

# VIDEO ADVERTISING



media **impact** —

# VIDEO WORKS!

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!

# OVERVIEW OF THE FORMATS

Wide range of video formats, functions and integration options!



## INSTREAM

MARKETING BY AD ALLIANCE\*

- Playout before or in the middle of editorial videos
- Click-2-Play
- Starts with sound
- Targeting possible\*\*



## OUTSTREAM

- Placement in the heart of the article (independent of editorial videos) Scroll-2-Play
- Sound starts through click
- Targeting possible



## X-STREAM

- Playout in editorial videos or in the BILD Livestream
- Starts muted as a small sticky player at the bottom left of an article page
- By interaction (e.g. click) the player opens fullscreen and the sound is activated automatically
- Targeting possible\*\*\*

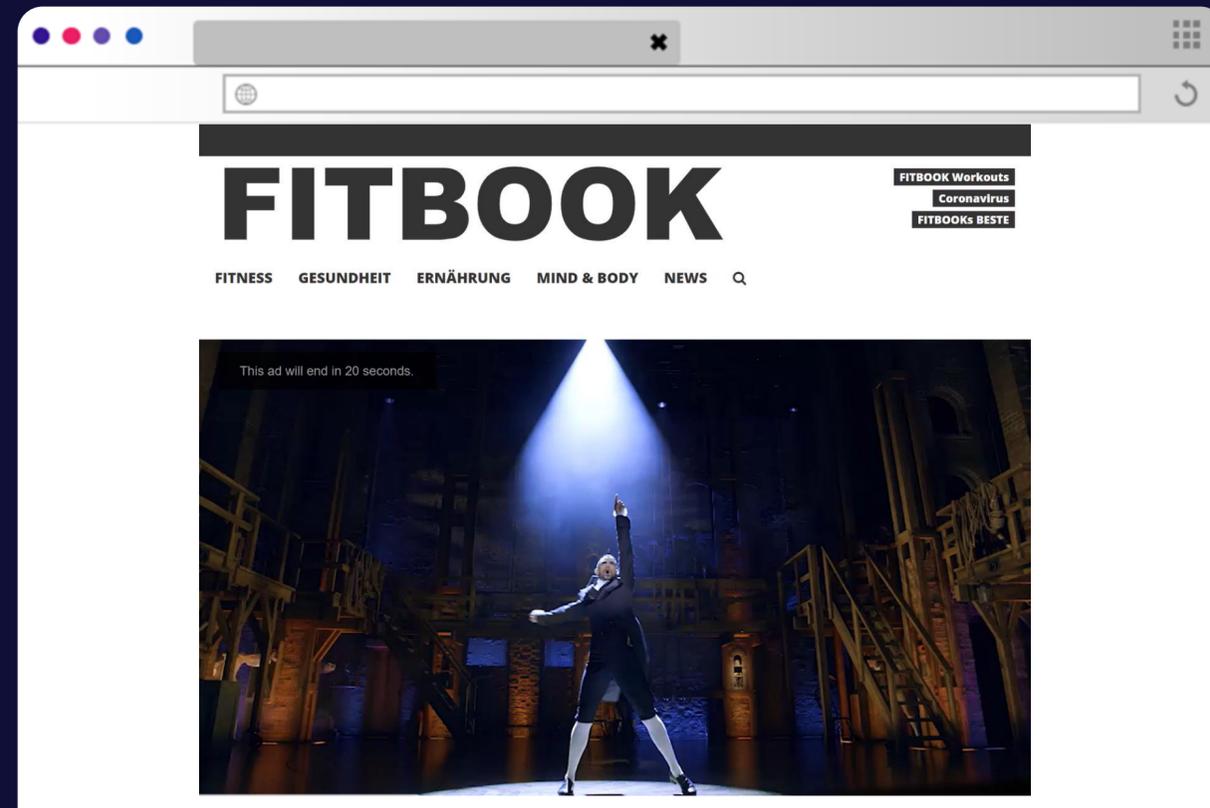
OUR VIDEO FORMATS

# INSTREAM

Attention-grabbing integration in editorial content video!

Instream Video Ads can be played **before** (preroll) or **in the middle** (midroll) of a **content video**.

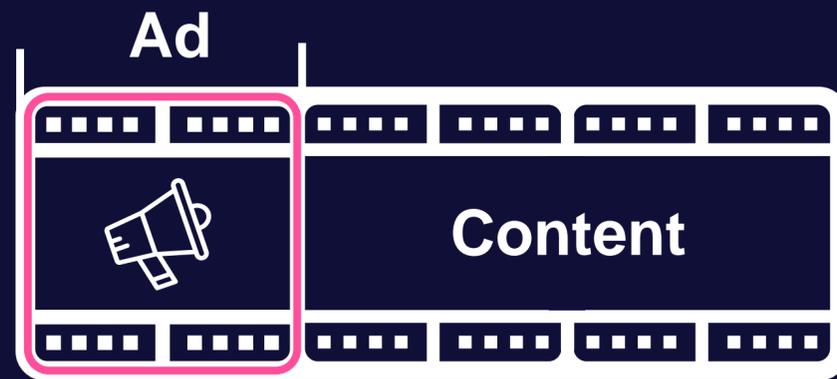
The video ad **starts with sound.**



**Click-2-Play** – A user action is required to start the video.



# INSTREAM

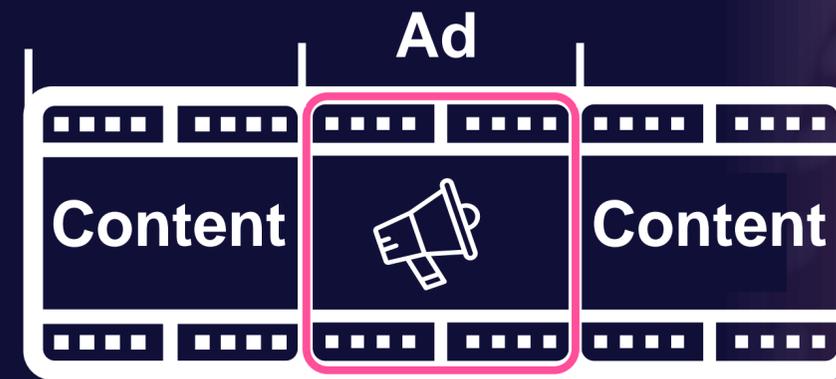


## SHORT CLIP

Short video ad with a max. length of 6 seconds. Played before the content.

## PREROLL

Video ad with a max. length of 30 seconds. Played before the content.



## MIDROLL

Single-interruption spot with a max. length of 30 seconds. Played in editorial content videos if they are at least 8 minutes long.

# INSTREAM AT MEDIA IMPACT

Media Impact offers exciting opportunities to book instream \*

Selected sports instream environments\*\* on BILD and SPORT1

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

Instream as part of concept marketing

Betting & Gambling Customers

Programmatic instream deals via the DSP DV360



STRONG BRANDS UNDER ONE ROOF

# INSTREAM PUBLISHER



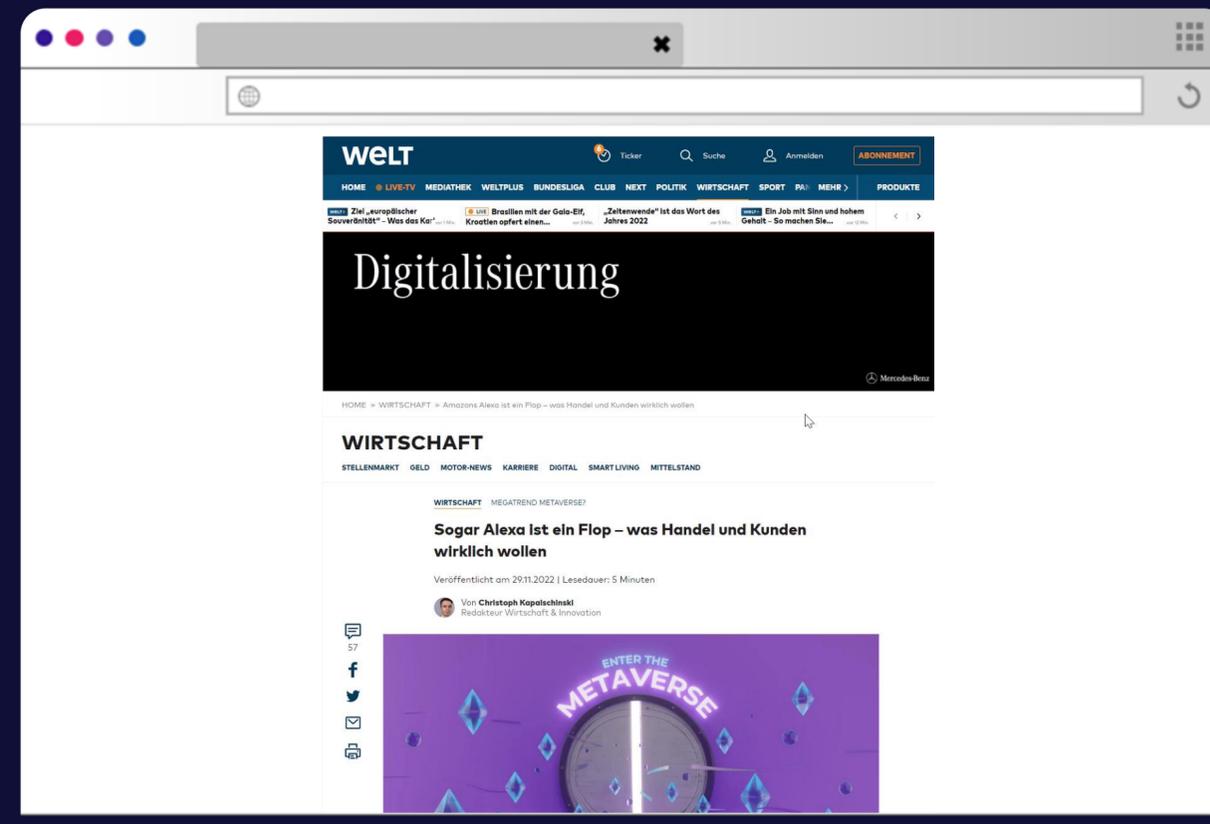
# OUR VIDEO FORMATS

## OUTSTREAM

User-friendly integration in the editorial content of the websites!

Outstream is a **multiscreen InPage video format** that opens when you scroll to read a text.

The video ad is placed **in the heart of an editorial content**.



Scroll-2-Play – Video **starts automatically** (muted) as soon as it is at least **50% in the visible area** and stops when scrolling further. (Audio activation by click).



STRONG BRANDS UNDER ONE ROOF

# OUTSTREAM PUBLISHER



## OUR VIDEO FORMATS

# X-STREAM



### STICKY PLAYER

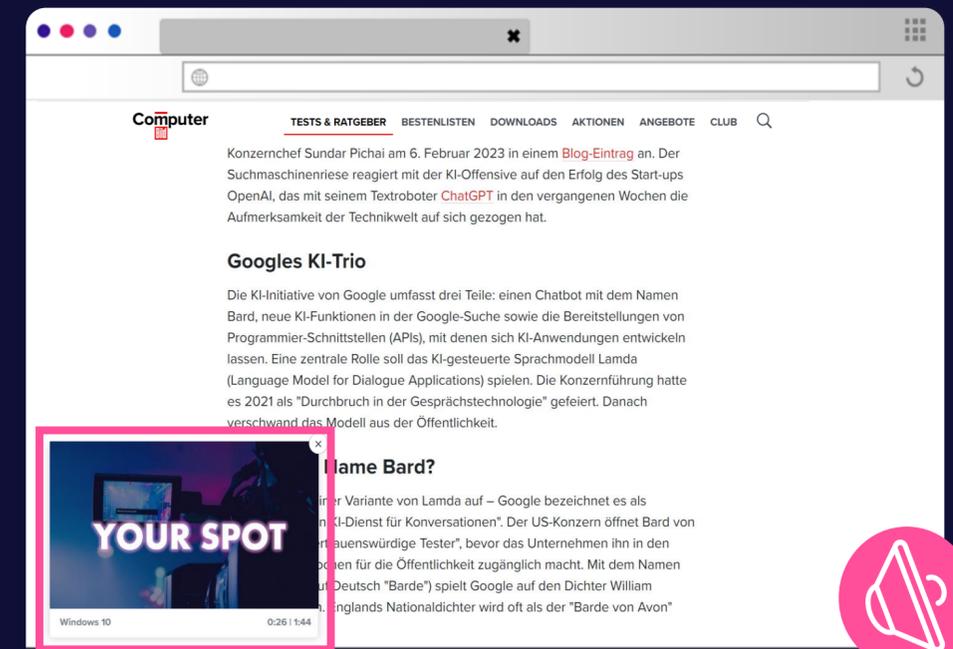
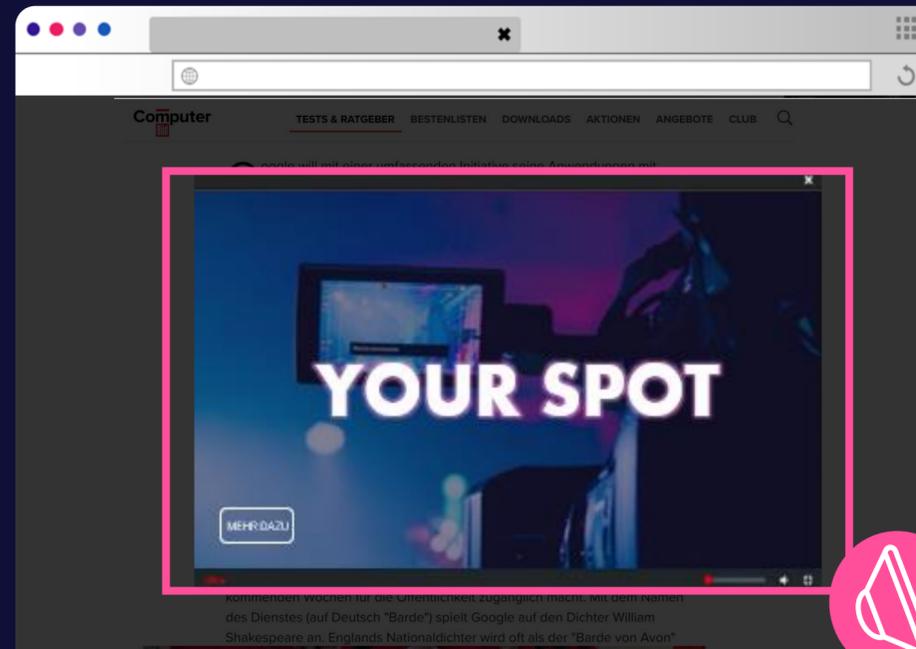
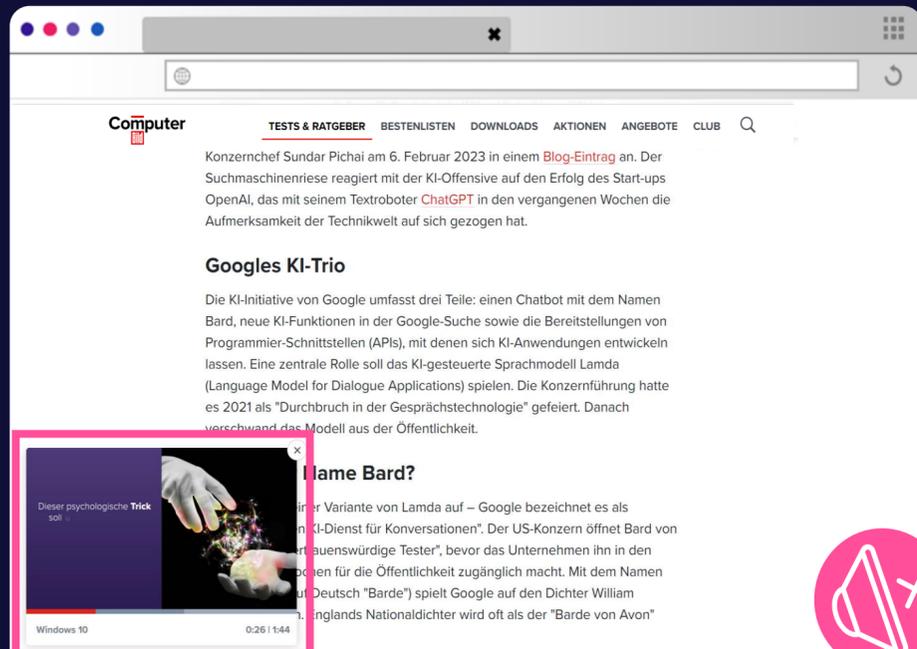
The content videos\* start automatically and muted in the small sticky player at the bottom left of the article. The advertising is embedded in the editorial videos.

### FULLSCREEN

By clicking on the video or the instream ad, the player will open fullscreen and the sound will be activated automatically.

### STICKY PLAYER

When leaving fullscreen mode, the video minimizes back to the sticky player without interruption and the sound remains enabled.



STRONG BRANDS UNDER ONE ROOF

# X-STREAM PUBLISHER\*



INSTREAM, OUTSTREAM & X-STREAM

# OVERVIEW OF THE BENEFITS

EMOTIONAL

ATTENTION-GRABBING MOVING IMAGES

WIDE-RANGING

INNOVATIVE ADVERTISING FORMATS

HIGH VIEWABILITY

HIGH QUALITY CONTENT

EFFECTIVE

STRONG PREMIUM BRANDS

NON-SKIPPABLE

BRAND SAFETY

PROGRAMMATICALLY BOOKABLE

INSTREAM, OUTSTREAM & X-STREAM

# OVERVIEW OF THE KPIs



## INSTREAM

**320 MIO. Ais / MONTH**

(ABSOLUTE REACH) \*

**Ø VTR : 83%\***

**Ø CLICKRATE: 2,94%\***

**Ø VIEWABILITY: 71%\***



## OUTSTREAM

**470 MIO. Ais / MONTH**

(ABSOLUTE REACH)\*\*

**Ø VTR : 27%\*\***

**Ø CLICKRATE: 0,29%\*\***

**Ø VIEWABILITY: 77%\*\***



## X-STREAM AD

**50 MIO. Ais / MONTH**

(ABSOLUTE REACH)\*\*

**Ø VTR : 70%\*\***

**Ø CLICKRATE: 0,13%\*\***

**Ø VIEWABILITY: 79%\*\***

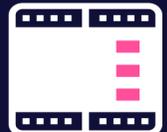
ACTIVELY INVOLVE USERS!

# INTERACTIVE ADVERTISING

 Please click on videos



Hot Spot



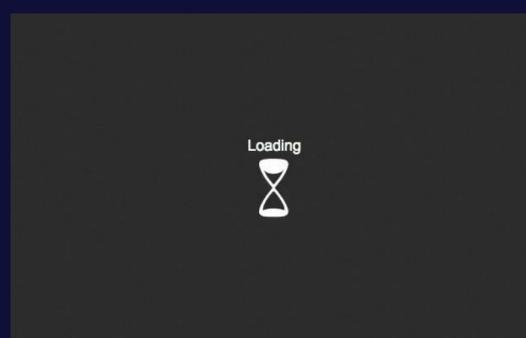
Button



Call-to-action



Canvas



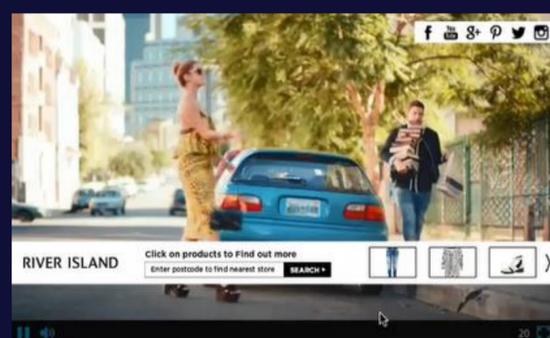
Extender



Wrapper



Ribbon



Alternative ending



Expand



FULLSCREEN FOR YOUR OPTIMAL BRANDING

# VIDEO WALL

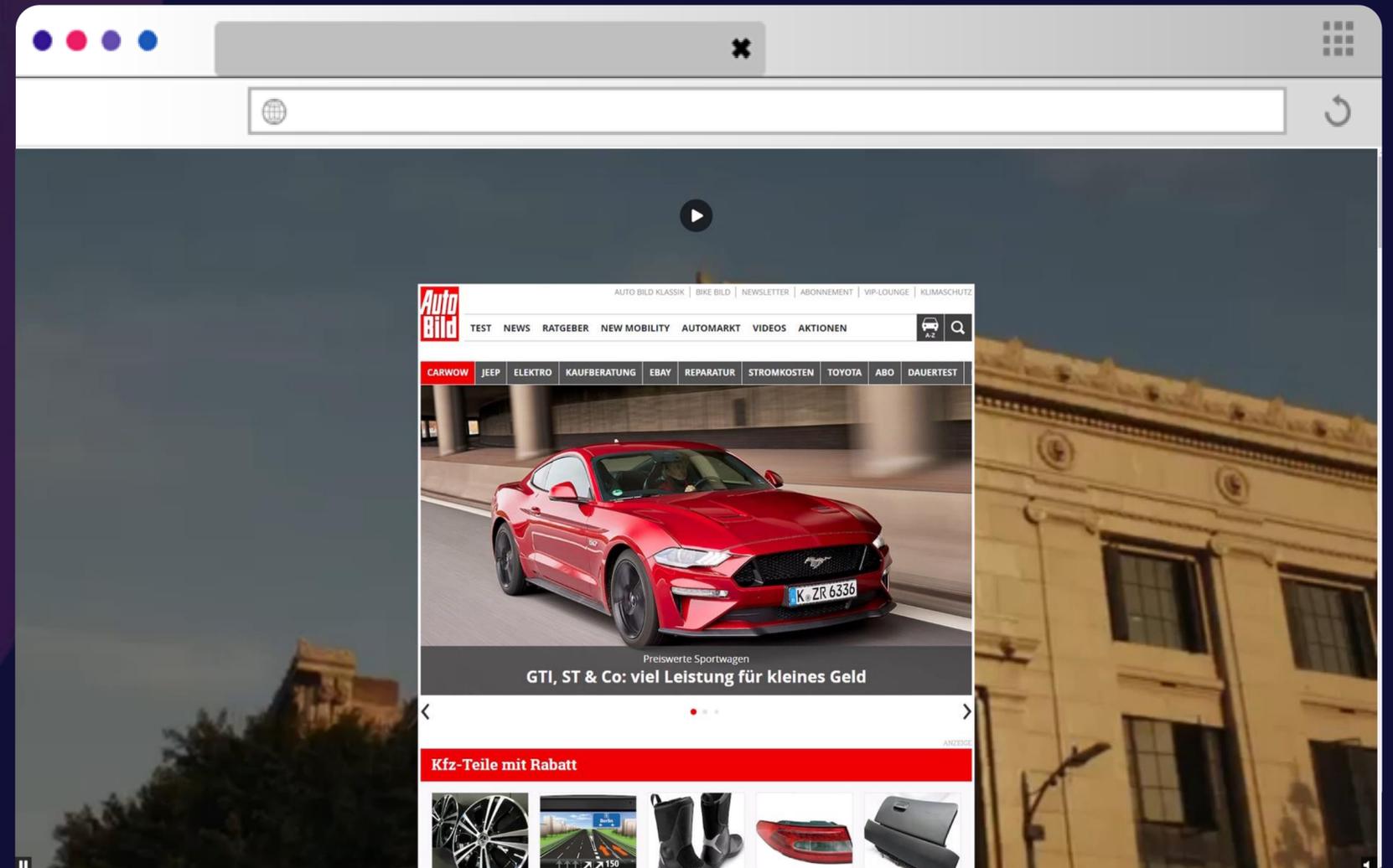
## MAXIMUM BRANDING

Take the whole screen for yourself!

When you open the page, a transparent billboard is visible and the video starts automatically in the background.

By clicking on the billboard, the video opens fullscreen and plays, including sound, from the beginning.

Afterwards, a billboard remains fixed on the page.



FOR EVEN MORE REACH & RELEVANCE!

# YOUTUBE

## BUMPER ADS & VIDEOROLLS

On Germany's most popular video platform\*, you can reach your target group with a wide reach via our YouTube channels:



>1,5 Mio.

Subscribers



>1,3 Mio.

Subscribers



>796.000

Subscribers



>597.000

Subscribers



>173.000

Subscribers

Here, users are provided with several videos and high-quality content every day.

Whether it's a videoroll (up to 20 sec.) or a bumper ad (up to 6 sec.), you can reach your users on an emotional level with a very high advertising impact.

