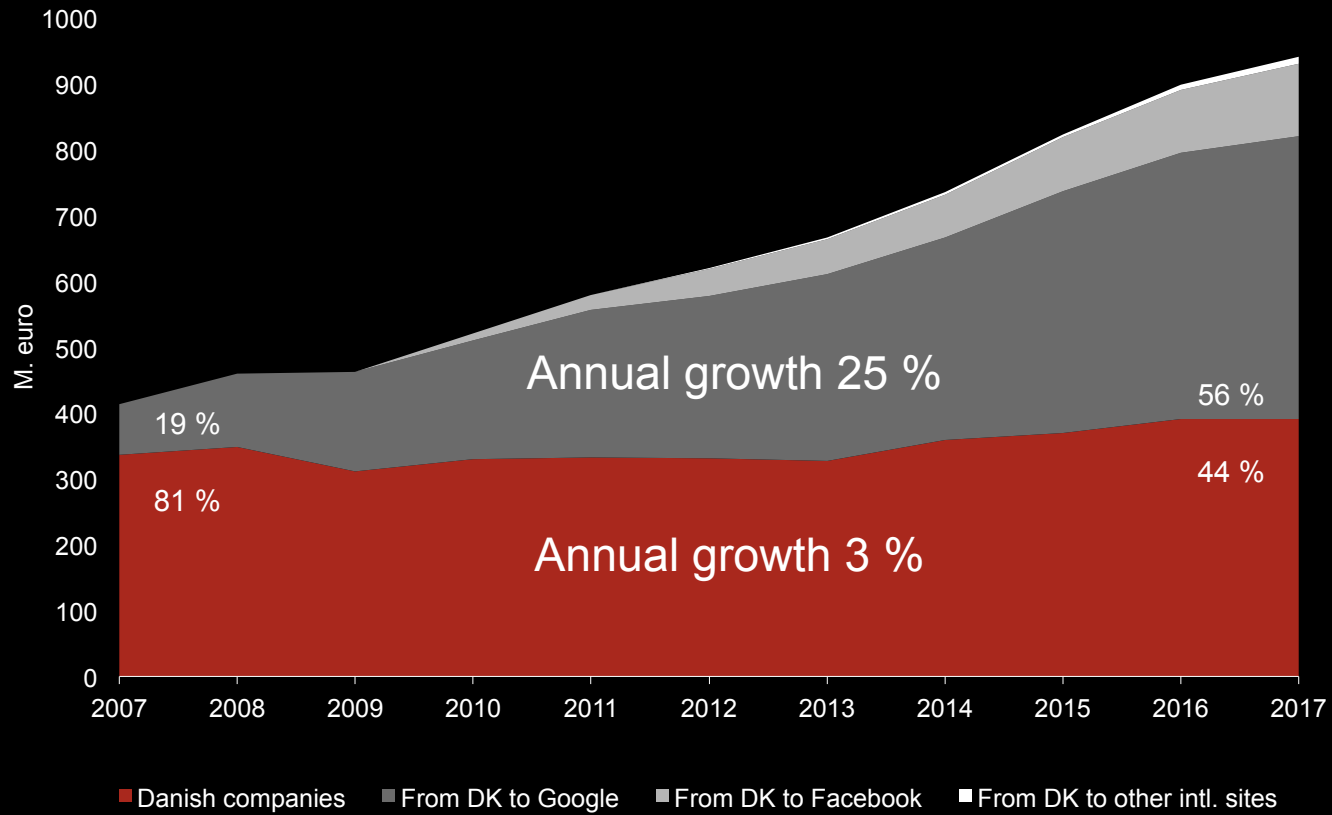


Digital Advertising Agenda

Dorthe Bjerregaard-Knudsen
JP/Politikens Hus, Denmark
Friday, 8 June 2018





40%

Programmatic



Reinvention of the industry

1 Transparency

2 Privacy

3 Quality = Effect



Advertisers

FILTER

Media



DSP certification?

Thomas Port, SevenOne Media 14.02.2018, 13:05 Uhr

"Googles DBM wird nicht mehr von uns mit Videoinventar beliefert"

Das Digitalgeschäft bei ProSiebenSat.1 legt zu. Ein Gespräch mit Thomas Port, Geschäftsführer Digital von SevenOne Media, über die Entwicklung des Marktes, Daten-Kooperationen und den Ärger mit Google.



Thomas Port, Geschäftsführer Digital
SevenOne Media
(Quelle: SevenOne Media)

Der Medienkonzern **ProSiebenSat.1** erwirtschaftet bereits mehr als die Hälfte seines Umsatzes außerhalb des klassischen TV-Werbegegeschäfts: mit Einnahmen aus dem E-Commerce, Unternehmensbeteiligungen, seinem Adtech-Business oder dem Verkauf digitaler Werbeplätze. Ein Gespräch mit dem für die digitale Vermarktung zuständigen Geschäftsführer Thomas Port von SevenOne Media.

From long tail to a trusted few 200+ Goodbyes



Privacy terms

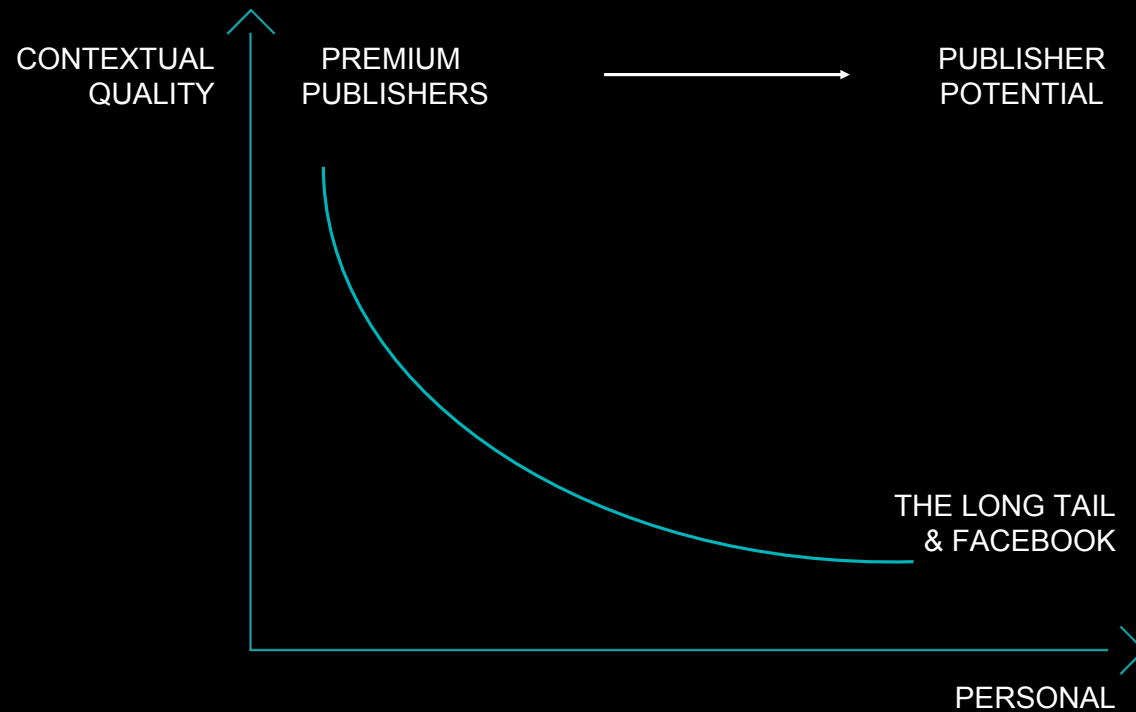
In order to personalize ads, our business partners want to collect data about your use of this website. By clicking "I accept" you consent to our business partners' use of cookies on this site. You can always withdraw your consent via the "Manage consent" link.

I accept

 Manage consent

[Read all about our privacy policy](#)

The Publishers' Quality Position



Ads perform better in a premium editorial environment

Neuroscience demonstrates that the same ads stimulate very different brain responses, depending on where they are placed. Premium editorial contexts create stronger engagement, higher emotional intensity and greater long-term memory encoding, which is proven to correlate with decision-making and purchase behaviour.

Engagement (personal relevance)

50%

higher on premium editorial sites than during general free browsing

Left brain long-term memory encoding (words and detail)

21%

stronger on premium sites than during general free browsing

42%

stronger on premium sites than on social media



Right brain long-term memory encoding (emotional/global features)

13%

stronger on premium sites than during general free browsing

9%

stronger on premium sites than on social media

Emotional intensity

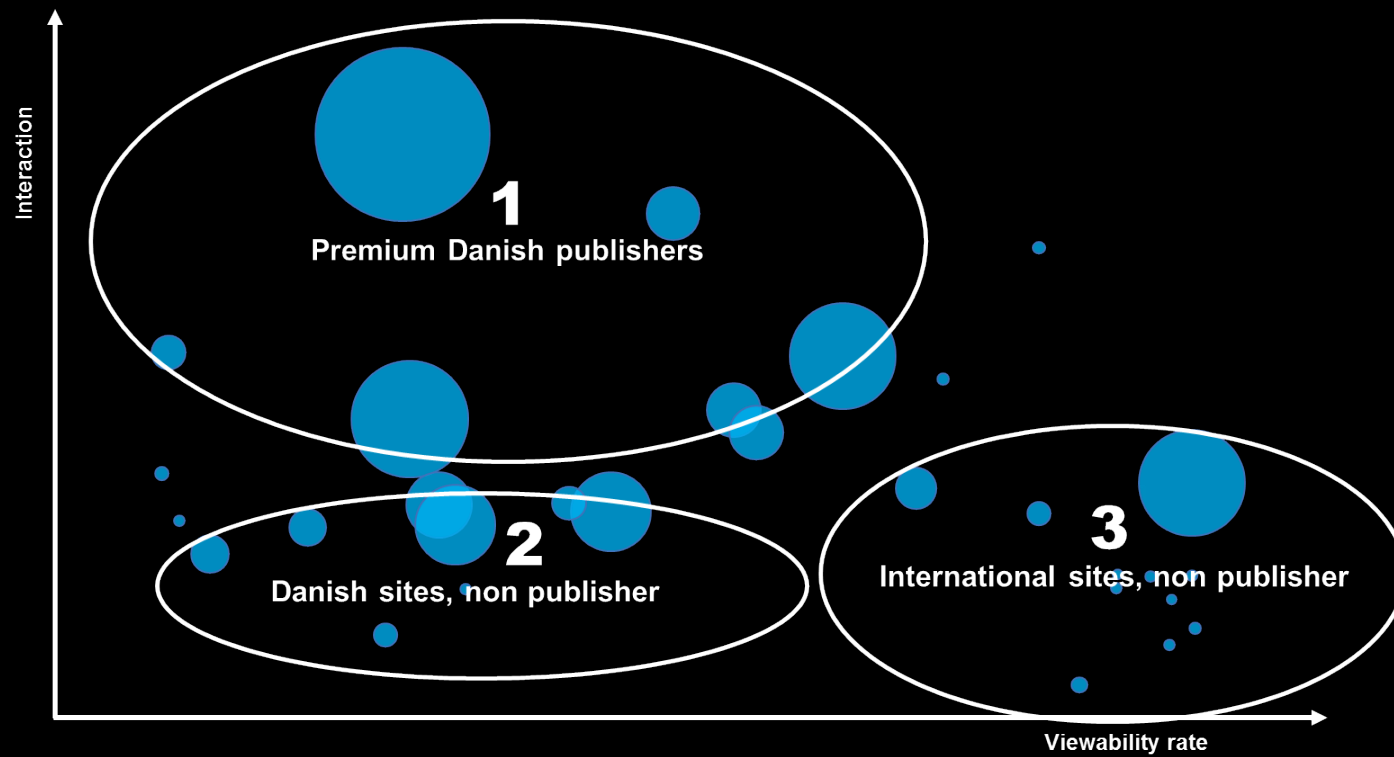
25%

higher on premium sites than during general free browsing

N newsworks

NEURO|NSIGHT

aop



What is good quality?

An ad that is seen, by a human, in a safe and premium environment, by the relevant target audience...



Thank you!
dbk@jppol.dk

