



MEDIA IMPACT VIDEO ADVERTISING

OVERVIEW

PORTFOLIO & REASON WHY

PORTFOLIO

WHY VIDEO?

**VIDEO
OVERVIEW**

INSTREAM FORMATS

**PRIMARY
INSTREAM**

(LIVE)STREAM AD

**MUTED
INSTREAM AD**

X-STREAM AD

YOUTUBE

OUTSTREAM FORMATS

**INTEXT-
OUTSTREAM AD**

**ADVANTAGES OF
THE FORMATS**

VIDEO SPECIALS

**INTERACTIVE
ADVERTISING**

CLICK FOR MORE INFORMATIONS

| media **impact**

STRONG BRANDS UNDER ONE ROOF

MEDIA IMPACT VIDEO 2024



OVERVIEW

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ALWAYS PLAYING

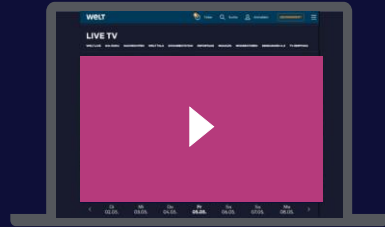
Video advertising offers a strong staging and high attention for brand or product!

Digital video content, combined with high-quality editorial content, delivers greater advertising impact as well as longer viewer engagement, better brand recognition and recall!

EMOTIONS! If advertising videos are charged with strong emotions right at the start, this provides a moment of surprise, creates a strong appeal and creates identification with the brand or the advertised product!

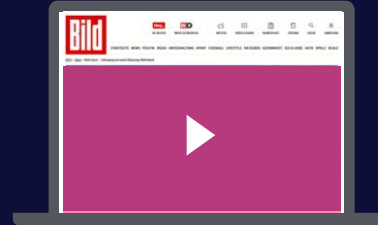
VIDEO OVERVIEW

INSTREAM



(LIVE)STREAM AD OTT/CTV

VTR: >95%¹

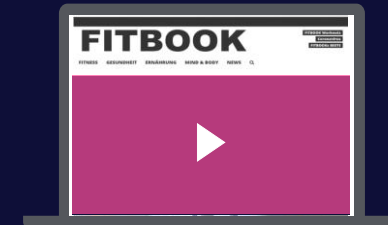


MUTED INSTREAM

VTR: 60%¹

CTR: 1,74%¹

VIEWABILITY: 75%¹

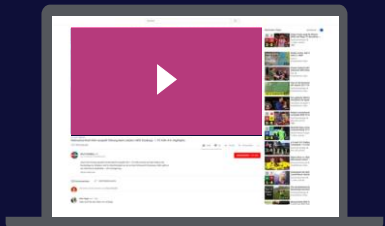


PRIMARY INSTREAM MARKETING BY ADALLIANCE²

VTR: 83%¹

CTR: 2,94%¹

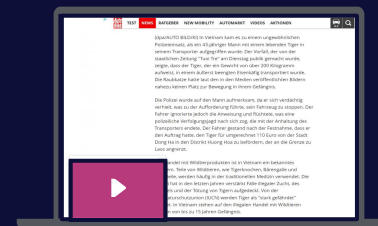
VIEWABILITY: 71%¹



YOUTUBE

VTR: 73%¹

CTR: 0,26%¹



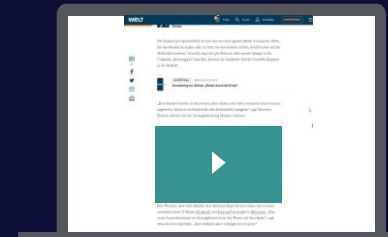
X-STREAM AD

Accompanying Instream

VTR: 65%¹

CTR: 0,23%¹

VIEWABILITY: 79%¹



INTEXT OUTSTREAM AD

VTR: 27%¹

CTR: 0,29%¹

VIEWABILITY: 77%¹

OUTSTREAM

¹ Average value Media Impact AdServer/Google Ad Manager

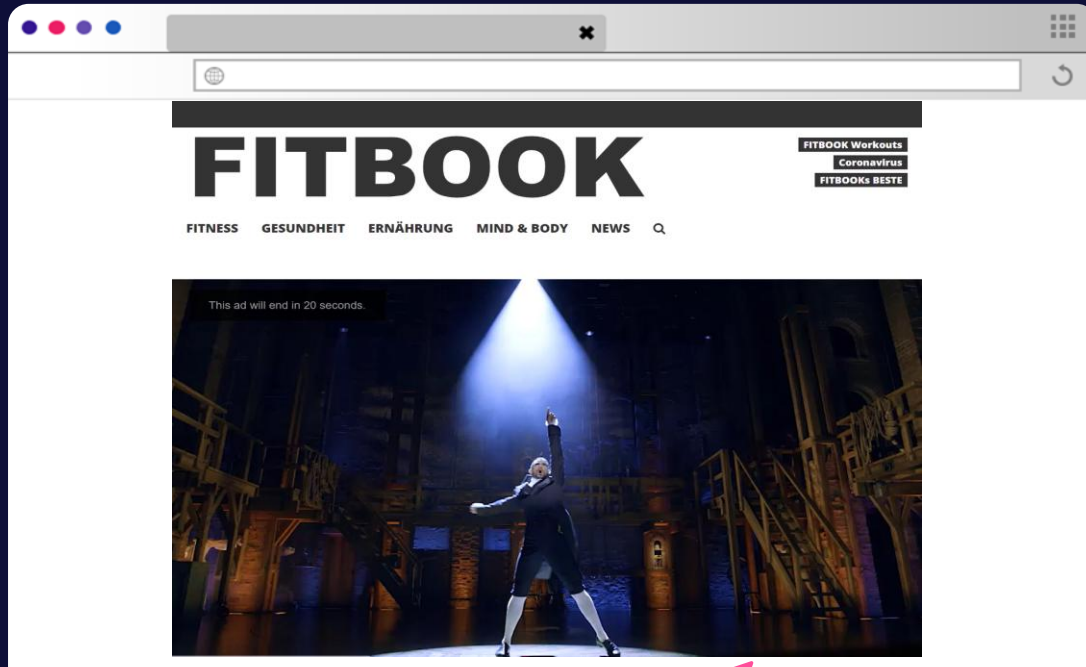
² Initial marketing by the Ad Alliance, excluding selected sports areas and the entertainment environment on BILD.de, instream as part of concept marketing, betting providers and gambling customers, programmatic instream deals via the DSP DV360.



INSTREAM FORMATS

Primary Instream, Livestream Ad, X-Stream Ad & YouTube

PRIMARY INSTREAM



Click to start

VTR: 83%¹

CTR: 2,94%¹

VIEWABILITY: 71%¹

Description: Instream video ads can be delivered before (preroll) or in the middle (midroll) of a content video; ad starts with sound; video starts through user action (click-2-play)

Advertising placements:

- **Short Clip:** Video ad with a maximum length of 6 seconds; is delivered before the content
- **Preroll:** Video ad with a maximum length of 30 seconds; is delivered before the content
- **Midroll:** Single-interrupter-spot with a maximum length of 30 seconds; is delivered in editorial content videos if they are at least 8 minutes long.

Needed assets: Video preroll ([SPECS](#)) and video midroll ([SPECS](#))

Initial marketing by the Ad Alliance, except for the areas listed on slide 9

1) Average value Media Impact AdServer, pre- and midroll, click rate without Smart TV

OVERVIEW

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PRIMARY INSTREAM AT MEDIA IMPACT

Selected Sport Instream environments¹ on BILD



Attention-grabbing video ads in the entertainment environment on BILD.de

Instream as part of concept marketing

Betting providers & gambling customers

Programmatic instream deals via DSP DV360

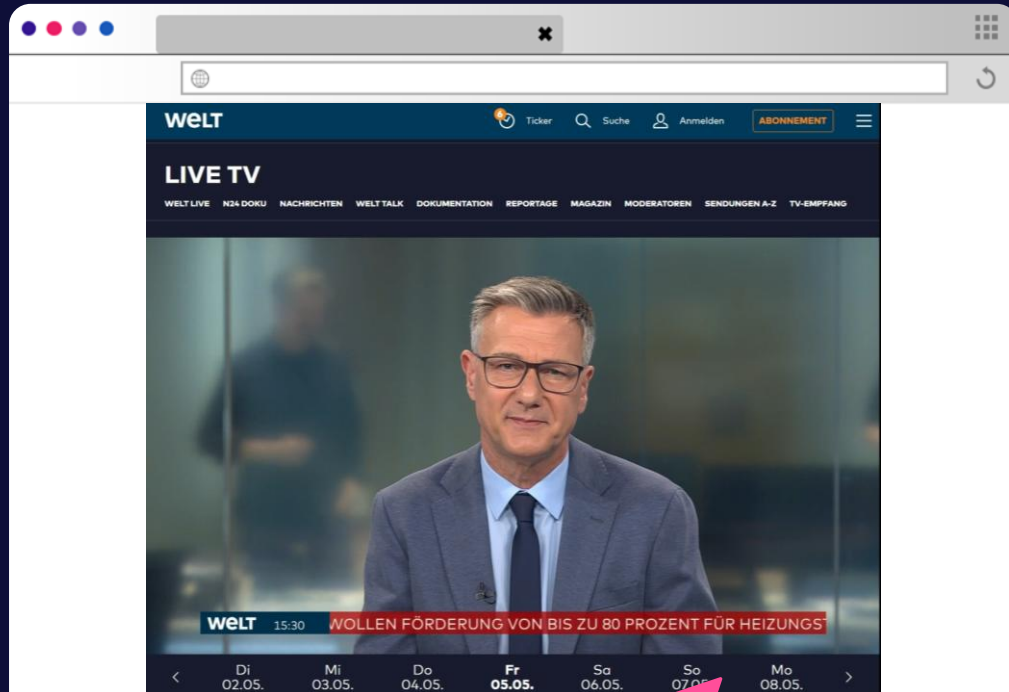
Initial marketing by the Ad Alliance, with the exception of the areas listed here

¹) Bundesliga soccer, international soccer, US Sport, DFB Pokal, press conferences and selected highlights for the Bundesliga, UEFA Champions League, Darts World Cup, international: Serie A, Ligue1, LaLiga.

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(LIVE)STREAM AD



Description: Video ad integrated in the (live)stream of AUTO BILD, BILD, pluto tv, SPORT BILD and WELT¹. The ad is delivered on the serverside during the (TV) commercial breaks of the streams.

- Very high VTR (>95%), as the ad is not clickable and users do not leave the page.
- Targeting options – Geo-, technical and temporal targeting as well as targeting via IP address.
- Brandsafe

Programmatic: Can also be booked programmatically.

Needed assets: Video Livestream Ad ([SPECS](#))

VTR: >95%²

Billing is on a CPM basis

1) Bookable in the WELT TV livestream, BILD event livestream and the FAST channels of AUTO BILD, BILD, & SPORT BILD. Can also be booked programmatically.

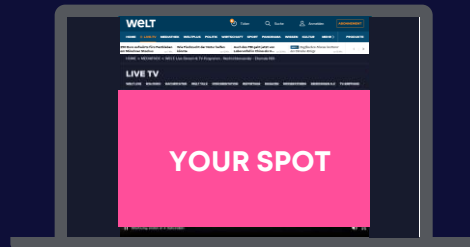
2) Average value Media Impact AdServer

OVERVIEW

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OUR (LIVE)STREAMS

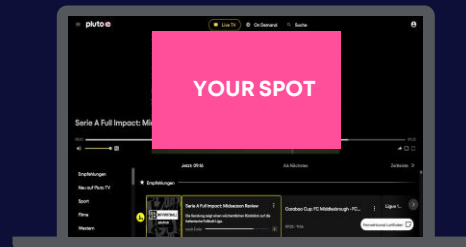
TV-Livestream WELT



Permanent Livestream
24/7

What's on?
News, stock market news,
documentaries

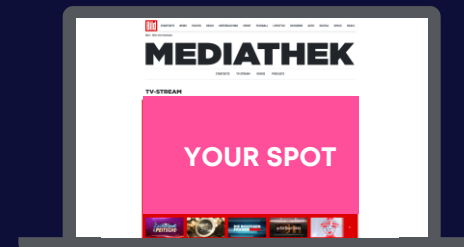
PLUTO TV



Livestream & on demand
content

What's on?
+150 Channels with the
themes: Lifestyle &
comedy, music, sports,
movies & entertainment,
news & docus, kids &
gaming

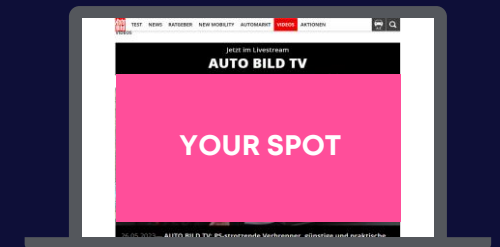
Event-Livestream BILD¹



Livestream for
selected events

What's on?
Celebrity- and
sportsevents incl. DYN
(Handball- and
Basketball Bundesliga)

FAST-Channels AUTO BILD, BILD & COMPUTER BILD SPORT BILD



Permanent Livestream
24/7

What's on?
AUTO BILD: All about mobility
BILD: Best of BILD
COMPUTER BILD: Tech on point
SPORT BILD: various sports
topics

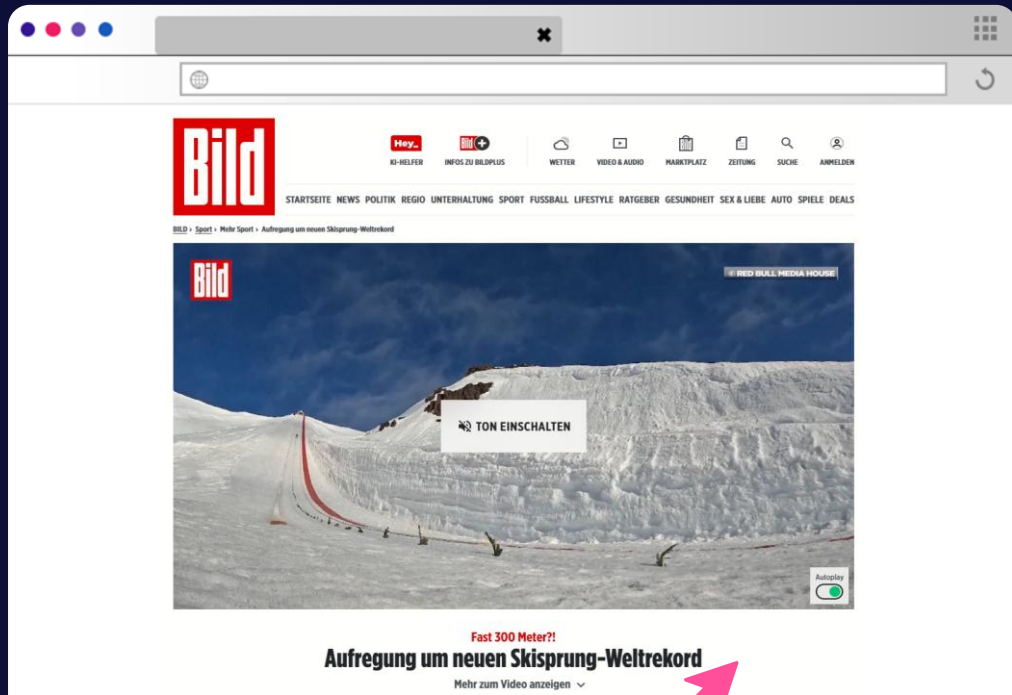
Always request a forecast before booking at the following e-mail address: vlasmivideomarketing@axelspringer.de

¹) Delivery on bild.de, sportbild.de and welt.de

OVERVIEW

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MUTED INSTREAM AD



Click to start

VTR: 60%¹

CTR: 1,74%¹

VIEWABILITY: 75%¹

Description: A video article is called up and the content video starts muted (autoplay). The users watch the video muted and do not activate the sound. After 5 seconds, your muted video ad appears, where users can activate the sound at any time.

- Extremely everyday/environmentally friendly
- Very high click rate (Ø 4.89%¹)
- Diverse targeting options

Programmatic: Can also be booked programmatically.

Needed assets: Muted Instream Ad ([SPECS](#))

Billing is on CPM basis

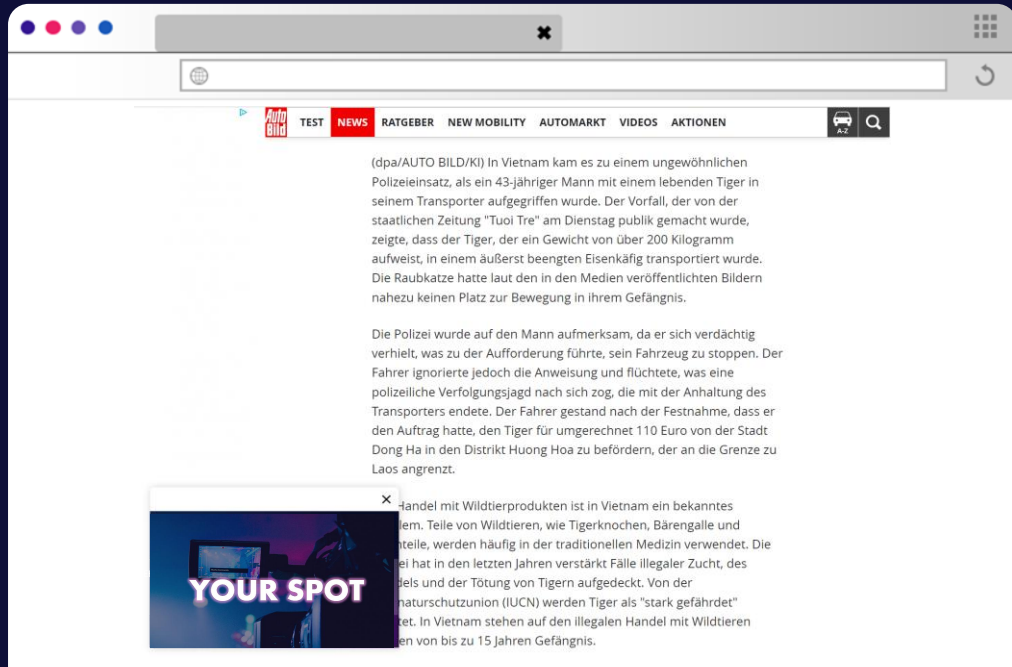
Bookable on autobild.de, bild.de, computerbild.de, sportbild.de and welt.de, Desktop & MEW

¹) Average value Media Impact AdServer

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X-STREAM AD



Description: When scrolling on article pages, a small, muted "sticky player" is displayed in the bottom left-hand corner. The first commercial with your video ad starts immediately, followed by high-quality, editorial video content. The player remains prominent in its position even when scrolling further. The sound can be activated by click.

- Our instream video format with the highest reach
- High Viewability (Ø 79%¹)

Programmatic: Can also be booked programmatically.

Needed assets: Video X-Stream Ad ([SPECS](#))

VTR: 65%¹

CTR: 0,23%¹

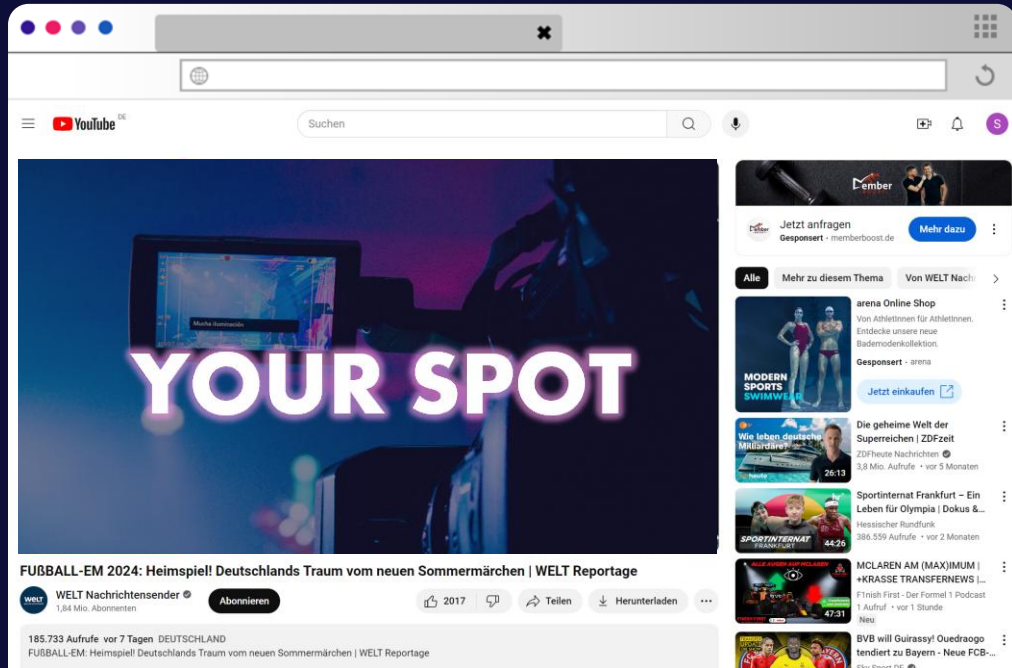
VIEWABILITY: 79%¹

¹) Average value Media Impact AdServer

OVERVIEW

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YOUTUBE



VTR: 73%¹

CTR: 0,26%¹

Description: Video ads on YouTube are played before (preroll) or during (midroll) the video content. The non-skippable setting ensures that your video ad cannot be skipped by the user, which guarantees that the ad is played.

- Selection of individual playlists from our channels possible
- Can also be booked as a Programmatic Guaranteed Deal

Needed assets : YouTube Ads ([SPECS](#))



>1,98 Mio.

Subscribers



>1,67 Mio.

Subscribers



>828.000

Subscribers



>625.000

Subscribers



>182.000

Subscribers

Targeting possible (geo- & socio-demographic data). Surcharge of €11 gross per targeting criterion. Always request a forecast before booking at the following e-mail address: ads@mediaimpact.de

OVERVIEW

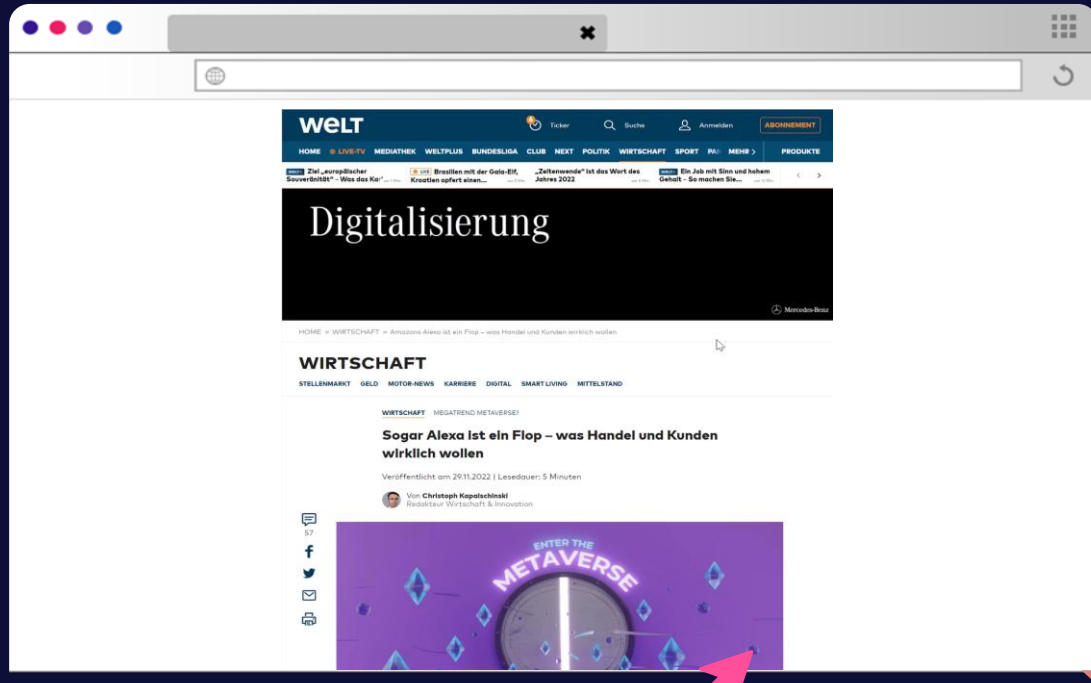
| media **impact**



OUTSTREAM FORMATS

Intext-Outstream Ad

INTEXT-OUTSTREAM AD



Click to start

Description: Intext-Outstream is a multiscreen InPage video format; it opens when reading a text by scrolling; the video ad is placed in the heart of an editorial content; the video starts automatically (muted) as soon as at least 50% is in the visible area and stops when scrolling further (Scroll-2-Play); audio activation by click

- Our highest-reach video format
- Diverse targeting options

Needed assets: Video Intext Outstream Ad ([SPECS](#))

VTR: 27%¹

CTR: 0,29%¹

VIEWABILITY: 77%¹

Billing is on a CPM basis. CPCV on request

1) Average value Media Impact AdServer

OVERVIEW

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ADVANTAGES AT A GLANCE

EMOTIONAL

HIGH REACH

HIGH VIEWABILITY

EFFECTIVE

NON-SKIPPABLE

PROGRAMMATICALLY BOOKABLE

INNOVATIVE FORMATS

HIGH QUALITY CONTENT

STRONG BRANDS

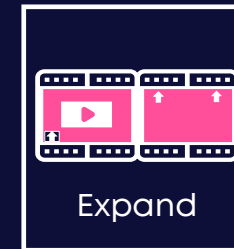
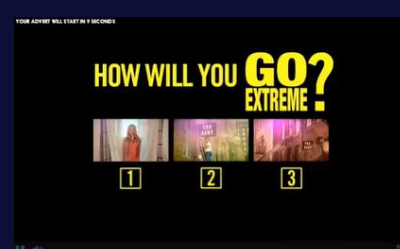
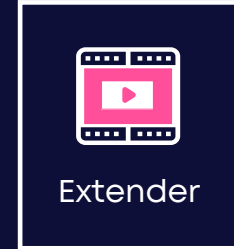
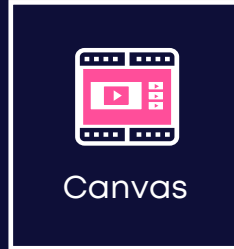
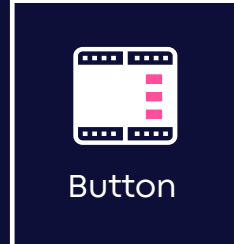
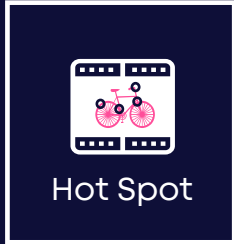
BRAND SAFETY

OVERVIEW

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ACTIVELY INVOLVE USERS

INTERACTIVE ADVERTISING



CLICK TO PLAY

OVERVIEW

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