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.

<table>
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<tr>
<th>GENDER</th>
<th>52% ARE MALE</th>
</tr>
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25,06 MILLION UNIQUE USER
351,77 MILLION PAGE IMPRESSIONS

AGOF daily digital facts, basic digital WNK 18+ years (60.04 M); single month February 2020; called on: 05.03.2020
IVW January 2020
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.
WELT.de accompanies the Olympic Games with extensive, highly topical coverage. This includes editorial news and videos about athletes and coaches, opinions and discussions from and with the sports experts as well as current results and all events in the live ticker and in the medal table.
Make yourself the exclusive sponsor of the Olympia 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.
MEDALS TABLE

In addition, the presenter is included in the medal table with his logo.

The module will be integrated into the homepage, the sports channel and the channel and article pages of the Olympic channel.
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 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.
Use the InText Outstream Video Ads format exclusively on the Olympia 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.)
Presenting: Billboard, Medium Rectangle ², Logo integration in the Olympic channel and on the homepage - Sports stage ³

Olympia - Channel

31.750.000 AIs
280.000 € ⁴

Medals Table

Presenting: Logo integration in the medals table on the homepage and in the Olympics Channel

17.000.000 AIs
170.000 €

Clickbooster

CPC-Special AdBundle

5.000 Klicks
12.500 € ⁵

Sport Quiz Brand Story

Logo integration, binder (e.g. package S, billing: page views)

30.000 Page Views
90.000 € ⁶

Video formats

InText Outstream Ad ⁷

5.000.000 AIs
300.000 € ⁶

1 Duration 24.07. bis 09.08.2020, 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 discounted with over 76%; ⁵ No special discount possible, no guarantee on clicks, Clickbooster can only be booked within the Olympic Games 2020; ⁶ plus creation costs of 8.000€ for package S; ⁷ Überlänge (21-30 Sek.) + 20€ TKP || Kurze Spots (7-15 Sek.) + 10€ TKP ||