

## TV public sector

TV in the public sector refers to state-regulated television channels that are characterised by high-quality content and have fewer advertising interruptions than commercial channels, as these channels are mainly financed by licence fees.

Companies can place their advertising messages here in a reputable environment and increase their brand awareness.

The type of advertising material used in public service TV ranges from classic advertising spots and sponsorship inserts to editorial contributions and programme partnerships.

However, it should be noted that advertising communication in public TV media is subject to the broadcasters' guidelines and directives in order to maintain the integrity of the programme and ensure a clear separation between advertising and editorial content.

The public german broadcasters include ARD, ZDF, 3SAT, ARTE, KI.KA and the "third" programmes.

### Booking options

- |                      |  |  |
|----------------------|--|--|
| ✗ Demo booking tool* | ✗ Programmatic advertising                 | ✓ Marketingportals, Marketing automation platforms |
| ✓ Service provider   | ✓ Self service tool, media buying platform |  |

### Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✓ Internet     | ✗ Out of home, digital out of home | ✗ Household, office  |
| ✗ E-commerce   | ✓ TV, cinema, moving image         | ✗ Internet of Things |
| ✗ Social media | ✗ Radio, audio                     |                      |
| ✗ Mobile       | ✗ One-to-One                       |                      |

### Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

### Target group

- |                        |                        |                        |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✗ Business-to-Employee |
|------------------------|------------------------|------------------------|

### Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✗ Customer care  | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | × Purchase  | × Advocacy |
| ✓ Consideration | × Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| × Advertisement, Banner                  | × Google Business Profile              | × Roof objekt                       |
| × Advertorial                            | ✓ Influencer                           | × Sales talks                       |
| × Annual report                          | ✓ Landing-page, microsite              | × Self service terminal             |
| × Appointment calender                   | × Location Based Service               | × Shopping cart                     |
| × Audio, radio spot, audio file          | × Mobile payment systems               | × Sign, labelling                   |
| × Augmented Reality                      | × Newsletter                           | × Social media advert               |
| × Beach flag, flag, roll-up              | × Newspaper, magazine, periodical      | × Social media company page         |
| × Book, E-book                           | × NFC                                  | × Social media posting              |
| × Brochure, flyer, inserts               | × Offer, quotation                     | × Social media profile page         |
| × Catalogues, price lists                | × Office equipment                     | ✓ Sponsoring                        |
| × Chat, chatbot                          | × Office files                         | × Spontaneous event                 |
| × Company entries                        | × Operating instruction, user manual   | × Structured company data records   |
| × Configurator                           | × Passers-by addressing                | × Survey                            |
| × Contact form                           | × Petrol pump nozzle                   | ✓ Telephone and video call service  |
| × Content SEO-optimised                  | × Postcard                             | × Unboxing                          |
| × Credit card                            | × Poster, billboard, pillar            | × V-card                            |
| × Customer card                          | × Product live demo                    | ✓ Video spot, moving image          |
| × Display, monitor, citylight, megalight | × Product packaging, product labeling  | × Virtual Reality                   |
| × Display stand, light box               | × Product sample                       | × Virtual, voice assistant          |
| × E-mail, signature banner               | × Programmatic print                   | × Vouchers, coupons, discount cards |
| × E-paper                                | × Promotional items                    | × Web layer                         |
| × Event                                  | × Push, text messages                  | × White paper                       |
| × Exhibition stand, event modules        | × Quality seal                         | × WLAN for visitors                 |
| × FAQ                                    | × QR code, link                        |                                     |
| × Games, competitions                    | × Rental addresses, target group areas |                                     |

## Connected media channels

App (Brand, topic)  
Audio streaming platforms  
Cinema  
Email, email newsletter  
Event  
Influencer marketing  
Messenger  
Newspapers, periodicals, magazines (publishing objects)  
Online marketplace (Advertising medium)  
Online shop (Brand)  
Out of Home (OOH)  
Podcast (Advertising medium)

Point of sale (POS), Showroom  
Print mailing  
Product, service (Advertising medium)  
Public Relation  
Radio  
Reviews, recommendations  
Shop windows, display areas  
TV private sector  
TV streaming platform, Connected-TV  
Video streaming platform  
Website (Brand, topic)