


waipu .tv

# The Best of All TV Worlds.



TV Guide waiputhek Recordings

20:15

## TV

like never before.

Simple. Better. waipu.tv

Discover now

Now Trending

- tatort®
- tagesschau®
- YELLOWSTONE
- KITCHEN IMPOSSIBLE  
MÄLZER VS. RAUE
- FAST



# Update & News 2026

01



## Football World Cup & waipu.tv

Precision targeting on football-interested viewers.

02



## New Channels in Advertising Marketing

Romance TV & Heimatkanal – two strong channels for emotional stories and local moments.

03



## Programmatic CTV Advertising

Release of „Genre“ in accordance with IAB standard for precise targeting according to IAB Content Taxonomy v3.1.

04



## waipu.tv „Perfect Plus“ Test Winner

Best transmission quality and strong features for maximum flexibility.

waipu.tv for the World Cup

# The Fastest Goal. to the World Cup 2026



## PRECISION TARGETING FOR THE "FOOTBALL" AUDIENCE ON WAIPU.TV.

Precision targeting for football-interested viewers for your World Cup campaign with all Premium KPIs – reaching the perfect pass, not just the goal.



### WHAT MAKES WAIPU.TV THE FASTEST GOAL:



Real-time signal  
without delay



Faster  
than cable



Faster  
than satellite



Faster  
than standard  
internet TV



Always before  
the neighbor  
juices

# waipu.tv – Channel Highlights – Romance TV & Heimatkanal

  
ROMANCE TV  
HD

**NEW!**

IN ADVERTISING  
MARKETING



## Romantic, Feel-Good & Great Stories

- Series highlights like „Rosamunde Pilcher“ & „Inga Lindström“
- Successful films & Romantic Movies
- Emotional storytelling for genuine feel-good moments



## High-Quality Entertainment with Impact

- Premium content with strong brand affinity
- High dwell time & strong viewer engagement



## 55+ Target Group with High Purchasing Power

- Best Ager 55+ with above-average household income
- High purchasing power, brand affinity & loyalty

BEST AGER

**55+**

HIGH  
REACH

HIGH  
ACCEPTANCE

HIGH  
PURCHASING POWER

  
HEIMAT  
KANAL  
HD

**NEW!**

IN ADVERTISING  
MARKETING



## Authentic Homeland & True Stories

- Series highlights like „Der Bergdoktor“, „Die Bergretter“, „Forsthaus Falkenau“
- Tradition, nature & the beauty of the most scenic regions



## Trusted Values & Strong Identification

- Substantial content with emotional depth
- Strong connection to generations & authenticity



## Premium Environment & Real Relevance

- High attention & long viewing time
- Ideal environment for trustworthy brand communication

TARGET GROUP  
**NATURE &  
TRADITION  
AFFINITY**

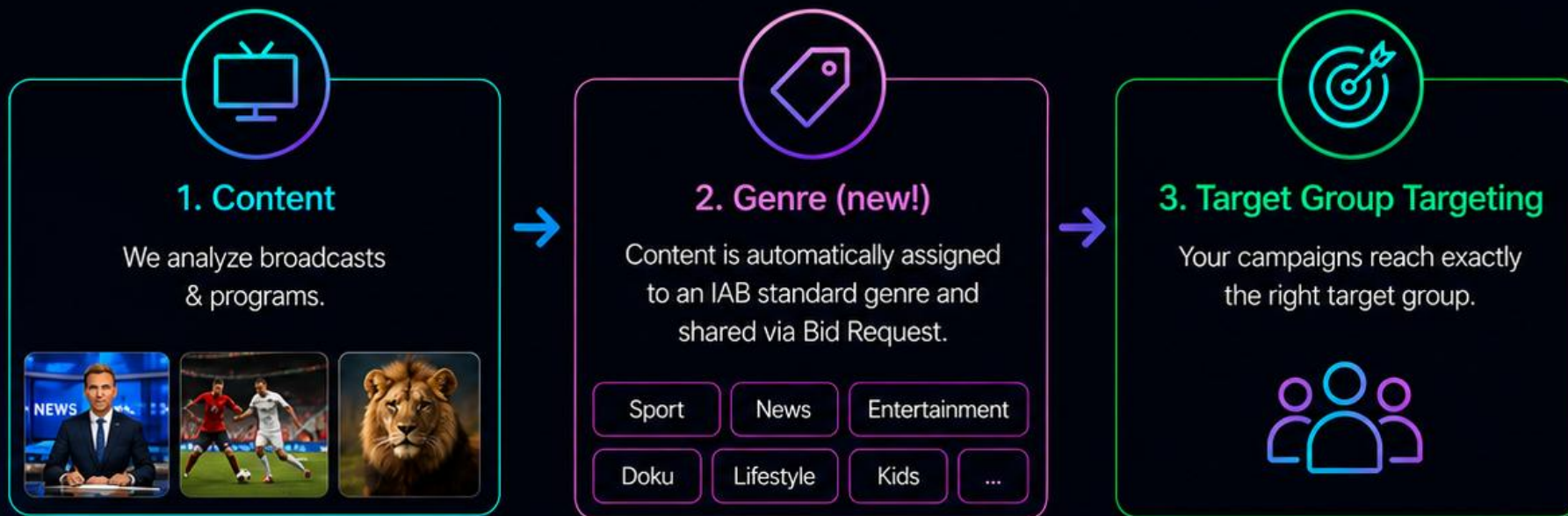
HIGH  
RELEVANCE

STRONG  
TRUST

LONG-TERM  
CONNECTION

# Genres make targeting easy

We recognize content. You reach the target group.



## Example Genres (Selection)

- News
- Sport
- Entertainment
- Kids
- Documentary
- Lifestyle
- Crime
- Reality
- Music
- ...



## CONCRETE EXAMPLE



**HGTV**



Genre assigned:  
Reality / Home & Living



Target Group Targeting:  
Home & Living Interested

## Your Benefits



**Precise Targeting**  
Advertising in the right content environment.



**Brand Safety**  
Suitable environment, less wastage.



**Better Performance**  
More relevant placements increase effectiveness.

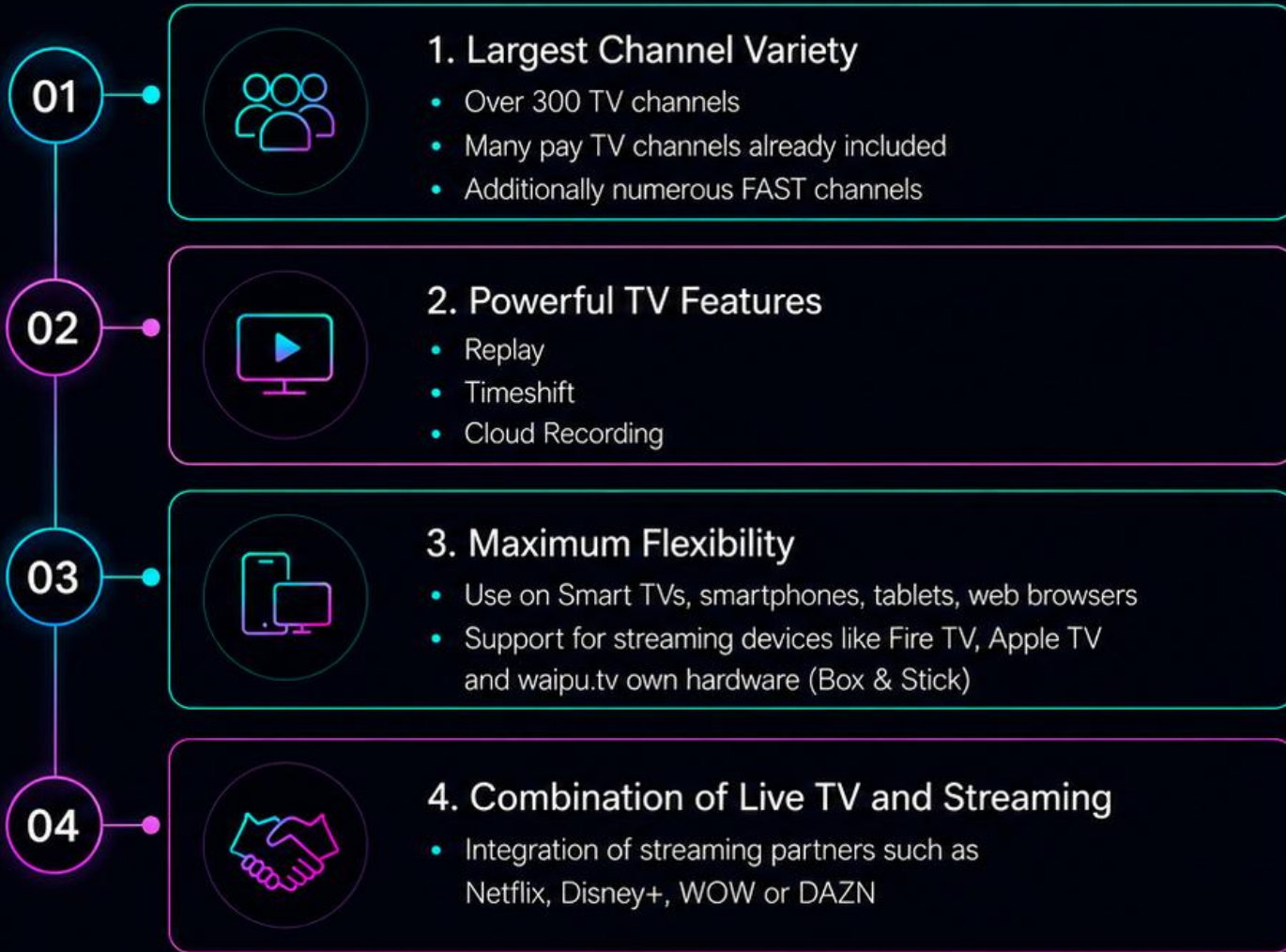


**Comparability**  
Standardized across platforms.



**Programmatic/IO Ready**  
Direct usage in DSPs & AdTech systems.

# waipu.tv – Test Winner!



About

waipu .tv



Content



Targeting



Inventory



Audiences



Performance

# waipu.tv – TV like never before!



Note: Lost in London, available on-demand at Planet Movies



waipu.tv – the **market leader**  
for **independent IP TV** in Germany



**300+** channels / **300+** in HD  
(largest HD portfolio in Germany)



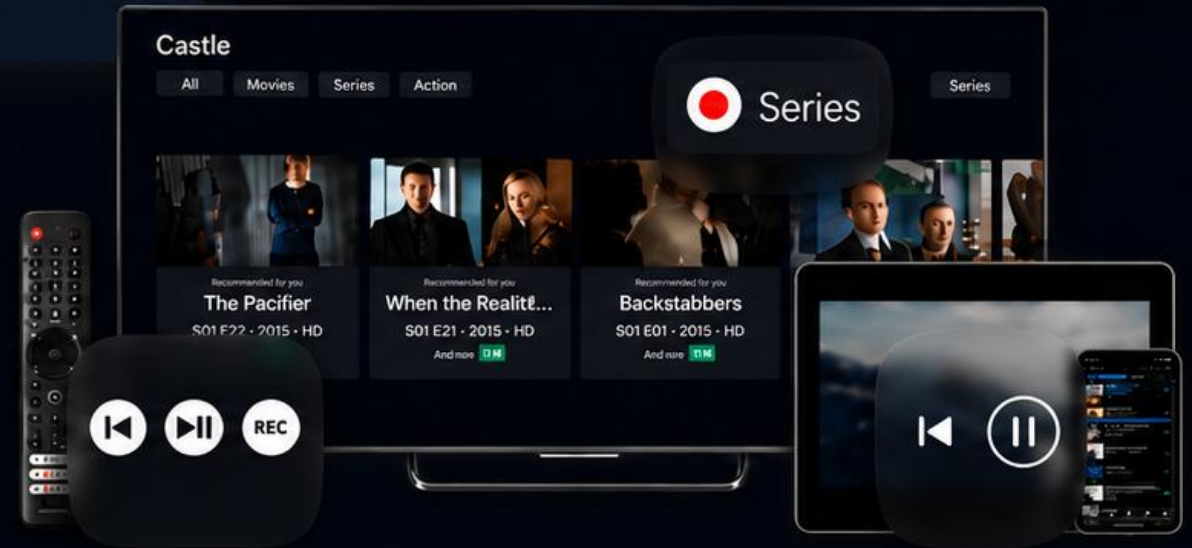
**> 40,000** on-demand titles  
in the **waiputhek**



**~ 2 million** subscribers  
with **high usage**

## waipu.tv **users love** the features ...

- ✓ Multiroom usage – **4 streams** at the same time
- ✓ **Record**, pause, net PVR, instant restart and more
- ✓ At home and **on the go**
- ✓ On **all relevant devices** (Android, Fire TV, Smart TV, ...)



# waipu.tv – always the right offer

- 📺 Different offers with focus on 14,99€ –  
– “Perfect Plus”
- 📺 No long-term commitments,  
cancelable monthly

Select TV package ▾	Comfort	Perfect Plus
Price per month ⓘ	7,49 € only / month	14,99 € / month
Cancel monthly ⓘ	✓	✓
Channels ⓘ	240+	320+
HD ⓘ	210+	300+ incl. RTL, Pro7 and HD
Pay-TV ⓘ	—	70+ channels
waiputhek ⓘ Movies, Series & Shows on demand	20.000+	40.000+
Recordings (hrs.) ⓘ	50	150
Streams ⓘ	2	4
Restart & Pause ⓘ	✓	✓

## waipu.tv “START” – a one-time offer for new customers – 4,99€



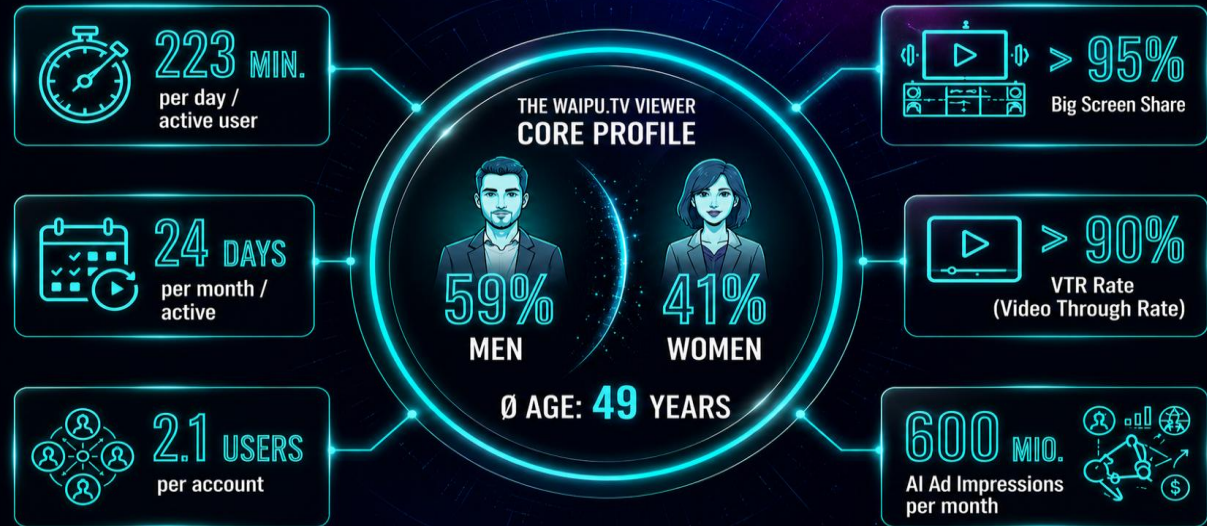
- 📺 4,99€ per month incl. 4K Stick + remote control
- 📺 240+ TV channels incl. 100+ new TV channels
- 📺 Pause, rewind & restart your stream
- 📺 Access to popular streaming apps (Netflix, Disney etc.)  
& thousands of apps in the Google Play Store

# waipu.tv – platform & users



- > 90% of usage is on TV devices / big screen
- > 90% of users use waipu.tv daily or several times per week
- > 90% use waipu.tv primarily in the living room
- Linear TV is rated as more than 75% the most important content
- waipu.tv users love comedies, crime and documentaries
- Co-viewing occurs with approx. 2.1 people

- The waipu.tv viewer (Ø age 49) is significantly younger than linear TV viewers
- Users tend to be more male (59%)
- Approx. 40% of users live in single-family homes and approx. 80% in urban areas
- > 45% have a household net income of more than €3,500



\*Source: waipu.tv registration data and user behavior / + user survey



# Advertising inventory for over 190 channels reaching audiences through premium & niche content



# waipu.tv offers CTV inventory – DAS & DAI

## DAS on TV Signal



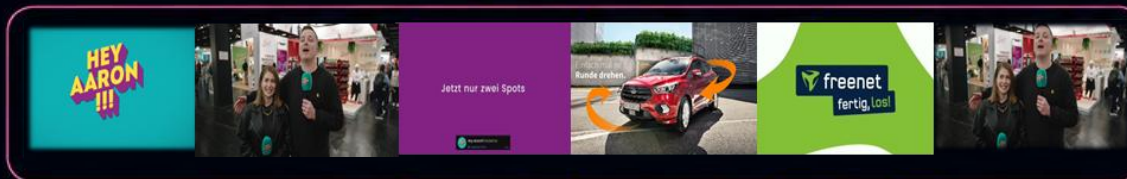
## Dynamic Ad Substitution (DAS)

- Advertising in traditional TV signal
- Replacement during ad breaks
- Targeting within linear content segments

### Two different approaches

## DAI in Stream

### FAST / VOD Channels



Channel lineup  
& content

Commercial breaks  
& spots

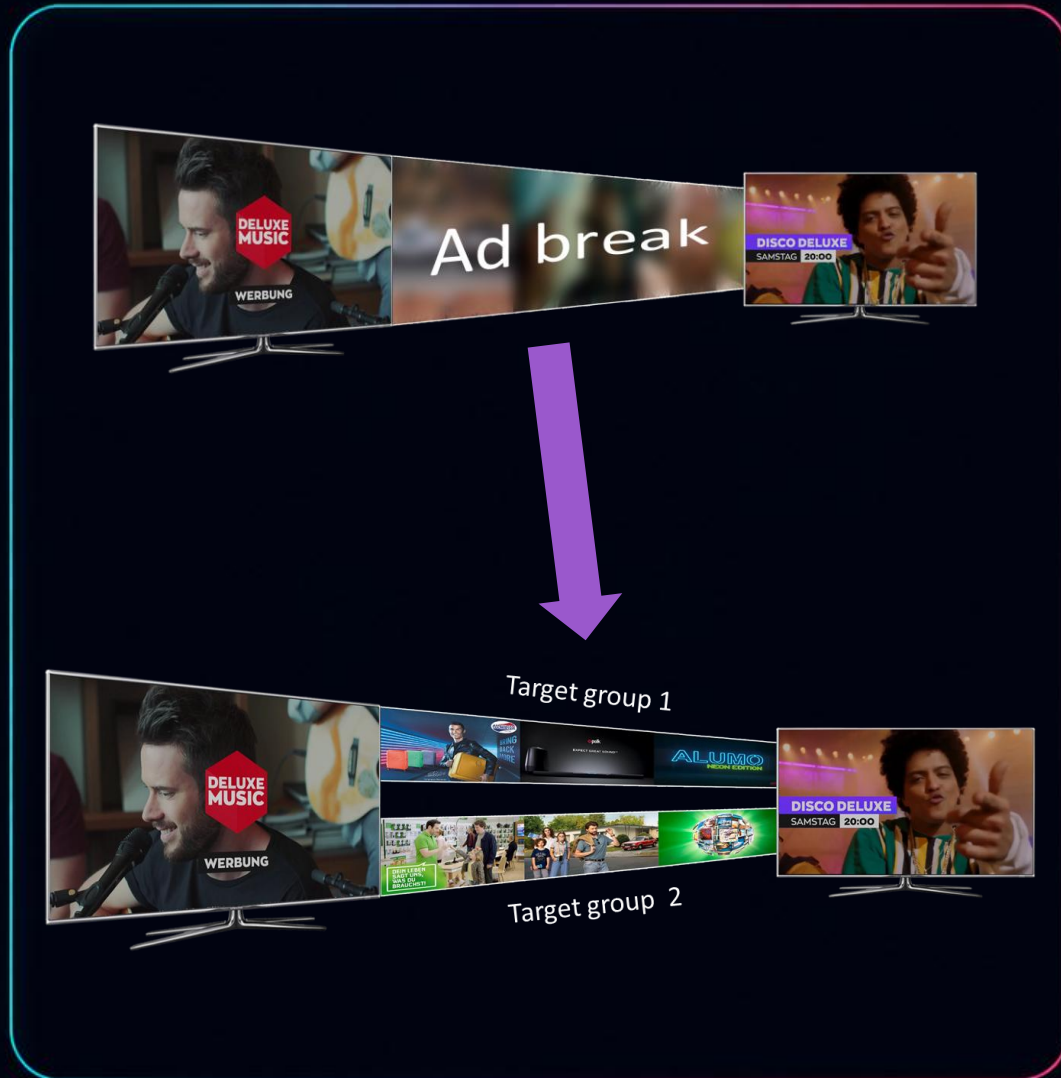
Content



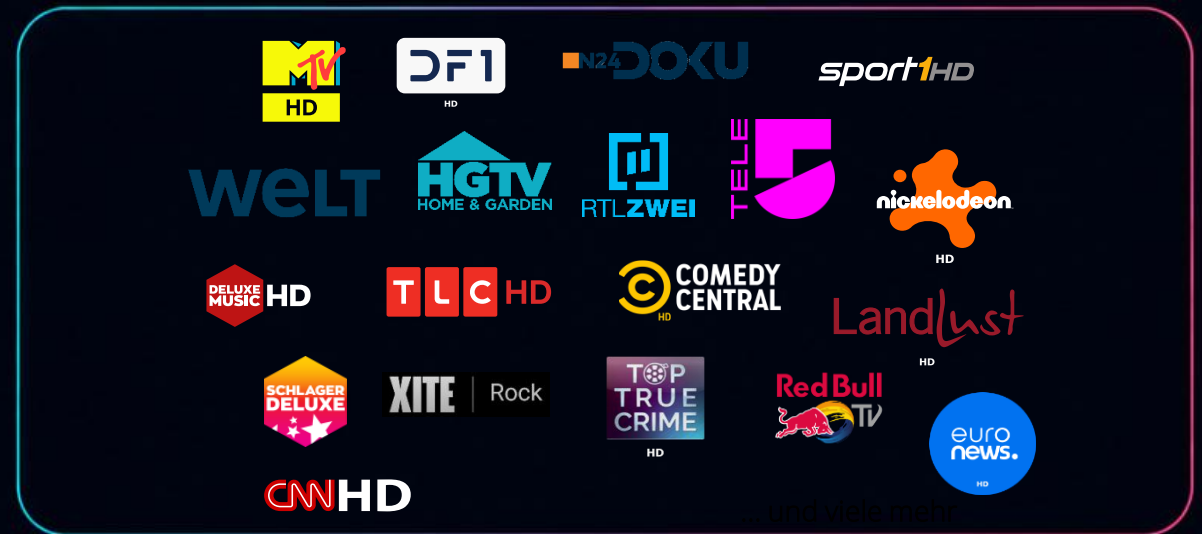
## Dynamic Ad Injection (DAI)

- Advertising in streams / FAST channels
- Pre-, mid-rolls
- Dynamically inserted

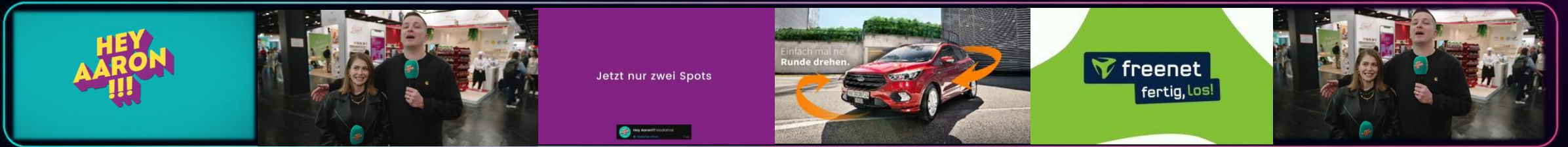
# 1. Dynamic Ad Substitution (DAS) with selected TV channels



- Ad replacement on selected TV channels
- Highest quality and **brand safety** guaranteed
- > **45 channels** live – additional channels available
- Targeted playback for precise ad targeting
- Premium CTV reach offering



## 2. Dynamic Ad Injection (DAI) with FAST/VOD channels



Channel lineup & content

Commercial breaks & spots

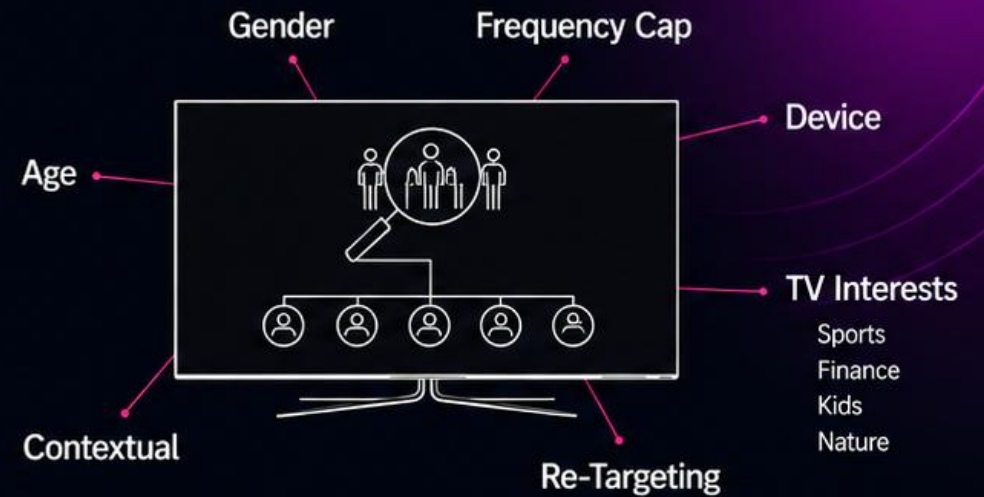
Content

- Video advertising in **live streams** and **channel media libraries**
- FAST/VOD channels** – over 145 channels
- Placed as (delayed) **pre-rolls & mid-rolls**
- Attractive ad environment in **premium content**
- Minimal interruptions** for maximum ad impact
- Targeted playback** for precise ad targeting
- Premium CTV reach** offering



# Targeting Options

- The basis is **1st party data**
- Always in **logged-in** mode
- Analysis of usage (viewing behavior) and utilization for **TV audiences**



- Age, Gender
- Device
- **Frequency Capping**
- **Region** (e.g. DMA Level 5)
- **Contextual** Targeting
- **Time** – e.g. Prime Time
- **Re-Targeting**

## TV Audiences

- Auto & Motorsport
- Finance
- Fashion
- Nature
- Documentaries
- Travel
- News
- Sports
- Football
- Food
- Family
- Music
- Pets
- Technology
- Gaming
- Home & Garden
- Household Decision Makers
- TV light viewers
- Sustainability
- and more upon request

# Programmatic Ad Sales @waipu.tv



## High-Quality Inventory & Brand Safety

- >600M Impressions / Month available  
→ waipu.tv = Top CTV provider in Germany
- Precise 1st party data targeting
- Incremental reach
- Pass-on of parameters & content metadata

## PROGRAMMATIC CTV ADS



## Premium KPIs & Programmatic First

- 100% Viewability
- >90% Big Screen
- >90% Consent Rate
- All Deal Types possible
- Attractive Pricing



Data-driven. Brand-safe. Scalable.  
Programmatic CTV advertising at the **highest level.**



# meet us!

Meet our team, exchange ideas  
and experience what drives [waipu.tv](https://waipu.tv).



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📅 23 – 25 June 2026

📍 Cannes Beach, France

## CANNES LIONS 2026



📅 2 July 2026

📍 Düsseldorf, Germany

## SCREENFORCE FESTIVAL 2026



📅 23 – 24 September 2026

📍 Hall 8, Cologne, Germany

## DMEXCO 2026