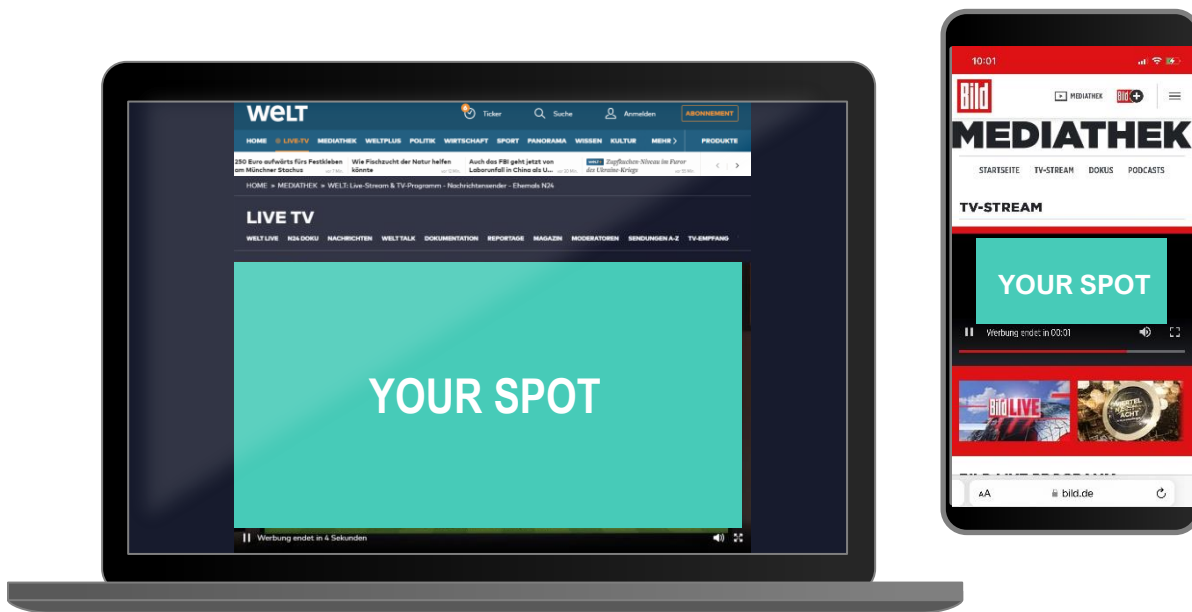




LIVESTREAM AD



THE NEW OTT-PRODUCT FROM MEDIA IMPACT

- Video ad integrated in the TV and event livestream of BILD and WELT.
- Server-side ad playout in the (TV-)adbreaks directly in the stream.
- Brandsafe – Since strict TV specifications are adhered to.
- No Adblocking, No Buffering
- Very high VTR, Since the ad is not clickable and the user:s do not leave the page.
- Targetingoptions: geo, technical and temporal targeting as well as targeting via IP address.
- Programmatic bookable

Format & spotlength	RoS & Custom	RoC	RoP
Livestream Ad to incl. 6 sec.	65€	55€	45€
Livestream Ad to incl. 20 sec.	85€	75€	65€
Livestream Ad to incl. 30 sec. ¹	95€	85€	75€

¹) Longer spots on request. Cost surcharge depending on excess length.
 Technical specifications of the advertising formats and dimensions can be found at www.mediaimpact.de/de/digital-formate.
 All prices are (unless otherwise stated) as CPM or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors reserved