
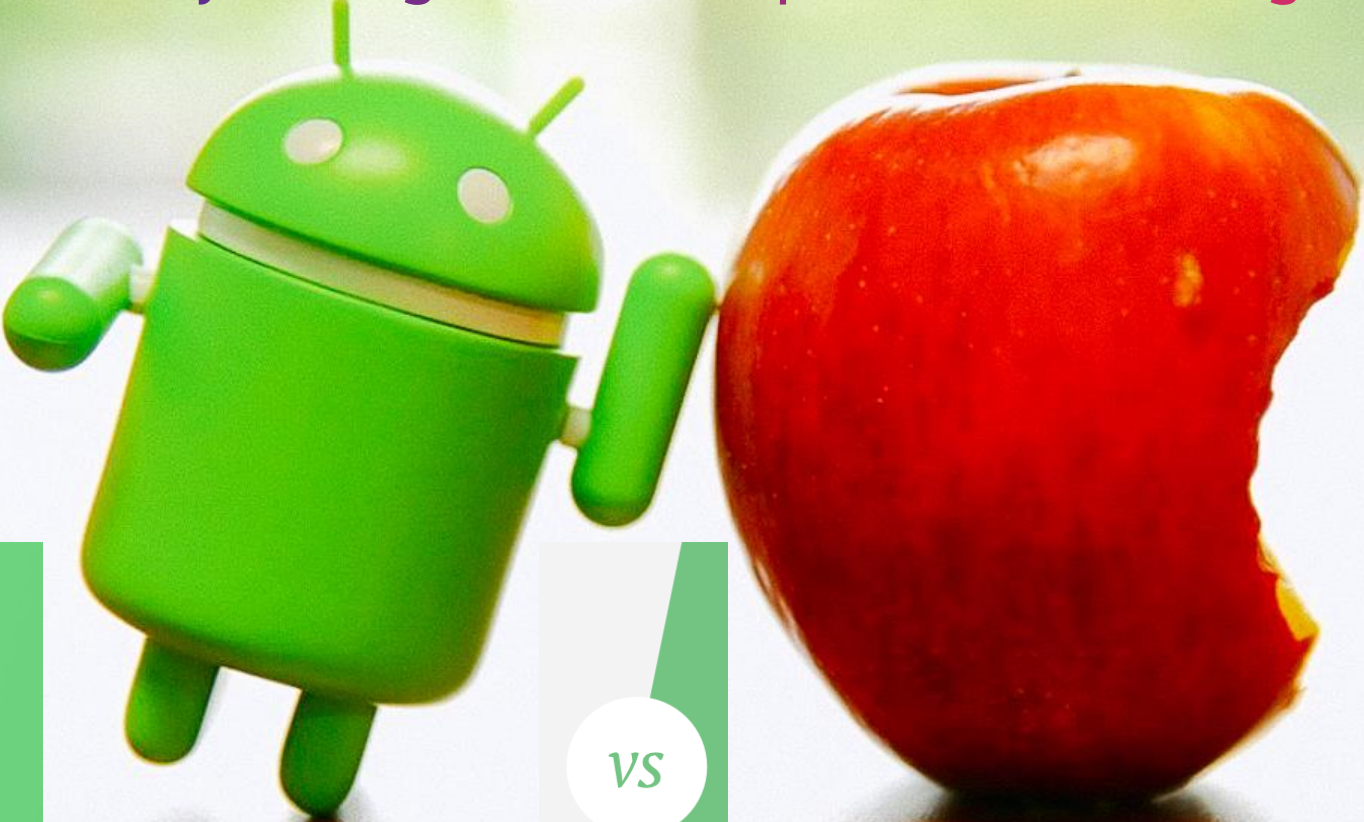




Evolution of the advertising model *when TV meets Digital*




Less than 10 years ago, Tech companies were ruling the world



android

vs



iOS



Then (social) platforms started



taking over control



*“During the gold rush, it’s a good time to be
in the pick and shovel business”*

Marc Twain



Today, the battle for the ecosystems is about to start



Ecosystems are rising ...



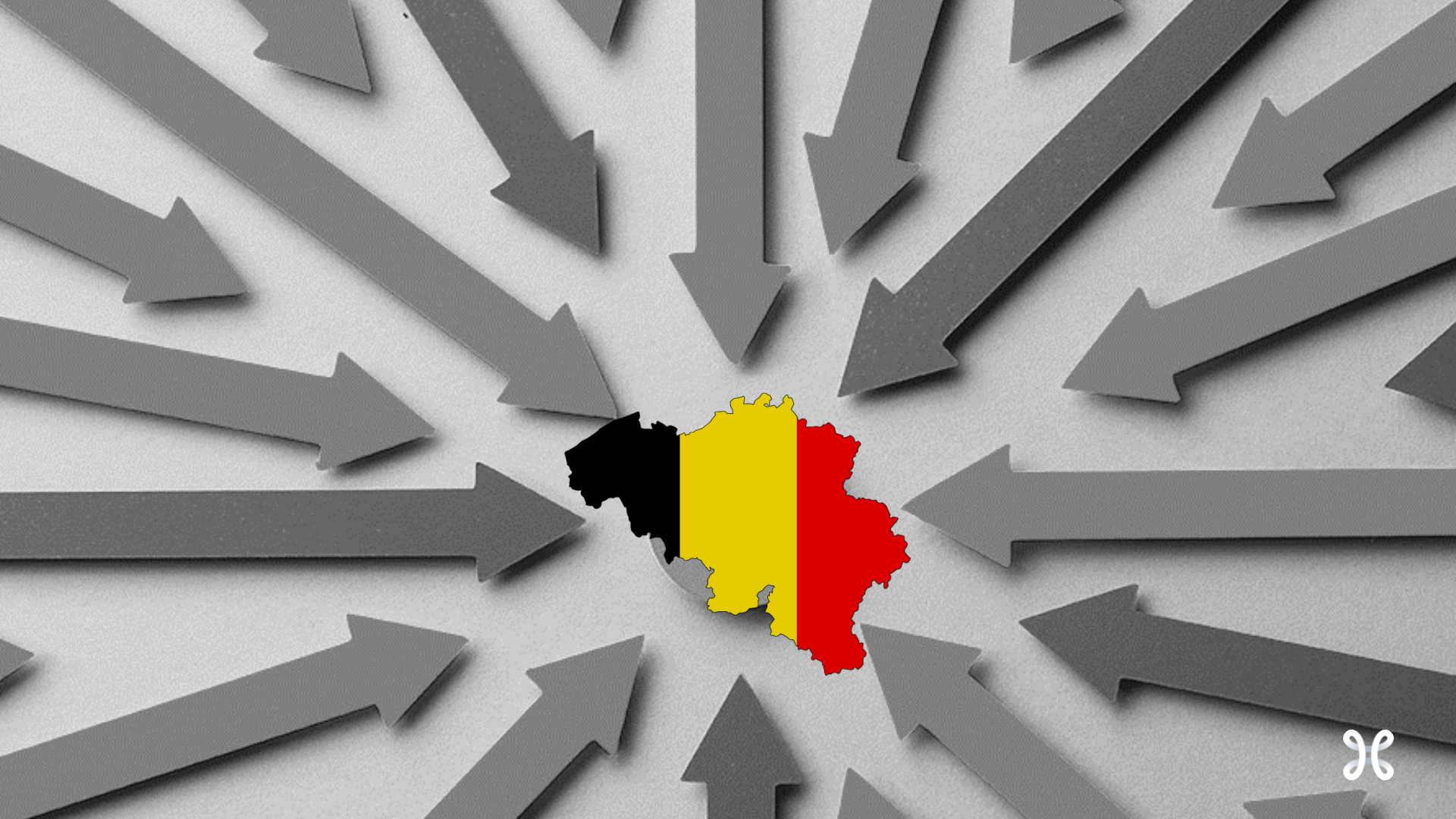
Adding content to tech, platforms and devices





Content







Tomorrow will be

Local

Personalised

Private

ALONE YOU GO FAST
TOGETHER YOU GO FURTHER



Creation of a Belgian Alliance

Méga alliance belge pour contrer les Gafa



©Mediafin



Our Pickx Platform



Launching our Smart Ads Platform for AddressableTV

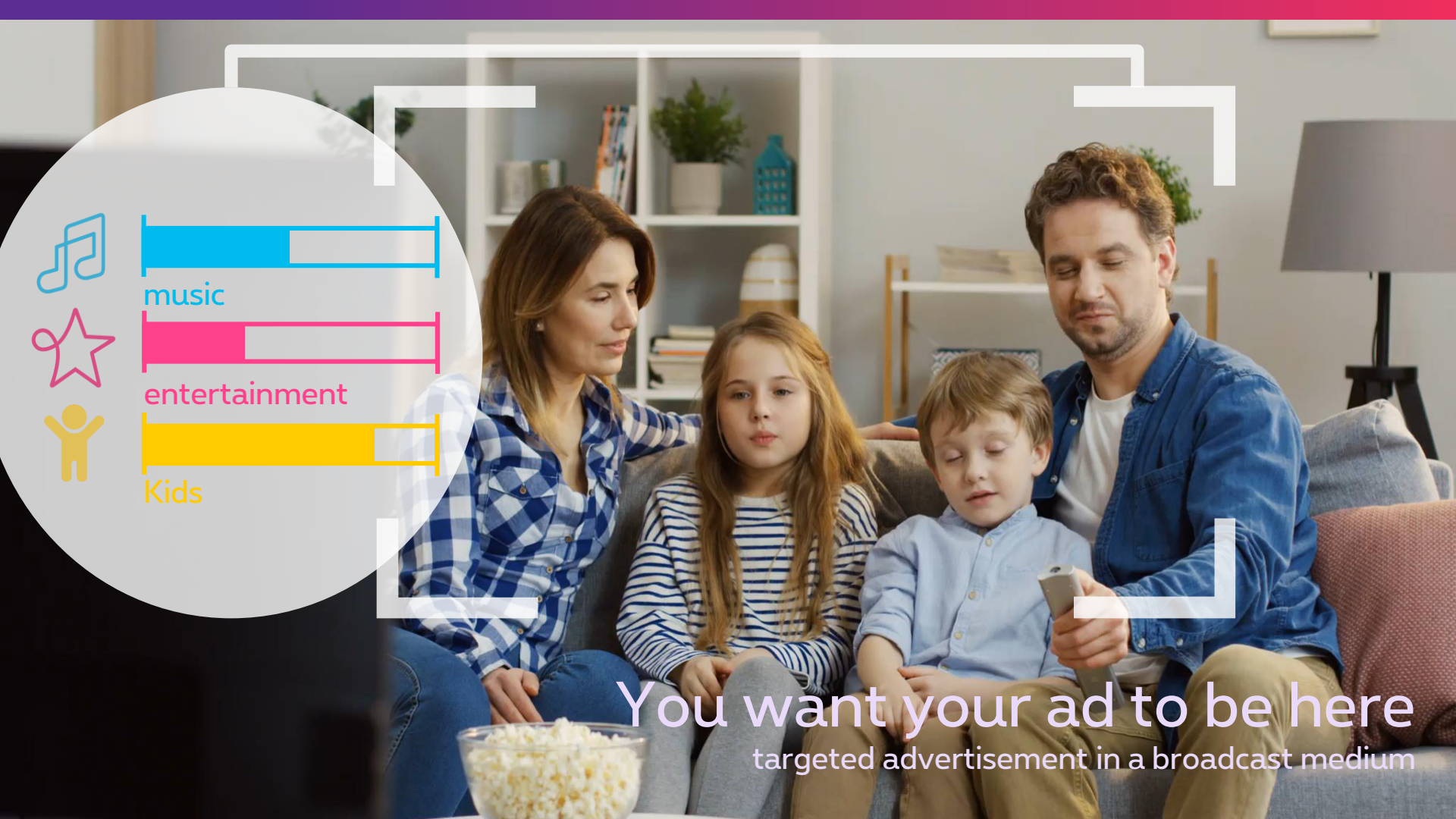


ATV allows non-TV advertisers to come on the TV screen

YOUR AD HERE

OR HERE?





music



entertainment



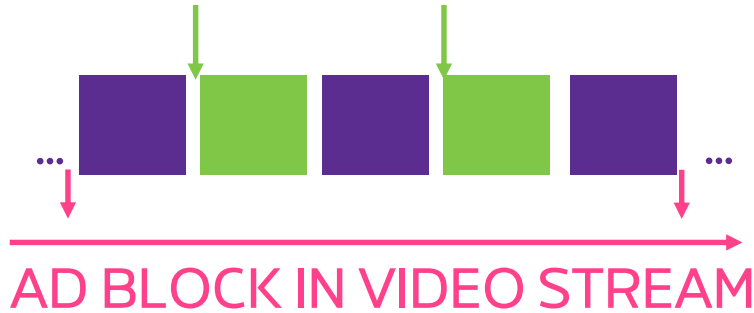
Kids

You want your ad to be here
targeted advertisement in a broadcast medium

How does it work?



MARKED ADS
THAT CAN BE REPLACED



With respect of customer privacy.

Transparency and clear communication are key



Addressable TV is creating value both for Customers, Advertisers, Broadcasters and Telco

CUSTOMER



ADVERTISER



TV BROADCASTER



TELCO





proximus

Q&A
