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media
mobile

Agenda

- Benefits of the connection
- Increase in potential
- Creative possibilities
- Polsat Media Mobile Products

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- Common products
- Unified measurement and reporting system
- One department /high quality of service

The biggest mobile potential in Poland

- 60 million device IDs
- 35 million full video views per month
- 200 million views of display formats
- 1 million clicks of display formats
- 1.5 million clicks of the graphic notification format

Polsat Media Mobile precise targeting

ID

Database*

- appographics (using the application)
- interaction with creations (hobbies)
- type of data on the phone
- data transfer
- Bluetooth

. More effective profiling:

- interaction of users with the advertisements we broadcast (including Rich Media)
- use of selected mobile applications
- presence in given places
- web browsing
- connecting to data devices via Bluetooth
- gender

* Data from more than 18,000 campaigns

Joint actions of creative teams

- Using the experience of SpicyMobile and Mobiem
- Original solutions
- Innovative creations

Polsat Media Mobile Products

- Display in apps
- Notifications
- Mobile Video Ad
- In-Game
- App downloads

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Display +
Notifications

Rich Media
CPM

Tasks:
- Image
- Awareness
- Engagement
- CTR: up to 2%

Dynamic
CPM/CPC

Tasks:
- Image
- Awareness
- Traffic
- CTR: up to 6%

Static
CPM/CPC

Tasks:
- Performance
- Traffic
- CTR: up to 10%

Display

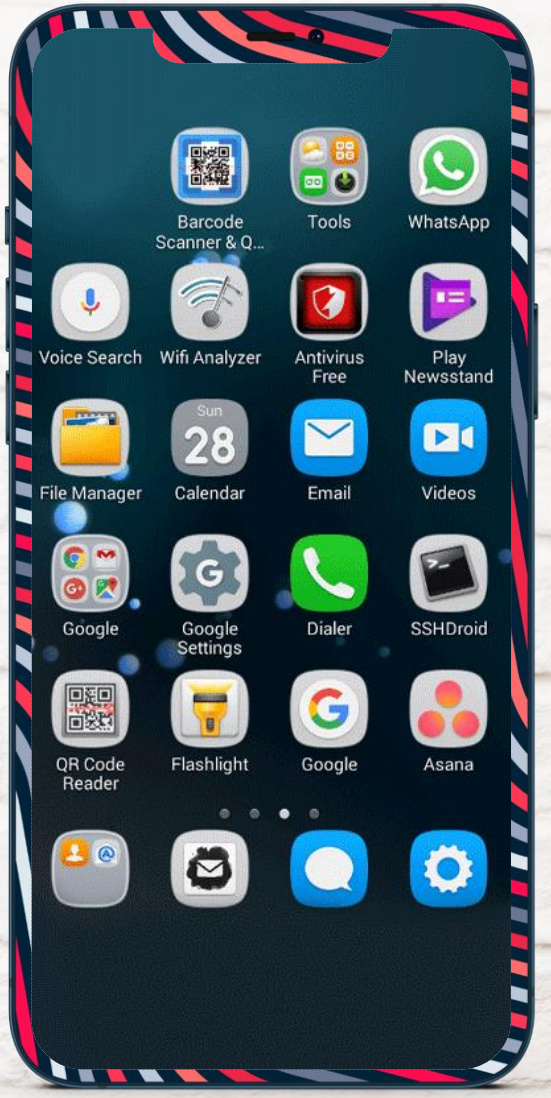
- Awareness
- Engagement
- Traffic

Monthly Potentials:
- CPM: 200 000 000 PV
- CPC: 1 000 000 clicks

Graphic Notification

Precise geolocation

- **Potential:** 1.5 million clicks per month
- **CTR factor:** up to 10%
- **Exclusive Slot:** lack of competitive advertising content
- **Placement:** notification bar
- **Minimum radius:** 50 m



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Mobile Video

Mobile VideoAd

CTR factor: up to 4-11%
Exclusive Slot: lack of competitive advertising content
Settlement model: CPV
Placement: mobile services

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In-Game
OOH

In-game OOH

200 games > **850K** users **45M+** views

In-game OOH

3 weeks

Scandinavian summer campaign embedded in a casual game

850 000 +

reach of unique users

7,76 M

real views generated

6,6 sec.

average time of contact with the displayed advertisement

1200 +

total time of contact with advertising per day

Thank you for your attention