

PRESS RELEASE

New Offering for Small and Medium-Sized Businesses: Seven.One Media Introduces the “ProSiebenSat.1 AdManager”

Unterföhring, October 7, 2026. Starting immediately, smaller SMEs can now bring their advertising to the big screen even more easily. To this end, Seven.One Media is introducing the “ProSiebenSat.1 AdManager.” It enables advertisers to plan and run Addressable TV campaigns on Connected TVs in a simple and intuitive way. The tool, developed by MFE Advertising, has already been successfully launched in Italy and Spain.

“In Germany, small and medium-sized businesses have traditionally been particularly strong and serve as a real engine of growth. Larger SMEs have been actively in TV advertising for years; for smaller SMEs, we’re now significantly lowering the barrier to entry for advertising on the big screen with the new ‘ProSiebenSat.1 AdManager.’ The tool makes it easy to plan campaigns on Connected TV and opens up our attractive, high-reach environments to an additional customer group,” **says Nicola Lussana, CEO of ProSiebenSat.1’s sales house, Seven.One Media.**

The platform features an intuitive interface that allows users to book advertising campaigns in the familiar L-shaped SwitchIn format and launch Addressable TV campaigns across all ProSiebenSat.1 channels in just a few steps. Advertisers can define their target audience using various targeting criteria and, for example, run campaigns on a regional basis. A reporting dashboard allows them to monitor campaign performance in real time, measure results against campaign goals, and optimize campaigns as needed.

The company is marking the launch of “ProSiebenSat.1 AdManager” with a campaign on its own TV channels and various digital platforms.

For more information about the service, visit admanager.prosiebensat1.com/de.

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