

(LIVE)STREAM AD

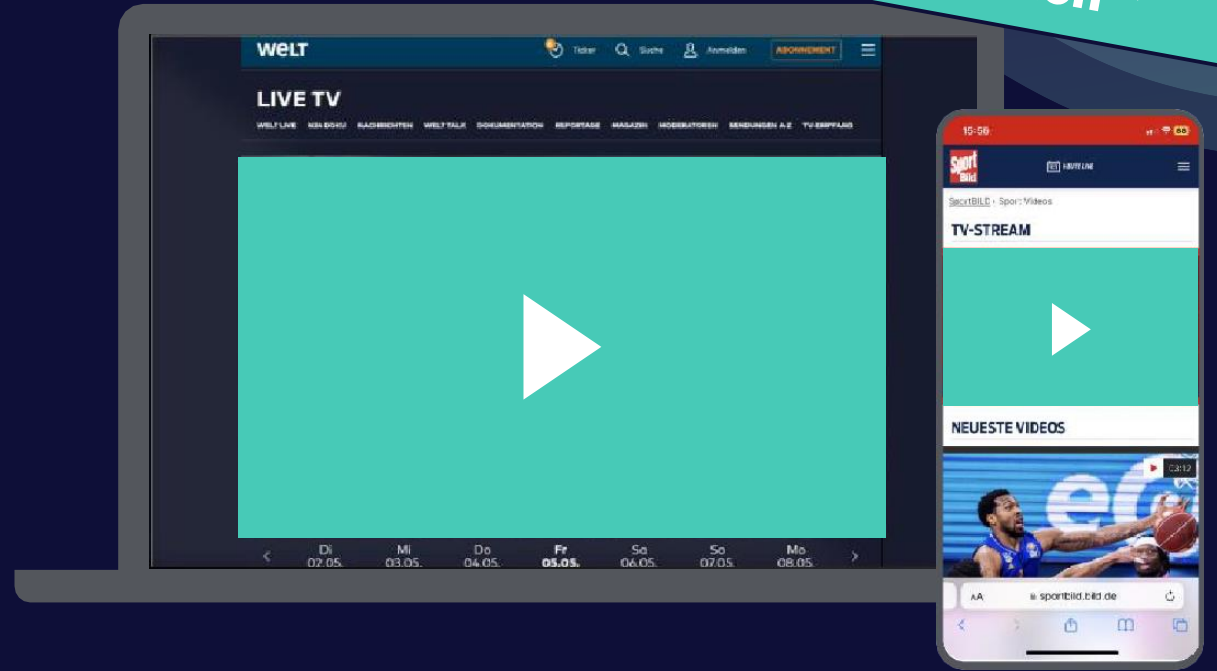
OTT WITH MI – UNIQUE ENVIRONMENTS FOR YOUR VIDEO CAMPAIGN

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: For CTV-Only targeting, there is a surcharge of €6 net.

>120 Mio. Als/Month
Total reach**



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

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

** Total reach of all bookable streams

OTT & CTV VIDEO ADVANTAGES AT A GLANCE

Brandsafe – Since strict TV specifications are adhered to.

Particularly high-reach environments with news, sports, music, lifestyle, entertainment und automobile.

Thematic diversity – Due to the different orientation of our hero-brands BILD and WELT and the broadly diversified offer of pluto tv there is a suitable environment for every target group.

>95% VTR – Since the ad is not clickable and the user:s do not leave the page.

No adblocking, no buffering

Higher quality ads – Due to the server-side ad playout, the server always selects the highest quality ad to match the screen size.

