



CTV SALES HOUSE

Premium CTV inventory.

Premium formats. One partner.

Native formats in the TV operating system, in-app video and linear broadcast.

sales@mihybrid.com · mihybrid.com



Who we are

- Exclusive CTV sales house with the largest TV inventory in the Czech Republic
- Three inventory tiers: native OS placement on Titan OS TVs (Philips, AOC, Vestel, JVC, Sharp), publisher CTV apps, channel-switch video on linear channels
- Buying: direct (managed) or programmatic via Adform — we create a Private Deal on your seat ID
- Private Deals only (PMP / Programmatic Guaranteed)
- 114M+ available impressions monthly across the portfolio

~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

TIER 1

TITAN Native — masthead on Titan OS TVs (Philips & more)

TIER 2

Publisher CTV apps

TIER 3

Channel-switch video on linear channels

Tier 1 – 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 Nativ

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
Czechia (CZ)	190,000	9,800,000	€6
Slovakia (SK)	168,000	4,200,000	€6
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
Bosnia & Herzegovina (BA)	135,000	7,300,000	€6
Hungary (HU)	224,000	7,100,000	€6
TOTAL CEE	2,170,000	~104,000,000	€6

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

Tier 2 — Publisher CTV apps



TV GAMES

gaming app on Smart TV

TVCOM **live**

TVCOM

sports streaming — top basketball league, football leagues, regional & amateur sport

RETRO
music television

RETRO MUSIC TV

retro music channel

ÓČKO

ÓČKO TV

music TV — clips, live streams, shows

Formats: preroll · midroll · pauseroll

€6 CPM · Volume: 6,000,000 avails / month

Tier 3 — Linear TV channels

Video at the moment of channel switch — the peak-attention moment.

The viewer just switched channels: eyes on screen, waiting for content. That is exactly where your video plays.

7 NATIONAL & THEMATIC CHANNELS



9 REGIONAL CHANNELS



€6 CPM · Volume: 15,000,000 avails / month

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 OS level and within curated apps

05

Full measurability

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

06

One price — €6 CPM

across the region and formats

What buyers ask us

Is there a minimum campaign length?

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

How fast can a campaign go live?

Typically within 3 business days of receiving assets.

What if impressions underdeliver?

We only invoice actually delivered impressions.

Multiple creatives in one campaign?

Yes — e.g. 8 regions × 8 different videos in one flight.

Do you support third-party measurement?

Yes — Adform and other ad-server tags.

Can a deal run for a longer period?

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

What makes up the masthead creative?

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

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).

sales@mihybrid.com

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