

PRESS RELEASE

More Data, More Target Audiences: Seven.One Media Forms New Data Partnerships for Powerful Data-Driven Advertising Products

Unterföhring, September 18, 2026. ProSiebenSat.1's sales house, Seven.One Media, is realigning its data-driven product portfolio and is relying on new data partnerships to do so. The goal is to target advertising campaigns on Joyn, on Connected TV, and in digital environments even more precisely. Starting immediately, high-quality retail and commerce data will be integrated into the data products. New data partners include the online platform **kleinanzeigen**, as well as **GEMINI DIRECT** – a provider of precise consumer data and data-driven audience solutions – and the global commerce intelligence platform **Criteo**. Through these partnerships, extensive commerce, intent, and consumer data will be incorporated into Seven.One Media's targeting offerings.

“With our new data partnerships, we're creating an even more powerful targeting offering for the advertising market. By combining our own data, such as from Joyn, with high-quality retail and partner data, we're significantly expanding our capabilities for data-driven campaigns on the big screen and in our premium environments. This underlines our commitment to a comprehensive targeting ecosystem based on data and ID solutions such as netID,” **says Markus Messerer, Chief Operating Officer & Managing Director Seven.One Media.**

In addition to high-reach, directly bookable target audience segments, Seven.One Media also offers the option of incorporating clients' own first-party data into campaign target audiences through data matching. Seven.One Media collaborates with the Swiss data clean room provider Decentriq for this purpose. This enables advertisers to use their own first-party data for big-screen campaigns in compliance with data protection regulations. The first campaigns have already been successfully implemented.

All data segments are integrated into the newly structured “Spoton: Data” targeting portfolio, which combines Seven.One Media's video reach with commerce data to provide the right data-driven targeting solution for a wide variety of campaign objectives.



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