DStv Catch Up

May 2020

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DStv Catch Up I The Differences

DStv Catch Up | CBS | Disney | LIONSGATE | SONY | MGM | HBO

Platform	Format	Reporting	Metrics		Sales Rate
Explora	2 x 30" skippable	DStv-i	TVR (sum), Total Impressions, Unique Reach		Spot Rate Card
Connected Explora	2 x 30" non-skippable	DStv-i	TVR (sum), Total Impressions, Unique Reach		Spot Rate Card
DStv Now App	1 x30" un-skippable 5"	Google Ad Manager	Clicks, Impressions, Views, Percentile	Programmatic	CPM
DStv Now Web	1 x30" un-skippable 5"	Google Ad Manager	Clicks, Impressions, Views, Percentile		CPM

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"BREAK"-ING NEWS FROM DStv MEDIA SALES

WHEN DStv CATCH UP VIEWERS PRESS PAUSE, IT'S IMPACT TIME FOR YOUR BRAND

In a landscape where on demand viewing is becoming increasingly popular, viewer's are pressing pause more often (because life still happens...).

DStv Catch Up **Pause Screen**, a static pop-up ad, provides:

- UNCLUTTERED ENVIRONMENT
- STRONG BRAND PRESENCE
- HIGHLY ENGAGED VIEWERS

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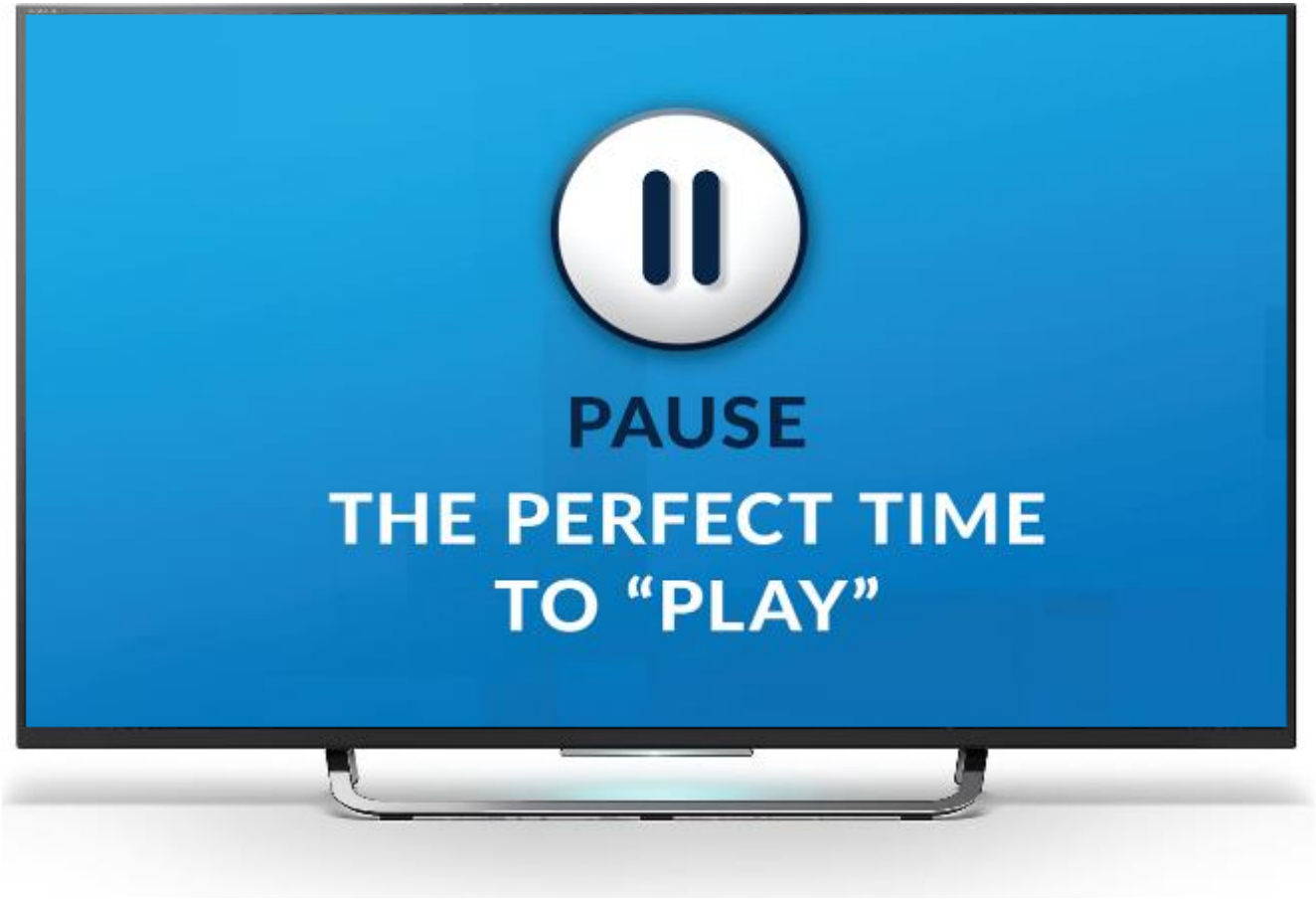

What Is Pause Screen

- Glossy billboard on your TV screen
- We've brought outdoor indoor and placed it on your largest screen
- Custom creative
- Aka Breakvertising / Freeze Frame
- Appears when a viewer pauses their content on Catch Up
- Ad delivers after 3"
- Available in 3 sizes

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Benefits of Pause Screen

- Captive ad unit
- User initiated
- Non-intrusive
- Brand is seen either when pausing & / or when unpausing
- Contextual ad placement at the right moment
- Natural, user determined break
- The brand is unmissable during the pause
- Brand is on screen for as long as the content is paused

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How Does It Work

- Sold as a decoder event
- Not a content sell
- Client purchases xxx number of pauses
- Available to linear sponsors to target shows
- Exclusivity upon request
- Measurement to be confirmed but likely to be impacts
- Pricing model on a cost per pauses basis
- To come I Frequency capping, Time Targeting

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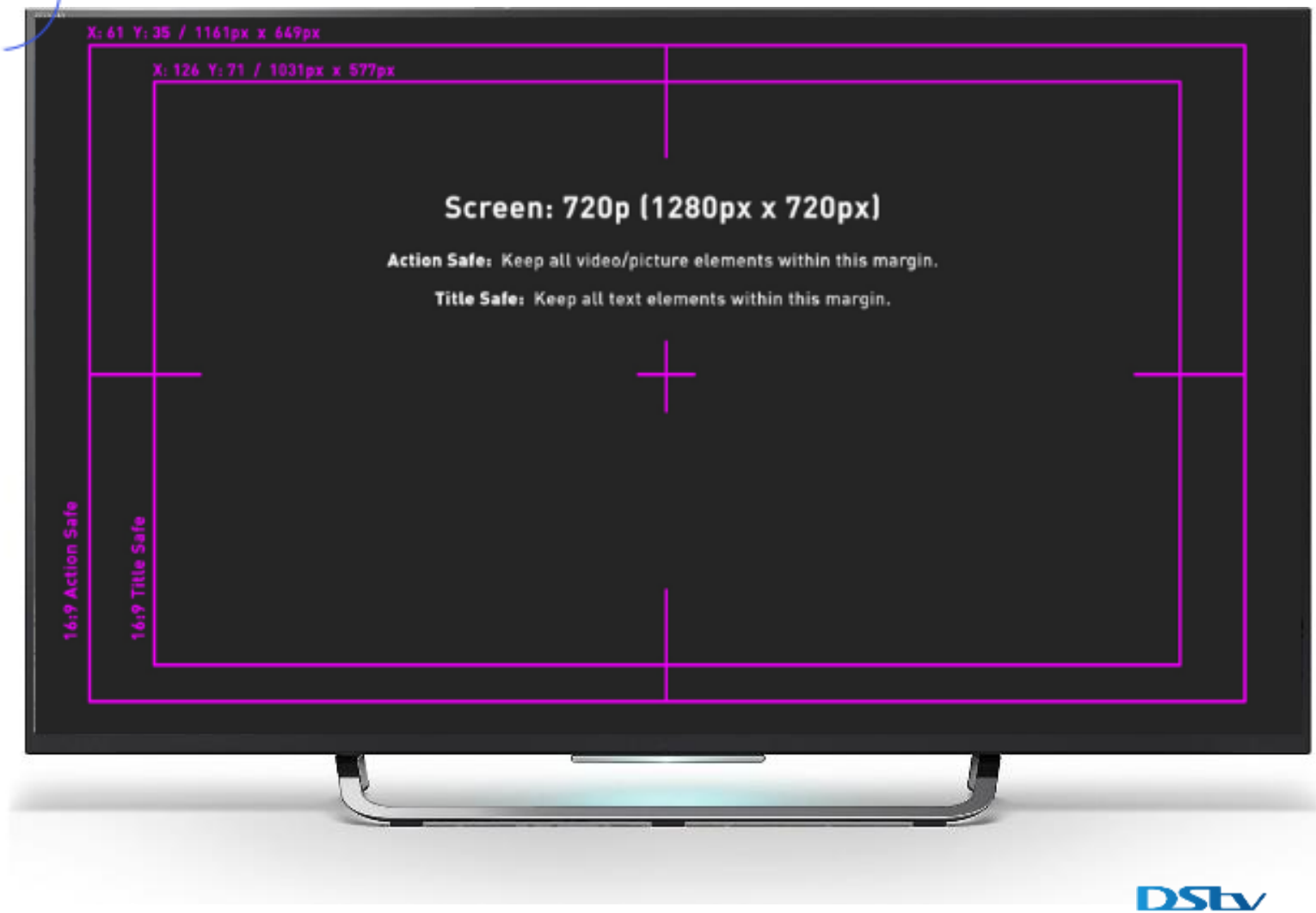
Material Specification

- Specs have been configured to ensure optimal brand exposure and good user experience
- Safe zones indicated for action and title safe areas
- On screen includes help (text) bars and object bar
- Material Style Guide with full detail (colour, contrast, style, text, effects)
- Ad unit is static
- Ad delivery process via AdStream



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Creative Guidelines

- Variety, Variety & More Variety
- Multiple creatives
- Use captive copy
- Use of context
- Multiple sizes
- How about some action

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Their TV Becomes Your "Billboard"

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Thank You