

Advertising in SPB TV



About SPB TV

1st

mobile TV in Russia

1 mln

viewers every day

Russia – CIS – Europe
Global reach

200+

TV channels

1000+

movies and series

Multiscreen

mobile, web, Smart TV

Ads Placement

SPB TV is a multifunctional platform for banner and video ads placement in OTT TV and video services with user-friendly interface and professional tools for efficiency tracking.

With SPB TV people from around the world will see your ads. Video and banners are shown while channels, movies or series are loading. In these seconds you get maximum attention because a user is keeping an eye on the screen.

Videos

10+ million ad videos per month
VPAID, MRAID, VAST support
Average CTR is more than 4%

Banners

10+ million ad banners per month
Average CTR is more than 4%

Open RTB
Integration



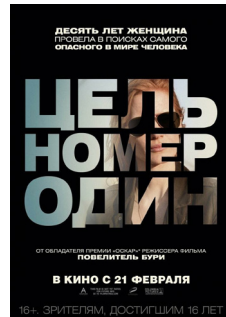
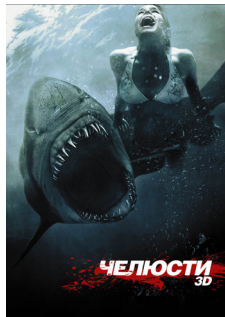
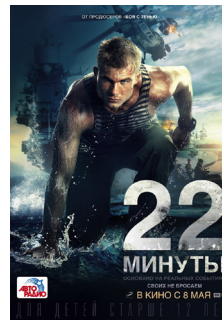
SPB TV Channels



10 most popular channels

1. Channel One (*Первый канал*)
2. NTV (*НТВ*)
3. Russia-1 (*Россия 1*)
4. STS (*СТС*)
5. TNT (*ТНТ*)
6. Zvezda (*Звезда*)
7. Action by SPB TV (*Боевик*)
8. Ren TV (*Рен ТВ*)
9. Russia-24 (*Россия 24*)
10. Disney Channel (*Канал Disney*)

SPB TV Movies and Series



10 most popular movies and series

1. Parker
2. Carriers
3. Killer Elite
4. 22 minutes (22 минуты)
5. On an Unnamed Hill (Высота 89)
6. Shark Night 3D
7. Taken 2
8. Zero Dark Thirty
9. Sniper 2: Tungus (Снайпер 2: Тунгус)
10. The Meeting Place Cannot Be Changed (Место встречи изменить нельзя)

Where Will Ads Appear?

Your ads will be shown as pre-rolls, mid-rolls on channel, movie or series page.



Mobile



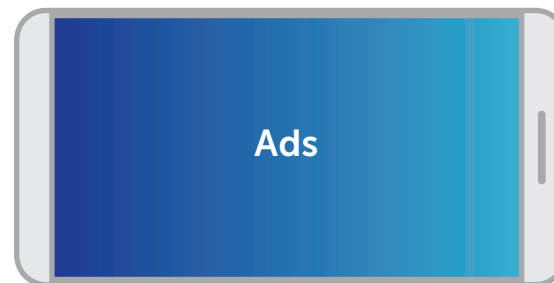
Desktop



Smart TV



Set-top box



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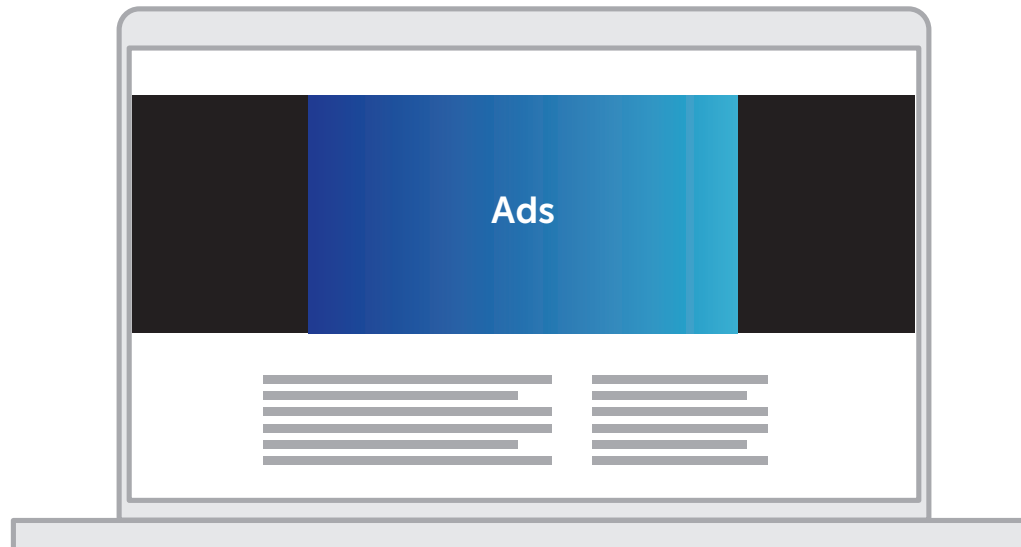
Desktop



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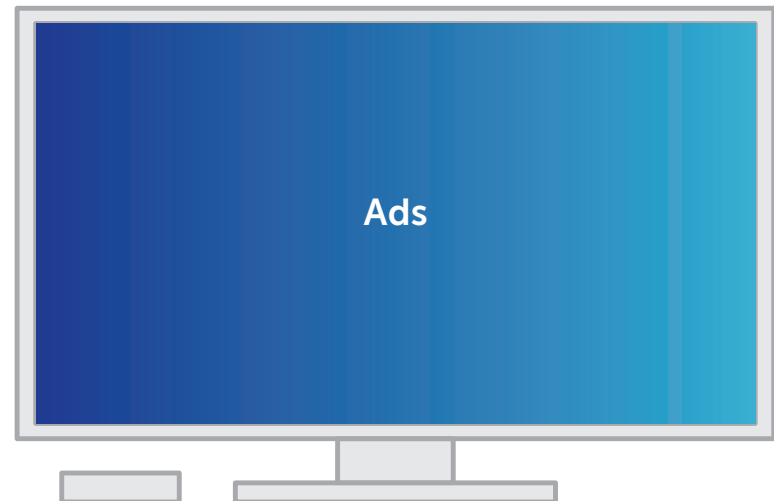
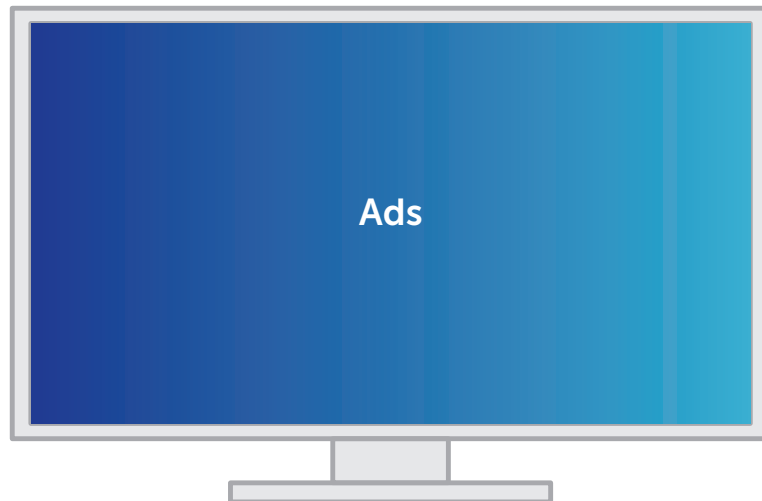
Desktop



Smart TV



Set-top box



All Platforms

SPB TV supports ALL popular platforms and operating systems.

iOS android macOS Apple tv LG ThinQ® TIZEN® androidtv

Hisense Samsung SMART TV Panasonic SONY BRAVIA PHILIPS SHARP AQUOS

Worldwide Coverage

**With SPB TV your ads will be shown
to viewers from around the world.**

Russia / Ukraine / Belarus / Moldova / Kazakhstan
Uzbekistan / Germany / Armenia / Romania / India
USA / Turkey / Brazil / Israel / United Kingdom
France / Spain / Pakistan / Saudi Arabia / Indonesia *

* first 20 countries with the biggest number of viewers in SPB TV

Spot-on

OTT TV analytics collects data about viewers' preferences, their tastes and interests, addressing each viewer personally. With SPB TV you can prepare advertisement blocks using a number of targeting parameters simultaneously.

Targeting parameters:

- Device type
- Platform
- TV channel, movie or series
- Language
- Country, city
- Placement time
- Social demographics
- Preferences

You are also able to:

- Limit number of ads shown per user
- Set ads duration
- Switch off "skip ad" option
- Channel ads placement buyout
- Brand SPB TV app



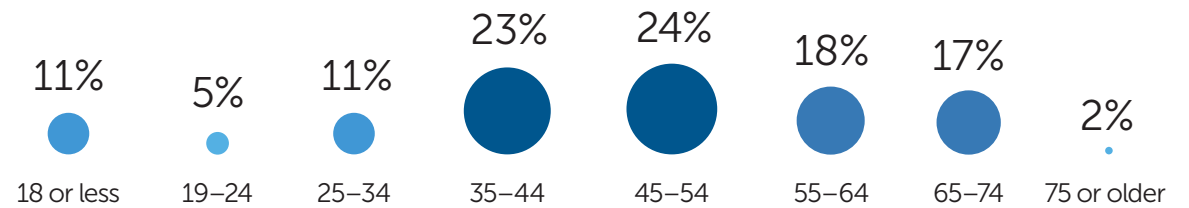
Combine
targeting
settings

Viewers' Portrait

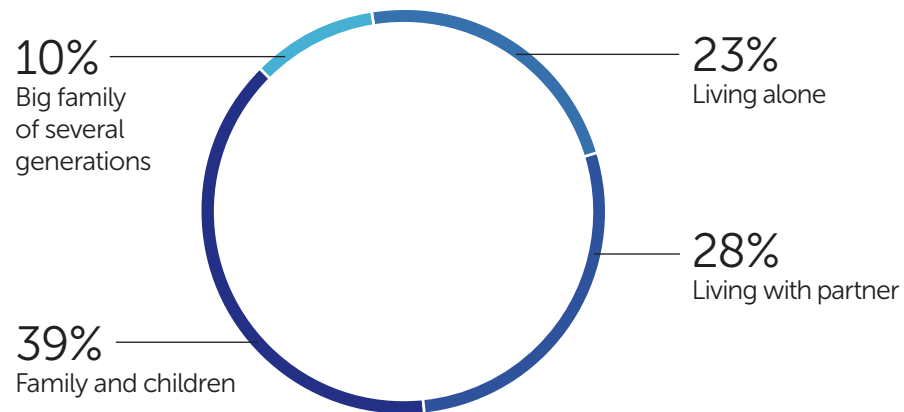
Gender



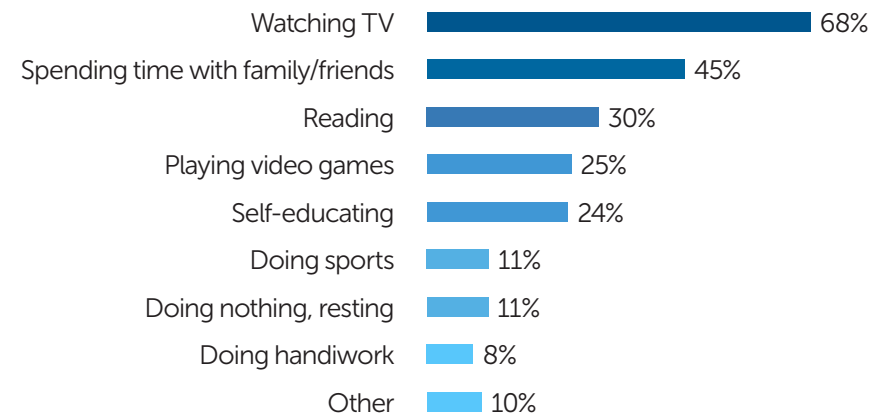
Age



Family status



Leisure activities



2020 Statistics

Average session duration is 29 minutes.

Distribution between devices:



Mobile
40%



Smart TV
37%



Tablet
17%



Desktop
5%

Ads impressions (unique users)

Desktop
1 000 000

Smart TV
1 500 000

iOS
2 500 000

Android
12 000 000

Smart TV

Smart TV is the most promising screen. J'son & Partners Consulting predicts that the total number of Smart TVs in Russia will reach 33.6 million devices by 2021.

The fastest growing audience segment:



Dynamics of the existent stock of Smart TV, Russia, mln, 2014–2021. (Source: J'son & Partners Consulting)

SPB TV supports:

Hisense

Samsung SMART TV

Panasonic

SONY
BRAVIA

PHILIPS

SHARP
AQUOS

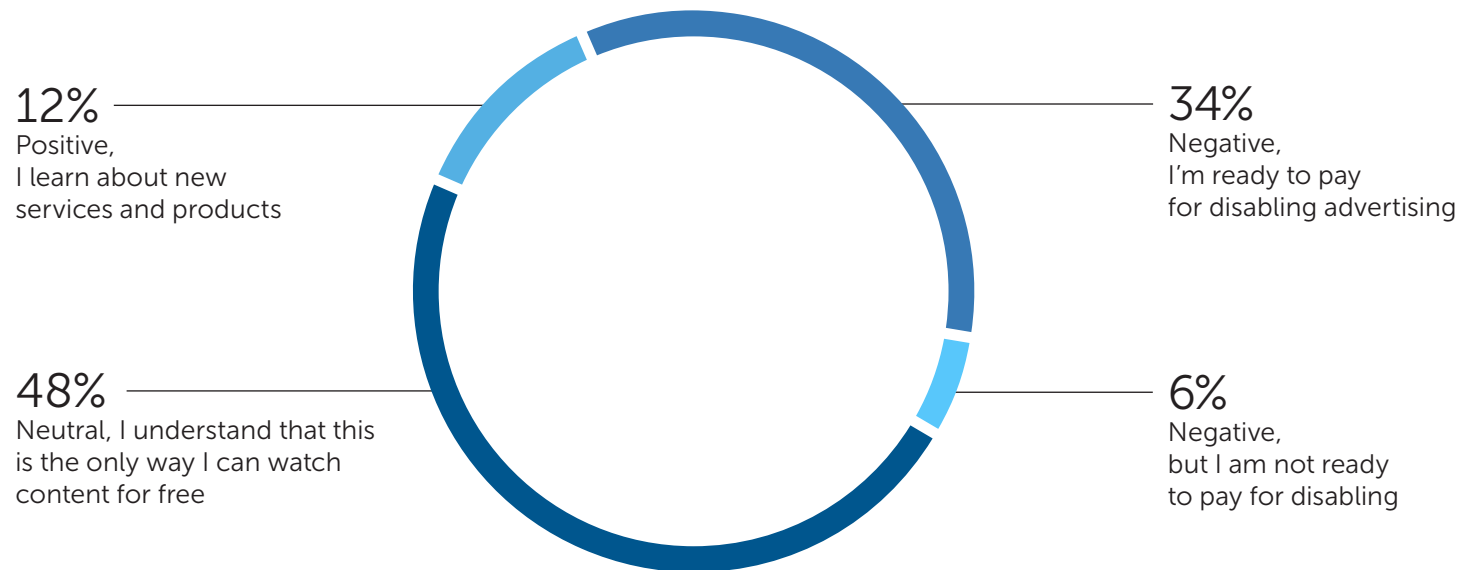
LG ThinQ®

androidtv

Our Viewers are Loyal to Advertising

The biggest share of the SPB TV audience has positive or neutral attitude to ads. They are willing to watch ads to keep free access to content.

How does the advertising influence your attitude to the service?

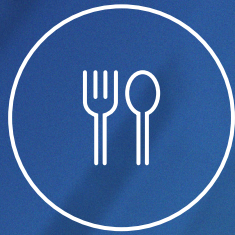


The Moment is Priceless

Based on our research, viewers watch TV and video on the Internet in various cases: on the way, while doing household chores or even at work. We selected the most often cases for you so you can catch the right moment for your ads to be shown.



Alone in free time
45%



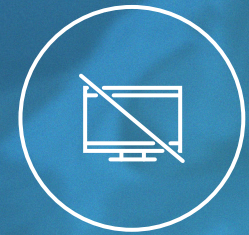
During mealtime
31%



Before going to sleep
31%



During familytime
22%



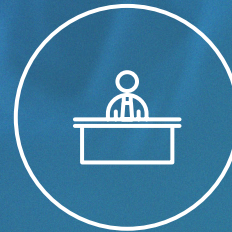
When the TV is occupied
21%



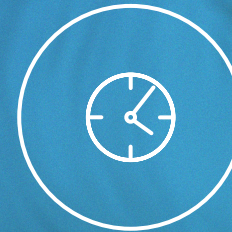
When doing home duties
16%



On the road
12%

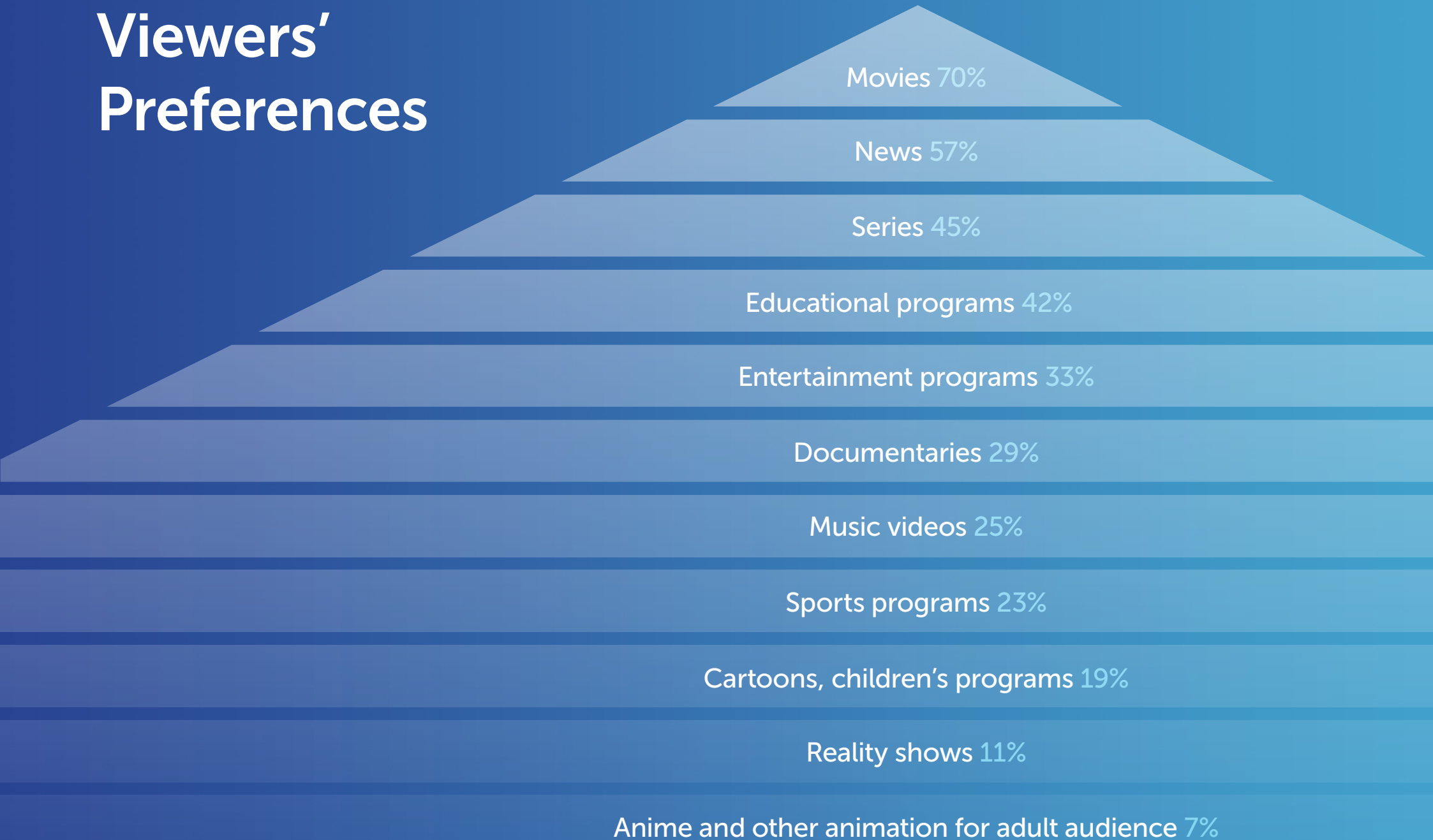


At work
11%



When waiting for something
10%

Viewers' Preferences



Contacts

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