EUROPEAN FOOTBALL CHAMPIONSHIP 2020

Media Impact
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-Paket multiscreen:

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

BETTING ODDS INTEGRATION

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.

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*Exemplary visualization
**positioning: tbd
Present the voting tool on WELT.de with a logo integration (multiscreen)!
OPTIONAL CLICKGUARANTEE

Optionally, 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 visual, exciting and entertaining preparation for a playful approach to the topic.
- The individual "knowledge bits" are very suitable for mobile distribution via social networks.
- Smart content, entertainment with a high level and a subtle brand message that is fun.
OFFER

PREROLL VIDEO ADS

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.

*Exemplary visualization
Use the InText Outstream Video Ads 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.)

'Lead time of at least 5 days is required for the technical integration.'
### EM - Channel
Presenting: Billboard, Medium Rectangle, logo integration in the EM channel and on the homepage sports.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>45,500,000 AIs</td>
<td>200,000 €</td>
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</tbody>
</table>

### Matchday Overview
Presenting: Odds integration and logo integration under every game setting.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>15,000,000 AIs</td>
<td>66,000 €</td>
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</table>

### Clickbooster
CPC-Special AdBundle

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 Klicks</td>
<td>12,500 €</td>
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</tbody>
</table>

### Sport Quiz Brand Story
Logo integration, boilerplate (e.g. package S, billing: Page Views)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,000 Page Views</td>
<td>90,000 €</td>
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</tbody>
</table>

### Video Formats
- InText Outstream Ad
  - 4,000,000 AIs / 240,000 €
- PreRoll Ad
  - 5,000,000 AIs / 500,000 €

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1. Duration 12.06. to 12.07.2020, ² multiscreen, ³ desktop/MEW, ⁴ The price is a package price in €, less 15% agency discount and 15% AE, plus VAT; lead time of 5 days, stationary and mobile are already pre-discounted with over 76%; ⁵ No special discount possible, no guarantee on the delivered clicks, click booster is only bookable within the Olympic Games 2020; ⁶ plus creation costs of 8,000 € for package S; ⁷ overlength (21-30 sec.) + 20€ CPM || Short spots (7-15 sec.) - 10€ CPM || ⁸ up to incl. 20 sec, excess length (21-30 sec.) + 20€ CPM || Short spots (7-15 sec) - 10€ CPM || VPAID + 10€ CPM ||