

TV, Reloaded

Empowering the new Connected TV Ecosystem

Boosting the TV&Video sector through the
Leading European Advertising-Tech Platform.

THE
CHANNEL
STORE

What is The Channel Store?

The **Platform** that brings content in **Connected TV** to the right audiences both for publishers and advertisers optimizing the **marketing** and **monetization** using new formats, data-driven campaigns and **AI-based** technologies.

Why is TV being reloaded?

The **convergence** of Internet technologies for TV content distribution and dynamic programmatic ad insertion is called Free Ad-Supported Streaming TV (**FAST**).

2000+ FAST channels in US and 1500+ in Europe.

What to expect from this ecosystem?

A virtuous circle:

- Publishers can distribute in a new window (FAST in CTV)
- Advertisers now can target, measure and control their TV budgets with higher ROAS
- Advertising revenue is shared among all parties
- TCS is the platform for all stakeholders: creating, distributing FAST and optimize ad spending and monetization.

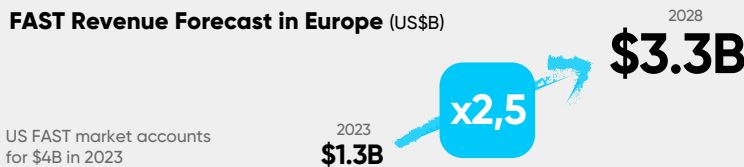


The Market

TCS is already working in 8 out of the 10 TOP FAST markets



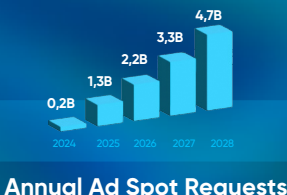
FAST Revenue Forecast in Europe (US\$B)



US FAST market accounts for \$4B in 2023

Our Evolution Forecast

2024 to 2028



Investment Needs 4M€

Business Principles

Non-Capex intensive
Owned Technology roadmap

Use of Funds

Growth levers 65%

Expand globally 35%

Own Core Products < 50%

15% > Data Exploitation

Advertising Team

- Ad-Insertion Module**, generates ad inventory and new Ad formats
- Interactive Ads**, with conversion performance tracking for advertisers
- TV Channel Editor**, automated AI-guided FAST channel creation

Key Technology Enablers

- GenAI
- Programmatic Ads
- Dynamic **household** cohorts
- Multi-Cloud

- Impactful campaigns**, with user segments and context-aware (x2 CPM)
- New audience insights**, for publishers and advertisers



Our Unique Team

With proven track record in the Media Industry

info@thechannelstore.tv

Founders

- Founder**
Eudald Domenech
InOut TV, TotalChannel
- Founder**
Fran Sáez
Telefonía, Terra

Management Team

- CEO**
Fernando García
Telefonía, Huawei
- CTO**
Miguel Angel Santiago
PhD, Telefonía

- Revenue & Ads Director**
Victor Solis
Freewheel, Teads
- Publisher Partnerships**
Miguel Villamizar
Jellysmack, 2bTube

- DACH Business Dev**
Alex von Woikowsky
Prosieben, Maxdome
- Senior Advisor**
Vicente Muñoz Boza
Telefonía (CEO IoT)