



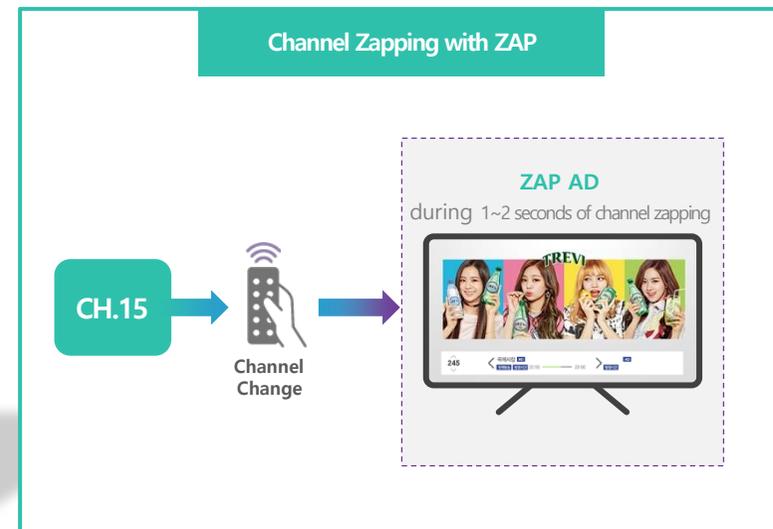
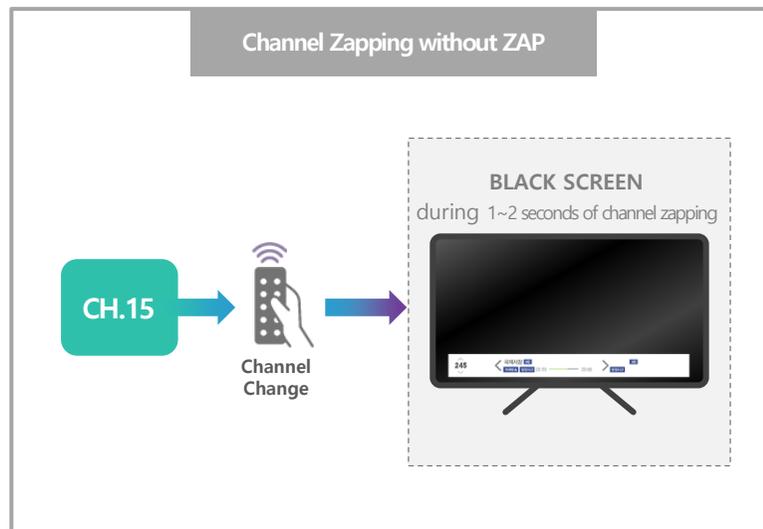
# Introduction to ZAP Platform

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2018 VER 1.9

# Concept of ZAP Ad

A **digital media** that inserts **still cut ad images** during **channel zapping time**  
(in accordance with targeted schedules.)

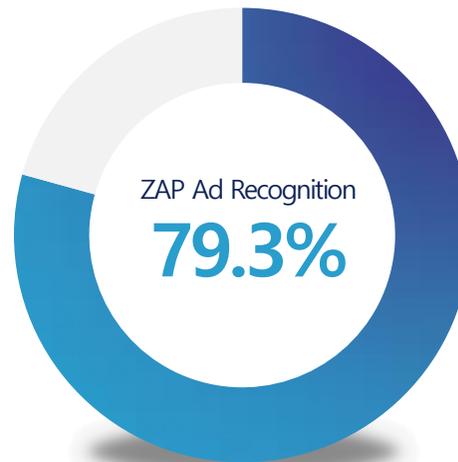


ZAP Ad to be shown when viewer exits from target channel

# Viewability

Due to high attention rate to TV screen during channel zapping, ZAP Ad is a premium inventory that's recognized by 80% of viewers.

< ZAP Ad Recognition among ZAP Viewers >



- **80%** of all ZAP viewers **recognize ZAP Ad** -

Survey results among D'live, T'broad, and HCN  
(Source: Gallop Korea, Sep 2017)

# Targeting

**Targeting by region, channel, and time** would allow advertisers to precisely match target audiences to that of campaign characteristics.



## Regional Targeting

Targeting based on regional platform

- **CATV**  
D'live, Tbroad, HCN, CJ Hello, JCN
- **Satellite DTH**  
KT Skylife



## Channel Targeting

Targeting based on TV channels

- **Individual Channel**  
TVN, JTBC, TV Chosun, Channel A, MBN
- **Group Channel Pack**  
CJ E&M Pack, Drama Pack, Movie Pack, Entertainment Pack, Sports Pack, News Pack, Lifestyle Pack, Kids Pack, Documents Pack, Game Pack, Edu Pack



## Time Targeting

Targeting based on time

- **1 Hour**  
10:00~10:59, 11:00~11:59, 12:00~12:59, 13:00~13:59, 14:00~14:59, 15:00~15:59, 16:00~16:59, 17:00~17:59, 18:00~18:59, 19:00~19:59, 20:00~20:59, 21:00~21:59, 22:00~22:59, 23:00~23:59, 24:00~24:59
- **2 Hour**  
07:00~08:59
- **6 Hour**  
01:00~06:59

# Exclusive Inventory Sales

Subscribed inventories is operated in a **exclusive basis** rather than rolling basis, **exposing a single campaign creative** per specific platform, time, and channel.



## Example

### <Subscription>

1. Platform – Dlive (cable)
2. Period – 01.03.2018~31.03.2018
3. Channel – TVN (CH.16)
4. Time – 21:00~21:59

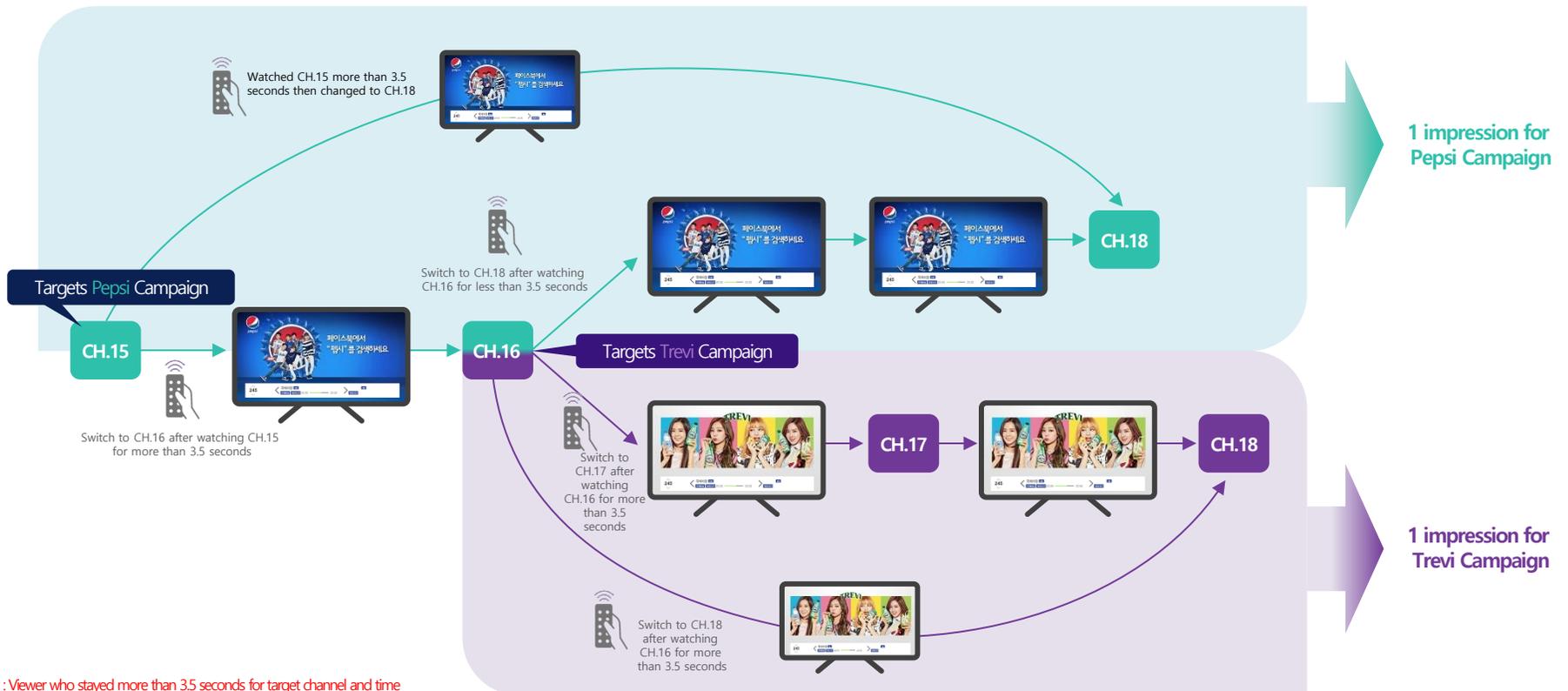
**A subscribed campaign will be shown exclusively for D'live cable platform for month of March between 9-10 PM, for TVN on CH.16 .**

# Operating Method

- When a valid viewer\* changes from a target channel to a different channel, the specified ad image for target channel will be **shown continuously** until viewer finds new target channel.
- ZAP is priced based on **guaranteed CPM** with **one exposure being one impression**.

## ✓ Target

- **CH.15 JTBC** targets 'Pepsi' campaign – Viewer who watched JTBC for more than 3.5 seconds between 10:00~10:59 PM
- **CH.16 TVN** targets 'Trevi' campaign – Viewer who watched TVN for more than 3.5 seconds between 10:00~10:59 PM



\* Valid Viewer : Viewer who stayed more than 3.5 seconds for target channel and time

# Campaign Reporting

Provides up-to-the-minute campaign execution statistics through ad agency-only webpages. Data includes **cumulative impression by date, time, region and reach**.

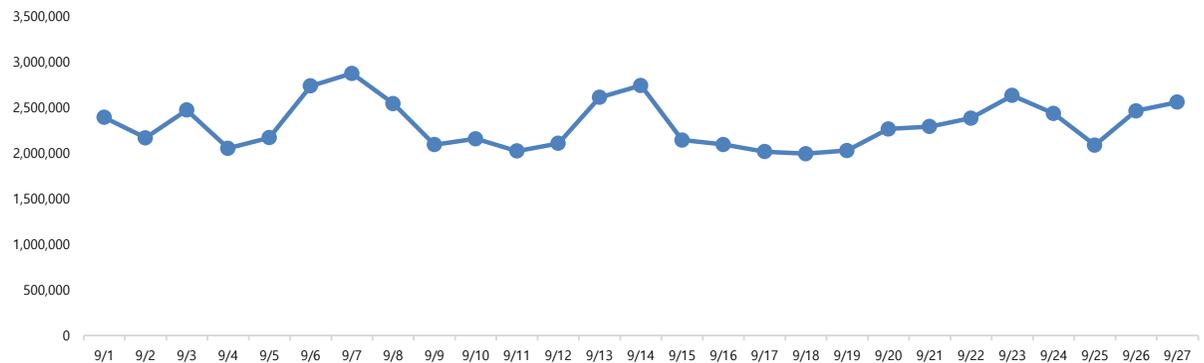
## ✓ Reporting Item

- Campaign Summary (Cumulative Imps, Unique Reach, etc.)
- Serviced STB
- Frequency
- Reach ratio by region
- Execution data by channel
- Execution data by date
- Execution data by time
- Execution data by region

Campaign	ZAPPLE AD	Advertisers	ZAPPLE	Budget (KRW)	60,000,000				
Period	2017-12-01~2017-12-31	Agency	ZAPPLE AD.	Bonus (KRW)	0				
No. of Days	31일	Supervisor	ZAPPLE AD	Execution KRW)	60,000,000				
<div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <span style="border: 1px solid #ccc; padding: 2px 5px;">통합</span> <span style="padding: 2px 5px; margin-left: 10px;">D'live</span> <span style="padding: 2px 5px; margin-left: 10px;">Tbroad</span> <span style="padding: 2px 5px; margin-left: 10px;">현대HCN</span> <span style="padding: 2px 5px; margin-left: 10px;">CJ 헬로</span> <span style="padding: 2px 5px; margin-left: 10px;">JCN_울산중앙방송</span> </div>									
Guarantee Imp.	64,800,000	Guarantee CPM	925	Serviced STB	7,250,000	Reach (%)	78%	Progress (%) Date	98.8%
Actual Imp.	65,100,000	Guarantee CPM		Reached STB	5,655,000	Frequency	11.51	Progress (%) Imps.	100.4%

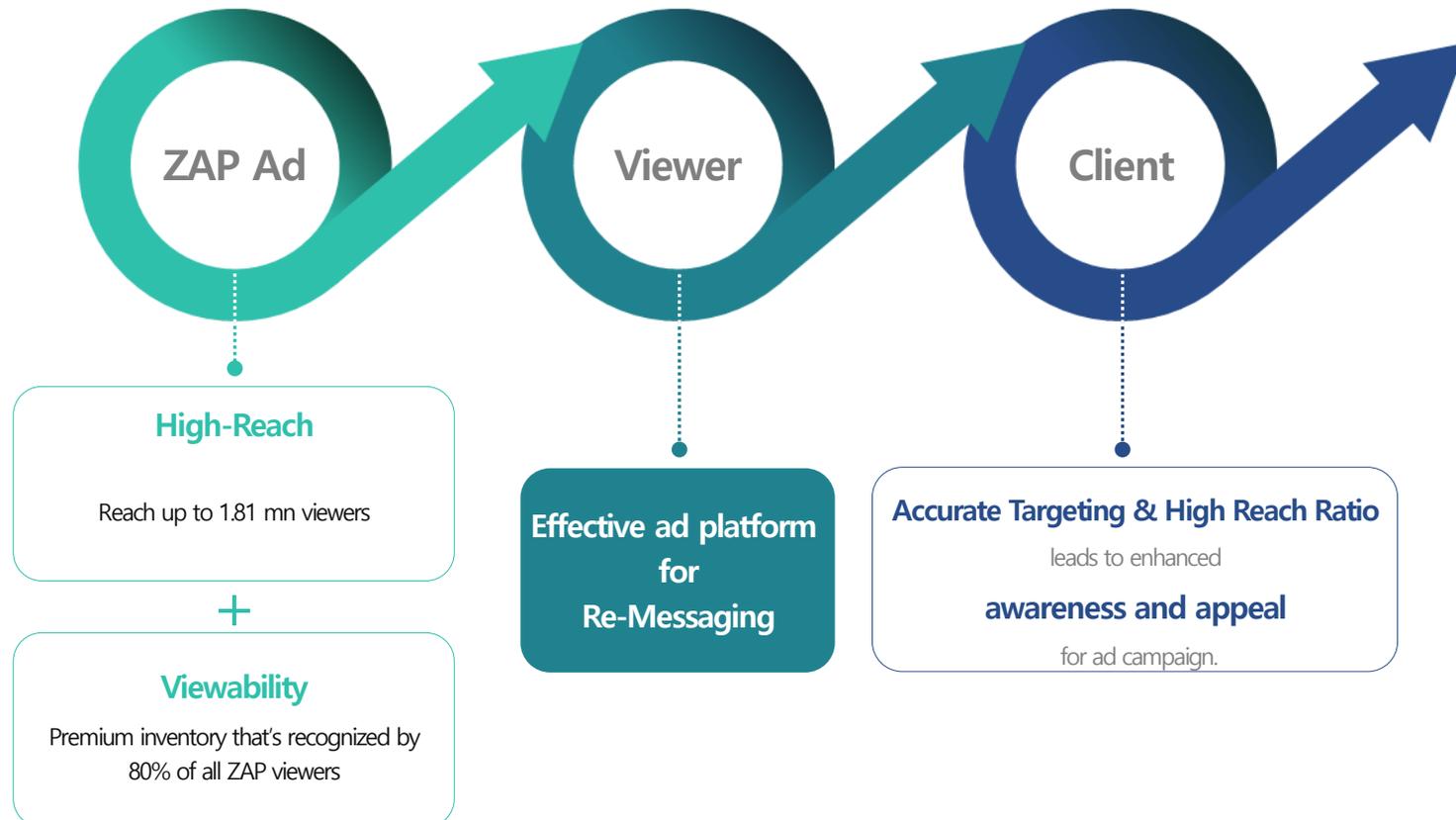
상세 리포트 다운로드

### Daily Imps.



# Features of ZAP

ZAP is an effective advertising platform for **Re-messaging** based on the characteristics of **High Reach** and **Premium Viewability**.



# ZAP Products

Platform choice between Digital Cable and Satellite DTH.  
 Digital Cable has **Targeting** and **Non-Targeting** products.

## CATV

1. All CATV platforms are sold on integrated basis with minimum monthly subscription amount of KRW 20 mn.
2. As of the publication date, the number of CATV subscribers are 5.95 mn with 1.28 mn for D'Live. 1.65 mn for Tbroad, 0.80 mn for Hyundai HCN, 2.10 mn for CJ Hellovision and 0.12 mn for JCN Ulsan.
3. Budgets are allocated based on CATV operators' usage rate and each sales section is sold exclusively to only one campaign.
4. Allocation rate for each CATV operators are; D'live 30%, Tbroad 27.5%, CJ Hellovision 20%, HCN 17.5%, JCN 5%.

## DTH

1. Minimum subscription amount is KRW 10 mn.
2. As of the publication date, the number of KT Skylife subscribers are 1.30 mn.
3. Each sales section is sold exclusively to only one campaign.

### > Targeting Product

1. ZAP guarantees number of impressions corresponding to a subscription segment.
2. SSA section for individual channels can be subscribed to only one section per KRW 20 mn subscription.
3. Bonus Policy
  - 1) Bonus policy is applicable only to section A and B.
  - 2) No bonus if subscription is limited to section SSA or specific channel.
  - 3) Bonus policy cannot be duplicated.

Subscription month	Monthly subscription (KRW 000)	Bonus (%)	Bonus (KRW 000)
1~2	20,000	5%	1,000
	30,000	15%	4,500
	40,000	30%	12,000
	50,000	50%	25,000
3~5	20,000	10%	2,000
	30,000	20%	6,000
	40,000	35%	14,000
	50,000	55%	27,500

### > Non-Targeting Product

1. Guarantees only the number of impression without confirming specific section. The section may be changed arbitrarily.
2. Compared to targeting product, Non-targeting offers higher bonus rate and, thus, higher impression and lower CPM.

Monthly subscription (KRW 000)	Bonus (%)	Bonus (KRW 000)
20,000	100%	20,000
30,000		30,000
40,000		40,000
50,000		50,000

### > Targeting Product

1. A single ad image per monthly subscription of KRW 10 mn
2. SSA section for individual channels can be subscribed to only one section per KRW 10 mn subscription.
3. The product is sold based on section and each section has a specific subscription amount and guaranteed impressions.

Subscription month	Monthly subscription (KRW 000)	Bonus (%)	Bonus (KRW 000)
1 month or higher	10,000	160%	16,000
	20,000	182%	36,400
	30,000	186%	55,800
	40,000	186%	74,400
	50,000	186%	93,000

# Key Clients

## › Fashion / Shopping

SHINSEGAE	HYUNDAI DEPARTMENT STORE GROUP	롯데백화점	MARIO Outlet	flying tiger COPENHAGEN	SHINSEGAE TV SHOPPING
슈콤마보니 SUECCOMMA BONNIE	ORANGE:FACTORY	Kumkonang	SUPERIOR	라식반	NS Shop+
Castelbajac PARIS 1922					

## › TV / Movies

MBC Drama	MBC SPORTS+	JTBC	tvN	Mnet	CATCH ON
OCN	Olive	X-TRM	NEWS	Disney	

## › Mobile App / Game

TMON	직방	다방	poing.	배달의민족	동양온라인
피디옴	NCSoft	netmarble	EYEDENTITY MOBILE	ENTERMATE	

## › Finance

신안은행	NH농협은행	ShinhanCard	KB캐피탈	대신증권	LIG투자증권
바로바로핀	한국투자증권	bithumb			

## › Automobile

KIA	Mercedes-Benz	Ford	GENERAL MOTORS KOREA	FCA Fiat Chrysler Automobiles	KUMHO TIRE
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## › Construction / Property

자이	에미안	PRUGIO	L PARK	KOAROO	효성
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## › Public Institutions

대법원 SUPREME COURT OF KOREA	통계청	한국관광공사 KOREA TOURISM ORGANIZATION	우정사업본부 ARERA	재천사1 JAECHON SA 1	청주시 CHUNGCHUNG CITY
부산중	인제군문화재단	Good충주	부산광역시 BUSANMETRO/SAECHI		

## › Food & Beverages

롯데칠성음료	오뚜기	McDonald's	버거킹	HERSHEY'S	Maeil
이쿠르트	서울우유연합조합	pepsi	woongjin	ILDONG	국소나무
본죽	성남!	bbq	bhc	파스타르	

## › Lifestyle

유한킴벌리	Kiturami	세사리빙 SASA LIVING	Allerman 타이완 양자은 양자어	ZAPS	modern house
STEAMBOY					

## › Health

KGC인삼공사	동아제약	보령제약	신신제약	현대약품(주)	동화약품
쿠팡비전	동국제약				

## › Alcohol

오비맥주(주) Obi Brewery Company	롯데아시아주류	롯데주류	TSINGTAO	보세양조	보세양조
하이트진로					

## › Travel / Leisure

모두투어	웹투어	DAILYHOTEL	Hotels.com	AIR BUSAN
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## › Cosmetics

AMOREPACIFIC	TONYMOLY	IT'S SKIN
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## › Others

시원스쿨	선문대학교	문정아 중국어	XION	ICX	부천대학교
S-OIL 유류산업	KUMHO TIRE Ladies Open	충북도립대학	스원어저대 학교 SWON UNIVERSITY		



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