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

1

PREMIUM VIDEO CONTENT & KPIS

2

HIGH REACH IN THE DIGITAL GENERATION

3

CLEAR PRODUCT LINES

4

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

#1
YouTube Partner in Germany

10 of the 30
Most popular TV Channels in DACH are P7S1

>250
YouTube Channels

>600 Mio.
Views per Month in DACH

TV CHANNELS

1 comScore Video Metrix (Views), YouTube Partners, 11/2021; 2 Tubular 11/2021; internal company source

CREATORS & INFLUENCERS
### Some of the Most Popular TV and Creator Channels of the Studio71 Universe

<table>
<thead>
<tr>
<th>Channel</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Sassy Black</td>
<td>141 Mio.</td>
</tr>
<tr>
<td>topmodel</td>
<td>97 Mio.</td>
</tr>
<tr>
<td>Benx</td>
<td>95 Mio.</td>
</tr>
<tr>
<td>74 Mio. Views</td>
<td></td>
</tr>
<tr>
<td>Jonas Winkler</td>
<td>368 Mio.</td>
</tr>
<tr>
<td>Sallys Welt</td>
<td>275 Mio.</td>
</tr>
<tr>
<td>ViktoriaSarina</td>
<td>100 Mio.</td>
</tr>
<tr>
<td>Sturmwaffel</td>
<td>87 Mio.</td>
</tr>
<tr>
<td>Galileo</td>
<td>94 Mio.</td>
</tr>
<tr>
<td>Absolut Frauen</td>
<td>87 Mio.</td>
</tr>
<tr>
<td>Sturmwaffel</td>
<td>60 Mio.</td>
</tr>
<tr>
<td>Rocket Beans</td>
<td>74 Mio.</td>
</tr>
<tr>
<td>Empfehlungsfuchs</td>
<td>62 Mio.</td>
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<tr>
<td>Rocket Beans</td>
<td>94 Mio.</td>
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<td>Empfehlungsfuchs</td>
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Source: YouTube Analytics yearly video views 2023, Germany, last updated 10/2023
“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

User Generated Content

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

1 e.g. Spiegel TV etc.; 2 mostly audio content such as music
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

<table>
<thead>
<tr>
<th></th>
<th>PreRoll</th>
<th>MidRoll</th>
<th>PreRoll</th>
<th>MidRoll</th>
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<th>MidRoll</th>
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<tr>
<td>MOAT</td>
<td>65%</td>
<td>90%</td>
<td>69%</td>
<td>95%</td>
<td>89%</td>
<td>93%</td>
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<tr>
<td>71 MEDIA</td>
<td>98%</td>
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Quelle: Eigene MOAT-Messungen auf TV.de InBrowser Inventaren und allen Werbeformen, Q4 2020, MOAT Benchmark DE Werte: MOAT German Benchmark (Desktop), Q4 2020
HIGH REACH IN THE DIGITAL GENERATION
STUDIO71 NETWORK REACHES ALMOST HALF OF YOUTUBE USERS IN GERMANY

Source: comScore (Q3-Month October - December 2021), Germany

STUDIO71

20M Unique User

51M Unique User

20M
Unique User
STUDIO71 REACHES AN EVEN YOUNGER AND MORE MALE TARGET GROUP THAN CORE AUDIENCE AND IS HENCE THE PERFECT ADDITION

Unique User in %

<table>
<thead>
<tr>
<th>Age Group</th>
<th>STUDIO71</th>
<th>Core Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>45+</td>
<td>42%</td>
<td>47%</td>
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</tbody>
</table>
| Source: Seven.One Media Core Audience: AGOF digital facts October 2021, Germany; S71: comScore Video Metrix November 2021, Germany
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

S71 RESERVED
High reach in the digital generation for brand building

S71 ENGAGE
Addressing highly engaged and narrow target groups with skippable ads and diverse targeting options

S71 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 playout
- **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 targeting\1
• 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

1 Age/Gender Targeting via Target Group Packages
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 Targeting
• I/O & Programmatic Guaranteed (DV360)

Advantages
• Reserved volume, guaranteed playout
• 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

1 Age/Gender Targeting via Target Group Packages
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
• Complentary 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 VISIBILITY 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 VISIBILITY

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**
- **Network + Best Picks**
- **YouTube Mix**
- **YouTube Mix + Music**
- **All of YouTube**

**Campaign Content and Targets**

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

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

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

- **YouTube Mix + Music**
  - Placements, Topics as well as extensive music content on YouTube

- **All of 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

¹ S71 Sponsoring in Creator-Videos seperately through S71
² On mobile device video ads only; Video Overlay optional
STUDIO71 CAN CREATE MORE THAN SIMPLE VIDEO VIEWS

**Branded Storytelling**
Conception & implementation of attention-grabbing social media campaigns

**Native Cooperations**
Customized content in product & brand worlds with authentic storytelling

**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

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LeFloid & Telekom campaign against hate on the internet

Eko Fresh becomes Ayran-Man with Müller

Influencer Sally bakes on TV on Galilea

Content extension on social media & streaming platforms
STRONG TARGETING OPTIONS
THE PRODUCT LINES OFFER VARIOUS TARGETING OPTIONS

<table>
<thead>
<tr>
<th>Feature</th>
<th>MAX AUDIENCE</th>
<th>S71 RESERVED</th>
<th>S71 ENGAGE</th>
<th>S71 SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEO</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>DEVICE</td>
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<td>✔</td>
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<tr>
<td>AGE + GENDER</td>
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<tr>
<td>INTERESTS / ENVIRONMENT¹</td>
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<tr>
<td>RETARGETING</td>
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<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

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 DIGITAL 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