ARTIFICIAL INTELLIGENCE

impassioned by _____ media impact__



MORE NORE

has set itself the goal of filling the MORE with even more selected focus topics in 2024.

MORE ARTIFICIAL INTELLIGENCE

The topic that moves WELT. Heavily discussed, highly invested in and already used in many different ways.

welt

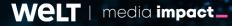
Further focus topics for 2024:

MORE DECISION MAKER

MORE SUSTAINABILITY

MORE HEALTH

WHY DOES WELT REVOLVE AROUND



Welt

Only a few topics are currently as controversial as artificial intelligence.

WHY AI AND WELT?

GLOBALE FOCUS TOPIC

Rapid development of AI technologies is influencing the economy, education, healthcare, politics and social interactions. FIRST-CLASS EXPERTISE

WELT categorizes disruptive and multifaceted AI developments for an interested readership.

INNOVATIVE & INTERESTED

With 4.5 million innovators and early adopters in its readership, WELT is the leader among media brands.* WELT users act as opinion leaders in their environment.

AI SURROUNDINGS

WELT as a multimedia Al media brand creates innovative environments across all channels for more artificial intelligence.

b4p 2023 II; Innovatoren / Frühe Übernehmer (Marke pro Monat); WELT 4,5, Mio., FAZ 3,0 Mio. ZEIT 2,7 Mio., Süddeutsche Zeitung 2,8 Mio., Handelsblatt 1,9 Mio.



THE 360-DEGREE-AI-MEDIA BRAND



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DID YOU KNOW?

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COME

- WELT launches digital assistant **WELT COL**: a completely new product experience for WELT subscribers. WELTgo! can take over tasks, entertain and inform.
- Due to the new partnership between Axel Springer and OpenAl, the WELT ChatGPT plugin is the first German media brand to be available in the OpenAl Store (Dec. 2023)
- First WELT SUMMIT AI (Sept. 2024)
- 360-degree AI event marketing: with intelligent storytelling and branded content formats in digital, print and TV!
- Editorial content and tailor-made cross-media AI environments
- WELT has already awarded the German AI Prize for the 5th time in 2023
- "Ok, AI?" First and unique podcast from a media brand on AI
- AS founds global team for generative AI (Jul. 2023)
- Al-supported newsletter ("Best of" / "Money Mail" newsletter)
- Al theme stage: 365 days on WELT Digital and reach 19.35 million unique users¹
- Further formats in planning stay tuned!



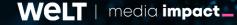
DIGIDAY MEDIA AWARD 2024 IN THE CATEGORY "BEST NEWSLETTER"



Olaf Gersemann Head of Economy, Finance, Real Estate "Our activities at WELT are among the most innovative work the industry has to offer. At least that's what a jury of two dozen American communications experts appointed by the New York media magazine Digiday said. This week, the jury honored our AI-powered best-of newsletters with the 'Digiday Media Award' 2024. A nice confirmation of our approach of using AI not only for more efficient processes, but also for new products. And a nice confirmation that crossdiscipline cooperation pays off."

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A STRONG PARTNER $\bigcirc | \mathbb{P} \setminus (\bigcirc) | \mathbb{P} \rangle$ MESSAGE



365 DAYS PRESENT



Welt | media impact

AI-SPECIAL PAGE. FIRST-CLASS EXPERTISE, FIRST-CLASS SURROUNDINGS

- AI topics: Education, Mobility and much more.
- Trends and innovations: Research, start-ups, industries & society
- Al in companies and in everyday life
- Reflections on the ethical and social implications, responsible handling

Your ad

- Every 2nd Sat./Sun. of the month
- Format example*: ¼ page landscape or corner field ad
- Price: € 37,800.00 gross



Welt | media impact

MORE ARTIFICIAL INTELLIGENCE | DIGITALE THEME SPECIAL WELT

YOUR EXCLUSIVE APPEARANCE IN WELT AI SURROUNDINGS!

In topic specials, editorial articles matching the Al topic are summarized on a landing page. You act as the exclusive sponsor of the editorial environment and are presented there with

- a header and footer &
- a sitebar and multiscreen with a medium rectangle¹.
- Highlights: Navigation entry and logo integration² on WELT Home
- Term: 4 weeks, 3 packages possible:
- Package S: 400,000 Als, Package M: 800,000 Als, Package L 1.45 million Ais
- Price: from €25,000 gross



Vorbereitung Künstliche Intelligenz hat längst auch an den Unis Einzug gehalten. Zwar sind Programme wie ChatGPT noch anfällig für Falschinformationen. Doch wer die richtigen Befehle eingibt, kann sich mit ihnen auf Prüfungen vorbereiten. Ein Überblick über die praktischsten Methoden.

 $\bullet \bullet \bullet$

YOUR ADVERTISING MATERIAL

the Winter III

YOUR ADVER-TISING MATERIAL



Other formats on request
Logo integration within your own stage, home stage only possible from theme special M onwards



WELT SUMMIT VISION NOW DIGITAL SECURITY

For a common understanding of risk

POSITION YOURSELF AS A SECURITY EXPERT!

Top-class panels, expert interviews & interdisciplinary knowledge transfer at the 3rd WELT VISION NOW SUMMIT Digital Security. Security experts talk about digitalization, data protection, transatlantic cybersecurity and artificial intelligence.

WHEN?/ JUNE 4, 2024

WHÉRE?

AXEL SPRINGER HQ + LIVESTREAM ON WELT.DE

WHO?

EXPERTS FROM POLITICS, INDUSTRY, IT, SCIENCE AND PUBLIC INSTITUTIONS (APPROX. 80 PARTICIPANTS)

WELT EUROPEAN SUMMIT ARTIFICIAL INTELLIGENCE

IN COOPERATION WITH SCHWARZ

WELT EUROPEAN SUMMIT AI

The AI table of the future

WHEN? SEPTEMBER 10./11, 2024

WHERE?

HEILBRONN, BILDÚNGSCAMPUS

WHO?

APPROX. 100 PEOPLE FROM POLITICS, INDUSTRY, SCIENCE AND THE START-UP SCENE DISCUSSION ROUNDS ON THE LATEST DEVELOPMENTS AND APPLICATIONS OF AI WITH THE WELT-EDITORIAL TEAM!

In cooperation with the Schwarz Group, the media brand WELT is inviting renowned AI experts from industry, science and politics from Germany and Europe to the WELT EUROPEAN SUMMIT AI. The event will kick off with an exclusive pre-event dinner. The subsequent full-day conference with impulses and panel discussions will focus on European sovereignty with regard to developments in artificial intelligence, application examples and data security in cloud computing.

WeLT | media impact_

GERMAN AI-AWARD

An initiative for Germany as a business and science location



PRESENT THE AI SPECIAL AWARD!

For the 5th time, the media brand WELT is honoring outstanding achievements in the field of artificial intelligence with the AI Award. The largest and most important recognition in Germany and Europe. Event live stream on WELT.de!

DFUTSCHER

KI-PREIS

Wei

WHEN?/ SEPTEMBER 26, 2024

WHÉRE?

AXEL SPRINGER HQ + LIVESTREAM ON WELT.DE

WHO?

POLITICIANS AND APPROX. 120 AI EXPERTS FROM INDUSTRY, RESEARCH AND THE GERMAN START-UP SCENE



FUTURE PIONEERS AWARD

Exclusive networking between founders and top-level decision makers



PRESENT THE WINNER OF YOUR AWARD CATEGORY!

A sustainable economy needs innovation, courage and pioneers who are passionate about their ideas and want to make the world a better place! The FUTURE PIONEERS AWARD from Business Insider & WELT will be presented in October 2024 to thought leaders for future topics.



OCTOBER 10, 2024

WHERE?

AXEL SPRINGER HQ + LIVESTREAM ON WELT.DE + BUSINESSINSIDER.DE

WHO?

APPROX. 130 PEOPLE FROM POLITICS, INDUSTRY, SCIENCE, SOCIETY, CULTURE AND THE GERMAN START-UP SCENE



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YOUR CONTACT

YOUR CONTACT PERSON IN SALES FIND HERE.

