŘEBEK' and 'MARTIN ŽIARAN' on yellow sticky notes. The text 'Kvalitná produkcia ako v TV' is overlaid on the image.

**Kvalitná produkcia
ako v TV**

JAN HŘEBEK

MARTIN ŽIARAN

Výzvy CTV

MERANIE

Crossmediálne meranie TV, Online, CTV

REACH

Bude prirodzene rásť

CIELENIE

Slovak Ad ID



PREMIUM SLOVAK
VIDEO CONTENT

ONLINE

CTV

play

sweet.tv

DV TV
EXTRA

viac ako 50 online
video portálov

Ďakujem za pozornosť

MARTIN KYSELA, JOJ GROUP

