PREMIUM CONTENT IS OUR STRONG FOUNDATION

PREMIUM TV CONTENT AND PLATFORMS

CONTENT AND PLATFORMS ADDITIONAL TOP BRANDS

TV AND INFLUENCER CONTENT ALSO ON YOUTUBE
...AND LEADS TO UNBEATABLE HIGH-QUALITY KPIS

**OUR PREMIUM AD QUALITY CRITERIA**

1. Real InStream ads: pre- / mid- / post-rolls
2. Professional content
3. Human traffic & brand-safe inventory
4. Active user action for video retrieval¹

**VERY GOOD KPIS FOR OUR PREMIUM ADS**

<table>
<thead>
<tr>
<th></th>
<th>High view-through rate²</th>
<th>High viewability rate³</th>
<th>High audible rate⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>PreRoll</td>
<td>84 %</td>
<td>96 %</td>
<td>97 %</td>
</tr>
<tr>
<td>MidRoll</td>
<td>98 %</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MOAT Benchmark DE values: MOAT German Benchmark (Desktop), Q3 2022

1. Active user action for video retrieval by clicking on the video player or video teaser [Click2Play] 2. VTR100 3. Viewability 50/2 4. Percentage of video impressions with “sound on” during the entire duration Source: View-through rate: own campaign measurements on all inventories and platforms; Oct-Dec 2022; viewability: own MOAT measurements on TV.de in-browser inventories and all forms of advertising, Oct-Dec 2022; audible rate: own MOAT measurements on TV.de in-browser inventories and all forms of advertising, Oct-Dec 2022
WE ARE CONSTANTLY EXPANDING OUR MEASUREMENT CAPABILITIES TO ENSURE EVEN MORE TRANSPARENCY

On-target rate measurement

- Nielsen measurement on core audience possible by customers
  - Browser and App: Nielsen
  - CTV: Currently not offered Nielsen
- Google Ads Data Hub partner measurement on Studio71 possible by customers

Viewability measurement

- Open Measurement based measurement on TV.de and JOYN for I/O bookings by customers
- Over 90% IAB certified core audience inventory with the TV Sites & JOYN for browser and app
- Google Ads Data Hub partner measurement on Studio71 possible by customers
3 CLEAR PREMIUM INSTREAM PRODUCT LINES FOR EVERY NEED

• Rich targeting opportunities
• Flexible ad formats and ad lengths
• Can be booked programmatically

• High premium content reach among the digital generation
• 100% login targeting possible

• Maximum reach
• Standardised ad formats, ad lengths and targeting across the entire reach¹
• Price advantage compared to the core audience

1. Not all ad formats, ad lengths and targeting of the core audience and Studio71 individual components are available.
Reach = unique user
STRONG ROTATIONS: YOUR EASY ACCESS TO OUR PREMIUM INVENTORY

ROTATIONS, SORTED BY REACH

- **Run of Network**
- **Run of Best View**
- **Run of TV Brands**
- **Run of Special Interest**
  - Entertainment, sport, lifestyle...
- **Run of Site**
  - ProSieben, Joyn, Ran...
- **Content format**
  - GNTM, The Voice...

INCLUDED ENVIRONMENTS

- Maximum reach of the product line
- Guaranteed viewability and view-through rate*
- Premium TV & broadcasting content
- High-quality content bundled according to the most popular areas of interest
- All the content of a platform
- Separate assignment of a TV premium format or platform category

PRODUCT LINES

<table>
<thead>
<tr>
<th></th>
<th>CORE</th>
<th>MAX</th>
<th>S71</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*At least 80% of the campaign volume is guaranteed to be visible on the basis of 100/50, i.e. the video ad is 100% visible for at least 50% of the ad duration, with the sound on. In addition, a completion rate of 80% is guaranteed, i.e. a VTR100 for 80% of the campaign volume.
WE CREATE ADDITIONAL VIDEO REACH THROUGH OUR EXTENSIONS WITH SMARTSTREAM.TV

**CORE AUDIENCE EXTENDED**

**MAX AUDIENCE EXTENDED**

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**BENEFITS**

- **Maximum reach potential*** by bundling Seven.One Media and Smartstream.tv inventory
- Performance-oriented **multiscreen pre/mid-roll placements**
- Use of **diverse targeting options**** possible: SocDem, Interests, Geo

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* Max Audience Extended: AGOF (Ø-month Sep 21 – Nov 21 (Smartstream InStream))

** Limited targeting use with Max Audience: no interest targeting possible
THE CAMPAIGN IS CONTROLLED ACROSS ALL DEVICES AS A MULTISCREEN PLACEMENT

MULTISCREEN PLACEMENT

Desktop/MEW: 37 %
Mobile: 24 %
CTV: 39 %

Core Audience
Quelle: Seven.One Media, own calculations, Q1 2024
Mobile = InApp
WE OFFER STRONG TARGET GROUPS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>51%</td>
</tr>
<tr>
<td>Female</td>
<td>49%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>20-29 years</td>
<td>16%</td>
</tr>
<tr>
<td>30-49 years</td>
<td>34%</td>
</tr>
<tr>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>1000-3000 €</td>
<td>60%</td>
</tr>
<tr>
<td>&gt; 3000 €</td>
<td>14%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>High educational level</td>
<td>40%</td>
</tr>
<tr>
<td>10% in education</td>
<td></td>
</tr>
<tr>
<td>Employment</td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>67%</td>
</tr>
</tbody>
</table>

Quelle: AGOF daily digital facts 10/2021 - Seven One Media Core Audience Run of Network InStream
OUR CLASSIC INSTREAM PLACEMENTS IN FULL EPISODES

Exemplary sequence:

<table>
<thead>
<tr>
<th>PreRoll</th>
<th>PreRoll</th>
<th>Sponsoring Opener</th>
<th>PreSplit/1st MidRoll</th>
<th>MidRoll</th>
<th>MidRoll</th>
<th>MidRoll</th>
<th>Sponsoring Reminder</th>
<th>PostRoll</th>
</tr>
</thead>
</table>

Copyright: P7_@ProSieben_Claudius_Pflug P7_@ProSieben_Max_Beutler
PREROLL – CLASSIC COMMERCIAL FOR A ATTENTION GRABBING BEGINNING

KEY FACTS

› Placement before the video starts
› Spotlength: up to 30 seconds
› Properties:
  › High proven attention and advertising impact
  › High click rates
  › Possible in full episodes & short clips
BUMPER AD – CONCISE & ATTENTION-GRABBING TRANSMISSION OF THE ADVERTISING MESSAGE

KEY FACTS

› Pre- and MidRoll combination for reach extension
› Spotlength: 6 seconds
› Properties:
   › Increase in ad recall
   › Increase in reach
   › Increase in brand awareness

Full Episode

Premiere Opener

Premiere Split

MidRolls

Reminder

Closer

PostRoll

PreRolls

Full Episode

seven.one MEDIA
CUTIN – A NEW DIGITAL FORM OF ADVERTISING AS MULTISCREEN OCCUPANCY

KEY FACTS

› Attention-grabbing campaign contact through placement in the current video
› Access to predominantly unused reach
› Playout as animated L-frame for 10 seconds on all devices
› Display at the earliest 3 minutes after content start
PRESPLIT - EXCLUSIVE PLACEMENT

KEY FACTS

› Exclusive placement before the MidRoll block
› Spotlength: up to 30 seconds
› Properties:
  › Maximum attention
  › Occupied in a full episode
MIDROLL - MAXIMUM ADVERTISING IMPACT DUE TO INTERRUPTION

KEY FACTS

› Placement as a breaker
› Spotlength: up to 30 seconds
› Properties:
  › Achieves the highest measured advertising impact so far
  › Occupied in a full episode
  › Combination of a Pre-/MidRoll possible
POSTROLL – CLASSIC COMMERCIAL FOR AN EFFECTIVE VIDEO CLOSURE

KEY FACTS

› Placement after the content
› Spotlength: up to 30 seconds
› Properties:
   › High involvement of the user after the requested clip
   › Enables high quality of addressing the targeting group
   › Occupied in a full episode
TRAILER SPONSORING - CLOSE TO THE FORMAT

KEY FACTS

› At the end of the MidRoll blocks in full episodes
› Sponsoring rate of the advertising form: 7 seconds
› Properties:
   › Combination of a format trailer and a sponsoring ad
   › Occupancy outside the sponsorship environment
KEY FACTS

› 7 seconds Sponsoring
  › Opener: After the PreRoll and right before the content (full episodes und short clips)
  › Reminder: At the end of the MidRoll block in full episodes
  › Closer: Right after the content (full episodes und short clips)

› Properties:
  › Program sponsoring analogous to TV also online
  › Occupiable on format level
OUR PREMIUM INSTREAM INVENTORY COMBINES HIGHEST VIDEO QUALITY WITH MAXIMUM REACH

**Premium Content**
- Premium InStream marketer with 36 Mio. UUs
- Unbeatable quality KPI’s

**Reach & KPIs**
- Core Audience
- Studio71
- Max Audience

**Product lines**
- Playout across all Devices
- Extensive reach

**Multiscreen Playout**
- Target group accessibility
- Target groups for every requirement

**Portfolio**
SALES REGION HAMBURG
An der Alster 47
D-20099 Hamburg
Tel. +49 (0) 40/44 11 16 - 0
Fax +49 (0) 40/44 11 16 - 66

SALES REGION DÜSSELDORF
Zollhof 11
D-40221 Düsseldorf
Tel. +49 (0) 211/4 96 94 - 0
Fax +49 (0) 211/4 96 94 - 20

SALES REGION FRANKFURT
Rotfeder-Ring 11
D-60327 Frankfurt/Main
Tel. +49 (0) 69/27 40 01 - 0
Fax +49 (0) 69/27 40 01 - 30

SALES REGION BERLIN
Potsdamer Platz 11
D-10785 Berlin
Tel. +49 (0) 30/3 19 88 08 - 49 81

SEVENONE MEDIA GMBH
Medienallee 4
D-85774 Unterföhring
Tel. +49 (0) 89/95 07 – 34 69 3
Fax +49 (0) 89/95 07 – 43 99