

STEFAN BECKMANN
Geschäftsführer D/A/CH

SPOTX

SPOTX

2007

Gegründet

Ca.

300 Mitarbeiter

An 9 Standorten

Programmatische Infrastruktur für

Alle Screens

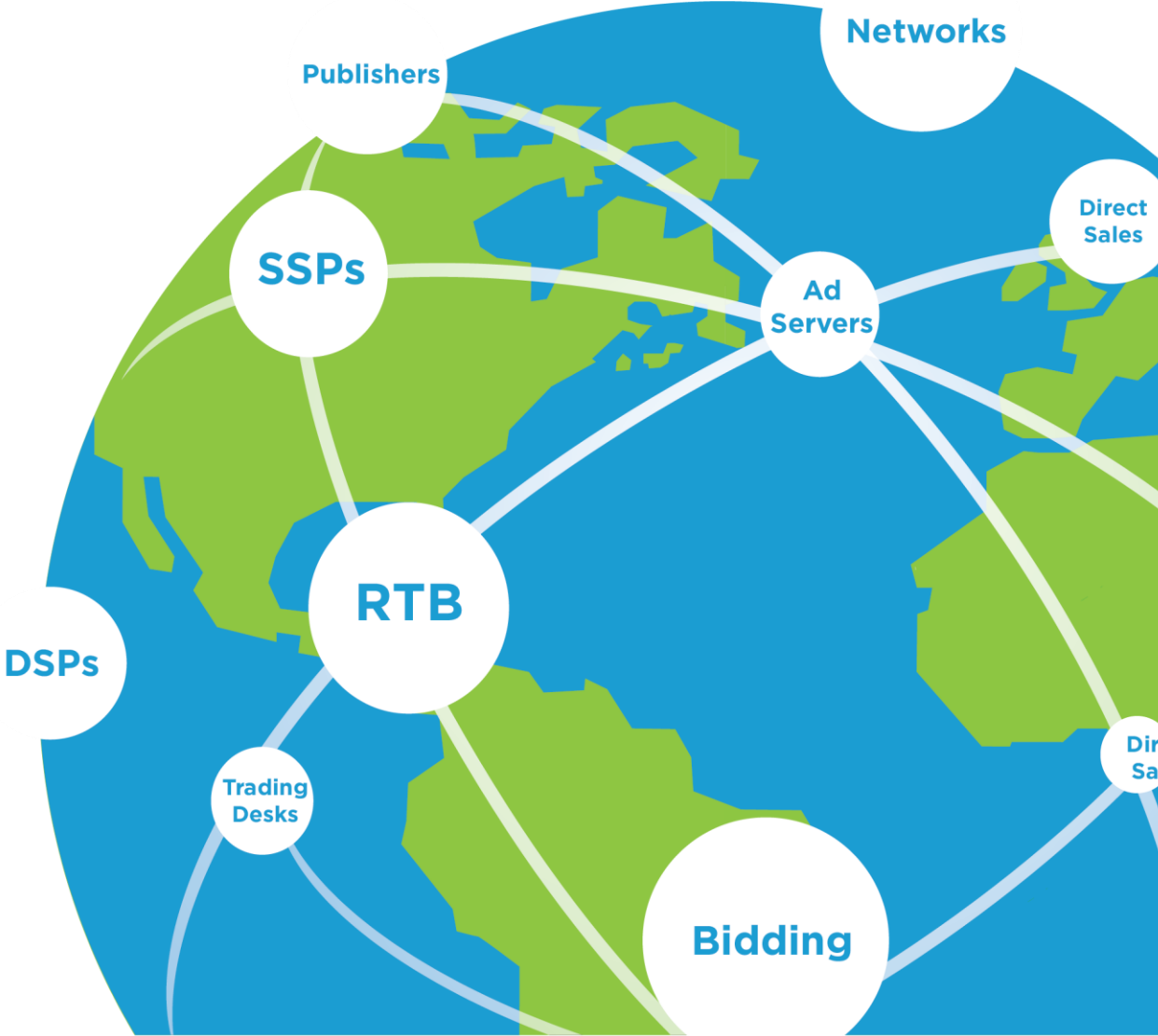
Standorte in London,
Amsterdam, München und
Hamburg



Dienstleister führender
Vermarkter & TV Sender
in EU

SPOTX

Globale Infrastruktur



Lokale DNA



SPOTX

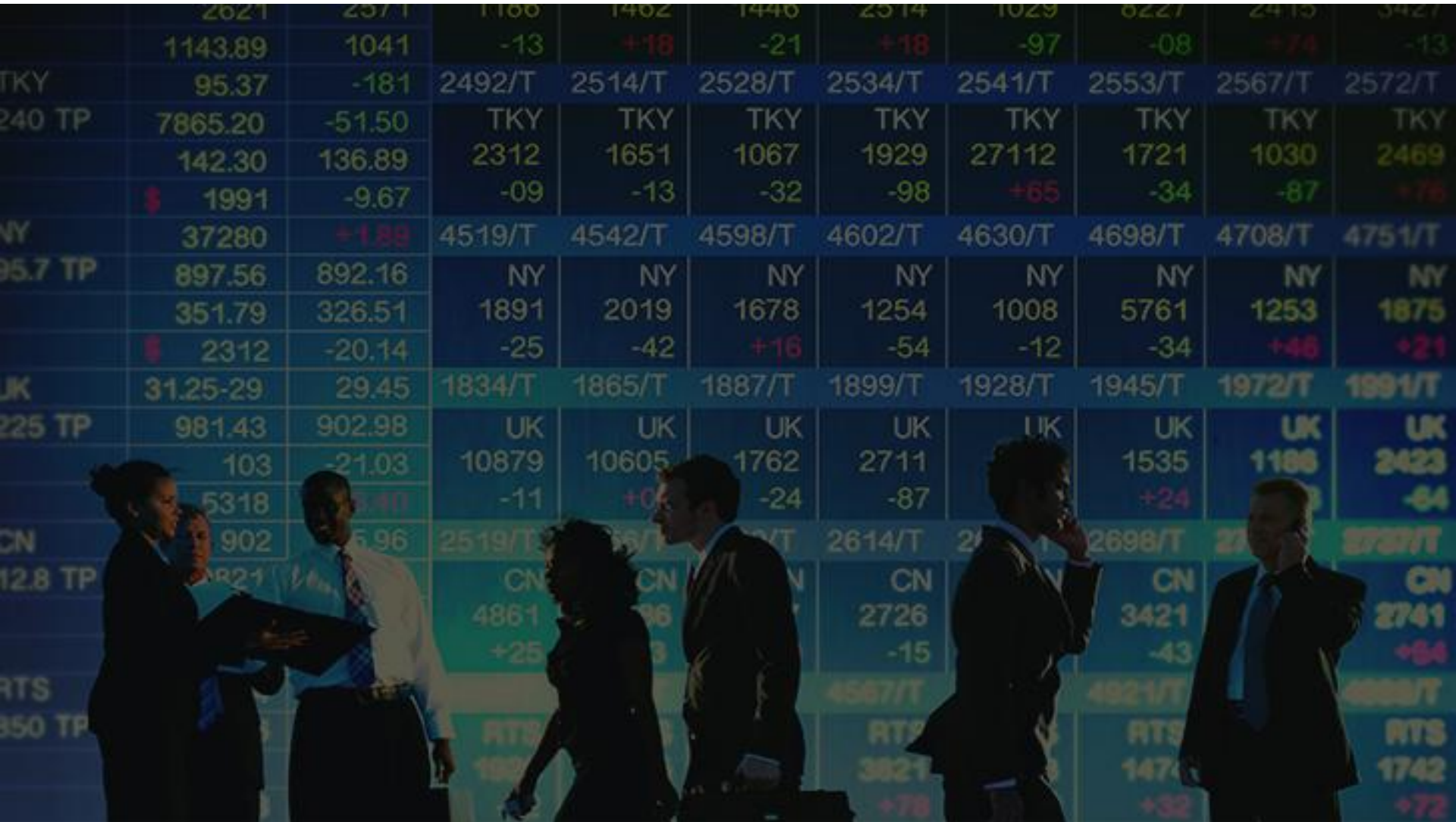
3 Einkaufsarten

1.



Open Marketplace

Open Market



SPOTX

3 Einkaufsarten

1.



Open Marketplace

2.



Private Marketplace

Private Marketplaces



SPOTX

3 Einkaufsarten

1.



Open Marketplace

2.



Private Marketplace

3.



Curated Marketplace

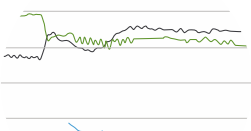
Premium Marketplace



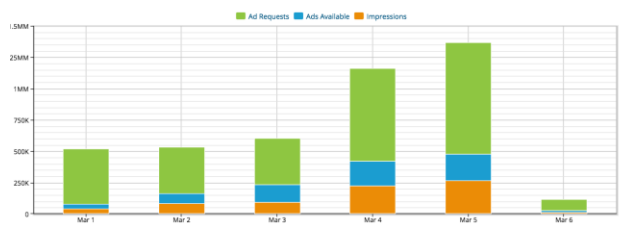
Volle Kontrolle



Advertiser Domain	Seat Name	Ad Partner	Bids	Avg Bid CPM	Impressions
airbnb.com	Amnet	TubeMogul	2,417,141	\$43.33	433,952
applebees.com	Mindshare	MediaMath	2,235,002	\$45.20	320,163
att.com	Cadreon	Adelphic	2,061,703	\$21.02	339,917
bananaboat.com	VivaKi	Rocket Fuel	392,963	\$51.05	41,075
carnival.com	Xaxis	Audience Science	2,544,550	\$47.44	304,541
chevrolet.com	Cadreon	The Trade Desk	2,603,268	\$49.00	512,195
cocacola.com	Varick	Turn	3,249,637	\$47.19	444,173
ebay.com	Accuen	DataXu	3,323,086	\$18.71	472,515



Ad Requests



Ad Requests

Funnel

Region

Player Size

- Ganzheitliches Inventarmanagement
- Cross Screen
- Offene Plattform
- Erstklassiger Kundenservice

SPOTX

Self-Service

oder

Full-Service



Die Plattform für Ihr Bewegtbild-Inventar

SPOTX

Danke

STEFAN BECKMANN
GESCHÄFTSFÜHRER D/A/CH

SPOTX