

2023

**DIGITAL  
RATECARD**

# seven.one MEDIA

## WHO WE ARE

OUR MISSION IS TO REINVENT  
ENTERTAINMENT DAY BY DAY.

DYNAMIC.  
DIGITAL.  
CONSUMER-ORIENTED.  
MULTISCREEN.

Within the Seven.One Entertainment Group, we unite our TV brands as well as all our content and its marketing in one location.

Our built-in structure makes room for more creativity. Our ideas can emerge without any structural restrictions.

We are independent from platforms and create great multiscreen entertainment brands, products and contents that offer a far-reaching platform for our advertisers every day.

We create premium entertainment that fascinates people. For every platform. every viewer. every client. And for every situation.

# seven.one MEDIA PORTFOLIO



KABEL EINS



SIXX

GOLD



joyn

STUDIO71



DMAX

TLC

ONLINE  
FOCUS



FUNKE  
MEDIEN  
GRUPPE

LIGA  
INSIDER

sport1

FILMSTARTS



TVTODAY

HGTV

wetter.com



esports.com

SPIELFILM PLUS

SPOX

CHIP

BUNTE.de

90 MIN

ranactive



powered by ran

SPORT  
DEUTSCHLAND.TV



# INSTREAM ADVERTISING

MAX AUDIENCE, CORE AUDIENCE & STUDIO71

## OUR COMMITMENT TO QUALITY FOR MAXIMUM IMPACT:

- Real InStream Video Ads (100% Pre / Mid / PostRolls)
- User interaction to demand the video by clicking on a video player or video teaser (click2play)
- Audiovisual awareness (sound on)
- Professional content only
- Brand Safety on guaranteed InStream environment (video content)
- Transparent portfolio / Whitelisting

### MAX AUDIENCE

- Maximum reach and target group potential
- Unique combination of our premium content with Studio71
- Extensive product types for a variety of campaign approaches

### CORE AUDIENCE

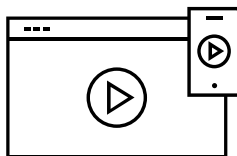
- Flexible spot lengths with up to 30 seconds
- SpotOn:Data Targeting
- Modular Audience Extension via Smartstream.tv

### STUDIO71

- Premium TV Contents and Influencer, 100% brand safe
- High-reach inventory with very strong user engagement and media quality
- Demographic targeting with high accuracy



# PRICES



## Devices

Multiscreen  
Desktop  
InApp  
MEW  
CTV

### MAX AUDIENCE\*

Classic spot formats	Spotlength
PreRoll	bis 20"
Pre/MidRoll	bis 20"
Pre/Mid/PostRoll	bis 20"
Bumper Ad PreRoll	6"
Bumper Ad Pre/MidRoll	6"

### CPM IN €

	Run of Format Site	Run of TV Brands	Run of Special Interest	Run of Network
	90	90	80	70
	80	80	70	60
	-	-	-	50
	65	65	55	45
	55	55	45	35

### CORE AUDIENCE\*

Classic spot formats	Spotlength
PreRoll	bis 20"
Pre/MidRoll	bis 20"
Pre/Mid/PostRoll	bis 20"
Bumper Ad PreRoll	6"
Bumper Ad Pre/MidRoll	6"

### CPM IN €

Run of Format/ Brand Joyn	Run of Site Joyn	Run of Format Site	Run of TV Brands	Run of Special Interest	Run of Network
120	110	100	100	90	80
110	100	90	90	80	70
-	-	-	-	-	60
95	85	75	75	65	55
85	75	65	65	55	45

### STUDIO71

Classic spot formats	Spotlength
PreRoll	bis 20"
Pre/MidRoll	bis 20"
Bumper Ad PreRoll	6"
Bumper Ad Pre/MidRoll	6"
<b>Special formats</b>	
100 % Share of Voice	6" / bis 20"

### CPM IN €

	Run of Channel	Run of TV Brands **	Run of Special Interest	Run of Network**
	90	90	80	70
	80	80	70	60
	65	65	55	45
	55	55	45	35
	On request			

#### Further conditions (CPM in Euro)

Spotlength Pre/MidRoll bis 30"***	+ 5
Deviation from multiscreen	+ 5
Connected TV only	+ 10

# ADDRESSABLE TV

MAX AUDIENCE, CORE AUDIENCE

## ADDRESSABLE TV KOMBI

- Maximum Addressable TV reach push through the combination of ATV Spot- and SwitchIn XXL-inventories
- Premium TV content and TV user experience on all screens

## ADDRESSABLE TV SPOT

- The Addressable TV Spot product setup brings fragmented ATV inventories together
- Digital spot on our premium inventories: Live TV (HbbTV), TV-livestream (Digital Ad Insertion) and VoD on the TV-device (Connected TV)
- Various spot lengths  
10" / 15" / 20" / 30"

## SWITCHIN XXL

- Digital advertising insertion next to the (TV-)program
- SwitchIn XXL: "L-Form" well placed over the whole screen, scaling of (TV-)picture
- SwitchIn Zoom: large-format advertisement with up to 40% scaling effect from the linear TV player
- SwitchIn Masthead: SwitchIn Zoom as a fixed daily placement



# PRICES



## DEVICES

Live TV (HbbTV)  
TV Livestream (Multiscreen)  
CTV VOD (HbbTV, Apps)  
VOD (Multiscreen)

## MAX AUDIENCE

Classic spot formats	Spotlength
ATV Spot	10"   15"   20"

## CPM IN €

Run of TV Brands	Run of Network
75	65

## CORE AUDIENCE

Classic spot formats	Spotlength
ATV Spot	30"
ATV Spot	10"   15"   20"

## CPM IN €

Run of TV Brands	Run of Network
95	85
90	75

Combinations	Spotlength
ATV Kombi (Spot + SwitchIn XXL)	30"
ATV Kombi (Spot + SwitchIn XXL)	10"   15"   20"

Run of TV Brands	Run of Network
80	75
75	70

Special formats	Fade-in time
SwitchIn XXL*	10"
SwitchIn Zoom**	10"
SwitchIn Masthead**	10"

Run of TV Brands	Run of Network
70 (incl. 10 Live TV Targeting)	60
80	-
On request	-

### Further conditions (CMP in Euro)

Big Screen- OR Live TV-Targeting

+ 10



# INPAGE ADVERTISING NATIVE VIDEO

## CORE AUDIENCE

### INPAGE ADVERTISING

- Broad range portfolio with premium publishers
- Optimized websites for the reduction of AdClutter
- Cross-portfolio measurement according to AGOF
- Device-optimized playout of advertisements
- Site or rotation specific targeting possibilities
- Fixed multiscreen bundles bookable (please contact our sales office)

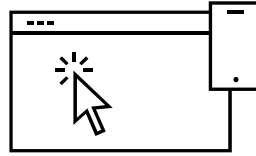
### NATIVE VIDEO

- Native embedding of video advertising
- Far-reaching platforms with commitment to quality (e.g. muted autoplay)
- Brand safety through InArticle Placements on exclusively AGOF certified platforms
- Transparent Portfolio / Whitelisting





# PRICES



## DEVICES

Desktop  
InApp  
MEW

### CORE AUDIENCE – INPAGE

#### Big Ads

Billboard – 2:1 / 4:1

Halfpage Ad – 1:2

Sitebar – 1:3

Understitial

Interstitial (nur InApp)

#### Ad Bundle

Banner – 6:1 / 8:1

Skyscraper – 1:4

Rectangle – 1:1

Ad Bundle – 1:1 / 1:4 / 6:1 / 8:1

#### Viewability

Billboard – 2:1 / 1:3

Sitebar – 1:3

### CORE AUDIENCE – NATIVE VIDEO

#### Classic spot formats

#### Spotlänge

Native Video Ad

bis 30"

Outstream

bis 30"

### CPM IN €

Run of Site

Placements

Tier 1*	Tier 2*	Run of TV Brands Special Interest	Run of Network
43	33	29	25
43	33	29	25
47	37	33	29
50	40	35	30
50	40	35	30

Tier 1*	Tier 2*	Run of TV Brands Special Interest	Run of Network
16	12	10	8
16	12	10	8
14	10	8	6
14	10	8	6

Tier 1*	Tier 2*	Run of TV Brands Special Interest	Run of Network
50	40	35	30
55	45	40	35

### CPM IN €

Run of Network

40

30

# TARGETING

## CORE AUDIENCE

## ADDITIVE MARKUPS

Targeting product combinations can be booked with a maximum of three criteria.

The following targeting are bookable:

1. Sociodemographic targeting
2. Demographic & Interest targeting
3. Technical targeting
4. Geographic targeting
5. Individual rotation
6. Sequential targeting



# MARKUPS

## INSTREAM, ATV, INPAGE, NATIVE VIDEO

Maximum 3 criteria can be combined

## MARKUP

Criteria define the targeting options within the respective thematic targeting category (e.g. sociodemographic targeting)

### Sociodemographic Targeting\*

Criterion:

Age & Gender (logins   profiles   contextual   Studio71 Target Group Package)	+ 5 €
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### Demographic & Interest Targeting

Criteria:

Predictive Behavioural Targeting	+ 5 €
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Factual Targeting: SpotOn: Data (Tier 1   Tier 2)	+ 20 €   + 15 €
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### Technical Targeting (year of construction, manufacturer, screensize et al.)

Criteria:

Time**	
Provider	+ 5 €

Device***	
CTV, Big Screen OR Live TV	+ 10 €

### Geographic Targeting

Criteria:

Classic (country, state, city)	No markup
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Postal code	+ 5 €
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### Situative Targeting

Criterion:

Dynamic data from Data Management Platform (DMP) ****	+ 5 €
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### Individual Placement

Criteria:

Sites	+ 10 €
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Formats/Studio71 Channels	On request
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## INSTREAM, ATV, INPAGE, NATIVE VIDEO

## MARKUP

### Sequential Targeting

Retargeting	+ 10 €
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CrossDevice Incremental, Reminder	+ 3 € (programmatic net cpm)
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CrossDevice Audience Transfer	+ 2 € (programmatic net cpm)
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\*Studio71 uses Login Targeting with a markup of + 10 €

\*\*no markup if legally required

\*\*\*only bookable within the category InStream/InPage/Native Video

\*\*\*\* Available for SwitchIn campaigns, delivery based on individual/geo-based target group segments via service providers (e.g., weather, traffic, sports results); optional: dynamic creative based on situational data



# PAYMENT, DELIVERY, DISCOUNTS

## AGENCY COMPENSATION

To the extent that you can advise your clients or provide evidence of corresponding services, an agency remuneration in the amount of 15 percent of the order value is agreed (after deductions and excluding VAT) subject to payment at Seven.One Media.

## DELIVERY OF ADVERTISING MATERIAL

Advertising creative must be delivered in accordance with the guidelines of the OVK in the BVDW (currently the delivery must be before campaign start no later than three working days for standard advertising media, five working days for rich media advertising media). All advertising material deviating from the OVK standard must be delivered at least five working days before the start of the campaign

- Delivery under consideration of the respective valid technical specifications (<https://www.seven.one/documents/20182/6232308/Technical+Specifications+EN.pdf>) to: [admanagement@seven.one](mailto:admanagement@seven.one)
- For Addressable TV spots, please use the creative uploader and send the generated upload ID to [admanagement@seven.one](mailto:admanagement@seven.one).

## DISCOUNTS

The sum of the transactions is discountable within one calendar year.

No discounts are granted for supplementary technical and graphic services, as well as for offers that are explicitly excluded from the discount.

## PRICES

All prices are exclusive of VAT and taxes and are not AC-discountable. Misprints and changes reserved.

- Prices valid from 01. January 2023 – 31. December 2023
- The General Terms and Conditions of Seven.One Media GmbH apply in their currently valid version (published on <https://www.seven.one/international>)

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