

# (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 adserving takes place serverside during the adbreak itself. .

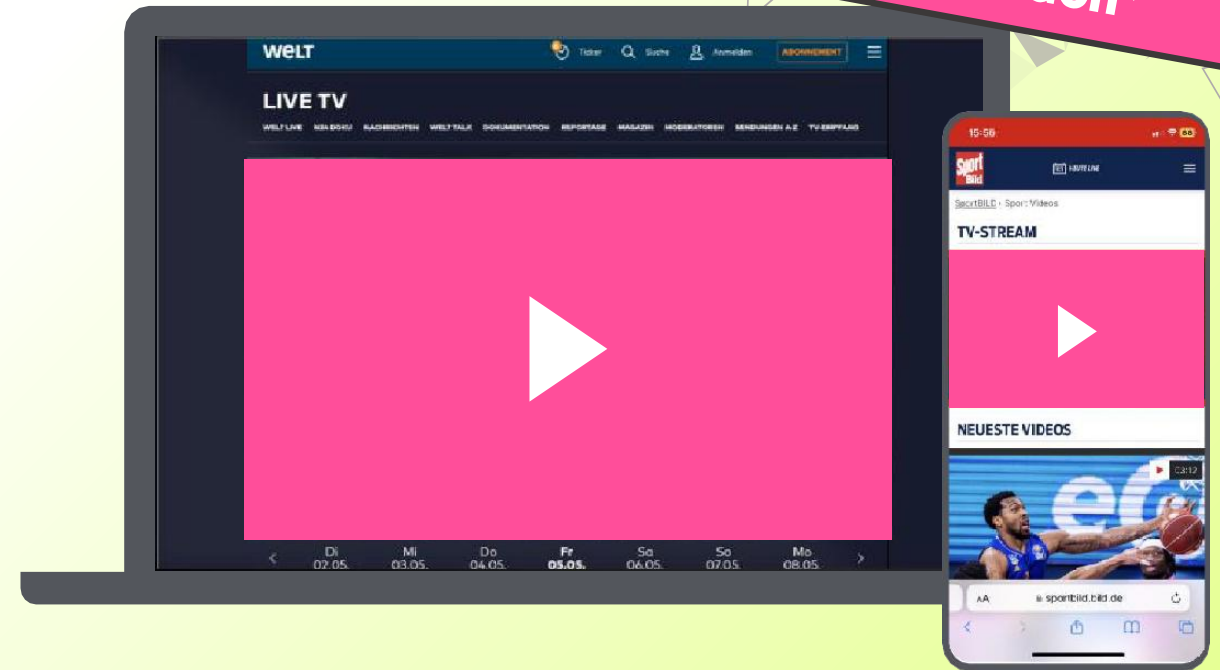
**Booking options:** Geo, technical and time based targeting, as well as targeting<sup>1</sup> via IP address are all possible across WELT TV livestreams, BILD Event Livestreams, Pluto TV and FAST Channels from AUTO BILD, BILD, COMPUTER BILD and SPORT BILD.

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

Format	Floor price RoN	Floor price RoC
Livestream Ad (up to incl. 20 Sec. <sup>2</sup> )	15,00 €	17,00 €

<sup>1</sup> Technical targeting on the entire OTT Inventory (Device, Time, Geo) Personalized and Regionalized Targeting (Socio, Interest, Persona, AdUp Standard) to Web Inventory Only. <sup>2</sup> Longer spots available upon request. Find technical specifications of advertising formats and dimensions at <https://www.mediaimpact.de/en/specs/video-livestream-ad/>  
<sup>\*</sup> Total reach of all bookable streams

>120 Mio. Als/Month  
Total reach\*



# 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

