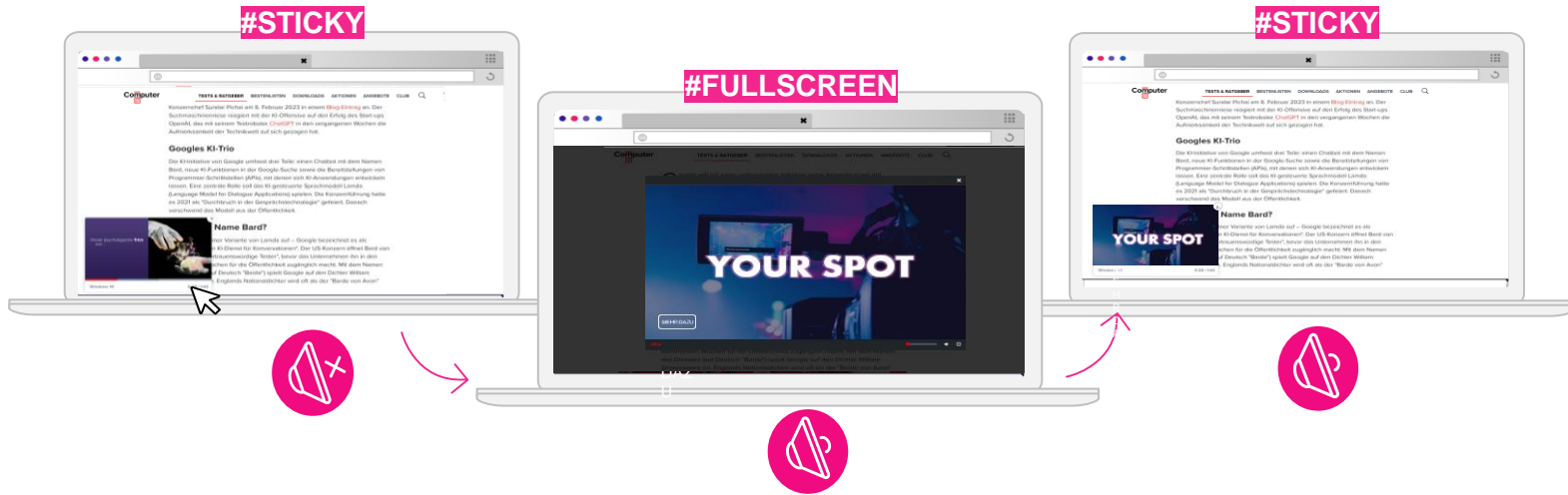


X-STREAM AD



X-TREEEME INSTREAM REACHES, HIGH ATTENTION & VIEWABILITY WITH OUR X-STREAM AD

- The X-Stream Ad is an **Instream Video Ad** on article pages, which is integrated into recommended videos of the editorial or the BILD Livestream - stationary and mobile*.
- When scrolling on the article pages, a **muted Sticky Player** with editorial video content starts in the lower left corner. The Ads are integrated into the content in an attention-grabbing way.
- When interacting with the Player - for example by clicking on the video content or the Video Ad, the Player opens **Fullscreen** and the sound is automatically activated.
- When leaving the Fullscreen mode, the Video or Video Ad minimises back to the Sticky Player without interruption and the sound remains activated.
- Bookable on: BILD.de, Autobild, Computerbild and Sportbild (more publishers to follow)

Format	RoS	RoP
X-Stream Ad (up to incl. 20 Sec.)	65 €	45 €

*Mobile embedding only on Sportbild

1) Overlength (21-30 sec.) + 20 € CPM // Short spots (up to incl. 15 sec.) - 10 € CPM

2) Bookable at Computerbild & Autobild stationary, Sportbild stationary/mobile and on BILD desktop (mobile on request)

Technical specifications of the advertising forms as well as dimensions can be found under <https://www.mediaimpact.de/de/digital-formate>

All prices are (unless otherwise stated) as CPM or fixed prices, less usual discounts and AE, plus VAT. | Subject to change and errors excepted.