

# Device usage is split – your strategy should not be

Traditional TV advertising has been king for many years, but its reach has been declining with the rise of numerous entertainment platforms. New digital opportunities can help close this gap. However, the ecosystem is highly fragmented and lack of common solutions on how to integrate TV and digital efficiently presents a central challenge.

## CLIENT CHALLENGES

Impact	Brand Safety	Reach
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Ensuring efficient integration of digital inventories with the same effect and quality as TV.

## FRAGMENTED, BUT NOT DISCONNECTED

What esome offers you:

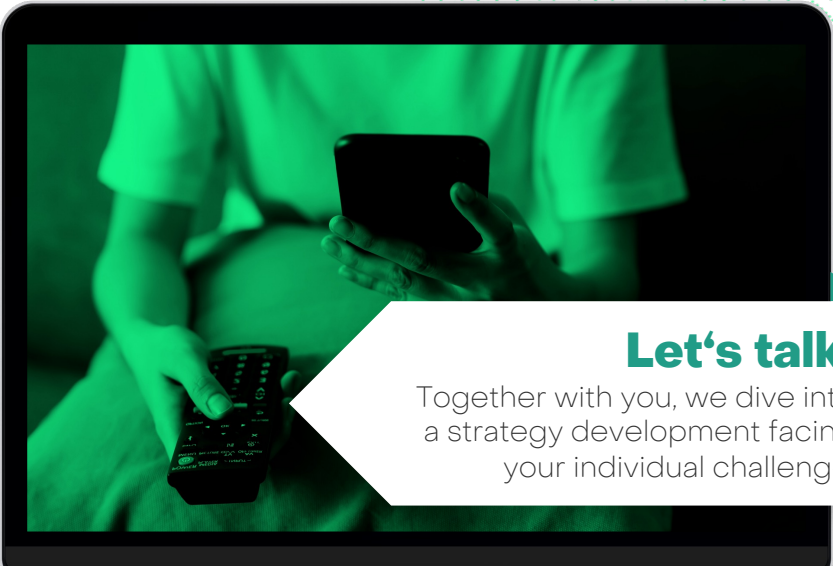
- **Market expertise** to consult you on your individual needs regarding cross-channel campaigns
- **Holistic campaign planning and execution** despite fragmentation across multiple channels and devices
- Optimization of campaigns for the **best performance** through exclusive TV data, advanced measurement techniques and access to premium inventories

What makes us unique are our partnerships that enable efficient cross-channel campaigns:

- Usage of factual **ProSiebenSat1 exclusive TV data and GfK data** to reach or exclude TV audiences cross-device
- Cooperation with **measurement providers** to verify cross-channel reach
- Access to **premium inventories** of leading video platforms

only **3%**

of Germans aged 18 to 34 prefer linear television\*



**Let's talk.**

Together with you, we dive into a strategy development facing your individual challenge.