

2025

**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

joyn



KABEL EINS

SIXX

GOLD



STUDIO 71



DMAX



ONLINE
FOCUS



FUNKE
MEDIEN
GRUPPE

LIGA
INSIDER

sport1



TV.TODAY

HGTV

wetter.com



A BRAND OF GOT FRESH

esports.com

TV SPIELFILM PLUS

SPOX

CHIP

BUNTE.de

The
Weather
Channel

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

- Premium TV Contents and high-quality publisher sites
- Flexible spot lengths with up to 30 seconds
- Wide range of targeting options like SpotOn: Data

STUDIO71

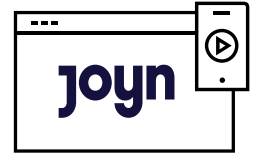
- Premium TV Contents and Influencer, 100% brand safe
- High-reach inventory with very strong user engagement and media quality
- Demographic targeting with high accuracy



MULTISCREEN PRICES

JOYN

Max and Core Audience
always include Joyn
reach



MAX AUDIENCE				CPM IN €
Classic spot formats	Spot-length	Run of Network Extended ¹	Run of Network	Run of TV Brands / Site
Pre/MidRoll	up to 20"	60	60	80
Bumper Ad Pre/MidRoll	6"	35	35	55

CORE AUDIENCE					CPM IN €
Classic spot formats	Spot-length	Run of Network Extended ¹	Run of Network	Run of TV Brands / Site	Run of Joyn
Pre/MidRoll	up to 20"	65	70	90	100
Bumper Ad Pre/MidRoll	6"	40	45	65	75
Special formats					
Presplit	up to 20"	-	85	105	115

STUDIO71				CPM IN €
Classic spot formats	Spot-length	Run of Network ²	Run of TV Brands / Channel ²	
Pre/MidRoll	up to 20"	60	80	
Bumper Ad Pre/MidRoll	6"	35	55	
Special formats				
100 % Share of Voice ³	up to 20"	-	120	

¹ includes additional video formats

² booking also possible as Target Group Package: + 5 €

³ only bookable for Run of Channel

Multiscreen includes Desktop, InApp, MEW, CTV

CONNECTED TV PRICES

JOYN

Max and Core Audience
always include Joyn
reach



MAX AUDIENCE				CPM IN €
Classic spot formats	Spot-length	Run of Network Extended ¹	Run of Network	Run of TV Brands / Site
Pre/MidRoll CTV	up to 20"	70	70	90

CORE AUDIENCE					CPM IN €
Classic spot formats	Spot-length	Run of Network Extended ¹	Run of Network	Run of TV Brands / Site	Run of Joyn
Pre/MidRoll CTV	up to 20"	75	-	100	110

STUDIO71				CPM IN €
Classic spot formats	Spot-length	Run of Network ²		Run of TV Brands / Channel ²
Pre/MidRoll CTV	up to 20"	70		90

ADDRESSABLE TV

MAX AUDIENCE, CORE AUDIENCE

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

- Digital advertising insertion next to the (TV-) program for 10" or 15"
- 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		CPM IN €	
Classic spot formats:	spotlength	Run of TV Brands	Run of Network
ATV Spot	10" 15" 20"	75	65

CORE AUDIENCE		CPM IN €		
Classic spot formats:	spotlength	Run of TV Brands (Live TV)	Run of TV Brands	Run of Network
ATV Spot	30"	105	95	-
ATV Spot	10" 15" 20"	100	90	-
Special formats:	fade-in time			
SwitchIn XXL ¹	10"	70	-	60
SwitchIn Zoom ²	10"	80	-	-
SwitchIn Masthead ²	10"	on request		-

Further conditions (CMP in Euro)

Big Screen only	+ 10
SwitchIn Extended 15"	+ 5

TARGETING

CORE AUDIENCE

ADDITIVE MARKUPS

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

The following targeting are bookable:

1. Audience targeting
2. Content targeting
3. Usage & Technical targeting
4. Custom targeting
5. Media steering



TARGETING

INSTREAM, ADDRESSABLE TV		CPM-MARKUP IN €
AUDIENCE		
Sociodemographic & Interest	Logins, Profiles, Content-based	+ 5
Sociodemographic Studio71	Login Targeting	+ 10
Interest (Factual Data)	SpotOn: Data (Tier 1 Tier 2)	+ 20 + 15
CONTENT		
Special Interest Rotation ¹		+ 10
Formats / Studio71 Channels		
Contextual (IAB Topics)		
USAGE & TECHNOLOGY		
Geo-Targeting	Country, State, City Postal code	No markup + 5
Technical Targeting ²		+ 5
Device ³	Desktop, MEW or InApp	
Device	Connected TV or Big Screen	+ 10
Retargeting		
XTV+ CrossDevice ⁴		+25
CUSTOM		
Dynamic data from Data Management Platform (DMP) ⁵		+ 5
MEDIA STEERING		
Spot length up to 30" ⁵		+ 5 (additional spot lengths on request)
PreRoll or MidRoll		+ 10

¹ Individual Rotation by request

² Provider, Year built, Manufacturer, Screensize e.g. | Time: No markup, if required by law

³ Only bookable within the category InStream

⁴ Bookable for Core Audience Run of Network Extended Pre/MidRoll Multiscreen up to 30'

⁵ 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

⁶ Only bookable for Core Audience

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, to:
admanagement@seven.one
- For Addressable TV spots, please use the creative uploader and send the generated upload ID to 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 2025 – 31. December 2025
- 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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