

Computer  
**Bild**

# EDITORIAL ENVIRONMENTS

THE HIGHLIGHTS OF THE  
COMPUTERBILD CONTENT

konzipiert von **media impact\_**  
**dem kreativsten kundenversteher  
deutschlands\_**



# THE BEST BUYING GUIDE

COMPUTER BILD accompanies its readers in the ongoing digitalization of everyday life. As a trusted and strong brand, it confidently provides clear recommendations and assessments of technology trends. PCs, notebooks and smartphones only define their roots, not their limits. Instead, COMPUTER BILD looks at all aspects of the networked world and reports on smart kitchen appliances, connected cars, energy policy and software.



**Find out  
more here!**

# FOCUS TOPICS 2024



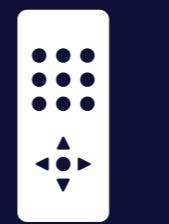
## Security

Security software  
VPN  
Password-  
manager  
Spam  
Hacker attacks  
Making your PC  
and smartphone  
secure  
...



## Finance

Stock Market &  
Shares  
Trading  
Crypto-  
currencies  
Loans  
Payment  
services  
(Online)  
Banking  
Tax  
declaration  
...



## Streaming

All streaming  
highlights & new  
announcements  
of the platforms:  
Amazon, Netflix,  
Sky, Paramount+  
and more  
...



## New Energy

Balcony power  
plants  
Solar systems  
Inverters  
Photovoltaics  
Smart Energy /  
Heating  
Heat pumps  
Smart sockets  
...



## Sustain- ability

Developments in the  
technology segment  
Tests & comparison  
of products such as  
Rephone or  
Fairphone  
Refurbished offers  
...



## Mobility

Together with our  
colleagues from the  
AUTO BILD Group:  
Everything about e-  
cars, charging  
technologies, charging  
subscriptions, eBikes  
and eScooters.  
...

# SECURITY

You are safe  
with us!

To be found here:

Security Center



## Topics

Test and guide to security software, VPN, spam, hacker attacks, making PCs and smartphones secure, closing security gaps, detecting malware, identity theft, exclusive software bundles and much more.

## Integrations

Presenting, display advertising, product story, newsletter ads, red. Cooperation.

The screenshot shows a website layout for 'Computer Bild'. At the top, there's a navigation bar with links for 'TESTS & RATGEBER', 'BESTENLISTEN', 'DOWNLOADS', 'AKTIONEN' (which is underlined in red), 'ANGEBOTE', 'CLUB', and a search icon. Below the navigation, a red banner reads 'Sicherheits-Center' and 'Tipps und Software-Empfehlungen rund um das Thema Sicherheit im Netz'. To the right of the banner, there's a photo of two people in a control room. Below the banner, there's a large image of an Avast One product box. Two circular callouts are overlaid on this image: one purple circle on the right says '5 Geräte 26,28€ statt 89,99€' and another purple circle below it says '30 Geräte 35,88€ statt 119,99€'. To the right of these circles, the text 'Schnäppchen: Schutzpaket Avast One mit Megarabatt' is written. The bottom of the screenshot features a decorative red and blue circuit board pattern.

# FINANCE

To be found here:

Finance



## Topics

Stock market & shares, trading, cryptocurrencies, loans, payment services, (online) banking, tax returns, investments, company valuations and much more

## Integrations

Presenting, display advertising, product story, newsletter ads, red. Collaboration.

**With us you invest in  
good infos!**

The screenshot shows the homepage of Computer Bild's website. The top navigation bar includes links for 'TESTS & RATGEBER', 'BESTENLISTEN', 'DOWNLOADS', 'AKTIONEN', 'ANGEBOTE', 'CLUB', and a search icon. The main headline is 'Trading-Apps: So kaufen Sie Aktien per Fingertipp' (Trading-Apps: How to buy stocks with a fingertip). Below the headline, there is a chart showing stock price performance and a sidebar with a bar chart titled 'Die besten Tech-Aktien' (The best tech stocks).

# STREAMING

With us you see  
the  
**blockbusters!**

To be found here:

Streaming 

## Topics

News, guides and tests on Sky, Netflix, Amazon Prime Video, Paramount+ and Disney+. Streaming highlights, new announcements, previews, films, series, deals, live broadcasts (e.g. soccer matches) and much more.

## Integrations

Presenting, display advertising, product story, newsletter ads, red. Collaboration.



# NEW ENERGY

With us you stay  
energetic!

To be found here:

House & Garden: New Energy



## Topics

Individual and comparative tests of balcony power plants, inverters, smart sockets, smart radiator thermostats. Reports and news on changes to legislation in the energy sector and much more.

## Integrations

Presenting, display advertising, product story, newsletter ads, red. Collaboration.

The screenshot shows a test article titled "Clever einheizen: Smarte Heizkörperthermostate im Test" (Smart radiator thermostats in test). The page features images of various smart thermostats and a smartphone displaying a mobile app interface. Below the main image, there are three smaller sections with sub-headings and images: "Balkonkraftwerke" (Balcony power plants), "Heute 600, morgen 800 Watt? Was Solarfans wissen müssen" (Today 600, tomorrow 800 watts? What solar fans need to know), and "Balkonkraftwerk ein Jahr im Test: Wie viel spart ein Modul?" (Balcony power plant one year in test: How much does a module save?). Each section includes a small image and a brief text description.

# SUSTAINABILITY

**Sustainable  
technology for  
everyday life!**

To be found here:

Sustainability



## Topics

The focus is on technology that enables and promotes sustainability. News on sustainable developments in the technology segment, exclusive deals on refurbished offers and tests & comparisons of products such as the Rephone or Fairphone.

## Integrations

Presenting, display advertising, product story, newsletter ads, red. Collaboration.

The screenshot shows the homepage of Computer Bild. At the top, there is a navigation bar with links: TESTS & RATGEBER, BESTENLISTEN, DOWNLOADS, AKTIONEN (which is underlined in red), and ANGEBOTE. Below the navigation, there is a green header box with the text "Nachhaltigkeit" and "News & Deals zu nachhaltiger Technik für den Alltag." To the right of the header, there is a decorative illustration of a landscape with wind turbines and solar panels. Below the header, there is a large image of a woman holding a tablet, standing in front of a rack of clothes. A badge in the upper left corner of the image reads "Computer Bild TOP NACHHALTIGER ONLINESHOP 2022". To the right of the image, the text "Top Nachhaltig lineshops 2022 kleidung & Fash" is partially visible.

# NEW MOBILITY

With us you drive  
electrically!

To be found here:

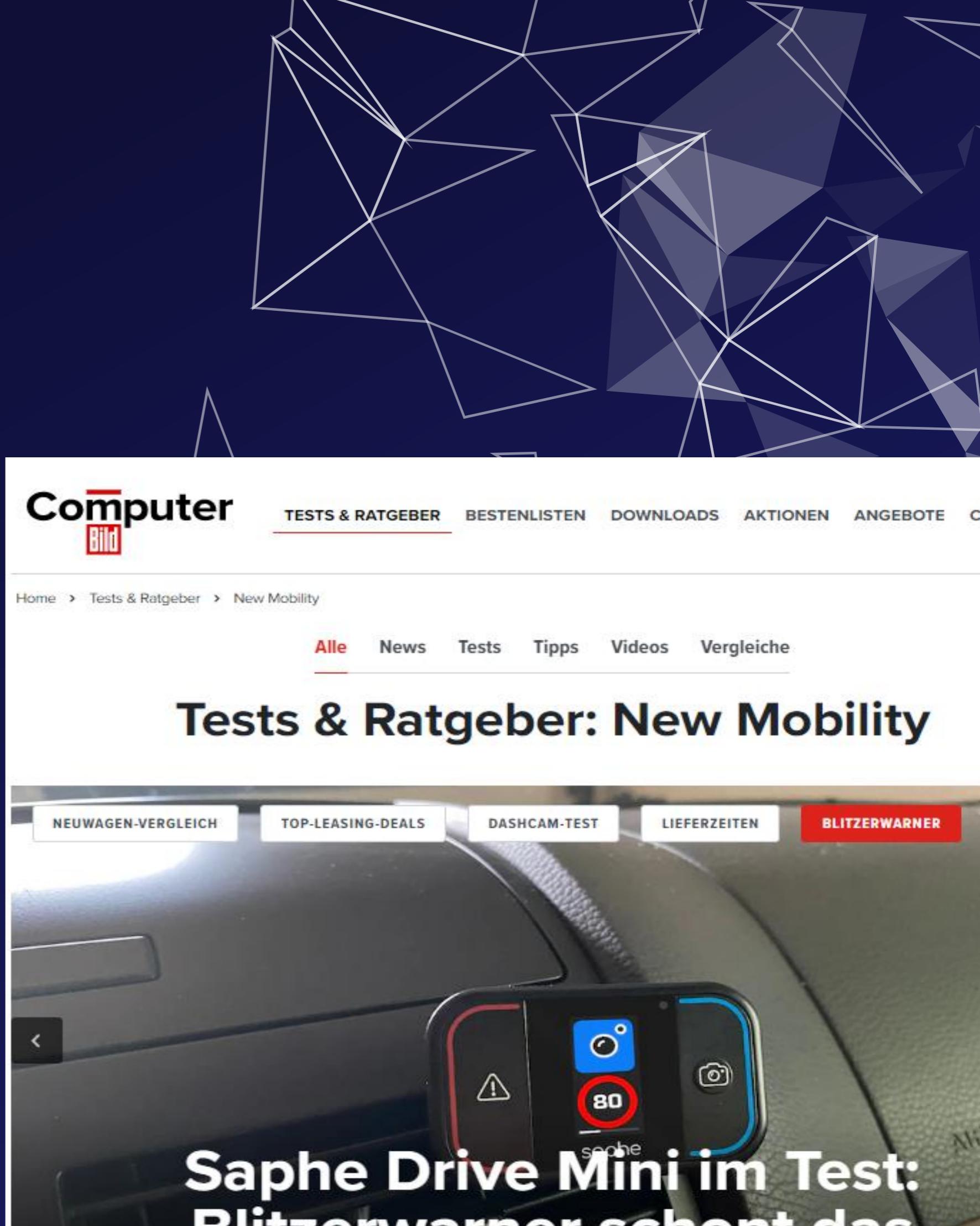
New Mobility 

## Topics

Together with our colleagues from the AUTO BILD Group:  
everything about electric cars, charging technologies,  
charging subscriptions, eBikes and eScooters.

## Integrations

Presenting, display advertising, product story, newsletter  
ads, red. Collaboration.



The screenshot shows the Computer Bild website's navigation bar with links for TESTS & RATGEBER, BESTENLISTEN, DOWNLOADS, AKTIONEN, and ANGEBOTE. Below the navigation is a breadcrumb trail: Home > Tests & Ratgeber > New Mobility. A sub-navigation bar includes Alle, News, Tests, Tipps, Videos, and Vergleiche. The main content area features a headline 'Tests & Ratgeber: New Mobility' and a sub-headline 'Saphe Drive Mini im Test: Blitzerwarner schont das'. The background of the page features a dark, abstract geometric pattern.

# CONTACT

LET'S  
TALK!

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