CASE STUDY **SPIEGEL**

THE CLIENT

SPIEGEL ONLINE

Discover how SPIEGEL, a leading German publisher, increased its programmatic video revenue by building up its own private exchange, monetizing its video inventory to its full potential both on in-stream and out-stream formats and across all devices.

THE OBJECTIVE

- Maximize revenue while maintaining full control over video inventory monetization
- Setting up direct deals with buyers on in-stream and out-stream formats across all devices

THE CHALLENGE

- Successfully unify SPIEGEL's sales process without disrupting their current sales infrastructure
- Complete a flawless integration between StickyADS.tv's technology and SPIEGEL's proprietary out-stream ad server
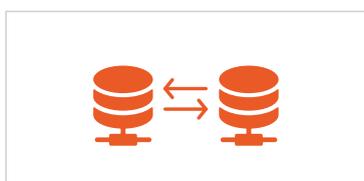
THE SOLUTION
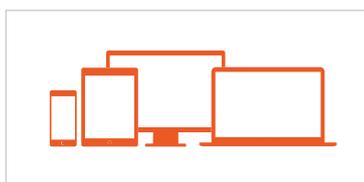
PLUG AND PLAY MONETIZATION software seamlessly integrated with SPIEGEL ad server specifications, and readily available on all formats and devices.

FULL TRANSPARENCY AND CONTROL
Provided by StickyADS.tv's Private Exchange solution, offering granular business rules, with the main feature being buyer priority group.

EXTENSIVE ACCESS TO DEMAND SOURCES through server-to-server connections, supporting deal ID capabilities.
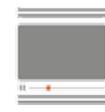
THE RESULTS

IN-STREAM

12%   SPIEGEL video in-stream revenue increase year on year (2015 vs 2014)

14%   eCPM increase year on year (2015 vs 2014)

OUT-STREAM

+230%   Incremental revenue gained through out-stream monetization

31   Deal IDs created in 2015, doubling the volume vs 2014

CHRISTOPH HENNING
Head of video Advertising | **SPIEGEL QC**

" *StickyADS.tv's private exchange software fully met our technical requirements while respecting our in-house sales strategy. Since we have implemented it, the business impact is positive and sizeable.*

While we focus on generating the most revenue from our in-stream and out-stream video inventory, we are deeply committed to protecting its value, by designing our own set of business rules to ensure we fully control the monetization process. StickyADS.tv's private exchange software offered us the best solution to achieve this goal.

At SPIEGEL, programmatic is fully integrated into our video monetization strategy. We believe setting up direct deals with buyers through a private exchange is an efficient way to trade programmatically. "

QUICK STATS ON SPIEGEL ONLINE

	💻	📱
Video Plays[1] :	**13 M**	**2.5 M**
Ad Requests[1] :	**22 M**	**6.5 M**
Unique Users / Month[2] :	**1.97 M**	**0.51 M**

[1] SPIEGEL's internal figures   [2] AGOF digital facts September 2015

MARCO DOHMEN
Country Manager DACH | **StickyADS.tv**

" *We are very proud that SPIEGEL – a leading German premium publisher - has chosen to power their private exchange with StickyADS.tv's technology.*

SPIEGEL embraced programmatic video advertising in a very smart and efficient manner, leveraging the full opportunities offered by our private exchange software. They have set up many direct deals (Deal IDs) with their preferred buyers, optimizing monetization through both in-stream and out-stream formats.

SPIEGEL's team also proactively shares comprehensive feedback on the platform and its analytics, which is greatly appreciated. This unvaluable source of user feedback empowers us to relentlessly improve our features. SPIEGEL is clearly a pioneer premium publisher when it comes to online advertising monetization. "

ABOUT STICKYADS.TV
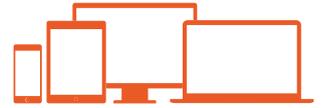
Founded in 2009, StickyADS.tv is the leading private exchange software technology, powering 130+ private exchanges controlled by major TV broadcasters, large media groups and premium syndicators.

In 2015, StickyADS.tv secured a ranking among the fastest growing technology companies in the Deloitte Technology Fast 500 EMEA 2015.

StickyADS.tv's reach is global - more than 7,000 websites in 150 countries worldwide - with regional teams in the US, Europe and more locations coming soon.
For more information, please visit **www.stickyads.tv**.