

A young woman with long brown hair, wearing a brown fedora-style hat and a grey blazer over a white t-shirt, is smiling and looking at her smartphone. She is holding a pair of chopsticks in her left hand. The background is a blurred city street at night with warm, bokeh lights.

# ONLINE VIDEO MEDIA KIT 2022

# GOLDBACH

**YOUR  
MESSAGE  
IS OUR  
PASSION**



# AGENDA

## Environments of Goldbach’s Online Video & CTV Video Network

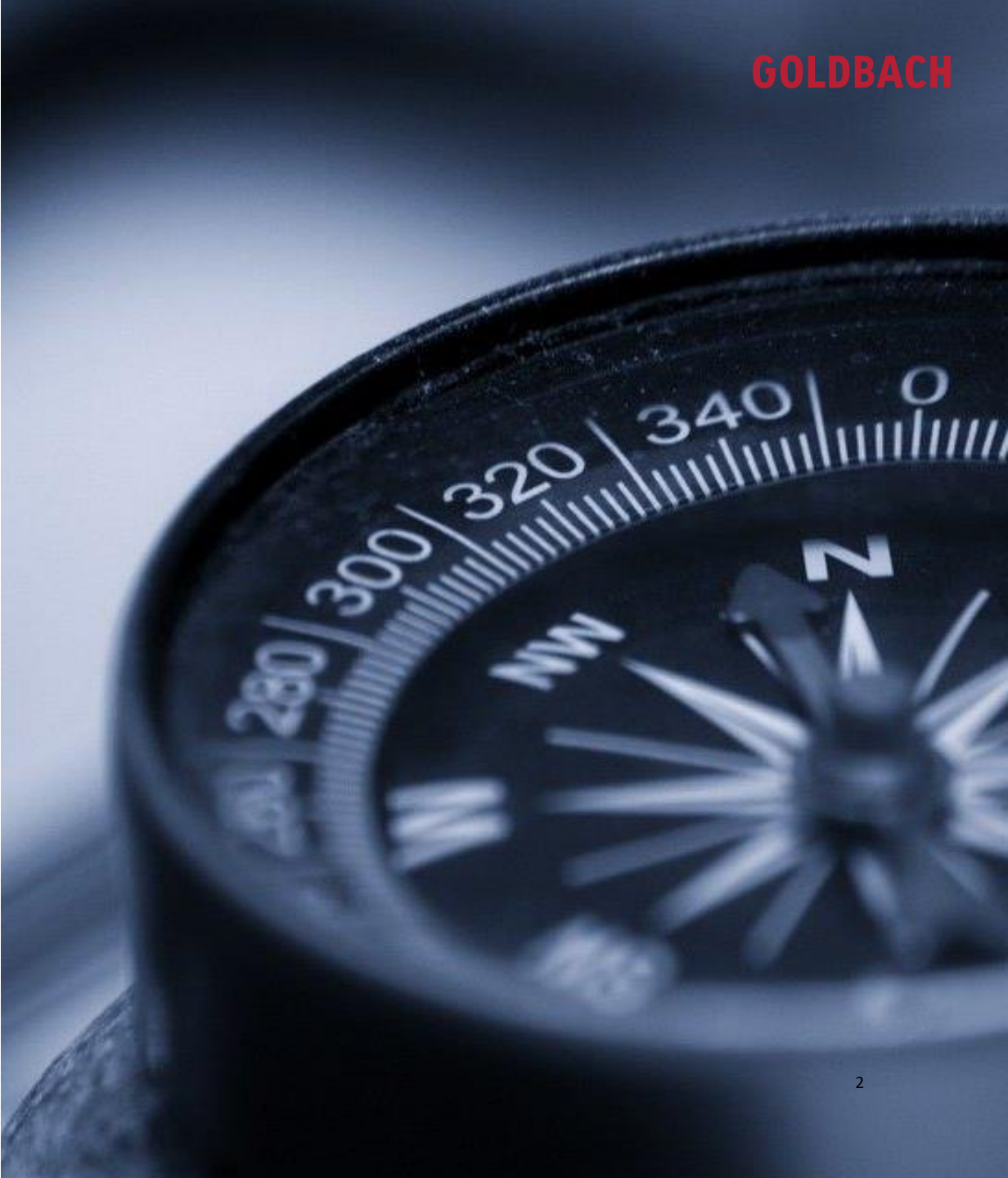
1.	News	<a href="#">page 6</a>
2.	Sports & Games	<a href="#">page 7</a>
3.	TV & Entertainment	<a href="#">page 8</a>
4.	Travel & Weather	<a href="#">page 9</a>
5.	Lifestyle & Cooking	<a href="#">page 10</a>
6.	Woman Interest & Influencer	<a href="#">page 11</a>
7.	Computer & Technology	<a href="#">page 12</a>
8.	CTV & TV on Demand	<a href="#">page 13</a>
9.	Data-Targeting	<a href="#">page 15</a>

## Partner Doodle & Dailymotion

10.	Exclusive Partner Doodle	<a href="#">page 18</a>
11.	Partner Dailymotion	<a href="#">page 23</a>

## Prices & Technical specifications

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# **GOLDBACH ONLINE VIDEO: MOVING-IMAGE CAMPAIGNS - TRANSPARENT & UNCOMPLICATED**

## **The triumphal procession of moving images continues!**

Video content is occupying an ever-increasing space on all screens, in line with today's information and consumer behavior. Extend your classical TV and DOOH campaigns into the online world and profit from the high level of user attention!

The advantages of an online campaign at Goldbach:

- Multi-SSP and data driven targeting approach
- Multiscreen delivery
- Efficient addressing of target groups through positioning in high-quality environments





## ONLINE VIDEO: TOP REACH FOR INDIVIDUAL TARGET GROUPS

Up to  
**1.5 B.**  
ad requests/  
month

Targeting of  
every  
**target group**

over  
**100**  
platforms

Partners as  
**Doodle**  
& Dailymotion

# ENVIRONMENTS

ONLINE VIDEO & CTV VIDEO  
NETWORK



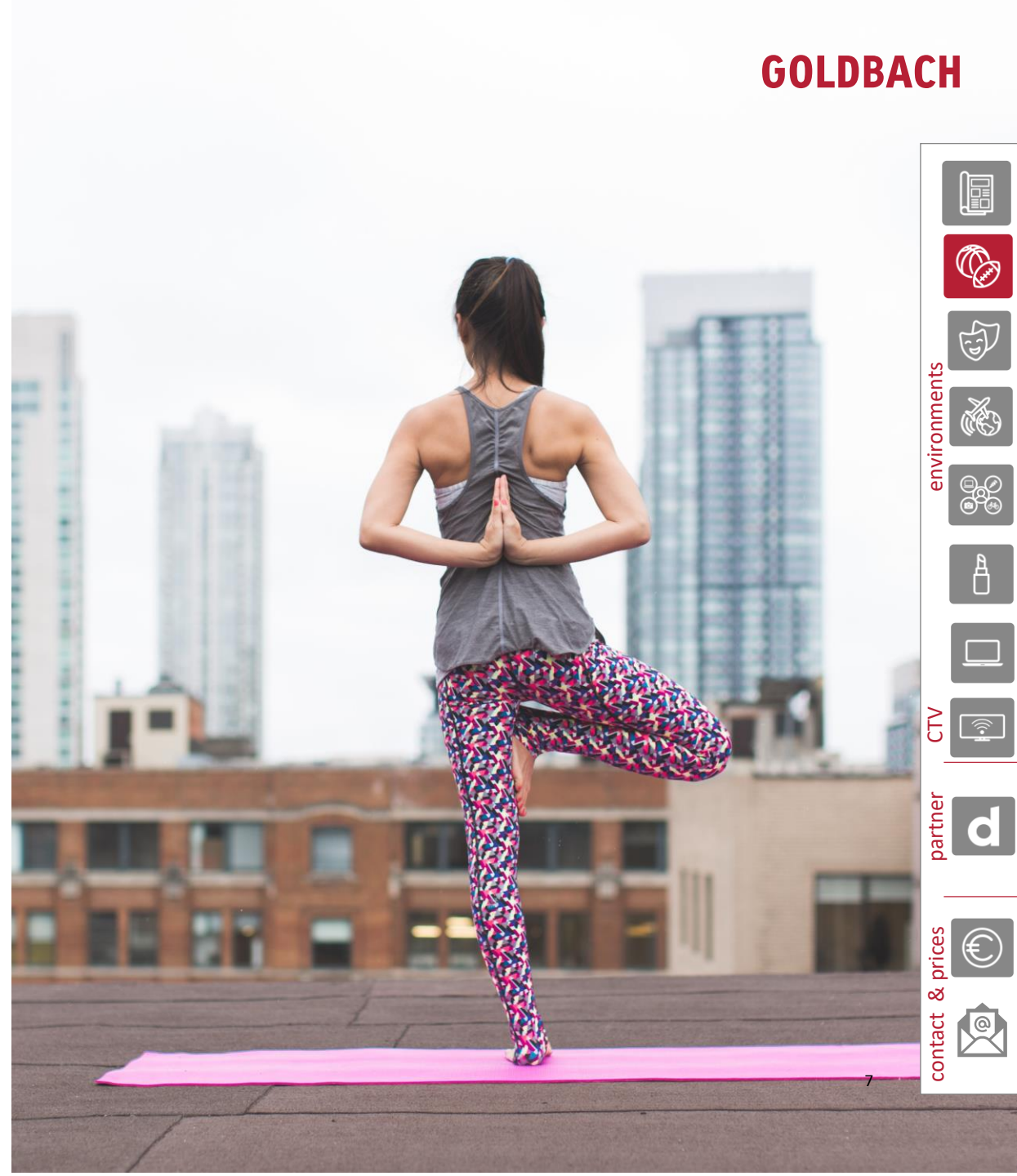


# NEWS

- 185 M. Ad Requests/month
- In-Stream & Out-Stream
- IO & programmatic bookable

## SPORT & GAMES

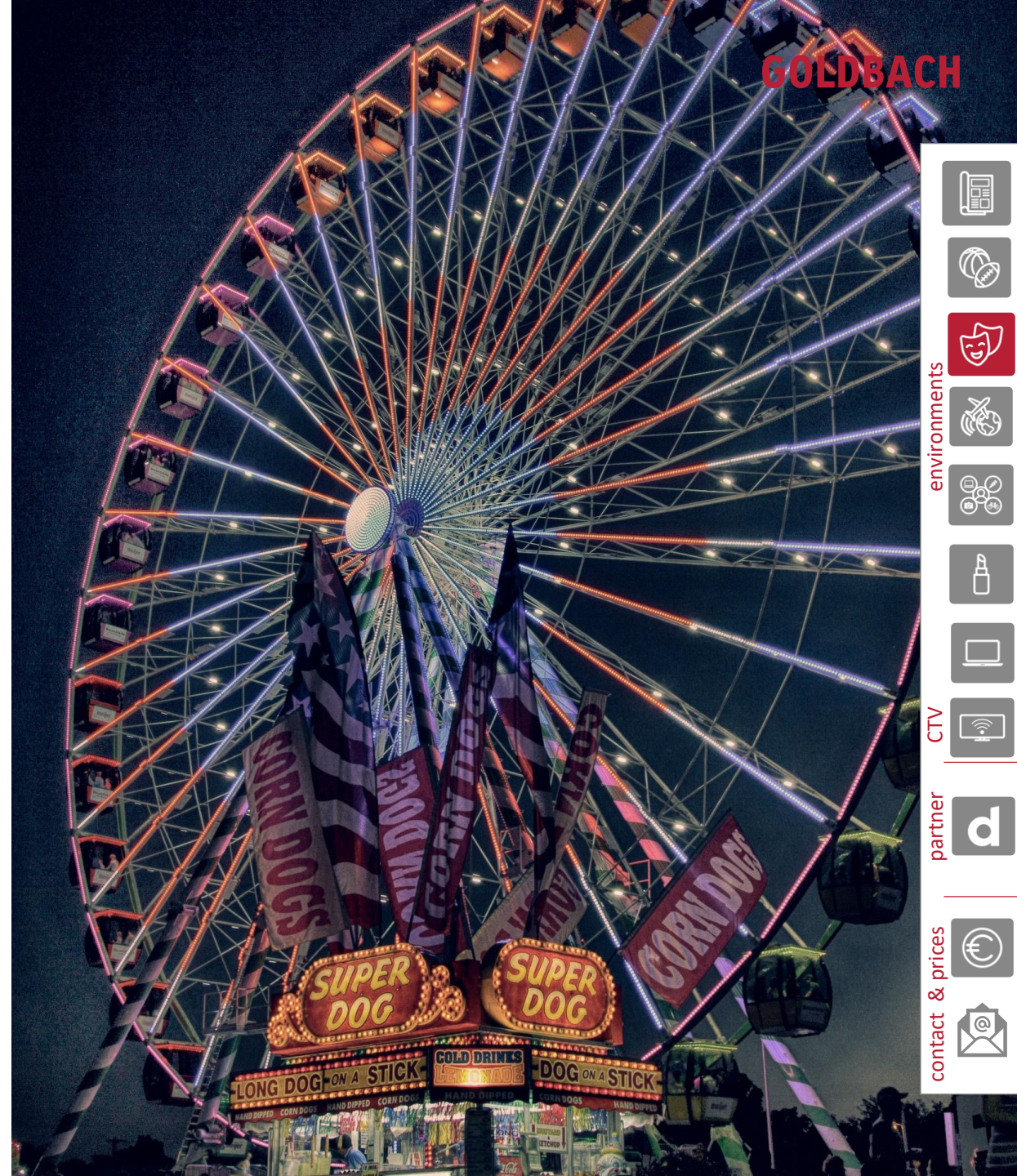
- 50 M. Ad Requests/month
- In-Stream & Out-Stream
- IO & programmatic bookable





# TV & ENTERTAINMENT

- 141 M. Ad Requests/month
- In-Stream & Out-Stream
- IO & programmatic bookable



environments

CTV

partner

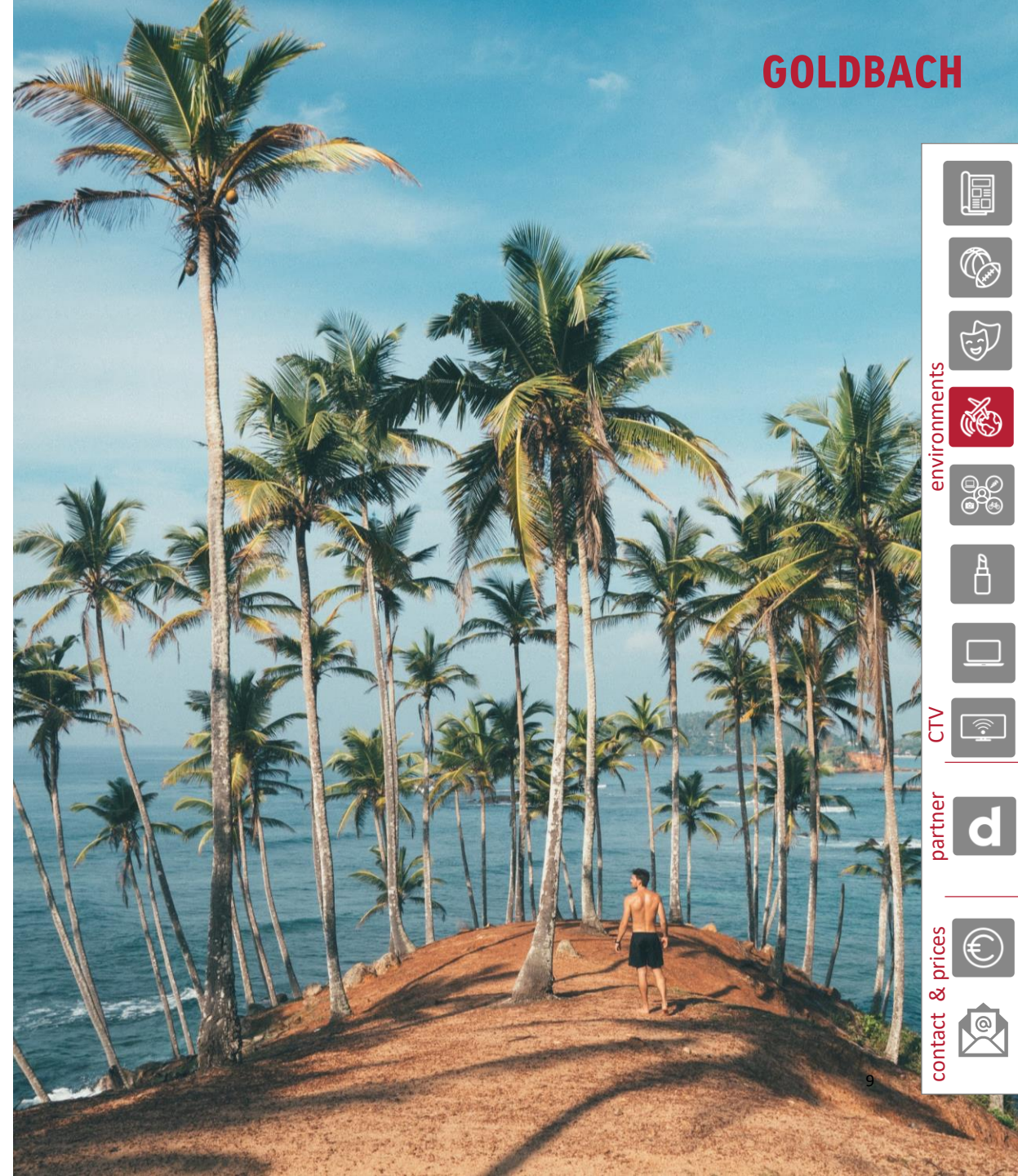
contact & prices

GOLDBACH



# TRAVEL & WEATHER

- 19 M. Ad Requests/month
- In-Stream & Out-Stream
- IO & programmatic bookable





# LIFESTYLE & COOKING

- 29 M. Ad Requests/month
- In-Stream & Out-Stream
- IO & programmatic bookable



**GOLDBACH**



environments

CTV

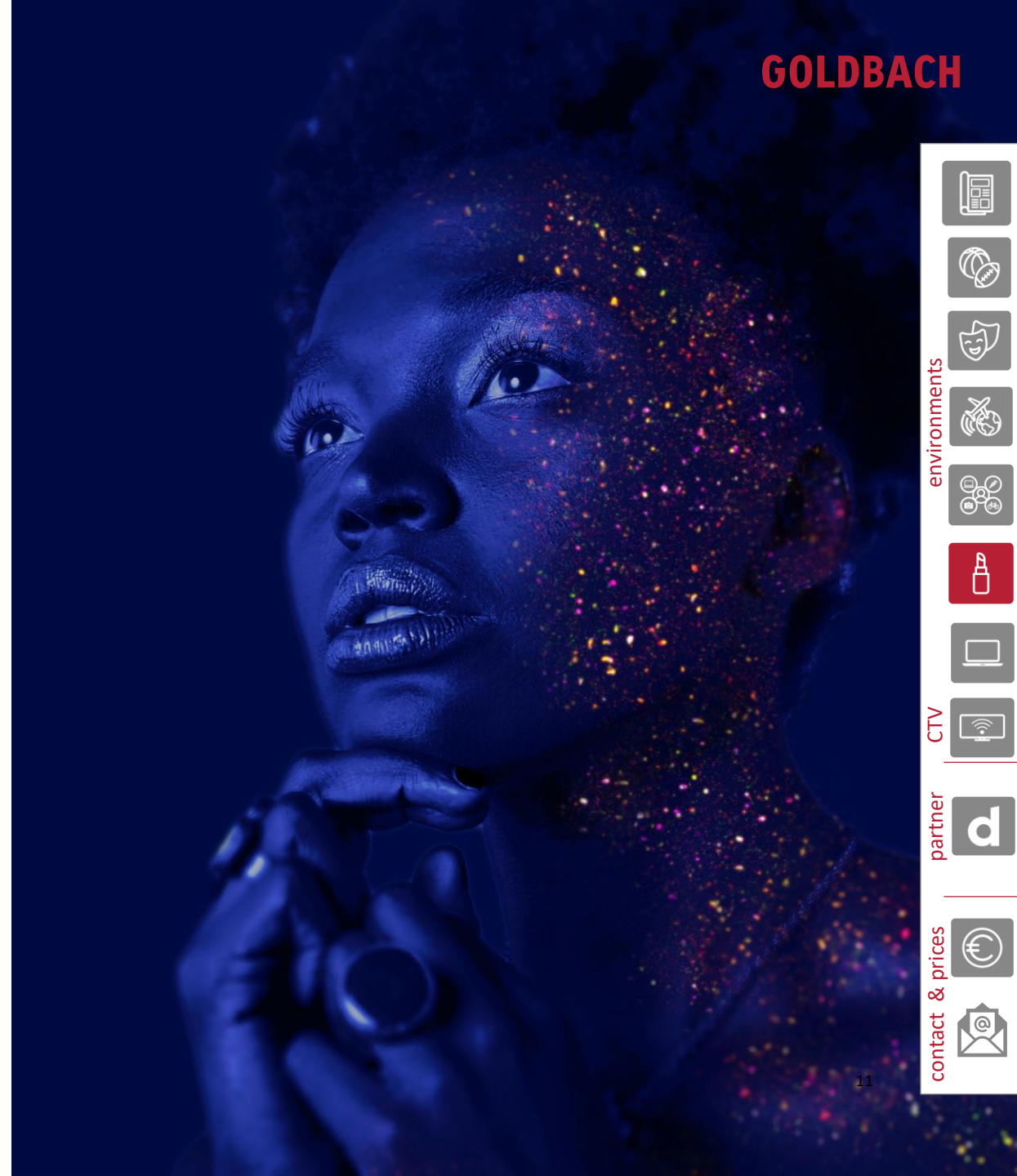
partner

contact & prices



## WOMAN INTEREST & INFLUENCER

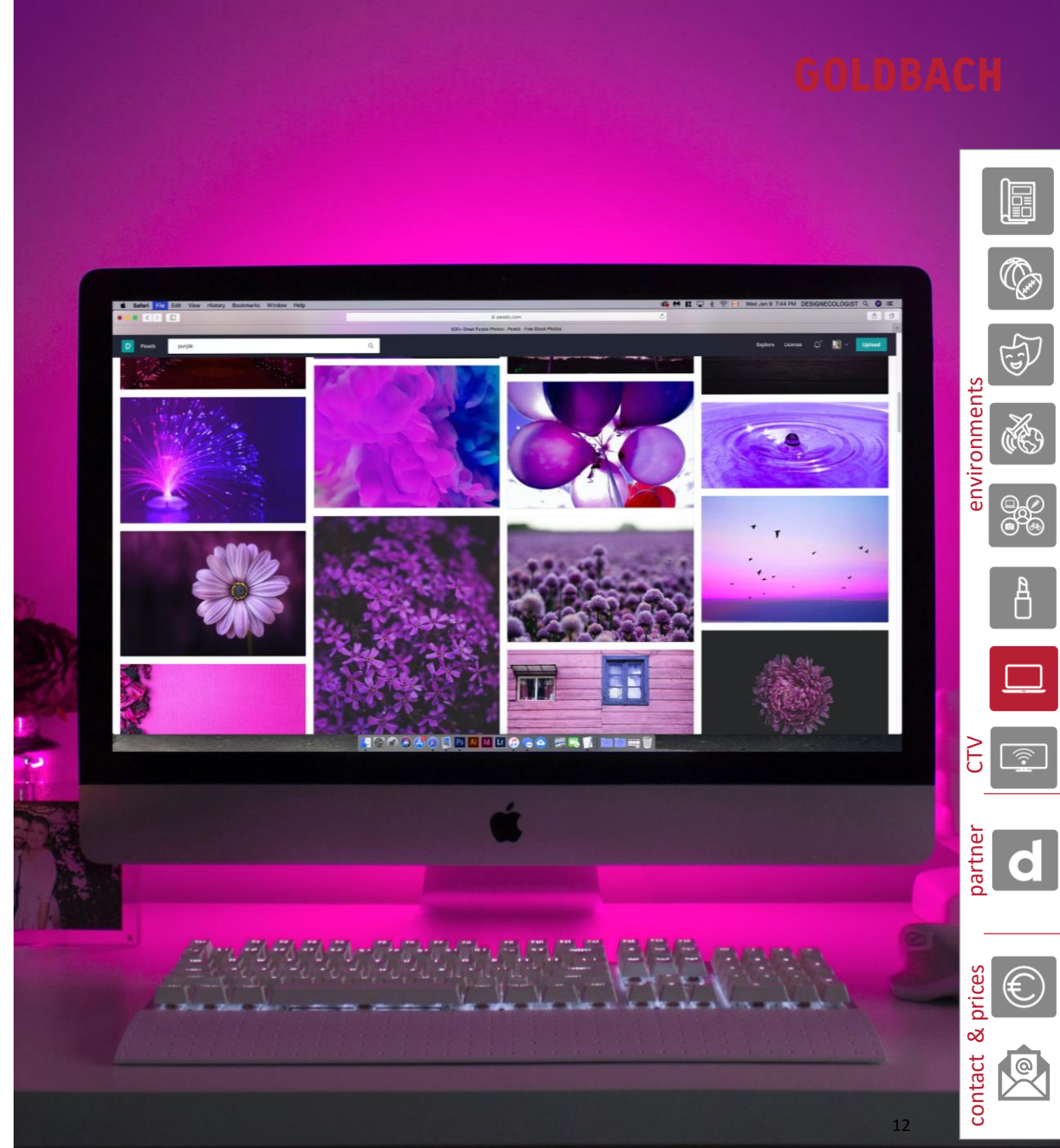
- 29 M. Ad Requests/month
- In-Stream & Out-Stream
- IO & programmatic bookable





# COMPUTER & TECHNOLOGY

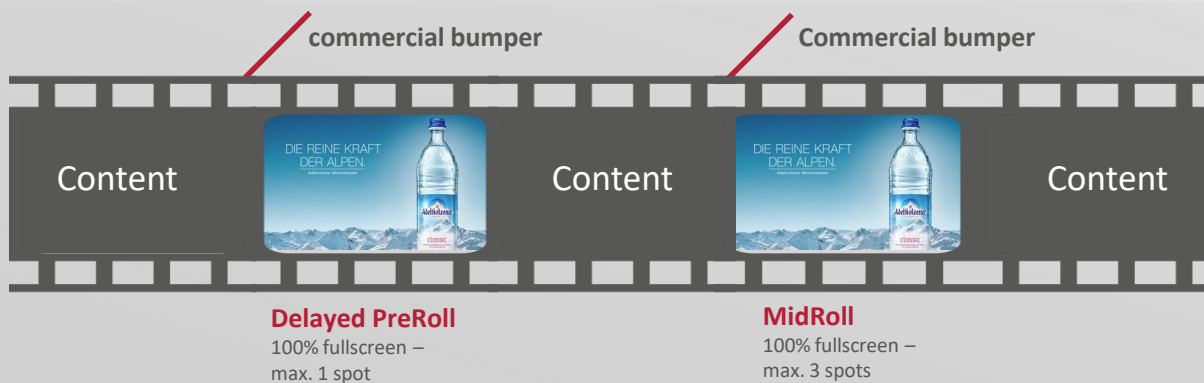
- 10 M. Ad Requests/month
- In-Stream & Out-Stream
- IO & programmatic bookable





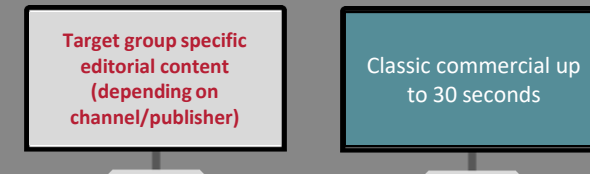
# CTV ADS

- All environments are 100% brand safe
- 100 % visibility (visibility of the video players)
- IO-booking or programmatic booking
- Autoplay-video incl. sound
- 100 % Big (TV-) screen share
- extensive targeting-options



## GOLDBACH CTV ADS – RUN OF NETWORK

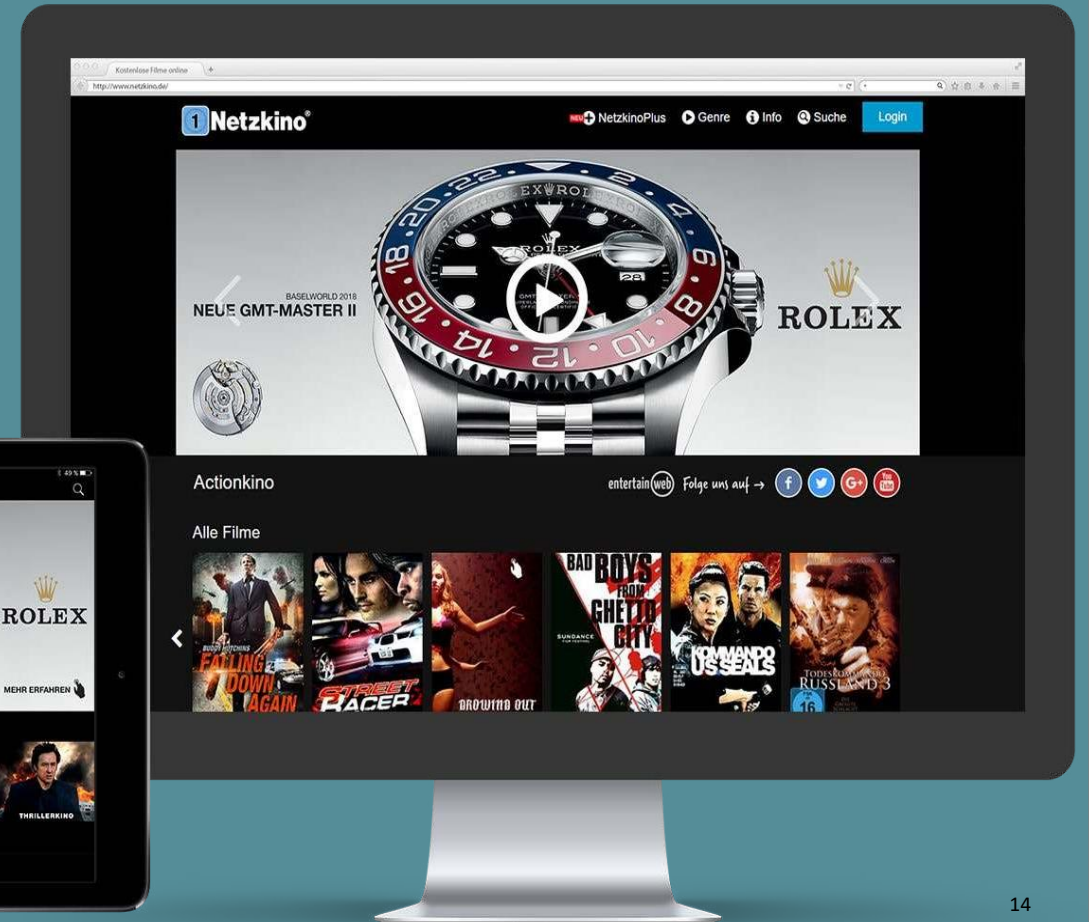
Extend TV commercials and brand films digitally into an optimized multi-channel communication from linear TV and track & optimize them optimally according to pre-defined KPIs.





# TV ON DEMAND

- 20 M. Ad Requests/month
- At least 70% VTR
- In-Stream only
- IO & programmatic





# DATA TARGETING

NIelsen DATA





## **ENVIRONMENTS & DATA CONTROLLED TARGETING**

**Suitable  
environments for  
your target group**

**Context based  
target group-  
profiles**

**Less  
scatter loss**

**User-related  
data in  
realtime**

# DATA-TARGETING VIA NIELSEN

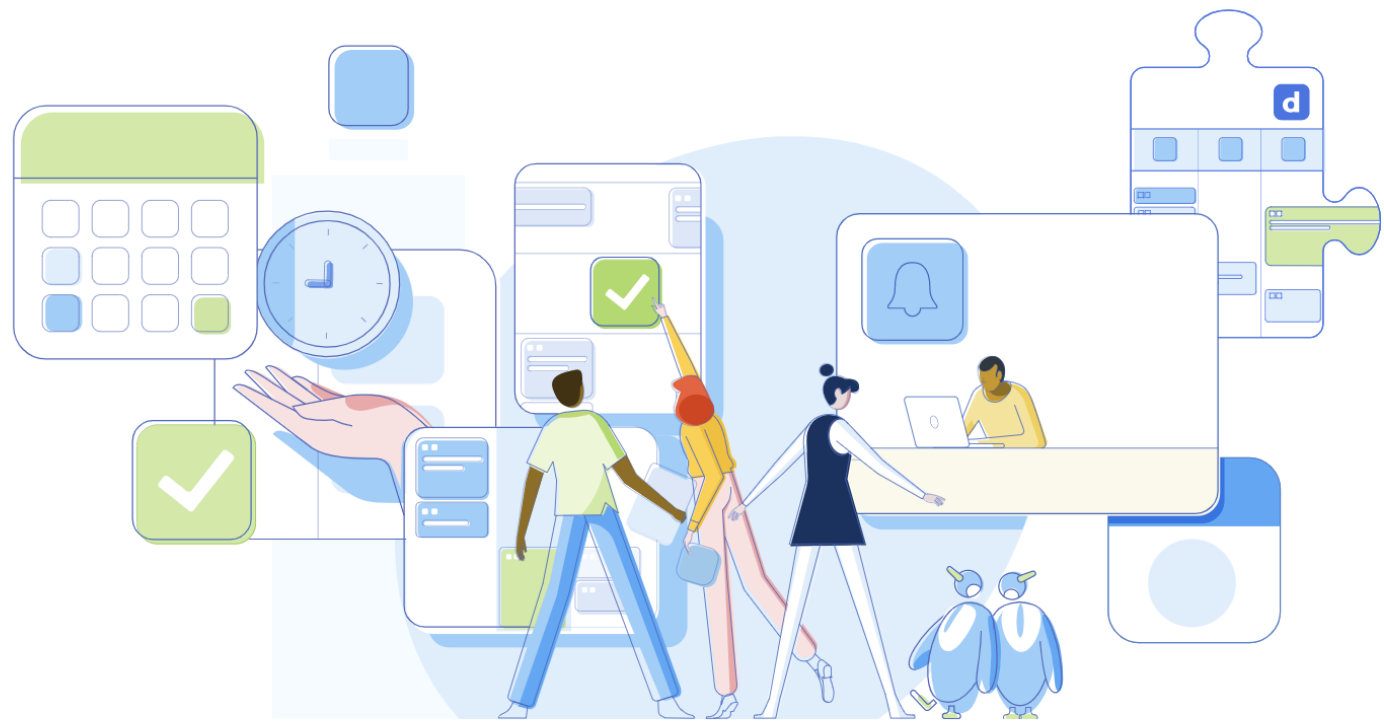


- SpotX allows target group controlled delivery and optimization of Goldbach campaigns by using the DMP “Nielsen Marketing Cloud”
- As soon as the connection between publisher and DMP via SpotX is established, already assigned segments are immediately available and can be used in the targeting area of Goldbach campaign management.





EXCLUSIVE PARTNER DOODLE



Doodle

# DOODLE

## EVERYTHING AT A GLANCE

-  Founded in 2007 in Zurich, locations worldwide
-  20 million unique users per month (worldwide)  
2.8 million unique users per month (Germany)
-  381 million page views (Year 2020, Germany)
-  Programmatically bookable since 2012
-  Keyword-based targeting
-  Brand safety & advertising formats with high viewability












environments

CTV

partner

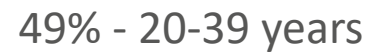
contact & prices







## SOCIO-DEMOGRAPHICS & TARGET GROUP



41% - 40-59 years



# TARGETING OPTIONS

## KEYWORD-BASED TARGETING



With **Doodle's keyword targeting** you can place your ads in affinitive subject environments in the categories of your choice. If a user creates a survey on Doodle or takes part in a survey, the topic of his survey **is recorded in real time and assigned to the categories.**

It can be booked for **all devices** (desktop, mobile and tablet).

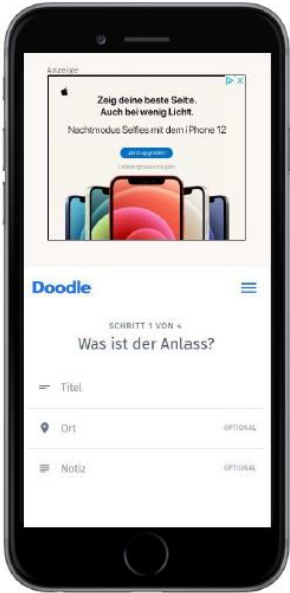
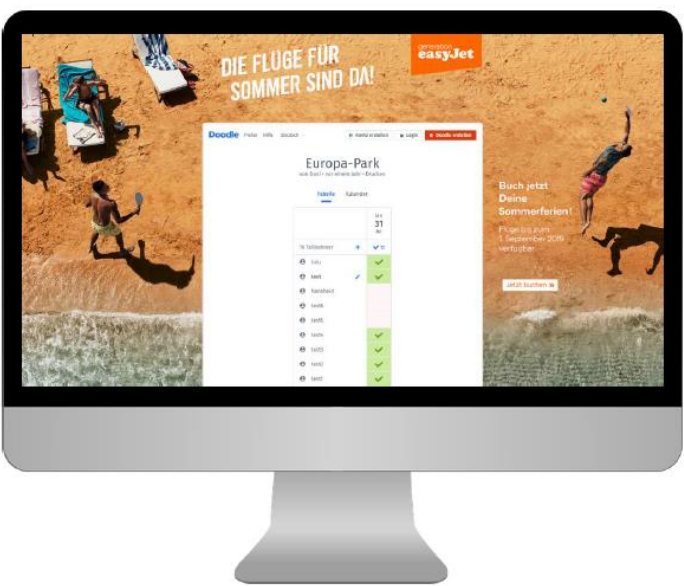


# SPECIAL AD FORMATS ON DOODLE

## BRANDING ADS: IMAGE & VIDEO AD

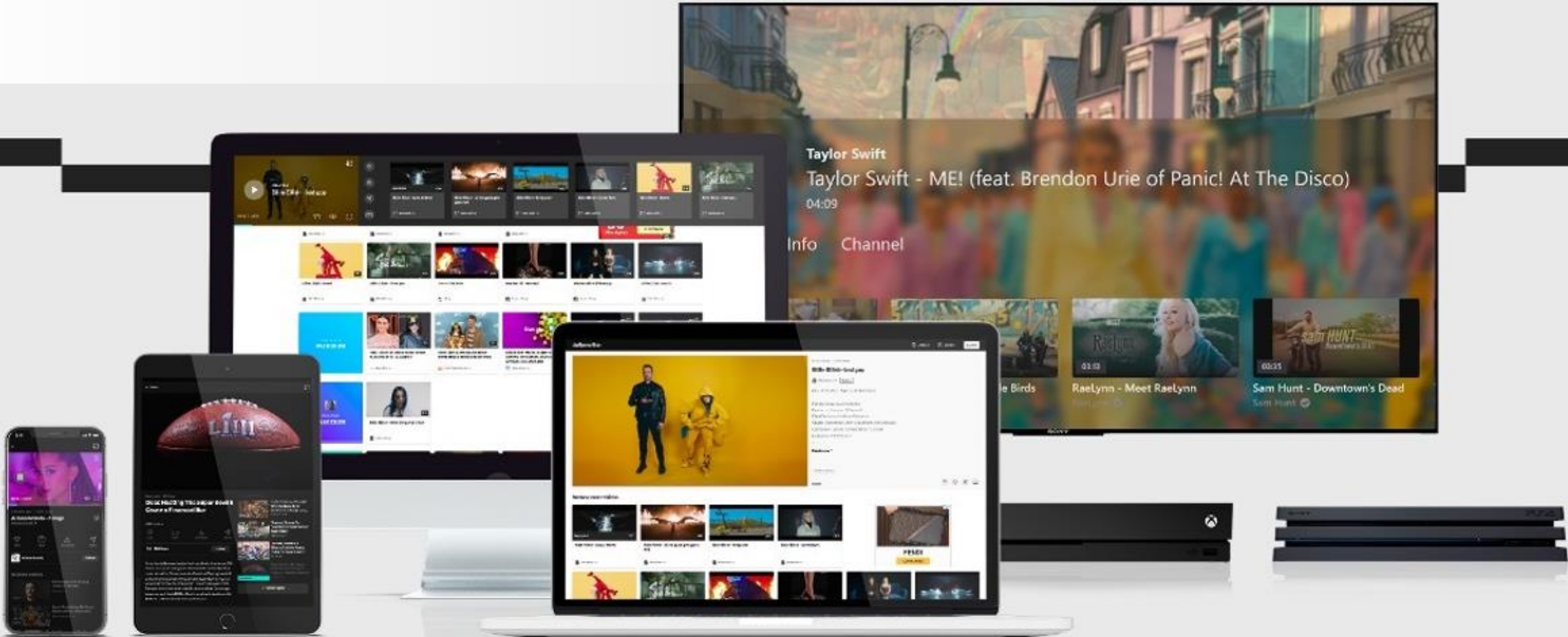
Eye-catching ads with good performance:

- CTR 1,40%
- Viewability 93%



DAILYMOTION

**dailymotion**  
advertising

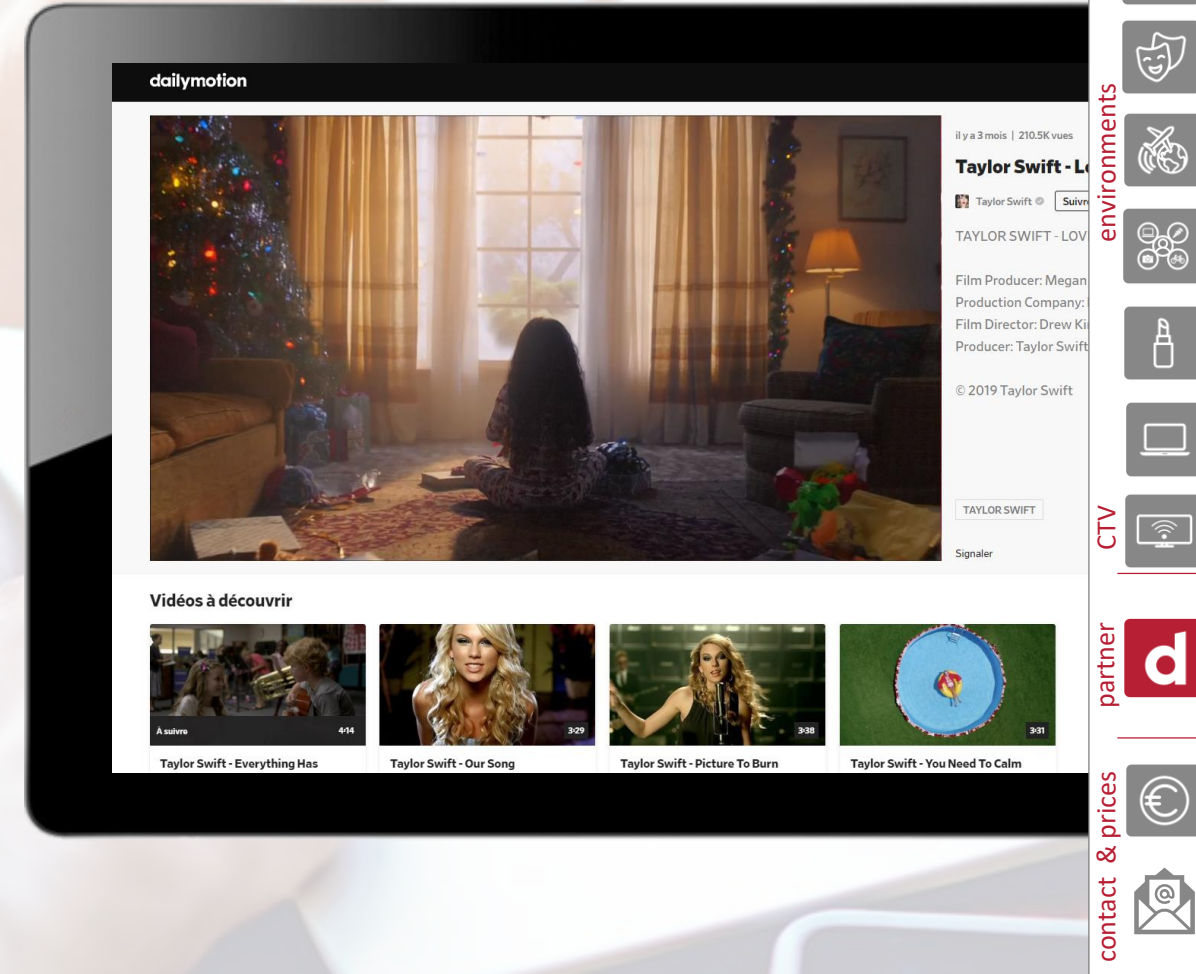




# DAILYMOTION: ONE OF THE WORLD'S BIGGEST VIDEO SHARING PLATFORMS

## Keyfacts:

- Founded in France in 2005
- Available at dailymotion.com & app
- Own video player
- Available in 35 different local versions – with local home pages and local premium publisher content
- More than 2.500 global content partner
- Globally more than 280 M. unique viewers/month with 3 Bill. video views
- Variety of ad formats for an optimized user ad-experience
- Belongs to the top 5 video sharing platforms in Germany!

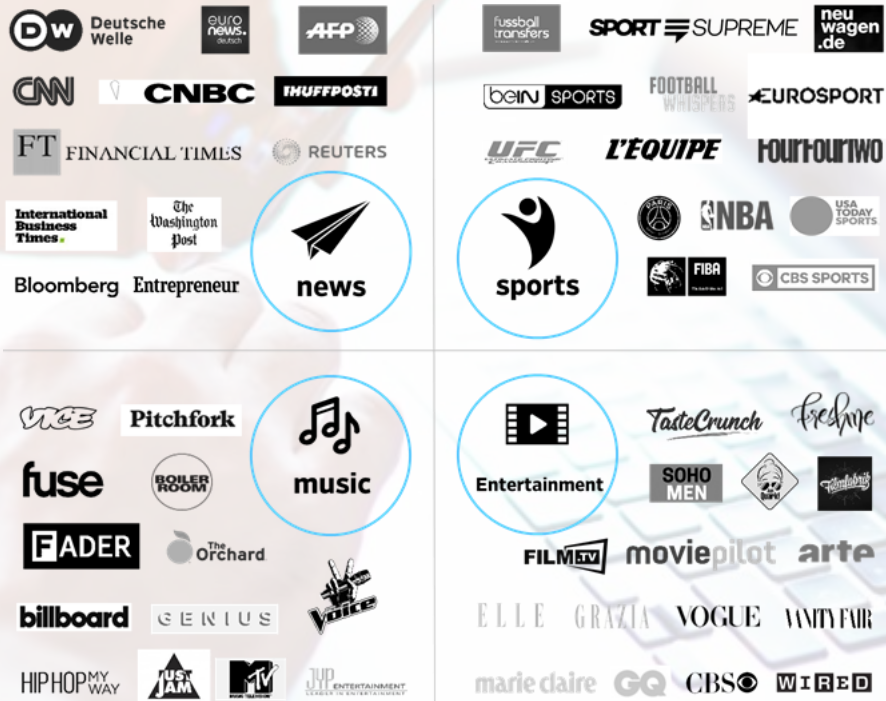


# RELEVANT AND HIGH-QUALITY CONTENT FOR EVERY TARGET GROUP

- Well-known media brands like VOGUE, VANITY FAIR, MTV, Eurosport and Deutsche Welle are part of Dailymotion's portfolio.
- The popular media brands in Germany ensure further reach and exiting contacts!

2.500+  
content  
partners

Brand  
safety



environments

CTV

partner

contact & prices

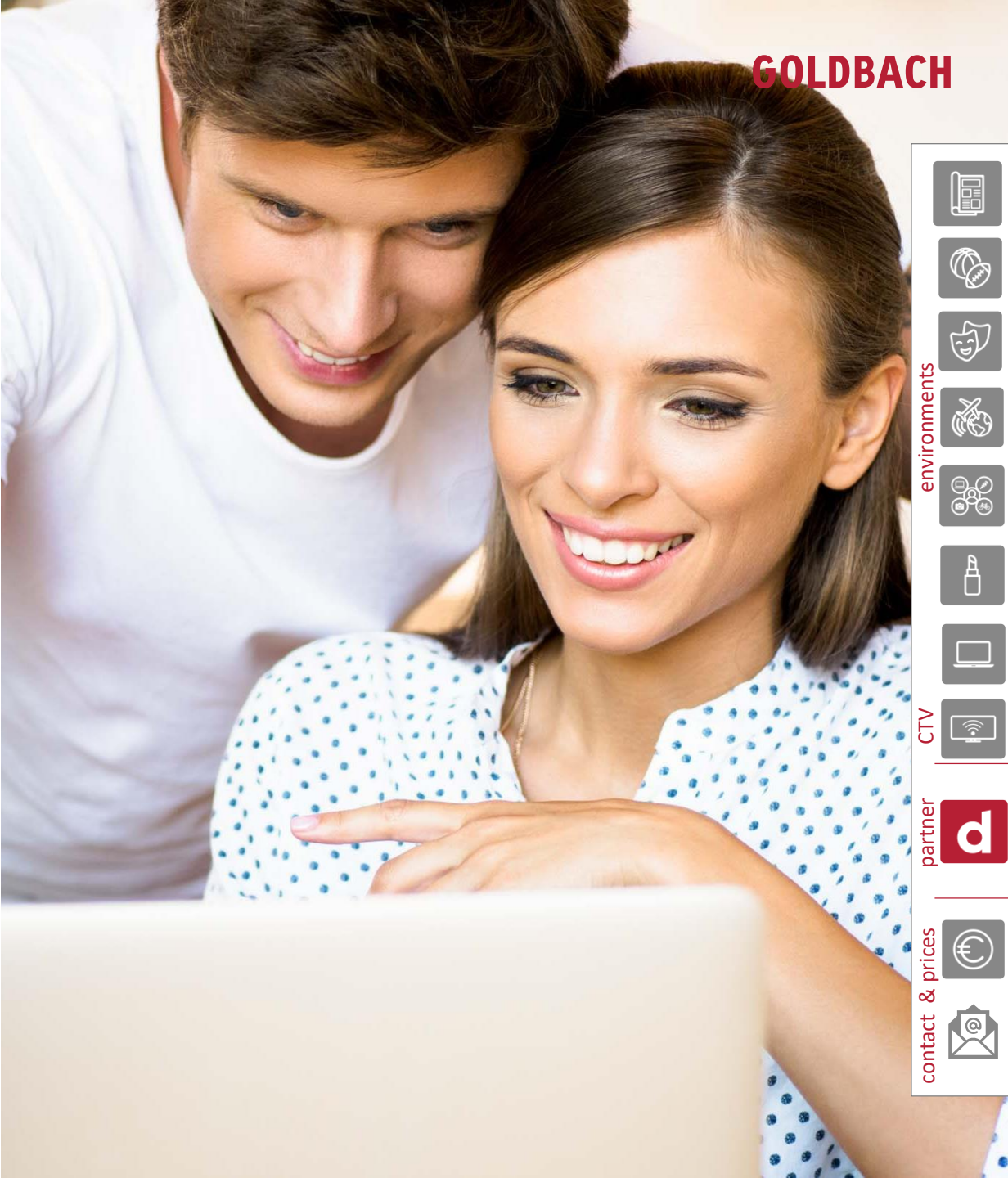
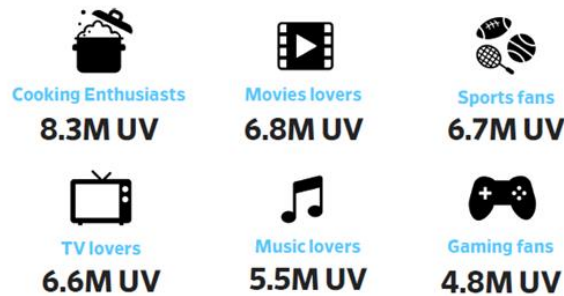


# INSIGHTS ON THE TARGET GROUP

## ADULTS 18-54 YEARS

- **Dailymotion for men and women attractive:**
  - 51% women
  - 49% men
- **Key target group: 18-54 years**
  - 45% 18-34 years
  - 33% 35-54 years

- **Interests of target group:**
  - Cooking
  - Movies
  - Sports
  - TV
  - Music
  - Gaming











environments

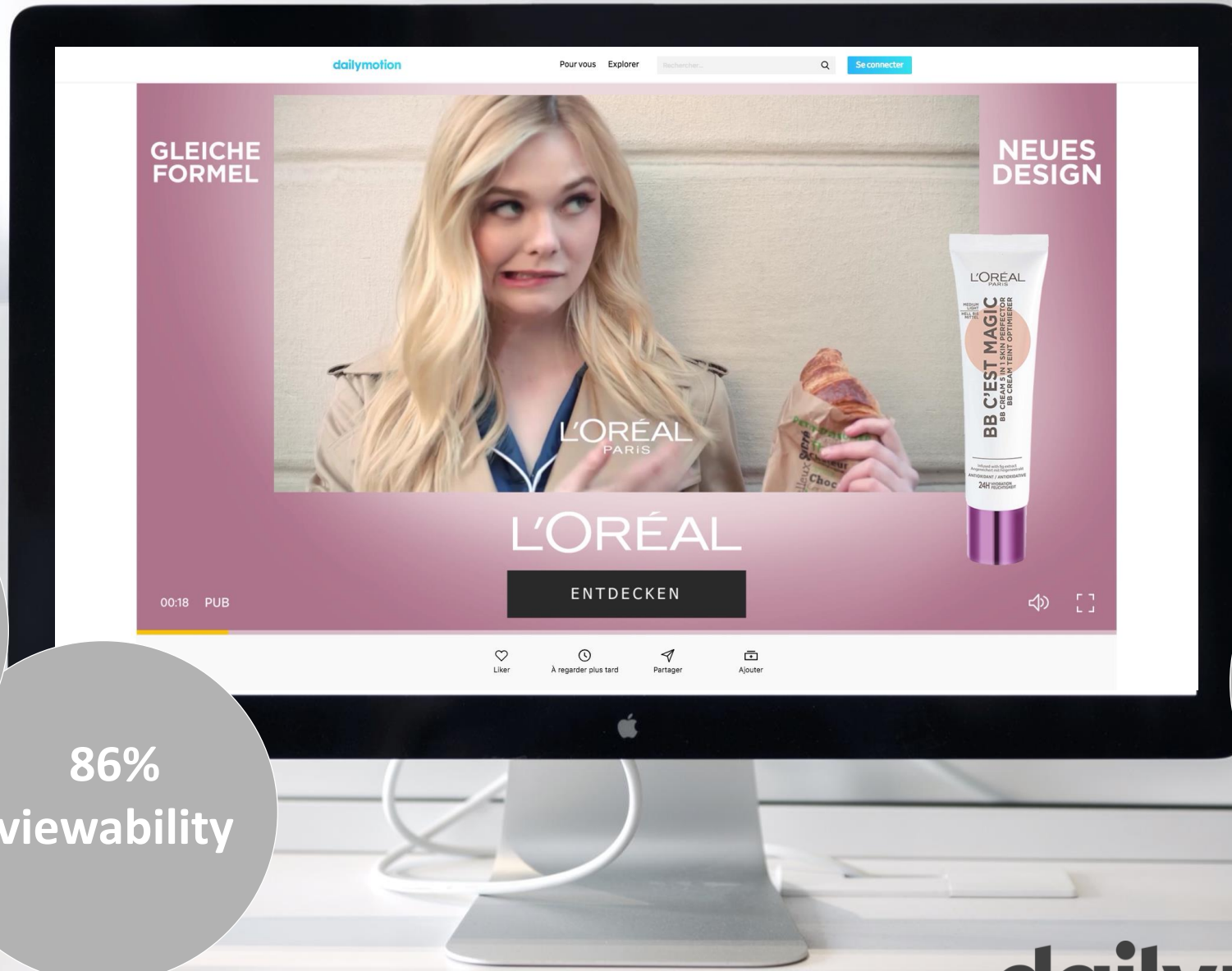
CTV

partner

contact & prices







4.1 M.  
unique  
viewers/  
month

80%  
completion  
rate

86%  
viewability

Individual  
special ads like  
e.g. Dressed  
Pre-Rolls

dailymotion



## SPECIAL ADS ON DAILYMOTION.COM

### FORMATS OF HIGH ATTENTION

- 60-80% average completion rate for pre- and mid-rolls
- Objective: eye-catching appearance and increase of brand awareness
- Large selection of special ads:
  - Vertical Vue pre-roll
  - Fast Impact pre-roll
  - Ad Recall pre-roll...and many more!



Source: Google Analytics, January 2020



# **PRICES & TECHNICAL SPECIFICATIONS**





# PRICE LIST 2022

INSTREAM VIDEO CLASSIC*			
Medium	Ad Format		Gross CPM
ONLINE VIDEO	RoS	PreMidRolls (up to 30sec)	100 €
	RoN	PreMidRolls (up to 30sec)	75 €
	RoS	PreMidRolls (up to 10sec)	90 €
	RoN	PreMidRolls (up to 10sec)	65 €
CTV	RoS		110 €
	RoN		105 €

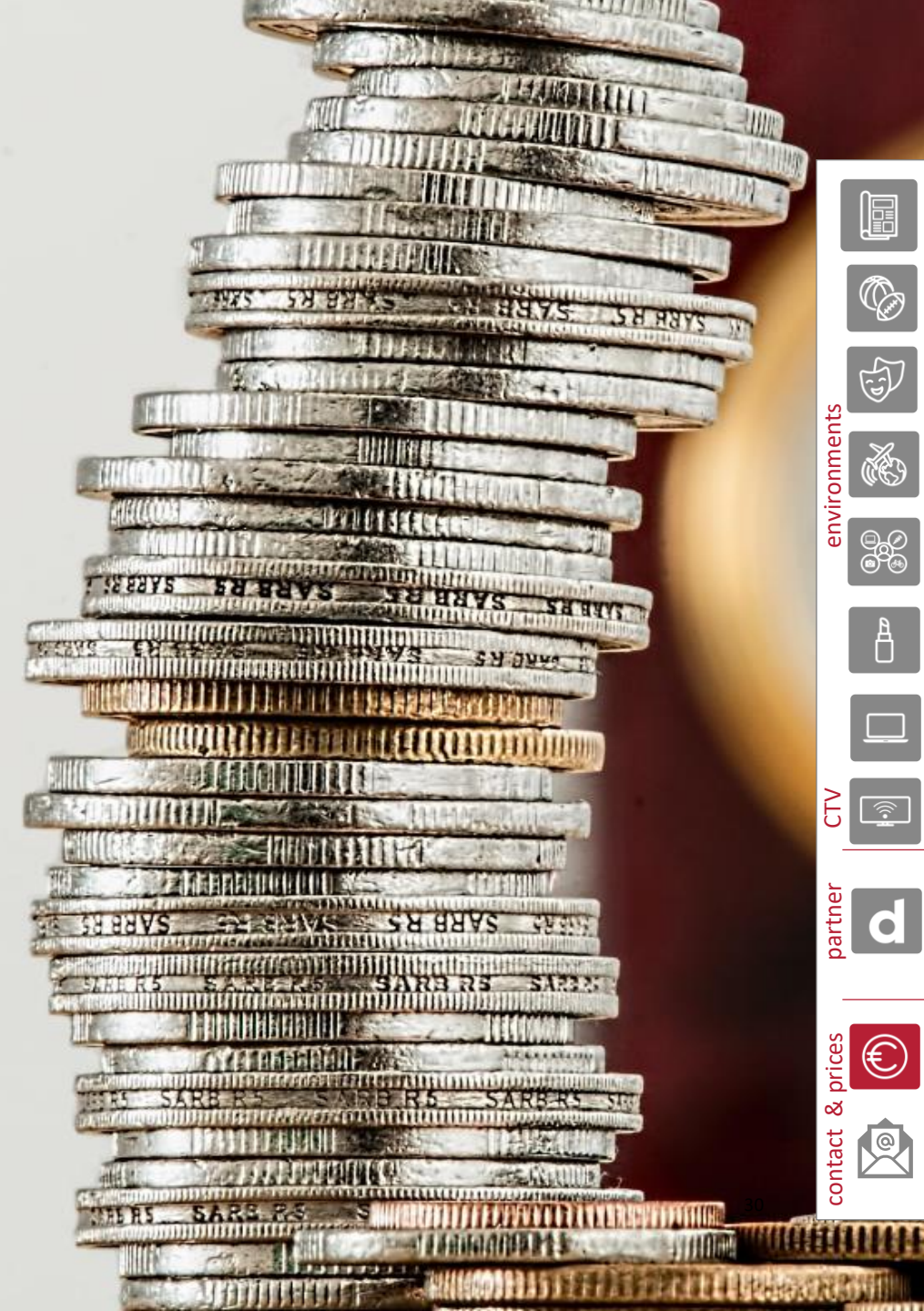
\*Minimum sales: 10.000€ Net2

INSTREAM VIDEO SPECIAL **			
Medium		Werbeform	Gross CPM
ONLINE VIDEO	RoS - Dailymotion	Fast Impact Dressed Costum Seekbar Hotspots Microsite Slider (all up to 30sec)	120 €
**Minimum sales: 20.000€ Net2			
plus production costs - inclusive at 20.000€ Net2 or more			

Markups		
Targeting	Gross CPM	
Desktop, Mobile, In-App	5 €	
CTV	10 €	
Costum Channel, Interests, Geotargeting, Time	5 €	
Spot length > 30 sec each 5 seconds	10 €	

All prices plus VAT.

Please consider the [general terms and conditions](#) of Goldbach Germany GmbH.



## TECHNICAL SPECIFICATIONS FOR SPOT DELIVERY

Ad	In-/Out Stream Video: Pre-/Mid-/Post-Roll
Format	.flv, .mpg, mp4, .mov, .wmv
Aspect ratio	4:3 or 16:9
Length	Max. 120 sec.; recommended max. 30 sec.
Frame rate	24+ / sec.
File size	<200mb
Click-Thru URL	Video has to be clickable. When sending the data within the redirects, the redirects have to be secure capable (https).
3rd Party Tracking	Tracking tags are accepted by all 3rd parties
Contact	hubert.hattowski@goldbach.com



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# THANK YOU WITH PASSION

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## GOLDBACH

