



seven.one
MEDIA

STUDIO**71**

Highest Premium Video Reach within the Digital Generation on Youtube
January 2024

STUDIO71 COMBINES PREMIUM VIDEO CONTENT AND KPIS WITH HIGH REACH ON YOUTUBE IN THE DIGITAL GENERATION

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PREMIUM
VIDEO CONTENT
& KPIS

HIGH
REACH
IN THE DIGITAL
GENERATION

clear
PRODUCT LINES

STRONG
TARGETING OPTIONS



PREMIUM VIDEO CONTENT & KPIS

STUDIO71 IS THE #1 YOUTUBE PARTNER IN GERMANY AND MANAGES THE MOST POPULAR CHANNELS

#1

YouTube Partner
in Germany¹

10 of the 30

Most popular
TV Channels in DACH
are P7S1²

>250

YouTube
Channels

>600 Mio.

Views per Month
in DACH

TV CHANNELS



CREATORS & INFLUENCERS



SOME OF THE MOST POPULAR TV AND CREATOR CHANNELS OF THE STUDIO71 UNIVERSE



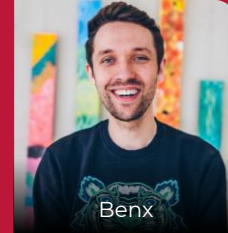
141 Mio.
Views



97 Mio.
Views



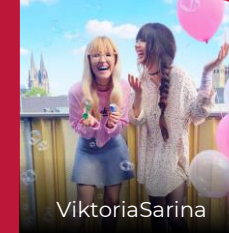
95 Mio.
Views



368 Mio.
Views



275 Mio.
Views



100 Mio.
Views



87 Mio.
Views



94 Mio.
Views



87 Mio.
Views



60 Mio.
Views



74 Mio.
Views



62 Mio.
Views



94 Mio.
Views



94 Mio.
Views

SEVEN.ONE – FIRST PARTNER FOR HIGH-QUALITY YOUTUBE KIDS INVENTORY



Spiel mit mir -
Apps und Games



Bibi Blocksberg



Familie Vogel

>20M
Views / Monat



Benjamin Blümchen



Lern mit mir – ABC
123



Bibi & Tina



Spiel mit mir



YouTube Kids

- „Made for Kids“ is a YouTube label, which contains videos that are watched by children and their families
- „Made for Kids“ ensures brands to present themselves in a safe environment
- The safe environment is determined by the YouTube [Policies](#), which prohibit personalized targeting to children

STUDIO71: THE BEST INVENTORY ENVIRONMENT IN THE YOUTUBE UNIVERSE

Premium TV Broadcaster Content

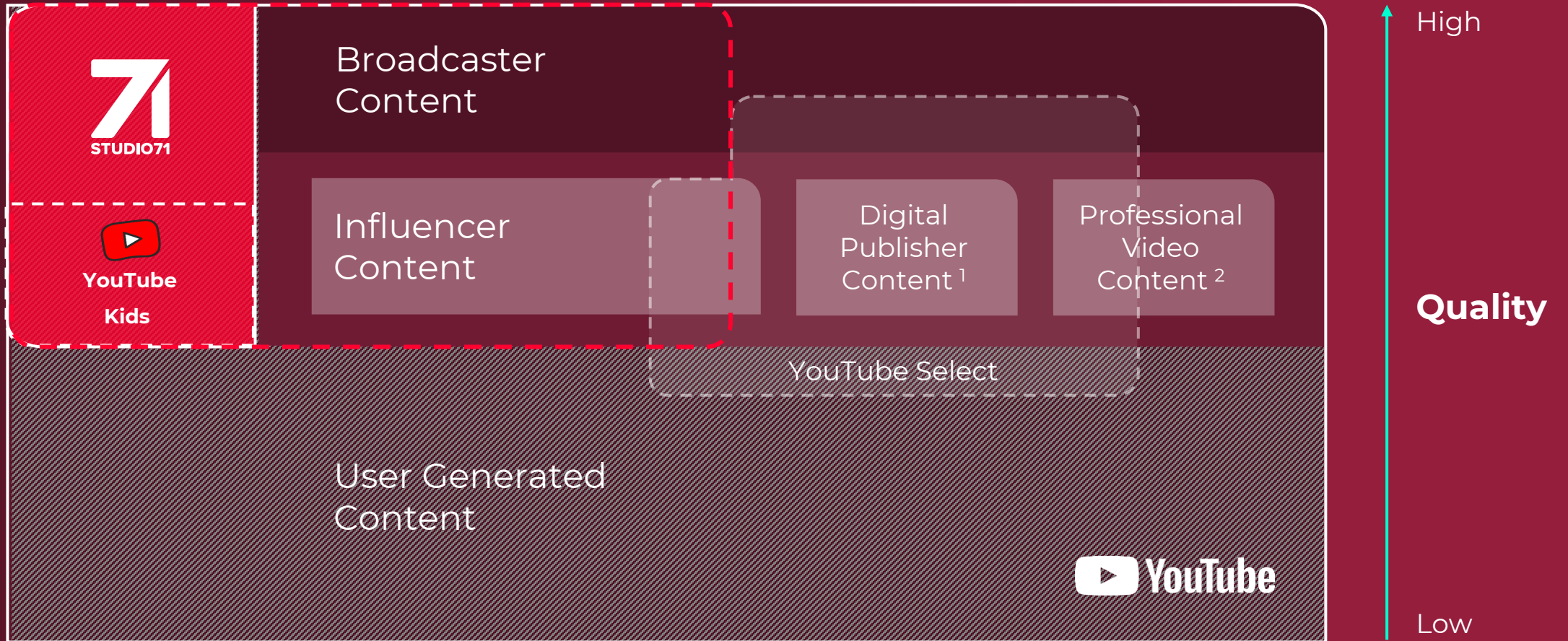


vs.

User Generated Content



STUDIO71 OPERATES EXCLUSIVELY IN THE BEST INVENTORY ENVIRONMENT IN THE YOUTUBE UNIVERSE: BROADCASTER AND INFLUENCER CONTENT



STUDIO71 DELIVERS MEDIA KPIS AT BROADCASTER LEVEL

VTR

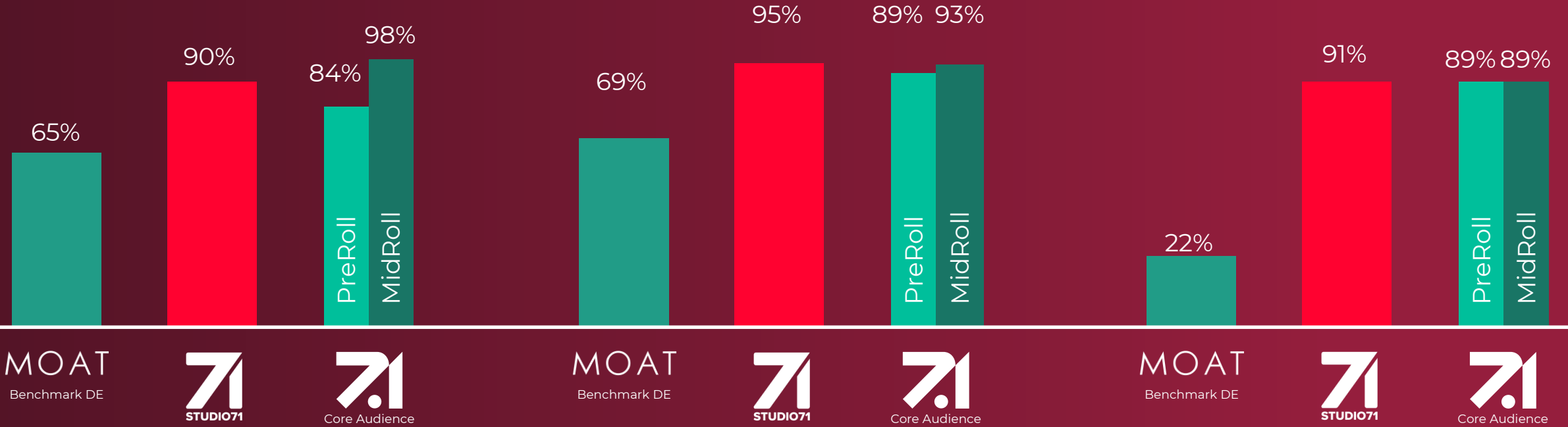
VIDEO COMPLETION RATE

50/2

MRC STANDARD HUMAN & VIEWABLE

100/50

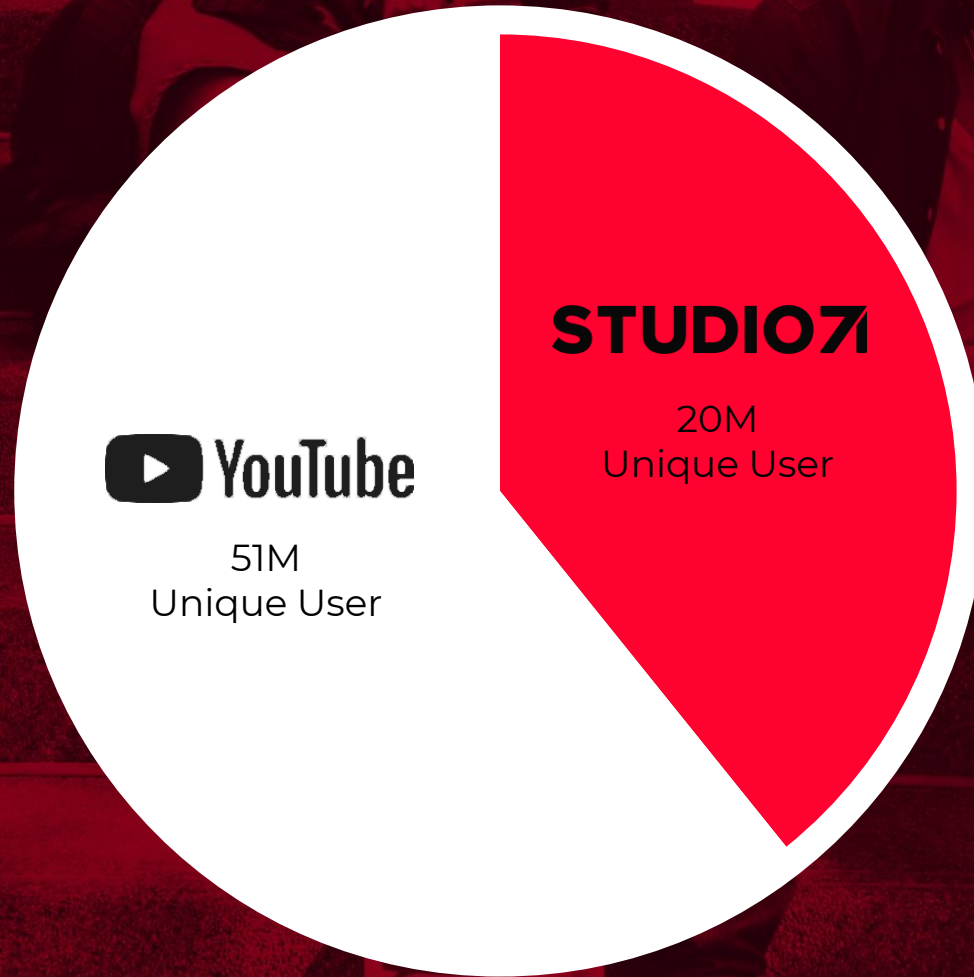
AUDIBLE & FULLY ON-SCREEN FOR MIN. HALF OF DURATION



HIGH REACH

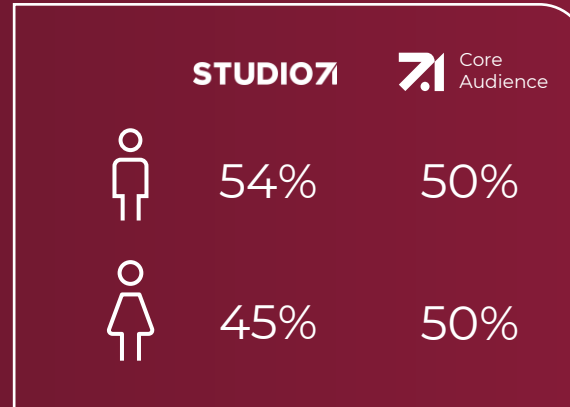
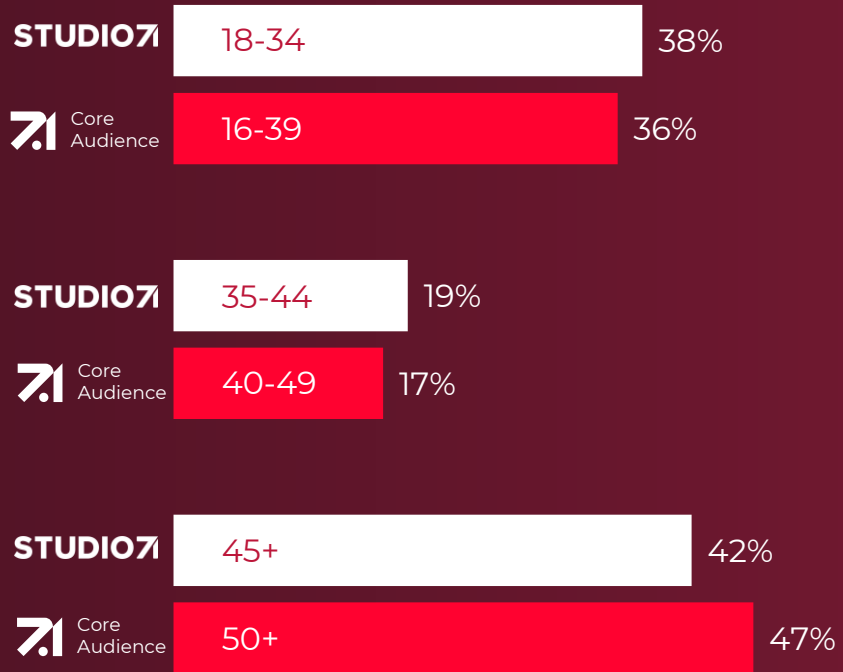
IN THE DIGITAL
GENERATION

STUDIO71 NETWORK REACHES ALMOST HALF OF YOUTUBE USERS IN GERMANY



STUDIO71 REACHES AN EVEN YOUNGER AND MORE MALE TARGET GROUP THAN CORE AUDIENCE AND IS HENCE THE PERFECT ADDITION

Unique User in %





CLEAR PRODUCT LINES

FOUR CLEAR PRODUCT LINES

MAX AUDIENCE

Full reach in all generations with harmonised Creatives/Targetings for brand building in combination with Core Audience

S7I RESERVED

High reach in the digital generation for brand building

S7I ENGAGE

Addressing highly engaged and narrow target groups with skippable ads and diverse targeting options

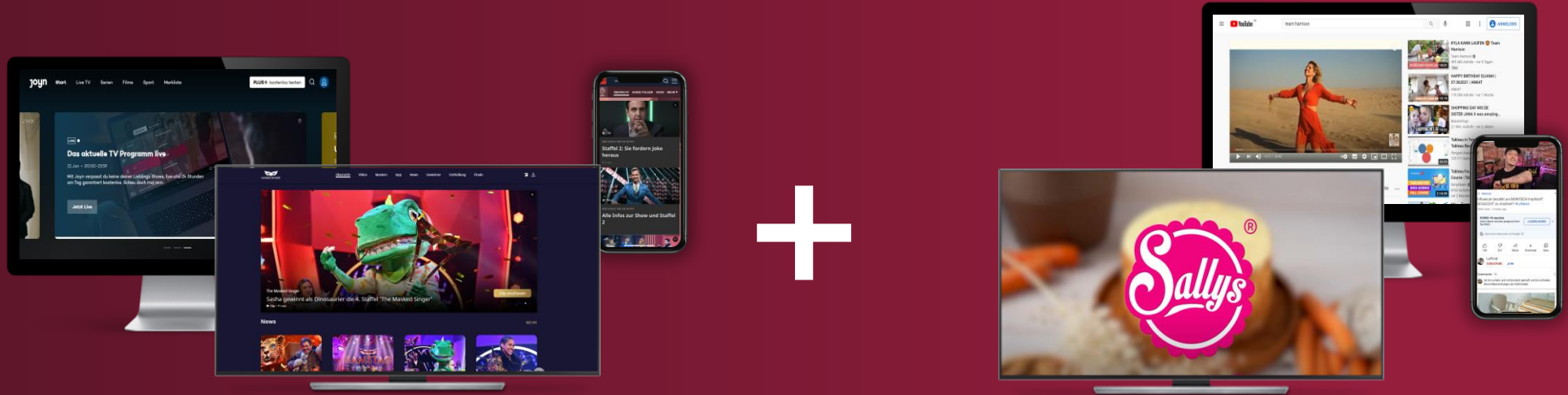
S7I 100% SOV 7.1Media exclusively

100% Share of Voice for maximised attention in the target group

ADVANTAGES

- Maximum **REACH**
- **COST ADVANTAGE** compared to Core Audience
- I/O booking and target group rotations only
- Reserved volume and guaranteed payout
- **QUALITATIVE TARGETING** incl. Login Targeting possible
- I/O and **PROGRAMMATIC** (DV360)
- **SKIPPABLE ADS** for engagement campaigns
- All spot lengths available incl. bumper ads
- **CPV** booking possible
- Exclusive content retargeting
- **TAKEOVER** by volume
- Exclusively professional content (TV & Creator)
- Target group reached **100%**
- Fixed CPM & Volume

MAX AUDIENCE COMBINES THE HIGH REACH OF STUDIO71 AND CORE AUDIENCE



MAX AUDIENCE

FULL REACH IN ALL GENERATIONS WITH HARMONISED TARGETING FOR BRANDBUILDING IN COMBINATION WITH THE CORE AUDIENCE

Features

- Spot length up to 20"
- Non-Skippable ads
- Demographic targeting¹
- I/O booking and target group rotations only

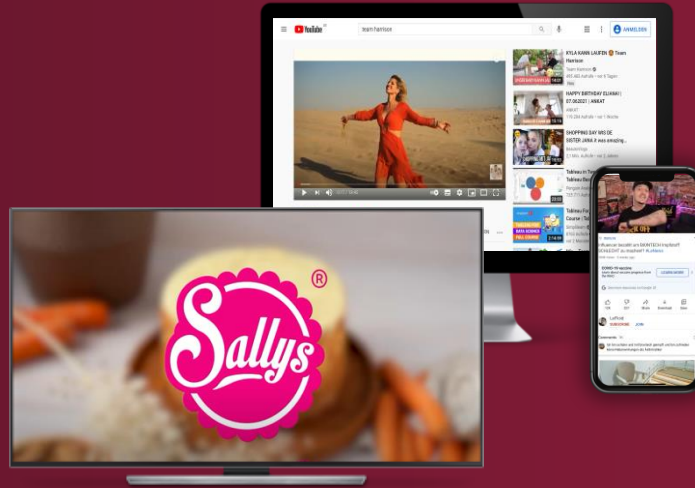
Advantages

- Maximum reach
- Price advantage compared to Core Audience
- Suitable rotations for every need

Bookable Rotations

- Run of Network
- Run of Best View
- Run of TV Brands
- Run of Special Interest
- Run of Channel

S71 RESERVED OFFERS THE FULL STUDIO71 YOUTUBE REACH



S71 RESERVED

HIGH REACH IN THE DIGITAL GENERATION FOR BRANDBUILDING

Features

- Standalone booking
- Non-Skippable Ads
- Spot length up to 20"
- Demographic Targeting¹
- I/O & Programmatic Guaranteed (DV360)

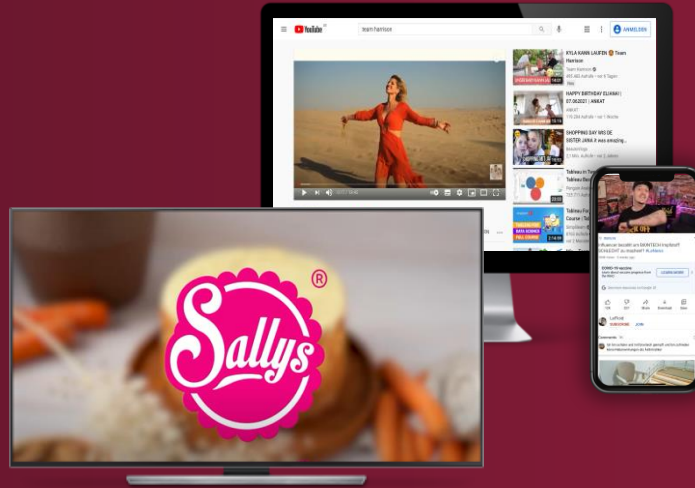
Advantages

- Reserved volume, guaranteed payout
- Target group rotations and login targeting possible
- I/O and programmatic (DV360)
- Suitable rotations for every need

Bookable Rotations

- Run of Network
- Run of TV Brands
- Run of Special Interest
- Run of Channel

S71 ENGAGE REACHES NARROW TARGET GROUPS AND ENABLES EXCLUSIVE STUDIO71 CHANNEL RETARGETING



S71 ENGAGE

ADDRESSING HIGHLY ENGAGED AND NARROW TARGET GROUPS WITH SKIPPABLE ADS (TRUEVIEW) AND COMPREHENSIVE TARGETING OPTIONS

Features

- All spot lengths possible
- User Engagement – Skippable Ads (TrueView)
- Managed Service – Daily campaign optimization & weekly reporting

Advantages

- CPV booking possible
- Complementary use with brandbuilding campaigns
- **Exclusive Studio71 retargeting**
- Suitable reach and pricing according to campaign targets

Bookable Rotations

- Classic
- Best of the Rest
- YouTube Mix
- YouTube Mix + Music
- All of YouTube

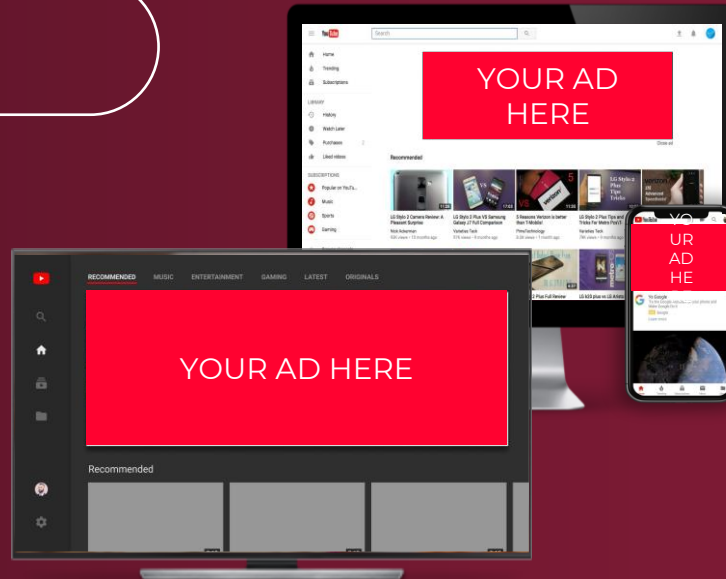
S71 ENGAGE: MASTHEAD – BEST VISABILITY IN THE YOUTUBE HOME FEED

EXCLUSIVE ADVERTISING SPACE ON THE YOUTUBE STARTINGPAGE

 FIRST SCREEN

 HIGH IMPACT

 AUTO PLAY



S71 ENGAGE SPECIAL: MASTHEAD

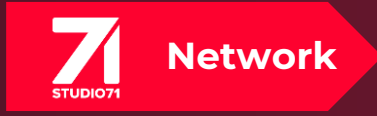
**FIRST WATCH – UNIQUE PLACEMENT IN THE YOUTUBE HOME FEED.
EFFECTIVE ENGAGEMENT IN THE TARGET GROUP WITH HIGHEST VISABILITY**

Advantages

- Exclusive Placement
- High Reach
- Diverse targeting possibilities
- TV, Mobile & Desktop
- Reserved Volume on CPM Basis

S71 ENGAGE: SUITABLE REACH FOR ANY CAMPAIGN TARGET

ROTATIONS, Sorted BY REACH



Network + Best Picks



YouTube **Mix**



YouTube **Mix + Music**



All of YouTube

Campaign Content and Targets

- Classic Engage offer
- Top TV und Creator-Content from the S71 Premium Portfolio
- Specifically chosen placements

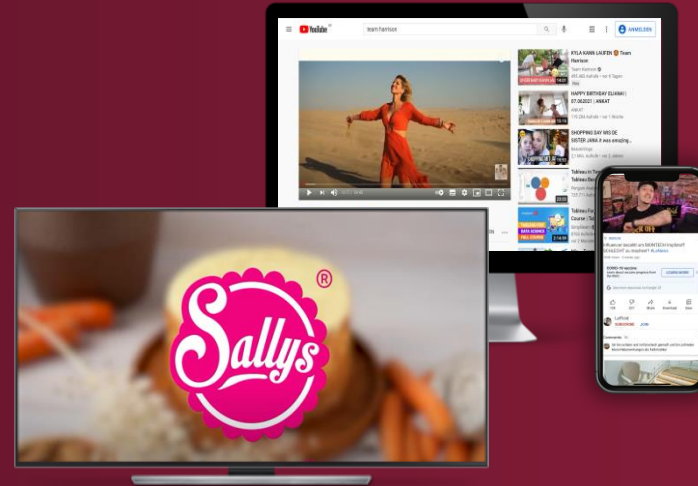
- Network plus additional popular and thematically suitable premium channels outside the S71 portfolio
- Including specifically chosen placements

- Individual placements and thematically suitable topics
- Also contains smaller channels next to big channels

- Placements, Topics as well as extensive music content on YouTube

- The highest reach at a lower budget with sustained target group fit
- Mixed content from all areas of interest

S71 100% SHARE OF VOICE SPONSORSHIP ALLOWS FOR MAXIMUM ATTENTION WITHIN A CHANNEL



S71 SPONSORSHIP¹

100% SHARE OF VOICE FOR MAXIMUM ATTENTION WITHIN THE DESIRED TARGET GROUP

Features

- Standalone presence in all Display and Video advertising spaces²
- Fixed Placement by booked Volume, not duration
- Sale on CPM base
- Volume & CPM must be deposited
- Spot length up to 20", non-skip

Vorteile

- Exclusively professional content (TV & Creator)
- Reaches target group 100%
- **YouTube Partner Sales Exclusive Product**
- Ideal for short period with high advertising pressure, e.g. for two days

Bookable Rotations

- Run of Channel

STUDIO71 CAN CREATE MORE THAN SIMPLE VIDEO VIEWS



#BLOGPOST
GEMEINSAM GEGEN HASS IM NETZ

LeFloïd & Telekom campaign against hate on the internet

BRANDED STORYTELLING

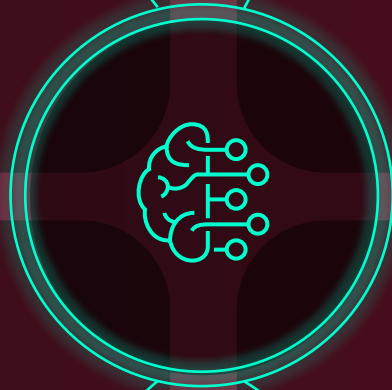
Conception & implementation of attention-grabbing social media campaigns

NATIVE COOPERATIONS

Customized content in product & brand worlds with authentic storytelling



Eko Fresh becomes Ayran-Man with Müller



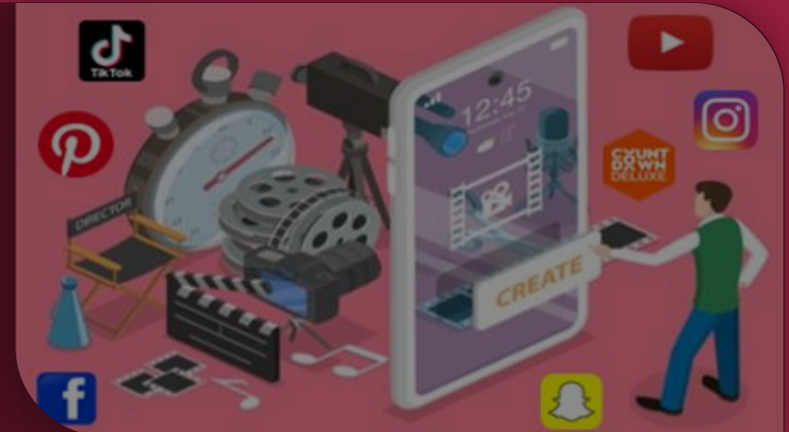
Influencer Sally bakes on TV on Galileo

TV & SHOW INTEGRATIONS

Studio71 realizes targeted cooperations between our Creators and the numerous TV formats of the Seven.One Ent. Group

SYNDICATION & PRODUCTION

Studio71 customizes our Creator content pieces for each platform



Content extension on social media & streaming platforms



STRONG TARGETING OPTIONS

THE PRODUCT LINES OFFER VARIOUS TARGETING OPTIONS

	MAX AUDIENCE	S7I RESERVED	S7I ENGAGE	S7I SPONSORSHIP
GEO	✓	✓	✓	✓
FC	✓	✓	✓	
DEVICE	✓	✓	✓	✓
AGE + GENDER	✓	✓	✓	✓
INTERESTS / ENVIRONMENT ¹	✓	✓	✓	
RETARGETING			✓	

¹ Content = Special Interest Rotationen

² Factual Data - Personas, B2B Segmente, Verticals & Products

STUDIO71 COMBINES PREMIUM VIDEO CONTENT AND KPIS WITH HIGH REACH WITHIN THE DIGITAL GENERATION ON YOUTUBE

1

PREMIUM VIDEO CONTENT & KPIS

- The Studio71 Universe encompasses >250 TV and creator channels on YouTube as well as the YouTube Kids App
- Studio71 operates in the best inventory environment of the YouTube universe
- Studio71 delivers top media KPIs - at broadcasting levels - matching high Core Audience levels and above MOAT DE Benchmark

2

HIGH REACH WITHIN THE DIGITALER GENERATION

- Studio71 reaches almost half of all YouTube users in Germany
- Studio71 is the MCN highest in reach and biggest YouTube partner in Germany with comparable TV and creator content
- Studio71 reaches the young male target group very well and is therefore the perfect addition to Core Audience

3

FOUR CLEAR PRODUCT LINES

- Max Audience: Full reach in all generations with harmonised creatives and targetings for brandbuilding in combination with Core Audience
- Studio71 Reserved: High reserved reach for brandbuilding within the digital generation
- Studio71 Engage: Addressing narrow and highly engaged target groups
- Studio71 Sponsorship: Exclusive booking of all ad spaces of a channel for maximum attention


4

STRONG TARGETING OPTIONS

- Each product line offers individual targeting options
- Especially the target group rotations for Max Audience and Studio71 Reserved offer high reach
- High reach in target group rotations in Max Audience and Studio71 Reserved
- Studio71 Engage offers exclusive targeting options only bookable through SOM

STUDIO71 AT A GLANCE

- ✓ **TV content** bundle **exclusively** available via 7.1Media
- ✓ Curated content and active channel management for **100% brand safety**
- ✓ **Top quality** inventory across product lines
- ✓ Exclusive TV channel data: **Retargeting** via S71 Engage
- ✓ **Experience:** Managed Service as a holistic approach to campaign management



For further questions:

STUDIO71@seven.one