EUROPEAN FOOTBALL CHAMPIONSHIP

2020

MARKETING WELT DIGITAL
WELT bundles the appearances of TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.
WELT stands for a wide range of publications in TV, print and digital. WELT covers all journalistic formats - from news and opinions to documentaries.

Every story - whether as text, video, photo or live reporting - follows the claim of providing reliable and user-oriented information and inspiring our audience with passionate journalism, innovative products and the joy of experimentation.
Our users have a high affinity to sports betting on the Internet.
WELT.de accompanies the EM games with extensive, highly topical coverage.

This includes editorial news and videos about teams and players, opinions and discussions from and with the football experts as well as current results and all events in the live ticker.
Make yourself the exclusive sponsor of the EM 2020 Channel!

PRESENTING-PACKAGE MULTISCREEN

A billboard (stationary), a medium rectangle (multiscreen) and the logo of your brand (multiscreen) are permanently placed on each side of the channel.
WELT

WETTQUOTENINTEGRATION

Become the exclusive presenter of the EM matchday overview on WELT.de!

The odds of the respective game and its logo are integrated (multiscreen) under each game setting.

Permanent presence on the homepage

The module will be integrated into the EM Channel and will be shown on the homepage* before or on match days.

*positioning: tbd
Present the voting tool on WELT.de with a logo integration (multiscreen)!
Optional, we guarantee a fixed value of clicks for your presentation or your odds integration.

For this we switch on the Clickbooster. It is played out in affine environments and ROS with the formats AdBundle, Mobile Content Ad 4:1 and Mobile Medium Rectangle.
In this version of the brand story, branding works in a playful way: we create an entertaining quiz based on graphics, figures and facts from the customer’s field of activity / industry.

Advantages of the Quiz Brand Story:

- Strongly illustrated, exciting and entertaining presentation for a playful approach to the topic.
- The individual "knowledge bits" are very suitable for mobile dissemination via social networks.
- Smart content, entertainment at a high level and a subtle brand message that’s fun to watch.
Be the exclusive presenter of the EM 2020 Channel video formats with PreRolls¹!

A **spot with a length of up to 20 seconds** is placed in front of the content.

**Description:** Videos in the form of PreRoll Ads are clickable opener spots that are shown before the actual moving image reporting and thus achieve a high degree of attention.

¹A lead time of at least 5 days is required for the technical integration.
Use the InText Outstream Video Ads\(^1\) format exclusively on the EM 2020 Channel!

- Directly integrated VideoRoll into the content
- Precharged in non-visible area, starts only with visual contact (min. 50%)
- Audio activation by ‘mouse-over’ or click
- Pauses when scrolling out of the visible area
- Closes automatically after complete playback
- All other common video marketing parameters can be used (targeting, redirect, etc.)

\(^1\)A lead time of at least 5 days is required for the technical integration.
This is how newspapers are read today: Relevant news, excellent reports and impressive pictures on the tablet and smartphone.

- Issue-based subscription of the digital newspaper for a quiet, relaxed reading experience
- 24/7 bundling of the most important news from WELT.de, DIE WELT and WELT AM SONNTAG
- Additional reports including impressive pictures

Soccer EM 2020 Presenting

- Sportcenter Presenting: Your brand will be placed with your logo on the take-off mark and inside the sports centre.
- 1/1 page in the sport section
**EM PRESENTING**

<table>
<thead>
<tr>
<th><strong>Duration 06/12/2020 till 07/12/2020</strong></th>
<th><strong>Als, Page Views</strong></th>
<th><strong>Gross package price</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EM - Channel Presenting-Package (multiscreen)</strong></td>
<td>69,880,000</td>
<td>1,151,700.00 €</td>
</tr>
<tr>
<td>Billboard, Medium Rectangle (multiscreen), logo integration (desktop/MEW) in the EM-Channel, logo integration in the Homepage sports stage</td>
<td>45,500,000</td>
<td>200,000.00 €</td>
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<tr>
<td><strong>Presenting matchday overview (odds integration)</strong></td>
<td>15,000,000</td>
<td>66,000.00 €</td>
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<tr>
<td>Odds integration and logo integration under every game setting</td>
<td>5,000,000</td>
<td>12,500.00 €</td>
</tr>
<tr>
<td><strong>Clickbooster (CPC-special)</strong></td>
<td>5,000</td>
<td>FREE ON TOP!</td>
</tr>
<tr>
<td>AdBundle</td>
<td>12,500.00 €</td>
<td></td>
</tr>
<tr>
<td><strong>Presenting Voting-Tool</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voting-Tool: logo integration</td>
<td>FREE ON TOP!</td>
<td></td>
</tr>
<tr>
<td><strong>Sport Quiz Brand Story</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo integration, boilerplate (e.g. package S, billing: Page Views)</td>
<td>30,000</td>
<td>90,000.00 €</td>
</tr>
<tr>
<td><strong>Video formats</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>InText Outstream Ad</td>
<td>4,000,000</td>
<td>240,000.00 €</td>
</tr>
<tr>
<td>PreRoll Ad (up to incl. 20 sec.)</td>
<td>5,000,000</td>
<td>500,000.00 €</td>
</tr>
<tr>
<td><strong>WELT Edition</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/1 page for 1 month</td>
<td></td>
<td>43,200.00 €</td>
</tr>
</tbody>
</table>

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1) Page Views refers only to the format Sport Quiz Brand Story
2) Plus technical costs of € 3,500 for the integration of betting odds. The price is a package price in €, less 15% agency discount and 15% AE, plus VAT; lead time of 5 days or at least 4 weeks for betting odds integration; stationary and mobile are already discounted with over 82%.
3) No special discount possible, no guarantee on clicks, Clickbooster can only be booked within the Fußball EM 2020
4) only by booking of the betting odds
5) Overlength (21-30 sec.) + 20€ CPM || short spots (7-15 sec.) - 10€ CPM ||
6) up to incl. 20 sec.; overlength (21-30 sec.) + 20€ CPM || short spots (7-15 sec.) - 10€ CPM || VPAID + 10€ CPM.