

SUMMARY
VERSION



“High Tech meets High Touch”

How data and technology influence the future of digital advertising

xplosion
interactive

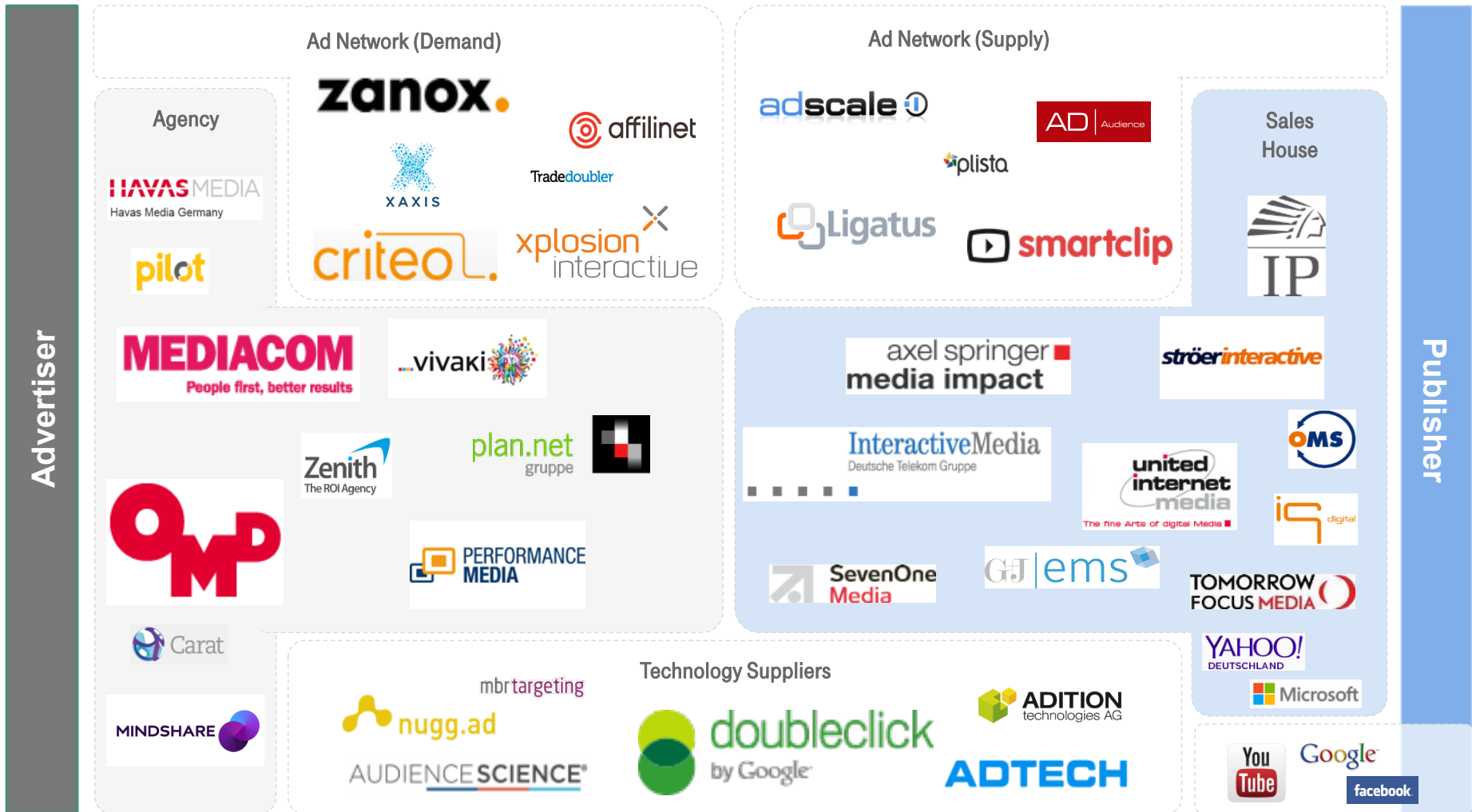
InteractiveMedia
Deutsche Telekom Gruppe



A row of five light bulbs is shown on a blue surface. The central bulb is illuminated, casting a bright glow, while the others are dim. The background is a light blue gradient.

**DISPLAY ADVERTISING
IN GERMANY IS IN THE
MIDDLE OF A HUGE
TRANSFORMATION
PROCESS.**

The German Display Advertising World (as we used to know it over years)



A close-up, high-contrast photograph of a gorilla's face, focusing on its eyes and nose. The gorilla's fur is dark and textured, and its eyes are a striking orange-brown color. The lighting is dramatic, highlighting the contours of its face. Overlaid on this image is text in a bold, sans-serif font. The words 'THE GORILLAS' are in blue, while the rest of the text is in black.

**BUT THEN THE
GORILLAS WAKE UP...**

**INTRANSPARENT AND INEFFICIENT MARKETS
ARE ALWAYS SUBJECT TO DISRUPTION.
AND SIMPLY TOO MANY BUCKS ON THE TABLE.**

The Old Formula of Premium Display Advertising in Germany slowly stops to work...

GOOD MEDIA BRAND

+ SOLID LOCAL REACH (AGOF!)

+ HIGH-TOUCH SALES (BEER!)

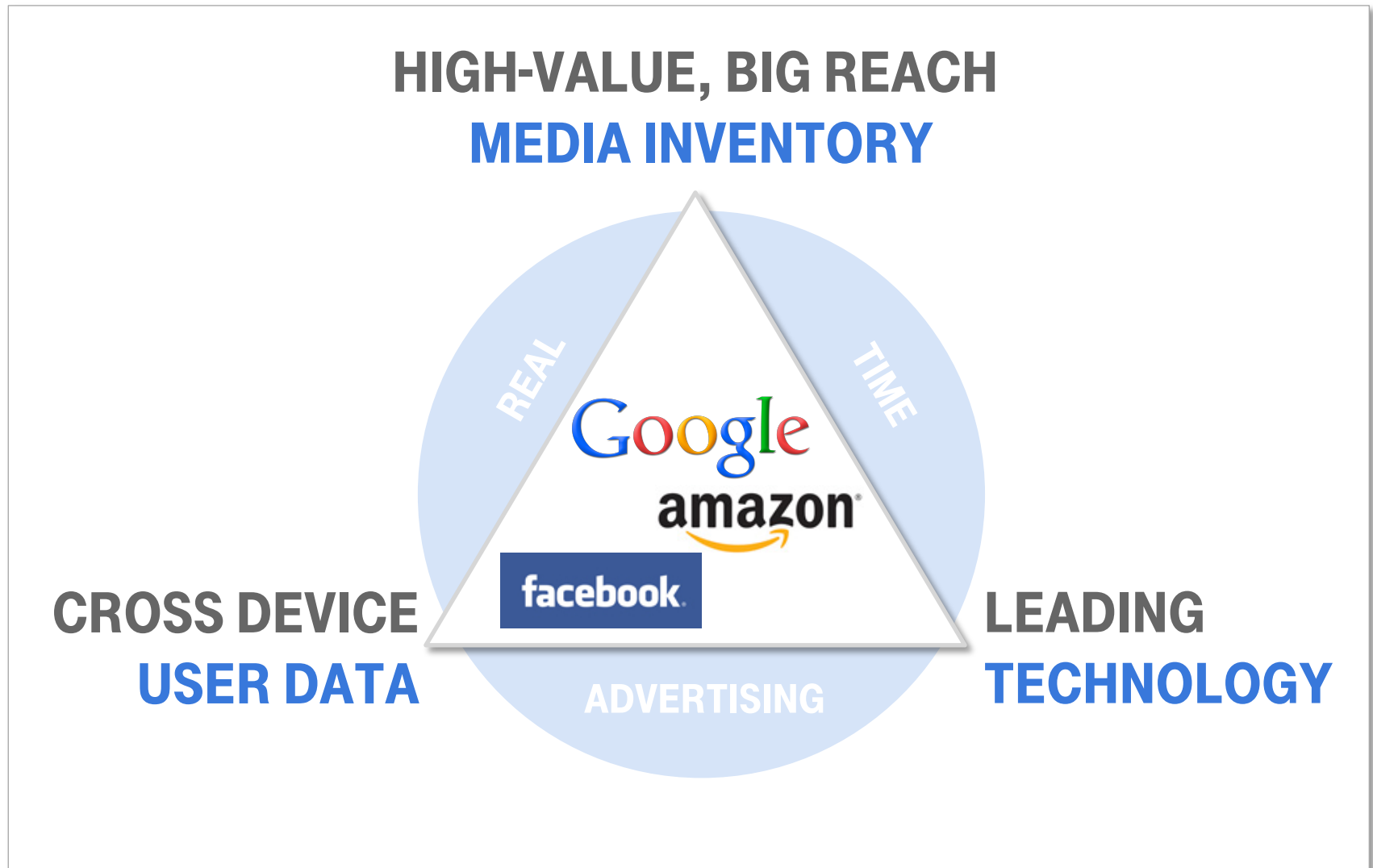
**+ OUR VERY OWN AND BEST TARGETING
(IF NOT AVOIDABLE)**

= HIGH CPM

= PREMIUM DISPLAY ADVERTISING

(AND ALL THE REST IS „REMNANT“)

The Rise of a new Formula for Digital Advertising.



It is not at all about “Remnant”...

„MARKETING CONCEPTS 3.0“

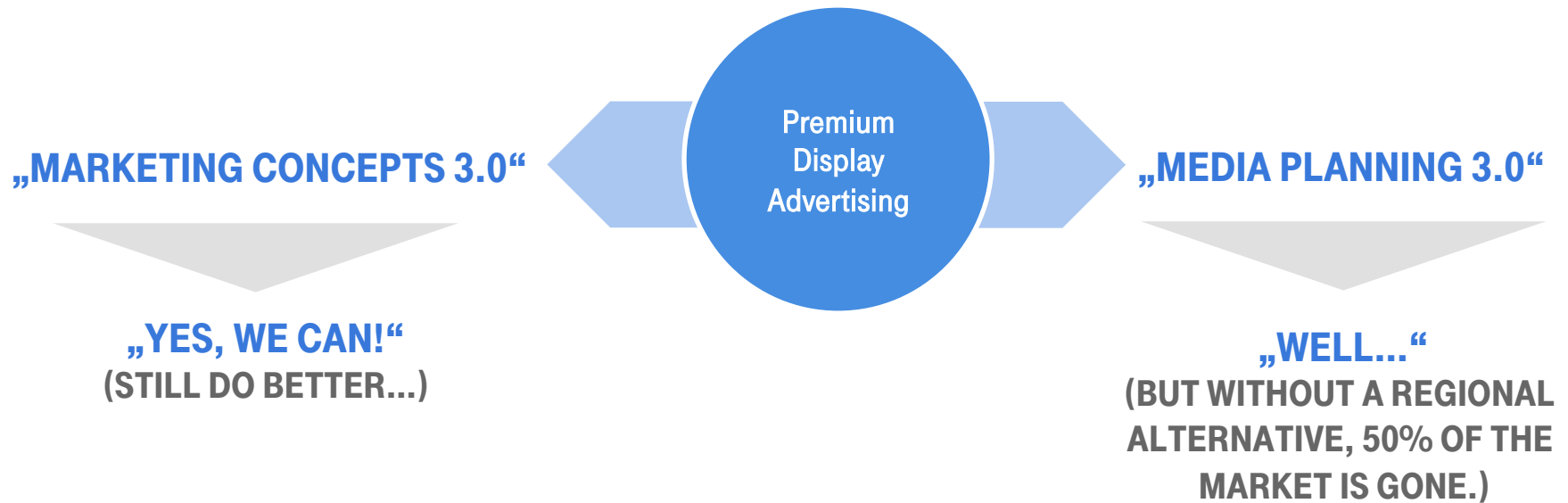
RICH MEDIA (VIDEO)
PRODUCT DRIVEN
NATIVE ADVERTISING
CONTENT MARKETING

Premium
Display
Advertising

„MEDIA PLANNING 3.0“

REAL TIME ADVERTISING
DATA & TECH DRIVEN
REACH
VALUE OF „UMFELDER“

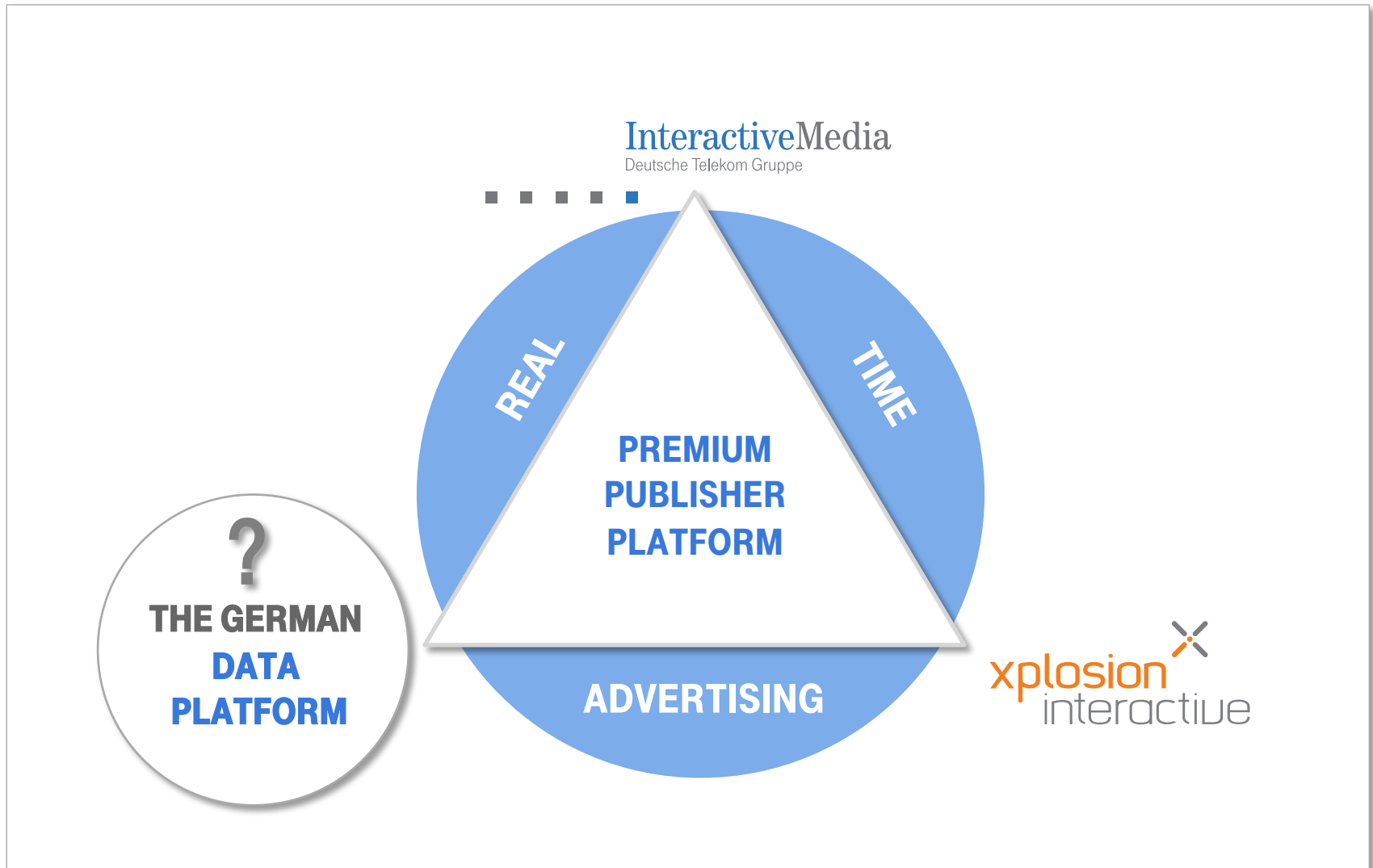
A Threat – and an Opportunity!



The German Display Advertising World (as it looks today)

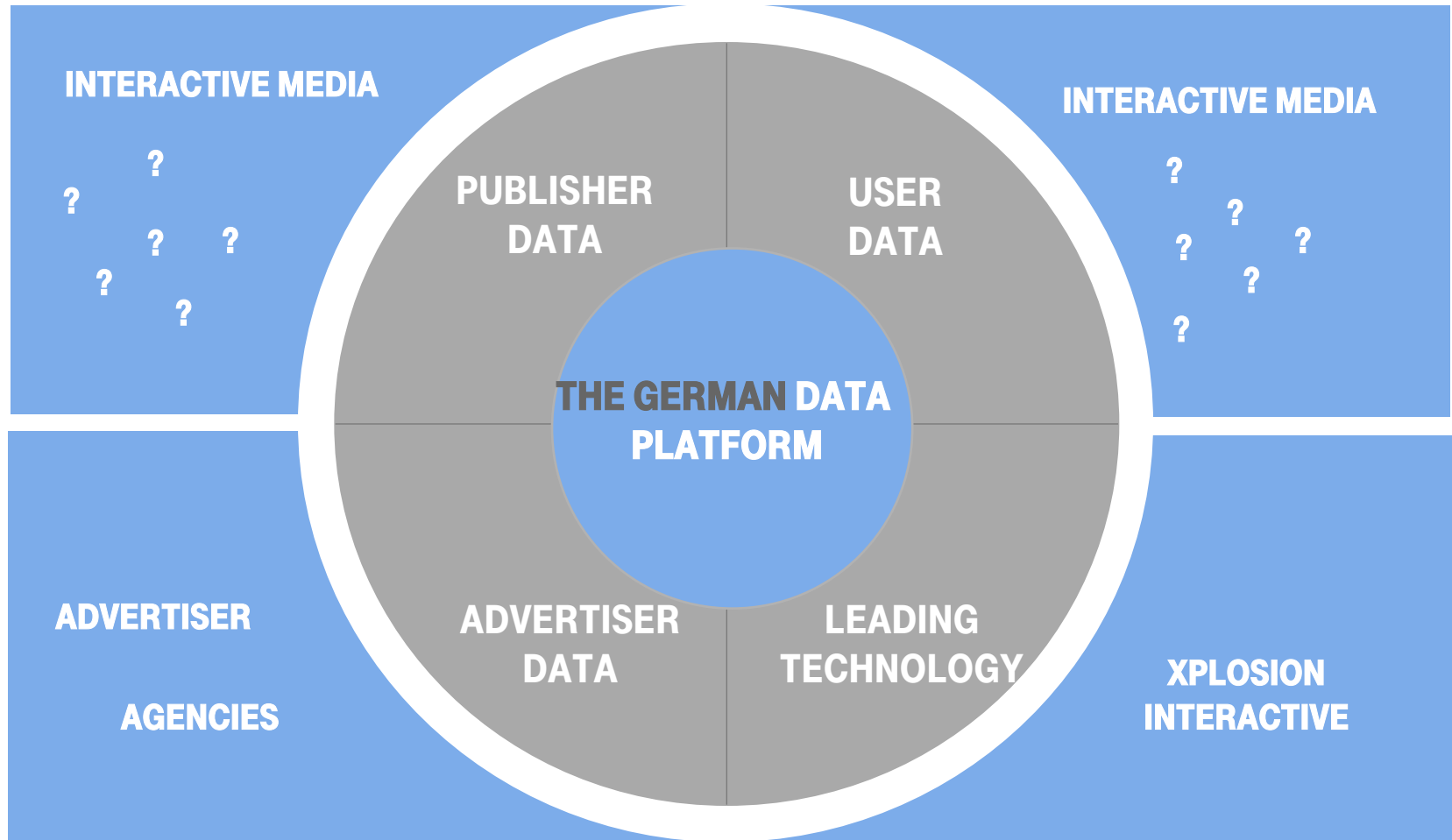



High tech successfully meets high touch – first answers – more questions



Joint Forces: The German Data Platform

Be part of it!



A hand wearing a clear plastic glove is positioned on the left side of the frame, reaching towards the right. On the right side, a human hand is shown with its index finger extended, pointing towards the gloved hand. A solid blue rectangular box is overlaid on the image, containing the text "Thank You! Any Questions?". The background is a light, neutral color.

Thank You!
Any Questions?