

# Splitscreen

## The ubiquitous nature of advertising

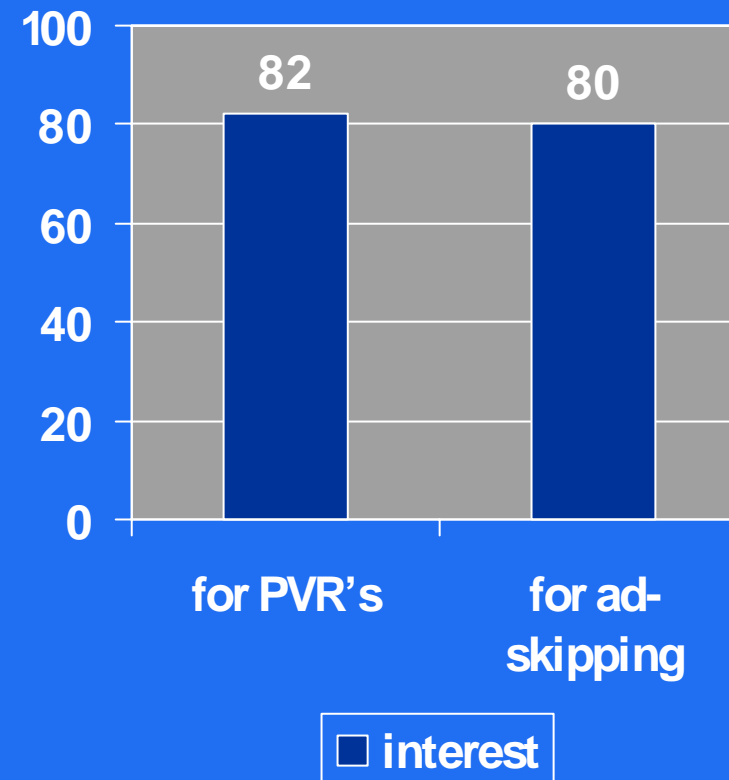
Sabine Füllhaas - Brussels, January 17th,  
2002



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## The Future: Digital TV will change both the viewing habits and consumer empowerment

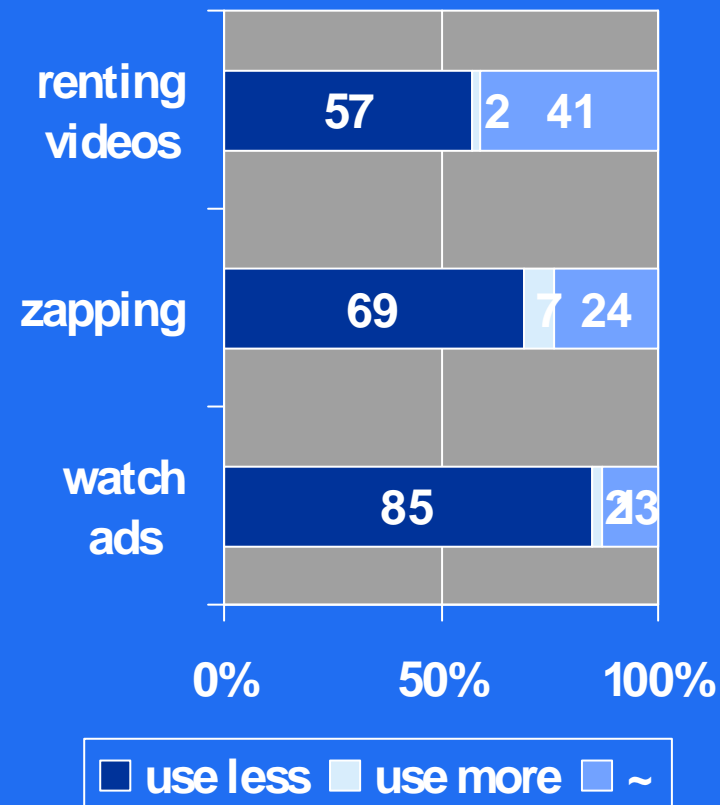
- Consumer interest in 'personal TV': 82% (25% 'strong')
- But: strongest consumer-argument for the personal TV is „possibility of skipping ads“ (80%)



Source: MMC 2001

## How PVRs change the habits

- Effect of personal video recorder\* on traditional TV activities, if „ad-skip“ function is built in
- reduction of advertising income > reduction of the ability to finance quality program



Source: MMC 2001

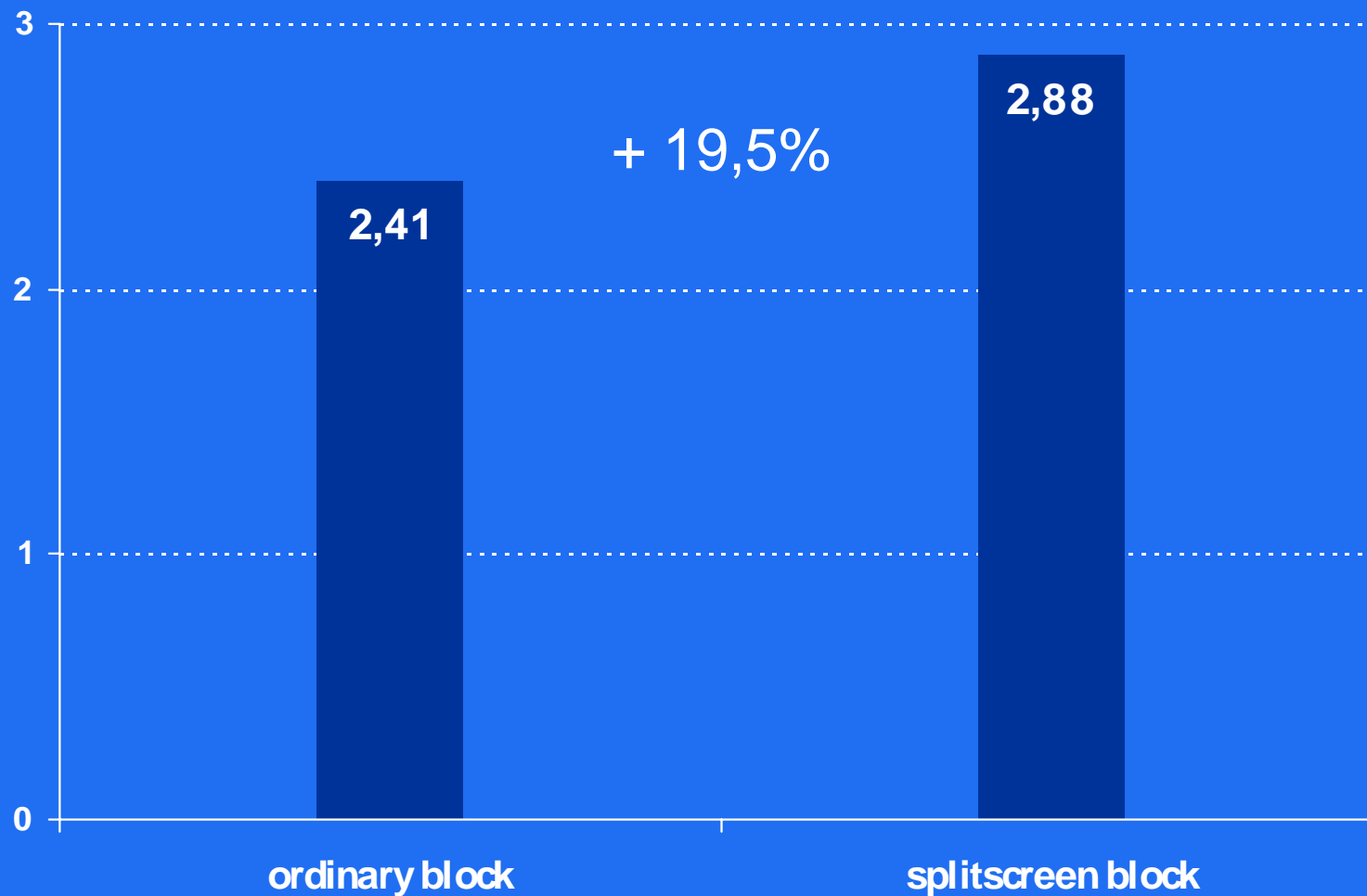


Why Split-screen?  
Why innovation then?



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## Splitscreen raises coverage



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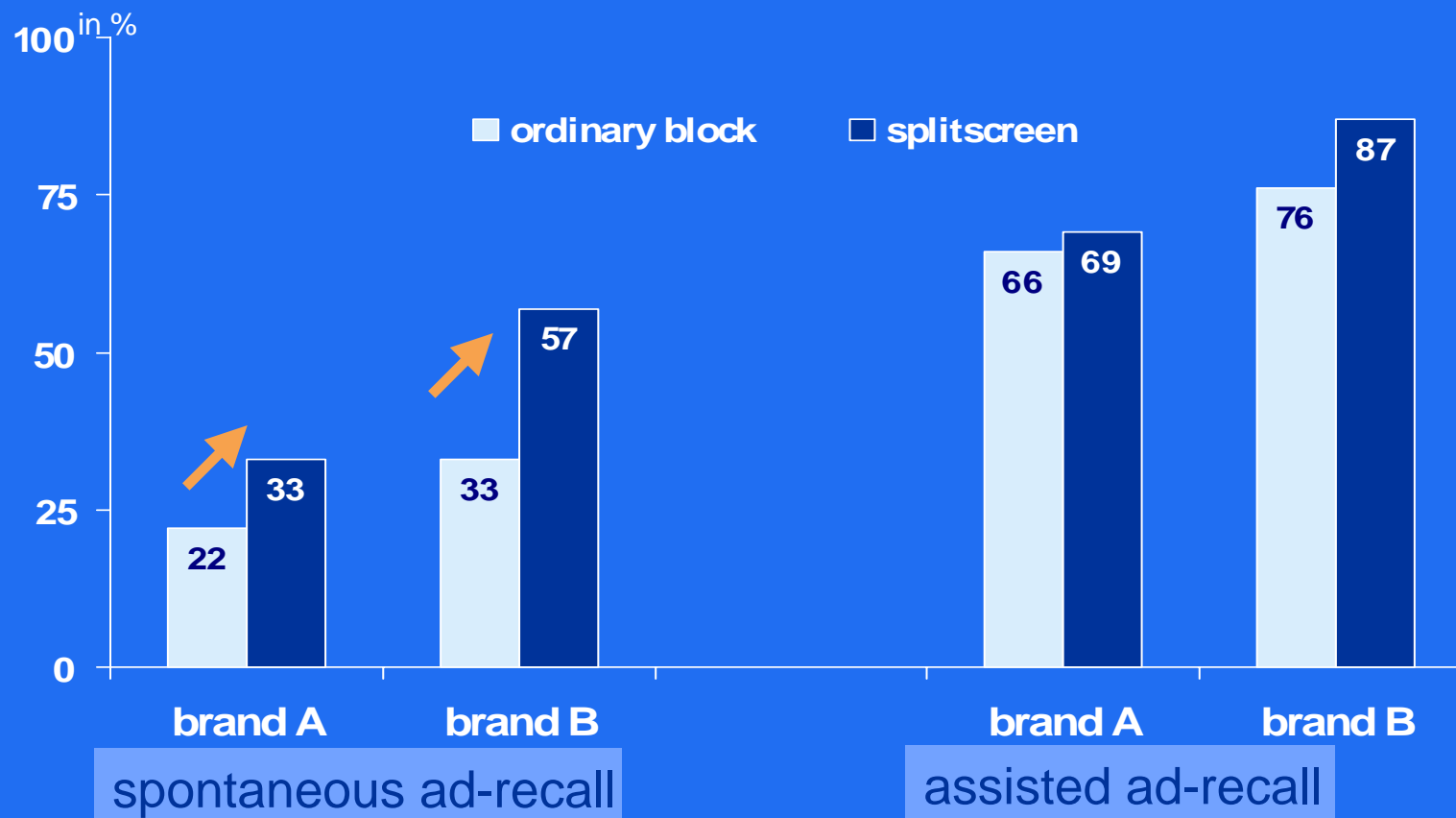


Comparison reach of block vs. reach of splitscreen block. Source: IP Deutschland, AGF/GfK



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## Higher impact for splitscreen ads



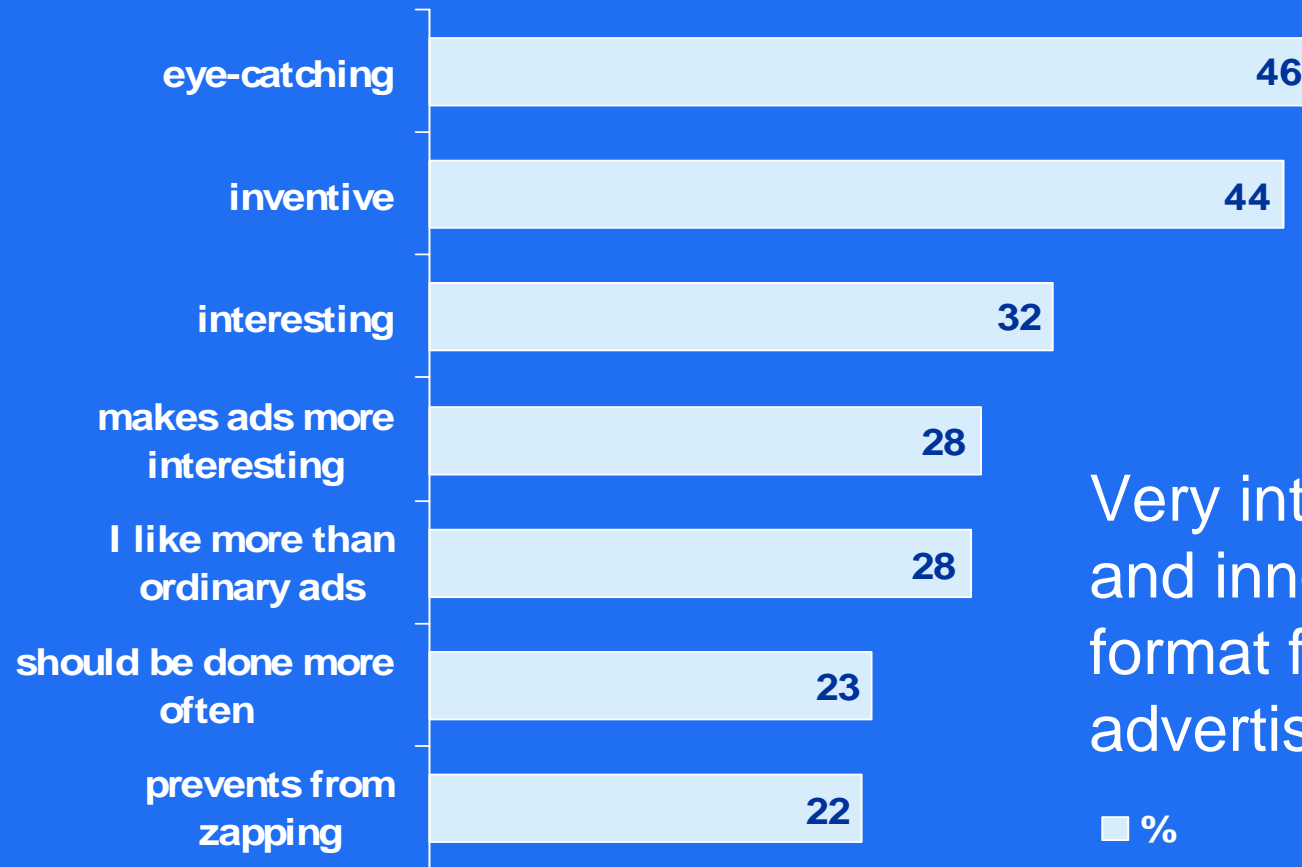
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# Better consumer acceptance of splitscreen ads

„Please evaluate splitscreen ads with the given therms“ (Agree fully and mostly)



Very interesting and innovative format for advertisers!!

■ %

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Basis: Persons 14-49, watching GZSZ at least sometimes.  
Studiotest (May 2001)



## Does 'split screen' fit with EC law?

- In a context where technical facilities allow to skip advertising (PVR, etc.) and when long traditional advertising blocks are no longer the remedy...
- In a multi-media environment in which TV advertising is facing the competition of other media platforms
- And while the TVWF criteria of separation of advertising and program is fully respected, one question remains: The obligation to respect the TVWF advertising 'minutage' rule, in particular the full accountancy of split screen to the 12min threshold when split screen formats cover only parts of the screen...



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In the end,

- Our business model makes that the exposure to advertising is the 'price' that our viewers pay for free access to RTL Group 23 channels and programmes
- It is up to our viewers to tune in and keep watching attractive enough programming
- If our TV programmes are excessively cluttered with advertisements, don't be taken in by! They are not watched anymore!

Thank you for your attention



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