

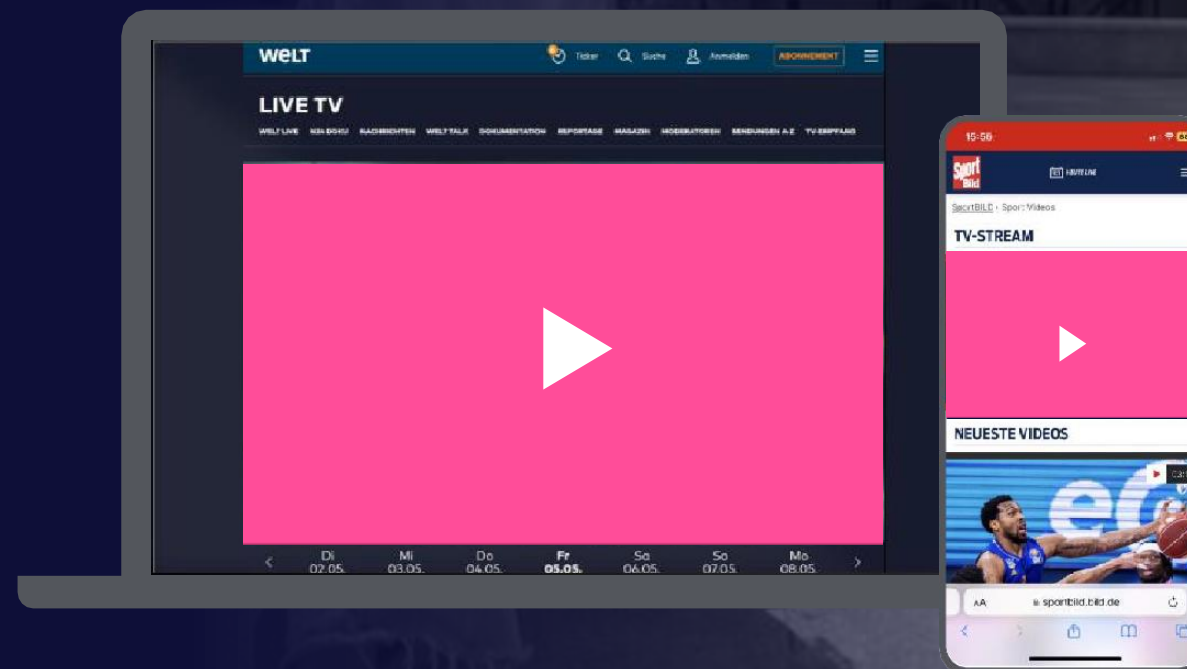
(LIVE)STREAM AD

OTT WITH MI – UNIQUE ENVIRONMENTS FOR YOUR VIDEO CAMPAIGN

How it works: Video ads are directly integrated into the livestream, where the ad serving takes place serverside during the adbreak itself.

Booking options: Geo, technical and time based targeting, as well as targeting via IP address are all possible across WELT TV livestreams, BILD Event Livestreams, Pluto TV and FAST Channels from AUTO BILD, BILD, COMPUTER BILD and SPORT BILD.

Note: Only available for multiscreen booking.

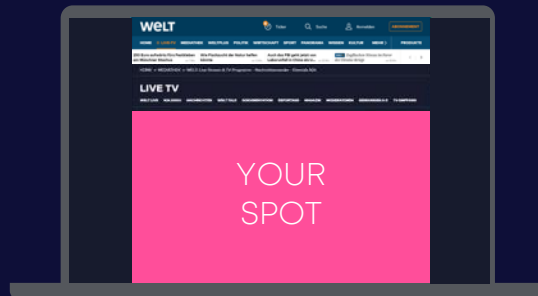


Format	Floor Price RoN	Floor Price RoC
Livestream Ad (up to incl. 20 Sec.1)	17,00 €	19,00 €

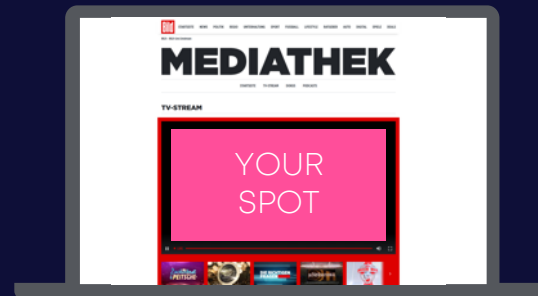
1) Longer spots available upon request. Find technical specifications of advertising formats and dimensions at <https://www.mediaimpact.de/en/digital-formats>

PLACED WITHIN THE FRAMEWORK OF HIGH QUALITY CONTENT

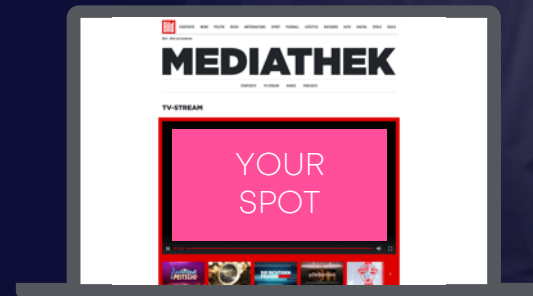
WORLD TV LIVESTREAM



IMAGE* EVENT LIVESTREAM



FAST-CHANNEL



PLUTO TV



Permanent livestream 24/7

Content:
News, stock market news,
documentation, DYN content

Reach: 6.5 million ais/month **

Livestream for selected events

Content:
Celebrity and sporting events including weekly
DYN games (handball and basketball
Bundesliga)

Highlights 2024:

- Fame Fighting
- Berlinale Party
- PICTURE Heart Summit
- BILD Children's Health Summit
- PICTURE Precautionary gIPs

Range depending on event

Permanent streams 24/7

Content:

- AUTO BILD: All about mobility.
- BILD: Best of BILD
- COMPUTER BILD
- SPORT BILD: various sports topics

Reach: 1.7 million/month**

Livestream & on demand

Content:
Over 150 different channels with different
topics.

- Lifestyle & Comedy
- Music
- Sport
- Movies & Entertainment
- News & documentaries
- Kids & Gaming

Reach: 10 million AIs/day
Approx. 75% CTV share

*Broadcast on Bild.de, Sportbild.de, Bildplus
**Average total reach for BILD and WELT