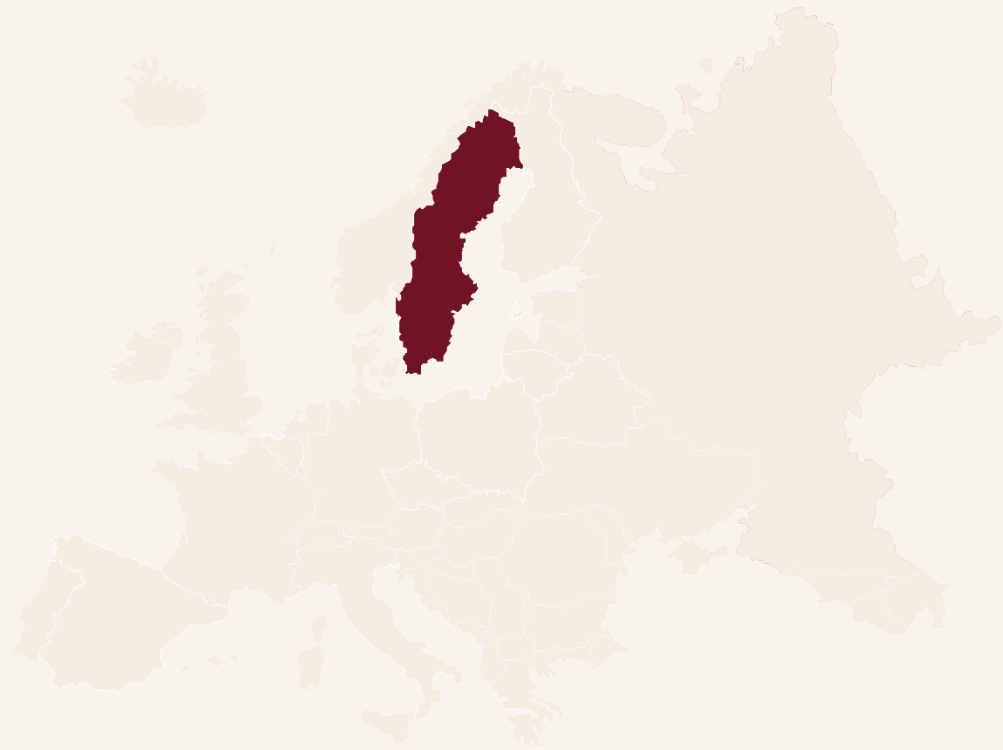


RETHINKING HOW WE SELL OUR TV INVENTORY

ADAPTING OUR OVERALL TV APPROACH TO A PLATFORM
INDEPENDENT REALITY



BY THE BOOK?

An aerial photograph of a modern residential complex at dusk. Several tall, white apartment buildings with a grid-like facade of windows and balconies are visible. Some windows are illuminated from within, and some balconies have small lights. The buildings are surrounded by dark green trees and foliage. The sky is a deep blue, indicating twilight. Overlaid on the center of the image is the text "BEST AD ENVIRONMENT" in a large, white, sans-serif font.

BEST AD ENVIRONMENT

TRENDS



GROWING PREFERENCE FOR LIVE



PR

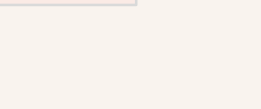
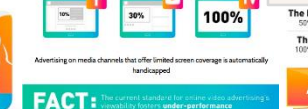
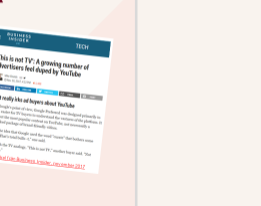


PRODUCT



PRICE

SETTING THE AGENDA FOR THE FUTURE OF TELEVISION





PR



PRODUCT



PRICE

A grayscale background image of a man with a beard and glasses, wearing a flat cap, reading a newspaper. The newspaper's masthead, "The New York Times", is visible at the bottom. The text is overlaid on the left side of the image.

CLIENT CENTRIC

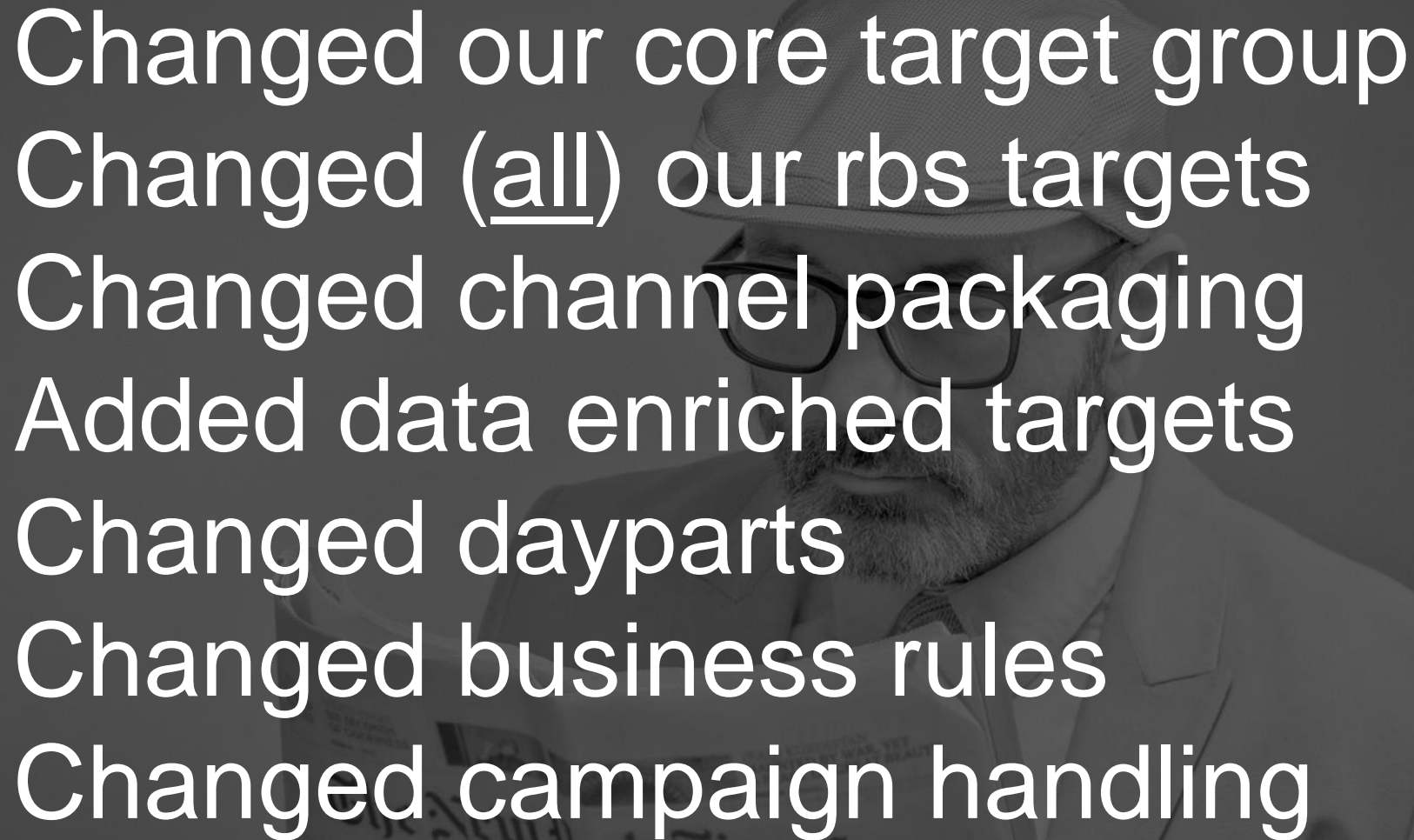
**WHAT DO THE CLIENTS
ACTUALLY NEED
AND
WHAT DO WE ACTUALLY
WANT TO SELL?**

K.Y.D

A grayscale photograph of a man with a beard and glasses, wearing a flat cap, looking down at a newspaper. The newspaper's masthead, 'The New York Times', is visible at the bottom. The image is semi-transparent, serving as a background for the text.

KILL YOUR DARLINGS





Changed our core target group
Changed (all) our rbs targets
Changed channel packaging
Added data enriched targets
Changed dayparts
Changed business rules
Changed campaign handling



Bridging every single change
Always client centric
Maintaining certain flexibility
Take steps towards our vision



PR



PRODUCT



PRICE

A background image showing two men in business suits shaking hands. The image is semi-transparent, allowing the text to be overlaid clearly. The man on the left is wearing a light-colored striped shirt, and the man on the right is wearing a dark suit and tie.

SALES CENTRIC

**WHAT DO YOUR SALES
TEAM NEED IN SUPPORT
AND
WHAT DO YOUR BUSINESS
NEED IN VALUE?**

A background image showing two men in business suits shaking hands. The image is semi-transparent, allowing the text to be overlaid clearly. The man on the left is wearing a light-colored striped suit, and the man on the right is wearing a dark suit with a tie. They are both smiling and looking towards the camera.

**Invest long-term
TV quality as standard
Overall performance
Balance product effect
Negotiation and clients**

TACK!

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