## WE GET DIGITAL MOVING

<table>
<thead>
<tr>
<th>Inventory split</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>48 %</td>
</tr>
<tr>
<td>Mobile</td>
<td>43 %</td>
</tr>
<tr>
<td>CTV</td>
<td>9 %</td>
</tr>
</tbody>
</table>

1 m marketable ad impressions monthly

Source: marketable ad impressions: own calculation SevenOne Media (05/2019)
A UNIQUE MIX OF TV, STRONG BRANDS & MCN-POWER
Brand safe premium content

PREMIUM TV CONTENT

TOP BRANDS

BEST OF TV & INFLUENCER

Source: marketable ad impressions: own calculation SevenOne Media (05/2019)
OUR NEW INSTREAM PRODUCT LINES SINCE JULY 2019

**MAX AUDIENCE**

- **Unique User**: ~28M
- **AdImpressions**: ~836M

**HIGHLIGHTS**

- Maximum reach potential
- Exclusive **Best View** product
- Unique combination of our premium contents with Studio71

**CORE AUDIENCE**

- **Unique User**: ~12M

**HIGHLIGHTS**

- Spots with 30", WRAPs, Data
- Flexible for ATV-, InStream- and InPage-combinations
- Digital und BigScreen for Regional-Advertiser

**STUDIO71**

- **Unique User**: ~21M

**HIGHLIGHTS**

- Premium Contents 100% brand safe
- Very high user engagement and media quality
- Demo Targeting with high accuracy

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1) comScore Video Metrix Audience Duplication December 2018 (Desktop), +28.8% incremental reach; 2) ATV own calculation 7.1M; 3) InStream CoreAudience AGOF December 2018 without Co-Sales BurdaForward; all data per month
SevenOne Media InStream Network

WE OFFER PRODUCTS FOR EVERY CAMPAIGN

SevenOne Media InStream Network

REACH COMBIS

// Run of TV Brands
// Run of Brands
// Run of Best View
// Run of Network

SPECIAL INTEREST

// Automotive
// News
// Stars & Lifestyle
// PC & Games
// Sports
// Music
// Female
// Entertainment
// Comedy
// Food

Source: AGOF daily digital facts 05/2019, 7.1M 22,70 Mio Ut; comScore Video Metrix Audience Duplication May 2019 (S71), +36,82% incremental reach; Marketable AIs: own calculation SevenOne Media (04/2019)
OUR CHANNELS LIVE ON ALL SCREENS

// Free 24/7 livestream

// 7 varied channel apps

// Expansion of audiovisual coverage
PREMIUM VIDEO MARKETER #1 – WE DELIVER NET REACH

Unique Video User in Mio.

<table>
<thead>
<tr>
<th>Service</th>
<th>User in Mio.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SevenOne Media</td>
<td>31,06</td>
</tr>
<tr>
<td>Ad Alliance IPD</td>
<td>22,11</td>
</tr>
<tr>
<td>BurdaForward</td>
<td>14,33</td>
</tr>
<tr>
<td>Media Impact</td>
<td>9,55</td>
</tr>
<tr>
<td>iq digital</td>
<td>0,98</td>
</tr>
</tbody>
</table>

// TV-CONTENT // SPECIAL INTEREST // TOP INFLUENCER

Premium InStream

Quelle: AGOF daily digital facts 05/2019, 7,1M 22,70 Mio UU; comScore Video Metrix Audience Duplication May 2019 (S71), +36,82% incremental reach; own calculation SevenOne Media
Exclusive P7S1 TV contents on YouTube

Extension of all 7.1M premium instream products through network power

Maximum Reach and 100% brand safety

Talent management and branded content production

With Studio71 we enable influencer marketing at premium level
...PAIRED WITH HIGH REACHES AND AWARD WINNING TALENTS

**network-reaches per channel**

<table>
<thead>
<tr>
<th># Channels</th>
<th>Ø Views / Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 1.500</td>
<td>&gt; 5 m</td>
</tr>
<tr>
<td>&gt; 50.000</td>
<td></td>
</tr>
<tr>
<td>&gt; 15.000</td>
<td></td>
</tr>
<tr>
<td>&gt; 30.000</td>
<td></td>
</tr>
<tr>
<td>&gt; 50.000</td>
<td></td>
</tr>
</tbody>
</table>

**Follower Millionaire**

- Gronkh
- LeFloid
- Luca

**Webvideo-laureate**

- Gronkh
- LeFloid
- Das Netzwerk

...and many more

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1) Average views/channel based on YouTube CMS Partners Report, US + Germany, Desktop only
2) >1 million subscribers of the YouTube-channel
3) Web instream price
OUR PREMIUM INSTREAM QUALITY

InStream Quality Promise

1. Real VideoAds - 100% Pre/ Mid/ Post Roll
2. Guaranteed InStream surrounding [Videocontent]
3. Active Useraction to demand the video [according to IVW Definition]
4. Audio on [analogue TV according to Loudness No R128]
5. Big Player [at least 588 x 331 px]
6. Reduced AdIntensity on many sites

Portfolio
// Qualitypublisher
// Whitelisting
// Transparent placements
// Certified

Zielgruppenpotential
// Full potential on TV-sites available, due to the Ad Blocker Software surrounding
// Very good acceptance/ VTR

AdVerification
// Brand safety
// VTR
// Suspicious Impressions

sevenonemedia.de
SOCIAL DEMOGRAPHICS

50% male
50% female

18% 20-29 years
39% 30-49 years

58% income 1000-3000€
17% > 3000€

High educational level
41% Abitur or academic graduation

10% in education
69% employed

Source: AGOF daily digital facts 05/2019
CLASSIC INSTREAM PLACEMENT IN FULL EPISODES

<table>
<thead>
<tr>
<th></th>
<th>PreRoll</th>
<th>PreRoll</th>
<th>Sponsoring Opener</th>
<th>PreSplit/1st MidRoll</th>
<th>MidRoll</th>
<th>MidRoll</th>
<th>MidRoll</th>
<th>Sponsoring Reminder</th>
<th>Sponsoring Closer</th>
<th>PostRoll</th>
</tr>
</thead>
</table>
PREROLL

Key Facts

// Placement before the video starts
// High proven attention and advertising impact
// High click rates
// Spotlength up to 30 seconds
// Possible in full episodes & short clips
BUMPER AD

Key Facts

- Spotlength: 6 seconds
- Pre- and MidRoll combination for reach extension
- Placements:
  - Maximum Reach
  - Network Brands
  - TV Brand
Key Facts

// Extra large advertising format
// Extremely eye-catching
// High advertising impact
// Creative scope
// Combinable with all spotlengths
// Placement right before and in the middle of video content
PRESPLIT: EXCLUSIVE PLACEMENT

Key Facts

- Exclusive placement before the MidRoll block
- Maximum attention
- Spotlength up to 30 seconds
- Occupied in a full episode
- 3 variants: Classiv, static or animated frame

sevenonemedia.de
MIDROLL: MAXIMUM ADVERTISING IMPACT

Key Facts

- Placement as a breaker
- Achieves the highest measured advertising impact so far
- Spotlength up to 30 seconds
- Occupied in a full episode
- Attractive prices
POSTROLL: THE BEST COMES LAST

Key Facts

- Placement after the content
- High involvement of the user after the requested clip
- Enables high quality of addressing the targeting group
- Excellent price-performance ratio
- Possible in full episodes & short clips
TRAILER SPONSORING: CLOSE TO THE FORMAT

// Combination of a format trailer and a sponsoring ad
// Sponsoring rate of the advertising form: 7"
// At the end of the midroll blocks in full episodes
// Occupiable in rotation
SPONSORING: CLOSE TO THE FORMAT

Key Facts

// Program sponsoring analogous to TV also online

// 7’’ 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)

// Occupiable on format level
INSTREAM SUMMARY

1 m marketable pre/mid ad impressions

TV Brands

Studio 71

// Maximum net reach
// TV content
// Influencer channels

Quality is important for us

// Full impact
// Target group accessibility
// people see advertising

Portfolio

// Top brands
// Premium rotations
// Broad format offer

Multiscreen

// High effectiveness
// Extensive reach
// SALES REGION MÜNCHEN
Betastraße 10c
D-85774 Unterföhring
Tel. +49 (0) 89/95 07 – 34693
Fax +49 (0) 89/95 07 - 4399

// SALES REGION HAMBURG
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Fax +49 (0) 40/44 11 16 – 66

// SALES REGION DÜSSELDORF
Zollhof 11
D-40221 Düsseldorf
Tel. +49 (0) 2 11/4 96 94 – 0
Fax +49 (0) 2 11/4 96 94 – 20

// SALES REGION FRANKFURT
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Tel. +49 (0) 69/27 40 01 – 0
Fax +49 (0) 69/27 40 01 – 30

// SALES REGION BERLIN
Rungestraße 22
D-10179 Berlin
Tel. +49 (0)30/3 19 88 08-49 81
WIR BEWEGEN MARKEN