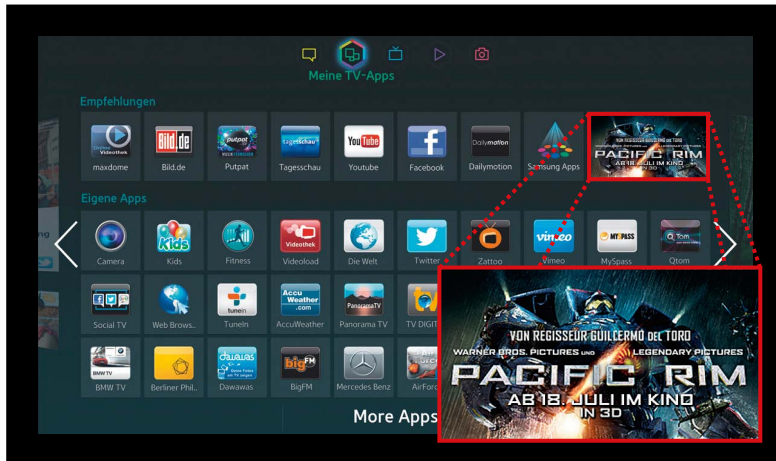


▶ FILM PROMOTION ON CONNECTED TVS

Smart TV Platform Ads



Pre-Roll Ads /

Trailers on Connected TV Apps



Full Screen Video / Trailer



RESULTS:

Pacific Rim Connected TV campaign

- ▶ The two-week TV campaign for the promotion of the cinema release of Pacific Rim in Germany was placed in the smartclip CTV portfolio specifically appealing to the target group and with wide reach.
- ▶ Over 1.5 million target group contacts were generated via Smart TV Platform Ads.
- ▶ With an average interaction rate of 0.81%, the Platform Ads generated an additional 12,400 activated trailer views directly on TV.
- ▶ A further 300,000 trailer views were generated via Pre-Roll Ads on CTV apps. 90% of the videos were fully viewed until the end.
- ▶ Overall, the Connected TV campaign generated more than 1.8 million target group contacts.

Cinema feeling at home

For the promotion of the cinematic release of the movie » Pacific Rim « in Germany, Warner Bros. Pictures chose the Connected TV medium to specifically address film fans. Connected TVs are primarily used for watching movies and as an alternative to linear TV programming. With big screens and 3D-capability of many devices, Connected TVs offer a best-possible taste of the cinema experience.

Via the relevant Smart TV portals, Warner secured access to its audience on the interactive TV. In order to generate as many contacts as possible, Warner chose a format mix, guaranteed to appeal to users across the entire Smart TV user journey. The interactivity of Connected TVs also enabled active immersion in the world of film.

Connected TV advertising with smartclip

smartclip has been realizing campaigns on Connected TVs since 2009 and represents the leading device manufacturers LG, Samsung and Philips, as well as more than 250 CTV apps. In addition to extensive experience, smartclip provides Connected TV advertising opportunities across all CE manufacturers and not dependent on particular broadcasters.

» Advertising on Smart TV platforms in addition to a linear TV campaign is ideal for an emotional appeal to the film-savvy target group. Because of the change in media usage behavior, we used the new media channel Smart TV. «

Harald Landau
(Warner Bros. Entertainment GmbH)