

PERSONA

Find the perfect Persona for your Campagne

impassioned by

media **impact**—

TARGETED APPROACH TO MARKET-RELEVANT PERSONAS

- Each persona¹ we create incorporates sociodemographic characteristics such as age, gender and net household income, as well as behavioral characteristics, attitudes and interests.
- In order to be able to depict these in the best possible way, market research data was evaluated in advance and structural analyses were carried out. The insights gained from this were then translated into market-relevant target groups² using our data management platform.
- In the final step, the personas are modeled and profiled using state-of-the-art machine learning algorithms based on our first-party data.

Formats: freely selectable

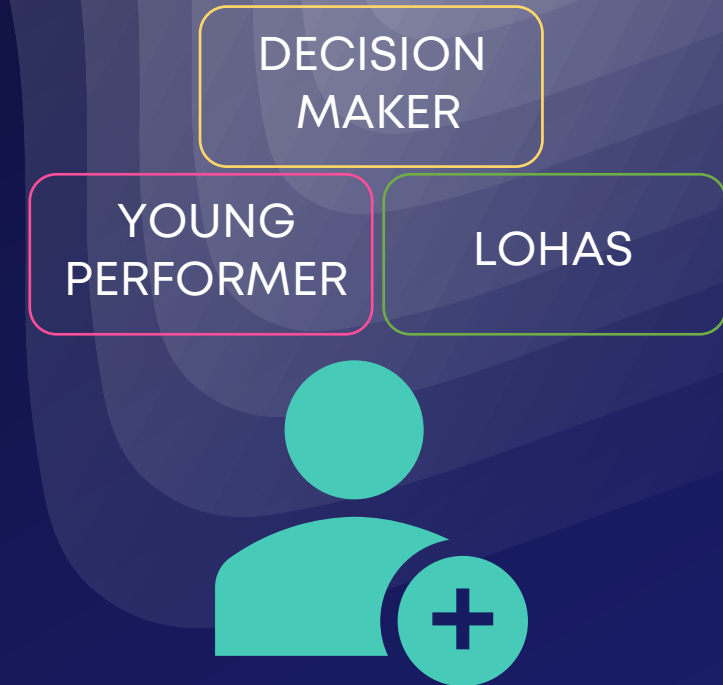
Playout: ROP (classic or programmatic)

Gross CPM: 20€³ surcharge on your volume booking

¹ Persona is the ideal representative of a target group

² the following personas are currently bookable: Young Performer, Decision Maker, LOHAS, Students, Fitness Foodies, Generation Z, Young Family, Best Ager, Travel Lover

³ Discount, AE and AR eligible



DECISION MAKER



Stefanie

Age : 40 years old
Residence : Big City
Profession : Finance Manager
Income : over 5000€

SKILLS

Communication ★★☆☆☆

Rhetoric ★★★★★

Self-confidence ★★★★★

Leadership ★★★★★

ABOUT ME

Stefanie's life is very dynamic - she works in a management position and has to take responsibility for important decisions. In addition, Stefanie is a family person, is married and has two children.

INTERESTS

Stefanie prefers to spend her free time with her family - preferably on vacation. Outside of work, Stefanie likes to listen to music on the radio to relax. She also enjoys doing sports, whether at home or in the gym.

SETTING

Stefanie is aware of her job position and the income that comes with it, so she favors premium products and upscale services and likes to get expert opinions when making purchasing decisions.

PERSONA DECISION MAKER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform
² Discount, AE and AR eligible

DECISION MAKER/ *FINANCE*

SKILLS

Openness



Rhetoric & Communication



Self-determination



Leadership



Gabriel

Age : 44 years old
Residence : Big City
Profession : Upper Management
Income : over +4000€

ABOUT ME

Gabriel's life is very dynamic - he works in an upper management position and is responsible for important decisions every day. In addition, Gabriel is a family man, is married and has one child.

INTERESTS

Gabriel prefers to spend his free time with his family - preferably on individual vacations. Outside of work, he likes to keep up with the latest scientific findings, and he also gardens.

SETTING

Gabriel is conscious of his job position and the income that comes with it, so he favors premium products and upscale services and likes to get expert opinions when making purchasing decisions.

PERSONA DECISION MAKER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

DECISION MAKER/IT

SKILLS

Consumerism



Internet

Tech-Nerd



Leadership



ABOUT ME

Frank is always busy, but never hectic. He doesn't mind being alone for a longer period of time. He has a great deal of specialized knowledge, which he likes to share on Internet forums.

INTERESTS

Frank is interested in the latest gadgets, which he likes to be the first to acquire, which may also have its price. Every now and then, he invites his friends over to his place, where they can try out his new acquisitions. He also moves in the gaming world.

SETTING

Frank doesn't let failures get him down easily, he has a lot of staying power when it comes to implementing his projects and has the ability to think things through from the end. He also rethinks completed things and is happy when he can optimize something in the process. He does not attach much importance to his appearance.



Frank

Age : 35 years old
Residence : middle-size city
Profession : IT-Service & Consulting
Income : 2500-3500€

PERSONA DECISION MAKER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform
² Discount, AE and AR eligible

LOHAS / LIFESTYLE OF HEALTH AND SUSTAINABILITY

SKILLS

Serenity



Cosmopolitanism



Environmental awareness



Healthy diet



Mathilda

Age : 30 years old
Residence : Big City
Profession : Educator
Income : 2500 €

ABOUT ME

Mathilda is a smart and cosmopolitan person. She informs herself extensively about sustainability and lives in a big city. She gets to work by bicycle. She consciously buys clothes from a secondhand store or at clothing swap parties.

INTERESTS

Mathilda likes to cook vegetarian dishes with her friends in her free time. When she wants to relax, she listens to music - from pop to electro. She likes to spend the weekend at flea markets or in her small urban garden.

SETTING

Health consciousness and principles of sustainability shape Mathilda's lifestyle. Animal welfare, social responsibility, and ethical and moral aspects are very important to her when making purchasing decisions. She therefore values organic food, as well as fairly produced and sustainable fashion.

PERSONA LOHAS¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

YOUNG FAMILY



Klaudia

Age : 33 years old
Residence : Small City
Profession : Pedagog
Income : 2500 € - 4000 €

SKILLS

Work-Fun Balance ★★★★★
Empathy ★★★★★

Enthusiasm

World connection



ABOUT ME

Klaudia is a passionate family man and mother of a young daughter. She appreciates the balance between everyday work and time with her family. That's why she recently moved with her husband and daughter to a small house in a quiet little town.

INTERESTS

In her free time, Klaudia enjoys doing yoga and volunteering at social service organizations. She also loves going on family vacations, spending time on the playground with her daughter, and hosting game nights with friends.

SETTING

Friends & family are the most important things in life for Klaudia. She tries to buy things as sustainably and consciously as possible. When making purchasing decisions, a reasonable price-performance ratio is very important to her.

PERSONA YOUNG FAMILY¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

FITNESS FOODIES



Sarah

Age : 26 years old
Residence : Big City
Profession : Teacher Bio & Sport
Income : 1500 € - 2500 €

SKILLS

Cooking



Discipline

Openess



Sporty



ABOUT ME

Sarah's passion is fitness and food. To stay up to date, she keeps herself informed on food blogs and social media about the latest trends in the industry.

INTERESTS

In her free time, Sarah enjoys sports: from relaxed jogging and gym classes to bolting or cycling. She also seeks adventure when she travels and likes to go camping, climbing or scuba diving. She enjoys going to festivals, but is just as fond of taking time out for a wellness vacation. After work, Sarah likes to invite her friends over for a cookout.

SETTING

Sarah's sustainable thinking, leads to the fact that she attaches great importance to a healthy lifestyle. When shopping, she pays close attention to the ingredients and quality of the products.

PERSONA FITNESS FOODIES¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

YOUNG PERFORMER

SKILLS

Tolerance



Sustainable thinking



Tech Nerd



Future orientation



ABOUT ME

Michael's goal is always to do his best and work hard to achieve his goals. In addition to his studies, he founded a start-up, which is now growing steadily. Micha enjoys working for a living, but also appreciates his free time on weekends and sports as a balance.

INTERESTS

Micah's interests are varied: he is interested in the latest tech trends as well as political issues, further education opportunities and digital transformation. To enable an independent financial future, he screens the financial markets after hours and invests in Krypto and ETF funds.

SETTING

Tolerance, openness to the world and empathy are very important to Micha. With his friends, he values good conversation and shared values. Micha is not an impulse buyer. He likes to compare products and takes innovation and sustainability into account in his purchasing decisions.



Micha

Age : 25 years old
Residence : Big City
Profession : Founder
Income : 2500 € - 3000 €

PERSONA YOUNG PERFORMER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

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² Discount, AE and AR eligible

GENERATION Z

SKILLS

Tolerance



Adventurous

Individuality



Trendsetter



ABOUT ME

For Elias, a world without smartphones and social media is unimaginable. He loves the streaming subscription offers of various platforms, likes to play games for a living and listens to a lot of German rap. With his friends, he always tries to experience something new to live out his individual and creative life.

INTERESTS

Elias is ambitious and likes to try his hand at numerous sports. In his free time, he likes to store for new clothes worn by his favorite influencers. To switch off, Elias watches series or funny YouTube videos. He likes to go to sporting events, movies or bars & clubs.

SETTING

Tolerance and openness are essential for Elias. Mobility and self-realization enable him to control himself in a fragile and uncertain world.



Elias

Age : 18 years old
Residence : Big City
Profession : Student
Income : financed by parents

PERSONA GENERATION Z¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

GENERATION Z/ *TIME SAVING*

SKILLS

Tolerance



Less is More

Individuality



Trendsetter



Maximilian

Age : 21 years old
Residence : Big City
Profession : Gap Year
Income : financed by parents
(savings)

ABOUT ME

For Maximilian, a world without smartphones and social media is unimaginable. He loves the streaming subscription offers of various platforms and loves to gamble for a living. Social interaction with his friends is particularly important to Maximilian, which is why he spends every possible minute with them-online or offline.

INTERESTS

He likes to go to sporting events, to the movies or to bars & clubs. He never has much time to cook, so he eats with his family, with his roommates, or has something delivered.

SETTING

Maximilian is inspired by celebrities and influencers when making purchasing decisions, but he also pays a lot of attention to individuality and being able to realize himself with his fashion.

PERSONA GENERATION Z¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

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GENERATION Z/ GAMING

SKILLS

Gaming & Technic ★★★★★ Thirst for knowledge
Individuality ★★★★★ Trendsetter



Leon

Age : 22 years old
Residence : Big City
Profession : Start of Study
Income : financed by parents

ABOUT ME

For Leon, a world without smartphones and social media is unimaginable. He loves the streaming subscription offers of various platforms and loves to gamble for a living. Social interaction with his friends is particularly important to Leon, which is why he spends every possible minute with them-online or offline.

INTERESTS

From first-person or multiplayer to manager games, computer software, games are the top expressions from the technology and gaming (e-sports, car, software, etc.) area.

SETTING

When making purchasing decisions, Leon is inspired by celebrities and influencers, but also pays a lot of attention to individuality and being able to realize himself with his fashion.

PERSONA GENERATION Z¹

Formats : freely selectable

Playout : ROP

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² Discount, AE and AR eligible

GENERATION Z/ HOME_PARTY

SKILLS

Tolerance



Society

Individuality



Trendsetter



Felix

Age : 24 years old
Residence : Big City
Profession : Student
Income : Working Student Job

ABOUT ME

For Felix, a world without smartphones and social media is unimaginable. He loves the streaming subscription offers of various platforms and loves to gamble for a living. Social interaction with his friends is especially important to Felix, which is why he spends every possible minute with them-online or offline.

INTERESTS

The idea of community is strongly pronounced, evident in art and cultural interests (music, films, books, etc.) and shared activities such as sports/body forming (fitness, soccer, etc.), which are of course also enjoyed in groups.

SETTING

When making purchasing decisions, Felix is inspired by celebrities and influencers, but also pays a lot of attention to individuality and being able to realize himself with his fashion.

PERSONA GENERATION Z¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

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STUDENTS



Anna

Age : 22 years old
Residence : Big City
Profession : Student
Income : more than 1200 €

SKILLS

Self-realization



Reading



Carefulness



Critically scrutinize



ABOUT ME

Anna is a student of communication science. She is a very dedicated and ambitious person. When she's not going through lecture notes, Anna loves to go out, meet her fellow students in bars and go to concerts.

INTERESTS

Annas likes to read books and meet friends for cooking or going out.

She also focuses on fashion and care products. A trip or a short vacation gives Anna a break from her everyday life.

SETTING

Fun and friends are especially important to her in order to be ready for new developments in life. A good education and, based on that, success in her job to be financially independent, motivate Anna every day.

PERSONA STUDENTS¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

GENERATION Y

SKILLS

Tolerance

Individuality



Social and Society

Tech-nerd



SETTING

Ethnic consumer behavior is therefore evident in purchasing decisions. It prefers brands and products that emphasize environmental compatibility, social responsibility and transparency in the supply chain, and is willing to pay more for quality and ethical standards.

PERSONA GENERATION Y¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

ABOUT ME

Laura lives the mantra that money is not everything and has a cosmopolitan attitude. She is about to graduate with a master's degree and is already looking for an employer who represents her inner values. From CSR to work-live balance everything is relevant for the decision.

INTERESTS

She is shaped by the technological changes she grew up in and social engagement with her friends.



Laura

Age : 28 years old
Residence : Suburbs
Profession : Master-Student
Income : side job

HANDS-ON HOME OWNER

SKILLS

Detail Orientation



Endurance



Problem-solving



Self-management



ABOUT ME

Reiner lives in a home that he maintains with dedication. He often takes renovation projects into his own hands and knows when to call in professional craftsmen. He greatly appreciates the value and comfort of his own home.

INTERESTS

Reiner likes to renovate his home carefully and prefers to invest in tools to improve his workshop. On weekends, he plunges into renovation projects alone or with friends to add value to his home.

SETTING

For Reiner, consistency and the value of his own home are central. He values the satisfaction that comes with completing a project, and safety in his own home is a priority.



Reiner

Age : 45 years old
Residence : Home Owner
Profession : Employed
Income : Average to upper average

PERSONA HANDS-ON HOME OWNER¹

Formats : freely selectable

Layout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

BUSINESS-TRAVEL-LUXURY

SKILLS

Self-confidence



Flexibility

Communication



Leadership



ABOUT ME

Stefan's life is very dynamic - he has a management position and must take important decisions. In addition, Stefan is a family man; he is married and has three children. And he tries to spend as much time as possible with them, despite his busy schedule.

INTERESTS

Stefan enjoys spending his free time with his family, preferably on vacation. Outside of work, Stefan maintains an enjoyable lifestyle and is not afraid to share it with those around him. He also has a very active lifestyle and is not afraid to travel a lot, either for work or with his family.

SETTING

Stefan is aware of his professional position and the income it brings. He therefore prefers high-quality products and services and is not afraid to seek the advice of experts when making purchasing decisions.

PERSONA BUSINESS-TRAVEL-LUXURY¹

Formats : freely selectable

Playlist : ROP

Gross CPM: 20€² surcharge on your volume booking



Stefan

Age : 43 years old
Residence : Big City
Profession : CEO
Income : over 5000 €

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

LUXURY ADEPT

SKILLS

Experienced

Epicurian



Self-confidence

Quality Lover



Nathalie

Age : 49 years old
Residence : Big City
Profession : Layer
Income : + 4000 €

ABOUT ME

Nathalie's schedule is very full - she works in a law firm and must take important decisions. Nathalie also wants to be involved with her family - she is married and has two grown-up children. And despite her busy schedule, she tries to spend as much time as possible with them.

INTERESTS

Nathalie loves to experience quality moments with her friends or family in her free time. Be it a shopping trip in the most beautiful stores in the city or a drive in her sports car in the countryside.

SETTING

Despite her very affluent lifestyle, Nathalie takes her spending seriously and doesn't hesitate to seek advice from professionals, whether it's financial advice or managing her growing wealth.

PERSONA LUXURY ADEPT¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

TRAVEL LOVER



Age : 33 years old
Residence : Big City
Profession : Senior Consultant
Income : + 4000 €

SKILLS

Self-determined



Organisationstalent



Performance-oriented



Educated



ABOUT ME

Chris is the backpacker par excellence, as his greatest passion is traveling. Whether for a short trip to a sophisticated city or the relaxing vacation by the sea. No problem for Chris thanks to his good job position.

INTERESTS

Chris spends are self-development and openness to the world in the foreground. He attaches great importance to authenticity, commitment and responsibility.

SETTING

Chris' lifestyle is focused on the constant search for new experiences and encounters. To do this, he does not shy away from investing a considerable budget to give himself the opportunity to travel the world in complete freedom.

PERSONA TRAVEL LOVER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

TRAVEL LOVER/ADVENTURE ENTHOUSIAST

SKILLS

Self-determined



Organisation talent



Performance-oriented



Educated



Anna

Age : 35 years old
Residence : Big City
Profession : Freelance Creatives
Income : +/- 4000 €

ABOUT ME

Anna loves discovering new addresses and her greatest passion is traveling. Whether it's a short trip to discover unusual places in a European capital or a relaxing vacation by the sea. No problem for Anna thanks to her good professional position.

INTERESTS

Anna focuses on personal development and openness to the world. She places great value on new experiences, no matter what the budget.

SETTING

For Anna, the world is a playground that she wants to travel as often as possible. She shares her discoveries and recommendations with her friends and family on social media.

PERSONA TRAVEL LOVER¹

Formats : freely selectable

Playlist : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

BEST AGER

SKILLS

Experienced



Curious



Mental fitness



Quality Lover



Thomas

Age : 53 years old
Residence : Big City
Profession : Civil engineer
Income : +/- 4000 €

ABOUT ME

Thomas attaches great importance to quality and is willing to spend more money on it. Since he has saved up a lot, he likes to treat himself and enjoy life. His curiosity is what makes him tick, so he likes to have a mix of favourite brands and always something new.

INTERESTS

Thomas is hungry for new experiences in life. He shares his vitality & love of travel with his wife, which is why they embark on exciting adventures. Whether hiking, skiing or mountain climbing, no problem for Thomas thanks to his healthy lifestyle.

SETTING

For Thomas, authenticity and credibility are particularly important. He keeps up with technical developments and values personal appreciation, which he has earned through his experience in life.

PERSONA BEST AGER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

BEST AGER/BIKING

SKILLS

Experienced



Curious



Mental Fitness



Quality Lover



Frank

Age : 57 years old
Residence : Mid-size City
Profession : Sales Manager
Income : +/- 4000 €

ABOUT ME

Frank attaches great importance to quality and is prepared to spend more money on it. Since he has saved money, he likes to treat himself and enjoy life. His curiosity drives him to mix his favourite brands with novelties.

INTERESTS

Frank is eager for new experiences in life. He shares his vitality and love of travel with his wife, which is why they embark on exciting adventures. His passion is sport and especially cycling, no problem for Frank thanks to his healthy lifestyle.

SETTING

For Frank, authenticity and credibility are particularly important. He follows technical developments and values his personal esteem, which he has gained through his life experience.

PERSONA BEST AGER¹

Formats : freely selectable

Playlist : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

BEST AGER/ *CULTURE*

SKILLS

Experienced



Curious



Mental Fitness



Quality Lover



Ròman

Age : 57 years old
Residence : Mid-size City
Profession : Sales Manager
Income : +/- 4000 €

ABOUT ME

Ròman attaches great importance to quality and is willing to spend more money on it. Since he has saved money, he likes to treat himself and enjoy life. He particularly likes beautiful things and invests in brands with a story.

INTERESTS

Ròman is eager for new experiences in life. He shares his vitality and his desire for new experiences with his family, he is not afraid to take them on holiday to the opera or on a boat trip.

SETTING

For Ròman, authenticity and credibility are particularly important. He follows the technical developments and attaches importance to his personal appreciation, which he has gained through his life experience.

PERSONA BEST AGER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

HENRY/ *HIGH EARNER NOT RICH YET*

SKILLS

Eco-conscious



Frugal

Epicurian



Curious



Charlotte

Age : 32 years old
Residence : Big City
Profession : Marketing Manager
Income : 3500 - 4000 €

ABOUT ME

Charlotte is looking for authentic experiences and values transparency and quality in her shopping and lifestyle. She wants to move away from consumerism by investing in timeless pieces and defining experiences.

INTERESTS

Charlotte does not hesitate to travel to have unique experiences and to leave her comfort zone to come out stronger. When she is not travelling, however, she feels the need to furnish her home so that it reflects her personality, no matter how much it costs, and is a place where she feels comfortable.

SETTING

Charlotte earns well but does not neglect much. She prefers to invest in a sophisticated urban lifestyle. For her, every purchase must have a positive impact socially as well as economically and ecologically.

PERSONA HENRY¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

JOB SEEKER

SKILLS

Experienced

Dynamic



Motivated

Self-confidence



ABOUT ME

Niklas studied biology and is actively looking for a job. However, the last few months have been complicated because the job market is saturated. Nevertheless, he is motivated and does not hesitate to expand his network and skills.

INTERESTS

The latter is a very curious person and always motivated to try new things. However, the last few months have not helped to boost his self-esteem. Fortunately, Niklas can count on his fellow human beings to support him.

SETTING

Due to his situation, Niklas is very frugal and cannot afford to spend much. However, he would not hesitate to invest in further education if it would help him stand out in the job market.



Niklas

Age : 37 years old
Residence : Big City
Profession : job search
Income : unemployment benefits

PERSONA JOB SEEKER¹

Formats : freely selectable

Playout : ROP

Gross CPM: 20€² surcharge on your volume booking

¹Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

² Discount, AE and AR eligible

HEAVY STREAMER

SKILLS

Communication



Curious



Trendsetter



Individuality

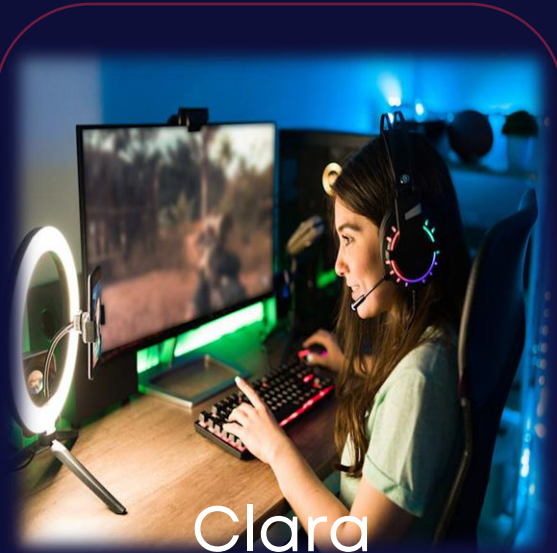


ABOUT ME

Clara is a so-called digital native and spends a lot of her free time online. After work, she likes to relax with films or series. But also, her favorite influencers live or on social networks.

SETTING

She does most of her shopping online and especially appreciates the speed and smooth process that this type of service offers. She does not hesitate to buy the latest trendy item to form her own opinion or support her celebrities.



Clara

Age : 23 years old
Residence : Big City
Profession : Educator
Income : over 1800 €

INTERESTS

Clara follows the online news and has subscribed to numerous streaming websites so as not to miss the latest trending show. She shares her interest in the shows on social media.

PERSONA HEAVY STREAMER¹

Formats : freely selectable

Playlist : ROP

Gross CPM: 20€² surcharge on your volume booking

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² Discount, AE and AR eligible