OUR OFFER

200+ m Video Views*

95% VTR**

GEN Y Target groups

GEN Z Target groups

BRAND SAFE Content

IN-STREAM Video

OUT-STREAM Video

YOUTUBE Multi-Channel-Network

* Statistical Video Portfolio (excl. MCN); ** Vertical Gaming
DIGITAL VIDEO PORTFOLIO

VIDEO NETWORK

GENDER

60% Male
40% Female

AGE

26% 16-24
50% 25-34
18% 35-44
6% 45+

VERTICAL GAMING

GENDER

55% Male
45% Female

AGE

21% 16-24
24% 25-34
23% 35-44
32% 45+

Source: Himedia, Oct. 2019
MULTI-CHANNEL NETWORK (MCN)

- ZOOMIN is a strategic partner of YouTube
- First selling right
- Global reach: 200 m video views/month
- specialised Gaming network
- 440+ Brand-safe Influencer Channels
- multiple targeting options
- Skippable & non-skippable ads
- bookable via IO & Programmatic

Source: Zoomin, Oct. 2019
MCN VIDEO VIEWS PER MONTH

Source: Zoomin, Oct. 2019
## AD FORMATS & PRICES

<table>
<thead>
<tr>
<th>Digital Video Ads</th>
<th>ROS</th>
<th>ROC</th>
<th>ROMC</th>
<th>RON</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Mobile) Bumper Ad (up to 6 sec.)*</td>
<td>70 €</td>
<td>50 €</td>
<td>35 €</td>
<td>30 €</td>
</tr>
<tr>
<td>(Mobile) Pre-Roll (up to 20 sec.)</td>
<td>90 €</td>
<td>70 €</td>
<td>65 €</td>
<td>60 €</td>
</tr>
<tr>
<td>(Mobile) Pre-Roll (up to 30 sec.)**</td>
<td>100 €</td>
<td>80 €</td>
<td>75 €</td>
<td>70 €</td>
</tr>
<tr>
<td>(Mobile) In-Text Roll (up to 20 sec.)</td>
<td>65 €</td>
<td>45 €</td>
<td>40 €</td>
<td>35 €</td>
</tr>
<tr>
<td>Vertical Video</td>
<td>85 €</td>
<td>65 €</td>
<td>60 €</td>
<td>55 €</td>
</tr>
<tr>
<td>Slideshow In-Text Roll (up to 20 sec.)</td>
<td></td>
<td></td>
<td></td>
<td>Price on request</td>
</tr>
<tr>
<td>Sponsorship Roadblock*</td>
<td></td>
<td></td>
<td></td>
<td>Price on request</td>
</tr>
</tbody>
</table>

*only bookable within MCN; **only bookable as skippable ad within MCN.
Many thanks for your interest!
We will be glad to make you an individual offer!

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