

The background is a dark field filled with a dense grid of small dots in red and cyan. These dots are arranged to create a 3D perspective, forming a large, rounded rectangular shape that recedes into the distance.

# ADDRESSABLE TV RESEARCH

Usage / Sociodemography

**usage**



# OVER 12 MILLION DEVICES ADDRESSABLE WITH ADDRESSABLE TV

## Linear TV



- All TV devices
- All receiving channels

60,6

Reach-Potential TV devices (m)

## Smart TV



- All smart TV devices
- All receiving channels

28,4

## Smart TV connected



- All smart TV devices
- All receiving channels
- Internet-connected

21,4

## Addressable TV



- Smart TV devices with HbbTV function
- DVB reception (S/C/T)
- Internet-connected
- No IPTV or cable SetTopBox
- P7S1 channel portfolio

~12

## Addressable TV Spot



- Smart-TV-population with HbbTV 1.5 or 2.0-standard, which makes the use of SwitchIn as well as SpotOverlay possible
- P7S1 channel-portfolio

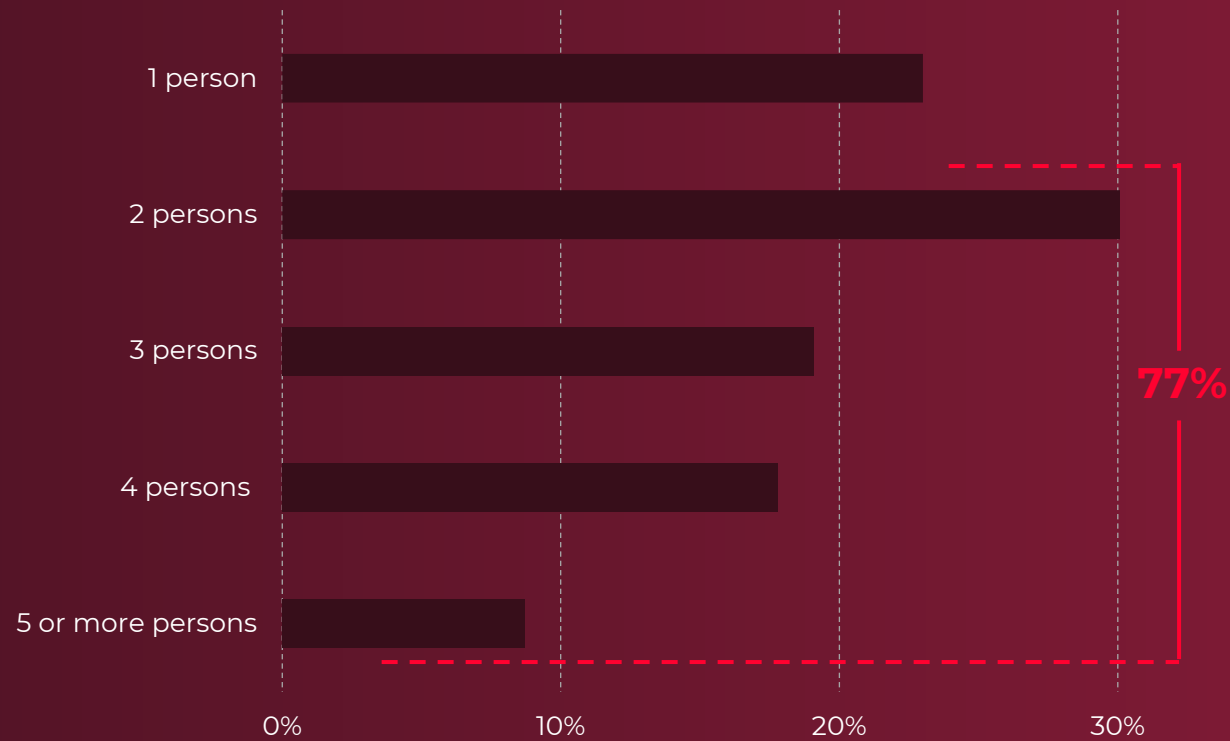
~5



# IN 77% OF THE HOUSEHOLDS THERE ARE LIVING AT LEAST 2 PERSONS

## Household size

Information in %



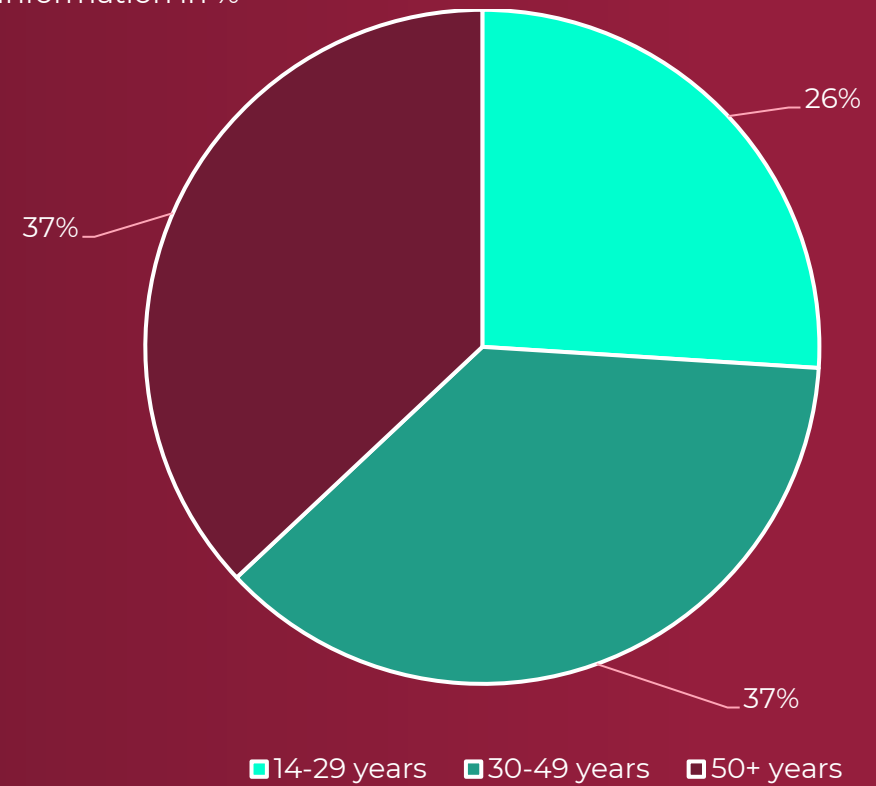
A group of people in a meeting, with hands pointing at a screen, overlaid with a red tint.

# **SOCIODEMOGRAPHY**

# EVERY AGE GROUP TAKES ADVANTAGE OF OUR OFFERS



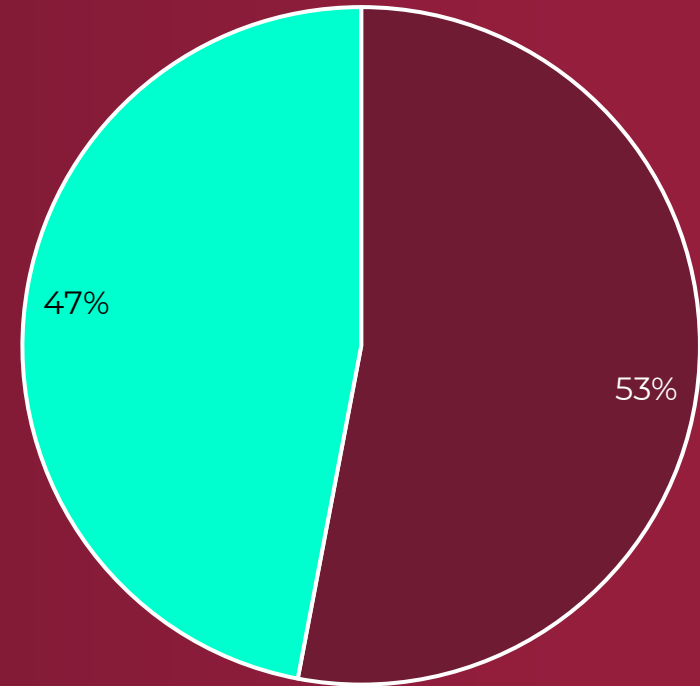
**Age groups**  
Information in %



# OUR PLATFORM IS USED 53% BY MEN



Gender  
Information in %

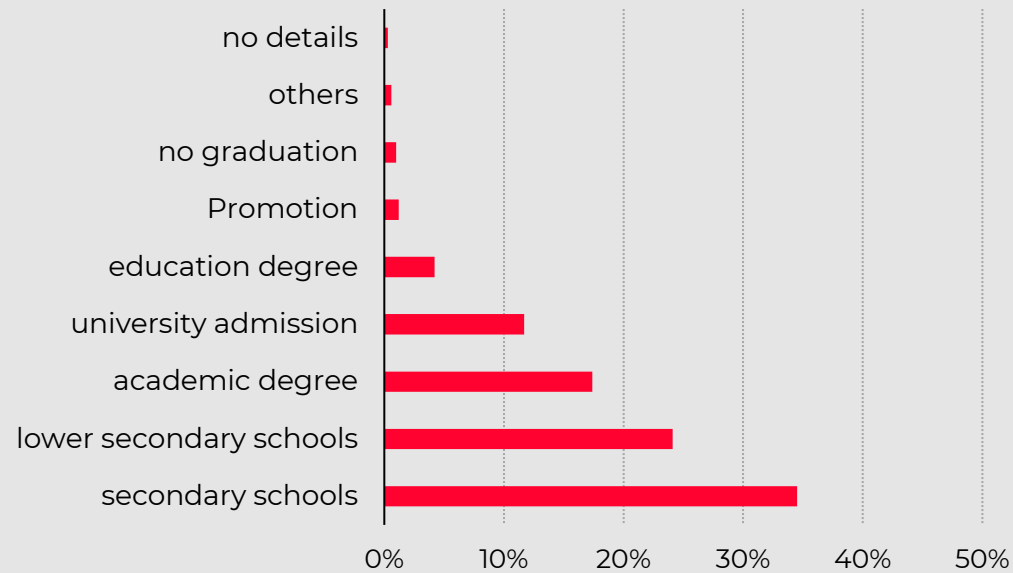


□ Men ■ Women

# THE MAJORITY GRADUATED AT SECONDARY SCHOOLS AND ARE FULL EMPLOYED

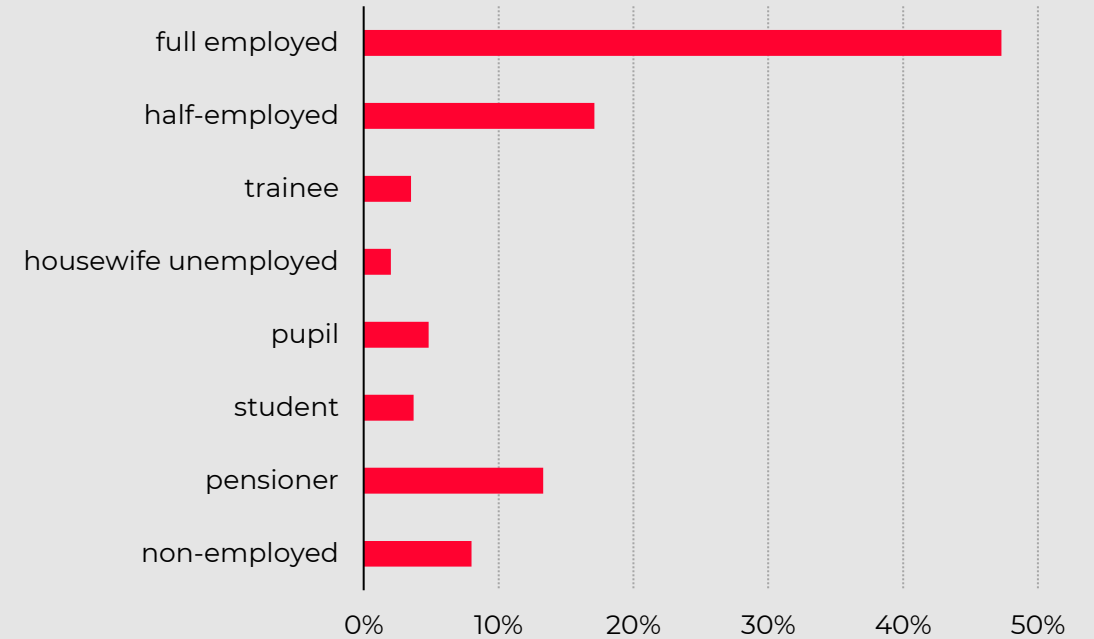
## EDUCATION QUALIFICATION

Information in %



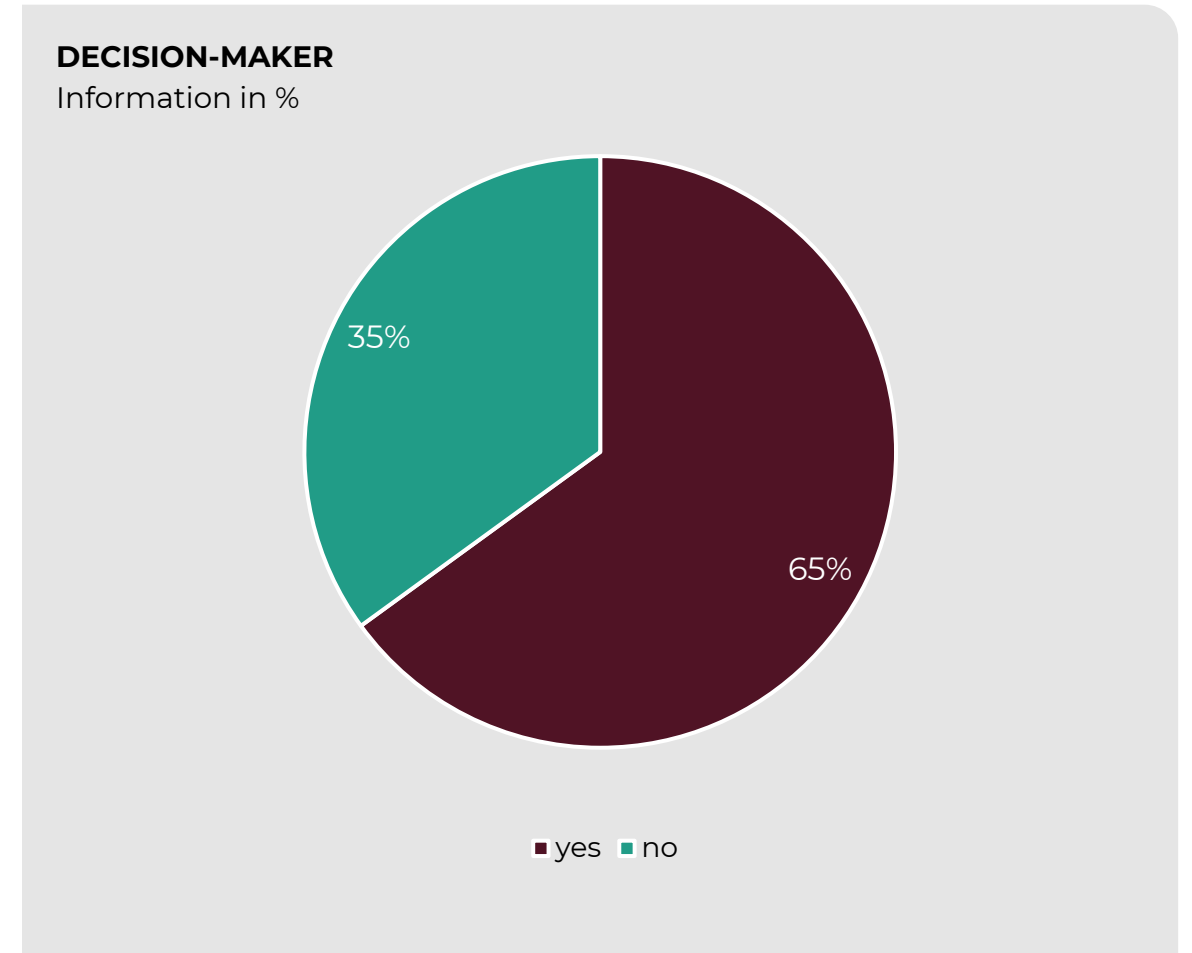
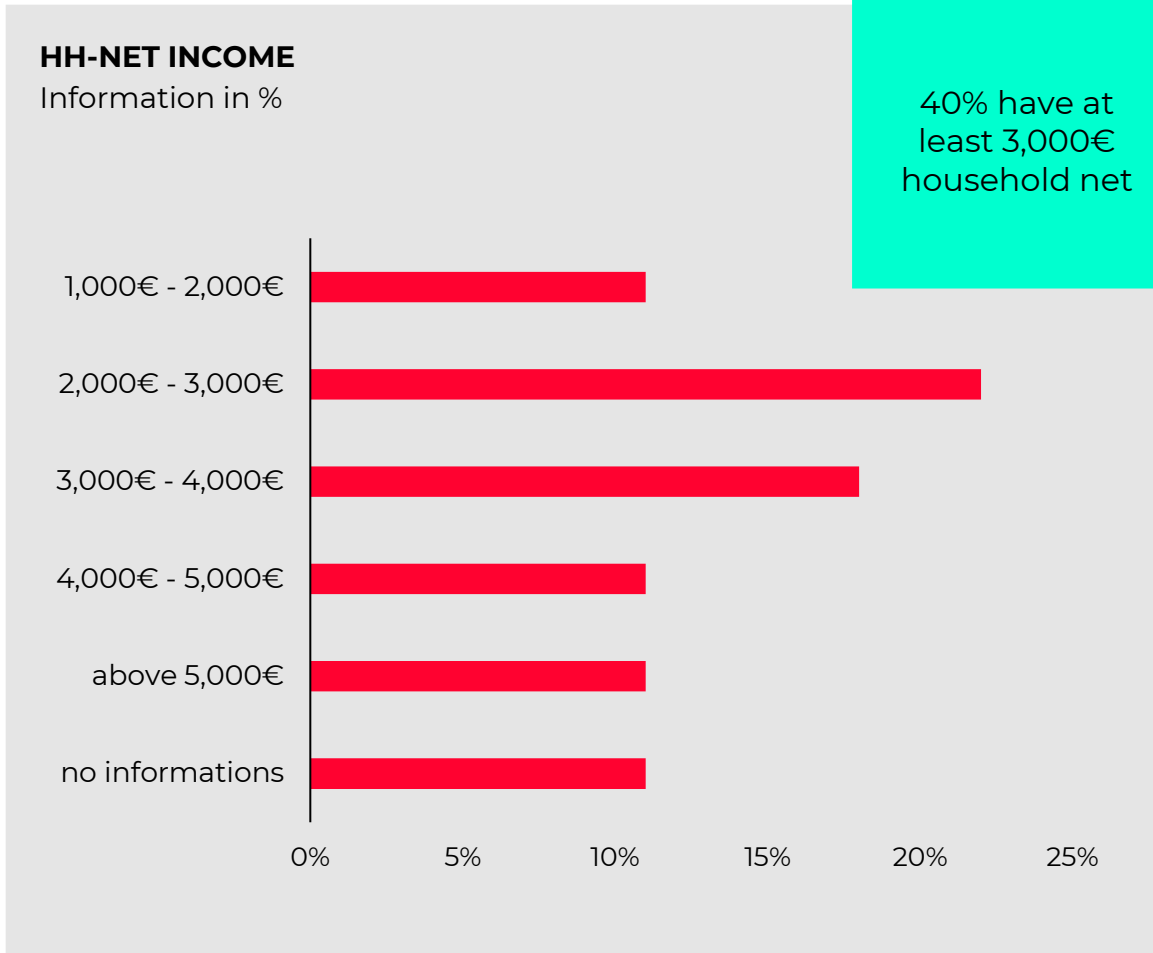
## EMPLOYMENT

Information in %





# THE USERS ARE PURCHASING DECISION-MAKERS



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