

A close-up photograph of a person's hand holding a black remote control. The person is wearing a light blue button-down shirt. In the background, another person is visible, wearing a dark green dress and holding a large bowl of popcorn. The scene is set in a living room with a green sofa.

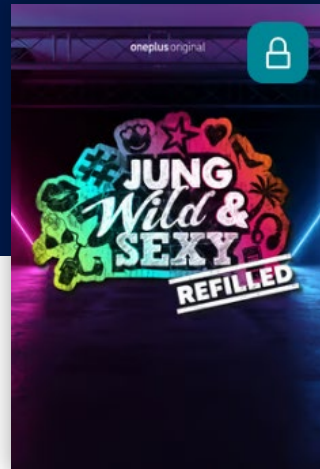
 ch media

CONNECTED TV

oneplus

Die Schweizer Streaming Plattform

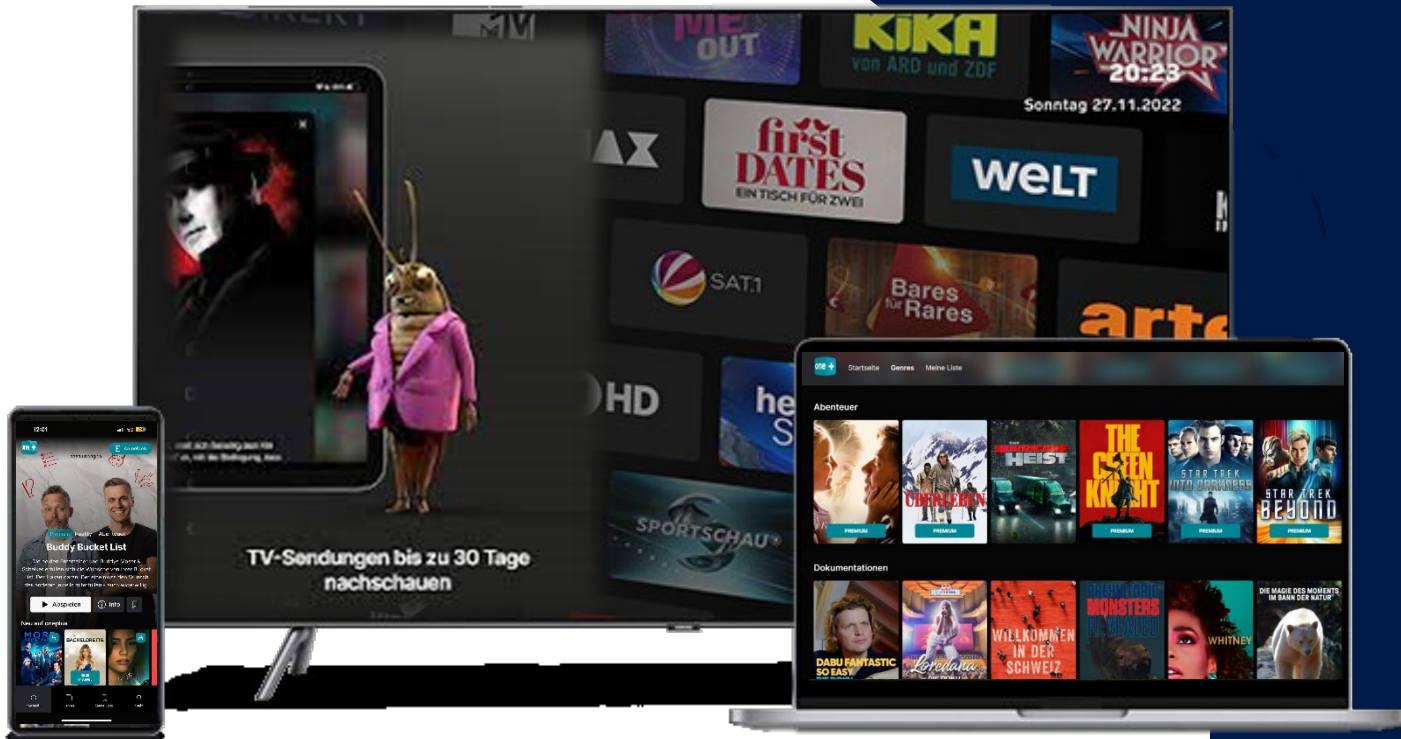
GROSSE CONTENT VIELFALT



Schweizer «Originals», Internationale Blockbuster, exklusive Serien Highlights
 US-Reality-Formate, Dokumentationen

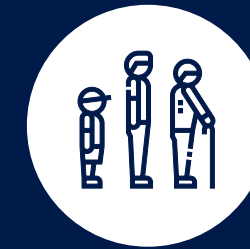
oneplus

Die Schweizer Streaming Plattform



GESCHLECHTERANTEIL

Frauen: 49%
Männer: 51%



ALTERSSTRUKTUR

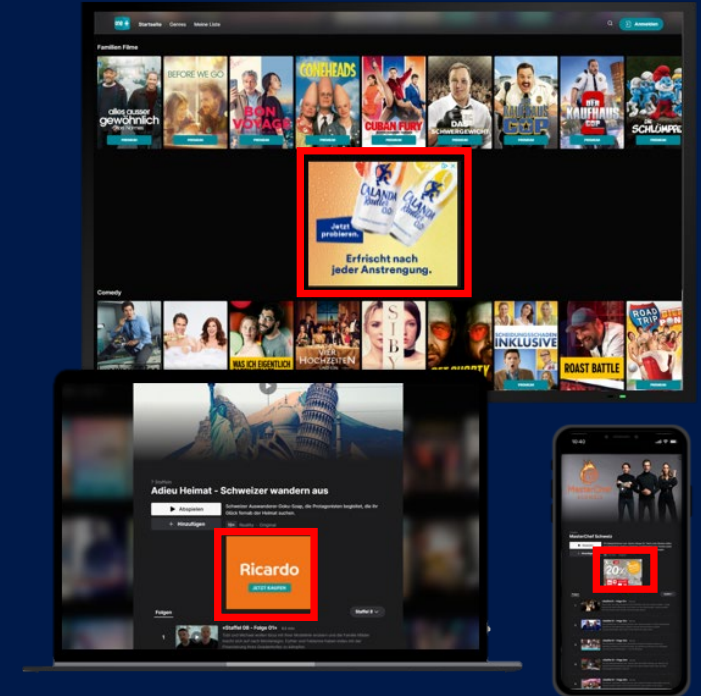
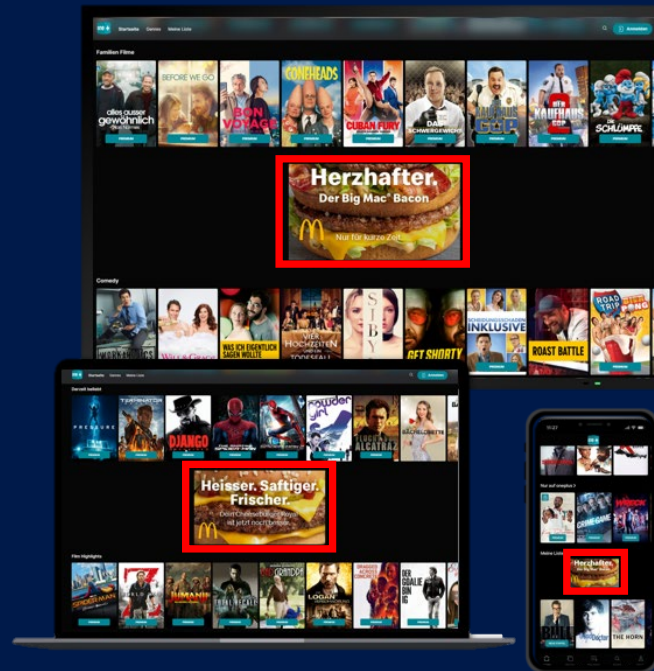
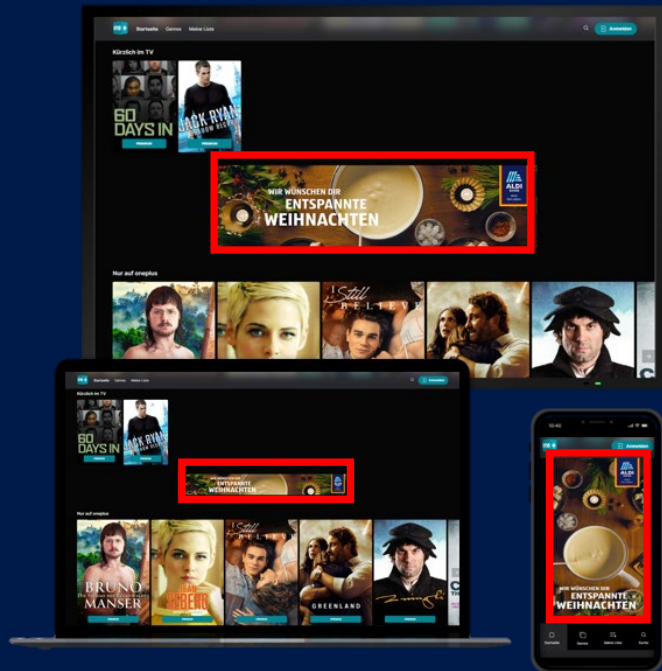
| | |
|------------|------------|
| 18-24: 12% | 25-34: 23% |
| 35-44: 20% | 45-54: 18% |
| 55-64: 15% | 65+: 12% |



REICHWEITE

> 350'000 Haushalte
> 550'000 Nutzer

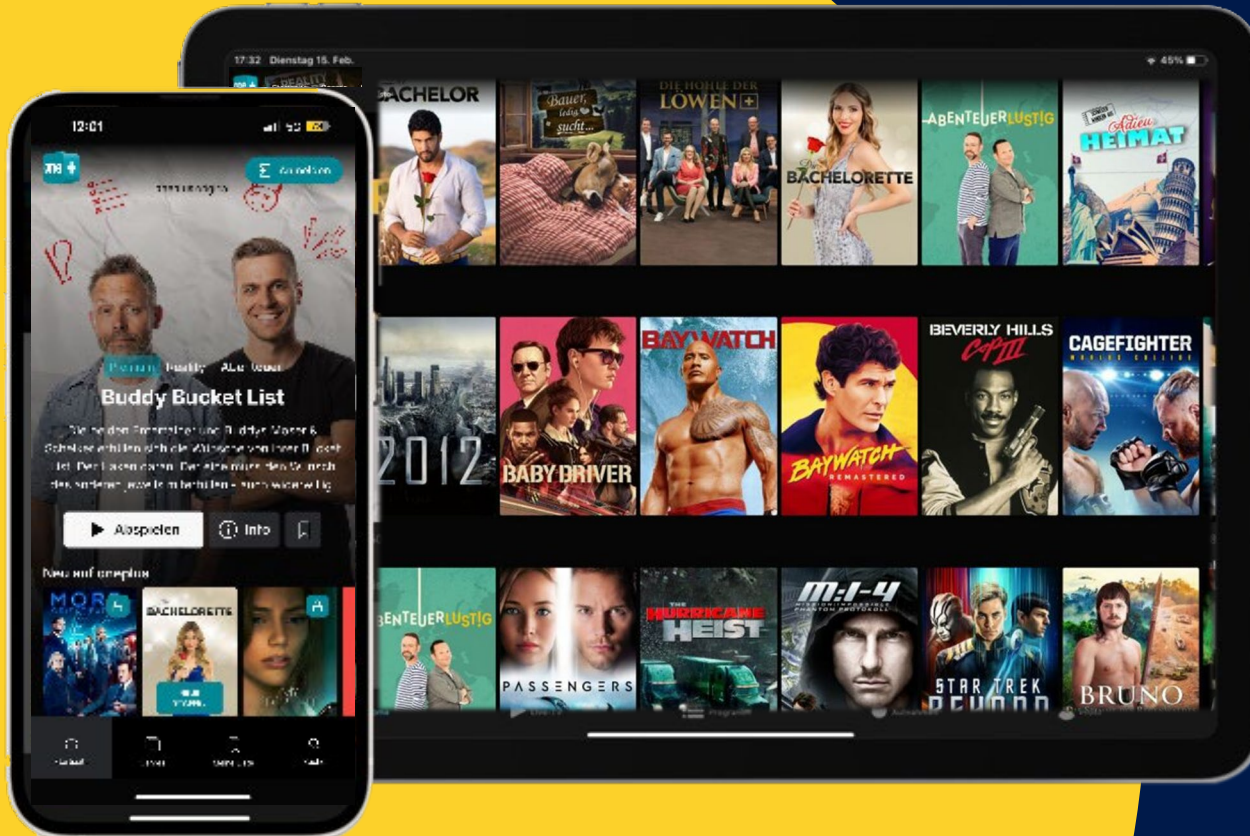
Werbeformen Beispiele: Display



Werbeformen Beispiele: Video

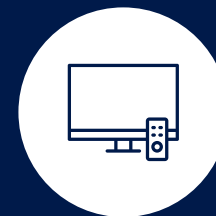


DAS Zattoo



INVENTAR & DEVICES

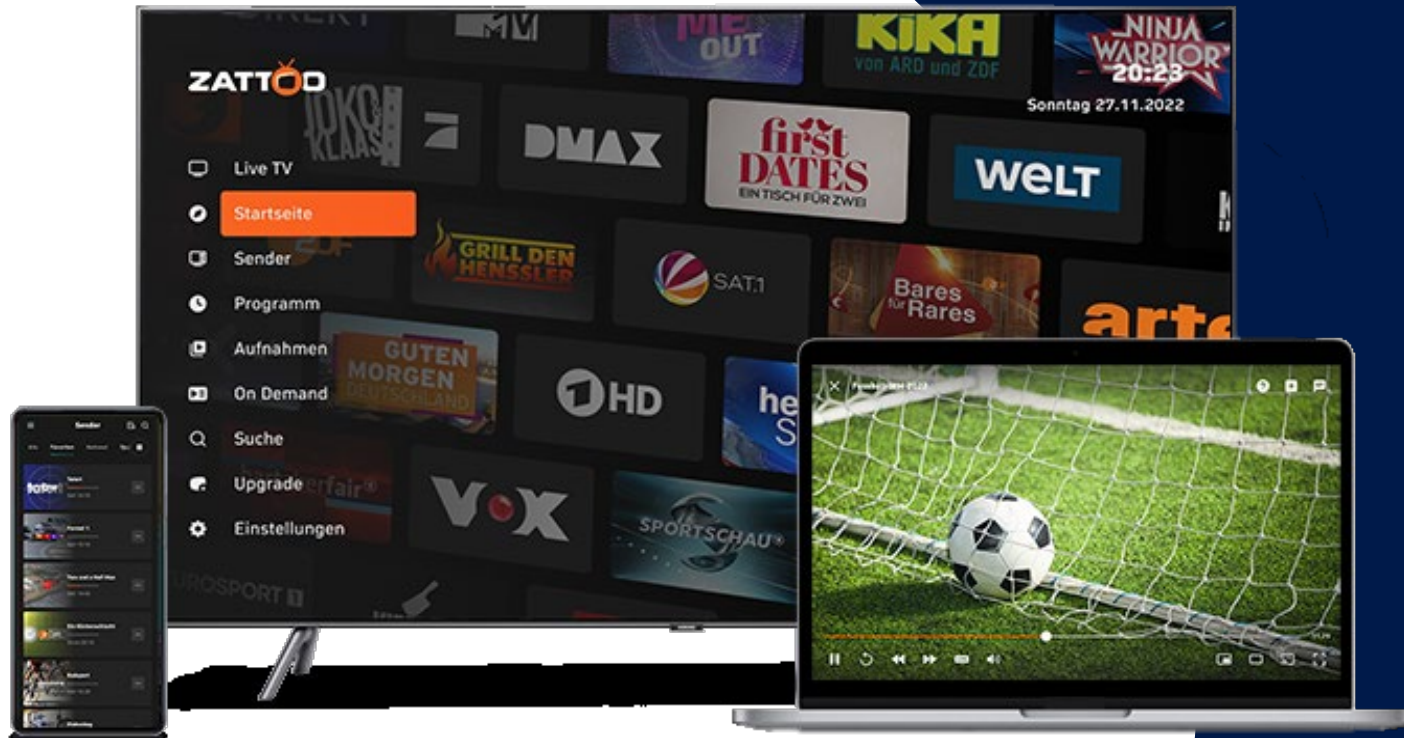
OTT/CTV-Angeboten von Zattoo, Wilma & Teleboy auf Mobile Devices, TV-Streaming Devices und Gaming Konsolen. Über Direktbuchung oder Programmatisch verfügbar.
~ 70% Big Screen.



SENDER

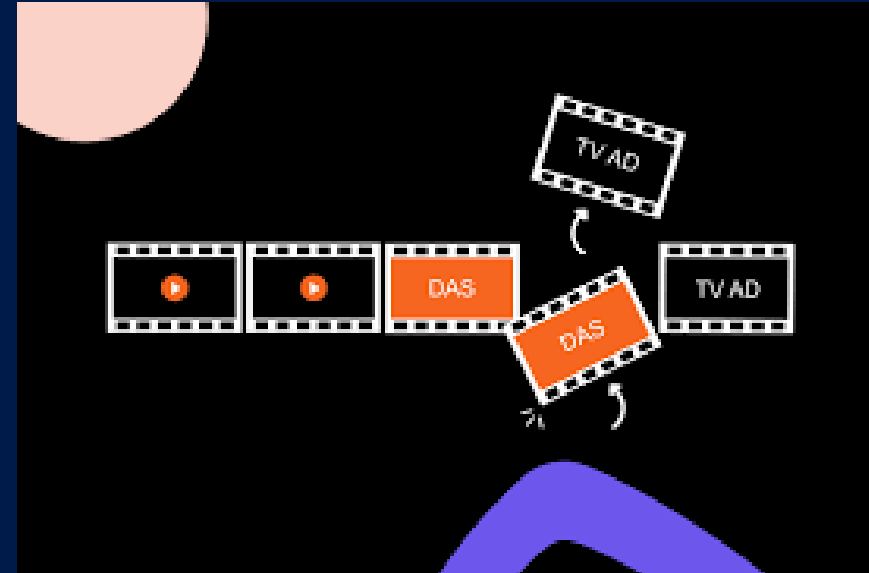
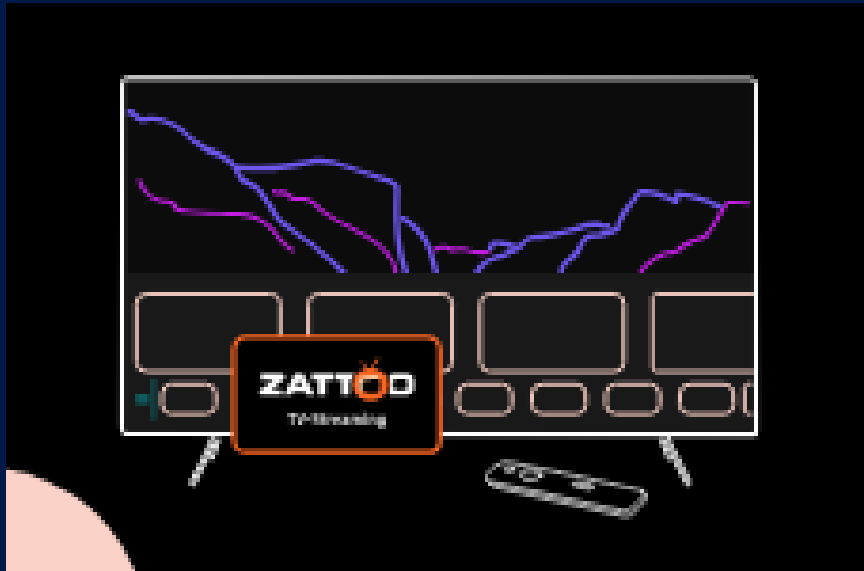
3+, 4+, 5+, 6+, 7+, S1, TV24, TV25, TeleZüri, TeleBärn, Tele M1, Tele1, TVO

DAS Zattoo

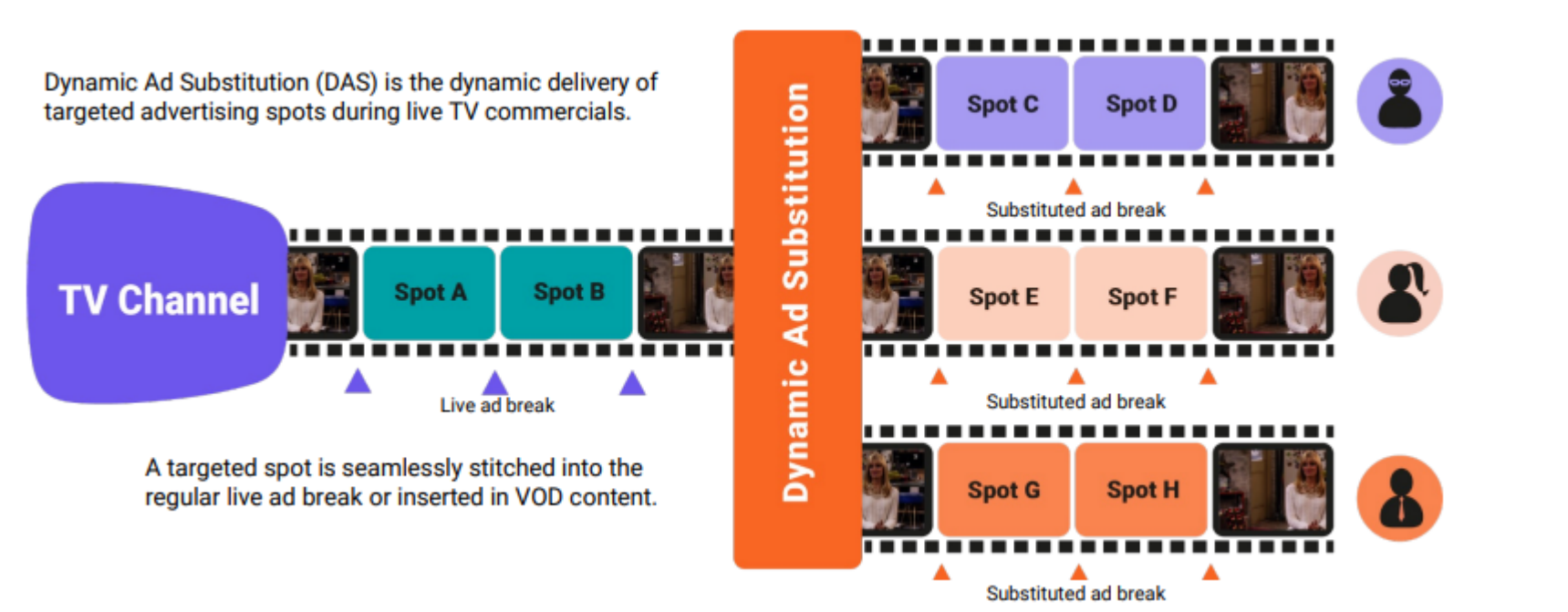


Dynamic Ad Substitution (DAS) ersetzt den TV Werbespot in einem Simulcast-Internet-Videostream.

Werbeformen Beispiele: Dynamic Ad Substitution



Werbeformen Beispiele: Dynamic Ad Substitution



CTV Angebote | Display oneplus



Desktop

Infeed Scroller Ad
Rectangle
Wideboard

Brutto TKP

CHF 45.-
CHF 45.-
CHF 45.-

Mobile

Infeed Scroller Ad
Wideboard

CHF 45.-
CHF 45.-

Multidevice

Infeed Scroller Ad
Rectangle
Videohead
Wideboard

CHF 45.-
CHF 45.-
CHF 55.-
CHF 45.-



Alle Preise in CHF exkl. 8,1 % MwSt. Es gelten die Allgemeinen Geschäftsbedingungen der CH Regionalmedien AG, www.chmediawerbung.ch/agb

CTV-Angebot | Video oneplus + Zattoo



Netzwerk «oneplus only»

Format: Video 16/9
Dauer: Max 30 Sek.

Brutto TKP

CHF 90.-

Netzwerk «DAS Zattoo only»

Format: Video 16/9
Dauer: Max 30 Sek.

CHF 100.-

Netzwerk «DAS Zattoo & oneplus»

Format: Video 16/9
Dauer: Max 30 Sek.

CHF 90.-

Programmatic
Deal auf Anfrage

Alle Preise in CHF exkl. 8,1 % MwSt. Es gelten die Allgemeinen Geschäftsbedingungen der CH Regionalmedien AG, www.chmediawerbung.ch/agb

Kontakt



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