

SevenOne Media

Represented in France by

axel springer 

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Status in Germany



Nov. 2006

Advertising Sales: International and plurimedial Portfolio

Axel Springer Media represents in France:



330 Print Titles in Germany,
northern, eastern and southern Europe, Russia, ...
one network of 29 automobile magazines (International Auto
Bild Group)
associated websites



3 general interest channels,
1 special interest channel (News)
in German speaking countries
associated websites



Various Teletext / Multimedia services and internet offers

+
Marketing
Services



What advertisers expect from digitalization



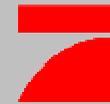
Targeting:
personalized instead of
mass-communication



Mobility:
reach the audience
out of home



Interactivity:
enhance exchange of
information, enable
transactions



Price:
lower price level
due to less
technical reach



Affinity:
reach specific /
small target
groups



Brand presentation:
ad products, that can
not be realized with
free TV channels



Thematic Alliance:
exclusivity,
imagetransfer



Digital TV vs. Interactive TV

Digital TV

New way of production and transmission

- Higher quality [video and audio]
- Higher transmission capacity
- Lower transmission costs per TV-channel
- Increase of program variety
- New and interactive advertising services
- Signal / copy protection necessary

Digital TV is not automatically interactive

Interactive TV

New way of usage:::

The audience can react to the program or the commercial, f.e.:

- order samples / catalogues
- ask for more information
- participate in games
- T-Commerce: buy products
- Voting, betting

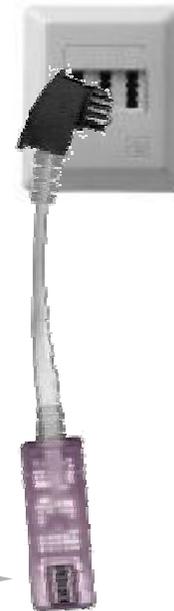
Also today, there are possibilities to respond:
iTEXT, phone, online, SMS, MMS

Interactivity exists in analog and in digital TV. But digital transmission offers new possibilities to interact with the audience, especially On-Screen.



Betty – two screen interactivity

Interactivity analog and digital



Wireless

Wireless

Adv. forms:

- Interactive extension of TV-advertising
- Program- related event
- Market surveys
- Order, Couponing, Sampling on demand
- Targeting
- Lottery games
- ...

Performance: ca. 40 %
Response quote [Tests & Switz.]

Promo video

A large, empty rectangular frame with a thin grey border, centered on the page. Inside the frame, the word 'betty' is displayed in a light blue, lowercase, sans-serif font, matching the logo above. This likely represents a video player that is currently blank or has a placeholder image.

betty

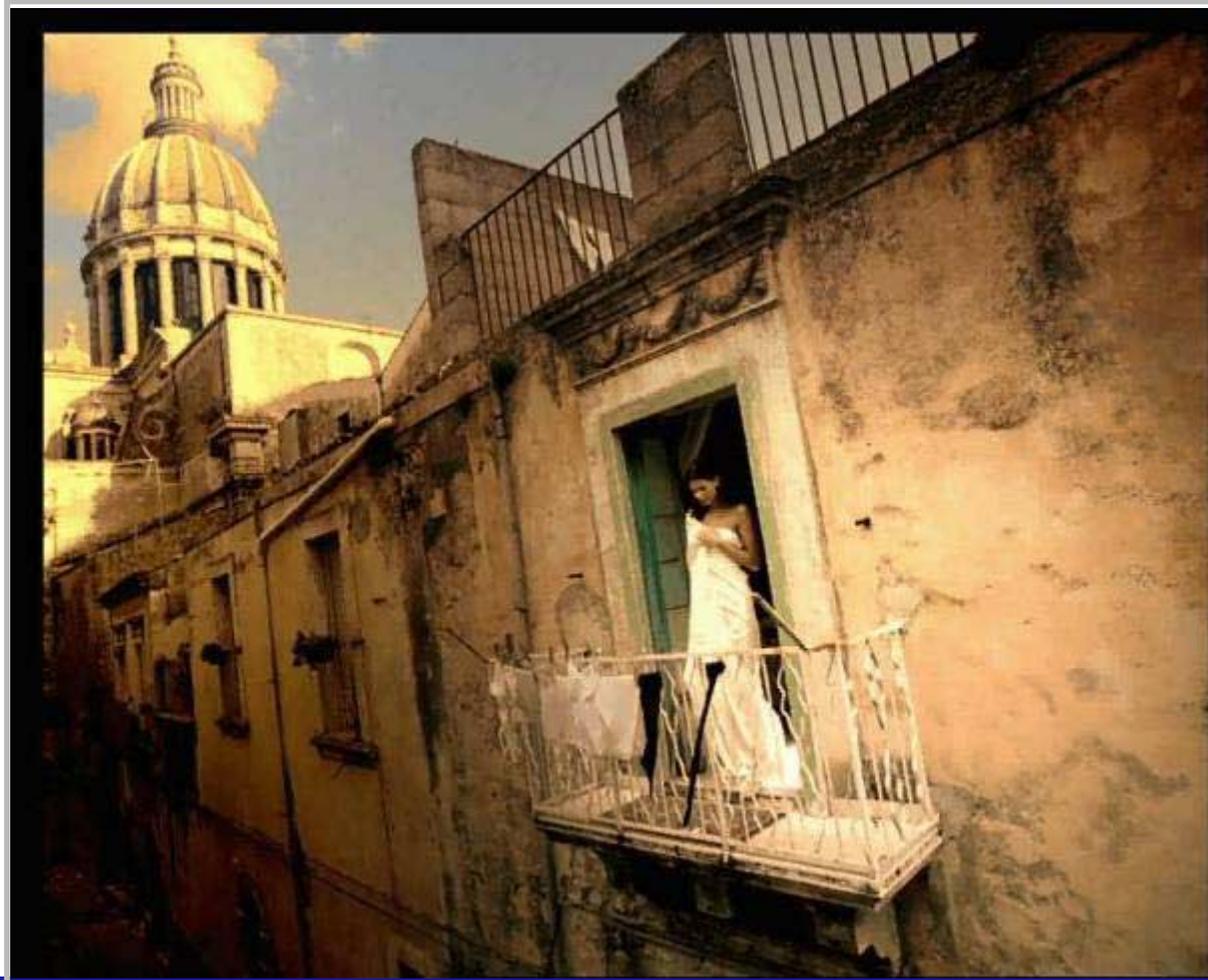
Advertising Example [from Switzerland ; started mai 2006]



Softlaunch Dec. 06 in GERMANY [3000 sets] , prognosis 1 M set at the end of 2007

Adv. Booking from ca. 2000 € per event

Promo video interactive spot on demand



Pilot project
(Maxdome, etc.)

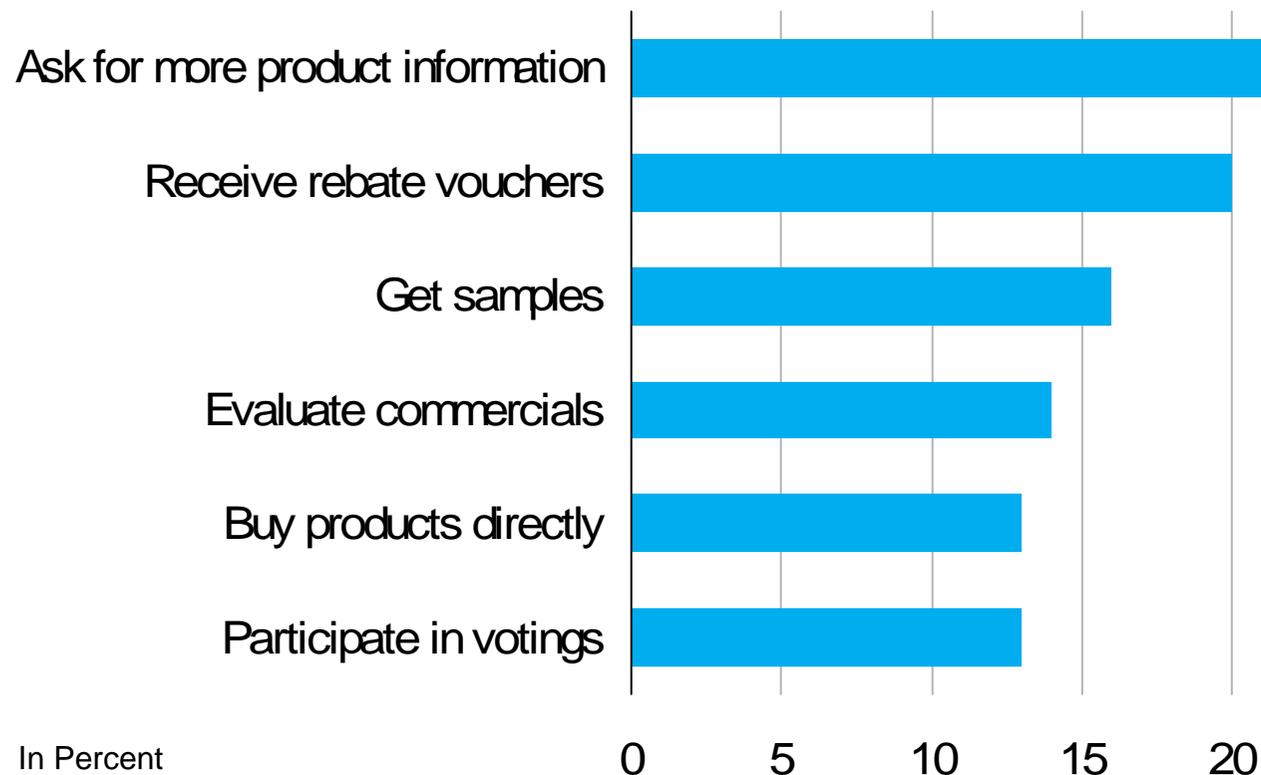
Click on the red flash button to access the menu

9

High interest in ad-related services

Interest in interactive services

Top-2-Box [1+2 of 6]





Mobile TV

Pro.7 Sat.1 & Mobile TV: the third screen

UMTS	DMB	DVB-H
2004	2006	2007+
<ul style="list-style-type: none"> - On Demand Streaming [Channels] - Mobile VoD & Download 	<ul style="list-style-type: none"> - 4 TV channels  <ul style="list-style-type: none"> - 200X: 30 channels 	<ul style="list-style-type: none"> - 20+ TV channels möglich 
<ul style="list-style-type: none"> ➤ - 12 MobileTV channels - Mobile VoD 	<ul style="list-style-type: none"> ➤ - 2 TV channels 	<ul style="list-style-type: none"> ➤ - Participation to bidding of licences





Maxdome

maxdome – the new P7S1 VoD-offer

Since
7.27.2006

(DSL- or cable-connection / STB)

Inhalt:

Hollywood-Blockbuster / Series

ProSiebenSat.1-Inhalte

Target groups:

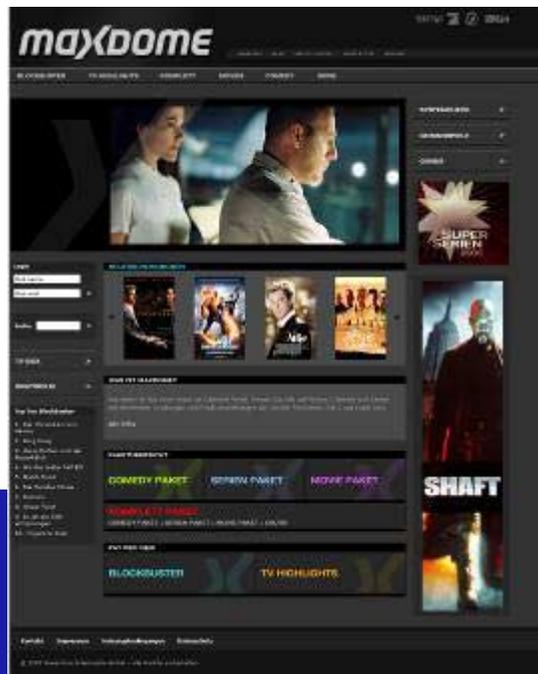
Early Adopter / Youngers / DVD-affin

Adv. forms:

Advertising on Demand

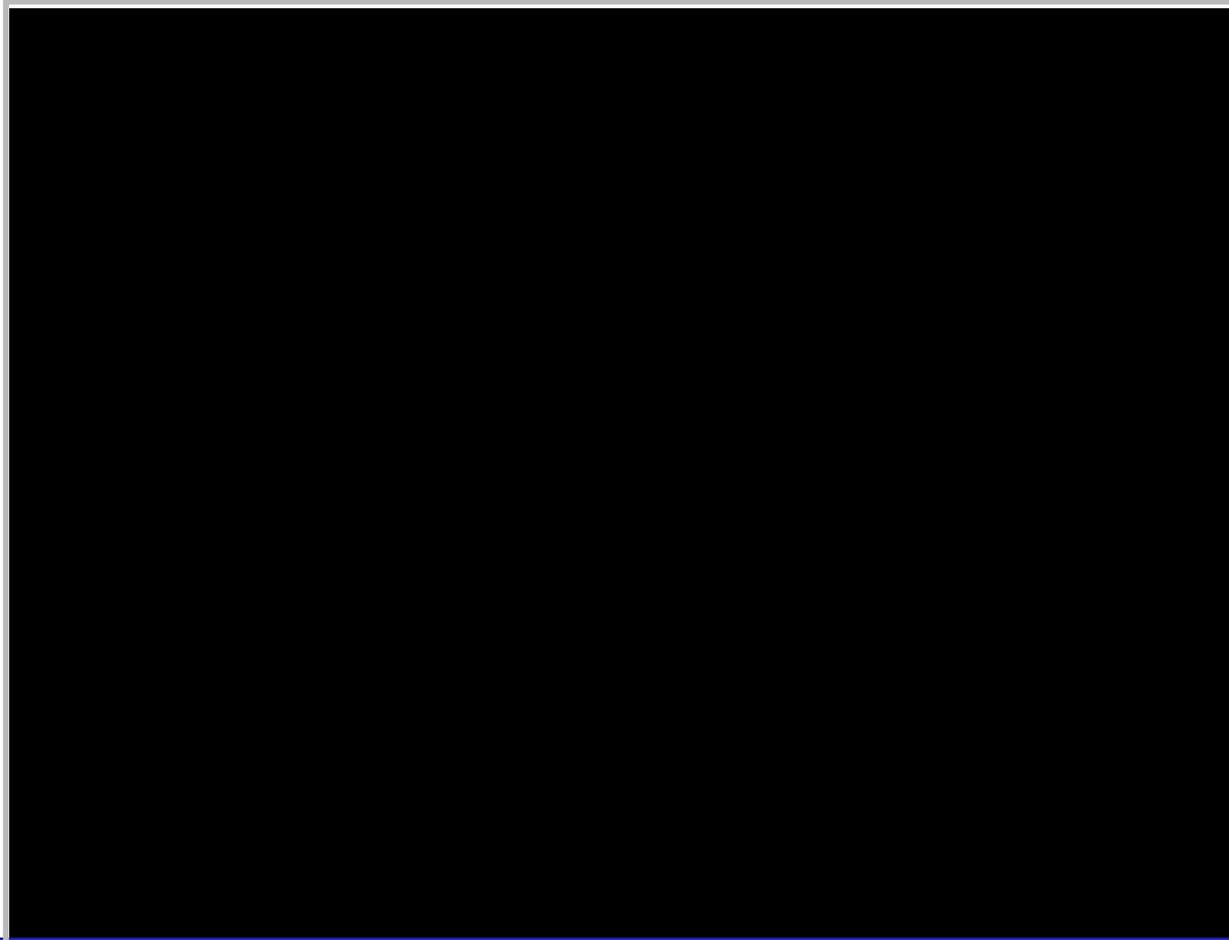
Added value -Sponsoring [„Free Movie of the Day“]

Program Sponsoring



Promo video Maxdome

maxDOME



3 types of advertising offers on maxdome

Program
Sponsoring

Added value
Sponsoring (Genres..)

Advertising
on Demand



Visible World



Visible world: targeted customized TV ads

idea:

automated TV-spot production due to different markets, regions and target groups

company:

established in 2000 and founded by media specialists

product:

enabling customer to diversify his spots by different parameters.

Classical storyboard: linear



multioptional



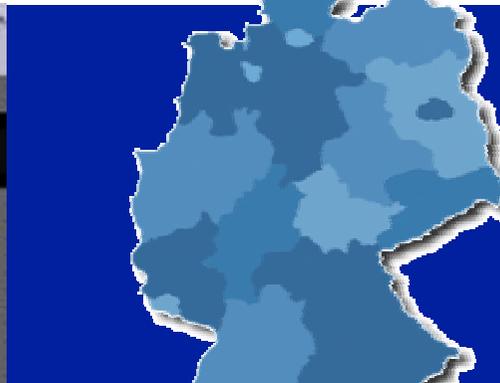
Market entry in Germany



stage 1: [2007]
Dynamic sampling

stage 2: [2008+]
Regionalization

stage 3: [2010+]
Targeting HHs,
individuals



- Actual events
- Weather
- demand
- Program environments
- competitive conduct
- Timeslots etc.

- Regionalization
- Localization

- Sociodemography
 - Direct-Marketing
- Fusion of Subscriber Files + Advertiser's Segmentation Strategy, ...**



➔ **Increase of Relevance: market conditions, context, style of impact, geography...**

The System in Praxis



The screenshot shows a Microsoft Internet Explorer browser window displaying the Visible World website. The browser's address bar shows the URL: <http://stream.visibleworld.com/Campaigns/demoBermudaWYWHSpot.html>. The website header includes the 'VISIBLE WORLD' logo and a navigation menu with 'Bermuda Tourism' selected. The main content area is titled 'Create an Ad...' and features a 'Select New Product' button. Below this, there is a form for configuring an advertisement with the following fields:

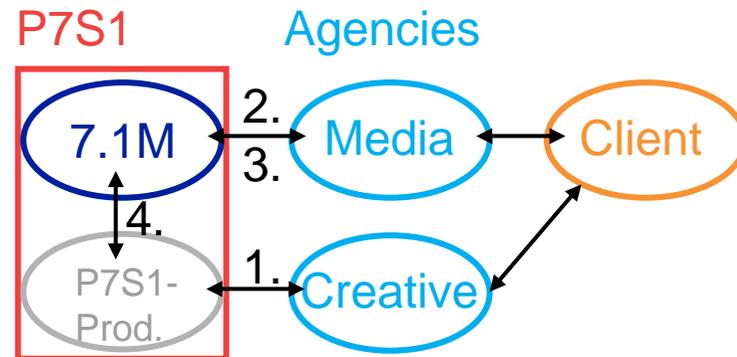
product	→	intelliSpot®
granularity	→	Household
target segment	→	Age <input type="text"/>
		Marital Status <input type="text" value="Unknown"/>
		Avg. Age of Children <input type="text"/>
		Activity Indicator <input type="text" value="Unknown"/>
		Affinity Co-Promotion <input type="text" value="Unknown"/>
		Frequent Airline <input type="text" value="Unknown"/>
		Household Language <input type="text" value="English"/>
programming context	→	TV Channel/Programming <input type="text" value="Unknown"/>

The browser's taskbar at the bottom shows the Start button, several application icons, and the current window titled 'Visible World - Previ...'. The system clock indicates the time is 17:16.

Pilot-stage from 1. Quarter 2007 on



Process Pilotstage:



1. Support of P7S1-Production for Spot production
2. Booking ViWo-Spot at 7.1M
3. Definition Spot criteria until a few minutes before air-time
4. Broadcasting via Visible World Server at P7S1-Production

Preis:

Pilot-stage: Fixed price

Later: Fixed „Ad Insertion Fee“ [ca. 2,5% of Gross-Media-falue] + evt. Software-Licences [20.000 – 100.000 EUR / year]

Offer (6-7 clients) :

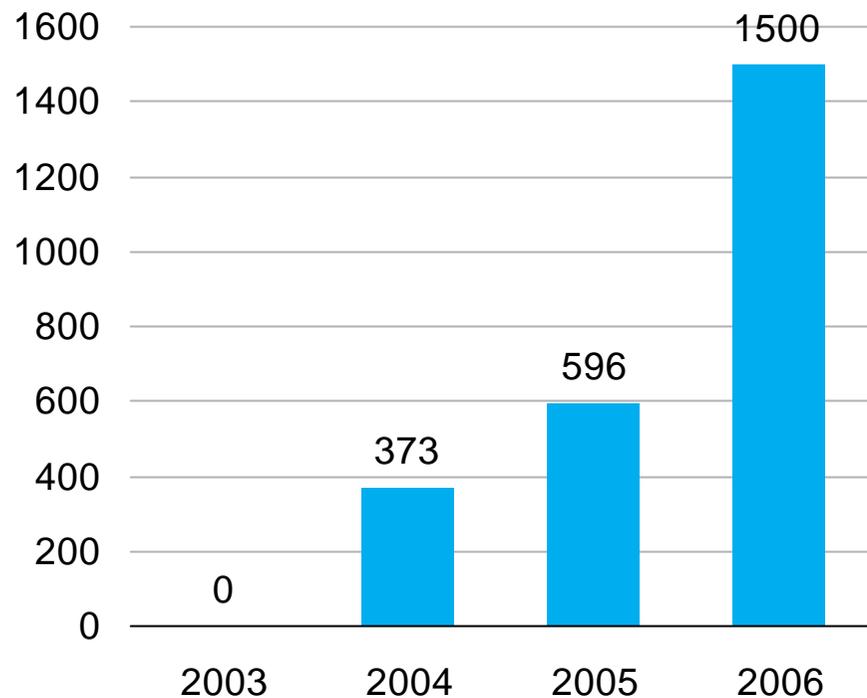
Exclusive participation at the Pilot-stage [Start 1. Quarter 2007]

ca. 50.000 EUR / client

Increase usage by advertising industry



Implemented Visible World-Campaigns in the USA



Variants per campaign:
Minimum: 2
Average: 24
Maximum: 10.000

Coming next...



Advertising in HDTV, Interactive Standard

More Pay-TV channels, new ways of transmission [IPTV]

IPTV => Interactive TV [f.i. T-Home]

User generated content => (myvideo.de, ...)

DVB-H with 20+ channels in 2007?

**Sets with UMTS & DMB / DVB-H =>
Mobile TV with use of feedback-channel**