

Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Desde Ansart, Sylvain <SANSART@FREEWHEEL.com>

Fecha Vie 14/02/2025 16:08

Para Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>

CC Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

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Hi Sergio,

The Adserver is using the On_Scheduled_indicator for the pacing as smooth as. As explained [here](#), the adserver will try to stick to the 100% of the OSI.

The OSI calculation is calculated using the Delivery budget and the amount of budget to deliver at this time. Details can be found [here](#)

The amount of budget to deliver at this time is calculated using the scheduled period but is not taking into account the daypart restriction. The adserver is considering having the full day to deliver.

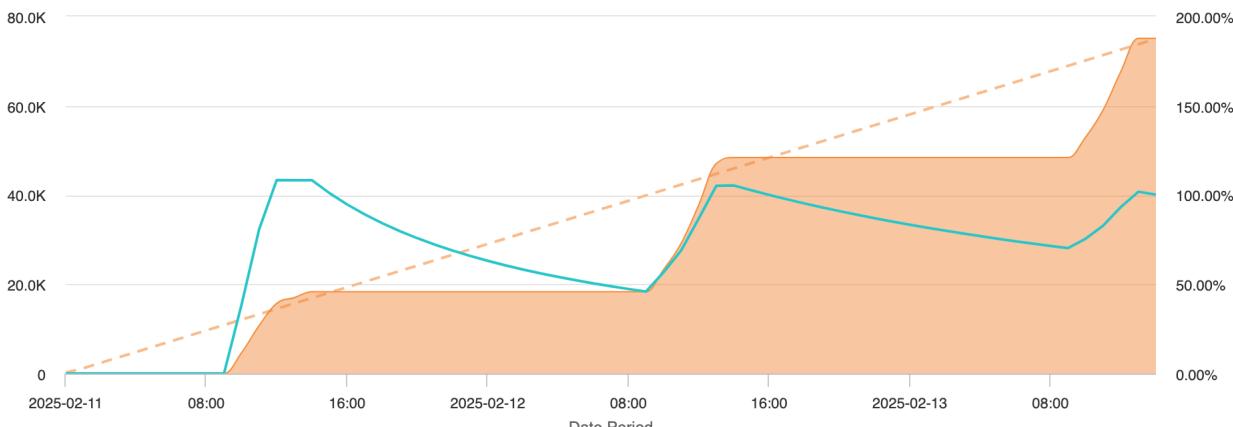
The historical traffic we have is linked to the endpoint, giving us information about the avails and the ratio between ad selected and impressions.

The method is the same for linear

The difference is the daypart, in linear we have multiple windows all along the day.

If there's a delay at 2 p.m., it can be made up at the 5 a.m. and 7 p.m. breaks, for example.

The campaign has delivered the impression goal as you can see on this [dashboard](#)



Best Regards,
Sylvain

From: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>

Date: Tuesday, 11 February 2025 at 15:51

To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Jorge Caba Molina <Jorge.Caba@i3television.es>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Good afternoon, Sylvain,

As you mentioned, the test campaign for L Conexion banner has ended for today (as you know we only have the slot open from 8 a.m. to 2 p.m.)

The delivery has been this one:



Imp obj	75.000
CPM	2 €

	Net_Counted Ads	Objetivo diario	% vs objetivo diario	FFDR (%)	Estim %	Dif impres vs objetivo
m	11-2	18.312	25.000	73%	24%	33%
x	12-2		25.000	0%	24%	67%
j	13-2		25.000	0%	24%	100%
	18.312	75.000		24.4%		-56.688

Although it is much higher (+100%) compared to the last test (which was like this, last week on the same day, Tuesday, moreover...)

Net_Counted Ads	Objetivo diario	% vs objetivo diario	FFDR (%)	Estim %
28-1 9.360	25.000	37%	12%	33%

... it is still below 80% daily delivery on this first day.

I have tried to understand the logic of pacing and OSI since I see in the order performance details that it marks this.

Budget Type	Impression
To-Date Delivery	18,312
Remaining Budget	56,688
Delivery Percentage	24.42%
Delivery Pace	Smooth As
Pacing Target	16,915

I have looked into the HUB to check the pacing Smooth as and the OSI (MRM Pacing Curves / On Schedule Indicator - OSI...) to understand this behavior, since, once we establish the daily delivery hours as we saw in the Daypart Targeting, logic would tell us that for a homogeneous delivery, the daily pacing should be as we proposed: 75k over 3 campaign days, 25k per day.

Inventory, according to all previous tests, we have (for example, last week)...

Net_Counted Ads	Objetivo diario
28-1 9.360	25.000
29-1 34.600	25.000
30-1 31.105	25.000
75.065	75.000

... so I don't understand why it doesn't deliver the 25k today, being able to do it since in the HYLDA tests of ADR and Total Video, including CTV, we are indeed at 100% daily deliveries on the first day (except for the last one from A3 because the ADR windows fell on the first day).

Why doesn't it do the same with the Ls?

Apparently it's due to the ad server logic, "[...] The MRM ad server does not divide by "impressions per day" or "impressions per period of time," but rather compares each eligible placement's delivery against its MRM Pacing Curves in real time to determine if it is ahead or behind schedule" but in ADR it is indeed working like that.

Would it be possible to have a more logical explanation so that we can understand it definitively? With other adservers, the logic is as detailed above.

Thank you very much in advance.



De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado: martes, 11 de febrero de 2025 15:43
Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

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Hi Jorge,

We delivered more than 18,3K impressions on the 25K daily impression target.
Around 73%

[Dashboard](#)

Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>
Date: Tuesday, 11 February 2025 at 11:26
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Great news!!
Looking forward to see a 70% or above the first day 😊

Jorge Caba
Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado el: martes, 11 de febrero de 2025 11:01
Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
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Hi Jorge,
The L-Banner campaign started as expected this morning.

Best Regards,
Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>
Date: Monday, 10 February 2025 at 12:37
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hi Sylvain,
My apollogies, this is completely my fault. I forgot to request to extend the L Zapping window for this week.
The new campaign will be: ID **83105858**. It will start tomorrow.

Sorry for this inconvenience.
BR

Jorge Caba
Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado el: lunes, 10 de febrero de 2025 12:23
Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
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Hi Jorge, Hi Sergio,
AS you mentioned this morning, the Hylda campaign TotalVideo HBBTV has delivered its impression goal.

Regarding the L-Banner, it seems there is still a trigger issue as I don't see any traffic on the test network this morning.
[dashboard](#)

Do you confirm that the L-Zapping campaign is "[REP TEST L BANNER MASTHEAD CONEX NEOX SNR ENE25 ID 83023240](#)" ?
I have a doubt because of the KV "tipo=conexion".

Best Regards,
Sylvain

From: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Date: Friday, 7 February 2025 at 09:47
To: Jorge Caba Molina <Jorge.Caba@i3television.es>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro

<Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

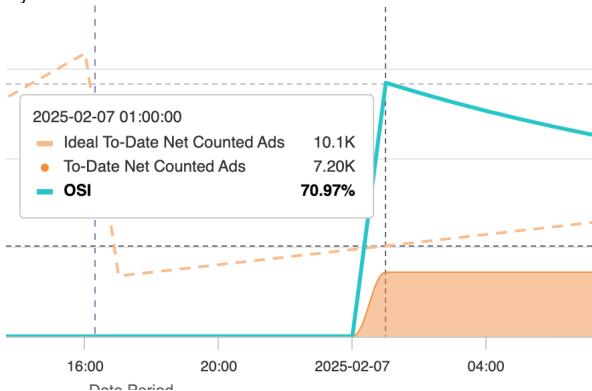
Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hi Jorge,

Good news, we have impressions from the last break yesterday.

Let's see today if we can reach the impression goal.

Best Regards,
Sylvain



From: Jorge Caba Molina <Jorge.Caba@i3television.es>

Date: Thursday, 6 February 2025 at 17:07

To: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

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Hi,
We have identified the problem. Is caused by the last break of the day (this break is really scheduled at 00:00 -the schedule time in MRM is approximated, as you may know-)
There is a low probability for this last break to be cancelled, that's the reason it has been selected, and it is good because we have identified a problem that we did not see during all of our testing in Pre and Live environment with live events "directos")

We have scheduled breaks and live breaks.

For schedule breaks the devices receive one stream event to load the creative (when the request to MRM is performed) and another one 30 secs later to play the whole break
For live breaks the devices ask every 5 minutes for the nearest live event to be prepared.

This last break for tonight belongs to the Feb 6th pattern but it happens on Feb 7th. When the tv set has asked today about the first airing in the morning the 00:00 break for tonight was the first one -and that is not correct-. So the devices discarded the breaks at 10:44 and 12:43.

The last break of the day will work, and we have applied a fix to avoid this to happens in the future. We never used late night breaks combined with "directos". It is good to have run this tests in Antena 3.

Thanks!

Jorge Caba
Digital TV Platforms – Project Manager

De: Jorge Caba Molina <Jorge.Caba@i3television.es>

Enviado el: jueves, 6 de febrero de 2025 12:03

Para: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>

CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hi,

No, it was not cancelled, I see ad Attempts at that time, but it is quite low (178). Lets check the next one.

BR

Jorge Caba
Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado el: jueves, 6 de febrero de 2025 11:41

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>

CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

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Hi Jorge,

Regarding the Totalvideo campaign on HBBTV? Has the 10h45 window been cancelled?
I'm seeing only 4 impressions

Best Regards,
Sylvain

From: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Date: Thursday, 6 February 2025 at 11:35

To: Jorge Caba Molina <Jorge.Caba@i3television.es>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hi Jorge,

Regarding the "TEST L DIRIGIDA SNR feb25 » campaign, I can see traffic now.

But, the campaign is not eligible apparently.

I checked the KV in the ad requests, and I don't see any ad request with the KV "diridiga".

Example of ad request for L-Banner from this morning:

```
/ad/g/1?nw=514965&prof=514965:atres_lbanner_test&aid=5a6a17da7ed1a834493ebf6d&csid=neox_smarty_hbbtv&resp=json&flag=+exvt+scpv+acti;marca=VIDAA&modelo=2024_55E70LEVS_Hisense&fab=Connected%20TV&_fw_h_referer=https://neox.atresmedia.com/&_fw_gdpr=1&_fw_gdpr_consent=CQHjwAOLeUAHABBENBYFsAP_gAEPgAAiOKTlX_G_bWlr8X73afteY1P99h7boQxBhJFE-4FzLwW_uB_gpKASYaFRAGWBISEGgYQQJAVBWEPBAgCAABIGiAgBMGBTsDABdYSIAQAOABggBAACDIAEAAAFACEOAOAFAgAAgECgADAAgGAeAIGAAEAFgIBAACAAcBCmBBAIFgAkZkVCmBCEAk
```

Could you please check the ad requests and the trigger?

Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>

Date: Thursday, 6 February 2025 at 11:32

To: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>

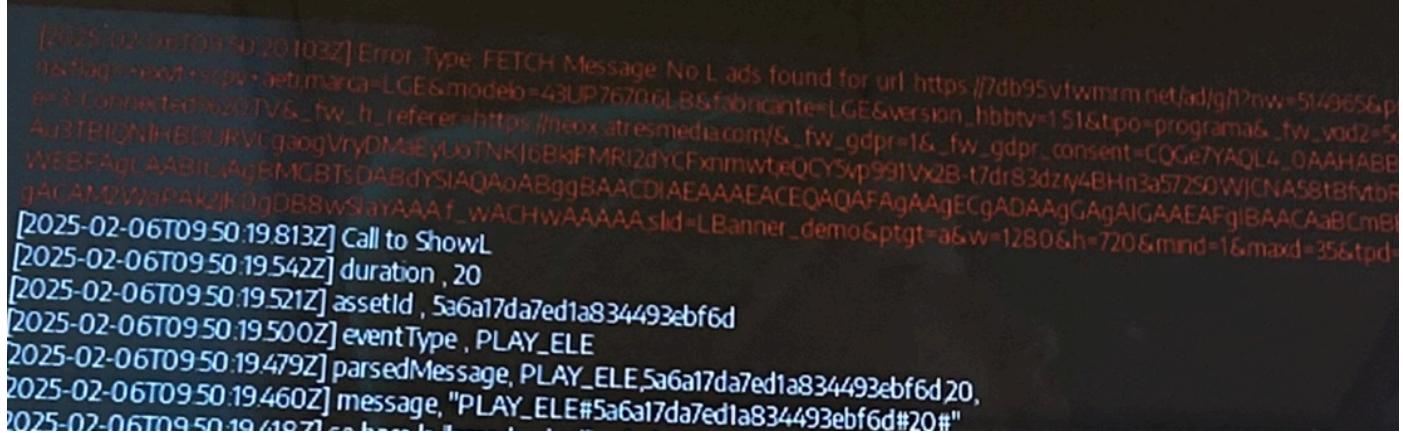
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>

Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hi [Ansart, Sylvain](#),

We have activated logs in several tv sets to check the behaviour when the stream event is received.

It seems that there is no response from MRM when requesting for a L Banner creative. We have checked that the request is sent to the network test, could you please check that everything is correct on your side, please?



The screenshot shows a terminal window with several log entries. The first entry is a warning about a missing L-Banner ad. Subsequent entries show the TV set attempting to play an ELE (End of Line) message, receiving a parsed message, and finally sending a message back to the network test. The log entries are timestamped from 2025-02-06T09:50:19.813Z to 2025-02-06T09:50:19.460Z.

```
[2025-02-06T09:50:19.813Z] Error Type: FETCH Message No L ads found for url https://db95fwrm.net/ad/g/1?nw=514965&prof=514965:atres_lbanner_test&aid=5a6a17da7ed1a834493ebf6d&csid=neox_smarty_hbbtv&resp=json&flag=+exvt+scpv+acti;marca=VIDAA&modelo=2024_55E70LEVS_Hisense&fab=Connected%20TV&_fw_h_referer=https://neox.atresmedia.com/&_fw_gdpr=1&_fw_gdpr_consent=CQHjwAOLeUAHABBENBYFsAP_gAEPgAAiOKTlX_G_bWlr8X73afteY1P99h7boQxBhJFE-4FzLwW_uB_gpKASYaFRAGWBISEGgYQQJAVBWEPBAgCAABIGiAgBMGBTsDABdYSIAQAOABggBAACDIAEAAAFACEOAOAFAgAAgECgADAAgGAeAIGAAEAFgIBAACAAcBCmBBAIFgAkZkVCmBCEAk
[2025-02-06T09:50:19.813Z] Call to ShowL
[2025-02-06T09:50:19.542Z] duration: 20
[2025-02-06T09:50:19.521Z] assetId: 5a6a17da7ed1a834493ebf6d
[2025-02-06T09:50:19.500Z] eventType: PLAY_ELE
[2025-02-06T09:50:19.479Z] parsedMessage: PLAY_ELE,5a6a17da7ed1a834493ebf6d,20,
[2025-02-06T09:50:19.460Z] message: "PLAY_ELE#5a6a17da7ed1a834493ebf6d#20#"
```

Jorge Caba
Digital TV Platforms – Project Manager

De: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>

Enviado el: miércoles, 5 de febrero de 2025 17:40

Para: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>

CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Ok, thank you, Sylvain

I have applied the change only in the field you indicated, I thought you meant in both places

Daypart Targeting

24/7

Custom Daypart

Time Zone

Repeats Time of Day

Repeats Days of Week

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Start Time End Time

Regarding the directed L, it seems we have detected the problem and it will start serving from tonight's windows

BR



De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado: miércoles, 5 de febrero de 2025 17:33

Para: Sergio Núñez Ramírez <sergio.nunez@atresmedia.com>; Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <salvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

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Hi Sergio,

Regarding the Totalvideo campaign, thank you for the details.
We will monitor it tomorrow.

Regarding the L campaigns, it can let the day part start time at 9 am like this :

Daypart Targeting

24/7

Custom Daypart Time Zone (GMT+01:00) CET ▼

Repeats Time of Day

Repeats Days of Week

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Start Time 09:00AM ▼

End Time 02:00PM ▼

Add Another

The recommendation is only for the schedule, like you did.

Regarding the “**TEST L DIRIGIDA SNR feb25** » campaign, I don't see any traffic in the test network for today: [link](#)

I checked the production network and an internal monitoring tool.
There is not ad request from the test network on my side.

Could you check if the trigger is working?
Do you have an example of the ad request that is supposed to be sent?

Best Regards,
Sylvain

From: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>
Date: Wednesday, 5 February 2025 at 16:55
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Jorge Caba Molina <Jorge.Caba@i3television.es>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hello, Sylvain

Just a reminder, as Eva mentioned in yesterday's meeting, that we are repeating the ADR campaign for TVIDEO on the A3 channel starting tomorrow.

Since we are having some issues with uploading the airings of the HBBTV windows of A3, we have reduced the target to the minimum expression in this case.

This is the campaign. <https://mrm.freewheel.tv/app/514966/advertising/campaigns/82956422>

TEST ATRESMEDIA TOTALVIDEO A3 PRO SNR 02_25_V2



	Impresiones obj	CPM
CTV	150.000	
HBBTV	30.000	
	180.000	

	Net_Counted Ads	Objetivo diario	% vs objetivo diario	FFDR (%)	Estim %	Vent prev	Dif impres vs obj
6-2	CTV	50.000	0%	0%	33%	--	-50.000
	HBBTV	10.000	0%	0%	33%	3	-10.000
	TOTAL	0	60.000	0%	0%	33%	-60.000
7-2	CTV	50.000	0%	0%	67%	--	-50.000
	HBBTV	10.000	0%	0%	67%	3	-10.000
	TOTAL	0	60.000	0%	0%	67%	-60.000
8-2	CTV	50.000	0%	0%	100%	--	-50.000
	HBBTV	10.000	0%	0%	100%	3	-10.000
	TOTAL	0	60.000	0%	0%	100%	-60.000
		0	180.000	0,0%		9	-180.000

Regarding the L campaigns

Ok, we will take these indications into consideration; I have just set up a new L de Conexión campaign according to those hours, always knowing that the slot we have to serve is from 9 to 14h.

I have created the campaign <https://mrm.freewheel.tv/app/514965/advertising/campaigns/83023237>

Please review it on your side, we've time till monday

Schedule
02/10/2025 12:01 AM CET → 02/12/2025 02:00 PM CET

Daypart Targeting

24/7

Custom Daypart

Time Zone

Repeats Time of Day

Repeats Days of Week

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Start Time

End Time

Best regards.

PS: By the way, today we had the [targeted L campaign](#) that we sent you, and we don't see any impressions when it should have already overlaid on the spot.

Sergio Núñez Ramírez
Ad Ops Manager & Project Lead
for Addressable TV Partners
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San Sebastián de los Reyes
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www.atresmedia.com

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado: miércoles, 5 de febrero de 2025 16:27

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <salvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

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Hi Jorge,

The pacing improvement made on video has been applied to the L-Banner allowing the adserver to deliver the placement smoothly. It means avoiding the peak of delivery.

One of the factors used is the OSI.

The OSI is calculated between the start date and the end date.
The OSI is not taking into consideration the daypart.

This is the reason why we recommend setting the last hour of the daypart in the end date and not the end of the day.

On the last tests, you also set the start date at 9 am.

Setting the start date at 0 AM will indicate to the adserver to start the OSI calculation before the beginning of the placement. At 9 AM, the OSI will indicate to the adserver that the placement is overdue because it doesn't deliver between 0 and 9 PM. The adserver will deliver more impressions to catch up.

We should deliver more than 35 - 37% of the impressions the first day.

Best Regards,
Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>

Date: Wednesday, 5 February 2025 at 09:22

To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <salvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hi Sylvain,

Sorry but I think that I do not understand, the L Banner window is defined from 9 to 14. It makes no sense to change the start time at 0 AM since there will be no opportunities at that time.

If the pacing is not taking into account the daypart it seems that the L Banner pacing issue it is not fixed. The L Banner windows are not open during the whole day and we have been sending request in advance during one week previous to the test campaign (to generate historic usage). The Ad server should have learned the L Banner Pacing for that channel, right? maybe I am missing something.

Thanks.

Jorge Caba
Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado el: martes, 4 de febrero de 2025 17:26

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <salvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves

Morales de Alava <nieves.morales@atresmedia.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

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Hi Jorge,

The settings of pacing « smooth as » and daypart are a bit in conflict.
Currently, we know that the pacing doesn't take the daypart into consideration.

To deliver more on the first day, one solution will be to set a startdate earlier.
Currently you set the placement to start at 9am
If you set the startdate at 0am, when the placement will start at 9am, it will have a higher target of impression to reach.

Talking with Product, they are working on the new pacing algorithm, which is delivery evenly by day, but delivery more on primary time period.
I have no ETA for the moment.

Best Regards,
Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>

Date: Tuesday, 4 February 2025 at 11:12

To: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>, Mas, David

<dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>

CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hi [Ansart, Sylvain](#),

Do you have any update about L Banner issue from your Eng team? We are planning to stop testing L Banner pacing until this issue is analysed.
After discussing the first day delivery percentage with the Commercial team, 35% - 37% is too low even for the first day (80% would be acceptable, but it seems that we have a problem even if the campaign is finishing at 100%).
Do you have an ETA for this topic? Once we have an update about this, we can resume the testing for LBanner, but so far it makes no sense to run more campaigns.

Thanks!

Jorge Caba
Digital TV Platforms – Project Manager

De: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>

Enviado el: lunes, 3 de febrero de 2025 13:30

Para: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>

CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

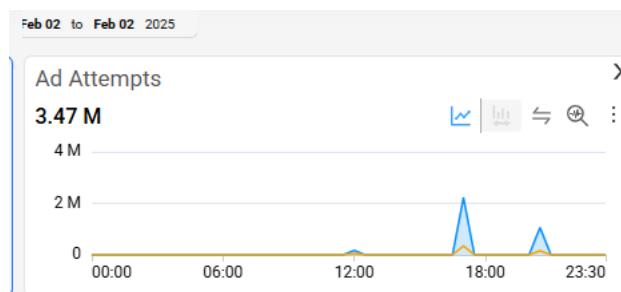
Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Hello, Sylvain

For the targeting L campaign is trafficked just like the previous ones, the KV is in Custom Targeting applied, yes

About HBBTV in the A3 one we did see that on Feb 1st a promo was dropped for >60 min.

Yesterday, however, the 3 windows appeared broadcasted and we had enough requests to have recovered



Anyway, today we finish and evaluate if we repeat it, we are not worried about not serving 100% due to an inventory issue if the data we see now are correct.

Sergio Núñez Ramírez
Ad Ops Manager & Project Lead
for Addressable TV Partners
sergio.nunez@atresmedia.com
Tel +34916230523



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www.atresmedia.com

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado: lunes, 3 de febrero de 2025 13:20
Para: Sergio Nuñez Ramírez <sergio.nunez@atresmedia.com>; Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortúño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]
<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

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Hi Sergio,

I hope you had a good WE.

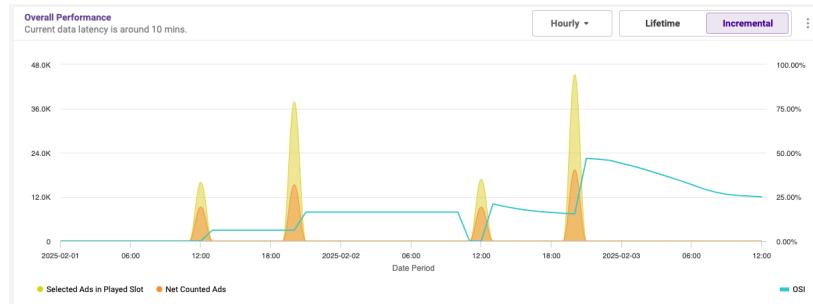
About the L-Banner topic, for the next campaign with the new Custom targeting, will you use the placement id in the ad request as KV?

About the Hylda topic, it looks like the CTV placements will deliver as expected.

For the HBBTV placement, it looks like we won't deliver the volume.
The OSI never goes near 100%, so there is no pacing.

The underdelivery cause comes from the traffic.
We are not receiving enough traffic.

For the last 2 days, there are only 2 windows available.



Yesterday, there are 3 breaks declared but there is no replaceable ad in the break at 17:14
https://mrm.freewheel.tv/app/514966/hylda/airings?channel_id=1201163552

I also noticed that there is schedule of today or tomorrow: [here](#)

Is it possible to have more schedules and more breaks for today and tomorrow (if we can extend the endate)?

Best Regards,
Sylvain

From: Sergio Nuñez Ramírez <sergio.nunez@atresmedia.com>

Date: Monday, 3 February 2025 at 08:01

To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Jorge Caba Molina <Jorge.Caba@i3television.es>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortúño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

Good morning, FW Team

Once the second TEST campaign of L CONEXIÓN is finished, we see that on the one hand there has been no overdelivery as in the previous one but again the pacing has been uneven since the first day, as we discussed, has served well below expectations.

Sin segmentación
L BANNER MASTHEAD
Ojo, sólo de 9 a 14h

neox Imp obj 75.000
CPM 10 €

	Net_Counted Ads	Objetivo diario	% vs objetivo diario	FFDR (%)	Estim %	Dif impres vs objetivo
28-1	9.360	25.000	37%	12%	33%	-15.640
29-1	34.600	25.000	138%	59%	67%	9.600
30-1	31.105	25.000	124%	100%	100%	6.105
	75.065	75.000	100,1%			65

While waiting for your team's evaluation we continue with the tests and this week, on the 5th and 6th, we are going to test the L DIRIGIDA (targeted) on spot.

The campaign is ID [82891428](#) in case you want to review it. The difference with the previous one is mainly in the CUSTOM TARGETING part where it varies to type: directed with the placementid.



Regarding the **TOTAL VIDEO** tests on the A3 channel that we had this weekend and pending today's results: On the first day, CTV was set wrongly as FAST AS, so it delivered 100K in one day. We duplicated the placement and created one, SMOOTH AS, for days 2 and 3 [yesterday and today], with the same total target of 100K so the total for CTV is 200,000. The delivery in this digital side is correct

In the HBBTV section, the first day served below 50% of the expected delivery. We do not yet have the KANTAR reconciliation, but I believe that some of the scheduled windows were missing. There was enough inventory with the two that appear in CONVIVA that day, but it delivered well below expectations.

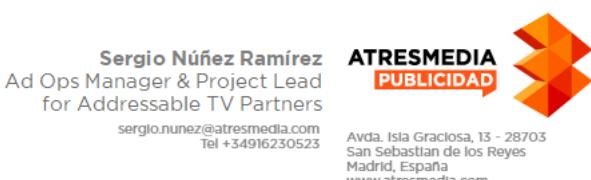
Yesterday I saw the same thing, also a delivery around 50%, although here I do get requests from all three breaks. These are the results so far

		2-3 ventanas día, 1 en PT; histórico desde 7 días antes					AUTOPROMO A3MEDIA 81429780	
		Impresiones obj	CPM					
		CTV	200.000					
		HBBTV	150.000	15 €				
			350.000					
		Net_Counted Ads	Objetivo diario	% vs objetivo diario	FFDR (%)	Estim %	Vent prev	Vent emitidas
1-2	CTV	101.459	100.000	101%	51%	50%	--	--
	HBBTV	24.478	50.000	49%	16%	33%	3	2
	TOTAL	125.937	150.000	84%	36%	43%		
2-2	CTV	58.936	50.000	118%	80%	75%	--	--
	HBBTV	28.477	50.000	57%	35%	67%	3	3
	TOTAL	100.000	0%	36%	71%			
3-2	CTV	50.000	0%	80%	100%	--	--	-50.000
	HBBTV	50.000	0%	35%	100%	3	3	-50.000
	TOTAL	0	100.000	0%	36%	100%		
		339.287	350.000	96,9%		9	8	-10.713

We will review our side, but if you could also look into it on your side.

Thanks in advance

Regards



Para: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Jorge Caba Molina <jorge.caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting - LBanner

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Hi Sergio,

The campaign « Masthead » has delivered successfully.

We are still waiting for a feedback from Eng about the pacing of the first day.
I will keep you informed.

Best Regards,
Sylvain

From: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Date: Monday, 27 January 2025 at 13:07

To: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Jorge Caba Molina <jorge.caba@i3television.es>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sergio,

It's good news, it's much better than the tests we did last year.

Well noted, for the new campaign starting tomorrow.
I will monitor it.

Bets Regards,
Sylvain

From: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>

Date: Monday, 27 January 2025 at 12:03

To: Jorge Caba Molina <jorge.caba@i3television.es>, Ansart, Sylvain <SANSART@FREEWHEEL.com>, Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi, FW team

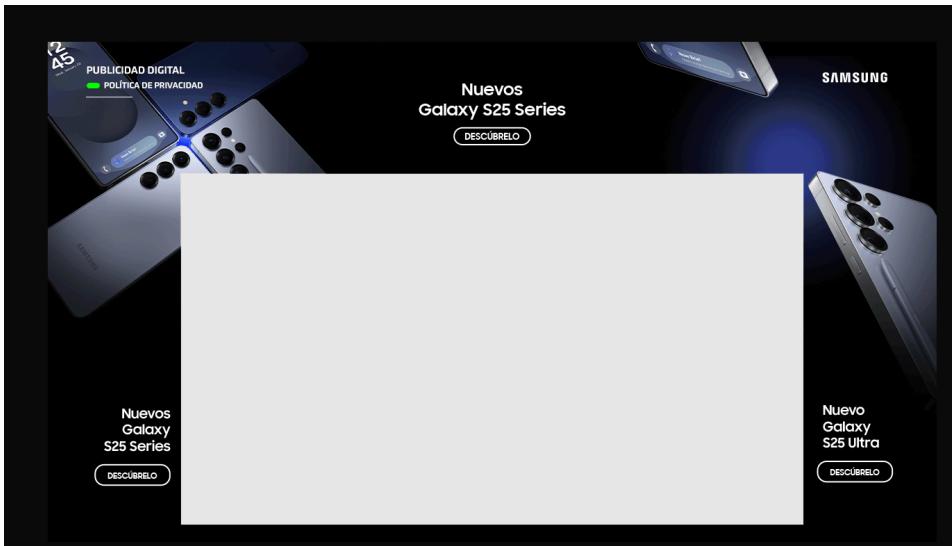
While you review the issue raised by Jorgel take advantage of this message thread:

Yesterday ended the first of the L banner test campaigns and the very good news is that there has been no overdelivery

TEST L BANNER CONEX NEOX SNR ENE25

neox	Imp obj	75.000		FFDR (%)	Estim %	Dif impres vs objetivo
	CPM	10 €				
22-1	6.543	18.750	35%	9%	25%	-12.207
23-1	24.499	18.750	131%	41%	50%	5.749
24-1	23.415	18.750	125%	73%	75%	4.665
25-1	20.650	18.750	110%	100%	100%	1.900
	75.107	75.000	100,1%			107

The pacing has been a little heterogeneous but it could be because of the custom day targeting that we talked about the first day. So we have activated a new campaign, three days long, from tomorrow and we have taken the opportunity to put a new creative material with the MASTHEAD template, something like that.



The campaign is <https://mrm.freewheel.tv/app/514965/advertising/campaigns/82799462> if you want to review it.

BR



De: Jorge Caba Molina <jorge.caba@i3television.es>
Enviado: lunes, 27 de enero de 2025 11:59
Para: Sergio Núñez Ramírez <sergio.nunez@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sylvain,

We had a problem last Saturday with the generation of historic usage for A3. Yesterday the problem was solved and the events were correctly generated.

Shall we extend the generation of the historic traffic one day or is it enough with 6 days?

Thanks!

Jorge Caba

Digital TV Platforms – Project Manager

De: Sergio Núñez Ramírez <sergio.nunez@atresmedia.com>
Enviado el: miércoles, 22 de enero de 2025 14:45
Para: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Jorge Caba Molina <jorge.caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hello, Sylvain, you're right

For this last test we wanted to separate a different impressions target for digital and for HBBTV.

We were seeing in the HUB that it was not possible to separate by site group in the same placement, we could only limit it with the CAP. We also asked the digital team and they told us that this was the case.

We wanted to determine impressions for each of the two site groups in a differentiated way while keeping everything else identical (frequency, CPM, etc).

Regards,

Sergio



De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado: miércoles, 22 de enero de 2025 14:37

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Salvadori, Sonia <ssalvadori@freewheel.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves

Morales de Alava <nieves.morales@atresmedia.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

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Hi Sergio,

I was checking the campaign TotalVideo for A3 and I'm seeing that the setup is different.

In the previous tests, you had one placement targeting HBBTV and iceberg, [example](#)

In the campaign for A3, you have 2 placements, [here](#):

- One for HBBTV
- Another for Iceberg

Could you please tell us why do you apply this new setup ?

Best Regards,
Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>
Date: Wednesday, 22 January 2025 at 12:07
To: Mas, David <dmas@freewheel.com>, Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda]
<AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Jesus Manuel Nacimiento Navarro
<Jesus.Nacimiento@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>, Sergio Nuñez Ramirez
<sergio.nunez@atresmedia.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Thanks David,

We understand your Product team has their own times. Our only concern is: Are the Product times aligned with the times specified in our contract?

If that is the case, we assume that this improvement will be delivered before half year.

Once we test the Pacing for L Banner, this functionality will not be used for direct sold until the GUI improvement is delivered.

BR,

Jorge Caba

Digital TV Platforms – Project Manager

De: Mas, David <dmas@freewheel.com>
Enviado: miércoles, 22 de enero de 2025 10:30
Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Salvadori, Sonia <ssalvadori@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]
<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves
Morales de Alava <nieves.morales@atresmedia.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hi Jorge,

product has not produced any improvement suggestions yet.

They have their own times, and will only share once their process reaches that point.

We are being very vigilant about our deadlines, and are scrupulously tracking their progress too

We will be sharing with you when helpful, but unfortunately, we will not be in a position to share anything in our next Hylda meeting.

Cheers.

David Mas

FreeWheel

M: +34 697 420 663

FreeWheel.tv | [@FreeWheel](https://twitter.com/FreeWheel)



From: Jorge Caba Molina <Jorge.Caba@i3television.es>
Sent: Monday, January 20, 2025 10:24 AM
To: Salvadori, Sonia <ssalvadori@freewheel.com>; Mas, David <dmas@freewheel.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]
<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Jesus Manuel Nacimiento Navarro <Jesus.Nacimiento@atresmedia.com>; Nieves
Morales de Alava <nieves.morales@atresmedia.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi [@Salvadori](#), [Sonia](#) / [@Mas](#), [David](#)

I hope you had a good weekend. As you may know we agreed in the contract to achieve two important milestones related to L-Banner.

1. Solution to Over delivery problems in ad-server logic
2. Improvement in the creative management and operation tool in the ad-server

Both should be finished before the end of first half of 2025. We are currently testing the first one, but we do not have any visibility about the second one.

It would be great if you can give us an update about the status and the estimated date for this second topic to be tested. Could you please share this information in our next Hylda Meeting?

Thanks in advance.

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Jorge Caba Molina <jorge.caba@i3television.es>

Enviado el: miércoles, 15 de enero de 2025 12:03

Para: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Salvadori, Sonia <ssalvadori@freewheel.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Great!!

Thanks

Jorge Caba

Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado: miércoles, 15 de enero de 2025 12:01

Para: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Jorge Caba Molina <jorge.caba@i3television.es>; Salvadori, Sonia <ssalvadori@freewheel.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

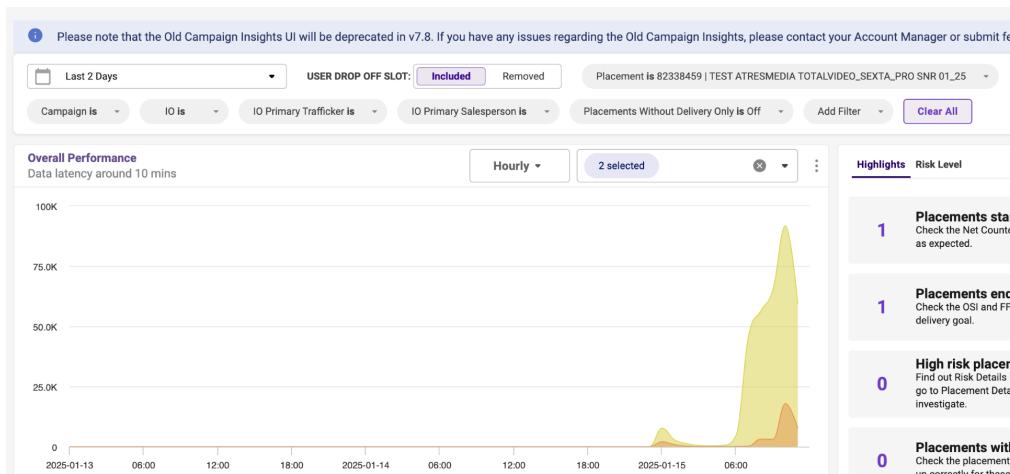
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hi Jorge, Hi Sergio,

The campaign on Lasexta has started as expected this morning:



[MRM Dashboard](#)

Thank you,
Sylvain

From: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>
Date: Thursday, 9 January 2025 at 11:37
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Jorge Caba Molina <Jorge.Caba@i3television.es>, Salvadori, Sonia <ssalvadori@freewheel.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Done

Content Targeting

Content Items Advanced Include

Set 1 (Or): HBBTV
And
Set 2 (Or): La Sexta
Or
Set 3 (And): GENRE | Entretenimiento: Iceberg



De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado: jueves, 9 de enero de 2025 11:34
Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hi Sergio,

Checking the next campaign on Lasexta, I saw an additional targeting "Remaining item":

Content Targeting
Content Items Advanced Include
Set 1 (Or): HBBTV
And
Set 2 (Or): La Sexta
Or
Set 3 (And): GENRE Entretenimiento; iceberg
Or
Remaining Items (Or): Neox

Does it mean that you plan to delivery also on Hylda/Neox ?

Best Regards,
Sylvain

From: Jorge Caba Molina <jorge.caba@i3television.es>
Date: Monday, 30 December 2024 at 17:21
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sylvain,

Checked with Sergio, it won't be possible to generate historical traffic from 1st to 6th because of the high demand period (related to the Epiphany day)

We will confirm when to start the historical traffic generation for la sexta after that period, once we check the occupancy next week.

BR

Jorge Caba
Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado el: lunes, 30 de diciembre de 2024 17:07
Para: Salvadori, Sonia <ssalvadori@freewheel.com>; Jorge Caba Molina <jorge.caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

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Hi Jorge,

About the Totalvideo campaigns, I checked the planning:

La Sexta historical traffic TBC on date	3d	01/03/25	01/07/25
La Sexta TBC on date (Including blank campaign for 1d on E2E workflow review)	5d	01/08/25	01/14/25

For the moment, I don't see the campaign for LaSexta starting the 08 of January:

Placements

Create and manage all of your varying types of Placements.

Status	Placement
Completed	TEST ATRESMEDIA TOTALVIDEO_MULTI_PRO SNR 12_24 ID 81429783
Completed	TEST ATRESMEDIA TOTALVIDEO_NEOX_PRO SNR 12_24 ID 81359751
Inactive Not Booked	TEST TOTALVIDEO_NEOX_PRO SNR 12_24 ID 81331199
Completed	TEST 4-12 interno ATRESMEDIA TOTALVIDEO_NEOX ID 81510484

Can you confirm that we are ready for this new phase of test?

Best Regards,
Sylvain

From: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Date: Monday, 30 December 2024 at 16:55
To: Salvadori, Sonia <ssalvadori@freewheel.com>, Jorge Caba Molina <jorge.caba@i3television.es>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Jorge,

I hope you're well and enjoying the festive season.

Checking the previous test campaigns I didn't find any difference in your setup:
new:

<https://mrm.freewheel.tv/app/514965/creative/creatives/198443287/edit>

Old:

<https://mrm.freewheel.tv/app/514965/creative/creatives/94447736/edit>

I've also reproduced your creative process on another test Network and I've got the same error.
It seems that we had a new control with the content type "text/js_ref" creatives.

I've open a ticket with our Eng team to confirm.

To get around this error, I recommend using the "Text/xml" content type.

Changing the content type will suppress the error message.

I checked the player profile; the content type is eligible and should work.

Could you please share an ad request when the campaign is ready so we can check the eligibility?

Best Regards,
Sylvain

From: Salvadori, Sonia <ssalvadori@freewheel.com>
Date: Friday, 20 December 2024 at 14:56
To: Jorge Caba Molina <jorge.caba@i3television.es>, Ansart, Sylvain <SANSART@FREEWHEEL.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>

Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hola Jorge,

We're aligned and will get back to you before on both campaigns.

Kind Regards,

Sonia

De : Jorge Caba Molina <Jorge.Caba@i3television.es>

Date : vendredi, 20 décembre 2024 à 13:27

A : Salvadori, Sonia <ssalvadori@freewheel.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>

Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Thanks Sonia,

We hope you can find the error.

This need to be solved for the First campaign (even the campaign used for historical info)

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Salvadori, Sonia <ssalvadori@freewheel.com>

Enviado el: viernes, 20 de diciembre de 2024 12:23

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Ansart, Sylvain <SANSART@FREEWHEEL.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

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Hola Jorge,

Thanks for sharing – we will include it in our review of campaign set up scheduled on the week of the 30th of December and get back to you with our recommendations/validation.

Kind Regards,

Sonia

De : Jorge Caba Molina <Jorge.Caba@i3television.es>

Date : mercredi, 18 décembre 2024 à 15:03

A : Ansart, Sylvain <SANSART@FREEWHEEL.com>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>

Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi,

As we agreed this morning, find below the errors we found preparing the L Banner campaigns for January

PLACEMENTS

Trafficking Targeting Advanced Settings Metrics & Creatives Performance

The screenshot shows a list of placements. The first placement, 'TEST L BANNER CONEX SNR ENE25', is inactive and not booked. The second placement, 'LBanner_test', is active. The third placement, 'L-ESTUDIANTES-SNR-12-24', is also active. There are filters and a search bar at the top.

Status	Name	ID
Inactive	TEST L BANNER CONEX SNR ENE25	ID 81609112
Active	LBanner_test	ID 81609113
Active	L-ESTUDIANTES-SNR-12-24	ID 198443287



Could you please have a look?

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Jorge Caba Molina <Jorge.Caba@i3television.es>
Enviado el: martes, 17 de diciembre de 2024 15:42
Para: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sylvain,

Everything fine also on our side.

Order By	Ad Attempts	Ad Attempts	Ad Start Failures	Ad Impressions (%)	Ad Impressions	Ads Not Started	EBAS
Campaign Name							
				Ad Attempts ↓	Ad Start Failures	Ad Impressions (%)	Ad Impressions
	Total			9.31 K	2.51 %	91.9 %	8.55 K
+	TEST ATRESMEDIA TOTALVIDEO_MULTI_PRO SNR 12_24			9.31 K	2.51 %	91.9 %	8.55 K
Channel							
				Ad Attempts ↓	Ad Start Failures	Ad Impressions (%)	Ad Impressions
	Total			9.31 K	2.51 %	91.9 %	8.55 K
+	atreseries			3.65 K	2.69 %	91.7 %	3.34 K
+	mega			3.36 K	2.2 %	92.7 %	3.12 K
+	nova			2.3 K	2.7 %	91 %	2.09 K
Replacement							
				Ad Attempts ↓	Ad Start Failures	Ad Impressions (%)	Ad Impressions
	Total			9.31 K	2.51 %	91.9 %	8.55 K
+	dai			9.31 K	2.51 %	91.9 %	8.55 K

Jorge Caba

Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado el: martes, 17 de diciembre de 2024 15:36
Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hi Jorge,

The campaign is delivering well today:

Placement	Site	Site Section	Standard Attributes	Ad
<hr/>				
Site Section		Selected Ads in Played Slot	Net Counted Ads	
atresplayer_androidsmarttv ID 8736908		6,525	3,292	
atresplayer_desktop ID 8736909		5,947	3,125	
mega_smarttv_hbbtv ID 23007983		5,519	3,076	
atresseries_smarttv_hbbtv ID 23007988		3,391	2,054	
nova_smarttv_hbbtv ID 23007989		2,096	1,289	
atresplayer_mobileapp_androidsm... ID 8736915		2,201	1,031	
atresplayer_tabletapp_androidtablet ID 8736914		1,335	768	
atresplayer_mobileweb_androids... ID 8736917		1,476	564	
atresplayer_samsungsmarttv		1,025	455	

Is everything going well on your side?

Best Regards,
Sylvain

From: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Date: Tuesday, 17 December 2024 at 10:53
To: Jorge Caba Molina <jorge.Caba@i3television.es>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Jorge,

Thanks for the numbers.

I will share the information to the Eng and the Support Teams.

Bets Regards,
Sylvain

From: Jorge Caba Molina <jorge.Caba@i3television.es>
Date: Wednesday, 11 December 2024 at 18:10
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sylvain,

Good news, we have the updated info. These are the figures of November 2024.

Unique users per channel/month, total requests per channel/month, and total impressions per channel, month

Métrica	UU	UU	UU	UU	UU	UU
Canal_aux	A3	atreseries	lasexta	mega	neox	nova
Canal	Valor	Valor	Valor	Valor	Valor	Valor
Total día	6.161.891	1.828.654	5.832.179	2.830.666	2.895.490	1.719.558

REQUEST ADREPLACEMENT

Canal_aux	A3	atreseries	lasexta	mega	neox	nova
Canal	Valor	Valor	Valor	Valor	Valor	Valor
Total día	9.966.485	3.084.821	7.069.834	4.051.209	4.202.909	3.524.840

IMPRESIONES ADREPLACEMENT

Canal_aux	A3	atreseries	lasexta	mega	neox	nova
Canal	Valor	Valor	Valor	Valor	Valor	Valor
Total día	2.510.557	902.048	1.758.060	1.005.373	1.569.425	1.121.441

Regarding the max number of users connected on a two minutes period. We have the data per minute, it should be very similar

A3: 480K

La Sexta: 200K

Mega:75K

Nova:60K

Atreseries:45K

Neox:50K

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado el: miércoles, 4 de diciembre de 2024 16:22

Para: Jorge Caba Molina <jorge.caba@i3television.es>; Salvadori, Sonia <salvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

CC: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Jorge,

I was present in 2021 but not involved on Hylda.

Here are the Atres contacts we had in 2021:

Role	Name	Title	Region	Email
CMS / API Manager	Oscar Martinez	Architecture Back End/Scrum Master		oscar.martinez@i3television.es
CMS Integration	David Rodriguez Polo	Software Architect		david.rodriguez@i3television.es
CMS Integration	Evelyn Vega	Head of Digital Ad Operations		evelyn.vega@i3television.es
CMS Integration	Ruben Cervilla	Software Architect (Trafficker)		ruben.cervilla@i3television.es
Front and Smart TV lead	David Osorio	Tech Trafficker		david.osorio@i3television.es
Android Team leader	Manuel Gonzalez Lopez	Digital Planning		manuel.gonzalez@i3television.es
iOS Team leader	Alberto Ortega Mayoral	Sales Team Manager		Alberto.ortega@i3television.es
iOS dev team	Ricardo Naharro	Marketing team		ricardo.naharro@i3television.es
Ad Tech team	Diego Blazquez Ortúñoz			diego.blazquez@i3television.es
android dev team	Guillermo Raya			guillermo.raya@i3television.es
Android developer	Juan José Rejón			jrejon@atsistemas.com
iOS developer	Luis Fernando Martinez			lfmartinez@atsistemas.com
video transcoding engineer	Carlos Santos			carlos.santos@i3television.es
Invoice System	Guillermo Fernandez-Zúñiga			guillermo.fernandez@i3television.es
Invoice System	Javier Fletes			javier.fletes@i3television.es
Invoice System	Javier Calvo García			javier.calvo@i3television.es

I hope it helps

Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>
Date: Wednesday, 4 December 2024 at 15:46
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sylvain,

Is it possible to know who shared this info from Atresmedia in 2021? There are some figures that we need to know the data source.

Thanks,

Jorge Caba

Digital TV Platforms – Project Manager

De: Jorge Caba Molina <Jorge.Caba@i3television.es>
Enviado: miércoles, 4 de diciembre de 2024 14:22
Para: Ansart, Sylvain <SANSART@FREEWHEEL.com>; Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortúñoz <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

2021!, wow!! I wasn't even in Atresmedia back then.

Let me ask internally who can update this info.

BR.

Jorge Caba

Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado: miércoles, 4 de diciembre de 2024 14:05

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Jorge,

We need to confirm information for our Support Team.

Here are the numbers we had in 2021. Could you confirm that they are still accurate or update them if necessary?

Total marketable ads potential (scheduled & dynamic): 1.5M per month

Number of channels: 6

Max number of users connected on a 2 minutes period per channel :

A3: 360k

A3 Series: 23k

La sexta: 170K

Mega: 50K

Neox: 50k

Nova: 40k

Only Direct Sold for now

Could you let me know if this is enough information for you ? I'm waiting for the impressions estimation.

Edit: Estimate peak impressions per month: 15M (can get up to 30M in second year ie2023)

Peak req/day:57K

Average impressions: 5 M

Average request per day: 160K per day

Thank you,
Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>

Date: Wednesday, 4 December 2024 at 13:57

To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Thanks, good news.

We see also impressions in the campaign created ad-hoc for today:

TEST 4-12 interno ATRESMEDIA TOTALVIDEO_NEOX

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado: miércoles, 4 de diciembre de 2024 13:44

Para: Salvadori, Sonia <ssalvadori@freewheel.com>; Jorge Caba Molina <jorge.caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas,

David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blázquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hi Jorge,

Good news, we can see ad requests:

/ad/g/1?nw=514966&prof=514966:atres_hylda-split_live&vtwo=48987&vdty=variable&mode=live&caid=5a6a17da7ed1a834493ebf6d&csid=neox_smarty_hbbtv&resp=vmaq
Connected%20TV&_fw_player_height=720&_fw_player_width=1280&_fw_h_referer=https://neox.atresmedia.com/&_fw_gdpr=1&_fw_gdpr_consent=CQIv8oAQIv8oAAH/YJENMAAA.YAAACHwAAAAA&_fw_hylda=acid=153%26aiid%3DAiring-c8bd451a-db2b-4d5b-8395-9356d4f790ac%26abid%3Dbreak://Airing-c8bd451a-db2b-4d5b-835

Best Regards,

Sylvain

From: Salvadori, Sonia <ssalvadori@freewheel.com>

Date: Wednesday, 4 December 2024 at 13:26

To: Jorge Caba Molina <jorge.caba@i3television.es>, Ansart, Sylvain <SANSART@FREEWHEEL.com>, Sergio Nuñez Ramirez

<sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blázquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Jorge,

Thanks for the confirmation with the details and the update on timelines and campaign on the 9th of December.

We will monitor it accordingly today and get back to confirm if we are now receiving the traffic in production.

Kind Regards,

Sonia

De : Jorge Caba Molina <jorge.caba@i3television.es>

Date : mercredi, 4 décembre 2024 à 12:25

À : Salvadori, Sonia <ssalvadori@freewheel.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>, Sergio Nuñez Ramirez

<sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda]
<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Again,

Problem solved. Apart from the configuration changed in the player, there is a config file with the configuration per-channel that was still pointing to the old player profile (unfortunately this config has a higher priority)

This file is already changed and our CDN cache updated. There are still 4 airings for today so this day is not lost.

It would have been great to have had this validation with your data since 29th, with enough time to react. But anyway, there is no other choice but to extend the historical data generation.

We will keep the historical generation process to have 5 days: December 4,5,6, and 8

And the first campaign in NEOX is set to start on monday 9th.

Multi (mega,nova,atreseries) campaigns planned dates will keep the expected dates: 10th to generate historical traffic, 17th to start serving and finishing on Dec 20th.

OK also to reduce targeting by video group based on your suggestion this morning during the call.

Thanks a lot for your support.

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Jorge Caba Molina <jorge.caba@i3television.es>
Enviado: miércoles, 4 de diciembre de 2024 11:12
Para: Salvadori, Sonia <ssalvadori@freewheel.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]
<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Thanks Sonia,

We are checking it. we hope to confirm soon why the devices are still pointing to the old player profile.

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Salvadori, Sonia <ssalvadori@freewheel.com>
Enviado: miércoles, 4 de diciembre de 2024 10:56
Para: Jorge Caba Molina <jorge.caba@i3television.es>; Ansart, Sylvain <SANSART@FREEWHEEL.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]
<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

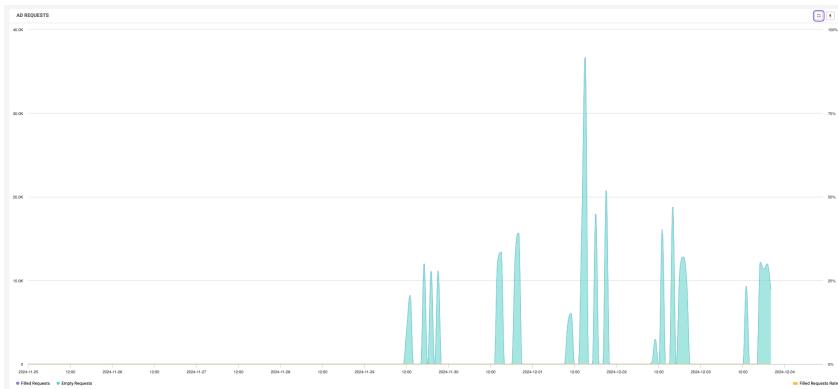
PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Dear Atresmedia team,

Many thanks for your time this morning – please find below the resume of our call on next steps:

FW:

- To review via our internal monitoring if activity and ad request can be retrieved on hylda player profile(s) - [@Jorge Caba Molina](#) from our internal review we can not retrieve the traffic on your HyLDA live player profiles and we can observe in the meantime that there **is traffic on Neox starting from the 29th of November on your test environment** as below from your [O&O inventory dashboard](#):



Atresmedia:

- To review if possible to retrieve an ad request including (profile, site section etc...) to confirm if it matches with the hylda placement
- Campaign to be scheduled today for data analysis with a targeting on a reduce scope – *maybe not needed if confirmation on the above that the redirection is still pointing testing environment*
- To reschedule the Neox first campaign in alignment with the resolution on the historical traffic
- To confirm the final dates on historical traffic currently planned based on 5 days before the scheduled campaigns

Don't hesitate to complete as needed or reach out if you have questions.

Kind Regards,

Sonia

De : Jorge Caba Molina <Jorge.Caba@i3television.es>

Date : mercredi, 4 décembre 2024 à 09:32

À : Ansart, Sylvain <SANSART@FREEWHEEL.com>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez

<sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>

Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sylvain,

It is going to be tricky to obtain ad requests from live environment. Let me check if we can do it with some laboratory tv set.

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>

Enviado: miércoles, 4 de diciembre de 2024 9:29

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

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Hi Jorge,

That's a good news

Can you please confirm some ad request parameters (profile, sitesection etc...)?

I would like to check if it matches with the placement.

Best Regards,
Sylvain

From: Jorge Caba Molina <Jorge.Caba@i3television.es>
Date: Tuesday, 3 December 2024 at 18:03
To: Ansart, Sylvain <SANSART@FREEWHEEL.com>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Mas, David <dmas@freewheel.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sylvain,

We register requests against Live environment in MRM since Nov 29th.



BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Ansart, Sylvain <SANSART@FREEWHEEL.com>
Enviado el: martes, 3 de diciembre de 2024 17:55
Para: Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hi Sergio,

We reviewed the placement and the setup looks fine.

However, we are concerned about the historical traffic.

We checked the traffic for the site section: neox_smarttv_hbbtv 23007982 and we don't see any activity.

Could you verify this point? It's needed for the pacing and the success of this test.

Best Regards,

Sylvain

From: Salvadori, Sonia <ssalvadori@freewheel.com>

Date: Monday, 2 December 2024 at 18:00

To: Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Jorge Caba Molina <jorge.caba@i3television.es>, Mas, David <dmas@freewheel.com>,

Nieves Morales de Alava <nieves.morales@atresmedia.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylida]

<AtresmediaHylida@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>

Subject: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hola Sergio,

Hope you're well.

Many thanks for already sharing - we are currently reviewing it and will get back to you accordingly.

Kind Regards,

Sonia

De : Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>

Envoyé : lundi, décembre 2, 2024 7:45 AM

À : Salvadori, Sonia <ssalvadori@freewheel.com>; Jorge Caba Molina <jorge.caba@i3television.es>; Mas, David <dmas@freewheel.com>; Nieves Morales de Alava

<nieves.morales@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>

Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylida]

<AtresmediaHylida@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Good morning, FW team

We share with you the first of the Total Video test campaigns in LIVE environment; for NEOX on HBBTV and the Iceberg network we have planned this campaign of 4 days duration (time that we saw in principle would be enough)

<https://mrm.freewheel.tv/app/514966/advertising/campaigns/81359748>

If you have any questions, do not hesitate to contact us

Best regards

Sergio Núñez Ramírez
Ad Ops Manager & Project Lead
for Addressable TV Partners

sergio.nunez@atresmedia.com
Tel +34916230523

ATRESMEDIA
PUBLICIDAD



Avda. Isla Graciosa, 13 - 28703
San Sebastián de los Reyes
Madrid, España
www.atresmedia.com

De: Salvadori, Sonia <ssalvadori@freewheel.com>

Envío: viernes, 29 de noviembre de 2024 12:28

Para: Jorge Caba Molina <jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hola Jorge,

Great news! Confirming that we can also retrieve the creation on our side.

We will monitor closely the historical traffic from today to the 5th of December (as during our E2E testing 5 days are suggested).

Don't hesitate to share us the campaigns details in the meantime the soonest possible next week, so we can review it together before your bank holiday in case update is needed.

Any additional point please don't hesitate to reach out.

Kind Regards,

Sonia

De : Jorge Caba Molina <jorge.Caba@i3television.es>

Date : vendredi, 29 novembre 2024 à 11:30

À : Salvadori, Sonia <ssalvadori@freewheel.com>, Mas, David <dmas@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>

Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>

Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi,

Just confirming first Arings Created in Live Environment. NO errors in the validation!

NEOX ready to generate historical info. First real campaign will be scheduled to Start on Dec 6th as we agreed.

Multi Campaign planned to start on Dec 17th:

- Lets wait to confirm that everything is OK in NEOX before start the historical info generation.
- AS MRM needs 7 days to get historical info, we have until 10th Dec to start this task.

Antena3 and La Sexta to start after vacations as we agreed.

La Sexta (Including blank campaign for 1d on E2E workflow review)

Antena 3 (Including blank campaign for 1d on E2E workflow review)

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Salvadori, Sonia <ssalvadori@freewheel.com>

Enviado: jueves, 28 de noviembre de 2024 11:10

Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>

Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hola Jorge,

Aligned at 100% that having Neox live as a Christmas present is already very good news !

My point below was more in line with the plan we had validated together, which already took us to January 21st. Please note that we are currently blocked to move ahead on Audience Manager migration until HyLDA go live completed.

If it suits you, let's review together within our next call the best proposal that can be made.

Kind Regards,

Sonia

De : Jorge Caba Molina <Jorge.Caba@i3television.es>

Date : jeudi, 28 novembre 2024 à 10:49

À : Salvadori, Sonia <ssalvadori@freewheel.com>, Mas, David <dmas@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>

Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>

Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Thanks Sonia,

Don't worry if we cannot start campaigns in multi this year. Let's see how the historical traffic is going in Neox and then confirm that we can start Multi historical traffic.

Adding the first campaing in Neox this year is a great achievement. If we can add campaings in multi it would be great but no mandatory, taking into account the hight demand period in December we have to select carefully the windows to be used.

Regarding Antena and La Sexta, they will be planned for next year for sure.

BR.

Jorge Caba

De: Salvadori, Sonia <ssalvadori@freewheel.com>
Enviado: jueves, 28 de noviembre de 2024 10:36
Para: Jorge Caba Molina <Jorge.Caba@i3television.es>; Mas, David <dmas@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

PRECAUCIÓN: Este email proviene de fuera nuestra organización. No hagas click en links o abras adjuntos a menos que conozcas al remitente y estés convencido de que se trata de contenido seguro.

Hola Jorge,

Thanks for the confirmation and great news to see we're almost live !

We will get back to you on the BXF after review.

In the meantime, could you confirm when the historical traffic is planned for the other channels (Multi, La Sexta and Antena 3) ? Ideally it would be to regroup it with Neox to align it with our current roll out plan.

Kind Regards,

Sonia

De : Jorge Caba Molina <Jorge.Caba@i3television.es>
Date : jeudi, 28 novembre 2024 à 10:09
À : Salvadori, Sonia <ssalvadori@freewheel.com>, Mas, David <dmas@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>
Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>
Objet : [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Thanks Sonia,

The BXF upload process is ready to ingest in MRM Live environment. The first Airings will be created tomorrow morning!

We will start generating historical traffic for Neox tomorrow and then start first campaign on Dec 6th.

We will check in the morning that the BXF are correctly created, if you can check also on your side, it would be great.

Ok to keep the weekly frequency for the call and cancel it if there is no topic for the meeting.

Thanks

BR

Jorge Caba

Digital TV Platforms – Project Manager

De: Salvadori, Sonia <ssalvadori@freewheel.com>
Enviado: miércoles, 27 de noviembre de 2024 15:09
Para: Mas, David <dmas@freewheel.com>; Jorge Caba Molina <Jorge.Caba@i3television.es>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>
Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>
Asunto: Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

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Hola Jorge,

Hope you're well.

Many thanks for the confirmation on the elements below – let's monitor closely together the historical traffic for all the channels starting from the 29th

Perfect for the redirection of BXF please let us know when it's complete so we can assure the final vetting with [@Ansart, Sylvain](#) support.

In the meantime, I've also updated our plan thanks to Diego confirmation on creative upload completed and we will get back to you on your question on audience integration, *Atresmedia & FW : HyLDA - Segment information*, on the preferred path to be used.

Regarding our call, as we are moving ahead starting from next weeks to the first production channel production roll out and to assure we have availability on both side in case of potential issue would it suits you to keep it as weekly? Then we will just cancel it if no specific topic as today.

Thanks & Kind Regards,

Sonia

De : Mas, David <dmas@freewheel.com>

Date : mercredi, 27 novembre 2024 à 09:56

A : Jorge Caba Molina <Jorge.Caba@i3television.es>, Salvadori, Sonia <ssalvadori@freewheel.com>, Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>, Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc : Eva Alfaya Arias <Eva.Alfaya@i3television.es>, Diego Blazquez Ortuño <diego.blazquez@i3television.es>, [CHQ -- FW - AtresmediaHylda] <AtresmediaHylda@freewheel.com>, Biscay, Emmanuel <ebiscay@freewheel.com>, Ansart, Sylvain <SANSART@FREEWHEEL.com>

Objet : Re: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hola Jorge,

Apologies for the short (very) notice.

no Hylda meeting today.

Let's follow up via email and confirm dates on **Hylda-Atres Media planning (wip)**.

Cheers

David Mas

FreeWheel

M: +34 697 420 663

[FreeWheel.tv](#) | [@FreeWheel](#)



From: Jorge Caba Molina <Jorge.Caba@i3television.es>

Sent: Wednesday, November 27, 2024 9:17 AM

To: Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

Cc: Eva Alfaya Arias <Eva.Alfaya@i3television.es>; Diego Blazquez Ortuño <diego.blazquez@i3television.es>; [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Mas, David <dmas@freewheel.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>

Subject: [EXTERNAL] RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi,

Just to confirm that our linear campaigns process is up and running pointed to production environment (some tests were performed yesterday),

Our HBBTV player is also pointing to Production environment since this morning.

Today we will point the processes for BXF and dai campaigns to MRM production environment.

The screenshot shows two main sections of the HyLDA software interface:

INSERTION ORDERS

Stage	Name	External ID	Schedule	Delivery	Budget	Currency	Brand	Primary Trafficker	Primary Sales Person	Assignments
Not Booked	HYLDA_1068408_202410 ID 81363380	--	14/10/2024 12:00 AM CEST → 26/11/2025 12:00 AM CET	--	--	EUR	--	--	--	1 User

PLACEMENTS

Status	Name	IO ID	External ID	Ad Product	Schedule	Placement Type	Price	Budget	Delivery
Inactive Not Booked	HYLDA_S3045960_GX6_2578902299_GILLETTE_LANS_PROCTER & GAMBLE S.A. ID 81364480	81363380	53045960	1 Active - Not Linked	17/10/2024 12:00 AM CEST → 26/11/2025 12:00 AM CET	Promo	--	Evergreen(No Budget)	Preemptible Schedule Only! No DA
Active	HyLDA_Adunit_Mid ID 81364409	81363380	53045960		17/10/2024 12:00 AM CEST → 26/11/2025 12:00 AM CET		--	Shared	
Inactive Not Booked	HYLDA_S3036231_D56_257765899_DODOT_VIP_PROCTER & GAMBLE S.A. ID 81364480	81363380	53036231	1 Active - Not Linked	14/10/2024 12:00 AM CEST → 26/11/2025 12:00 AM CET	Promo	--	Evergreen(No Budget)	Preemptible Schedule Only! No DA
Active	HyLDA_Adunit_Mid ID 81364487	81363380	53036231		14/10/2024 12:00 AM CEST → 26/11/2025 12:00 AM CET		--	Shared	

Jorge Caba

Digital TV Platforms – Project Manager

De: Jorge Caba Molina <jorge.caba@j3television.es>

Enviado el: martes, 26 de noviembre de 2024 9:48

Para: Salvadori, Sonia <ssalvadori@freewheel.com>; Sergio Nuñez Ramirez <sergio.nunez@atresmedia.com>; Nieves Morales de Alava <nieves.morales@atresmedia.com>

CC: Eva Alfaya Arias <Eva.Alfaya@j3television.es>; Diego Blazquez Ortuño <diego.blazquez@j3television.es>; [CHQ -- FW - AtresmediaHylda]

<AtresmediaHylda@freewheel.com>; Biscay, Emmanuel <ebiscay@freewheel.com>; Mas, David <dmas@freewheel.com>; Ansart, Sylvain <SANSART@FREEWHEEL.com>

Asunto: RE: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Hi Sonia,

Can we reschedule this meeting to be bi-weekly again?

Some of us cannot attend tomorrow's meeting.

About the launch on 29th to generate historical traffic everything is ready.

BR

Jorge Caba

Digital TV Platforms – Project Manager

-----Cita original-----

De: Salvadori, Sonia <ssalvadori@freewheel.com>

Enviado el: jueves, 4 de abril de 2024 14:39

Para: Salvadori, Sonia; Jorge Caba Molina; Sergio Nuñez Ramirez; Nieves Morales de Alava

CC: Eva Alfaya Arias; Diego Blázquez Ortuño; [CHQ -- FW - AtresmediaHylda]; Biscay, Emmanuel; Mas, David; Ansart, Sylvain

Asunto: Atresmedia & FW : HyLDA Bi-Weekly Meeting

Cuándo: Tiene lugar cada miércoles efectiva el 10/04/2024 de 10:00 a 10:30 (UTC+01:00) Bruselas, Copenhague, Madrid, París.

Ubicación: Microsoft Teams Meeting

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Dear Atresmedia team,

We would like to invite you to this bi-weekly meeting to review together the topics ongoing between Atresmedia and Freewheel for HyLDA Deployment.

Annex Links:

- E2E Massive tests plan : <https://app.smartsheet.com/sheets/V6Ghqym9C75HcM2HPMcCWHJwJ9hFqM9x7cgJcX51?view=gantt>
- Overall Planning deployment: <https://app.smartsheet.com/sheets/RH7JxgHGgvnJFxqW9qGPi8V7C5VCm5ngf82wPCC1?view=gantt>

Thanks for your availability & Kind Regards,

Sonia Salvadori
Lead Technical Account Manager



M | [@freewheel](tel:+336341137)

AMERICAS | EMEA | APAC

Microsoft Teams [Besoin d'aide ?](#)

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ID de réunion : 353 538 171 896

Code secret : YQjqBc

Appel par téléphone

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ID de la conférence téléphonique : 251 003 38#

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Clé du locataire : comcast@m.webex.com

ID de la vidéo : 122 777 602 3

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