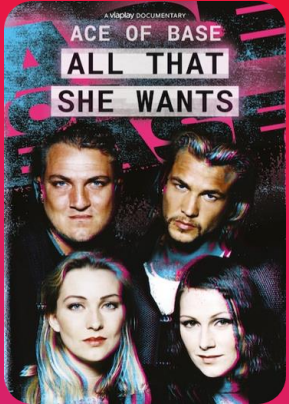




# Viaplay Film & Serier med reklam



# HVOD will launch with Viaplay's entire movie and series catalogue



Own productions

Acquired Series

Movies

2 \*kids content and TVE channels is not included in the offering

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*HVOD will launch with Viaplay's entire movie and series catalogue*

**25 000+**

**Film**

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3+ new films premiers weekly

1000+ films available at any time

International blockbusters  
and critically acclaimed films

**250+**

**Series**

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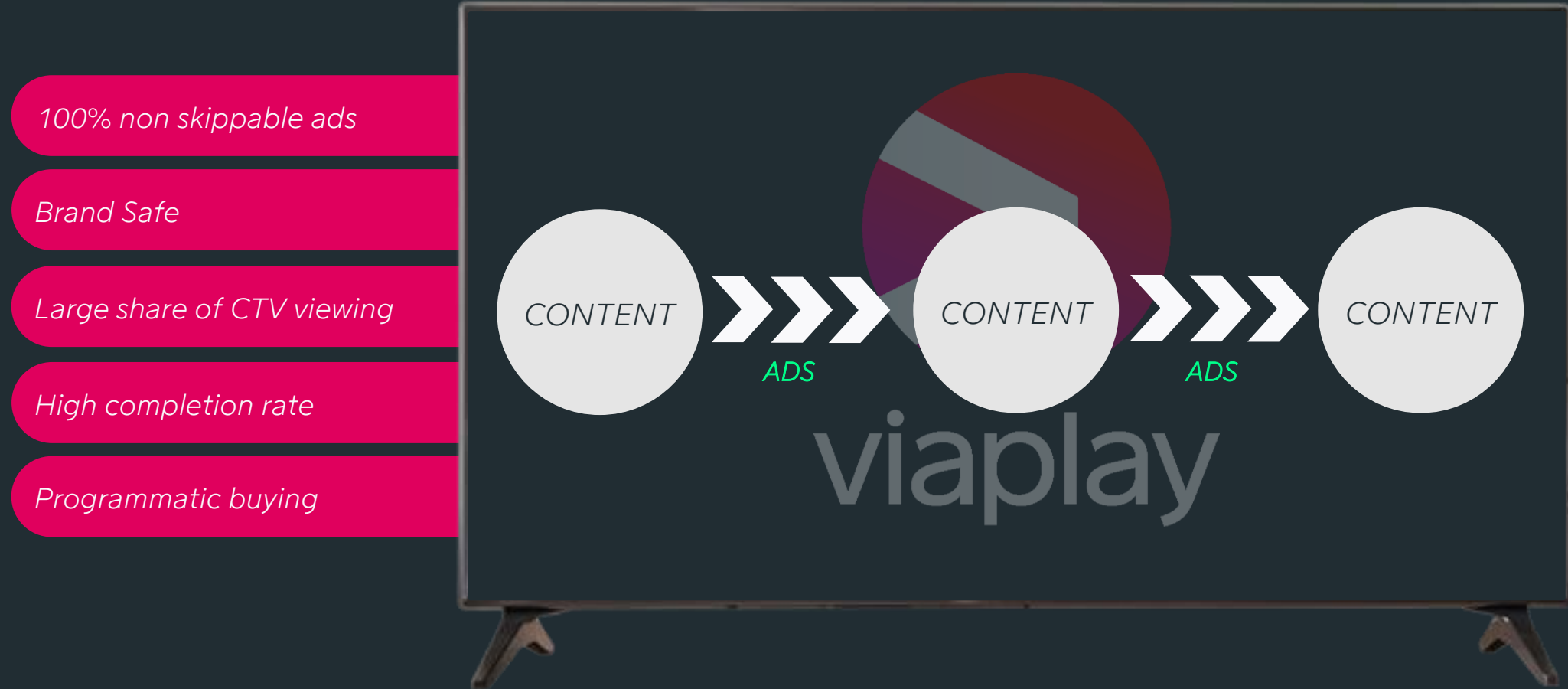
3+ series premiers weekly

250+ series titles available at any time

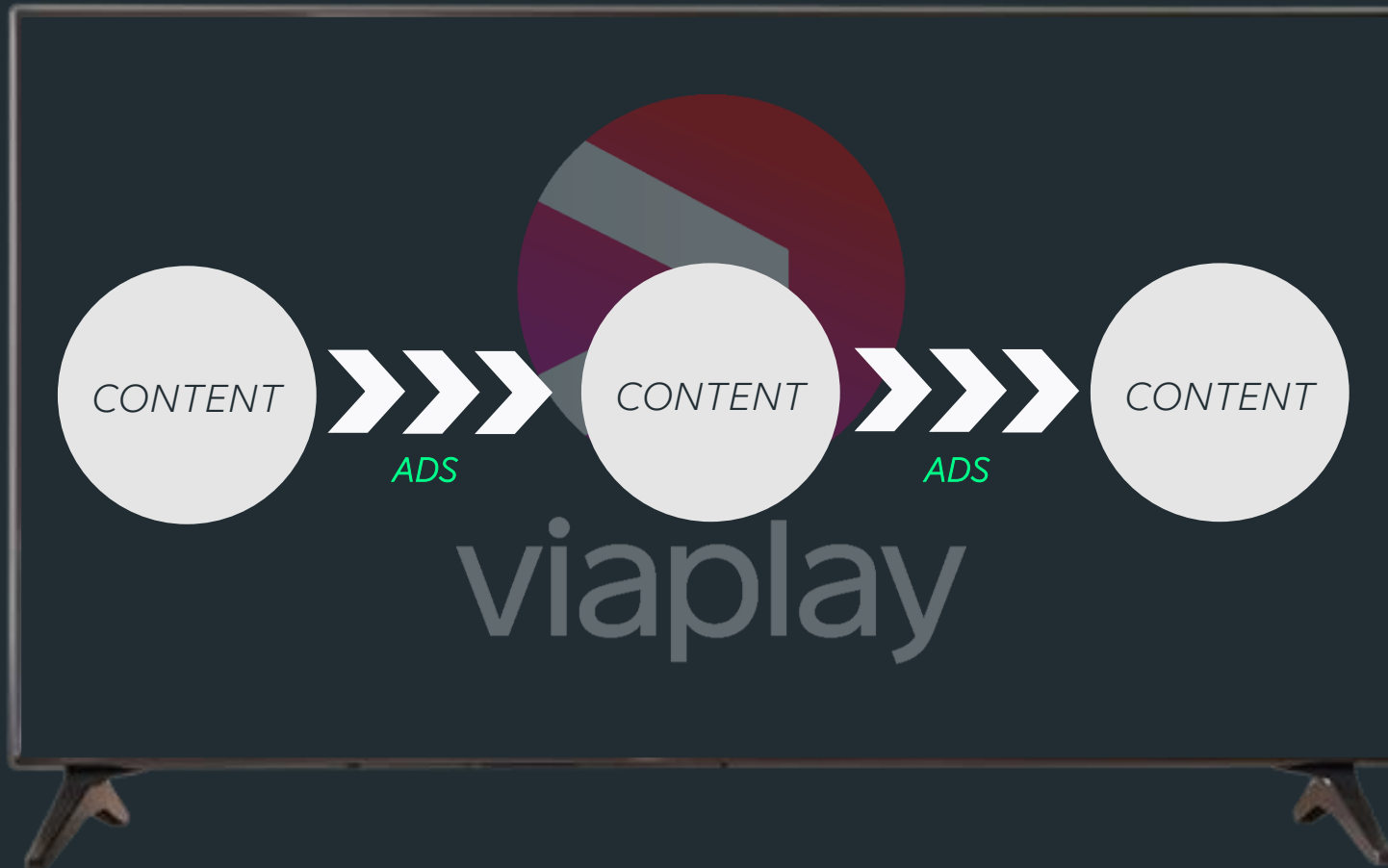
25+ new seasons released every year

400+ documentaries

# Delivering a first class commercial experience for buyers



*...and viewers*



*max 2 min ads per midroll break*

*max 6 min ads per hour, lower ad load than traditional linear TV*

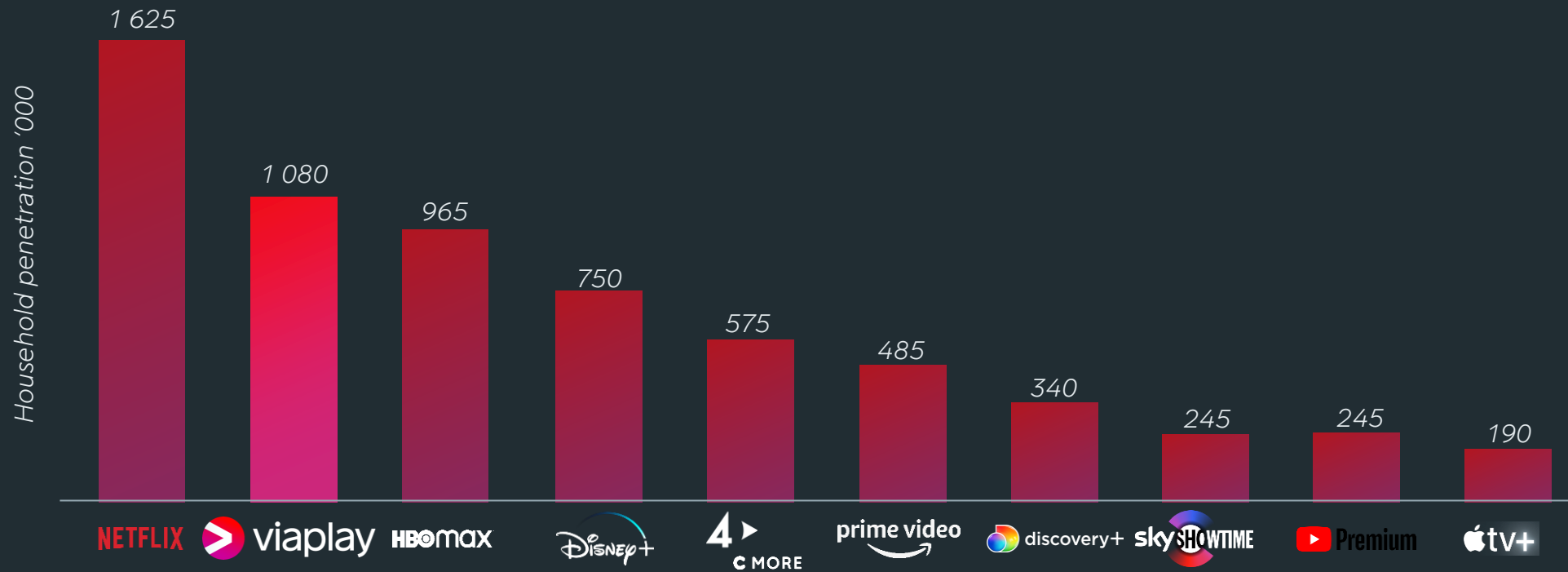
*soft transfer from content to commercials with Viaplay blips*

*Full content catalogue*

*at a lower price point for consumers*

5 \* kids content and TVE channels is not included in the offering

## Viaplay is Sweden's second largest SVOD service



## HVOD Q&A – commercial aspects

*Is it possible to buy HVOD standalone?*

*No, to begin with HVOD will only be available as part of our current offerings. To ensure delivery on HVOD buyers need to buy BVOD, RON campaigns will fill remnant inventory on HVOD.*

*What is the ad load on HVOD?*

*max 6 min/ hour, 3x2 min midroll breaks and 1X6 sec preroll*

*Is it possible to buy sponsorships or specifics?*

*Not from the start*

*Will there be possibility to do buy advanced targeting on first party data?*

*Behavioral data will be collected but not available to base targeting on from launch*

*How much of the total inventory will come from HVOD?*

*To begin with HVOD will be a smaller part of the Viaplay offering*

*What reach will HVOD have?*

*To begin with HVOD will be a smaller part of the Viaplay reach*

*Will Viaplay HVOD be part of MMS?*

*Yes, the Viaplay tech team is working on the implementation, but it is not expected to be ready from launch*

*Will it be possible to access HVOD inventory when buying programmatic campaigns?*

*Yes, all HVOD inventory will be available both for programmatic deals and programmatic guaranteed campaigns*