

STUDIO071

Network Power

A global network and #1 in Germany...

>1,1 Billion
SUBSCRIBER



8 Offices
WORLDWIDE



8 Billion
GLOBAL VIEWS PER MONTH



>1,300
CHANNELS (> 250 GERMAN CHANNELS)



>1.5 Billion
SOCIAL FOLLOWER



1500+
BRAND CAMPAIGNS

...with top-influencers and premium TV-Content

Sports



Music



Comedy



Entertainment



REWINSIDE

Games

Beauty &
Fashion

Family
Entertainment

Automobile

STUDIO71

...paired with high reach and award winning talents

Immense reach per channel¹

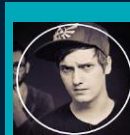
	# Channels	Ø Views / Channel
	> 1.500	> 5 m
	> 50.000	
	> 15.000	
	> 30.000	
	> 50.000	

Follower millionaires²

Gronkh



LeFloid



Luca



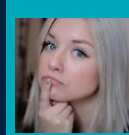
Felix von
der Laden



ViktoriaSarina



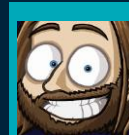
Kelly
MissesVlog



...and many more

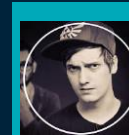
Webvideo prize winners³

Gronkh



Let's Play 2014,
Ehrenpreis 2015

LeFloid



VIP 2013,
VIP 2014

Das Netzwerk



Comedy 2016

Felix von
der Laden



Person of the Year
Male 2017

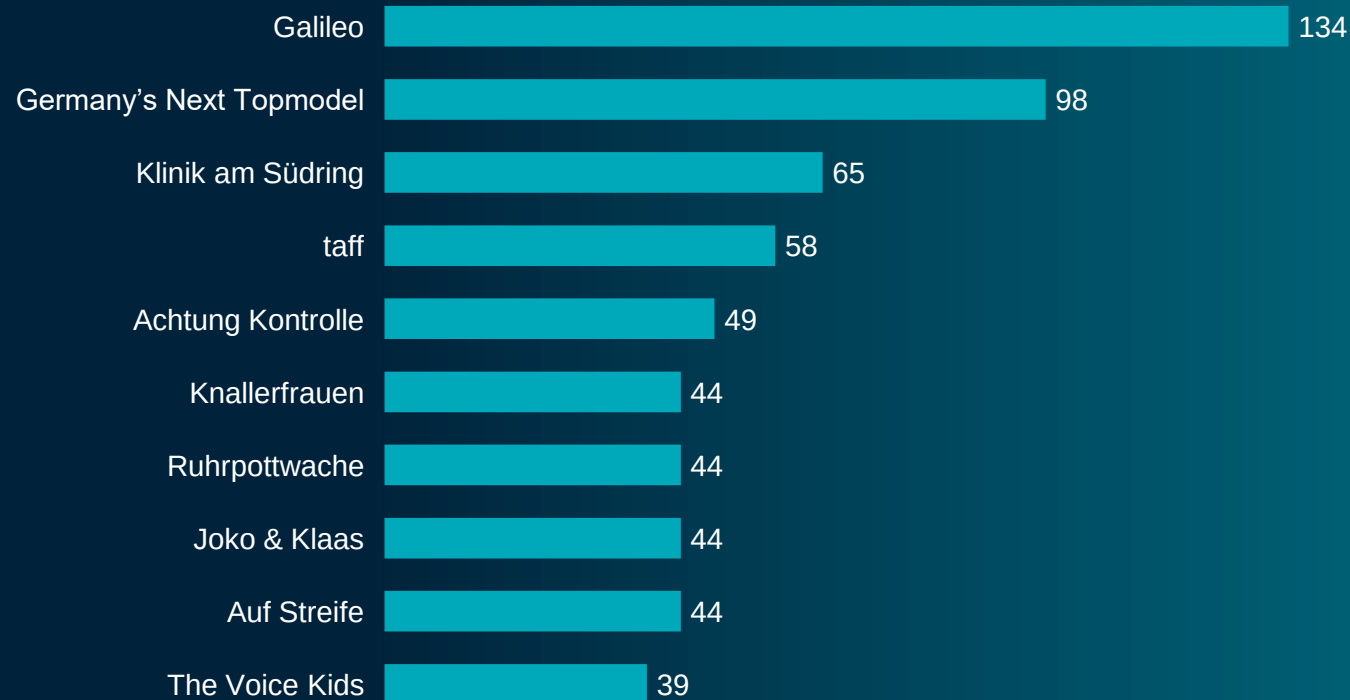
David
Ruessel



Sport 2017

Only with Studio71: the best TV formats on YouTube

Video Views* Jan – Mar 2019 (in m)

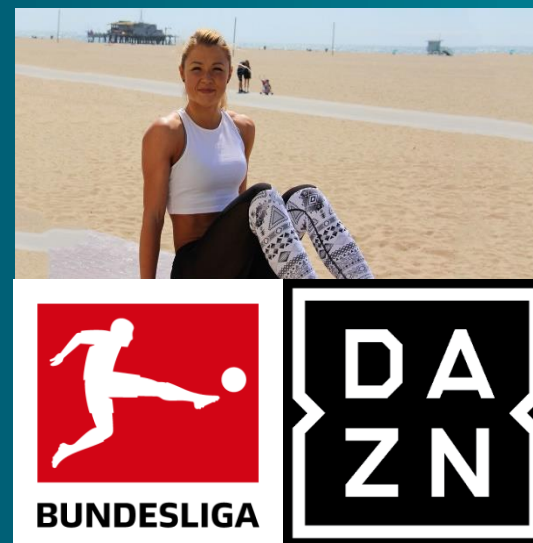


...and many more



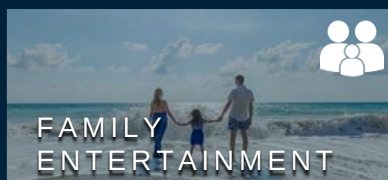
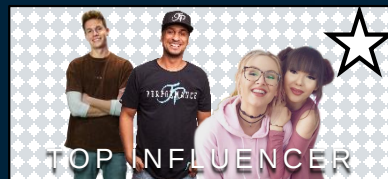
Only with Studio71: the best sports formats on YouTube

Video Views* Jan – Mar 2019 (in m)



...and many more

All Studio71 verticals at a glance



Awareness - Brandbuilding - New customer

Target audience packages

Men & Women	• 14-19	• 18-29	• 30-49
	• 14-29	• 18-39	
	• 14-39	• 18-49	
	• Men total		
	• Women total		

e.g. M 14-29

Galileo	41 Mio VVs
ConCrafter	29 Mio VVs
rewinside	27 Mio VVs
Gronkh	26 Mio VVs
DoctorBenx	22 Mio VVs

...any many more total 161 Mio VVs

Content packages

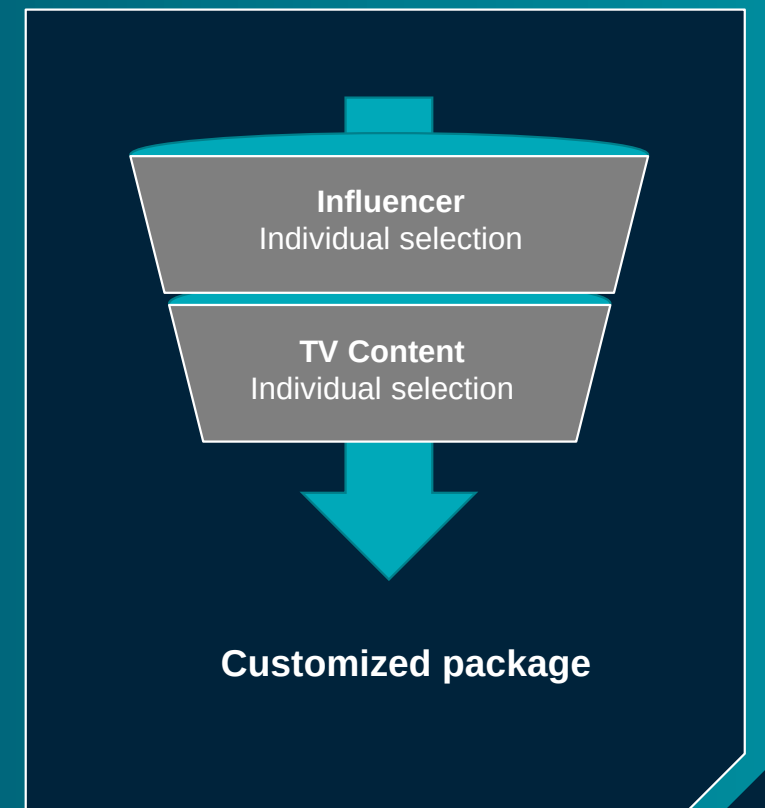
Contents	• TV Contents	• Movie & Series
	• Comedy	• Cooking & Baking
	• Automobile	• PC & Games
	• Sports	• Music
	• Family Entertainment	• Top Influencer
	• Beauty & Fashion	• Entertainment
		• Stars & Lifestyle

e.g. Sport

DAZN Premier League	12 Mio VVs
DAZN Bundesliga	10 Mio VVs
Goal Deutschland	9 Mio VVs
DAZN_DE	4 Mio VVs
DAZN UEFA Europa League	2 Mio VVs

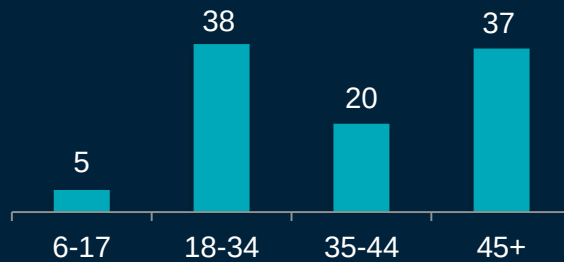
...and many more total 39 Mio VVs

Custom Lineup

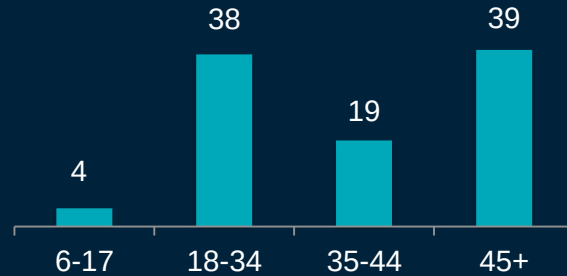


Sociodemographics

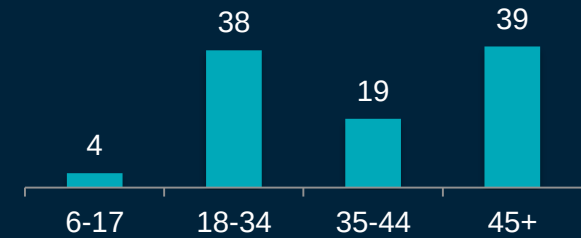
Studio71 total
structural share in %



TV Contents
structural share in %



Influencers
structural share in %



An unique mix of TV, strong brands & network power

Brand Safe Premium content



PREMIUM TV CONTENT



TOP BRANDS



BEST OF TV & INFLUENCER

BOOKING OPTIONS

Four easy booking options for Premium Video Ads

S71 booking options



S71 Reserved

Standalone on YouTube or in combination with the 7.1M Network



S71 Engage

Selective target group with maximum User Engagement & TrueView



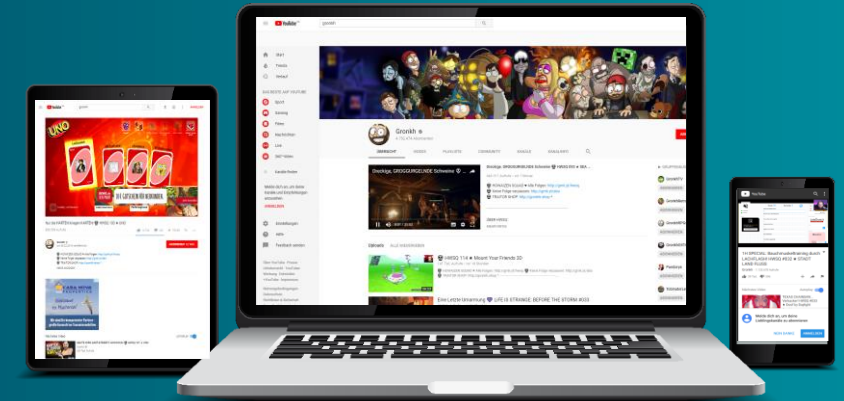
S71 100% Share of Voice

Maximum attention through exclusive placement on all surfaces



S71 Programmatic Guaranteed

Guaranteed deals via Display & Video 360 (DV 360)



As a standalone or as an extension in the 7.1M Network

S71 Reserved

As a standalone booking

- Single selected channel (Germany's Next Topmodel, ...)
- Theme packages (Sports, Games, Beauty & Fashion, ...)
- Audience packages (E 14-19, M 18-29, F 18-29, ...)

As an extension booking with the 7.1M Network

- MaxReach Extension
- TV Brands Extension
- Content package Extension

Spot length up to 20“, non-skippable ad



Selective target groups with maximum User-Engagement

S71 Engage



User Engagement

TrueView – spots that the user really wants to watch



Brand Safety

Spot-Playout exclusively on top reach environments



Complementary use for brand building

Addressing narrow target groups as well as retargeting campaigns



Audience Data

Exclusive targeting data for Studio71 Channels (TV & Influencer)



Managed Service

Daily campaign optimization, weekly reporting

TrueView

Fixed CPV

Up to 6 minutes spot length

Spots skippable 5"

Billing at Full View (at least 30")

Exclusive placement for maximum Brand Awareness

S71 100% Share of Voice

Standalone presence on all InStream/Display ad spaces

Billing by booked volume

Exclusively professional content (TV und Influencer)

100% of the target group is reached

Spot length up to 20“, non-skippable ad

PreRoll

**InStream:
PreRoll up to
20 seconds**

Overlay

InStream: Overlay

Guaranteed deals

S71 Programmatic Guaranteed

DEAL TYPE: Programmatic booking with 100% acceptance of the provided inventory

DSP: Studio71 inventory programmatically bookable via Display & Video 360 (DV 360)

QUALITY: 100% brandsafe Studio71 Content (P7S1 TV Content + Top-Influencer-Content)

ASSIGNMENTS:

- TV Content
- Influencer
- Audience package
- Content package channels



The right spot length for every campaign goal

	Bumper Ads	Classic Ads	TrueView Ads
Campaign goal	Awareness Teaser & Reminder	Branding and brand staging	User-Engagement
Spot length	Up to 6 seconds	Up to 20 seconds	Up to 6 minutes
Spot type	non-skippable ad	non-skippable ad	skippable ad
Pricing	CPM	CPM	CPV
Available in	• S71 Reserved • S71 100% Share of Voice • S71 Programmatic Guaranteed	• S71 Reserved • S71 100% Share of Voice • S71 Programmatic Guaranteed	S71 Engage

INFLUENCER MARKETING

Studio71 is ... Influencer Marketing at premium level!

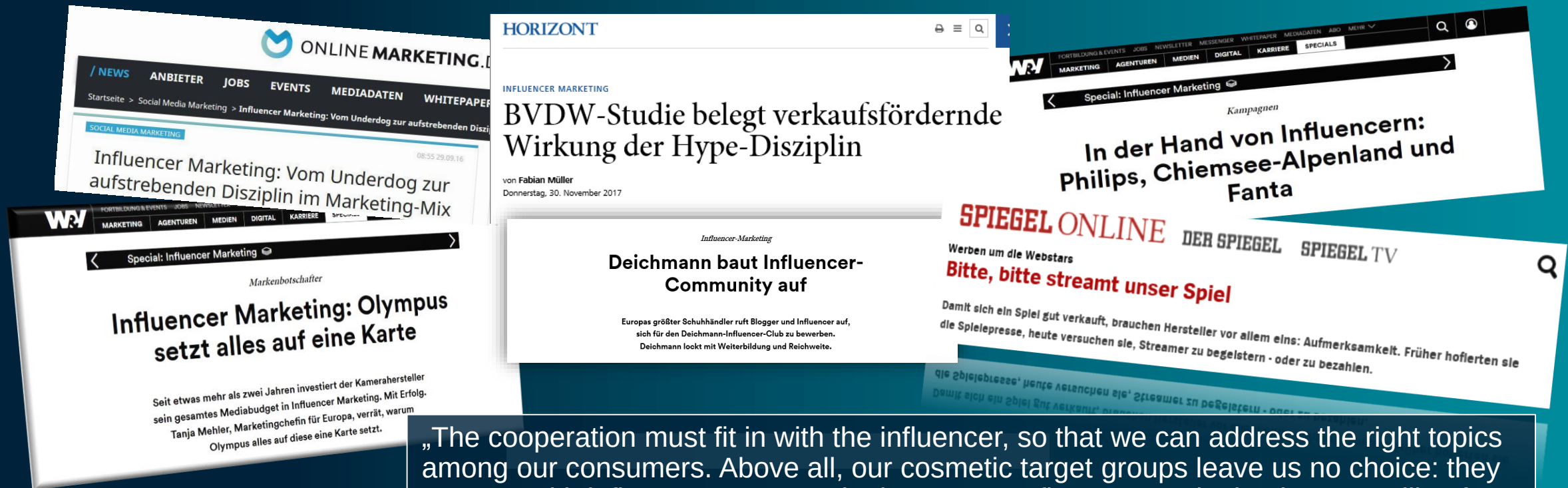
It's a Match!

The SUPER LIKE
for your campaign



Your Target Group Super Liked you!

This is confirmed by colleagues and the trade press...



„The cooperation must fit in with the influencer, so that we can address the right topics among our consumers. Above all, our cosmetic target groups leave us no choice: they connect with influencers - so we do that, too ... Influencer marketing is story telling for us“

Dana Duch, Digital Director at L'Oréal Paris

video interview with Horizon, <https://youtu.be/82gprnmz3KcA>

BUNDESTAGSWAHL
KAMPAGNE
#DEINEWAHL
MIT STUDIO71

..as well as Chancellor Angela Merkel...

...and our most successful influencers worldwide!!!





Only we combine **P7S1 TV Content** on YouTube



Extension of the 7.1M premium video products by **Network Power**



Maximum reach and **100% Brand Safety**



Talent Management and Branded Content Production



With Studio71 we enable **Influencer Marketing** at premium level

Contact

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WIR BEWEGEN **MARKEN**