



Sibbo

Consent Platform



Intro by Agustín Pérez



CMP overview by Miguel Álvarez



Case studies by Agustín Pérez



INTRO SIBBO CMP

ONE SCREENSHOT

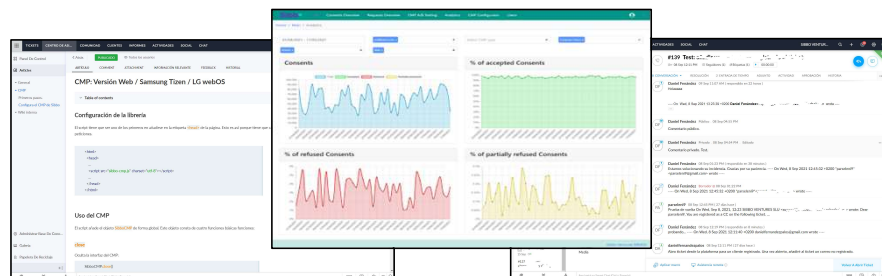


Why Sibbo's CMP?

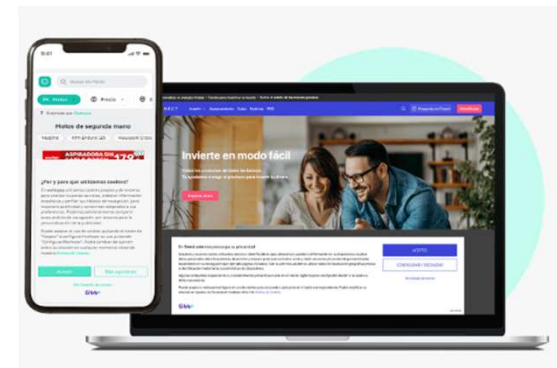
- Independent solution: we do not use your data
- Flexible: each plan fits for every need
- Easy implementation
- Improve your advertisement performance
- Customizable: include partners and purposes outside IAB Europe TCF
- Configurable (look & feel and legal)
- Multiplatform (web, mobile, inapp, Smart TV, HbbTV)



- HBBTV, Smart TV (LG+Samsung, Android TV, Firestick, telcos, etc)



- Wiki
- Dashboard
- Ticketing



- Mobile, desktop APPs, AMP,



www.sibboconsentplatform.com

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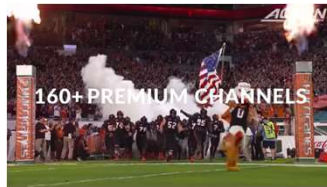
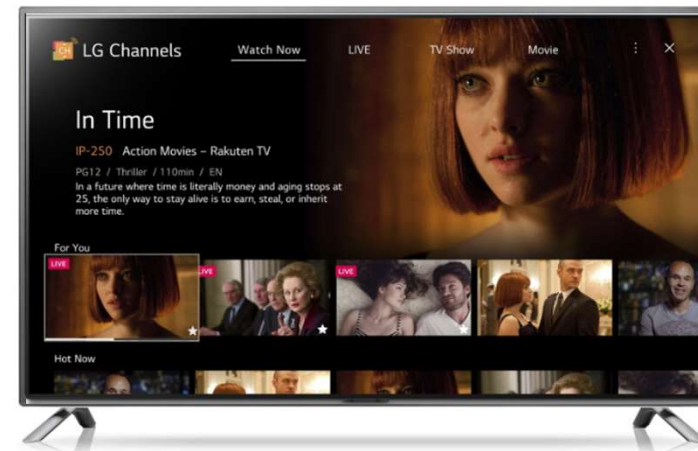


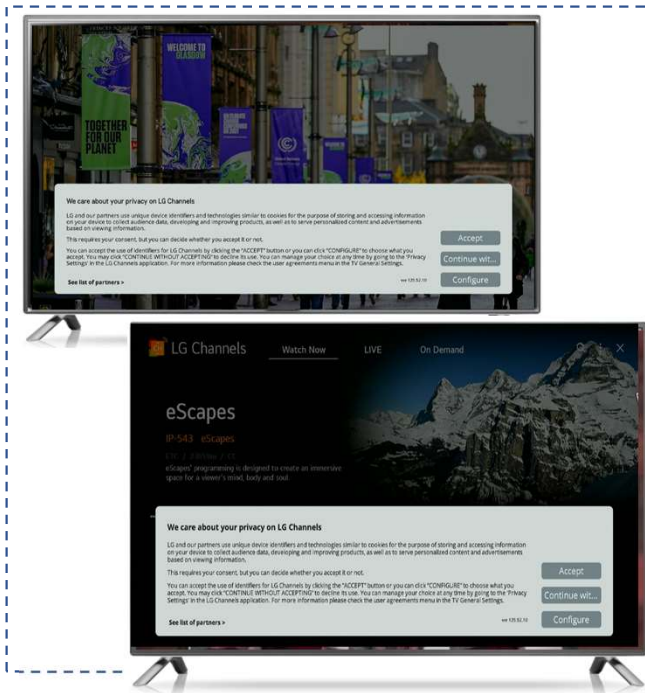
SIBBO CMP



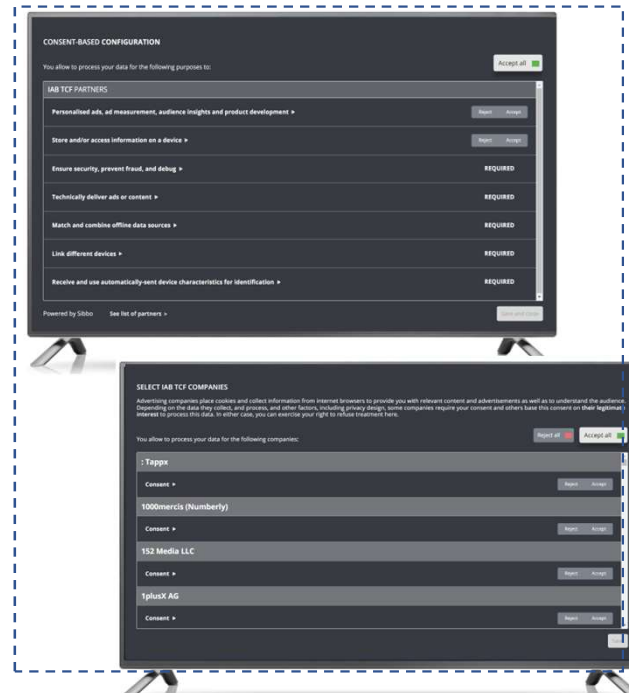
- LG Channels combine digital premium internet channels with your broadcast or cable television lineup
- Available worldwide with different content.
- Provide free high-quality content with , including popular movies, sports, music and news.

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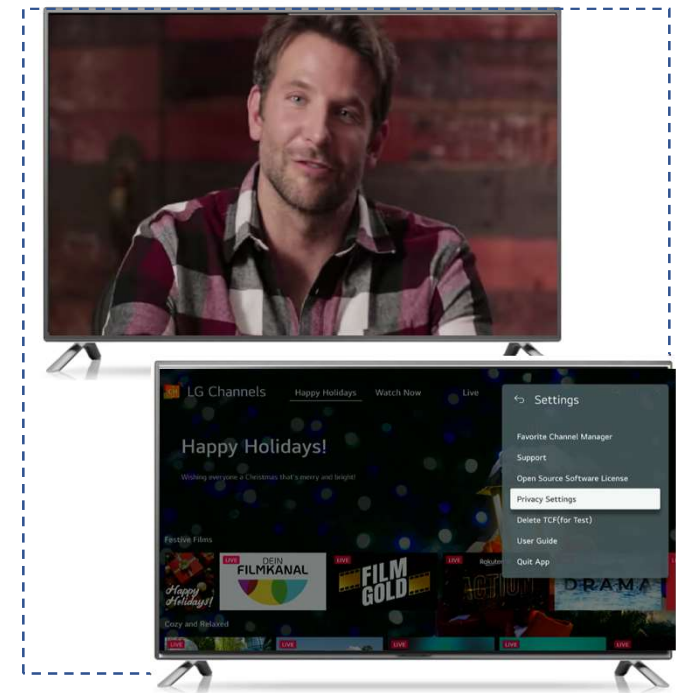




Launching banner



Configuration windows



Refloating link

SIBBO CMP



LG Channels



BEST PRACTISES & CASE STUDIE

- The footprint of the CMP was Europe with 16 countries and 11 languages
- SIBBO provided 360-degree service:
 - TCF advice at an early stage
 - Look & feel customization further than SIBBO standard
 - Technical customization to adjust to LG apps requirements
 - Legal discussion & configuration following TCF stacks, purposes, vendors
- Dedicated scalable infrastructure & Project team
- Custom developments such as:
 - back-end sync between homepage and LG channel app,
 - machine readable interface,
 - magic remote control, special remote control browsing
 - special LG font & borders,
 - adapted to FHD, UHD and 4K screens sizes,
 - additional dimensions in the CMP dashboard
- Deployed by OS version >>>> **Resulted in a CMP integrated in the Manufacturer TV product**
- **Consent ratios average for countries with Reject button 80%. Average for countries without reject button 95%**



SIBBO CMP

MEDIASET *española.*

- Belong to Media for Europe
- One of the top Spanish broadcaster
- Sibbo provides de CMP for their CTV & HBBTV apps
- Brands: Mitele - Telecinco – Cuatro – Divinity – Boing - etc

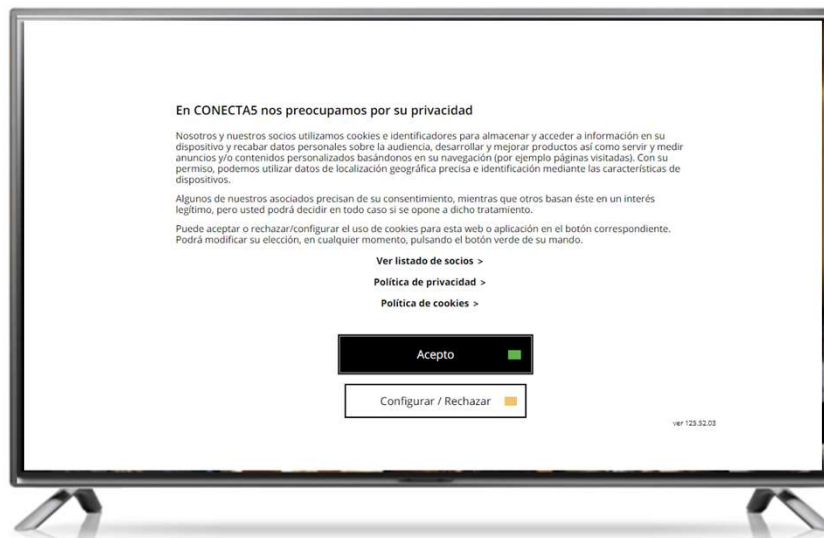
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Consent Platform

mitele 

cuatro 



d.
divinity



SIBBO CMP

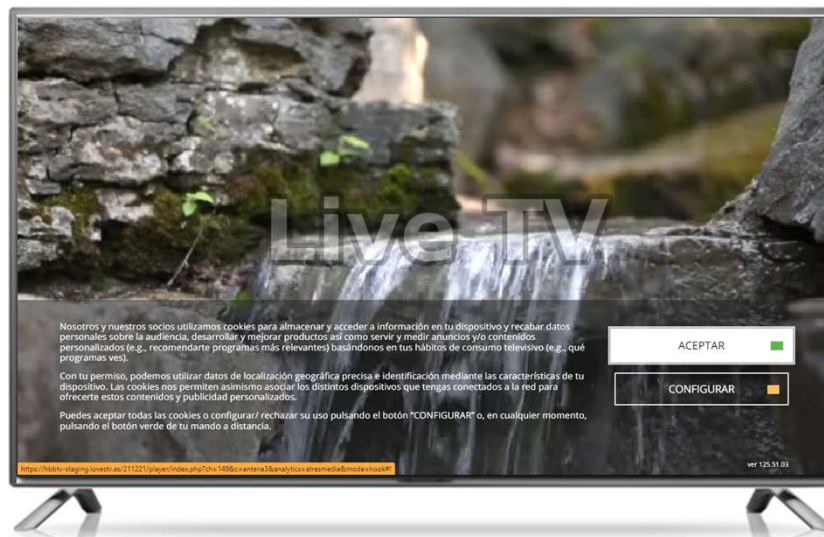


- Atresmedia (40% Planeta – 20% RTL group – 40% market)
- One of the top spanish broadcaster with 7 TV channels and 3 radios
- Sibbo provides cmp for all brands and platforms
- Brands: Atresplayer, La sexta, Nova, Neox, Ondacero, MelodiaFM, Antena3, etc

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nova neox





Questions?
Contact us. We are delighted
to hear from you !

Email : sales@sibboventures.com

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Visit our website: www.sibboconsentplatform.com