

Advertising on Zattoo: Channel Switch Ads

How Zattoo ads work

Zattoo is a highly intuitive service that brings TV content to the PC or laptop. Users can select and view their favourite TV channels with just one mouse click. While Zattoo tunes into each newly selected channel, advertisements take advantage of the resulting 5 seconds break. The Zattoo ad is a rich-media advertisement that captures the attention of the viewers when they are most alert and expect content from their selected channel to appear.



1

Zattoo retransmits the selected channel as a live stream.



C

2

When the user switches from one channel to the next **A**, the „channel switch ad“ **B** and the interactive button **C** are displayed.



3

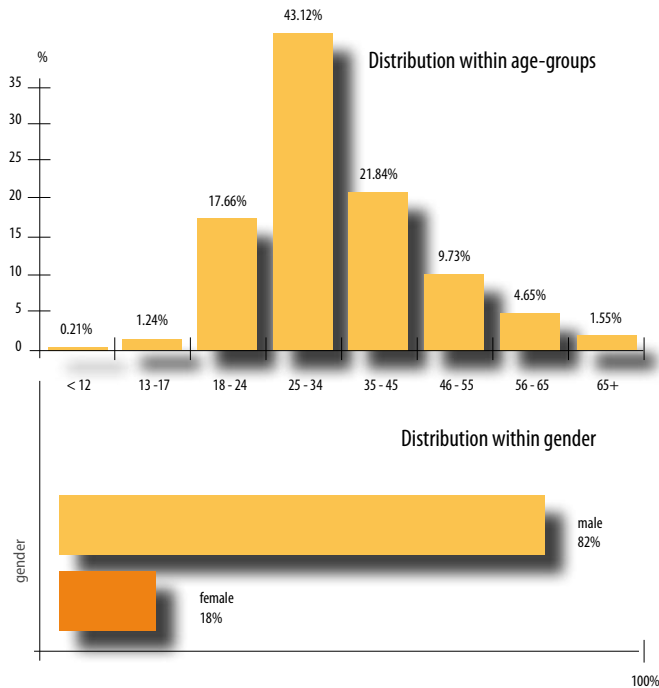
After five to seven seconds the transmission of the new channel starts and the advertising window disappears.

The advantages of Zattoo

Zattoo viewers see the ads when they are fully focused on the screen, waiting for the selected channel to start, while on traditional TV consumers typically zap away when the ads begin.

Zattoo caters especially to young people who increasingly spend most of their time on the internet, which has become their primary medium. Nevertheless TV is still a key culture element and still provides a unique experience.

Zattoo brings TV contents to the PC and users back to TV adding interactivity, targeting, monitoring and also avoiding visual pollution typical of online advertising.



Channel Lineup

language

ABC News Now	english
Al Jazeera Arabic	arabic
BBC Three	english
BBC Four	english
BBC News 24	english
BBC Parliament	english
Bloomberg UK	english
Canal 24 Horas	spanish
CBBC	english
Cbeebies	english
Channel 4	english
Deutsche Welle	german
EuroNews	french
France 24 English	english
SF Info	german
sumo.tv	english
TVE International	spanish
TVP Polonia	polish

Next channel release with further UK and international channels in March 08.

Reach

(As per: February 2007)

Registered users:	:	581'000
Channel Switches per month	:	6,2 millions
Viewing time per week/per user	:	210 minutes

Segmentation

Segmentation	Product	CPM in £ (ex. VAT)
none	Zattoo All	
All Zattoo channels		55
Channel	Zattoo Channel	
by channel groups		65
Time/Content	Zattoo Show	
by daytime or content		65

Delivery 1 week before start of campaign or in coordination with Zattoo.

Delivery of ads via email to: ads@zattoo.com

Campaign Statistics

Number of impressions
Number of unique users
Number of click-through

Technical specifications

Ad in main window

File type:	Flash (.swf)
File dimensions:	352 x 288 pixels (300 x 250 accepted)

Maximun file size:	40 KB
Duration:	5 seconds (plus 2 seconds stand of last frame)

Audio:	embedded within Flash (.swf)
Interaction:	not supported yet

Ad Button in the channel tuner

File Type:	GIF/JPG (without animation)
File Dimensions:	166 x 60 pixels (120 x 60 accepted)

Maximun file size:	15 KB
Duration:	parallel to the ad in the mainframe

Audio:	none
Interaction:	click-through

URL:	maximum 450 characters
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