



CTV SALES HOUSE

Premium CTV inventory.

Nine markets. One partner.

Native video masthead on the Titan OS home screen — bought programmatically via Adform across 9 CEE markets.

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Who we are

- Exclusive CTV sales house for Central & Eastern Europe — 9 markets, one partner
- Native OS placement on Titan OS TVs (Philips, AOC, Vestel, JVC, Sharp): full-screen video masthead on the home screen
- Buying: direct (managed) or programmatic via Adform — we create a Private Deal on your seat ID
- Private Deals only (PMP / Programmatic Guaranteed)
- 2.17M Titan OS households across the region

9

CEE markets

~104M

available impressions / month

€6 CPM

one floor price across the region

~50% of European ad views
already happen on CTV

+31% YoY growth of CTV ad
views in Europe

59 vs. 40 attention score: CTV
vs. online video

TITAN Native • Titan OS Smart TV

Video masthead on the Titan OS home screen — the first thing the viewer sees. **The only ad unit that can be uniquely bought programmatically.**

Brands: Philips • AOC • Vestel • JVC • Sharp

9

CEE markets

~104M

avails / month

91–95%

VTR

€6 CPM

floor price

Full HD 1920×1080 • non-skippable • autoplay • 15/30s • VAST 2.0/3.0

HYBRID CTV SALES HOUSE

Home Screen Masthead is now Programmatic

High-attention reach

1st screen, 100 % viewability

95 % completion rate

Highest VTR in CTV Native

PG & PMP activation via
Adform

Your DSP, our inventory



AVAILABLE ON

TITAN OS | PHILIPS | JVC | SHARP | AOC | VESTEL

Titan OS – available volume per market

MARKET	HOUSEHOLDS	AVAILS / MONTH	FLOOR PRICE
Romania (RO)	932,000	30,500,000	€6
Bulgaria (BG)	116,000	12,600,000	€6
Croatia (HR)	53,000	12,200,000	€6
Slovenia (SI)	186,000	10,300,000	€6
Serbia (RS)	166,000	10,100,000	€6
Czechia (CZ)	190,000	9,800,000	€6
Bosnia & Herzegovina (BA)	135,000	7,300,000	€6
Hungary (HU)	224,000	7,100,000	€6
Slovakia (SK)	168,000	4,200,000	€6
TOTAL CEE	2,170,000	~104,000,000	€6

Volumes = recent monthly average, updated on an ongoing basis.

Why buy CTV with us

01

100% viewability

formats own the full screen by design

02

Non-skippable environment

91–95% VTR from live campaigns

03

Minimal IVT

physical TV devices with device IDs

04

100% Brand safety

at operating-system level

05

Full measurability

VCR, geo, frequency (device IDs in bid requests)

06

One price — €6 CPM

across all nine markets

What buyers ask us

Is there a minimum campaign length?

No — we set the flight length according to the booked impression volume.

What if impressions underdeliver?

We only invoice actually delivered impressions.

Do you support third-party measurement?

Yes — Adform and other ad-server tags.

What makes up the masthead creative?

15/30s video + logo, title and text — supplied separately.

How fast can a campaign go live?

Typically within 3 business days of receiving assets.

Multiple creatives in one campaign?

Yes — e.g. one creative per market, or several per market, in one flight.

Can a deal run for a longer period?

Yes — a deal can be set up for up to 12 months.

How to buy

Programmatic Adform

Send us your seat ID → we create the Private Deal (PMP/PG) → creatives approved within 24h → campaign live.

Targeting: geo (country & regions), device, dayparting, frequency capping.

Direct (managed)

IO / media plan → served via our ad server → reporting (impressions, VTR, geo).

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Technical specs for all formats are shared together with the offer.