



# The Winter Olympics 2018 in Pyeongchang

## WELT Digital

Marketing WELT Digital  
07/02/18

media **impact** ■

# Overview

Olympics 2018

## Introduction of WELT Digital

1. **Portrait**
2. **Olympics Channel Presenting**
3. **Presenting Medals Table + Live Ticker**

WELT Edition

1. Portrait
2. Sports Center Presenting

## Brand family WELT

**WELT** stands for a wide journalistic offer in print and digital. WELT encompasses all journalistic formats – from news, over opinions through to documentations.

Every story – no matter whether as text, video, photo or live coverage – claims to inform **reliable and user-oriented** and to delight our reading public equally with **passionated Journalism**, innovative products and eagerness to experiment.



# Welcome to the new WELT!

We merge the leading portals WELT and N24 to a new multimedia portal



**WELT Digital** pools online, mobile and app presentations under a strong, multimedia brand standing for progressive, high-value and dynamic subjects on all channels.

**Video:** WELT.de provides all important stories also as video and thus uses the power of Germany's top TV news channel N24.

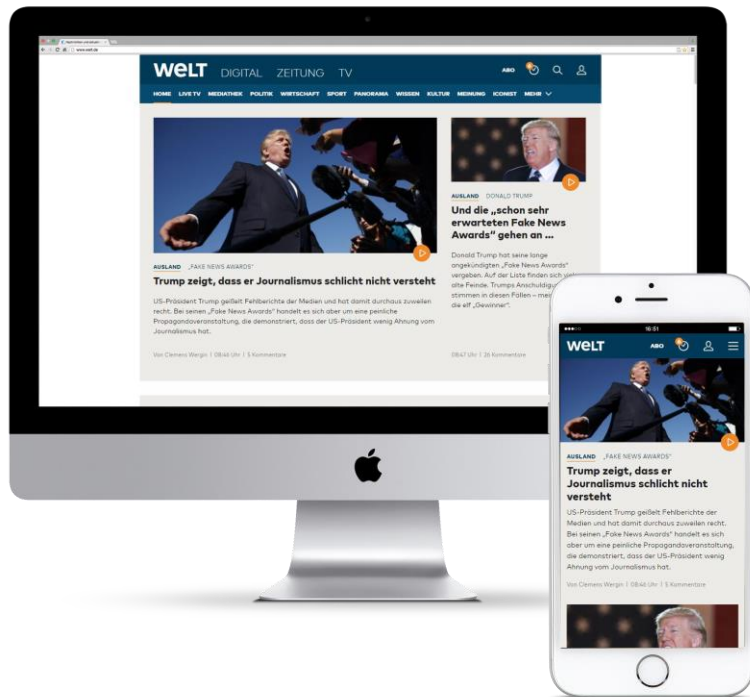
**Live:** WELT.de is always live, with the latest live tickers, live streams on breaking news or the current TV program of N24.

**Orientation:** WELT.de offers content orientation and has strong convictions and is diverse. Our contents are curated according to news and relevant interest areas.

**Community:** Our community is part of WELT as we have developed the product together with our users.

# Our users: Highly educated and high income

WELT is getting younger



GENDER	<b>55% ARE MEN</b>
AGE	<b>58% ARE 20 TO 49 Y.</b>
EDUCATION	<b>42% MAX. SAT EXAM</b>
HHNI	<b>25% MIN. 4,000 €</b>
EMPLOYED	<b>70% ARE EMPLOYED</b>

Source: AGOF daily digital facts January 2018, Basis: digital WNK 14+ ages (58.96 M.); single month January 2018

# The perfect integration of your brand

Winter Olympics 2018

**WELT** stands for respectability, competence and quality within the German online journalism. Those high performance requirements accompanies the WELT SPORT editorial department also during the **Winter Olympics from 9 February – 25 February 2018 in Pyeongchang**. Make use of our Olympic environment for your brand presentation and become an exclusive partner. Profit during the whole Olympics from an environment, which does not need to hide.

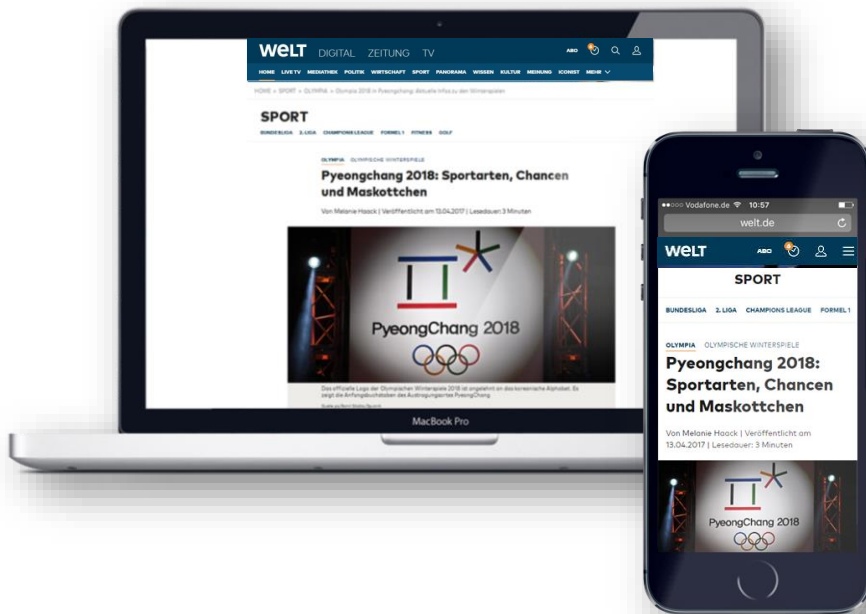
On each site of the Olympics channel a fireplace (stationary), a medium rectangle (multiscreen) as well as a logo of your brand (multiscreen) is permanently placed.

Components/Advertisement Forms of the channel presentings are:

- **Presenting-Layer (stationary)**
- **Fireplace (stationary)**
- **Medium Rectangle (multiscreen)**
- **Logo integration (multiscreen)**
- **Presenting various modules**

# Concept of content

The Winter Olympics 2018



Before and during the Winter Olympics the WELT editorial department provides extensive, highly topical news.

Considerably linked on the WELT.de Homepage and in the Sports Channel users are lead to the articles related to the Winter Olympics.

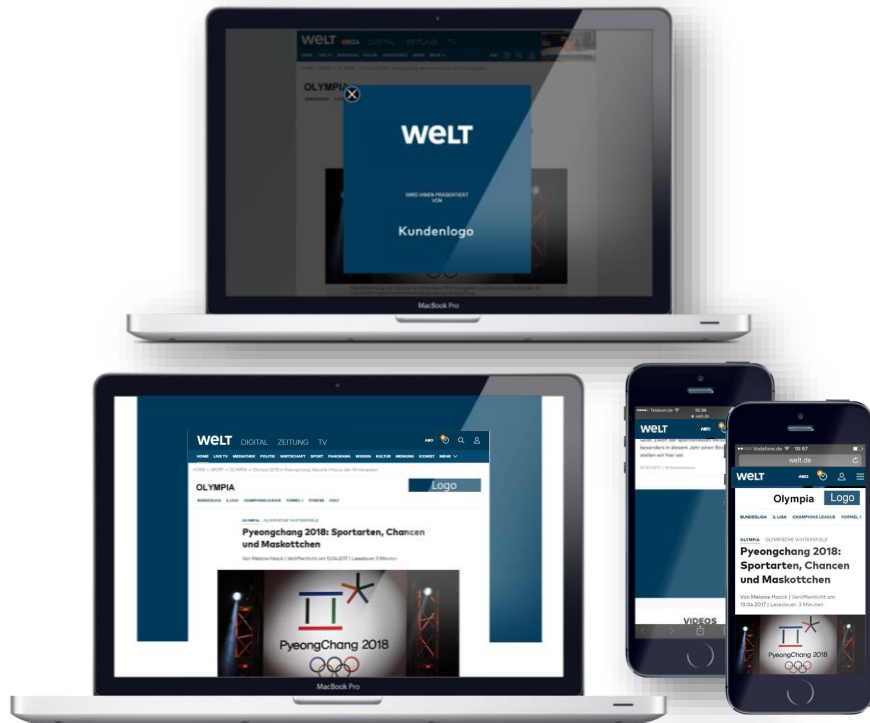
Interactive and multimedial formats (pictures, videos, comments, etc.) complete the special.

## Modules:

Medals table, live ticker on the homepage available 24/7

# Olympics Channel Presenting

The Winter Olympics 2018



Use the perfect environment on WELT.de and become a presenter of the Olympics channel including the live ticker and medals table.

## Presenting-Layer:

- Appear as an exclusive sponsor of the Olympics channel by integrating your logo.
- Before each first visit of the Olympics channel (FC 1 per visit) the channel sponsor will be presented.<sup>1</sup>

## Presenting-Package:

- On each site of the Olympics channel a fireplace (desktop), a medium rectangle (multiscreen) and the logo of your brand (multiscreen) is permanently and firmly positioned.
- During the whole runtime exclusive placement of the sponsor within the whole Olympics channel is provided.

<sup>1</sup>) Already discounted with 50%; plus creative costs IAO 400,00 € (not discount- and AE-capable); lead time of 5 business days



# Olympics Channel Presenting

The Winter Olympics 2018

The screenshot shows the WELT website interface for the Olympics 2016 in Rio. The top navigation bar includes 'HOME', 'LIVE TV', 'MEDIATHEK', 'POLITIK', 'WIRTSCHAFT', 'SPORT', 'PANORAMA', 'WISSEN', 'KULTUR', 'MEINUNG', 'ICONIST', and 'MEHR'. The main header displays 'Olympia 2016 in Rio' and 'Ergebnisse, Medaillen und Wettbewerbe'. Below this, there are sections for 'Alle Medaillen', 'Zeitplan', and 'Medallenspiegel'. The 'Medallenspiegel' table shows the following data:

LAND	Gold	Silber	Bronze	Gesamt
1. USA	3	5	4	
2. China	3	2	3	
3. Australien	3	0	3	
4. Italien	2	3	2	
5. Südkorea	2	2	1	
6. Ungarn	2	0	0	

Below the table, there is a news article titled 'Trumps Präsidentschaft am (vorerst) absoluten Tiefpunkt' with a sub-headline 'AUSLAND COMEY-MEMO AUFGETAUCHT'. The article text reads: 'Ein Memo von Ex-FBI-Chef Comey soll belegen, wie Trump versuchte, die US-Justiz zu behindern. Viele Republikaner gehen auf Tauchstation. Senator McCain sagt: „Wir haben diesen Film schon mal gesehen.“'.

Medals table on the homepage

The customer will be integrated in the following modules:

- Medals table
- Live ticker

The modules will be integrated rotary on an own page as well as on the homepage, on the sports channel and on the channel- and article- sites of the Olympics channel.

## Advertisement/Format

Logo integration

# Olympics Channel Presenting

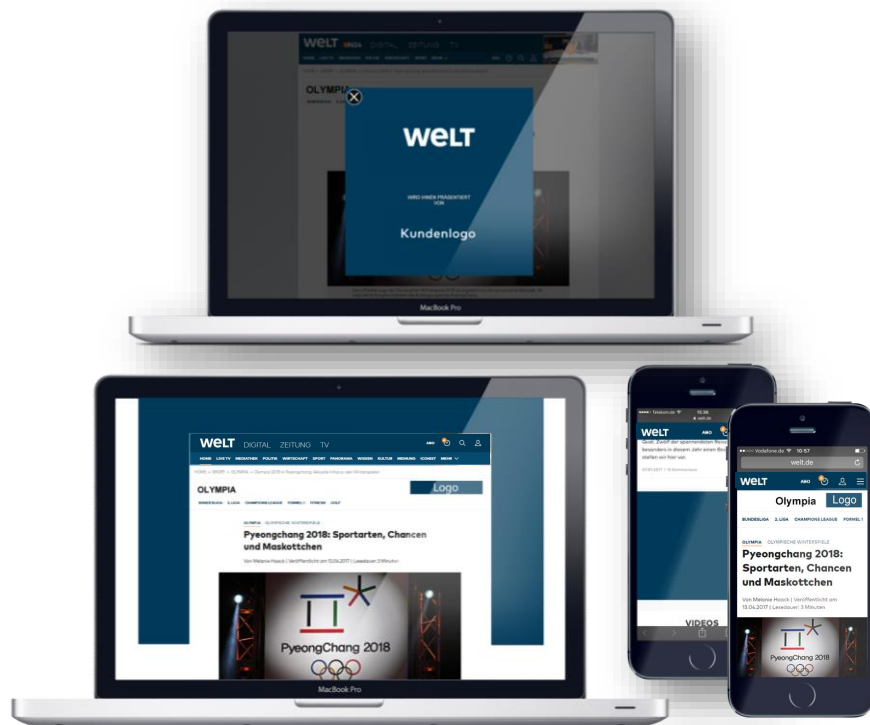
The Winter Olympics 2018

## Elements:

- Presenting-Layer (stationary)
- Fireplace (stationary)
- Medium Rectangle (multiscreen)
- Logo integration (multiscreen)
- Logo integration medals table + Live ticker (multiscreen)

Run Time	9 February – 25 February 2018
Guaranteed Performance Values	38.3 M. Als
Gross Price*	195,000.00 €

\* \* Already discounted with approx. 81%; The price is a package price in €, minus 15% agency discount and 15 % AE, plus VAT; CPM (42.50 €) of Presenting-Layer is already discounted with 50%; plus creative costs IAO 400,00 € (not discount- and AE-capable); lead time of 5 business days



# WELT Edition

This app knows exactly what it is: A digital newspaper



- The digital subscription newspaper
- Bundling of all important news 24/7 with first-class reporting
- Additional reports including impressive pictures from theme areas
- Among the top 5 of the apps with the highest sales in the news category in the iTunes Store
- Additional display of the content of the redesigned WELT AM SONNTAG
- WELT Edition is winner in the "Best in Tablet Publishing" category of the European WAN-IFRA Awards

**VISITS<sup>1</sup>**

**1.34 M.**

**PI<sup>1</sup>**

**50.55 M.**

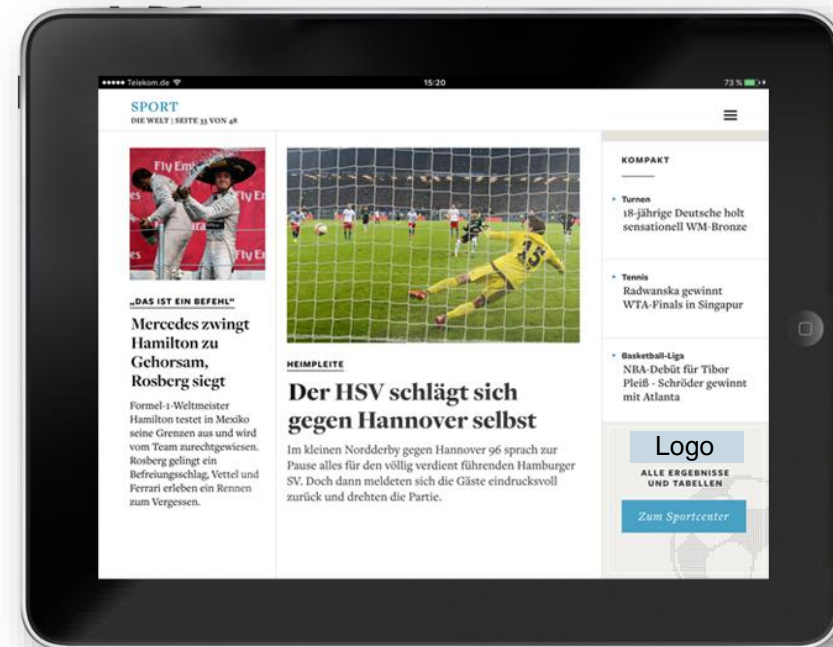
Quelle: <sup>1</sup> IVW December 2017

# WELT Edition

The Winter Olympics 2018

Become a presenter of sports results of the Winter Olympics 2018.

- **Logo integration** on the jumping label to the sports center



Run Time	09 February – 25 February 2018
Gross Price*	4,800.00 €

\* Already discounted with approx. 58%; The price is a package price in € minus 15% agency discount and 15% AE, plus VAT

# WELT Digital

Our exclusive offer

Olympics Package at WELT Digital:

- **WELT.de Channel Presenting**
- **WELT.de Presenting Medals table + Live ticker**
- **WELT Edition Sports Center Presenting**

Run Time	09 February – 25 February 2018
Guaranteed Performance Values	38.3 M. Als + 1 month placement
Combined Package Price	199,800.00 €
Special Discount	25 %
Package Price*	<b>149,850.00 €</b>

**25%  
Sonder-  
rabatt**



\* The price is a package price in € minus 15 % agency discount and 15 % AE, plus VAT

# Contacts

## International Sales

### General Manager

Benedikt Faerber  
**General Manager Int. Sales**  
 Media Impact GmbH & Co. KG  
 Axel-Springer-Straße 65  
 10888 Berlin  
 Phone: +49 (0) 25 91 725-69  
 Fax: +49 (0) 25 91 725-69-55  
 Email: benedikt.faerber@axelspringer.de

### UK / Ireland

Patricia Meier Woster  
 Axel Springer Media Impact UK Office 6th  
 Floor  
 120 Charing Cross Road  
 GB-London WC2H 0JR  
 Phone: +44 (0) 20 78 36 43 13  
 Fax: +44 (0) 20 78 36 53 61  
 Email: patriciameier@axelspringer.co.uk

### Benelux

Anita Rodwell  
 Mediawire International  
 Plein 1945 nr. 27  
 1251 MA, Laren  
 The Netherlands  
 Phone: +31 (0) 651 48 01 08  
 Fax: +31 (0) 355 33 59 85  
 Email: rodwell@mediawire.nl

### France

Jean-Robert Mamin  
 Axel Springer Media France S.R.L à Associé  
 Unique  
 93, Avenue Charles de Gaulle  
 F-92521 Neuilly-sur-Seine Cedex  
 Phone: +33 (0) 176 21 85 00  
 Fax: +33 (0) 176 21 85 01  
 Email: adsales.france@axelspringer.de

### Europe / Africa / Middle East

Fellin Wolter  
 Axel-Springer-Straße 65  
 10888 Berlin  
 Phone: +49 (0) 30 25 91 725-63  
 Fax: +49 (0) 30 25 91 725-55  
 Email: fellin.wolter@axelspringer.de

### Spain

Maria Navarro  
 Publicitas International S.A.  
 GRAN VIA 6, 4 planta  
 E-28013 Madrid  
 Phone: +34 (0) 91 323 79 11  
 Fax: +34 (0) 91 323 79 23  
 Email: maria.navarro@publicitas.com

### Italy

Cristiano Merlo  
 Axel Springer Media Italia S.r.l.  
 Via Leopardi N° 21  
 I-20123 Mailand  
 Phone: +39 (0) 02 43 98 18 65  
 Fax: +39 (0) 02 43 40 04 25  
 Email: chrisiano.merlo@axelspringer.de

### USA · Canada · Latin- & South Amerika

Michael Monheim  
 Axel Springer Group Inc.  
 286 Madison Avenue, Suite 2001  
 USA-New York, NY 10017  
 Phone: +1 (0) 212 972 18 20  
 Fax: +1 (0) 212 971 17 24  
 Email: mm@asgmedia.com

### Austria · Switzerland

Alina Friede  
 Media Impact GmbH & Co. KG  
 Axel-Springer-Straße 65  
 10888 Berlin  
 Phone: +49 30 2591 725-71  
 Fax: +49 30 2591 725-55  
 Email: alina.friede@axelspringer.de