

# TV streaming platform, Connected-TV

TV streaming platforms are digital platforms that allow users to stream television content over the internet. These platforms offer viewers a variety of TV channels, series, films and live events that they can stream at any time on various devices such as smartphones, tablets, computers and smart TVs.

In a marketing context, they are important for sending advertising messages to potential customers. Companies use various advertising media such as video adverts or product placements for this purpose. The most german providers include Joyn and RTL+, whose portfolios include a large number of private and public broadcasters as well as the media libraries of public broadcasters, which do not include advertising. With Connected TV (CTV), all content, including video streaming, is only played on the TV set via Internet access. Internet access can be activated in the TV set itself (SmartTV) or via streaming boxes or games consoles.

## Booking options

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

## Media segment

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

## 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
- ✓ Consideration
- × Purchase
- × Retention
- × Advocacy

## Ad media

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

## Connected media channels

- App (Advertising medium)
- App (Brand, topic)
- Audio streaming platforms
- Cinema
- Community
- 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 public sector  
Video streaming platform  
Website (Brand, topic)