



## ADVERTISER/AGENCY

Client transmits online  
advertising material

Client receives  
reporting/key figures

Transmission of campaign parameters

Appropriate advertising block  
according to campaign  
parameters

Comparison of desired target groups  
with existing user profiles

Information about a successful  
comparison

## AD SERVER

Ad block is  
transmitted

Ad Request is submitted  
Reporting is submitted

## AD DECISION MANAGEMENT

## DATA MANAGEMENT PLATFORM

TV signal specifying block  
length

Transmission of user  
profile data

Onlinestream

Ad request is submitted



## TV SENDER



## PLATFORM

## STREAM 1

## STREAM 2

