Big Screen Compass

Navigating the Complex Video Landscape

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Foreword by the Digital Video Working Group at BVDW

The video landscape is undergoing a phase of profound structural transformation. Numerous national and international studies show that the consumption of video content has become significantly more fragmented while simultaneously intensifying in recent years.[1] While linear television continues to maintain strong societal relevance and reach, Connected TV (CTV), Addressable TV (ATV), and Programmatic TV (PTV) are gaining increasing importance and complement the traditional TV ecosystem with digital, data-driven, and addressable components.

Recent studies from the media, market research, and advertising industries indicate that internet-enabled television devices are becoming the central hub of video consumption within households.[2]

Connected TV serves as the interface between linear television, streaming platforms, media libraries, and digital advertising environments. Usage is increasingly shifting toward hybrid models, in which reach is no longer considered in isolation but must be evaluated holistically across multiple distribution channels. For market participants, this represents a paradigm shift in reach logic: moving away from purely linear measurement toward a comprehensive, convergent approach.

Addressable TV opens up new opportunities for advertisers and marketers in this context. Studies show[3] that audience-specific TV advertising can significantly enhance both advertising effectiveness and efficiency. The reason is clear: wastage is reduced and relevant target groups are addressed more precisely. Particularly for brands with clearly defined target groups, regional distribution structures, or performance-driven campaigns, Addressable TV is becoming an integral part of the media mix. At the same time, the integration of ATV introduces new requirements in terms of data quality, data protection, technological infrastructure, and standardized booking processes.

Programmatic TV further extends the principles of automated media buying into the television environment. Studies and market analyses show[4] that programmatic buying models increase transparency, flexibility, and speed and, in particular, create new opportunities for control and optimization for agencies. The growing availability of Programmatic Guaranteed Deals, data-driven audience segments, and convergent planning approaches is leading to a stronger integration of TV into digital planning frameworks without diminishing its brand impact and reach strength.

At the same time, audience behavior, expectations, and media literacy are evolving alongside these technological developments. On-demand consumption, time-shifted viewing, and cross-platform content offerings have become standard for many target groups, particularly younger households. Studies indicate[5] that reach today increasingly results from the combination of linear TV, CTV environments, and digital video offerings. As a result, convergent reach models, cross-device measurement, and unified currency standards are becoming a stronger focus for the industry.

1 die medienanstalten (2025): https://www.die-medienanstalten.de/fileadmin/user_upload/die_medienanstalten/Forschung/Videotrends/2025/Video_Trends_2025_Publikation.pdf
2 Vgl. die medienanstalten (2025)
3 El cartel (2023): https://www.elcartel.de/news/2023/atv studie?oref=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8%3D
4 IAB Europe (2015): https://iabeurope.eu/wp-content/uploads/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report-Nov-2024.pdf
5 Vgl. die medienanstalten (2025)

From Linear Television to the Video Ecosystem

Against this background, it becomes clear that Connected TV, Addressable TV and Programmatic TV are no longer isolated future topics but are increasingly evolving into integral components of a convergent video strategy. For broadcasters and marketers, the strategic focus lies on the intelligent linking of linear reach with digital distribution channels, on the further development of joint measurement and currency standards, and on the consistent use of their own data assets. Agencies are faced with the task of integrating TV more strongly into holistic, data-driven planning and optimization models and of combining traditional reach objectives with performance and effectiveness metrics.

For advertisers, this creates the opportunity to combine the emotional power of the big screen with the precision of digital audience targeting. The future success of video campaigns will largely depend on how well reach, relevance and measurability can be brought into alignment. Studies indicate[6] that brands that invest early in convergent TV strategies, data-driven planning and technological expertise can achieve sustainable competitive advantages.

The outlook is clear: the future of television is hybrid, addressable and increasingly automated. Connected TV acts as the linking element between traditional television and digital video, while Addressable TV and Programmatic TV create the foundation for more efficient, transparent and effectiveness-driven video communication. The coming years will be decisive in determining how quickly standards are established, how consistently reach is approached in a convergent way, and how successfully the industry manages the transition from a linear medium to a holistic video ecosystem.

With the Big Screen Compass, we provide a strategic orientation tool that brings structure to the complex and dynamically growing big screen video market. It delivers a structured overall overview of all relevant market participants, technologies and interrelationships. The Compass systematically introduces the key players and explains their roles, measures and technical foundations. It is intended to serve as a practical working and reference guide that supports users in making concrete decisions.

Foreword by IMEDIAG

The Challenge of CTV from the Perspective of Advertisers (and their independent advisors)

Advertisers in the upper funnel of their communication often pursue the strategic objective of building rapid and effective video reach within their target audience. Reach in linear TV is declining, particularly among younger age groups. Advertisers must therefore expand their campaigns to include digital video formats.

CTV offers a practical solution in this regard. The format is closest to linear TV: a high-resolution and large screen, often combined with a sound system, typically viewed by several people in a lean-back mode. The range of content is diverse and extends from broadcaster media libraries to YouTube. The increasing fragmentation and complexity raise many old and new questions. These include

6 Vgl. die medienanstalten (2025)

- Which inventory enables advertisers to achieve which levels of (incremental) reach, with what degree of effectiveness, and at what prices?
- From which provider do advertisers purchase inventory, and under what conditions, including primary, secondary, and tertiary sales?
- How valid and comparable are the measurements of criteria such as brand safety, viewability, and audiences in a market with differing measurement approaches and providers?

These are just some of the pressing questions advertisers are facing. In order to answer them adequately, market standards for the measurement and evaluation of CTV are required.

Although programmatic CTV offerings promise very precise audience activation, cross-provider and cross-client audience verification is currently still organized inconsistently and is only of limited significance. In addition, the question arises as to whether CTV primarily increases incremental net reach or rather generates repeated contacts. Both can be meaningful depending on the campaign objectives. However, advertisers need to know at what cost optimization is achieved in which direction.

In order to make linear TV comparable with CTV offerings, transparency, expertise and standards are needed. Clients need to know which services are generated with which providers and under which conditions. Only then can they make informed decisions for or against including CTV in their media plans. The BVDW Big Screen Compass makes a valuable contribution in this regard.

Video Consumption Behavior

Viewing and usage behavior in the field of video has changed fundamentally in recent years – particularly as a result of ongoing digitalization. Content is now consumed across platforms: traditional linear television, video on demand (VOD), social media and streaming services are in direct competition with one another. At the same time, individual interests, usage situations and technological conditions are increasingly determining when, where and how content is consumed.

This development presents both media companies and advertisers with new challenges – while at the same time opening up a wide range of opportunities for innovative formats and targeted communication.

In the following, WPP Media and Annalect (Omnicom Media Group) provide their assessment of the status quo as well as future developments in the viewing and usage behavior of digital video.

Market Assessment by WPP Media

Shift in Media Consumption from Linear TV to Streaming and Connected TV

In recent years, Germany has undergone a fundamental shift in media consumption. Traditional linear television is steadily losing relevance, while non-linear offerings, particularly streaming services and Connected TV, are playing an increasingly important role in people’s daily media usage.

The current ARD/ZDF Online Study 2024[7] highlights this trend: the daily usage duration of linear TV is declining. The age group most affected is 14 to 29-year-olds. Overall, daily TV reach across all age groups now stands at only 58 percent. At the same time, the use of

7 ARD/ZDF (2025): https://www.media-perspektiven.de/studien/ard/zdf-medienstudie#c119924

non-linear video offerings such as broadcaster media libraries and platforms like YouTube remains stable at a high level. Among younger audiences aged 14 to 29, around 88 percent of total video consumption time is now accounted for by non-linear usage.

At the same time, the importance of Connected TV is increasing significantly. According to the Advanced TV Study 2025[8] by Goldbach, 52 percent of the German-speaking population now use CTV offerings on a weekly basis, representing a significant increase compared to previous years. Older target groups aged 50 to 69 are also increasingly catching up in their use of CTV. Connected TV is therefore not only a growing channel for video consumption, but is also developing into a relevant advertising platform with increasing advertising effectiveness. A joint study by GroupM and Samsung Ads[9] reinforces this trend: the usage share of linear TV stands at 40 percent, while streaming accounts for 60 percent. Time spent on CTV is increasing, while it is declining for linear TV. This indicates a shift; however, both channels must be considered in media planning in order to reach all target groups.

Economic Perspective: Advertising Market Shifts Toward CTV

From an economic perspective, this shift is also clearly visible: the global advertising market is increasingly moving toward CTV.

Forecasts for 2025 estimate a global revenue volume of USD 12 billion in CTV advertising. As growth potential in the subscription video-on-demand market (SVOD) has largely been exhausted, major streaming providers introduced ad-supported models for the first time in 2024. This development has further fueled interest in CTV, resulting in intensified competitive pressure among CTV providers.

The market has become more differentiated. A distinction is now made between traditional CTV and "streaming CTV." While the latter continues to grow strongly, traditional CTV shows signs of stagnation in 2025. Both big screen solutions remain forward-looking and are expected to continue growing, but the current focus of clients is on streaming content.

Despite the growth of CTV and streaming, the decline in revenue in the traditional TV sector has not yet been fully offset. Reasons for this include insufficient reach and limited measurability of CTV and streaming offerings.

However, progress is emerging. Initial collaborations between streaming platforms and the Arbeitsgemeinschaft Videoforschung (AGF) have already been initiated in order to develop joint solutions for valid reach measurement.

Conclusion and Outlook

Overall, a clear structural shift in the media landscape is evident. While traditional television remains relevant primarily among older target groups, non-linear viewing behavior has long dominated among younger audiences. Connected TV is increasingly acting as a bridge between linear formats and digital usage, with strongly growing relevance for both users and advertisers.

Media consumption in Germany is steadily moving away from traditional television toward flexible, personalized and digital usage experiences. For media companies, agencies and brands, this means that achieving reach, effectiveness and relevance today requires cross-media thinking and action.

8 goldvertise (2025): https://goldvertise.com/ctv-studie/

9 Vgl. WPP Media: https://viewer.mediafly.com/samsung1022_share/s/57e5d385a74b478e83bdb8c6deecac9d#/document/9f64474af5054ab6a91e2eeae6e638f3product8051499?c=eyJ0IjoxLCJ2IjoiYWYwNTM2ZDU1NGI0OGQ5ZDk5YTFhZWY2MmYzYTFhNmQifQ%3D%3D&page=1&parentSlug=9f64474af5054ab6a91e2eeae6e638f-3product5841190&shareSlug=57e5d385a74b478e83bdb8c6deecac9d

The future belongs to hybrid strategies in which digital video channels play a central role – data-driven, audience-specific and, in the long term, also measurable in a standardized way. Traditional TV nevertheless remains an important component of the media plan. On the one hand, CTV campaigns are often more expensive on a net basis; on the other hand, the reach of CTV is not yet sufficient to fully replace TV. In the long term, a balanced interplay of both worlds – linear TV and CTV – is the key to successful communication strategies.

Market Assessment by Annalect (Omnicom Media Germany)

Video on Demand 2024: Sustainable Growth and Relevance in the Video Market – Insights from the Video on Demand (VOD) Tracking 2024 by Annalect Germany

The Video on Demand (VOD) Tracking 2024 by Annalect Germany provides comprehensive insights into dynamic usage behavior and market developments in the video sector. Despite a stagnating entry of new providers into the market, established players continue to successfully rely on innovative subscription models. The aim is to expand customer potential and significantly increase usage figures.

Successful Positioning of Established Providers with Flexible Subscription Models

In 2024, established VOD providers also pursued the strategy of addressing different user segments through diverse and individualized subscription models, for example lower-cost ad-supported subscriptions.

These measures are proving effective. Consumers' willingness to spend more money on streaming services is steadily increasing. The ability to individually select content and the wide variety of attractive films and genres remain key drivers of user retention.

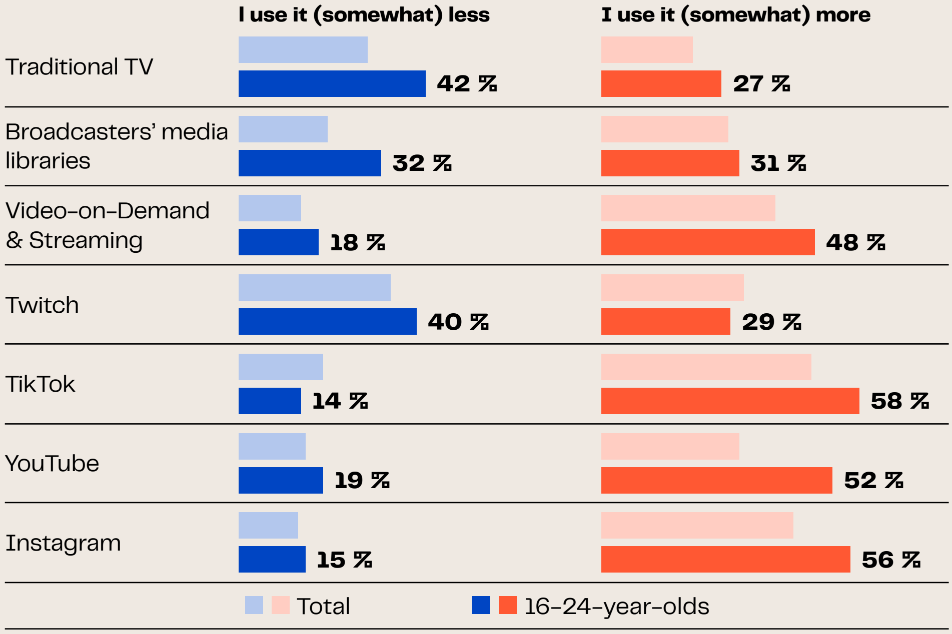
Declining Traditional Video Usage, Continued Upward Trend in Streaming and Social Video

According to the ARD and ZDF media study[10] from 2024, overall video usage time is declining. Nevertheless, streaming services and social video platforms, for example YouTube, Twitch, Instagram or TikTok, remain clear winners.

Among younger target groups aged 16 to 24, the Annalect survey shows a significant decline in linear television usage. 42 percent of this group report a substantial reduction in TV usage over the past year. At the same time, VOD services and social video platforms such as TikTok, Instagram and YouTube are recording a significant increase in usage. A similar pattern can also be observed in the total sample aged 16 to 59. This development clearly underlines the relevance of streaming and social video as central pillars of future video strategies.

10 ARD/ZDF (2024): https://archiv.ard-zdf-medienstudie.de/start/

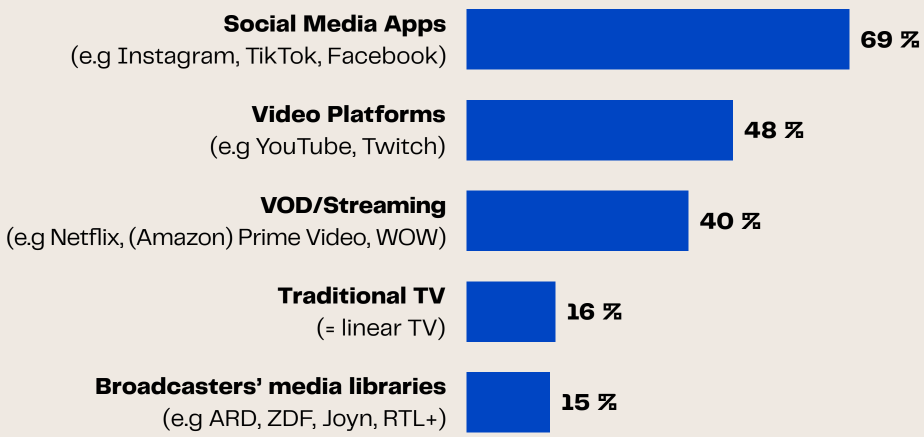
The usage behavior of 16-24-year-olds has changed significantly over the past 12 months (Change in usage within categories)



Source: annalect Video on Demand Tracking 2024

Social video ranks higher among 16-24-year-olds than VOD, TV, or broadcaster media libraries

(Video consumption by category – heavy users, at least 6 days per week)



Source: annalect Video on Demand Tracking 2024

Impact of the Abolition of the Ancillary Cost Privilege on VOD Demand

The abolition of the ancillary cost privilege came into effect in 2024. This is also having a positive impact on streaming usage. Around one quarter of respondents who previously had a multi-user cable contract decided to switch to IPTV (Internet Protocol Television) streaming services. This not only reflects changing usage preferences but also highlights the potential of VOD as an advertising platform.

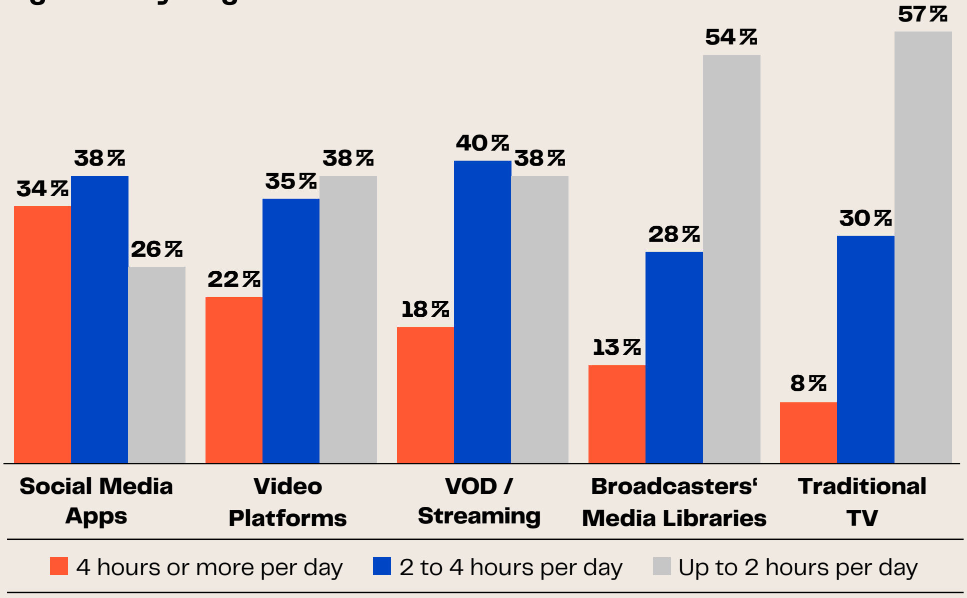
Media Consumption of Younger Audiences: Social Media, Video Platforms and VOD Dominate

Among 16 to 24-year-olds, social media platforms clearly dominate the media landscape, followed by video platforms and VOD services, well ahead of traditional television and broadcaster media libraries. A total of 69 percent of young users use social media apps on at least 6 days per week, representing a significant difference compared to 57 percent in the overall group aged 16 to 59. The overall sample also confirms social media as the most frequently used media category, followed by TV at 38 percent, video platforms at 34 percent and VOD at 32 percent.

TV therefore ranks second in the overall sample, and even among younger audiences, nearly one in six still uses TV on at least 6 days per week. This means that TV remains a significant component of the media mix. The high intensity of usage clearly supports an integrated media strategy. In order to effectively reach younger audiences, social media as well as video and VOD platforms are essential alongside traditional television.

Particularly high usage durations can be observed among younger audiences. 34 percent of respondents aged 16 to 24 use social media for more than four hours per day, compared to 14 percent in the overall group. Video platforms at 22 percent compared to 10 percent and VOD at 18 percent compared to 9 percent also show significantly longer usage durations of more than four hours per day among younger users. Traditional television, on the other hand, is characterized by predominantly short to medium usage durations.

Social video keeps users engaged with the screen for significantly longer



Source: annalect Video on Demand Tracking 2024

Conclusion

The current findings from the VOD Tracking 2024 confirm the ongoing expansion and market shift in the video sector in favor of streaming and social video. Given the limited time budgets of consumers and a decline in overall video consumption duration observed over several years, competition for viewers will continue to intensify.

The current study shows that social video platforms are gaining increasing popularity, particularly among the younger target group aged 16 to 24, and are in some cases being used as a substitute for VOD and streaming services. VOD and streaming providers are therefore not only facing the challenge of competing with other providers, but also of attracting younger as well as potential new users. Providers are thus required to explore new approaches. Some have announced partnerships or, as in the case of Disney+ with Lidl and Kaufland, have already implemented them. The extent to which these and similar measures will impact the VOD market will be examined in the 2025 study.

In summary, it can be concluded that the inclusion of streaming and social video platforms is essential in strategic media planning, particularly for players in the media and advertising sector. This enables sustainable optimization of reach, audience targeting and engagement.

Market Overview

Big Screen Market Overview

In Germany, the video market has evolved significantly since 2010. Today, it offers users an increasingly wide range of content and formats, not least due to the growing penetration of smart TVs and improved internet connectivity. At the center of this development is the big screen. With its large display, improved resolution and the integration of smart features, it enables a particularly immersive, versatile and personalized media experience.

Users thus benefit from a television experience that combines traditional TV content with digital and interactive technologies. Thanks to connected smart TVs, users can not only receive traditional live TV signals but also access streaming services, video-on-demand offerings and interactive applications at any time. Connected TV and advanced TV therefore link the traditional broadcast world with the online world.

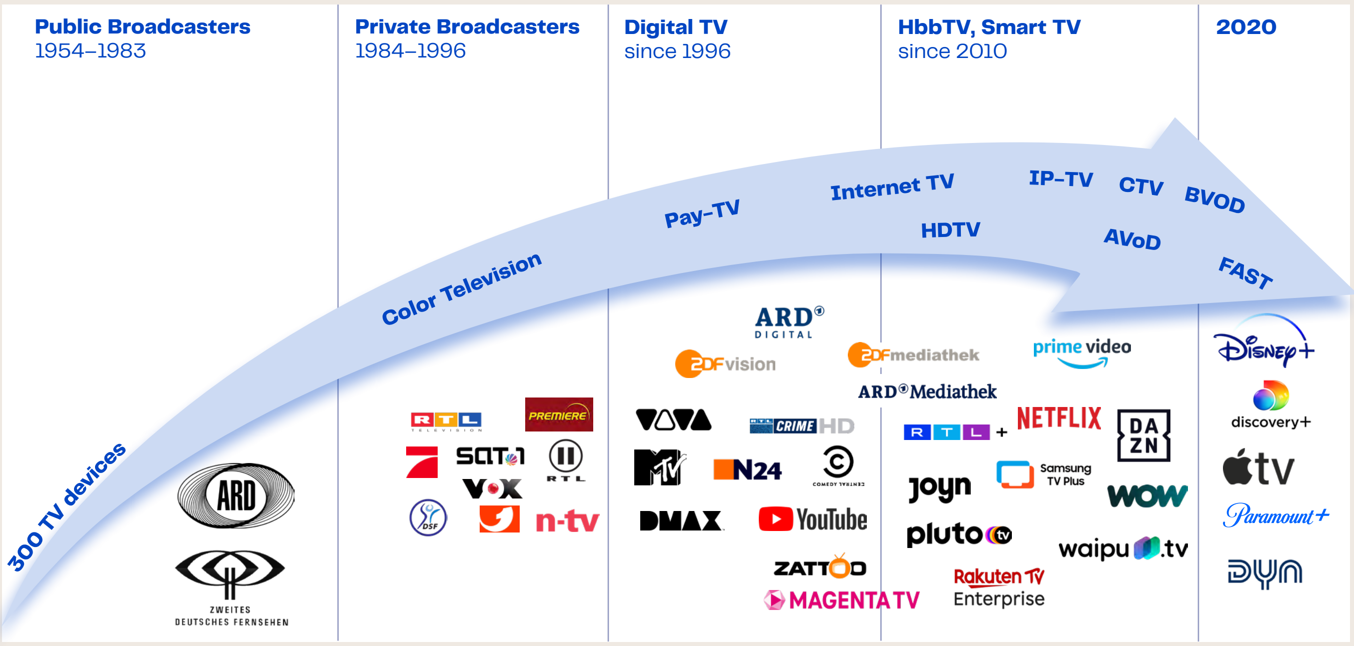
This diversity highlights the importance of the big screen as a central medium for entertainment and information in German households. Studies[11] show that an increasing number of households regularly use the big screen, meaning smart TVs and internet-enabled TV devices, for video consumption.

Connected TV therefore provides an increasingly relevant interface between traditional television and digital advertising for advertisers. By combining a large screen, digital targeting options and interactive capabilities, new opportunities for brand communication emerge. Big screen advertising is characterized by high visibility and strong completion rates. In addition, the big screen offers further contact opportunities through shared viewing.

Co-viewing is already well known from traditional television, where sports events or favorite series are often watched together. Reach measurement in the AGF panel is based on the number of viewers and therefore includes co-viewing. In Connected TV campaigns, however, impressions are reported differently from traditional TV and are measured at the device level. This means that it does not matter how many people were watching together on a smart TV and were reached by the advertising. As a result, co-viewing generates additional reach in CTV campaigns, but this reach is not explicitly reported.

11 goldvertise (2025): https://goldvertise.com/ctv-studie/

The Evolution of the Big Screen



Source: Own research, selected platforms. The overview does not claim to be exhaustive.
Broadcaster logos do not necessarily reflect the status of the respective launch year.

Offerings on the Big Screen

The big screen offers an unprecedented level of content variety and flexibility. Users can access a wide range of offerings via their Connected TV.

Live TV Channels
Traditional television channels can be received directly and viewed live.

Streaming Services
Platforms such as Netflix, Amazon Prime Video or Disney+ offer films, series and documentaries.

Video on Demand (VOD)
Free or paid content that can be accessed flexibly at any time, for example broadcaster media libraries.

Apps
Via smart TV apps, users can access video platforms, casual gaming apps or music streaming apps in order to consume content.

Providers

The German big screen market has changed significantly in recent years due to increasing market diversification and intensified competition. Technological advancements and the introduction of new streaming formats have enabled traditional TV companies, content providers and platform operators to respond flexibly to usage trends and to develop innovative business models. An increasing number of major international platforms are competing with national providers for the attention of viewers.

Addressable TV Providers

The introduction of the HbbTV standard (Hybrid Broadcast Broadband TV) in Germany in the early 2010s marked an important technological development in the TV sector. HbbTV enables the combination of traditional broadcast content with interactive, internet-based additional services such as media libraries and program guides. This innovation enabled Addressable TV and thus the delivery of personalized advertising on the big screen. Providers include national TV groups such as ProSiebenSat.1 and RTL Group. International media companies such as Paramount, Axel Springer and Warner Bros. Discovery with their TV channels are also part of this segment.

Device Manufacturers

Smart TV manufacturers recognized early on that not only innovative TV devices with additional features are essential for their business success, but also a personalized and convenient user interface with access to content. Providers such as Samsung, LG and Philips offer their users an entertainment platform with access to a wide range of streaming content. These providers offer their own curated content and also monetize it themselves.

Smart TV App Providers

Streaming platforms provide access to their content via apps. These services can therefore be used across different devices such as smart TVs, smartphones or tablets, and game consoles. The advantage of streaming is that video content can be viewed online without the need to fully download files onto the device. Among the most popular smart TV apps are Netflix, Prime Video, RTL+ and Joyn.

Programmatic Linear TV Providers

Programmatic Linear TV (PTV) plays a special role in the big screen market. PTV refers to the digital buying of linear TV advertising. The aim is to transfer traditional TV advertising into digital booking logic and thereby make the buying process more efficient. With the help of real-time data and historical information, the relevant ad break is selected and filled in real time with a Programmatic Linear TV spot. The delivery takes place within the traditional ad break and reaches all viewers in Germany who are currently tuned to the channel. Providers include ProSiebenSat.1 Group and RTL Group, among others.

Streaming Models

Various streaming formats have become established in Germany. All of them are based on different usage and payment models. These models shape the German streaming market and offer viewers flexible options for media consumption on the big screen.

SVOD (Subscription Video on Demand)

SVOD is a model in which users gain access to video content in exchange for a monthly fee. Services such as Netflix, Amazon Prime Video or Disney+ offer unlimited access to exclusive original productions as well as international and local series and films. Meanwhile, Netflix, Amazon Prime Video and Disney+ also offer lower-priced subscription tiers with advertising.

AVOD (Advertising-based Video on Demand)

AVOD platforms provide free-to-access content supported by advertising. Users can watch content without direct costs but accept advertising before or during the content. Platforms such as Joyn or Pluto TV rely heavily on monetizing content through advertising. RTL+ uses a hybrid model combining paid subscriptions with varying levels of advertising.

BVOD (Broadcast Video on Demand)

BVOD refers to services offered by television broadcasters. It allows users to consume traditional TV content on demand in a flexible way. In addition to private streaming platforms such as Joyn or RTL+, this category also includes the media libraries of public broadcasters ARD and ZDF, which provide free access to news, documentaries, series and shows.

TVOD (Transactional Video on Demand)

TVOD is a pay-per-view model. Unlike ongoing subscriptions, users pay per video access or rental to use the content. Platforms such as Amazon Prime Video, Google Play or Rakuten TV Enterprise offer a wide selection of current movies and series.

FAST (Free Ad-supported Streaming Television)

FAST is an ad-supported streaming model that distributes linear video content over the internet free of charge. It enables a viewing experience similar to free-to-air linear television with a fixed programming schedule. FAST channels offer curated content across different genres and complement the streaming portfolios of providers such as Joyn, waipu.tv or Samsung TV Plus.

Buying Options

Programmatic Buying

The transformation of the digital advertising landscape is changing the way video inventory is planned, purchased and delivered. While traditional TV advertising was long characterized by linear booking processes, programmatic approaches now open up entirely new possibilities: targeted, data-driven and scalable in real time. The potential of programmatic technologies is particularly evident in Connected TV and Addressable TV. Advertisers are no longer limited to reaching audiences using a broad, non-specific approach but can instead target them precisely based on demographic, geographic and behavioral criteria, and do so on the largest screen in the household.

But what does programmatic buying actually mean, and what specific characteristics do Connected TVs bring to this area?

In principle, three central actors can be distinguished:

- **Demand** (demand side): buyers, advertisers, agencies and trading desks.
- **Supply** (supply side): publishers, content owners, platform operators, device manufacturers and sales houses.
- **Tech** (technological infrastructure): DSP (Demand Side Platform), SSP (Supply Side Platform), ad server, DMP (Data Management Platform).

Overview of the programmatic buying process in seven steps:

1. Goal definition
Definition of campaign objectives, environments, target groups, KPIs and budget framework by the demand side.

2. Data integration
Use of first-party, second-party and third-party data for audience targeting. Household data, device information and usage behavior play a central role here. A TV device provides different data compared to a laptop, regardless of whether it is a Connected TV, streaming via a set-top box or receiving HbbTV. There are technical limitations depending on how new or old the device is. This must be carefully considered when selecting data, as standard web datasets cannot be used.

3. DSP selection
Selection of a suitable platform for the automated purchase of advertising inventory by the advertiser. Important: compatibility with CTV and ATV inventory and data sources.

4. SSP selection
Selection of a suitable platform that is compatible with the DSP chosen by the advertiser. Not every DSP is integrated with every SSP. Due to technical limitations, not all inventory can be accessed via every SSP or DSP. Both platforms must be optimally aligned with each other for a successful campaign.

5. Auction and Bidding
First, a so-called deal is set up. This defines the framework conditions such as duration, volumes, price and target audience. Subsequently, real-time bids for available ad placements are sent from the DSP to the SSP via RTB (Real-Time Bidding). The highest bidder is awarded the placement, taking into account audience fit and brand safety. In the selection process that determines which advertiser wins the bid, additional factors beyond price may also play a role and influence the outcome. The following factors, among others, are relevant in the selection process: bid price, ad length, converted into revenue per second, timeouts, meaning the speed of bids, where longer response times may occur, for example due to an excessive number of ad wrappers, waterfall logics and manual prioritizations.

6. Ad Delivery
Dynamic delivery of advertising creatives on smart TVs, streaming platforms or set-top boxes, depending on user profile and context.

7. Analysis and Optimization
Ongoing evaluation of performance data, for example view-through rates, completion rates and interactions, and continuous optimization of the campaign. Deals can be set up in a transparent or non-transparent manner. Depending on this, the seller may enable more detailed analytics within the buyer's DSP or limit reporting capabilities. In addition, certain technical requirements must be met in order to measure metrics such as viewability, brand safety or audience reach on a TV device using third-party providers. As a result, measurement on TV devices is often limited or, depending on the measurement method, not fully possible.

Within the process, buyers and sellers can agree on different deal types. In addition to open auctions, differentiated models such as private auction, preferred deal and guaranteed deal have been established:

Open Auction
The seller offers inventory without restricting the offer to a specific buyer. Any user connected via their DSP to the SSP in which the inventory is available can place bids.

Private Auction
The seller offers inventory to a specific buyer. There is no guarantee that a certain volume can be spent. Typically, a minimum price, referred to as a floor price, is defined, which the buyer must at least exceed.

Preferred Deal
In this model, specific CPMs (cost per mille) are defined as a fixed price within the deal. It is guaranteed that inventory can be purchased at this price, but no volume is guaranteed.

Programmatic Guaranteed
In this model, the focus is on guarantees. It is defined which buyer can spend which budget via the deal within a certain period, at a defined price, with specific inventory and a defined target audience. In this scenario, the buyer guarantees to spend the budget under the agreed conditions.

The programmatic buying process is continuously evolving. At the international level, the IAB (Interactive Advertising Bureau) and the IAB Tech Lab (IAB Technology Laboratory) play a major role in this development. Their goal is to establish standards that promote growth and trust in the digital media ecosystem. The IAB Tech Lab brings together digital publishers, ad tech companies, agencies and advertisers, among others.

Media Types, Advertising Devices and Ad Formats

In today's digital world, media channels play a central role in the successful execution of video campaigns. Especially in the field of big screen advertising, a wide range of opportunities emerges to effectively showcase brands and messages. The differences, advantages and potential applications of individual channels can be strategically leveraged to develop tailored strategies for different target audiences. Whether traditional video campaigns, interactive displays or innovative streaming formats, the key lies in aligning content optimally with the respective platform.

The following chapter provides a compact and well-founded overview of the most important channels and their specific applications.

Addressable TV

Definition and Classification

Addressable TV (ATV) refers to addressable advertising in traditional, linear television that is delivered specifically to individual households or defined target audiences. In contrast to traditional TV advertising, where all viewers see the same commercial, ATV enables individualized communication with audience-specific advertising messages on the big screen. ATV is a hybrid TV advertising channel that combines the strengths of linear television, including high reach, emotional video impact and brand-safe premium environments, with the advantages of digital advertising. These include, in particular, data-driven targeting approaches, performance- and effectiveness-optimizing control mechanisms, as well as improved measurability and optimization of campaigns. Addressable TV requires internet-enabled devices, in particular HbbTV-enabled smart TVs or set-top boxes that provide so-called return path data. On this basis, ad delivery can be controlled digitally or programmatically.

Development and Market Environment

In recent years, Addressable TV has developed into an established component of the video advertising market. The main drivers of this development are the increasing penetration of internet-enabled TV devices, the growing acceptance of data-driven advertising, and rising demands for efficiency and measurability of TV campaigns. At the same time, formats, technical standards and buying models have been further developed and increasingly harmonized. As a result, Addressable TV can now be planned and scaled for both large brands and smaller advertising budgets.

Opportunities and Functionality of Addressable TV

Addressable TV combines the reach of traditional TV with digital precision and offers advertisers a wide range of application possibilities:

- **Targeted communication in real time**
  Delivery of advertising based on socio-demographic characteristics, interests, purchasing behavior or contextual data.

- **Reduced wastage**
  More precise audience targeting increases relevance, attention and advertising effectiveness.

- **Data-driven campaign management**
  Use of frequency management, retargeting and incremental reach optimization.

- **Improved measurability**
  Transparent evaluation of reach, contacts and audience delivery.

Current ATV Ad Formats

The currently common Addressable TV formats can be divided into standard and special formats:

Standard Formats

- **Switch-In XXL**
  An L-shaped banner that is displayed when switching channels, while the ongoing program continues in a reduced size. This format is particularly suitable for high-visibility presence and lower entry barriers.
- **Switch-In Spot (Bumper)**
  A short advertising spot, typically 6 seconds, that is played immediately after a channel switch and is editorially announced.
- **ATV Spot (Spot Replacement)**
  A full-screen advertising spot that is delivered in real time within an ad break to specifically defined target audiences. This format is considered the most powerful execution of Addressable TV.

Special Formats (depending on the sales house)

- **Branded content**
- **Microsites**
- **Promo trailers**
- **Post splits and other interactive special solutions**

Buying Models and Campaign Management

ATV campaigns can be booked either directly, via insertion orders, or programmatically.

- **Direct bookings** offer a high level of transparency as well as individual customization options in terms of placement and framework conditions.
- **Programmatic booking** enables data-driven, automated buying via corresponding platforms, DSPs, and unlocks the full efficiency and effectiveness potential of Address-able TV.

Common programmatic buying models include:

- **Programmatic Guaranteed Deals**
- **Fixed price auctions**

DSP-based campaign management is a key prerequisite for **cross-broadcaster and cross-sales house delivery**, as well as for the use of intelligent campaign mechanics.

- **Incremental reach**
  Systematic increase of net reach through targeted communication with audiences that have not previously been exposed to traditional TV advertising.
- **Reminder campaigns**
  Re-addressing defined target audiences with controlled frequency to reinforce effectiveness.
- **Frequency management**
  Control of ad exposures within defined frequency classes in order to optimally support the campaign objective.

Targeting and the Use of First-Party Data

A steadily growing range of targeting criteria is available for Addressable TV:

- **Technical and contextual targeting, for example device type, channel or environment**
- **Situational data, for example time of day, region, weather or events**
- **Socio-demographic and interest-based audiences**
- **Purchase and consumption data**

The use of advertisers' first-party data is becoming increasingly important. Through so-called audience transfer mechanisms, CRM, onsite or app data can be integrated into ATV campaigns in a privacy-compliant manner. With the help of cross-device technologies and household graphs, audiences can be precisely addressed and activated across channels.

Advantages of Addressable TV for Advertisers

Advantage	Explanation
Precise audience targeting	Individualized advertising on the big screen
Higher efficiency	Reduced media wastage and optimized budget allocation
Strong advertising impact	Combination of premium TV environment quality and data-driven delivery
Flexibility	Adjustment of contact frequency and campaign mechanics
Omnichannel capability	Integration into data-driven, cross-media strategies

Conclusion and Outlook

Addressable TV has established itself as a powerful video advertising channel within the media mix. Whether used as a standalone measure or in combination with traditional TV and Connected TV, data-driven audience targeting on the big screen offers significant added value for brands and advertisers. With the continued growth of internet-enabled TV devices and the increasing use of first-party data, the importance of one-to-one video advertising will continue to rise. Addressable TV is therefore evolving into a central component of modern, data-driven TV and video strategies.

Programmatic Linear TV (PTV)

Programmatic Linear TV (PTV) refers to the automated, programmatic buying and delivery of advertising in traditional linear television based on digital technologies and audience data. Unlike traditional TV advertising, buying does not take place via TV booking systems but is automated via programmatic platforms, SSPs and DSPs. In this process, the principles of programmatic advertising from the digital world are transferred to linear television, including targeting, optimization and audience-based billing.

PTV combines the high reach and brand impact of linear TV with digital advertising technology. It enables:

- **Audience-based buying** in real time, for example "affluent families" or "SUV intenders"
- **Automated buying** via DSP, for example Active Agent by Virtual Minds or solutions from Ströer and Magnite
- **Data-driven campaign management** with reporting and optimization capabilities
- **Guaranteed delivery, Programmatic Guaranteed**, with controlled reach

Current PTV offerings provide advertisers with the following options:

- **Real-time audience buying**, booking based on predefined 24 audience segments using AGF data and HbbTV signals
- **Automated planning and delivery** via DSP
- **Flexible spot lengths and inventory packages**
- **Guaranteed buying, Programmatic Guaranteed**, without auction mechanisms
- **Campaign delivery on premium channels**
- **Lower entry barriers** for smaller advertising budgets through simplified access and automated workflows

At present, PTV is primarily focused on traditional TV spots within standard ad breaks, which are booked programmatically. Additional potential formats in the PTV environment include:

- **Standard TV commercials**, typically 20 to 30 seconds
- **Spots within defined ad breaks** based on audience selection
- **Future expansion potential**, including integration into Addressable TV, HbbTV advertising or dynamic ad adaptations, for example based on weather data

PTV offers a range of strategic and operational advantages for advertisers

Advantage	Explanation
Reach meets relevance	TV as a reach medium becomes more precise through digital optimization
Increased efficiency	Automated processes reduce planning and booking costs
Measurability	Campaign tracking and optimization based on target audiences are possible
Flexibility	Smaller digital brands can also use TV for the first time
New audience reach	Integration into data-driven, cross-media strategies
Greater impact	Combination of a large screen, premium environment quality and data-driven delivery

PTV marks a new stage of evolution in TV advertising. It gives advertisers the opportunity to combine the strengths of TV, reach and impact, with the intelligence of digital advertising, target audiences and automation – a powerful combination for brand building, performance and media efficiency.

Connected TV (CTV)

Definition

Connected TV (CTV) refers to television sets that are connected to the internet and therefore enable access to a wide range of online content, streaming services and interactive applications. In contrast to traditional television sets, CTV devices provide a smart platform that seamlessly combines television, internet and apps.

Development

The development of Connected TV began in recent decades with the introduction of internet-enabled television sets and streaming devices such as smart TVs, set-top boxes and streaming sticks. In recent years, the spread of broadband internet and the growing acceptance of streaming services have significantly accelerated the use of CTV. The technology has continuously evolved to improve user experiences, offer personalized content and integrate interactive features.

Opportunities

Connected TV opens up a wide range of opportunities for media companies, advertisers and brands:

- **Targeted advertising:** Precise audience targeting through data-driven advertising campaigns
- **Interactive content:** Users can actively interact with content, for example through surveys, shopping features or additional information
- **New business models:** Monetization through subscriptions, pay-per-view or ad-supported content
- **Data analytics:** Collection of valuable usage data to optimize content and marketing strategies

Status Quo in Germany

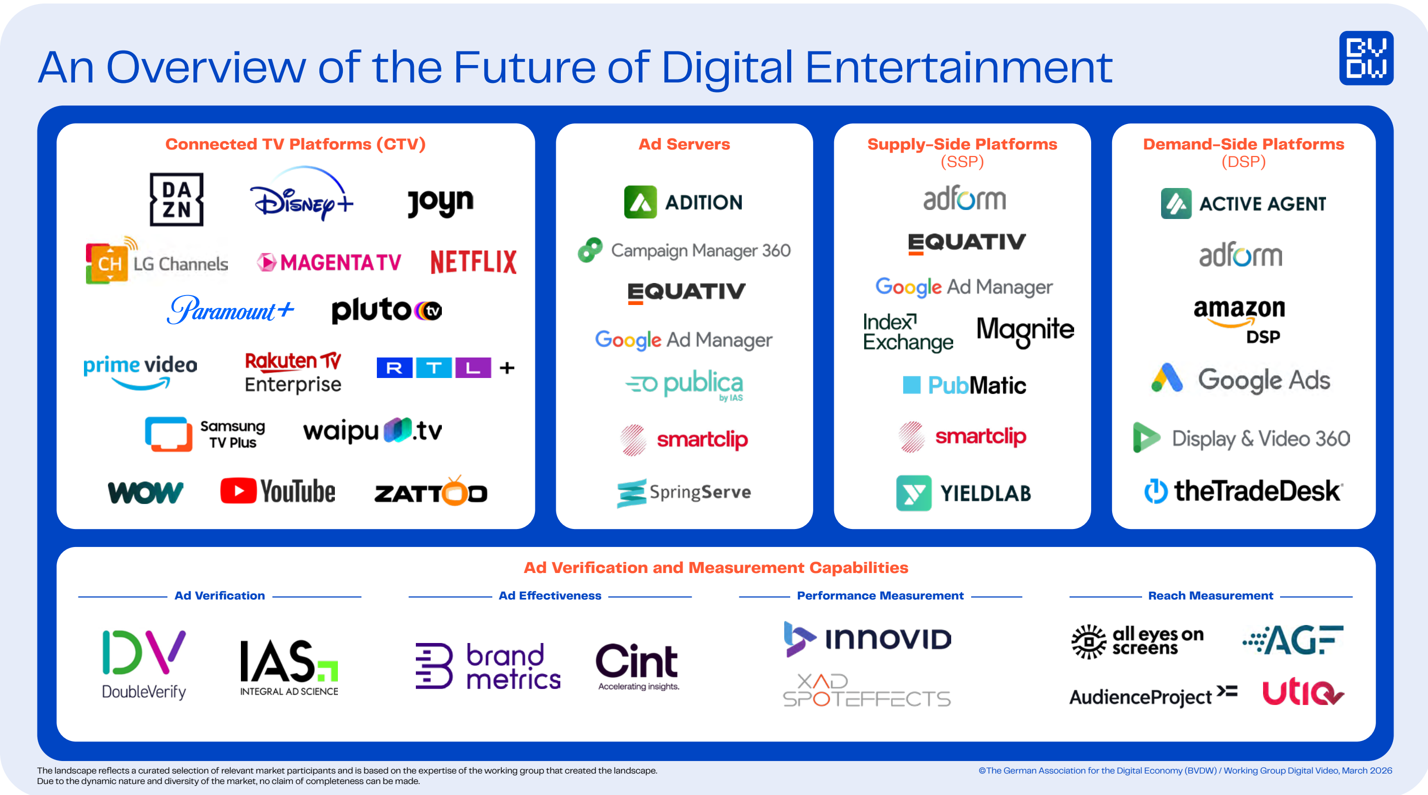
In Germany, Connected TV is becoming increasingly important. According to recent studies[12], more and more households are using smart TVs and streaming apps. Acceptance is high, particularly among younger target audiences, and the availability of content continues to grow steadily. With a penetration rate of more than 77 percent[13] of German households, CTV is one of the dominant ways of consuming digital video content[14]. The availability of high-quality content and the increasing acceptance among younger audiences are further driving its adoption.

Business Potential

Connected TV represents a significant platform for brands and media companies to effectively reach target audiences, strengthen brand loyalty and develop innovative business models. With growing reach and user interest, CTV offers the opportunity to play a key role in advancing the digital transformation of the media and advertising market.

An Overview of the Future of Digital Entertainment

The big screen market in Germany offers a wide range of different providers and services. The following market overview landscape categorizes these offerings according to their respective segments. The aim is to provide advertisers with orientation in a dynamic market environment. In addition to the landscape, a more detailed overview of the offerings of the various companies is provided below.



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13 Vgl. DMEXCO (2025): https://dmexco.com/de/stories/ctv-advertising-im-aufwind-warum-connected-tv-die-werbewelt-veraendert/
14 waipu.tv (2025): https://dmexco.com/de/stories/ctv-advertising-im-aufwind-warum-connected-tv-die-werbewelt-veraendert/

CTV Platforms

In a world where digital entertainment is becoming increasingly important, numerous platforms offer a wide range of content, whether films, series, documentaries or music – the selection is vast and continues to grow. However, with so many options available, it can sometimes be difficult to maintain an overview and find the provider that best matches individual preferences.

The following overview illustrates the diversity of offerings in the German market. The providers listed also offer guidance on what to consider when making a selection. In this way, we provide orientation within the market and help users identify the right offering.

prime video

Company and Product

Amazon Prime Video positions itself as a relevant streaming provider for advertisers. The platform offers a broad content portfolio and significant reach. In Germany, Amazon Prime Video reaches more than 17 million users per month, who complete an average of 17 viewing sessions per month. The available content portfolio includes Amazon Originals, series, films and premium sports broadcasts, including the UEFA Champions League, Wimbledon and NBA games.

Target Audience

The audience structure is balanced, with a nearly equal distribution of male and female viewers at approximately 51 percent to 49 percent. The platform reaches a young audience, with 58 percent of viewers aged between 18 and 44.

For campaign management and measurement, first-party signals, detailed genre and title reporting, as well as comprehensive first- and third-party measurement capabilities are available.

Formats

More than 75 percent of usage takes place on Connected TV. The view-through rate (VTR) exceeds 98 percent. This creates a highly effective environment for video advertising on the big screen. Available ad formats include pre-roll and mid-roll advertising, sponsorships and special ads. Advertisers can choose between the buying options Preferred Deals (PD) and Programmatic Guaranteed Deals (PG).

DAZN

Company and Product

DAZN is a subscription-based sports streaming service headquartered in London and founded in 2016. The platform focuses on the digital delivery of live and on-demand sports content via smart and Connected TVs, streaming sticks, consoles and mobile devices.

- Offering: Football rights, including the UEFA Champions League, Bundesliga and top international leagues, as well as NFL, darts, combat sports and motorsports

- Big-screen focus: More than 80 percent of usage takes place via Connected TV devices
- User experience: High-quality live sports in HD quality, an intuitive user interface, personalized recommendations and parallel streaming
- Distribution: As a purely digital provider, DAZN does not rely on traditional linear distribution channels

Target Audience

Predominantly male, high-income audience aged 18 to 49. Users are characterized by long viewing durations and strong engagement with content.

- Advertising environment: Advertising is delivered in the context of live sports, an emotional and high-attention environment, particularly in lean-back viewing situations on the big screen. The inventory is exclusive and brand-safe.

Formats

- Ad formats: Pre-roll and mid-roll ads, L-frames, branded content, fanzone integrations and presenter slots
- Targeting: Precise targeting based on first-party data, for example by sport type, region, device or usage patterns
- Cross-media integration: Advertising can be extended via social media, influencer collaborations or partner platforms such as Kicker, Pluto TV and DF1
- Positioning: DAZN acts as the first holistic CTV sales house in the sports environment and offers a modern, measurable advertising platform in the big-screen segment

Company and Product

Disney Advertising offers the placement of brand messages within the content environment of Disney, Pixar, Marvel, Star Wars and National Geographic on the Disney+ platform. The platform reaches a broad audience and is used for campaigns in a brand-safe environment. Disney+ stands out through an environment that combines premium content with high user engagement. The effectiveness of the platform in terms of metrics such as brand awareness, purchase intent and ad recall has been demonstrated in various studies.

Target Audience

The ad-supported subscription of Disney+ (Ad Tier) reaches more than 2 million monthly ad-relevant users in the German-speaking region as of July 2025.

The audience structure shows the following demographic characteristics (Source: YouGov):

- Younger audience: 51 percent of users are between 14 and 39 years old
- Purchasing power: 50 percent of users have a household net income of more than 4,000 euros, 75 percent more than 3,000 euros
- Families: 41 percent of users have children under 14 years of age
- Acceptance: Ad acceptance is 73 percent

Formats

- Pre-roll and mid-roll advertising with spot lengths between 5 and 90 seconds
- Non-skippable ads to ensure guaranteed visibility
- Frequency cap of 2 contacts per hour or 4 contacts per day to maintain the user experience
- Campaign booking via Direct IO, Programmatic Guaranteed or Preferred Deals

joyn

Company and Product

Seven.One Media is the wholly owned sales subsidiary of Seven.One Entertainment Group. Through its platforms and channels, Seven.One Media reaches 63 million people per month. Together with its subsidiaries, including Smartstream.tv and esome advertising technologies, the company states that it covers 99 percent of adults in Germany. The streaming business, in particular the Joyn platform, is considered a key growth driver. With a focus on AVOD (ad-supported streaming) and an aggregator approach that combines content from both its own portfolio and partners, a reach of 10 billion ad impressions is projected for the current year.

Target Audience

The target audience includes the overall reach of Seven.One Media (63 million people per month), as well as users of Joyn and CTV/big-screen offerings, which are particularly relevant for addressable advertising. With the Big Screen Spot, up to 15 million unique devices and up to 800 million marketable ad impressions per month can be reached.

Formats

The advanced TV portfolio focuses on the big screen and Connected TV (CTV). The offering includes:

- Addressable TV: With various advertising formats.
- Total Video based on CFlight: A cross-channel product.
- Programmatic TV.
- Big Screen Spot: Bundles all Addressable TV and CTV inventory of the group to provide clients with easy access to addressable big-screen reach.
- Booking: Products can be booked via insertion order (IO) or programmatically, including through d-force.

CH LG Channels

Company and Product

LG Ad Solutions enables brands to leverage a globally available Connected TV platform. The platform includes more than 200 million LG smart TVs in households worldwide. In Germany, LG Channels provides access to more than 170 free, ad-supported live channels. The programming covers a wide range of genres, including films, news, sports, entertainment and family-friendly content.

A key advertising placement is the LG TV home screen, which is designed to ensure high visibility.

Target Audience

LG Ad Solutions is aimed at advertisers seeking to reach additional target audiences. The platform enables precise audience targeting based on proprietary smart TV data and Automatic Content Recognition (ACR) technology. The technology provides comprehensive insights into TV viewing behavior across both linear television and streaming and supports effective frequency management as well as campaign measurement.

Formats

- Placements: Advertising can be delivered both on the home screen and within LG Channels.
- Targeting and analytics: The use of ACR technology enables detailed analysis, precise targeting, frequency capping and campaign performance measurement, including brand lift studies.
- Objective: Scalable reach, diverse placements and measurable results within the CTV landscape.

MAGENTA TV

Company and Product

MagentaTV, operated by Deutsche Telekom, combines traditional television, streaming services (e.g. Netflix, Disney+, RTL+), media libraries and FAST channels on a single platform. In addition, customers can subscribe to the sports streaming service MagentaSport, which offers a broad range of live sports including football, ice hockey, basketball and hockey.

The available content portfolio includes MagentaSport with more than 500 hours of live coverage and over 3,000 live events per year, as well as up to 40 FAST channels, which Telekom is currently integrating into its portfolio step by step. Major sporting events such as the UEFA European Championships 2024 and 2028 or the FIFA World Cup 2026 are also regularly broadcast exclusively.

Target Audience

MagentaTV reaches a highly attractive premium audience. The gender distribution among viewers is nearly balanced, with 52 percent men and 48 percent women. More than half of the audience is between 30 and 59 years old, has at least one child and a high household net income. For campaign management and measurement, first-party data via emetriq (data and targeting partner), as well as detailed genre and title reporting, are available.

Formats

- Mid-roll advertising and digital ad breaks.
- Sponsorships and special advertising formats.
- Buying options: I/O via the MagentaTV and MagentaSport sales team, Programmatic Guaranteed Deals (PG) and, in the future, Open Auctions.
- More than 90 percent of MagentaTV usage and over 60 percent of MagentaSport usage takes place on Connected TV (big screen).

NETFLIX

Company and Product

Netflix positions its advertising offering as a premium environment characterized by high user attention and an attractive, exclusive audience. The focus lies on creating an advertising environment that is as compelling as the content itself. Netflix offers a comprehensive portfolio of advertising solutions to reach target audiences. The exact targeting mechanisms are based on users' first-party data. In addition, extensive tools for measurement and reporting are provided. These are designed to help advertisers transparently track the effectiveness of each campaign and optimize future campaigns. Netflix thus reinforces its position as an effective, high-attention and data-driven advertising environment within the growing streaming landscape.

Target Audience

According to internal data, ad-supported Netflix members in Germany spend an average of 36 hours per month on the platform, indicating very high viewing time. Studies also suggest that user attention remains high even after extended viewing sessions. 50 percent of Netflix members with an ad-supported subscription spend less than two hours per week watching linear television (GWI data), which represents a unique incremental reach opportunity. According to Lumen data, ad visibility on Netflix is 1.9 times higher compared to linear television.

Formats

- Standard advertising formats such as pre-roll and mid-roll video ads.
- Pause ads.
- Tailored creative partnerships and integrations that allow brands to become part of the content experience.

Paramount+

Company and Product

Paramount+ is the global subscription-based streaming service of Paramount. The offering includes content for all age groups, including exclusive original productions, films and programming from Paramount brands such as SHOWTIME®, BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and Smithsonian Channel™. The service is available in Germany, Austria, Switzerland (DACH region), the United States, Canada, the United Kingdom, France, Italy, Japan and Australia, among others. Since June 2025, an ad-supported subscription model (Ad Tier) has been available in the DACH region. Key titles in the DACH region include MobLand, Dexter, Star Trek, Yellowstone, Tulsa King, Landman, Germany Shore, Smile 2, Gladiator 2 and Sonic 3.

Target Audience

- Gender distribution: 55 percent men / 45 percent women.
- Age distribution: 13–17 years: 8 percent
  18–24 years: 11 percent
  25–34 years: 26 percent
  35–49 years: 29 percent
  50–64 years: 25 percent
  Average age: 38 years
- Household: 44 percent of households have children under 18 years of age.

Formats

- Ad formats: Pre-roll, mid-roll, sponsorships (Sponsored Billboard), pause ads (display format), first in break.
- Booking: Available via the Paramount Streaming Bundle or separately (via insertion order (IO) and programmatically) through all common demand-side platforms (DSPs).
- Targeting: Contextual targeting (by genre and episode level), geo-targeting and device-specific targeting are possible.
- Reporting: Available metrics include view-through rate (VTR), frequency capping, impressions and user reach per campaign. Third-party measurement solutions are implemented.

pluto tv

Company and Product

Pluto TV is a free, ad-supported streaming service from Paramount. The offering includes more than 200 live and original channels as well as thousands of on-demand movies. The service collaborates with leading TV broadcasters, film studios and media companies. Globally, Pluto TV records more than 80 million monthly active users and is available in 35 markets worldwide, including the United States, Europe and Latin America. In the DACH region, Pluto TV has been available since 2018 and is the leading FAST service. The platform can be accessed on TV devices, via web browsers, and as an app on smartphones and tablets. Key titles and channels in the DACH region include SpongeBob SquarePants, DAZN Darts, The Nanny, Hausmeister Krause, Star Trek: Enterprise, iCarly, Anger Management, Dynasty, Avatar and Married with Children. The service has strong relevance for nostalgic and genre-specific channels (e.g. comedy, crime and retro TV).

Target Audience

- Average age: 37 years.
- Household: 46 percent of households have children under 18 years of age.

The audience is therefore attractive for both family-related and genre-specific advertising.

Formats

- Ad formats: Mid-roll, sponsorships (Sponsored Billboard), pause ads (display format) and first in break are available.
- Booking: Available via the Paramount Streaming Bundle or separately (via insertion order (IO) and programmatically) through all common demand-side platforms (DSPs).
- Targeting: Contextual targeting (by genre and episode level), geo-targeting and device-specific targeting are possible.
- Reporting: Available metrics include view-through rate (VTR), frequency capping, impressions and user reach per campaign. Third-party measurement solutions are implemented.

Rakuten TV Enterprise

Company and Product

Rakuten TV Enterprise is a streaming platform in Europe that combines TVOD (Transactional Video-on-Demand), AVOD (Advertising Video-on-Demand) and FAST channels (Free Ad-Supported Streaming TV) and positions itself as a CTV-first publisher.

- Availability: Rakuten TV Enterprise is available in 43 European territories and reaches more than 150 million households via the pre-installed app and a branded button on smart TV remote controls.
- Technology: The streaming app was originally developed for smart TVs and is accessible via a direct button on the remote control, enabling usage on the largest screen.
- Network: The offering combines its own streaming platform with Rakuten-branded FAST movie channels and the premium network of third-party publishers within CTVision+.

Target Audience

The audience is considered a valuable complement to traditional TV viewers and many SVOD users. In Germany, it provides media planners with incremental reach to strengthen traditional TV campaigns. The audience values premium and brand-safe content and is receptive to high-attention advertising placements on the big screen.

Formats

- TVOD (Transactional Video-on-Demand; purchase/rental):
  Latest releases in high audio and video quality.
- AVOD (Advertising-Based Video-on-Demand; ad-supported on-demand):
  More than 10,000 on-demand titles, including films, documentaries and series from Hollywood and local studios, as well as exclusive content.
- FAST (Free Ad-Supported Streaming TV; ad-supported linear streaming):
  More than 500 channels, including 100 owned and operated (O&O) channels in Europe, as well as free linear channels from global and European broadcasters.
- Advertising solutions: Video advertising on the big screen, CTV billboards, sponsorships, content creation and distribution, as well as B2B solutions.
- Brand background: As part of the global Rakuten Group, Rakuten TV benefits from expertise in e-commerce, fintech and digital content.

RTL+

Company and Product

Ad Alliance is a cross-media sales house focused on video content on the big screen. The offering combines linear TV, streaming services such as RTL+, and additional digital video environments to ensure high-reach and brand-safe advertising placements. Ad Alliance brings together relevant big-screen inventory under one roof, including third-party video environments and CTV apps, in order to achieve high audience reach. The objective of Ad Alliance is to establish the big screen as a central advertising environment in the German market by combining high-quality content, increased CTV reach, technological capabilities and convergent sales approaches for scalable and effective video campaigns.

Target Audience

RTL+ complements the linear TV content of RTL Deutschland GmbH. With content such as series, films, live sports, music and podcasts, RTL+ addresses modern usage habits and reaches younger target audiences particularly effectively. By combining TV, digital, Addressable TV and additional channels, integrated communication solutions are created that combine reach with precise audience targeting.

Formats

- Ad formats: In addition to standard digital advertising formats, exclusive ad specials are offered that integrate brand messages into content in order to increase advertising effectiveness.
- Strategy: Ad Alliance positions itself as a “one-stop shop” for holistic advertising strategies, enabling cross-media campaigns including performance and effectiveness measurement from a single source.
- Programmatic buying: Inventory is accessible for programmatic buying via the joint venture d-force.

Samsung TV Plus

Company and Product

Samsung TV Plus is a free, ad-supported streaming service (FAST) that comes pre-installed on all Samsung smart TVs from model year 2016 onwards. The service is accessible without login or subscription.

- Offering: More than 150 live channels and a growing on-demand library with content from news, entertainment, sports, documentaries and series.
- Content examples: Content from partners such as ZDF Studios (e.g. Terra X and Bares für Rares), as well as series highlights such as Schitt’s Creek, Narcos and Yellowstone.
- Reach (DACH): More than 2.6 million monthly active users; viewing time increased by 16 percent in the first quarter of 2025 compared to the previous year.

Target Audience

Samsung TV Plus addresses a broad DACH audience on Samsung smart TVs. Ad placement ensures high attention, while targeting based on the world’s largest ACR dataset and Samsung mobile data enables precise segmentation and incremental reach measurement. The audience benefits from a user-friendly experience with minimal distraction and relevant advertising presence.

Formats

- Integration: Advertising placements can be booked both as spot placements within Samsung TV Plus and as native integrations on the home screen to achieve maximum visibility.
- Targeting & measurement: Precise targeting, optimization based on actual viewing behavior and device interactions, frequency control, as well as campaign performance measurement.
- Booking: The platform is available for programmatic buying and offers a wide range of ad formats.

waipu.tv

Company and Product

waipu.tv is an internet TV platform that combines traditional television with the possibilities of streaming. The goal is to provide a flexible and modern TV experience independent of cable or satellite reception. The platform includes more than 300 channels, including public-service, private and international programming, complemented by more than 130 Connected TV channels. These Connected TV channels offer content from areas such as web video, entertainment, gaming, documentaries and special interest (e.g. Sallys Welt, JP Performance). Content is available either live or on demand. waipu.tv can be used on nearly all devices, such as smart TVs, Fire TV, Apple TV, smartphones, tablets and via proprietary streaming hardware (waipu.tv stick/box). Convenience features such as multiroom streaming, recording, pause, restart of programs and network personal video recorder (Net-PVR) are integrated. More than 90 percent of usage takes place at home on the big screen.

Target Audience

With more than 2 million paying subscribers (as of May 2025), waipu.tv has significant Connected TV reach. Understanding of viewers is based on first-party login data and TV content usage.

- Gender distribution: Predominantly male (approx. 60 percent).
- Age: Average age approx. 49 years.
- Socioeconomics: Users are considered high-income and predominantly live in urban regions.

Formats

waipu.tv offers modern CTV inventory with premium KPIs. These include:

- Dynamic Ad Substitution (DAS) in selected linear TV channels.
- Dynamic Ad Insertion (DAI) in the Connected TV channels.

The platform ensures 100 percent viewability, a high view-through rate (>90 percent) and brand safety based on TV content. Audience-specific and contextual targeting, as well as programmatic buying with all deal types, enable advertisers and agencies to access inventory directly.

WOW

Company and Product

Sky Media offers a CTV portfolio that combines presence on the television screen with digital audience targeting. Media consumption via CTV continues to grow steadily, and Sky has established itself as a key player in this environment.

- Platforms: The content offering is delivered via Sky's own platforms, Sky Q, Sky Stream and the streaming service WOW.
- Usage and reach: Around 90 percent of Sky households use CTV, generating more than 30 million video starts per month, while view-through rates (VTR) reach up to 98 percent. Sky/WOW ranks second in user reach among ad-supported VOD providers (Source: CPS GfK streaming survey, directly behind Prime Video).

- Content portfolio: The portfolio includes a broad live sports offering (including Bundesliga and Formula 1), exclusive series, a wide selection of films (including blockbusters), documentaries and Sky Originals. The content is considered high-quality and emotionally engaging.

Target Audience

The target audiences are considered trend-conscious, brand-affine and high-income. The precise delivery of campaigns on the big screen minimizes spillover effects and enables targeted communication with the desired audience. The low ad load (a maximum of two minutes per ad break) ensures that viewers experience little advertising competition during commercial breaks.

Formats

“Total Video Advertising” enables advertisers to reach target audiences on the big screen.

- Sports environment: CTV inventory can also be booked in sports environments, both via the streaming service and, since July 2025, via the Q smart TV apps.
- Placement: Advertising placements are typically delivered as non-skippable pre-rolls directly before content, ensuring strong visibility on the big screen.
- Booking: Campaigns can be booked both directly (IO-based) and programmatically.
- Targeting: Precise targeting enables campaigns to be delivered to the desired audience.
- Synergies: Booking through Sky Media is suitable for extending the reach of campaigns already running on other streaming providers.

YouTube is a global online video platform that also plays a central role in digital media consumption in Germany and offers advertisers enormous reach across a wide range of target audiences. YouTube enables companies to address consumers in a high-attention environment using a variety of advertising formats, including in-stream video ads, display ads, Shorts and mastheads. Thanks to precise targeting capabilities based on Google data, spillover effects can be minimized and specific marketing objectives, ranging from brand awareness to performance, can be achieved efficiently. YouTube is available across all devices and has established itself as an important channel, particularly on Connected TV (CTV).

Company and Product

Zattoo is a TV streaming provider operating in the segments end-user streaming, TV-as-a-Service and advertising. The offering includes 1,500 channels and reaches more than 3 million users per month. In January 2026, the company was ranked industry leader for the third consecutive time by the magazine Chip. With a monthly streaming volume of around 70 million hours, Zattoo generates 100 million ad requests (AR) per month in both Germany and Switzerland. Partnerships exist with companies such as HBO Max, Paramount+, Rakuten, Sky and wedotv. The focus lies on the big screen: the CTV share of video inventory amounts to 88 percent in Germany and 75 percent in Switzerland.

Target Audience

The user base is characterized by a balanced age structure. In particular, the high proportion of users over the age of 35 and the strong presence within the best ager audience differentiate Zattoo from providers with significantly younger audiences. For campaign delivery, high-quality first-party data is available alongside interest targeting, genre and category options, as well as geo- and device-based targeting.

Formats

- Classic pre-rolls and mid-rolls, as well as display formats.
- Innovative solutions such as Dynamic Ad Substitution (DAS) within the linear stream, Dynamic Ad Insertion (DAI) in content without native ad breaks, as well as the Branding Day in Switzerland with exclusive branding surrounding the live stream.
- Additional formats such as pause ads are currently in development.
- Booking via direct orders (IO) as well as programmatically via Programmatic Guaranteed, Preferred Deals or PMPs.

Ad Server

Ad servers are indispensable in the big-screen environment, as they enable precise delivery control, data-driven analysis and efficient optimization of video campaigns. The following section presents leading and market-relevant ad servers with innovative solutions that sustainably enhance the success of big-screen advertising.

ADITION

Company and Product

The Adition ad serving platform by Virtual Minds is a modular solution for managing the sales and purchasing of digital advertising inventory. It supports ad management tailored to the delivery of digital advertising formats and provides a technological foundation for online marketing assets. The platform is aimed at advertisers, agencies, publishers and sales houses and is designed to increase marketing and monetization efficiency.

Target Audience

Adition supports advertisers, agencies, publishers and sales houses in the cross-channel and targeted monetization of digital inventory. The platform enables campaign delivery across relevant channels using individual audience logic and targeting options.

Formats

- Modularity & flexibility: Customizable inventory structures, compatible with various IDs (e.g. cookies, MAIDs, ID providers), supporting individual monetization models.
- Multichannel & targeting: Campaign delivery across different channels with precise targeting.
- Multi-format & goal orientation: Measurement of campaign success using metrics such as ad requests, impressions, clicks, events or viewability.

Campaign Manager 360

Campaign Manager 360 (CM360) is a web-based ad management system (ad server) developed by Google. It is used by advertisers and agencies for the centralized delivery, management and measurement of digital advertising campaigns across various channels, including web, mobile, video and CTV. Core functionalities include the uploading and management of creatives (trafficking), ad delivery, as well as detailed reporting on campaign performance, verification and cross-channel conversion measurement using Floodlight tags. CM360 integrates with other Google Marketing Platform products such as DV360, enabling a consolidated view of advertising activities.

EQUATIV

Company and Product

The Equativ Ad Server serves as a central control unit for advertising processes on the publisher side. It includes inventory management, handling of direct bookings, integration of programmatic demand and detailed analytics functionalities.

- Seamless data integration: Publishers can directly leverage their first-party data from various sources, such as CRM (Customer Relationship Management), DMP (Data Management Platform) and CDP (Customer Data Platform), within the ad server, supporting privacy-compliant targeting and the creation of audience packages.
- Unified Auction: All demand sources (direct, private marketplace, header bidding) compete simultaneously for each impression, which is intended to generate higher bids and better inventory utilization.

Target Audience

The Equativ Ad Server is aimed at publishers seeking to monetize their advertising inventory efficiently. The platform supports precise targeting, audience extension and access to additional demand through the Equativ marketplace. Publishers can also monetize their audiences beyond their own properties and benefit from privacy-compliant first-party data integrations.

Formats

- Customizable ad formats: Native ad templates that can be integrated into the design of websites or apps to improve user experience and advertising effectiveness.
- Targeting: Standard attributes such as geo or demographic data, as well as complex logical targeting based on context, keywords or user behavior.
- Audience extension & demand: Access to Equativ marketplace demand and the ability to monetize audiences across third-party sites.

Google Ad Manager

Google Ad Manager is a platform for the delivery of digital advertising that helps publishers manage advertising campaigns across websites, mobile apps and Connected TVs. The ad server and SSP form the core components of the platform. Google Ad Manager enables publishers to control the placement of ads on their digital platforms, define pricing for advertisers and use detailed reporting to optimize revenue generation. Further information: https://admanager.google.com/home/

smartclip

Company and Product

smartclip, the ad tech company of RTL Group, provides ad tech solutions for European broadcaster inventory, including TV, digital video and audio advertising. The company delivers an infrastructure specifically developed for European broadcasters and designed to address industry-specific challenges. smartclip follows a privacy-centric approach to the processing and management of usage data. The smartx platform provides broadcaster groups with access to TV data as the foundation for digital advertising products and targeted monetization. It is a full-stack solution and includes:

- smartclip's proprietary ad server
- an integrated supply-side platform
- the TV Data Management Engine
- the Addressable TV Suite
- access to the measurement technologies of subsidiary company Realytics

The platform is SSAI-compatible, supports multi-marketplace partnerships and enables the management of in-stream, out-stream, Connected TV and Addressable TV inventory while ensuring GDPR (General Data Protection Regulation) compliance.

Target Audience

smartclip is aimed at European broadcasters and publishers seeking to efficiently monetize their TV and digital inventory. The platform enables targeted advertising based on TV data, optimizes delivery across different devices and channels, and simultaneously supports privacy and ID management. Audience-relevant advertising delivery is carried out in a privacy-compliant manner and addresses both linear live and on-demand content.

Formats

- Ad operations & management: Customized inventory management for major TV broadcasters, integrated ad operations tools for creative approval, forecasting and error analysis.
- Advertising formats: In-stream, out-stream, Connected TV, Addressable TV; seamless handling of RTB (Real-Time Bidding) and IO (Insertion Order) demand.
- Targeting & technology: smart ID Hub for the management of user information for DSPs and DMPs, SSAI compatibility, multi-marketplace integration, and a complete full-stack solution for ad serving and reporting.

SpringServe

Company and Product

Magnite SpringServe Ad Server provides functionality for streaming TV providers in the field of video advertis-ing. The platform supports inventory management, the creation of customized advertising experiences, imple-mentation of ad pod logic (podding), yield management, as well as new advertising formats such as homepage banners and pause ads.

- Technical integration: Ad serving and programmatic delivery reduce complexity and optimize invento-ry management across multiple platforms. Magnite SpringServe enables publishers to integrate pro-grammatic campaigns and create competition between all advertising formats, for example direct and programmatic sales.

- Usage: The technology is used by international and local media companies across various customer segments, including broadcasters, OEMs, network operators and streaming publishers. The platform supports the development of new functionalities, particularly in Addressable TV, Digital Out-of-Home (DOOH) and audio environments.

The next generation of Magnite SpringServe combines ad serving and programmatic SSP functionality within a single platform, simplifies buyer access to inventory and supports scalability as well as the monetization of every impression.

Target Audience

The platform is aimed at streaming TV providers, media companies, OEMs (Original Equipment Manufacturers), network operators and publishers seeking to monetize their video inventory and integrate programmatic campaigns. Magnite SpringServe enables the optimization of advertising placements while simultaneously protecting brand integrity (brand safety) and the user experience. The focus lies on the precise delivery of relevant advertising based on user behavior and content, including frequency control, competitive separation and ad deduplication.

Formats

- Content management & ad operations: Management and monetization of streaming content, reporting tools, real-time troubleshooting, combined delivery of all ad formats (direct and programmatic).
- User experience & ad delivery: Control over ad delivery, brand safety, manual and automated processes supported by computer vision and AI.
- Yield & partner management: Integration via oRTB (Open Real-Time Bidding) through SSPs and DSPs as well as direct connect, revenue optimization based on metrics such as revenue per second and fill rates, forecasting.

Supply-Side-Plattformen

In the field of big-screen advertising, programmatic sales platforms, known as supply-side platforms (SSPs), are becoming increasingly important. They are essential for efficiently managing available advertising inventory, maximizing revenue and optimizing the delivery of campaigns.

The following chapter provides a comprehensive overview of relevant and important SSP providers for the big-screen advertising market in Germany. It is important to understand that, at the current point in time (as of 2025), there is no holistic SSP that covers all inventory.

adform

Company and Product

Adform is an independent ad tech provider with more than 20 years of experience in the industry. The integrated advertising platform offers a solution for data-driven digital advertising, including large-screen environments such as Connected TV, Digital Out-of-Home (DOOH) and in-stream video. The platform combines a demand-side platform (DSP), supply-side platform (SSP), data management platform (DMP) and ad server within a single interface. This is intended to enable efficient and transparent campaign management across all channels, including so-called big screens.

Adform emphasizes compliance with the GDPR (General Data Protection Regulation), transparent data processing and independence from major US platforms. The company relies on augmented intelligence and its own identity solution to drive innovation in the advertising market.

Target Audience

Adform is aimed at advertisers, agencies and publishers seeking to implement data-driven campaigns across all channels. Within the big-screen advertising segment, the platform enables access to scalable inventory and precise targeting based on privacy-compliant user data. The integration of first-party data, AI-supported optimization and real-time analytics supports the effective targeting of relevant audiences and the continuous improvement of campaigns.

Formats

- Big-screen environments: Connected TV, Digital Out-of-Home (DOOH), in-stream video.
- Auction models: Open auction, Programmatic Guaranteed and private deals.
- Functions: Integration of first-party data, AI-supported optimization, real-time analytics and cross-channel campaign management through a unified platform.

EQUATIV

Company and Product

Equativ's supply-side platform (SSP) is designed for the monetization of advertising inventory on the publisher side. It serves as a central solution through which advertising revenues from direct bookings, programmatic trading and private deals can be managed. Equativ integrates ad server functionalities directly into the SSP, enabling all revenue sources, including real-time bidding, Programmatic Guaranteed and private marketplace deals, to be handled within a unified workflow. The objective is to reduce complexity and increase efficiency in inventory and revenue management. A particular focus lies on the monetization of video and Connected TV inventory. Through the acquisition of Nowtilus, Equativ supports server-side ad insertion (SSAI), which is suitable for live-streaming and on-demand environments.

Target Audience

The platform is aimed at publishers, particularly those with video and CTV inventory, seeking to optimize advertising revenue across multiple sales models. Publishers are directly connected to a wide range of demand-side platforms (DSPs), which can increase competition for impressions and contribute to higher eCPMs (effective cost per mille) as well as improved fill rates.

With regard to a future without third-party cookies, Equativ supports privacy-compliant targeting approaches based on first-party data, alternative IDs and contextual targeting.

Formats

- Yield & revenue management: Algorithm-driven, dynamic prioritization of demand sources with the option for publishers to define their own rules and priorities.
- Programmatic & direct business: Support for RTB (Real-Time Bidding), Programmatic Guaranteed and private marketplace deals within a unified technology stack.
- Video & CTV formats: Focus on video and CTV monetization, including SSAI for live-streaming and on-demand environments.

Google Ad Manager

Google Ad Manager is a platform for delivering digital advertising that helps publishers manage advertising campaigns across websites, mobile apps and Connected TVs. The ad server and SSP form the core components of the platform. Google Ad Manager enables publishers to control the placement of advertisements on their digital platforms, define pricing for advertisers and leverage detailed reporting for revenue optimization. Further information: https://admanager.google.com/home/

Index Exchange

Company and Product

Index Exchange is a global supply-side platform for advertising that enables media owners to maximize the value of their content across every screen. As a trusted partner and ally, Index Exchange connects leading content and experience providers with the world's largest brands to ensure a high-quality user experience for consumers. Index Exchange is an industry pioneer with more than 20 years of experience accelerating the evolution of ad technologies. Through radically transparent business practices and a strong commitment to maximum market efficiency, the company is dedicated to maintaining the integrity of the entire programmatic ecosystem. Index Exchange's global teams are committed to advancing industry standards and building technologies that deliver scalability, efficiency and long-term value for clients and partners. Further information is available at: www.indexexchange.com

Target Audience

Index Exchange is aimed at premium streaming TV publishers and broadcasters seeking to optimize and monetize their high-quality inventory within brand-safe environments. Advertisers and agencies benefit from access to scalable, premium inventory, transparent auction mechanics and reliable signals that support effective, data-driven campaign activation across big-screen channels.

Formats

- Big-screen video inventory: CTV, OTT and premium digital video through global publisher partnerships.
- Programmatic models: Open Auction, Private Marketplace (PMP) and Programmatic Guaranteed (PG).
- Quality and transparency: Brand-safe environments, transparent auctions and industry standards that ensure efficient and trustworthy access to premium inventory.

Magnite

Company and Product

Magnite is an independent sell-side advertising company. Publishers use the technology to monetize their content across various channels and formats, including Connected TV, online video, display and audio. The platform is used by agencies and brands for advertising transactions. Magnite's SSP technology supports media companies in maximizing advertising revenue across live and VOD inventory, as well as within Addressable Linear, CTV and OTT (Over-the-Top) environments. Magnite invests in the development of software solutions to drive innovation in the areas of automation, inventory optimization and seller mechanics.

Target Audience

The target audience includes media companies and publishers seeking to monetize their content across different channels. Agencies and brands use the platform for advertising transactions in video environments. Magnite provides workflows, tools and insights that support the management of high-quality advertising experiences and help realize the value of advertising inventory.

Formats

- Supported environments and formats: Connected TV, online video, display, audio, live and VOD inventory, Addressable Linear, CTV and OTT environments.
- Functions: Automation, inventory optimization, as well as tools and insights for the management and monetization of premium advertising inventory.

PubMatic

Company and Product

PubMatic is an independent technology company that provides a sell-side platform (SSP). The platform focuses on transparency, efficiency and innovation within the digital advertising value chain. In the area of digital video monetization, PubMatic aims to optimize the monetization of premium publishers' video inventory. PubMatic positions itself as a provider of advertising technology for digital video monetization.

Target Audience

Advertisers can reach their audiences in high-quality and brand-safe environments. Through data-driven targeting and transparency, media buyers gain the ability to activate campaigns and select inventory using enriched audience signals. Publishers benefit from tools for monetization and ad pod configuration, as well as from the efficient structuring of the programmatic supply chain.

Formats

- Big-screen video inventory: CTV, OTT, ATV and OLV (Online Video), available through direct publisher relationships on the SSP.
- Programmatic models: OMP (Open Marketplace), PMP (Private Marketplace), PG (Programmatic Guaranteed) and curated deals.
- Quality & safety: Collaboration with verification providers to ensure brand safety and transparent access to inventory.

publica by IAS

Company and Product

Publica by IAS is a CTV ad server that enables CTV content providers to maximize revenue while delivering a high-quality viewing experience to users. As a CTV ad server, Publica features a fully agnostic auction system that treats all demand equally. The platform was specifically developed for programmatic CTV and combines all functionalities expected from an ad server. These include campaign management and forecasting, as well as many unique features specifically designed for CTV advertising. The platform offers simple, comprehensive control over pod composition and optimization based on entire ad breaks rather than CPMs alone.

Publica can be integrated quickly and easily through a simple endpoint URL provided to the preferred SSAI partner. The platform includes more than 60 integrated ORTB (Open Real-Time Bidding) connections to both SSPs and DSPs, which can be activated with a single click. All additional demand integrations can be enabled via a simple VAST (Video Ad Serving Template) tag. The platform's capabilities include an ad server with full functionality for deal creation, management of programmatic and direct demand, forecasting and reporting.

The Unified Ad Auction consolidates all demand sources, including SSPs, DSPs, direct deals and PMPs (Private Marketplaces), in an agnostic manner to maximize the value of every ad impression through pod-based decision-making. This is complemented by a content and brand safety platform for complete demand control and filtering, server-side ad insertion (SSAI) for seamless delivery, advanced ad pod management with complex rules such as session-level frequency capping and competitive separation, as well as reporting and analytics functionalities with detailed real-time data on campaign performance and inventory health.

Target Audience

The primary customer base consists of TV OEMs, broadcasters, CTV content providers and advertising agencies. Major broadcasters are companies transitioning from linear television to digital streaming and from direct sales to combined direct and programmatic models. The value proposition lies in revenue maximization through pod-based optimization rather than slot-based optimization, as well as simplified management and control of programmatic demand and ad breaks resembling traditional linear television.

OTT and CTV publishers are companies focused exclusively on streaming and CTV content, such as TV OEMs (Original Equipment Manufacturers), app owners and FAST (Free Ad-Supported Streaming TV) channels. Publica provides them with easy-to-implement, demand-neutral auction technology for transparent revenue maximization without preferential treatment.

Media sales houses and advertising networks responsible for selling CTV inventory benefit from revenue maximization for their publisher partners as well as simplified management of programmatic demand partners.

Formats

Publica by IAS supports the monetization of all digital video formats and platforms, including:

- Connected TV (including VOD and FAST)
- Web
- Mobile
- Pause ads

smartclip

Company and Product

smartclip, the ad tech company of RTL Group, provides ad tech solutions for European broadcaster inventory, including TV, digital video and audio advertising. The company delivers an infrastructure specifically developed for European broadcasters and designed to address industry-specific challenges. smartclip follows a privacy-centric approach to the processing and management of usage data.

The smartx platform provides broadcaster groups with access to TV data as the foundation for digital advertising products and targeted monetization. It is a full-stack solution and includes:

- smartclip's proprietary ad server
- an integrated supply-side platform
- the TV Data Management Engine
- the Addressable TV Suite
- access to the measurement technologies of subsidiary company Realytics

The platform is SSAI-compatible, supports multi-marketplace partnerships and enables the management of in-stream, out-stream, Connected TV and Addressable TV inventory while ensuring GDPR (General Data Protection Regulation) compliance.

Target Audience

smartclip is aimed at European broadcasters and publishers seeking to efficiently monetize their TV and digital inventory. The platform enables targeted advertising based on TV data, optimizes delivery across different devices and channels, and simultaneously supports privacy and ID management. Audience-relevant advertising delivery is carried out in a privacy-compliant manner and addresses both linear live and on-demand content.

Formats

- Ad operations & management: Customized inventory management for major TV broadcasters, integrated ad operations tools for creative approval, forecasting and error analysis.
- Advertising formats: In-stream, out-stream, Connected TV, Addressable TV; seamless handling of RTB (Real-Time Bidding) and IO (Insertion Order) demand.
- Targeting & technology: smart ID Hub for the management of user information for DSPs and DMPs, SSAI compatibility, multi-marketplace integration, and a complete full-stack solution for ad serving and reporting.

YIELDLAB

Company and Product

The Yieldlab supply-side platform (SSP) by Virtual Minds is a solution designed to support publishers and sales houses in managing yield optimization within an environment characterized by multiscreen usage and automated media trading. The SSP combines all digital advertising channels within a central platform and enables cross-channel monetization.

Through the Yieldlab SSP, publishers can reach audiences across digital devices such as desktop, TV, second screen, smartphone, Digital Out-of-Home (DOOH) screens and cinema environments. In the video sector, Yieldlab supports all common oRTB (Open Real-Time Bidding) video standards to ensure scalable and standards-compliant delivery of video inventory.

Target Audience

The platform is aimed at publishers and sales houses seeking to reach audiences across multiple digital devices through cross-channel monetization.

Yieldlab supports efficient partnerships between publishers and buyers and serves as a foundation for automated media trading.

Formats

- Holistic yield optimization: Automated monetization of the entire media inventory across all digital channels – both programmatic and IO-based – from a single platform.
- Programmatic deal management: Yieldlab Direct Connect (YDC) with agency-specific functionalities supporting supply path optimization.
- Video standards & partnerships: Support for all common oRTB video standards as well as efficient mapping of partnerships between publishers and media buyers.

Demand-Side Platforms

Within the dynamic environment of big-screen advertising, demand-side platforms (DSPs) play a crucial role in effectively managing advertising activities across large screens. With the right tools, target audiences can be addressed precisely, campaigns optimized in real time and the greatest possible campaign success achieved.

For classification purposes, it is important to understand that the advertising market – and especially the video advertising market – is highly fragmented. This means that more than one DSP must be used in order to gain access to all relevant video inventory. Many inventories are offered only in silos within individual platforms.

In this compass, demand-side platforms relevant to the German market present themselves and provide an overview of their service portfolios. Their core functionalities, unique features and application possibilities are explained in order to provide an optimal initial overview.

ACTIVE AGENT

Company and Product

The Active Agent demand-side platform (DSP) by Virtual Minds is a fully integrated omnichannel DSP in the German-speaking market. It enables efficient, data-driven planning, booking and optimization of programmatic advertising across channels, including display, mobile, native, video, DOOH, cinema, digital audio and (programmatic) TV. As a technology-driven platform, Active Agent stands for automated, value-oriented media buying based on state-of-the-art data and targeting logic. The focus lies on the cross-platform activation of premium video inventory – ranging from traditional TV and CTV to standardized digital video formats such as in-stream and out-stream.

Target Audience

The platform is aimed at advertisers seeking cross-channel and data-driven delivery of premium media inventory. It enables the combination of linear television with digital big-screen targeting and the activation of new audiences in high-attention environments such as airports, train stations, shopping centers and cinemas.

Formats

Channel diversity for high-impact campaigns:

- Big Screen – CTV, PTV & ATV: Intelligently combining the reach of linear television with the targeted delivery of digital big-screen channels.
- DOOH and cinema: Visibility in high-attention environments for broad reach and access to new audiences.
- Video, display, mobile, native and audio: Support for all common IAB (Interactive Advertising Bureau) standards, such as UAP (Universal Ad Package) and MMA (Mobile Marketing Association) standards, as well as native, creative and audio advertising formats – serving as versatile additions for high-reach, multisensory campaigns.

amazon DSP

Company and Product

Amazon DSP provides advertisers with a comprehensive solution for purchasing digital advertising campaigns. As a technology platform, Amazon DSP enables access to premium advertising inventory both within and outside the Amazon ecosystem across various ad formats and devices.

Advantages of Amazon DSP

- Provides a holistic approach with access to premium advertising inventory across a wide range of publishers, formats and devices.
- Utilizes extensive signals from the Amazon network in combination with third-party data for precise targeting.
- Enables AI-supported optimization for effective delivery across the entire conversion funnel.
- Offers attractive conditions such as low technology fees and flexible deal activation.

Target Audience

Amazon DSP is aimed at advertisers seeking to manage data-driven digital campaigns across multiple publishers, devices and formats. The DSP enables precise targeting based on Amazon first-party signals combined with third-party data and supports efficient budget allocation with demonstrably increased reach.

Formats

Within the area of programmatic trading, Amazon DSP offers various innovative functionalities:

- Delivery Troubleshooter: Analysis and optimization of ad delivery.
- Frequency Capping: Precise control of advertising exposure.

- Inventory Hub: Simplified management and performance measurement of advertising inventory.
- Access to premium advertising inventory from leading publishers and SSPs through direct integration.
- AI-supported optimization: Frequency models and optimization controls for efficient budget allocation and up to 26 percent increased reach.

Amazon DSP has therefore established itself as a central technology solution for data-driven digital advertising with sustainable ROI.

Display & Video 360

Google Display & Video 360 (DV360) is Google's demand-side platform within the Google Marketing Platform (GMP) for the programmatic buying and delivery of media campaigns across all channels. DV360 provides access to premium inventory, including YouTube and Connected TV, and leverages Google AI for optimized bidding strategies and precise audience targeting. The platform combines campaign management, audiences, creatives, inventory and analytics within a single environment, enabling efficient, data-driven campaign execution. Through seamless integration with other GMP products such as Google Analytics 4 and Campaign Manager 360, workflows can be optimized and holistic performance measurement can be achieved. DV360 provides media experts with a powerful solution for cross-channel programmatic strategies featuring intelligent frequency management and transparent insights.

theTradeDesk

Company

In the fragmented big-screen and CTV market, The Trade Desk follows an open and interoperable approach. In contrast to closed ecosystems, the platform relies on a cross-platform infrastructure that provides advertisers with maximum control, transparency and flexibility. Advertisers gain access to a wide range of premium content across different publishers, devices and providers. These include traditional broadcasters such as RTL, ProSiebenSat.1 and Sky, as well as international streaming providers (e.g. Netflix, Disney, Paramount) and aggregators such as waipu.tv, Zattoo and DAZN. A key characteristic is the openness toward various data, inventory and measurement partners, as well as the high level of transparency regarding media spending, placements and performance.

Target Audience

The Trade Desk is aimed at advertisers and agencies seeking scalable, data-driven and measurable advertising within the big-screen and CTV environment. Through the use of first-party, third-party and retail data, as well as the integration of proprietary customer data (e.g. CRM systems), audiences can be targeted granularly based on geography, interests and behavior. This is particularly relevant in the CTV sector, where traditional cookie mechanisms are not applicable.

The platform also enables cross-channel attribution and the analysis of incremental reach generated by CTV compared to linear TV, supporting objective campaign performance evaluation.

Formats

- Inventory & reach: Access to premium big-screen inventory across CTV, streaming, addressable linear TV environments and additional digital screens.

- Data & targeting: Use of first-party, third-party and retail data, integration of external data sources and proprietary CRM data; granular audience targeting without cookie dependency.
- Optimization & technology:
  - Access to more than 15 million advertising opportunities per second
  - AI and machine-learning algorithms for real-time optimization of bidding strategies
  - Efficient, campaign goal-based delivery across all screens

Measurement & transparency: High transparency regarding media spending and performance, support for independent measurement and analytics partners, as well as evaluation of incremental reach within the big-screen environment.

Ad Verification and Measurement Capabilities

Within the field of big-screen advertising, measurability and quality assurance are becoming increasingly important. In order to accurately track and optimize campaign success, it is essential to understand reliable measurement capabilities and ad verification methods. As previously outlined, the video advertising market – especially within the big-screen sector – is highly fragmented and currently lacks a unified standard. To provide the best possible overview of available ad verification solutions, the following chapter offers a comprehensive insight into the different approaches and tools used to measure relevant quality metrics, such as the reach and impact of digital video campaigns on the big screen. It also explains how ad verification helps ensure compliance with standards, prevent fraud and safeguard campaign quality. The objective is to provide the necessary knowledge for managing advertising transparently and effectively.

In principle, it should be noted that technical measurement can only be carried out reliably if a technical integration in the form of an SDK (Software Development Kit) integration is available on the respective platforms. Another challenge is the server-side ad insertion used by platforms, which currently creates difficulties for the market participants mentioned above and complicates clear measurement capabilities and results.

Ad Verification

brand metrics

Company and Product

Brand Metrics is a provider of brand lift measurement solutions specializing in the CTV and streaming environment. Since 2018, the company has automated the measurement of advertising effectiveness for leading media companies such as The New York Times, The Washington Post, News Corp, Bloomberg and many others. Brand Metrics develops panel-free, scalable and cost-efficient solutions that are directly integrated into media companies' technologies in order to collect brand lift data accurately, quickly and in a privacy-friendly manner.

Target Audience

Brand Metrics' solutions are aimed at advertisers, media planners and publishers seeking to demonstrate the effectiveness of big-screen and CTV campaigns in a transparent and measurable way. With a focus on accuracy, scalability and speed, Brand Metrics enables the measurement of even the smallest campaigns and creates comparability across different platforms. This provides reliable benchmarks and supports data-driven decisions for future investments.

Formats

Brand Metrics measures brand lift directly on CTV devices within the streaming environments in which advertisements are viewed. Every campaign delivers consistent core metrics for:

- Awareness
- Consideration
- Preference
- Action Intent

The methodology is panel-free and automated, enabling analysis across individual campaigns, time periods and platforms, thereby providing advertisers with reliable and scalable insights for their big-screen strategies.

Cint
Accelerating insights.

Company and Product

Cint is a provider of market research and measurement technologies that connects companies with a network of more than 800 panel providers and suppliers. This network provides access to more than 200 million participants across approximately 130 countries. Lucid Measurement by Cint offers a platform for capturing the effectiveness and brand lift of omnichannel advertising campaigns and provides this data within an always-on dashboard.

Target Audience

Cint's solutions are aimed at advertisers, media owners, media partners and agencies seeking to measure and optimize the effectiveness of cross-platform campaigns. The platform enables users to monitor changes and adjustments in real time and manage campaigns based on precise, data-driven insights.

Formats

- Cross-channel campaign metrics across all relevant channels.
- AI-supported analytics and data visualizations for measurable results.
- Data export as PowerPoint presentations, raw data or spreadsheets for use in campaign optimization and presentations.

DV
DoubleVerify

Company and Product

DoubleVerify (DV) is a leading provider of measurement and protection solutions for streaming TV (CTV). The company offers technologies for the authentication, optimization and protection of digital video advertising and supports advertisers in maximizing brand reach. DV works closely with publishers and platforms to ensure the quality, visibility and safety of advertising inventory and provides comprehensive measurement solutions accredited by industry organizations such as the MRC.

Proprietary technologies such as DV Video Filtering enable more efficient use of advertising budgets by ensuring that ads are delivered only within suitable inventory.

Target Audience

DoubleVerify's solutions are aimed at advertisers, media planners and brands seeking high-quality, secure and transparent advertising placements within an increasingly fragmented big-screen market (CTV). The target audience benefits from detailed insights into impression quality, user interaction and media authentication in order to minimize media waste and protect brand value.

In addition, AI-supported optimization solutions (DV Scibids AI™) can be used to individually improve campaign performance.

Formats

DoubleVerify supports the optimization and protection of programmatic advertising across all streaming TV channels through:

- Media authentication: Pre-bid checks, MRC-accredited measurement, fraud protection and protection against extension networks.
- Performance optimization: Use of attention signals and granular insights into user interaction and ad presentation.
- AI-supported optimization: Custom algorithms designed to maximize ROI, minimize costs and improve campaign management efficiency.
- DV Video Filtering technology: Filters unsuitable inventory and efficiently redirects impressions to optimize media buying and ad delivery.

IAS
INTEGRAL AD SCIENCE

Company and Product

Integral Ad Science (IAS) is a provider of measurement and verification solutions for digital advertising and CTV. The company offers technologies for measuring viewability, transparency, brand safety and fraud prevention. IAS helps advertisers use budgets efficiently, deliver campaigns on CTV devices within safe applications and desired geographic locations, and achieve measurable results. The company is a founding member of the Open Measurement Working Group of the IAB Tech Lab (Interactive Advertising Bureau Technology Laboratory) and has played a key role in the introduction of the OM SDK (Open Measurement SDK) for CTV in order to ensure standardized measurement of viewability and interaction.

Target Audience

IAS solutions are aimed at advertisers, media planners and brands seeking to precisely reach audiences and effectively measure and optimize campaigns within the growing CTV market. IAS enables transparency at device and content level, supports the prevention of media waste and ad fraud, and ensures that advertisements are delivered only to active viewers. In addition, advertisers benefit from MRC (Media Rating Council)-accredited viewability, pre-bid transparency and comprehensive brand safety protection.

Formats

IAS supports the delivery and measurement of advertising on CTV through:

- Total Visibility for CTV: Detailed insights into media spend, viewability and media quality to optimize campaigns and increase ROI.
- OM SDK support: Standardized measurement of viewability, device type, viewing duration and TV inactivity.
- Transparency & content metadata: Publisher declaration of content metadata enables an open ecosystem for scalable programmatic CTV buying.
- Ad fraud protection: Prevention of fraudulent impressions, monitoring of invalid sources and filtering of non-CTV devices.
- Brand safety at content level: Ensuring relevant and brand-safe delivery within CTV, especially compared to long-tail content in the open web.
- MRC-accredited viewability & SIVT (Sophisticated Invalid Traffic) measurement: Certification for viewable, authentic CTV impressions delivered to active viewers.
- Advertising impact & research integration: Use of market research data to analyze audiences, market trends and campaign performance.

Performance Measurement

In addition to classic metrics such as impression and completed-view measurement, direct-response measurement is becoming increasingly relevant. This includes, for example, performance-based measurement on websites following the delivery of a spot within the CTV environment. This type of measurement makes it possible to determine the direct impact of awareness campaigns and derive meaningful insights.

It is important to note that direct-response measurement is not possible on all streaming platforms. The following section introduces relevant performance measurement providers and explains their capabilities for performance measurement within the big-screen environment.

INNOVID

Company and Product

Innovid is an independent platform for the delivery, personalization and measurement of advertising across linear television, digital TV (CTV, ATV, VOD, OTT) and digital channels. With a global network and state-of-the-art technology, Innovid helps brands maximize advertising impact across channels. InnovidXP is Innovid's always-on measurement solution, specifically developed for the requirements of converged TV advertising and enabling privacy-compliant real-time measurement.

Target Audience

InnovidXP is aimed at advertisers seeking to precisely measure the reach, frequency and effectiveness of their campaigns across linear, OTT and CTV platforms. The solution captures website visits, app installs and conversions and provides two attribution models – view-through attribution and incremental attribution – for transparent ROI measurement. IP mapping, household panels and the flexible identity infrastructure ("Innovid Key") enable 1:1 matching between ad exposure and consumer response, even across different devices and platforms.

Formats

- Cross-platform measurement of advertising across linear TV, CTV, OTT and digital channels.
- Real-time optimization of reach, frequency and budget allocation.
- Global scalability with more than 100 publisher integrations.
- Unified view of TV investments for efficient, transparent and performance-oriented campaign management.

XAD SPOTEFFECTS

Company and Product

XAD spoteffects is an owner-managed company that has supported the media industry in the DACH market and globally for many years with TV marketing technology products for media decision-making. Its clients include large and small advertisers, media agencies, sales houses and technology service providers. In linear TV, the direct-response attribution tool spoteffects is used to measure traffic peaks on advertisers' websites following TV spots and to optimize campaigns toward the most effective channels, weekdays, times, programs and spots.

Target Audience

spoteffects is aimed at advertisers and media companies seeking to precisely measure the effectiveness of their TV campaigns – both linear and within CTV and ATV environments. For CTV, IP addresses of households that received advertising are matched with those that shortly afterwards visited the advertised website, while taking anonymization, proxy filtering and metadata such as platform, device type, advertising format and genre into account.

Formats

- Measurement of engagement and cost per visit within the CTV environment.
- Proof that CTV, despite often having higher CPMs, can frequently compete with major TV broadcasters.
- Support for platforms and partners such as Seven.One Media (including Joyn), Visoon (including Pluto TV), Sky Media, Samsung Ads, DAZN, Zattoo, waipu.tv, Rakuten TV Enterprise and Titan OS.
- Identification of differences in optimal times of day, weekdays, end devices and advertising spots.
- Particularly high engagement rates within short VOD advertising breaks.

Reach Measurement

When delivering campaigns and ensuring proper audience targeting, it is crucial to know exactly how many people campaigns actually reach. Reach measurement provides reliable data for evaluating the success of advertising activities and strategically optimizing future campaigns. This section demonstrates how different providers develop innovative solutions to make the reach of advertising measurable. With these insights, campaigns can be continuously improved and audiences can be targeted even more precisely. The following section presents relevant market participants, the challenges they face and the solutions they offer.

AGF

Company and Product

For more than 30 years, AGF Videoforschung has been creating neutral standards for measuring video consumption. It enables transparency and comparability within the media and advertising industry in order to support strategic decision-making and safeguard media diversity. Its shareholders include ARD, Discovery Communications Deutschland, RTL Deutschland, ProSiebenSat.1 Media, Sky Deutschland, Sport1, VIMN Germany, WeltN24 and ZDF. AGF is also actively involved in international organizations such as the Media Rating Council (MRC) and the Audience Measurement Coalition (AMC), while continuously working to establish future-proof standards for unified and neutral video and cross-media measurement.

Target Audience

AGF's solutions are aimed at advertisers, media planners and media companies requiring reliable, comparable and neutral data for strategic decision-making. Through a hybrid measurement approach, AGF combines representative panel data with large-scale usage datasets in order to reliably capture reach, audience penetration, co-viewing and effective reach. In addition, return-path data from TV set-top boxes, passive smart TV measurement and streaming data are integrated to provide a comprehensive picture of media usage.

Formats

AGF covers all relevant video and cross-media formats:

- TV and linear television: Representative panel measurement complemented by return-path data and active streaming measurement.
- Streaming and CTV: Integration of passive measurement (e.g. Netflix, Amazon, YouTube, Disney+) together with active panel data for cross-platform reach analysis.
- Static display: Measurement within hybrid panels combined with large-scale usage data for holistic campaign planning.
- Cross-media planning: Tools such as AGF SCOPE and AGF REACH PLANNER® enable the analysis, forecasting and optimization of reach across TV, streaming and digital display content.
- Innovation projects: Collaborations with Utiq and integration of NetID for independent, privacy-compliant measurement of digital audiences.

Through this hybrid, cross-media approach, AGF delivers reliable, detailed and transparent data for media planning, reach measurement and campaign optimization across all big-screen and digital formats.

all eyes on screens

Company and Product

All Eyes on Screens is a specialized provider of data-driven TV and video analytics within the total video ecosystem. The company focuses on independent reach measurement for big-screen devices based on real, second-by-second TV usage data from more than one million households. In addition, integration with programmatic systems enables automated and controllable campaign optimization across both linear television and streaming environments.

Target Audience

The solutions provided by All Eyes on Screens are aimed at advertisers and media planners who require precise insights into campaign reach, frequency, overlap and regional delivery. Through TV Match, the actual incremental reach between linear TV and CTV platforms is determined using a privacy-compliant 1:1 identifier matching process. AI-based planning solutions (Apollo) support the data-driven creation, simulation and evaluation of media plans for maximum efficiency.

Formats

All Eyes on Screens covers all big-screen channels within the total video ecosystem.
The service portfolio includes:

- Analytics & insights: Real-time analysis of TV and video usage across linear TV and CTV, including reach, frequency, spot placement, regional distribution and channel overlaps.
- AI-based planning (Apollo): Comparison of different reach and budget scenarios using connected publisher inventory
- Activation & regional reach optimization (TV Boost): Geographically differentiated campaign delivery across digital channels or Digital Out-of-Home (DOOH) based on real-time data.

Through this data-driven approach, All Eyes on Screens creates transparency within the fragmented big-screen market and provides a fact-based foundation for decision-making within the total video ecosystem.

AudienceProject

Company

AudienceProject provides audience and reach measurement solutions for CTV. The platform enables advertisers, agencies and publishers to capture cross-channel performance metrics in order to reliably evaluate the effectiveness of CTV campaigns. AudienceProject uses a hybrid measurement methodology combining census and panel data together with pixel-based measurement or data clean rooms in closed systems. This approach addresses the specific characteristics of CTV, including co-viewing, cookie-free environments and fragmented device landscapes.

Target Audience

AudienceProject is aimed at advertisers, media planners, agencies, publishers and sales houses that require transparent and comparable evaluation of their CTV investments. The measurement framework supports campaign planning, management and optimization and enables the analysis of net reach, average frequency, incremental reach of individual channels, audience overlap and demographic profiles. This allows advertisers to efficiently understand the value of CTV campaigns and integrate them into the overall media mix.

Formats

The measurement framework covers all relevant CTV inventory types:

- Pixel-based open systems: Tracking pixels provide log-level data points such as IP address, user agent and operating system, which are matched to panelists via household graphs.

- Closed systems: Log-level data is provided through encrypted datasets in mutually blinded data clean rooms to identify panelists.
- Hybrid methodology: Gross contacts are measured comprehensively, while net contacts, average frequency, demographic profiles, incremental reach and channel overlap are determined using identified panelists.
- Big screen / co-viewing: Measured gross contacts on big screens are adjusted using a co-viewing factor in order to account for multiple viewers per device.
- Campaign planning results: The data enables cross-channel comparability with linear TV and demonstrates the incremental reach contribution of individual channels.

AudienceProject therefore provides a robust, data-driven foundation for the evaluation, optimization and efficient planning of CTV campaigns.

Company and Product

Utiq is a European ad-tech provider focused on privacy-compliant, user-centric identity solutions for the open internet. Its foundation is a telco-based infrastructure built on authentic, user-consented signals – without the use of cookies, fingerprinting or other probabilistic methods. The result is genuine, deterministic reach within an increasingly fragmented ecosystem.

Target Audience

Utiq's solutions are aimed at advertisers that require cross-platform visibility of users within big-screen advertising environments such as CTV. Through the use of the Utiq Consentpass, users can be recognized across different apps, platforms, devices and browsers in a privacy-compliant and consent-based manner.

This enables consistent cross-platform management of reach and frequency.

Formats

Utiq enables a holistic, silo-free view of user interactions across big-screen channels with precise, 100 percent deterministic reporting.

The service portfolio includes:

- Cross-platform reach measurement: Users are uniquely recognized even when consuming content across multiple devices.
- Cross-platform frequency capping: Efficient management of advertising exposure without overloading users through repetitive ad delivery.
- Privacy-compliant identification in identity-free environments: Ideal for premium inventory that does not require login data.

The Utiq solution increases advertising effectiveness and efficiency by enabling addressable reach across fragmented environments, complementing traditional identifiers while simultaneously ensuring digital sovereignty and the protection of user rights.

Conclusion and Outlook

The big-screen market is currently developing at a rapid pace. Every year, new streaming platforms with ad-supported subscription models enter the market. At the same time, new content is being added to existing platforms every minute. Neither the content market nor the usage market is exhausted or currently reaching its limits. On the contrary, the big-screen market is evolving from an exciting alternative into a firmly established and integral component of advertisers' and agencies' media plans.

A paradigm shift in live sports broadcasting is becoming increasingly evident: broadcasting rights are moving away from traditional linear TV channels toward exclusively streaming-based live sports coverage. A prime example is the UEFA Champions League rights agreement for the 2027 to 2031 seasons, which has been awarded exclusively to the streaming platforms Paramount+ and Amazon Prime Video.

At the same time, fragmentation within the big-screen market and the complexity of planning big-screen advertising campaigns for advertisers and agencies continue to grow. Cross-platform comparability is currently not possible, which further increases the complexity within this field. As relevance for both advertisers and consumers continues to rise, it becomes increasingly important for the market to agree on standards that enable cross-market comparability.

The market has already achieved initial successes in this regard: within cross-platform reach measurement, AGF – long established as the measurement standard in the linear TV world – has set a strong benchmark through the integration of measurement capabilities for Amazon Prime Video. Beyond reach measurement, additional standards are also contributing to a more unified market comparison framework. Advertisers and agencies increasingly seek not only to compare platforms, but also the content environments in which advertising inventory is purchased.

The Big Screen Compass is intended to provide a structured and well-founded overview of the complex and rapidly growing video advertising market on large screens. It introduces the most important solutions and market players in detail and explains their respective roles, capabilities and technologies.

Through these detailed descriptions, the diverse landscape of market participants becomes more transparent, contributing to a better understanding of the technical and strategic interrelationships. Especially within a highly complex environment such as the big-screen video market, where numerous technologies and providers interact, the Compass helps create clarity and orientation.

As a practical reference guide and classification tool, the Big Screen Compass therefore serves as valuable support for everyone seeking to navigate the "video jungle" – whether for campaign planning, partner selection or advertising strategy optimization. In doing so, it helps identify and successfully leverage the opportunities and challenges of this growing advertising channel.

As already mentioned in the introduction, the Compass is intended to remain a living, iterative working document that will be continuously updated and expanded, with the goal of collaboratively developing relevant topics together with industry experts.

Authors Directory

Sean Adams, CMO, Brand Metrics
Agatha Blasinski, Senior Sales Manager, Sky Media
Maurice Böhler, Head of Business Communications, Seven.One Entertainment Group
Stanislava Bozova, Head of B2B Marketing, The Walt Disney Company Germany
Ludger Brechtken, Senior Manager TV Smart Data and Advertising, Telekom Deutschland
Marin Curkovic, CEO & Co-Founder, all eyes on screens
Roana Ebert, Director Ad Revenue GSA, Paramount
Lisa Eller, VP Advertising DACH, DAZN Group
Gregor Fellner, Senior Director Media GSA/EE, Rakuten TV Enterprise
Markus Forster, Senior Director Sales, Adform Germany
Dr. Oliver Friedrich, Head of Video Publisher Partnerships DACH, Google
Sarah Gaudszun, Senior Director Business Development, Magnite
Chiara Hachenberg, Junior Research Consultant, Annalect Germany
Fabienne Haenschke, Research Consultant, Annalect Germany
Nicolai Heiland, Managing Partner, Omnicom Media Germany
Svenja Hoernlein, Senior Account Executive, The Trade Desk
Magdalena Idziak, Group Head TV und Advanced TV Investments, WPP Media
Peter Kasper, Head of Media Sales, EXARING AG (waipu.tv)
Johannes Kessler, Product manager ATV, Ad Alliance
Daniel Kubsch, Director Total Video, OMD Germany
Kai Ladwig, CMO, Visoon Video Impact
Marie Langgärtner, Director Sales Advertising Germany, Zattoo
Torsten Lehrig, Director Data & Measurement EMEA, Cint
Sibylle Lucke, Research Team Lead, Annalect Germany
Rutger Maree, Commercial Director DACH, Netherlands and Eastern, Magnite
Oliver Migge, Gesellschafter, CDO, Independent Media Guides
Michael Möller, CTO, Visoon Video Impact
Nicole Mortier, SVP Account Management & Plattform Solutions, Virtual Minds
Kerstin Niederauer-Kopf, Vorsitzende der Geschäftsführung, AGF Videoforschung
Lasse Nordsiek, Managing Director DACH, Equativ
Tom Page, Publisher and Platform Director EMEA, Publica
Maike Philine Pietsch, Research Consultant, Annalect Germany
Sedat Polat, Solution Director, AudienceProject
Gordon Plattes, Senior Agency Partner, Amazon Ads
Jens Pöppelmann, CEO, d-force
Christian Russ, Commercial Director DACH & FRITES, Samsung Ads
Leonhard Sauer, Buyer Development Director CEE, Index Exchange
Jan-Henrik Scharlach, Director, Advertiser Solutions Central Europe, PubMatic
Jasper Sasse, Managing Director / Geschäftsführer, XAD spoteffects
Michael Schöning, VP Sales, Virtual Minds
Thomas Servatius, Co-CEO, Managing Director Platform & Technology, smartclip
Miriam Thome, Head of Agency Trading, Netflix
Norman Wagner, Managing Director DACH, Utiq
Maciej Walczybok, VP Ad Sales Northern Central Eastern Europe, Paramount
Ed Wale, VP International, LG Ads Solutions
Anna Weimann, Group Manager Ad Tech & Programmatic, Visoon Video Impact
Nick Welch, Senior Director Programmatic & Publishers, Integral Ad Science
Hendrik Wistuba, Senior Marketing Manager, DoubleVerify

The German Association for the Digital Economy (BVDW) e. V.

The German Association for the Digital Economy (BVDW) is the leading interest group repre-senting companies that operate digital business models or whose value creation is based on the use of digital technologies. Together with its members from across the digi-tal economy, the BVDW is actively shaping the future through creative solutions and cut-ting-edge tech-nologies. As a driving force, guide and accelerator for digital business models, the association ad-vocates for fair and transparent regulations and promotes innovation-friendly frame-work conditions. In doing so, the BVDW always considers the interests of business, so-ciety and the environment. In addition to DMEXCO, the leading trade fair for digital marketing and technologies, and the German Digital Award, the BVDW also organizes the CDR Award – the first award cer-emony in the DACH region dedicated to digital sustainability and responsibility – as well as numerous specialist events.
Further information is available at: **www.bvdw.org**

Working Group Digital Video

The Working Group Digital Video serves as a platform for industry stakeholders from the fields of producing, publishing, advertising and technology. The group develops stand-ards, provides information on trends and offers guidance and support. The needs of us-ers remain at the center of all activities. The standardized distribution of video content and access across all devices represent the group's primary objective.

Impressum

Big Screen Compass

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Managing Director	Carsten Rasner
President	Dirk Freytag
Vice Presidents	Thomas Duhr, Anke Herbener, Corinna Hohenleitner, Dr. Moritz Holzgraefe, Björn Kaspring, Julian Simons
Contact	Ina Franke, Senior Programm Manager, franke@bvdw.org
Association Register Number	Vereinsregister Amtsgericht Charlottenburg VR 42449 B
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