



INTRODUCTION TO SABIO

EMEA CTV CAPABILTIES



Guillermo Dvorak, Director of Sales

AGENDA

THE EVOLVING AV LANDSCAPE

Amid audience shifts and expanding content options

SABIO DRIVES RESULTS

Through proprietary tech and guaranteeing attention

ENGAGE

Award-winning creative

VALIDATE

Conversion tracking and advanced insights reports



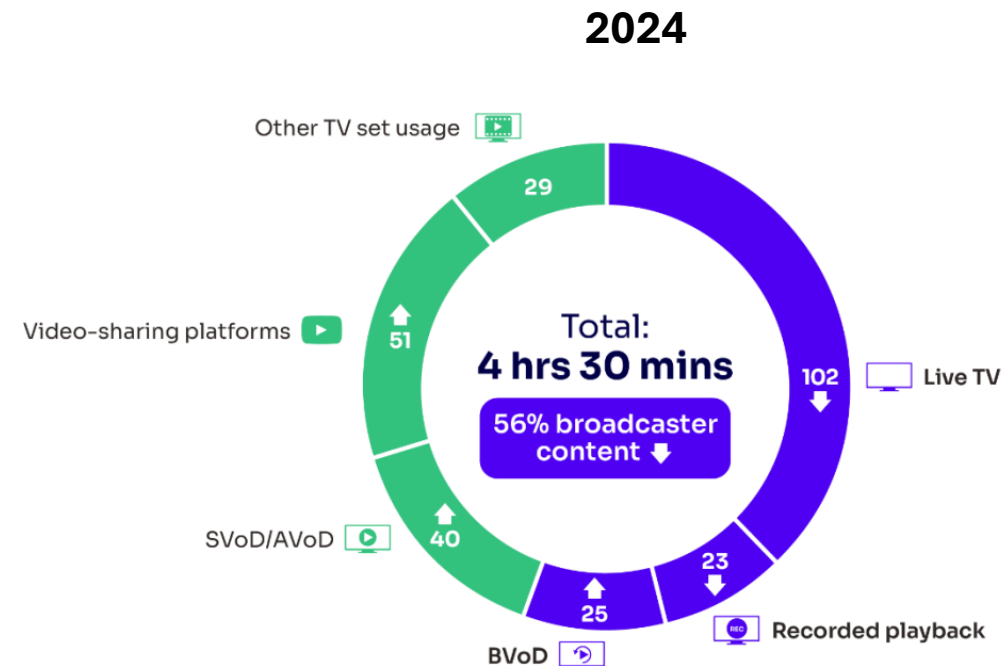
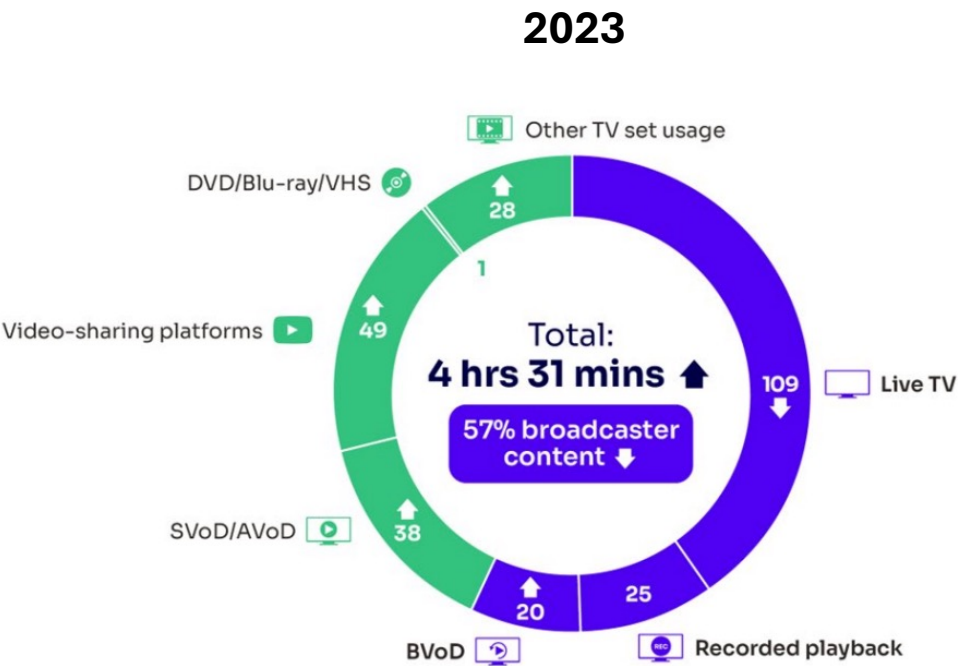


THE EVOLVING AV LANDSCAPE

Amid audience shifts and expanding content options

THE WAY WE CONSUME CONTENT IS CHANGING

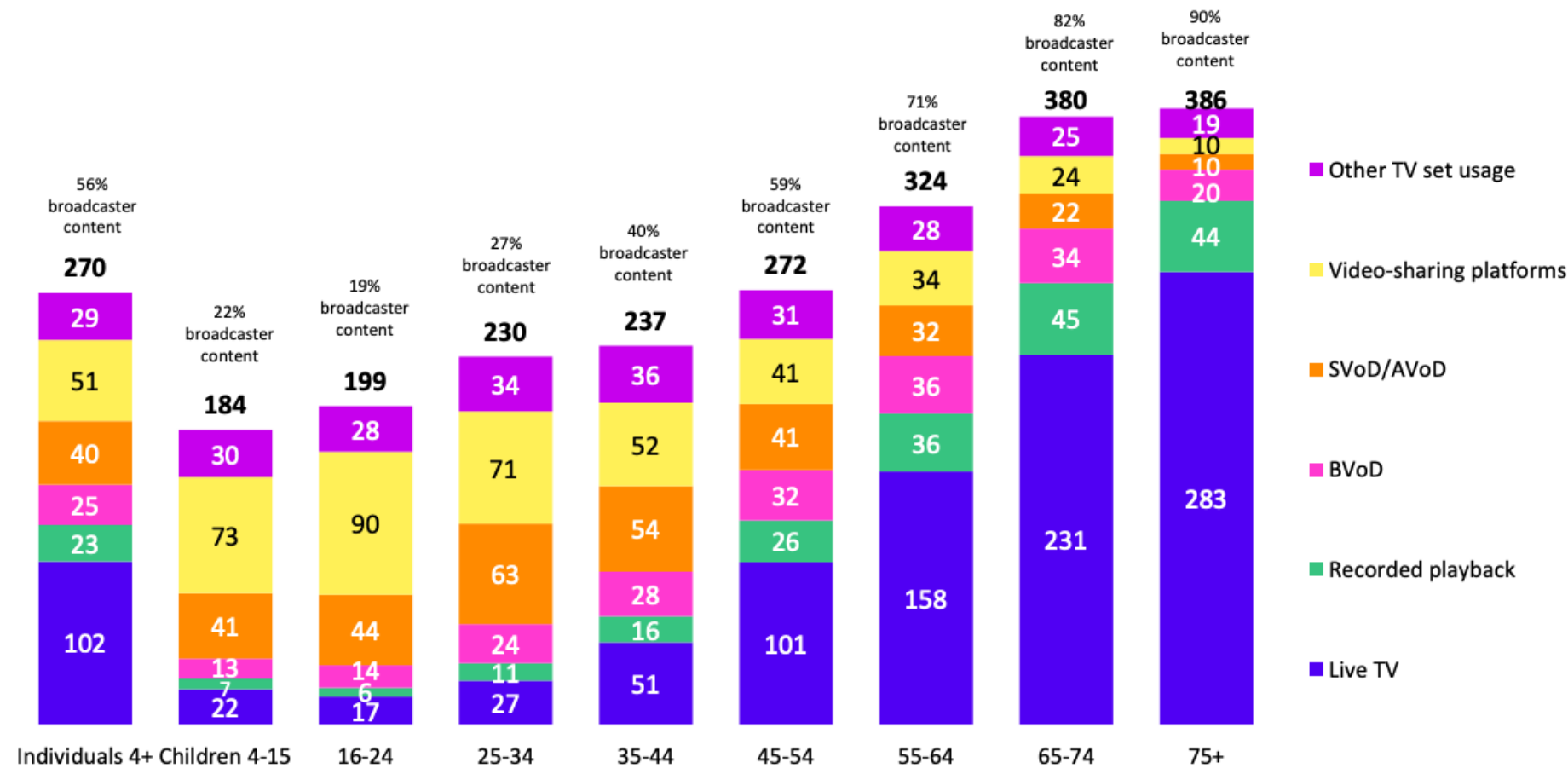
AVERAGE DAILY MINUTES OF IN-HOME VIDEO VIEWING ACROSS ALL DEVICES (ALL ADULTS)



Source: OFCOM Media Nations [2024](#) / [2025](#)

WHEN VIEWED BY AGE, IS MORE DEFINED

Figure 11: Average daily minutes of in-home video viewing, by age: 2024



Source: OFCOM Media Nations [2025](#)



SABIO DRIVE RESULTS

Through proprietary tech and guaranteeing attention

SABIO'S DIRECT 1:1 SUPPLY INTEGRATIONS

MONETIZATION HAS EVOLVED, AND 3 CORE MODELS HAVE EMERGED WITH COUNTLESS HYBRID PLAYS



BVOD

Broadcast video on demand

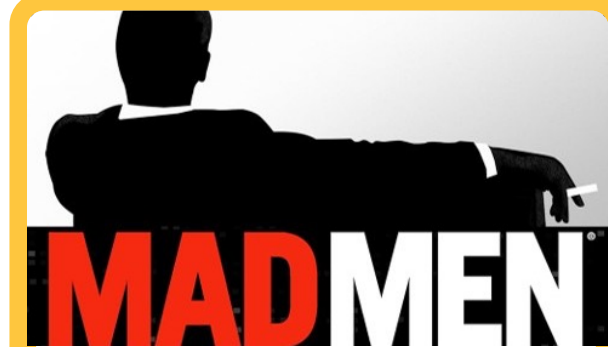
BBC iPlayer
ITVX
Channel4
Channel 5
UKTV



SVOD

Subscription video on demand

Amazon Prime
Netflix
Disney+
Paramount+



AVOD | FAST

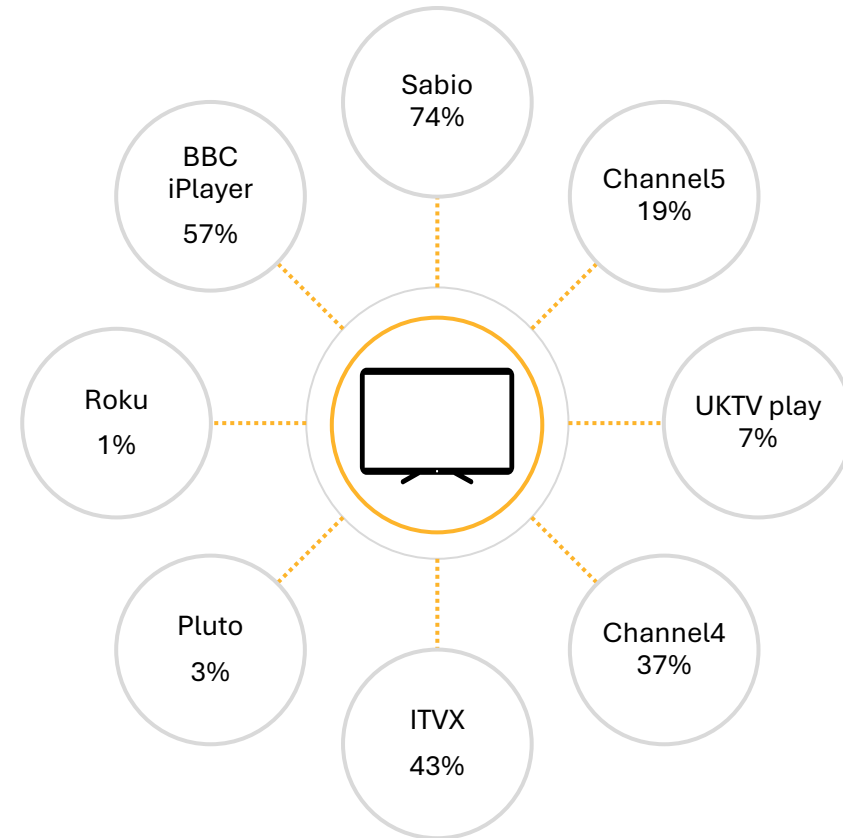
Ad supported and free ad supported streaming

OEM's
Freevee
Rakuten
Roku

UK REACH IS FRAGMENTED, BUT SABIO HAS SCALE AND CAN DRIVE IMPACT ACROSS ANY AUDIENCE



Sabio reaches 17 MM HH in the UK,
which equates to approx. 74% of
the 28MM HHs in the UK



WITH UNIFIED FREQUENCY MANAGEMENT

Sabio unifies the CTV marketplace, enabling smarter scale while holistically managing reach and frequency. This eliminates silos, avoids duplication, and ensures every impression works harder

Sabio applies frequency capping at the device ID level, which ensures precise control of ad exposures. Because CTV devices are anchored to households, this approach provides household level frequency management across all supply, and all audiences



PARTNERSHIP BENEFITS



INCREMENTALITY

Unlocking additional audience reach to BVOD



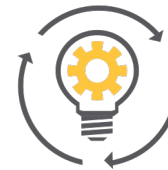
TRANSPARENCY

Platform agnostic, transparent buys



DIRECT INTEGRATIONS

Inventory is procured via direct partnerships with publishers



CREATIVE STUDIO

As added value you run custom units, QR's and image galleries



BRAND SAFETY

Robust safety and measurement protocols

SABIO PROVIDES BESPOKE TARGETING OPTIONS WITH PRECISION AND AGILITY

OPTIMIZED ACROSS INVENTORY, DEVICE, FREQUENCY, CREATIVE AND DAYPARTS

DEMO | PSYCHO AND BEHAVIOURAL

A rich pool of demographic, psychographic, and behavioral segments for precise audience building

LOCATION

Leverage IP-based precision to identify and activate key geographic hotspots

- Country
- Region
- County
- Proximities, drive times, trade zones
- Full post code

VIEWERSHIP (ACR) AND CONTEXTUAL

Using content signals to drive relevance across multiple strategies

- Find hard-to-reach audiences
- Target based on viewership habits

INTENT AND TRANSACTIONAL

Integrate intent cues and reach users in the consideration phase

- In moment decision making
- High value audience profiles

1ST PARTY CLIENT DATA

Sabio supports the use of client-owned first-party data to enhance targeting and measurement, and integrates seamlessly with any clean room or secure data onboarding partner

BUILDING A REAL-TIME, HIGH-RESOLUTION AUDIENCE GRAPH

Using a deterministic identity framework, enriched with transaction, intent and geo signals to deliver more addressable CTV

1



IDENTITY & DEMOGRAPHICS

Acxiom anchor's deterministic identity, demographic, and household level data

2



TRANSACTION BASED CONSUMER INTELLIGENCE

Affinity Solutions delivers real-world, privacy safe, transactional signals

3



ENRICHING AUDIENCES WITH INTENT SIGNALS

Eyeota enriches with behavioral, intent, and predictive audience insights

4



GROUNDING AUDIENCES WITH CENSUS DATA

Enhancing CTV Accuracy with full postcode level Intelligence

SABIO HOUSEHOLD GRAPH

PROPRIETARY METHODOLOGY AND TECHNOLOGY. AGGREGATE DATA

Sabio has built the UK's largest CTV household graph, giving advertisers access to addressable CTV audiences at unprecedented scale.

We unify 30+ aggregate data sources through our proprietary taxonomy which has been proven at the device level in the United States. This approach is unique in market because it combines probabilistic data with deterministic signals from the bid-stream and validates them at the most granular postcode level (150m) .

This allows advertisers to activate audiences across **17 million streaming households in the UK (74% of total coverage and growing)** with greater precision and control. This improves efficiency through less wastage and effectiveness through more relevant planning



SCALE WITH ACCURACY

PRECISION THAT SCALES DOWN TO THE HOUSEHOLD.

Sabio can target within 3km of a desired postcode or go as granular as 150m, our household graph enables advertisers to reach the right audiences with far greater accuracy, reducing spill and improving campaign effectiveness.

This layered approach blends high-confidence and modelled data to improve match rates and reduce wasted impressions, delivering a more reliable view of who you're actually reaching.

Sabio Household graph covers 1.66M UK postcodes.



HOW FULL POST CODE TARGETING WORKS WITH SABIO IN THE UK



1

NO PERSONAL DATA

This approach to full postcode targeting does not rely on layering any PII on top

2

THAT'S PRIVACY ASSURED

Sabio applies privacy-preserving techniques that avoid targeting individuals in sparsely populated postcode zones.

3

USING INTELLECTUAL ADVANTAGE

Sabio uses a proprietary lookup table that maps device IPs to full UK postcodes

4

THAT'S GDPR COMPLIANT

This approach is fully GDPR-compliant, ensuring postcode-level activation respects all data privacy laws

SABIO CURATES CROSS-PLATFORM INVENTORY TO DELIVER IMPACTFUL SCALE, BUILT AROUND YOUR SPECIFIC CONTENT NEEDS

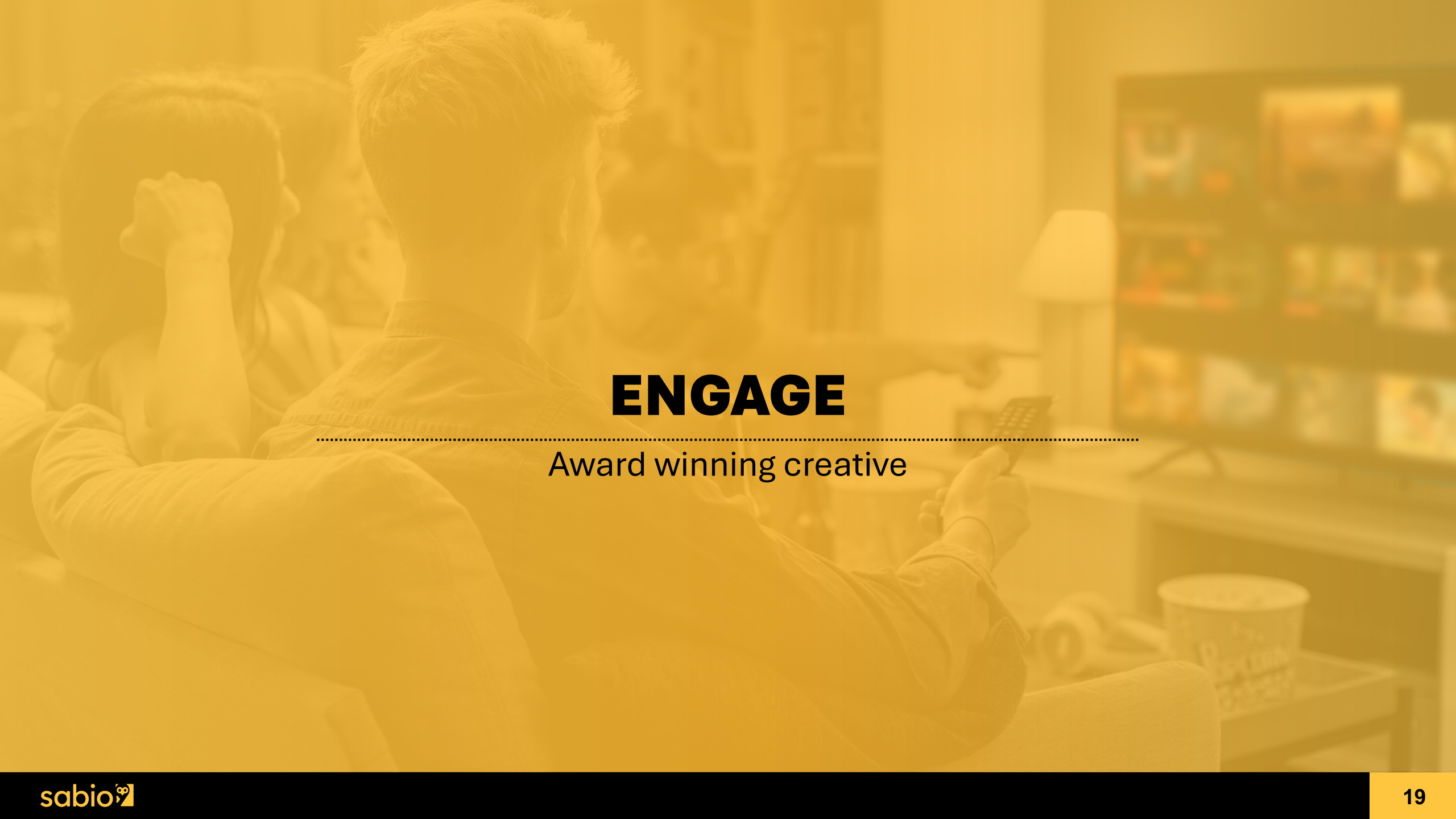
	Bloomberg	NETFLIX	prime video	Disney+	Paramount+
	tubi	plex	DAZN	cheddar	LG Channels
	GBN	vevo	ESPN	Rakuten VIKI	Rakuten TV
freevee	FILMRISE	5	Haystack News	MLB.TV	The Weather Channel

Sample list - full inventory available for preferred/block lists

AND THIS IS WHY GREAT BRANDS TRUST SABIO

+10 YEARS CONNECTING AUDIENCES, WITH LEADING BRANDS WITH A 92% RENEWAL RATE





ENGAGE

Award winning creative

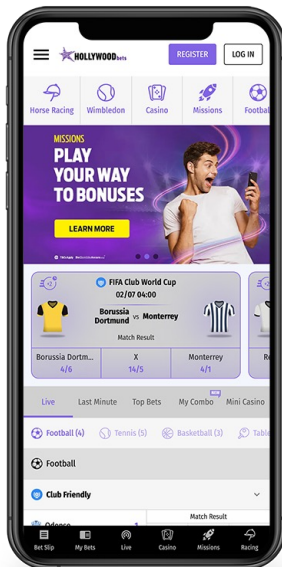
CTV VIDEO

WITH QR CODE

95% VCR

PRODUCT DESCRIPTION

This high-impact CTV unit allows audiences to scan the QR code with their mobile devices to seamlessly navigate to Hollywoodbets' designated landing page.



RATIONALE

Encourage engagement and drive brand awareness with key audiences while they're tuned in on their CTV devices.

CTV VIDEO

WITH IMAGE GALLERY

95% VCR

PRODUCT DESCRIPTION

Feature a main video while a rotating image gallery highlights the benefits. The image gallery is completely customizable and can be displayed on the side or below the video.

RATIONALE

Drive key brand messaging and awareness by capturing users' attention with dynamic visuals.



munchkin.
its the little things.

**Non-Spill Sippy Cups &
Bottles for Babies & Toddlers**

CTV VIDEO

WITH IMAGE GALLERY TO DISPLAY RANGE

PRODUCT DESCRIPTION

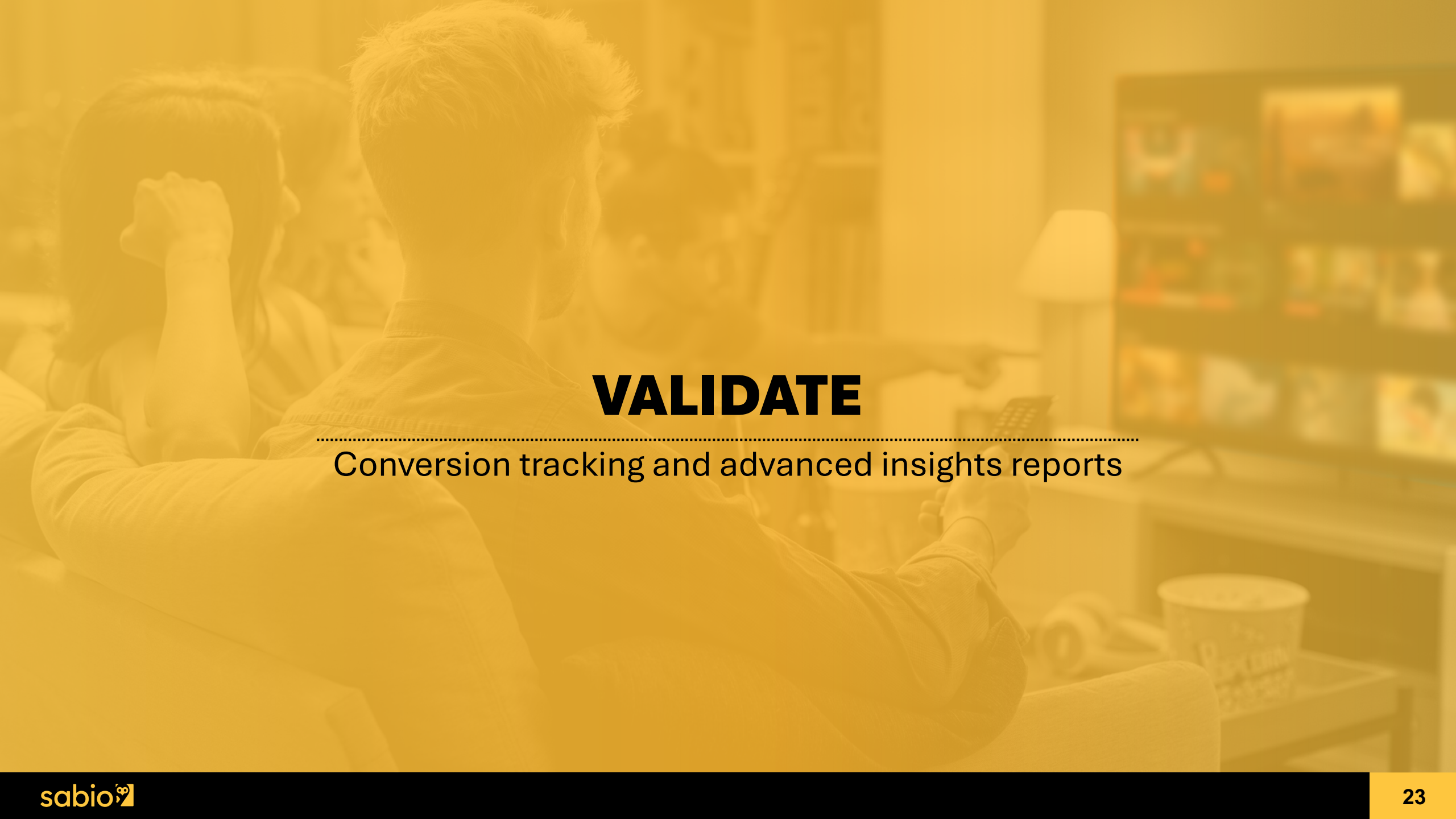
Feature a main video while a rotating image gallery highlights multiple features or colorways to showcase available vehicles. The image gallery is completely customizable and can be displayed on the side or below the video

90-95% VCR



RATIONALE

Highlight key brand messaging and drive awareness by capturing the eye of each consumer attention with this high-impact unit



VALIDATE

Conversion tracking and advanced insights reports

TURNING INSIGHTS INTO IMPACT, PROVIDING A CUSTOM SUMMARY ALIGNED TO YOUR GOALS

SABIO'S REPORTING OFFERS INSIGHTS ALIGNED TO YOUR PRIORITIES

	METRIC	INSIGHT UNLOCKED	WHY IT MATTERS
	Top CTV Apps	Reveals where your audience is most engaged	Focus spend where attention is highest
	Creative performance	Breaks down results by ad version	Refine messaging for future flights
	Time/day of week analysis	Identifies top-performing time slots	Pinpoint best time to deliver the message
	Viewership categories	Maps audience by interest clusters	Align message to what people care about
	Top performing audiences	Breaks down results by audience approach	Refine and test new audiences for future flights

FROM EXPOSURE TO IMPACT, SABIO WILL QUANTIFY UPLIFTS THROUGH THE FUNNEL

AD TAGGING AND PASSIVE EXPOSURE TRACKING



A 1x1 tracking pixel is embedded into the ad creative. When the ad is served, the system collects a Device ID to register exposure passively.

AUDIENCE SEGMENTATION: CONTROL VS. EXPOSED



On Device uses a real-time exposure graph to create demographically and behaviorally matched control and exposed audiences. This ensures any observed differences in awareness metrics are attributable to the campaign, not audience bias.

SURVEY DEPLOYMENT



Surveys are delivered via On Device's Curious Cat mobile app, 24–48 hours post-exposure, to both control and exposed groups. The app ensures high response quality using photo ID verification and facial recognition.

SMART IP GRAPHING



The intelligent IP graph matches survey responses to ad exposures with high precision by: Excluding unreliable IP sources (e.g., mobile/public networks). Applying second- or minute-level time windows. Filtering users using frequency and confidence thresholds. This reduces error probability to as low as 1 in 10,000.

DATA ANALYSIS AND REPORTING



Brand lift is calculated by comparing responses between exposed and control groups across metrics through the funnel. I.e. spontaneous and prompted awareness recall, consideration, favourability, familiarity, purchase intent and perceptions

AND SABIO CAN ATTRIBUTE OUTCOMES FROM EXPOSURES, QUANTIFYING CTV AGAINST PERFORMANCE METRICS

PIXEL ATTACHED TO THE AD CREATIVE



A tracking pixel (or tag) from platforms like Google, Facebook, or The Trade Desk is embedded into the CTV ad creative before distribution.

PIXEL FIRES ON AD DELIVERY



When the ad plays on a streaming device or smart TV, the pixel fires signaling the impression to the tracking server. This confirms that the ad was viewed, a key part of attribution.

CROSS-DEVICE ATTRIBUTION VIA DEVICE GRAPHS



CTV doesn't allow clicks, so attribution happens through cross-device identity graphs. These systems use signals like IP address, household data, or login info to match the CTV viewer to their other devices.

CONVERSION TRACKED ON ANOTHER DEVICE



A conversion pixel is placed on the advertiser's site or app. When the user completes an action (like a purchase or form fill), this pixel fires. If the user is matched back to the CTV viewer, the conversion is attributed to the CTV ad.

CTV AS A PERFORMANCE CHANNEL



This process enables advertisers to tie CTV impressions to real outcomes, turning CTV into a measurable, performance-driven channel not just for awareness.



THANK YOU!



Guillermo Dvorak
Director of Sales
guillermo@sabio.inc
07921854095