STUDIO71
Network Power
A global network and #1 in Germany...

- >1,1 Billion SUBSCRIBER
- 8 Offices WORLDWIDE
- >1,300 CHANNELS ( > 250 GERMAN CHANNELS )
- >1.5 Billion SOCIAL FOLLOWER
- 8 Billion GLOBAL VIEWS PER MONTH
- 1500+ BRAND CAMPAIGNS

*Judging by Video Views | Source: Own information; Comscore YouTube Partners Report Dec. 2017, US + Germany, Desktop only
...with top-influencers and premium TV-Content
...paired with high reach and award winning talents

### Immense reach per channel

<table>
<thead>
<tr>
<th># Channels</th>
<th>Ø Views / Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 15.000</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 millionaires

- Gronkh
- LeFloid
- Luca
- LeFloid
- Gronkh
- LeFloid
- Viktoria Sarina
- Kelly MissesVlog
- Felix von der Laden
- Viktor von der Laden
- David Ruessel

### Webvideo prize winners

- Gronkh
- LeFloid
- Das Netzwerk
- Let’s Play 2014, Ehrenpreis 2015
- VIP 2013, VIP 2014
- Comedy 2016
- Person of the Year Male 2017
- Sport 2017

...and many more

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1) Average Views/Channel based on YouTube CMS Partners Report, US + Germany, Desktop only
2) >1million subscribers to the Youtube channel
3) Webvideo prize
Only with Studio71: the best TV formats on YouTube

<table>
<thead>
<tr>
<th>Program</th>
<th>Video Views* (in m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Galileo</td>
<td>134</td>
</tr>
<tr>
<td>Germany’s Next Topmodel</td>
<td>98</td>
</tr>
<tr>
<td>Klinik am Südring</td>
<td>65</td>
</tr>
<tr>
<td>taff</td>
<td>58</td>
</tr>
<tr>
<td>Achtung Kontrolle</td>
<td>49</td>
</tr>
<tr>
<td>Knallerfrauen</td>
<td>44</td>
</tr>
<tr>
<td>Ruhrpottwache</td>
<td>44</td>
</tr>
<tr>
<td>Joko &amp; Klaas</td>
<td>44</td>
</tr>
<tr>
<td>Auf Streife</td>
<td>44</td>
</tr>
<tr>
<td>The Voice Kids</td>
<td>39</td>
</tr>
</tbody>
</table>

…and many more

Source: YT-Analytics, Video Views, Germany, Jan-Mar 2019
Only with Studio71: the best sports formats on YouTube

<table>
<thead>
<tr>
<th>Channel</th>
<th>Video Views* Jan – Mar 2019 (in m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal Deutschland</td>
<td>51</td>
</tr>
<tr>
<td>DAZN Bundesliga</td>
<td>30</td>
</tr>
<tr>
<td>DAZN FA Cup &amp; Carabao Cup</td>
<td>22</td>
</tr>
<tr>
<td>DAZN UEFA Europa League</td>
<td>7</td>
</tr>
<tr>
<td>DAZN UEFA Champions League</td>
<td>5</td>
</tr>
<tr>
<td>SophiaThiel</td>
<td>4</td>
</tr>
<tr>
<td>DAZN_DE</td>
<td>4</td>
</tr>
<tr>
<td>SPOX¹</td>
<td>4</td>
</tr>
<tr>
<td>DAZN Darts</td>
<td>2</td>
</tr>
<tr>
<td>Flavio Simonetti¹</td>
<td>2</td>
</tr>
</tbody>
</table>

…and many more

* Channels may be subject to seasonal fluctuations
Source: YT Analytics, Video Views, Germany, Jan - Mar 2019
All Studio71 verticals at a glance

- TV BRANDS
- COMEDY
- AUTOMOBILE
- PC & GAMES
- ENTERTAINMENT
- TOP INFLUENCER
- STARS & LIFESTYLE
- COOKING & BAKING
- SPORT
- MUSIC
- FAMILY ENTERTAINMENT
- BEAUTY & FASHION
- MOVIES & SERIES
- MEN & WOMEN
- MEN
- WOMEN

sevenonemedia.de
Awareness - Brandbuilding - New customer

Target audience packages

<table>
<thead>
<tr>
<th>Audience</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men &amp; Women</td>
<td>14-19</td>
<td>18-29</td>
<td>30-49</td>
</tr>
<tr>
<td>Galileo</td>
<td>41 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ConCrafter</td>
<td>29 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>reinside</td>
<td>27 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gronkh</td>
<td>26 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DoctorBenx</td>
<td>22 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>161 Mio VVs</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Content packages

<table>
<thead>
<tr>
<th>Contents</th>
<th>Male 14-29</th>
<th>Female 14-29</th>
<th>Total 14-29</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Contents</td>
<td>Comedy</td>
<td>Automobile</td>
<td>Sport</td>
</tr>
<tr>
<td>Movie &amp; Series</td>
<td>Cooking &amp; Baking</td>
<td>PC &amp; Games</td>
<td>Music</td>
</tr>
<tr>
<td>DAZN Premier League</td>
<td>12 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAZN Bundesliga</td>
<td>10 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goal Deutschland</td>
<td>9 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAZN_DE</td>
<td>4 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAZN UEFA Europa League</td>
<td>2 Mio VVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>39 Mio VVs</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Custom Lineup

- Influencer
  - Individual selection
- TV Content
  - Individual selection

Customized package

- Top Influencer
- Entertainment
- Stars & Lifestyle
- Men total
- Women total
- Men 14-19: 161 Mio VVs
- Men 14-29: 39 Mio VVs
- Men 14-39: 25 Mio VVs
- Women total: 8 Mio VVs
- Women 14-29: 39 Mio VVs
- Women 14-39: 25 Mio VVs
- Total: 161 Mio VVs

Source: YT-Analytics, Video Views December 2018, Germany

sevenonemedia.de
Sociodemographics

**Studio71 total**
structural share in %

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-17</td>
<td>5</td>
<td>38</td>
</tr>
<tr>
<td>18-34</td>
<td>20</td>
<td>37</td>
</tr>
<tr>
<td>35-44</td>
<td>51</td>
<td>49</td>
</tr>
</tbody>
</table>

**TV Contents**
structural share in %

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-17</td>
<td>4</td>
<td>38</td>
</tr>
<tr>
<td>18-34</td>
<td>19</td>
<td>39</td>
</tr>
<tr>
<td>35-44</td>
<td>54</td>
<td>46</td>
</tr>
</tbody>
</table>

**Influencers**
structural share in %

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-17</td>
<td>4</td>
<td>38</td>
</tr>
<tr>
<td>18-34</td>
<td>19</td>
<td>39</td>
</tr>
<tr>
<td>35-44</td>
<td>53</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: comScore Video Metrix, Germany, Multiscreen 01/2019
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

**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

*On mobile devices PreRoll only delivered, play logic 50:50 overlay optional
 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

<table>
<thead>
<tr>
<th>Campaign goal</th>
<th>Bumper Ads</th>
<th>Classic Ads</th>
<th>TrueView Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Awareness</td>
<td>Branding and brand staging</td>
<td>User-Engagement</td>
</tr>
<tr>
<td></td>
<td>Teaser &amp; Reminder</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spot length</td>
<td>Up to 6 seconds</td>
<td>Up to 20 seconds</td>
<td>Up to 6 minutes</td>
</tr>
<tr>
<td>Spot type</td>
<td>non-skippable ad</td>
<td>non-skippable ad</td>
<td>skippable ad</td>
</tr>
<tr>
<td>Pricing</td>
<td>CPM</td>
<td>CPM</td>
<td>CPV</td>
</tr>
<tr>
<td>Available in</td>
<td>S71 Reserved</td>
<td>S71 Reserved</td>
<td>S71 Engage</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
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/82gprmz3KcA
..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
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WIR BEWEGEN MARKEN