

MEDIAKIT - UPDAY

2024



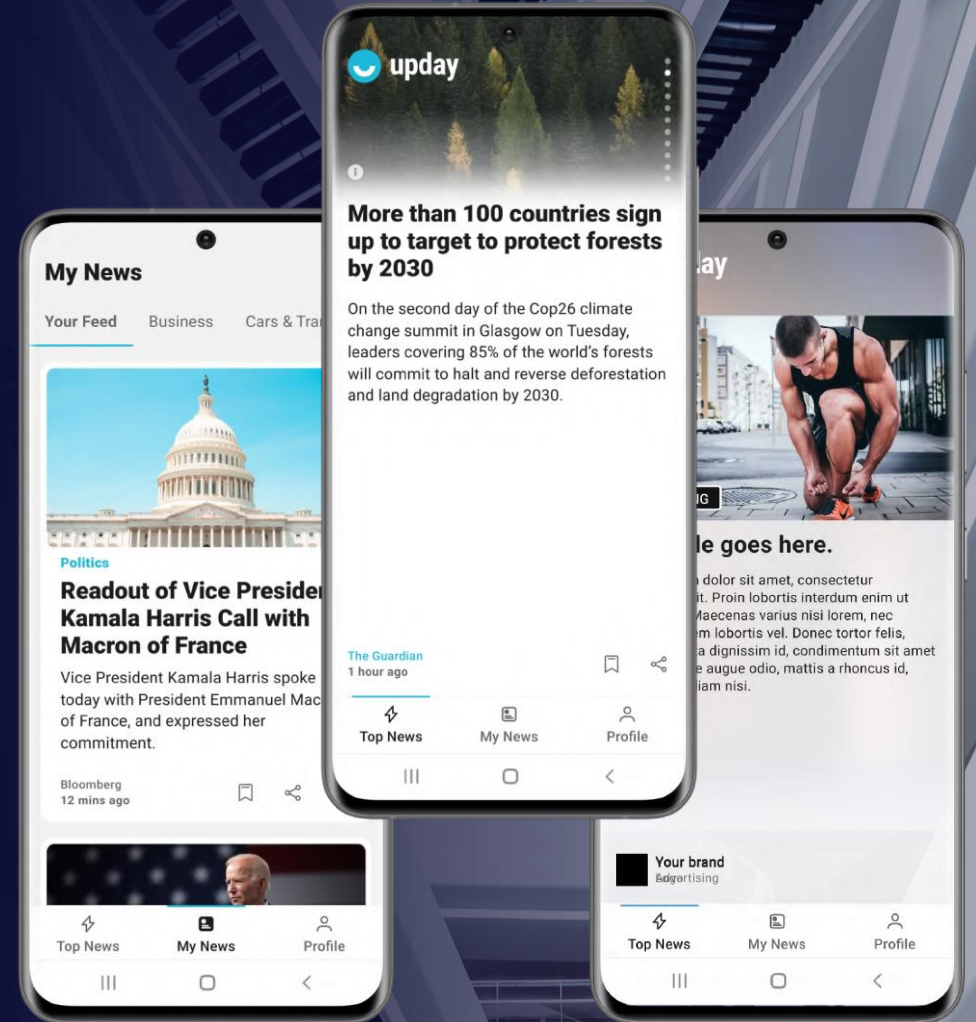
impassioned by

media **impact** —

UPDAY AT ONE GLANCE

upday – Europe's most popular news app provides more than 5 million unique users¹ in Germany every month with news tailored to their personal interests, curated from hundreds of reputable sources and our own editorial team, which compiles the top news of the day around the clock.

Thanks to the clear presentation of the full-screen maps and the intuitive operation of the app, you benefit from high-performance native integration in a high-quality and innovative environment with an affine user base.



¹) agof daily digital facts, Basis: digitale WNK 16+ Jahre (61,14 Mio.); Einzelmonat: August 2022; abgerufen am: 2022-12

EUROPES NEWS APP #1

5.53 MIO.

Unique User per month¹



78.49 Mio.
Visits per month²



1.20 Mio.
Daily Unique
User¹



15 cards
Ø Swipes per
user per day³



5 minutes
Ø daily usage
per user³

1) Agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month November 2022; retrieved on: 2022-12

2) IVW December 2023/3) Own survey

TOP NEWS & MY NEWS



TOP NEWS

TOP and BREAKING News

The most interesting news curated by updays editorial team directly to your smartphone.

Fast and reliable breaking news whenever something important happens.

About 20 different top news items a day.



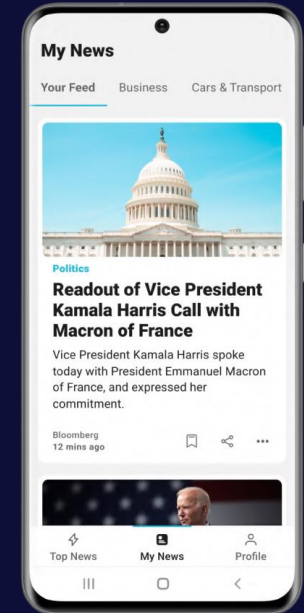
MY NEWS

INDIVIDUAL Feed

The My News map stream is based on the personal interests of the upday user.

A continuously learning algorithm generates the personalized news feed.

All articles are based on thousands of trusted and verified sources.



ADVERTISING FORMATS

Display / Video Advertising card



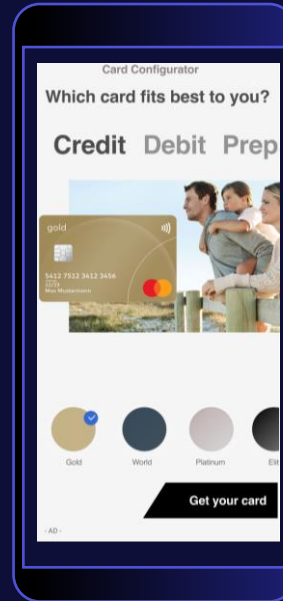
Whether it's a static image, animated HTML5 or video - together we will skillfully present your advertising message in an eye-catching way!

Native Advertising card



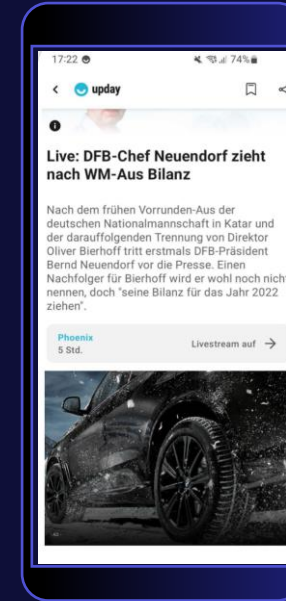
Your advertising message with the look and feel of upday! The native advertising card consists of an image, headline, teaser text and your sender including logo.

Rich Media / Interactive Ad



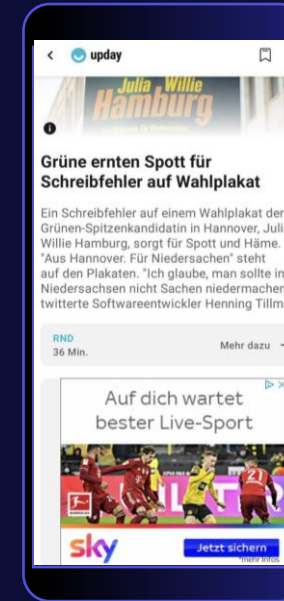
Reach your target group with interactive and exciting advertising formats that will be remembered. Carousel Ad, Snap Story and much more.

Medium Rectangle



Whether in TopNews, MyNews or in ROS. With the Medium Rectangle, you can reach upday users throughout the app at an affordable price.

Push Medium Rectangle



When the user clicks on a push notification, they are taken to a news card on which a pure MRec placement is integrated.

UNIQUE TARGETING OPTIONS

Thanks to an extensive pool of 1st party data, you benefit from upday's unique targeting options:

- 12 interest categories with up to 16 detailed topics per category
- Targeting based on reading preferences and specific keywords
- Audience targeting based on geo-localization
- Target group targeting according to end devices

 Business: Business, Career, Digital economy, Media & advertising, More business, Personal finance, Start ups, Stock markets

 Cars & Transportation: Airplanes, Boats & Yachts, Cars, More cars & Transportation, Motorcycle

 **Culture: Architecture, Art & Design, Arthouse Film, Books, More Culture, Photography, Stage**

 Entertainment: More entertainment, Cinema, TV & Radio, Celebrities


 Life & Style: Beauty, Sex & Relationships, Fashion, Food & Drink, Health & Fitness, Home & Garden, More Lifestyle, Pets

 Music: Pop, Classical, Electro, Hip Hop & RnB, More Music, Rock, Country & Folk


 News: World news, DE news, Opinion

 Politics: local politics, world politics, political opinion

 Science & Education: Body & Mind, Earth & Nature, History, More Science, Physics & Space, School & University

 Sports: Boxing, cycling, extreme sports, soccer, Formula 1, golf, martial arts, motor sports, rugby, tennis, athletics, US sports, winter sports and much more.

 Technology: Apps, Smart Living, Games, Gadgets & Computers, More Technology, Mobiles & Tablets, Software & Development, Internet

 Travel: Active vacation, Cruises, More travel, Local destinations, Ski vacation, World destinations