

An abstract 3D scene with a dark background. A red neon line starts on the left, forms a triangle, and then extends horizontally. A cyan neon line starts on the right, forms a square, and then extends horizontally. The lines are bright and cast soft glows on the surrounding surfaces.

INSTREAM BASICS

November 2023

PREMIUM CONTENT IS OUR STRONG FOUNDATION

PREMIUM TV CONTENT AND PLATFORMS



joyn



SIXX

GOLD

ZMAXX

DOKU

CONTENT AND PLATFORMS ADDITIONAL TOP BRANDS



ran

DMAX

TLC

GOAL

efox

wetter.com

esports.com

CHIP ONLINE

TV AND INFLUENCER CONTENT ALSO ON YOUTUBE



STUDIO7



SIXX

GOLD

ZMAXX

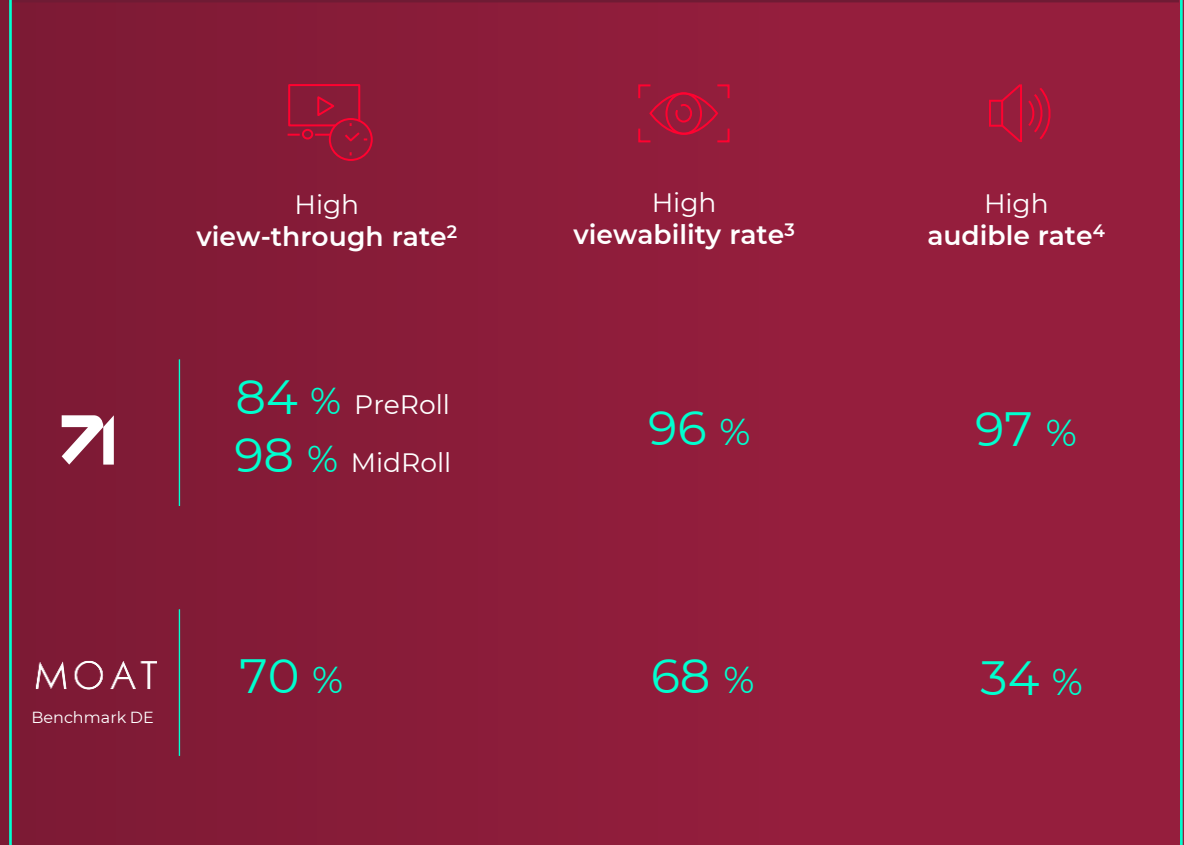
DOKU

...AND LEADS TO UNBEATABLE HIGH-QUALITY KPIS

OUR PREMIUM AD QUALITY CRITERIA

- 1 Real InStream ads: pre- / mid- / post-rolls
- 2 Professional content
- 3 Human traffic & brand-safe inventory
- 4 Active user action for video retrieval¹

VERY GOOD KPIS FOR OUR PREMIUM ADS



WE ARE CONSTANTLY EXPANDING OUR MEASUREMENT CAPABILITIES TO ENSURE EVEN MORE TRANSPARENCY

On-target rate measurement

- **Nielsen measurement on core audience** possible by customers
 - Browser and App: Nielsen
 - CTV: Currently not offered Nielsen
- **Google Ads Data Hub partner measurement on Studio71** possible by customers

nielsen
.....



Viewability measurement

- **Open Measurement based measurement on TV.de and JOYN for I/O bookings** by customers
- Over 90% IAB certified core audience inventory with the TV Sites & JOYN for browser and app
- **Google Ads Data Hub partner measurement on Studio71** possible by customers

MOAT

iab.
TECH LAB



3 CLEAR PREMIUM INSTREAM PRODUCT LINES FOR EVERY NEED

~26

million unique user



CORE AUDIENCE
PREMIUM CONTENT ON
PREMIUM PLATFORMS

joyn



ran

BUNTE

SIXX



ONLINE
FOCUS

SPOX.com

GOAL

~20

million unique user



STUDIO71
TV AND INFLUENCER
CONTENT ON YOUTUBE

71
STUDIO71

~36

million unique user



MAX AUDIENCE
CORE AUDIENCE
AND STUDIO71

BENEFITS

- Rich targeting opportunities
- Flexible ad formats and ad lengths
- Can be booked programmatically

- High premium content reach among the digital generation
- 100% login targeting possible

- Maximum reach
- Standardised ad formats, ad lengths and targeting across the entire reach¹
- Price advantage compared to the core audience

STRONG ROTATIONS: YOUR EASY ACCESS TO OUR PREMIUM INVENTORY

ROTATIONS, SORTED BY REACH



Run of **Network**



Run of **Best View**



Run of **TV Brands**



Run of **Special Interest**

Entertainment, sport, lifestyle...



Run of **Site**

ProSieben, Joyn, Ran...



Content format

GNTM, The Voice...

INCLUDED ENVIRONMENTS

Maximum reach of the product line

Guaranteed viewability and view-through rate*

Premium TV & broadcasting content

High-quality content bundled according to the most popular areas of interest

All the content of a platform

Separate assignment of a TV premium format or platform category

PRODUCT LINES

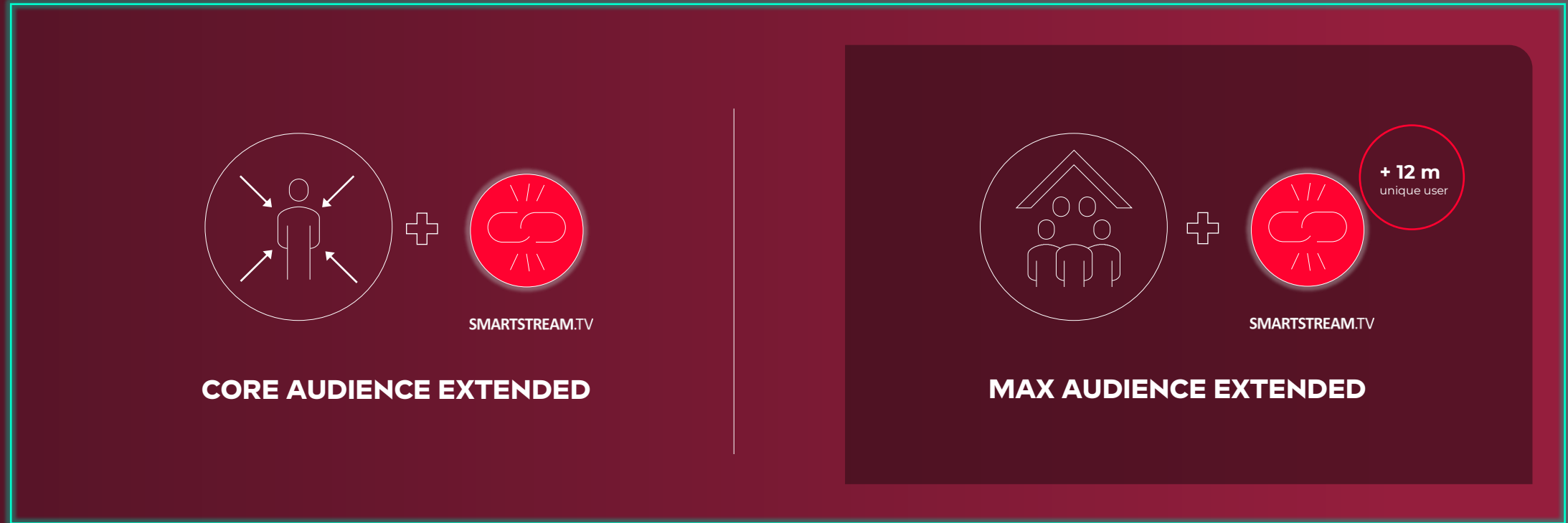
CORE

MAX

S7I



WE CREATE ADDITIONAL VIDEO REACH THROUGH OUR EXTENSIONS WITH SMARTSTREAM.TV



BENEFITS

- **Maximum reach potential*** by bundling Seven.One Media and Smartstream.tv inventory
- Performance-oriented **multiscreen pre/mid-roll placements**
- Use of **diverse targeting options**** possible: SocDem, Interests, Geo

THE CAMPAIGN IS CONTROLLED ACROSS ALL DEVICES AS A MULTISCREEN PLACEMENT

MULTISCREEN PLACEMENT



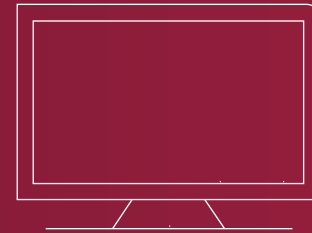
Desktop/MEW

37 %



Mobile

24 %



CTV

39 %

WE OFFER STRONG TARGET GROUPS



51 % male
49 % female



16 % 20-29 years
34 % 30-49 years



60 % income 1000-3000 €
14 % > 3000 €



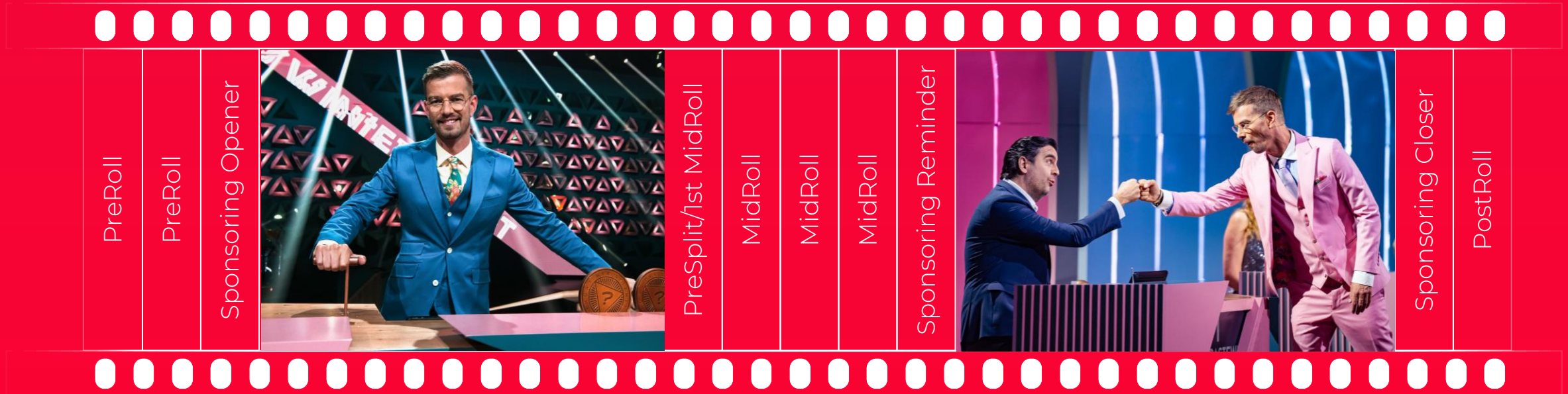
High educational level
40 % Abitur or academic graduation



10 % in education
67 % employed

OUR CLASSIC INSTREAM PLACEMENTS IN FULL EPISODES

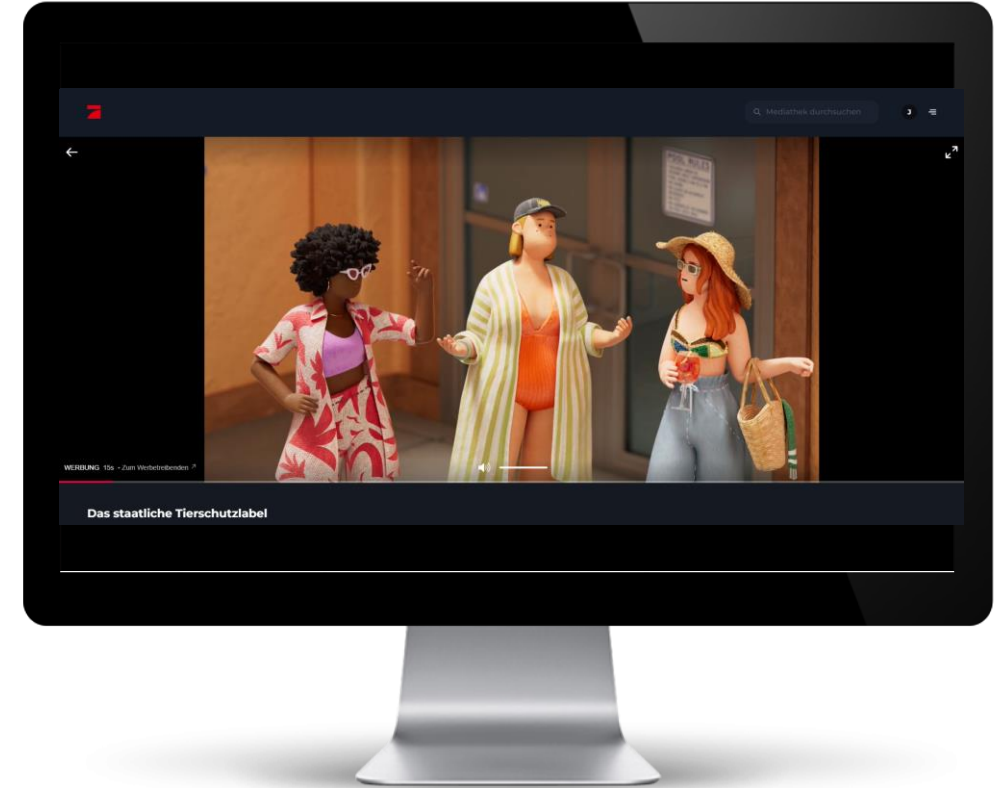
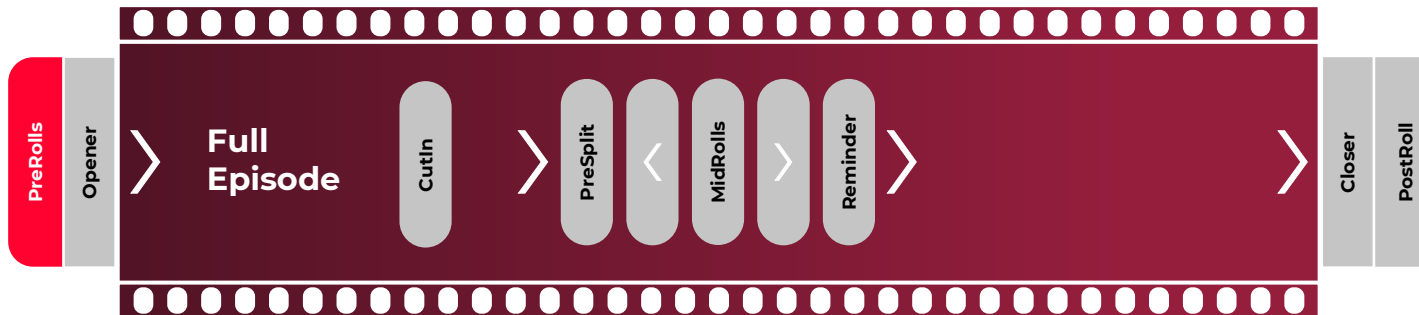
Exemplary sequence:



PREROLL – CLASSIC COMMERCIAL FOR A ATTENTION GRABBING BEGINNING

KEY FACTS

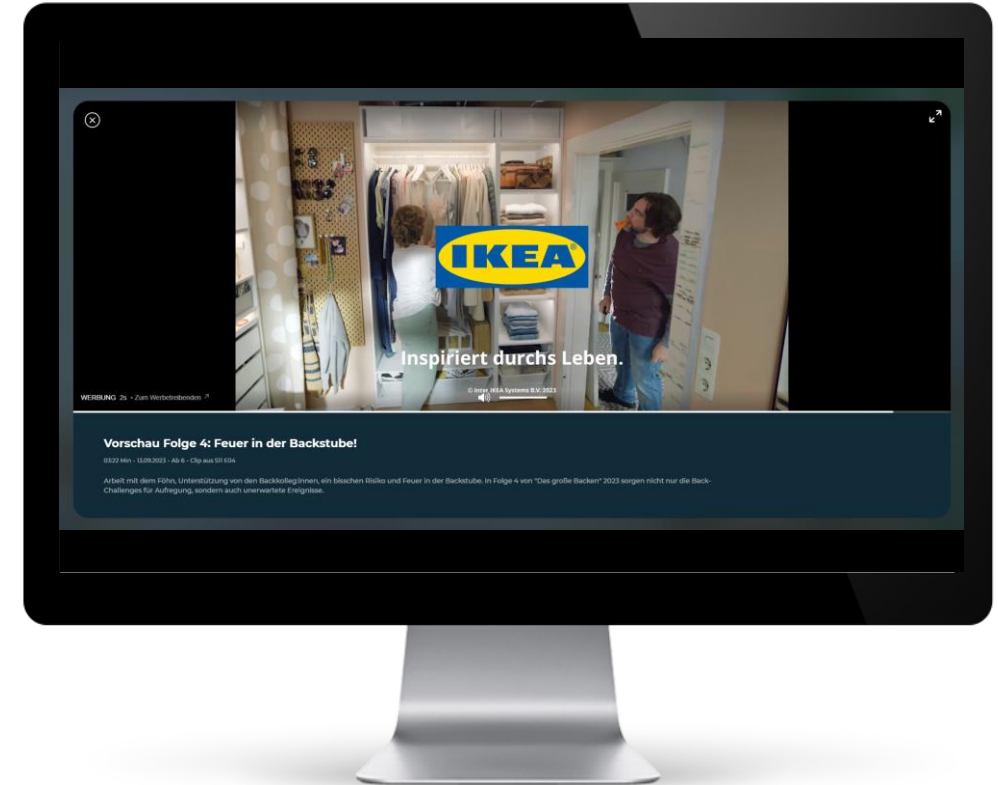
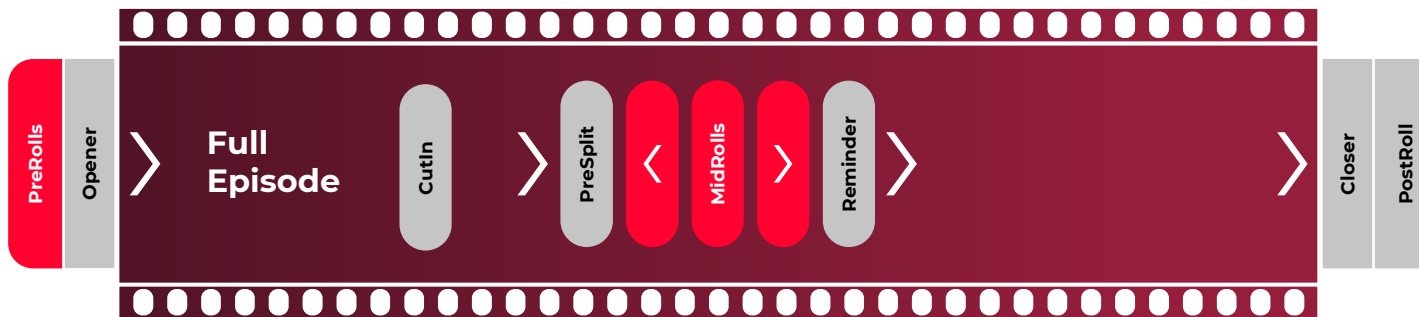
- › Placement before the video starts
- › Spotlength: up to 30 seconds
- › Properties:
 - › High proven attention and advertising impact
 - › High click rates
 - › Possible in full episodes & short clips



BUMPER AD – CONCISE & ATTENTION-GRABBING TRANSMISSION OF THE ADVERTISING MESSAGE

KEY FACTS

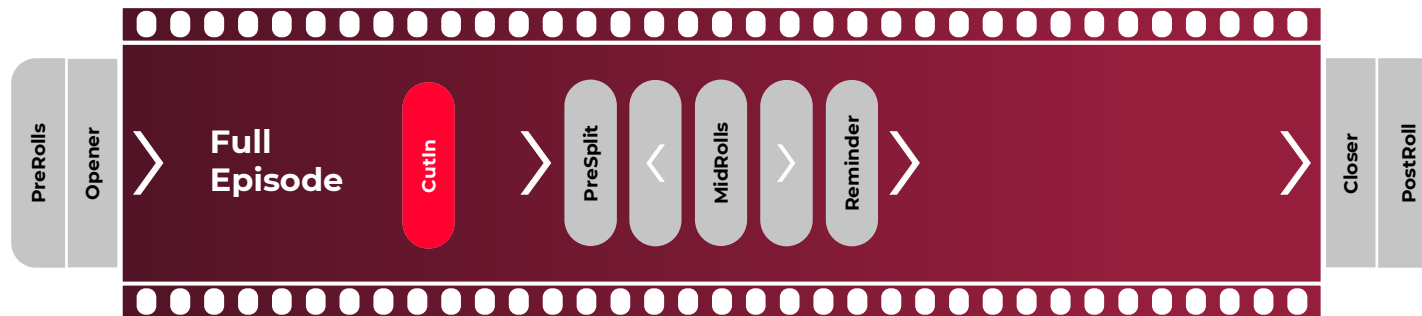
- › Pre- and MidRoll combination for reach extension
- › Spotlength: 6 seconds
- › Properties:
 - › Increase in ad recall
 - › Increase in reach
 - › Increase in brand awareness



CUTIN – A NEW DIGITAL FORM OF ADVERTISING AS MULTISCREEN OCCUPANCY

KEY FACTS

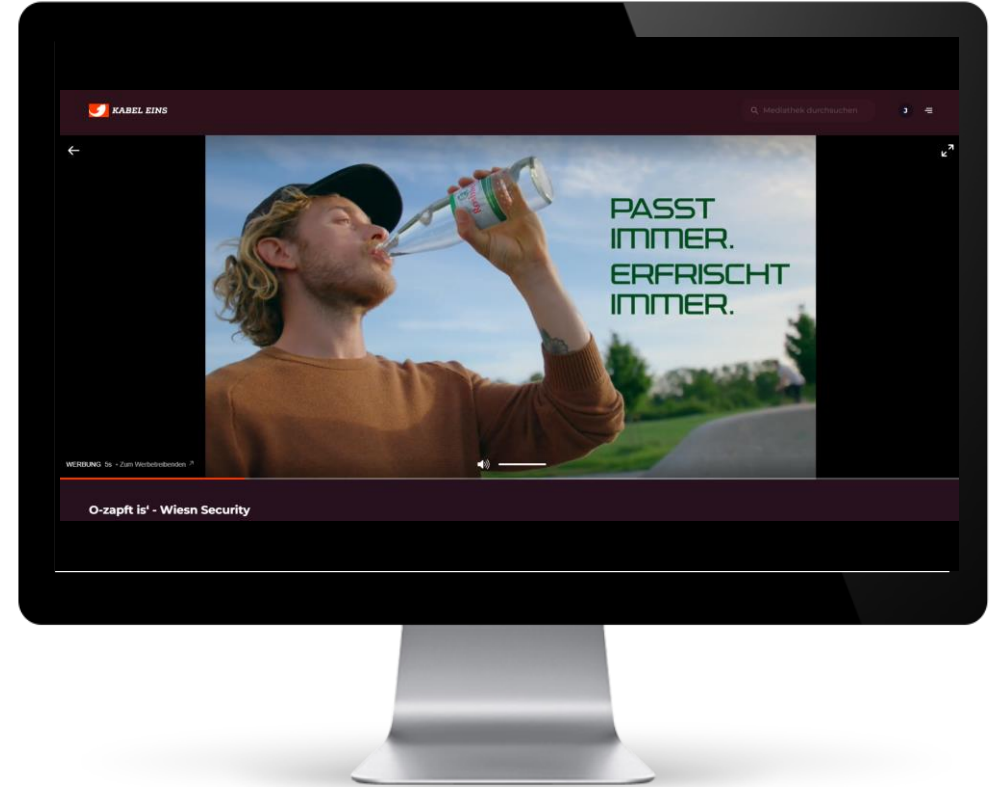
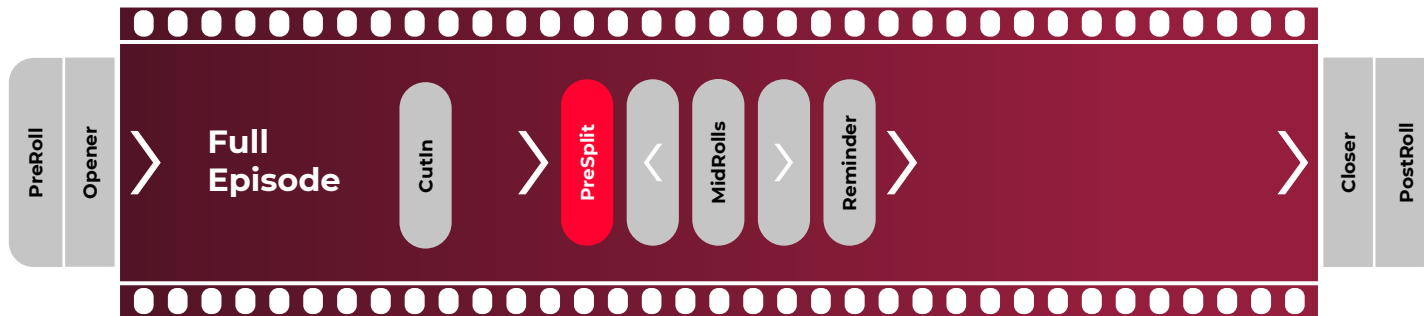
- Attention-grabbing campaign contact through placement in the current video
- Access to predominantly unused reach
- Playout as animated L-frame for 10 seconds on all devices
- Display at the earliest 3 minutes after content start



PRESPLIT - EXCLUSIVE PLACEMENT

KEY FACTS

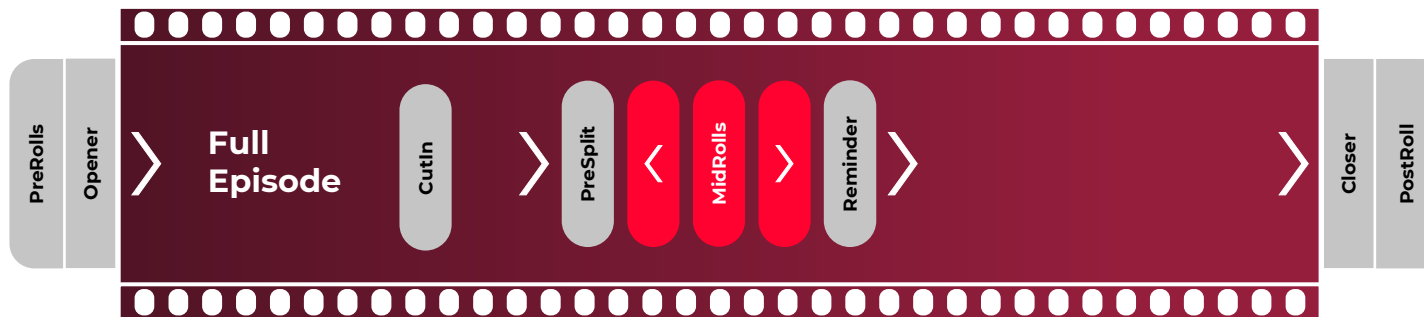
- › Exclusive placement before the MidRoll block
- › Spotlength: up to 30 seconds
- › Properties:
 - › Maximum attention
 - › Occupied in a full episode



MIDROLL - MAXIMUM ADVERTISING IMPACT DUE TO INTERRUPTION

KEY FACTS

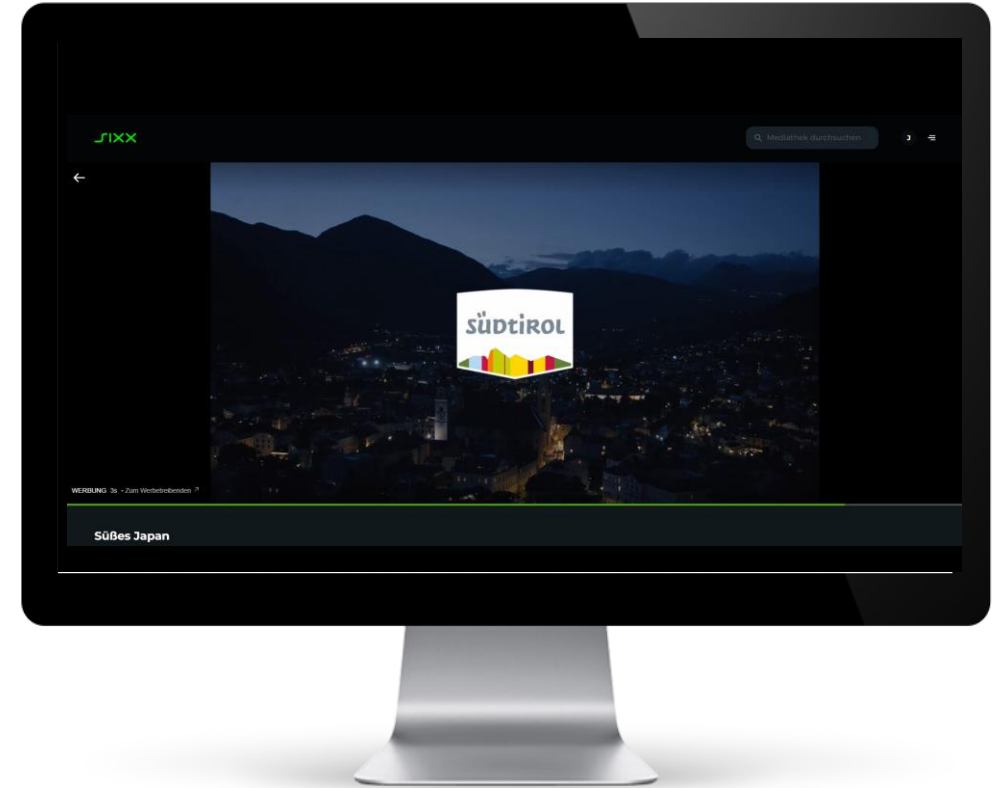
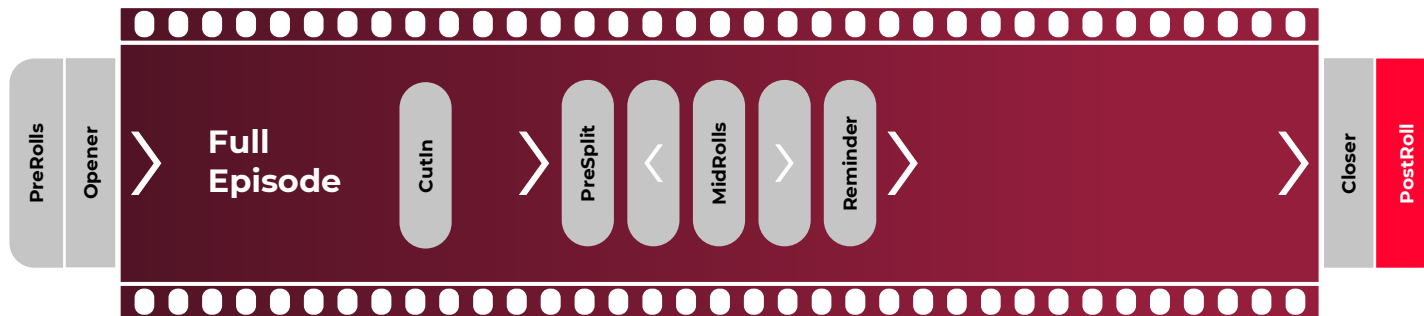
- › Placement as a breaker
- › Spotlength: up to 30 seconds
- › Properties:
 - › Achieves the highest measured advertising impact so far
 - › Occupied in a full episode
 - › Combination of a Pre-/MidRoll possible



POSTROLL – CLASSIC COMMERCIAL FOR AN EFFECTIVE VIDEO CLOSURE

KEY FACTS

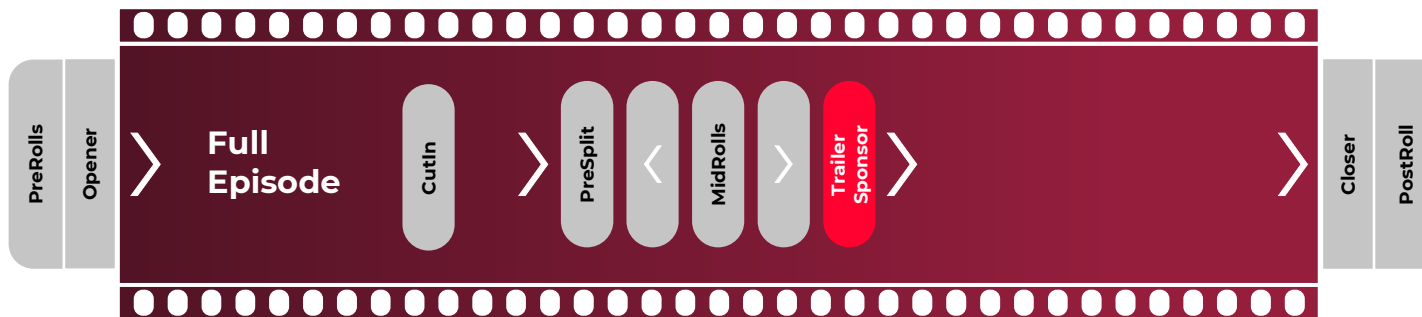
- › Placement after the content
- › Spotlength: up to 30 seconds
- › Properties:
 - › High involvement of the user after the requested clip
 - › Enables high quality of addressing the targeting group
 - › Occupied in a full episode



TRAILER SPONSORING - CLOSE TO THE FORMAT

KEY FACTS

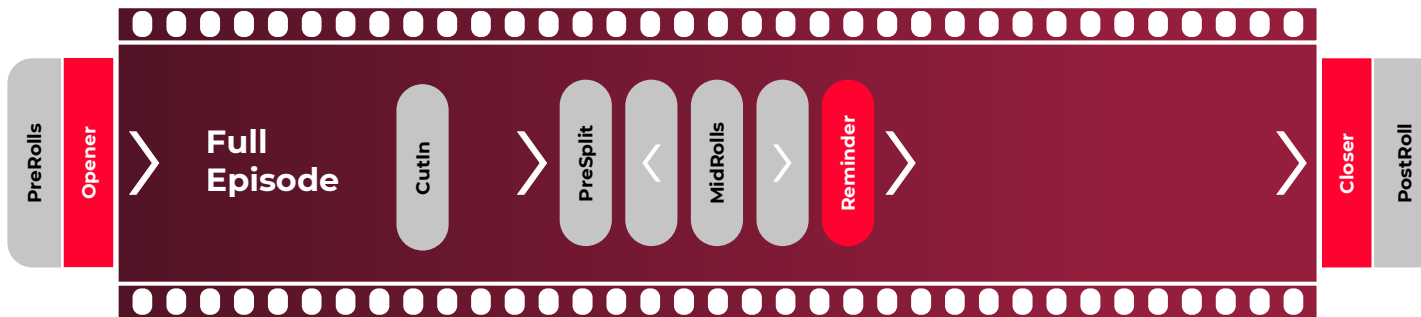
- › At the end of the MidRoll blocks in full episodes
- › Sponsoring rate of the advertising form: 7 seconds
- › Properties:
 - › Combination of a format trailer and a sponsoring ad
 - › Occupancy outside the sponsorship environment



SPONSORING - CLOSE TO THE FORMAT

KEY FACTS

- › 7 seconds Sponsoring
 - › Opener: After the PreRoll and right before the content (full episodes und short clips)
 - › Reminder: At the end of the MidRoll block in full episodes
 - › Closer: Right after the content (full episodes und short clips)
- › Properties:
 - › Program sponsoring analogous to TV also online
 - › Occupiable on format level



OUR PREMIUM INSTREAM INVENTORY COMBINES HIGHEST VIDEO QUALITY WITH MAXIMUM REACH

Premium Content



Reach & KPIs



- Premium InStream marketer with 36 Mio. UUs
- Unbeatable quality KPI`s

Product lines



- Core Audience
- Studio71
- Max Audience

Multiscreen Playout



- Playout across all Devices
- Extensive reach

Portfolio



- Target group accessibility
- Target groups for every requirement

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