welt
OLYMPIA
2021
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.

Source: 2

| GENDER | 53% ARE MALE |
| AGE | 53% 20 - 49 YEARS OLD |
| EDUCATION | 43% MAX. SAT EXAM |
| INCOME | 28% 4,000 € OR MORE |
| EMPLOYED | 69% ARE EMPLOYED |

Source: 2

24,03 MILLION UNIQUE USER¹
353,18 MILLION PAGE IMPRESSIONS²

¹AGOF daily digital facts, basic digital WNK 18+ years (60.04 M); single month June 2020; called on: 03.07.2020
²IW June 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 2021 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.
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.
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.)
<table>
<thead>
<tr>
<th>Olympia - Channel</th>
<th>Medals Table</th>
<th>Clickbooster</th>
<th>Sport Quiz Brand Story</th>
<th>Video formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting: Billboard, Medium Rectangle, Logo integration in the Olympic channel and on the homepage - Sports stage</td>
<td>Presenting: Logo integration in the medals table on the homepage and in the Olympia Channel</td>
<td>CPC-Special AdBundle</td>
<td>Logo integration, binder (e.g. package S, billing: page views)</td>
<td>InText Outstream Ad</td>
</tr>
<tr>
<td>31,750,000 AIs</td>
<td>17,000,000 AIs</td>
<td>5,000 Klicks</td>
<td>30,000 Page Views</td>
<td>5,000,000 AIs</td>
</tr>
<tr>
<td>280,000 € 4</td>
<td>170,000 €</td>
<td>12,500 € 5</td>
<td>90,000 € 6</td>
<td>300,000 € 6</td>
</tr>
</tbody>
</table>

¹ Duration 23.07. bis 08.08.2021, 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 ||