

Mediakit Digital



DMAX

TLC

HGTV
HOME & GARDEN

TELE
5

★ **EUROSPORT**

 **discovery+**

Discovery

 **animal planet**



Who We Are

The online portfolio of Warner Bros. Discovery Germany currently comprises a total of seven websites: dmax.de, tlc.de, de.hgtv.com, eurosport.de, discoverychannel.de, animalplanet.de, tele5.de, as well as the streaming service [discovery+](https://discoveryplus.com).

All online platforms contain only professional content, which makes them high-quality and brand-safe advertising environment, where your brand message is embedded in the best possible way.

Our digital portfolio focuses on high quality longform video content: entire TV shows as well as exclusive webisodes.





Real men's world. Your adventure is here.

DMAX VERTICALS

Auto & Motor
Trucks

Adventure
Survival

Gold
Treasure hunters

Jobs

TOP FORMATS ONLINE



Goldrush



Steel Buddies



The Germinator



Asphalt Cowboys



BRAND PORTFOLIO

DMAX

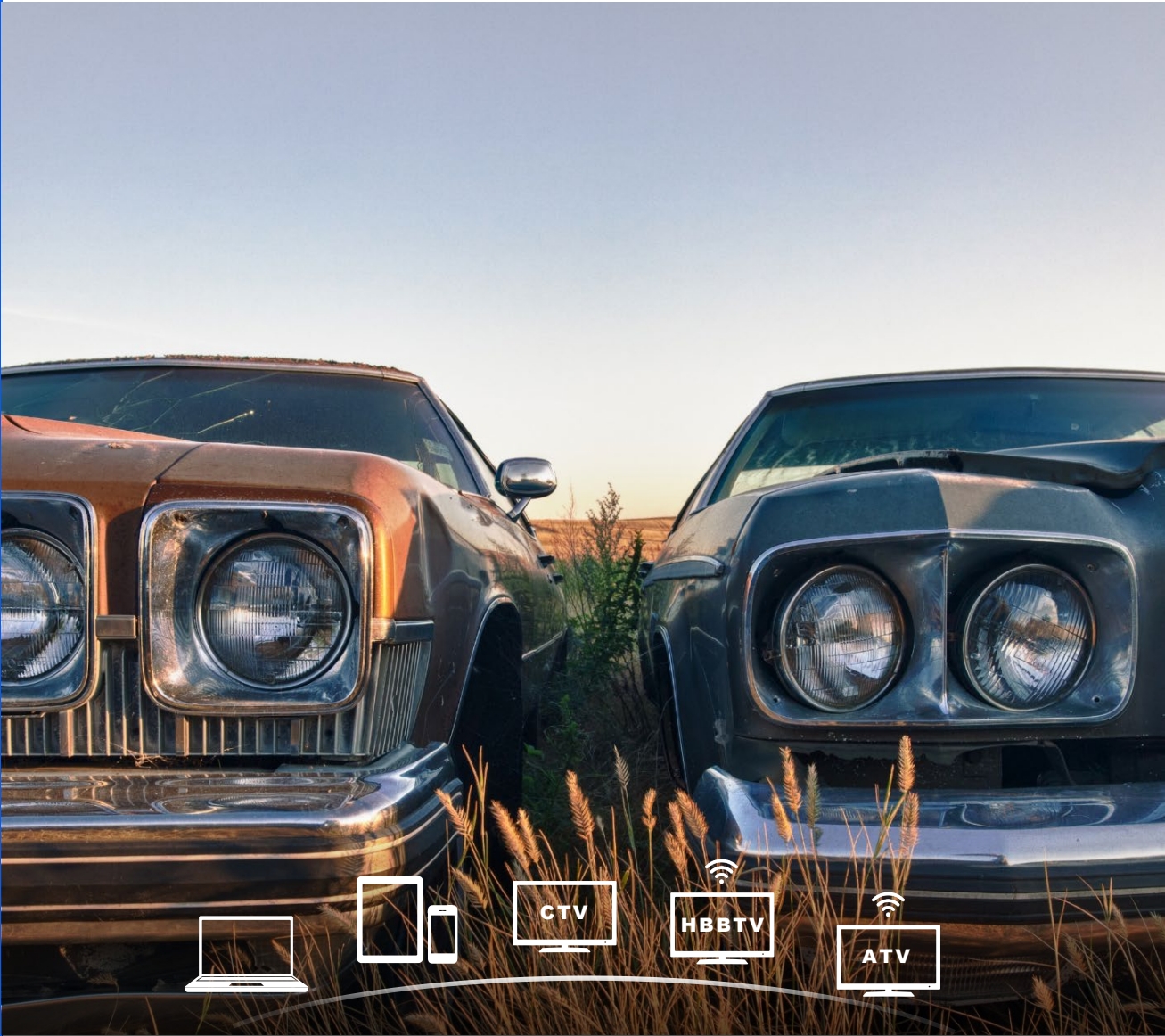
TLC

HGTV

TELE 5

EUROSPORT

DISCOVERY+



680 K Video Views

139 K Unique User

995 K Page Impressions

1.3 M ATV sessions / day



1.4 M Facebook Followers



135 K Instagram Followers



722 K Subscribers



Real life in all its facets.

TLC VERTICALS

Dating
Family

Medical

True Crime
Mystery

Home & Living
Food
Animals

TOP FORMATS ONLINE



90 Day Fiancé



My 600-lb Life



The Curious Case of Natalia Grace



Ghost Adventures



BRAND PORTFOLIO

DMAX

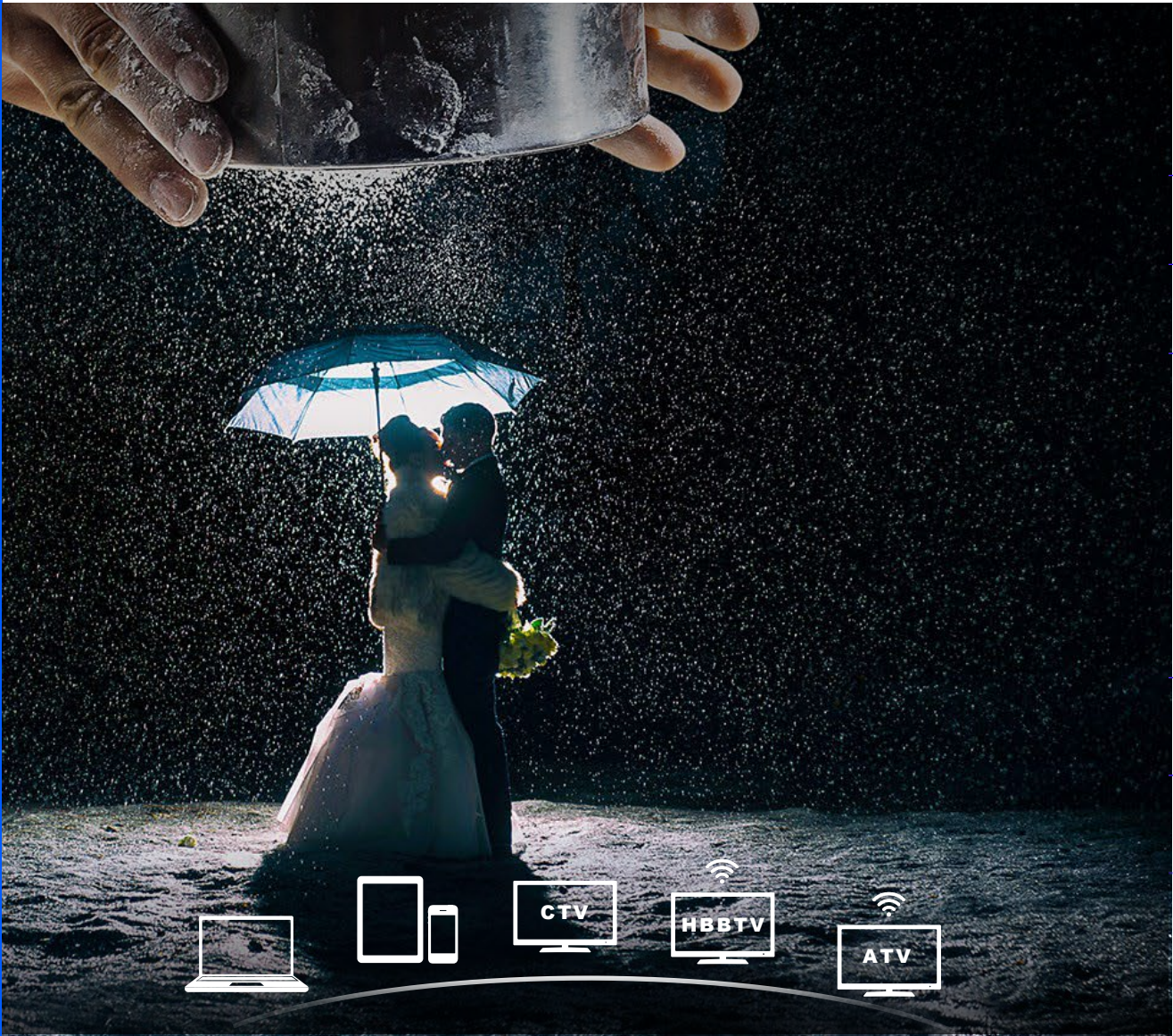
TLC

HGTV

TELE 5

EUROSPORT

DISCOVERY+



364 K Video Views

76 K Unique User

640 K Page Impressions

475 K ATV sessions / day

f 180 K Facebook Followers

i 32 K Instagram Followers

YouTube 406 K Subscribers

* Ø Unique User, Page Impressions, Video Views per month: Adobe, 1H 2025, mobile, app and web viewed together, video views including Smart TV; Facebook Insights, Instagram, YouTube (TLC, TLC Crime): as of 7.2025; Ø ATV sessions daily per channel: smartclip, 1H 2025



BRAND PORTFOLIO

DMAX

TLC

HGTV

TELE 5

EUROSPORT

DISCOVERY+



WARNER BROS.
DISCOVERY

Celebrate your Home.

HGTV VERTICALS

Dream Homes
House Flipping
Living Dreams

DIY
Hacks

Gardening

Food

TOP FORMATS ONLINE



Home Town



Homestead Rescue



Sweet Home Chicago



Nick Knowles' Big House Clearout



BRAND PORTFOLIO

DMAX

TLC

HGTV

TELE 5

EUROSPORT

DISCOVERY+



93 K Video Views

33 K Unique User

266 K Page Impressions

215 K ATV sessions / day



10 K Facebook Followers



18 K Subscribers



More than you think.

TELE 5 VERTICALS & TOP ONLINE ENVIRONMENTS

Sci-Fi

Horror

Crime
Mystery

Comedy



BRAND PORTFOLIO

DMAX

TLC

HGTV

TELE 5

EUROSPORT

DISCOVERY+



54 K Video Views

24 K Unique User

240 K Page Impressions

1 M ATV sessions / day



113 K Facebook Followers



53 K Subscribers

* Ø Unique User, Page Impressions, Video Views per month: Adobe, 1H 2025, mobile, app and web viewed together, video views including Smart TV; Facebook Insights, Instagram, YouTube: 7.2025; Ø ATV Sessions daily per channel: smartclip, 1 H 2025



Home of Live Sports.



TOP ENVIRONMENTS ONLINE



Football



Tennis



Cycling



Snooker



Winter sports



BRAND PORTFOLIO

DMAX

TLC

HGTV

TELE 5

EUROSPORT

DISCOVERY+



4.7 M Video Views

1.5 M Unique User

25 M Page Impressions

1 M ATV sessions / day



681 K Facebook Followers



549 K Instagram Followers



64 K Subscribers



540 K Followers

* Ø Unique User, Page Impressions, Video Views per month: Adobe, 1H 2025, mobile, app and web viewed together, video views including Smart TV; Facebook Insights, Instagram, YouTube (Eurosport Deutschland): 7.2025



BRAND PORTFOLIO

DMAX

TLC

HGTV

TELE 5

EUROSPORT

DISCOVERY+



Discovery+, Warner Bros. Discovery's global streaming service, combining our documentary, fiction, reality and factual formats in one place, available on all devices.

- All Discovery content incl. sports in the highest brand safety
- More than 700 different series and movies with a total of 12,000+ episodes – a premium environment for your advertising message
- Comprehensive targeting capabilities



Stream what you love!

The potential Discovery+ audience*

DISCOVERY+ CONTENT



YOUNG

38%
under 30 y.o.



PURCHASING

31%
go shopping regularly



PROFESSIONAL

49%
are employed full-time



FAMILY

41%
have at least one
Child in household



FORMED

49%
have a high school diploma or higher



Discovery+ Originals
Premieres of local in-house productions



BBC Library
Other licensed premium content



Branded Verticals & Collections
International Content



Factual Channels & Library Content
Catch Up

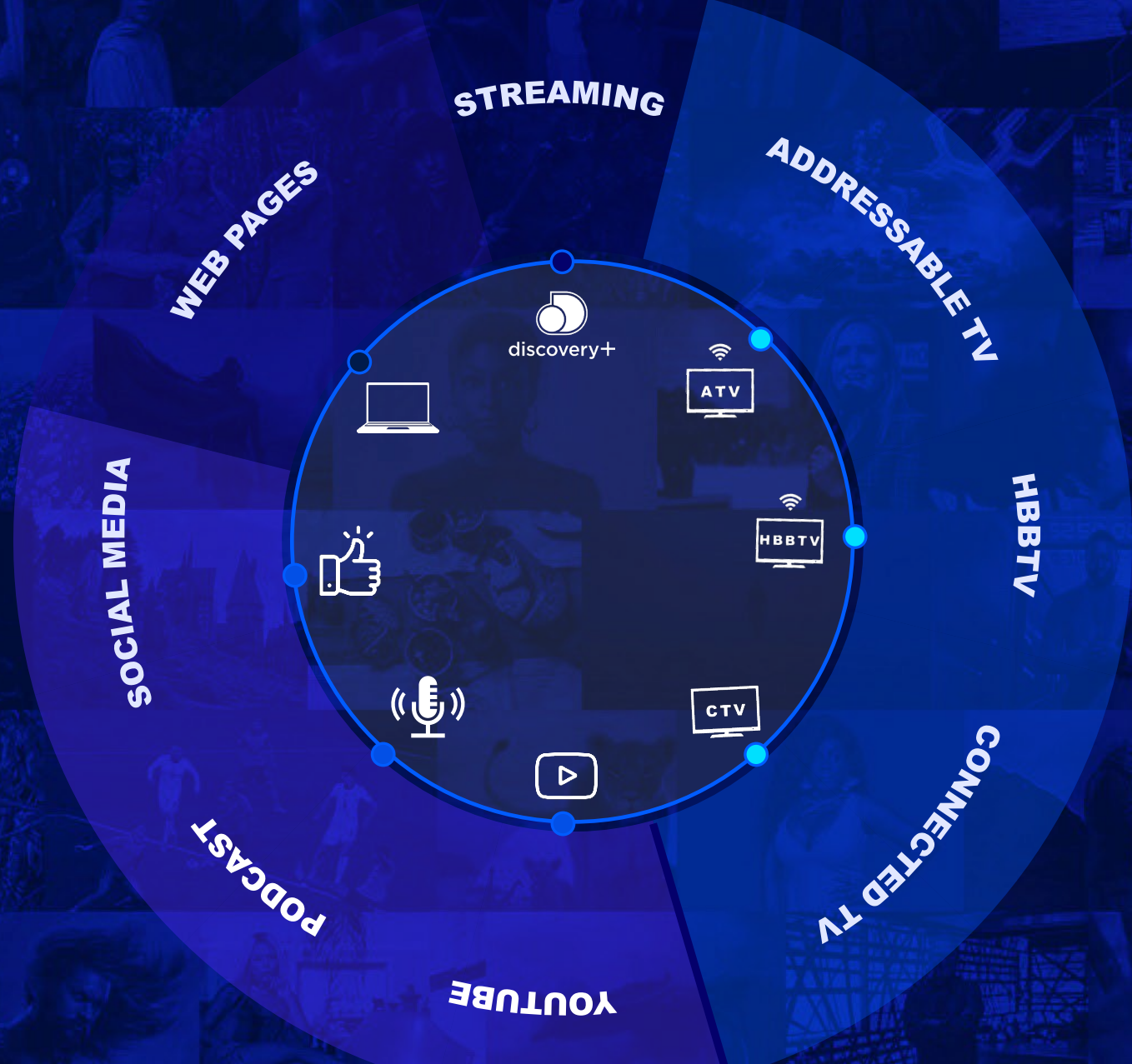


BRAND PORTFOLIO

DIGITAL TOUCHPOINTS

AD FORMATS

PRICING





Brand Websites

Our online portfolio focuses on video content. On our brand websites our users find long- and short-form video content, as well as background information, news and updates on their favorite formats and sporting events.

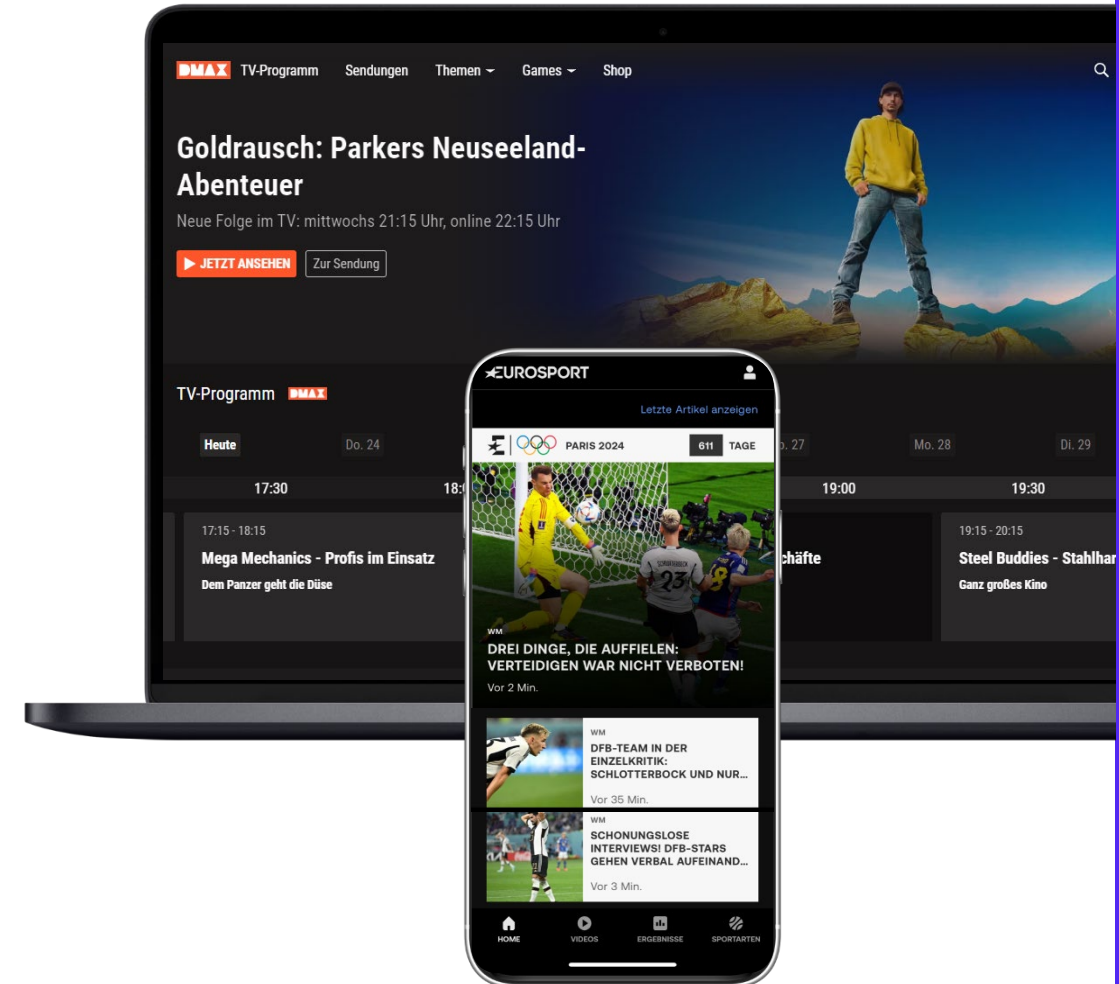
Our websites are the central point of contact for all brand fans who are looking for further information on the respective channel brand - such as program overview and preview, competitions & partner cooperations, games, as well as additional online offers such as the DMAX shop.

OUR WEBSITES

[DMAX.DE](https://www.dmax.de) | [TLC.DE](https://www.tlc.de) | [TELE 5.DE](https://www.tele5.de) | [DE.HGTV.COM](https://www.de.hgvtv.com) | [EUROSPORT.DE](https://www.eurosport.de)

AD FORMATS

VIDEO ADS | DISPLAY ADS | NATIVE INTEGRATION





Discovery+

Discovery+ is the first global Ad Lite product in Germany.

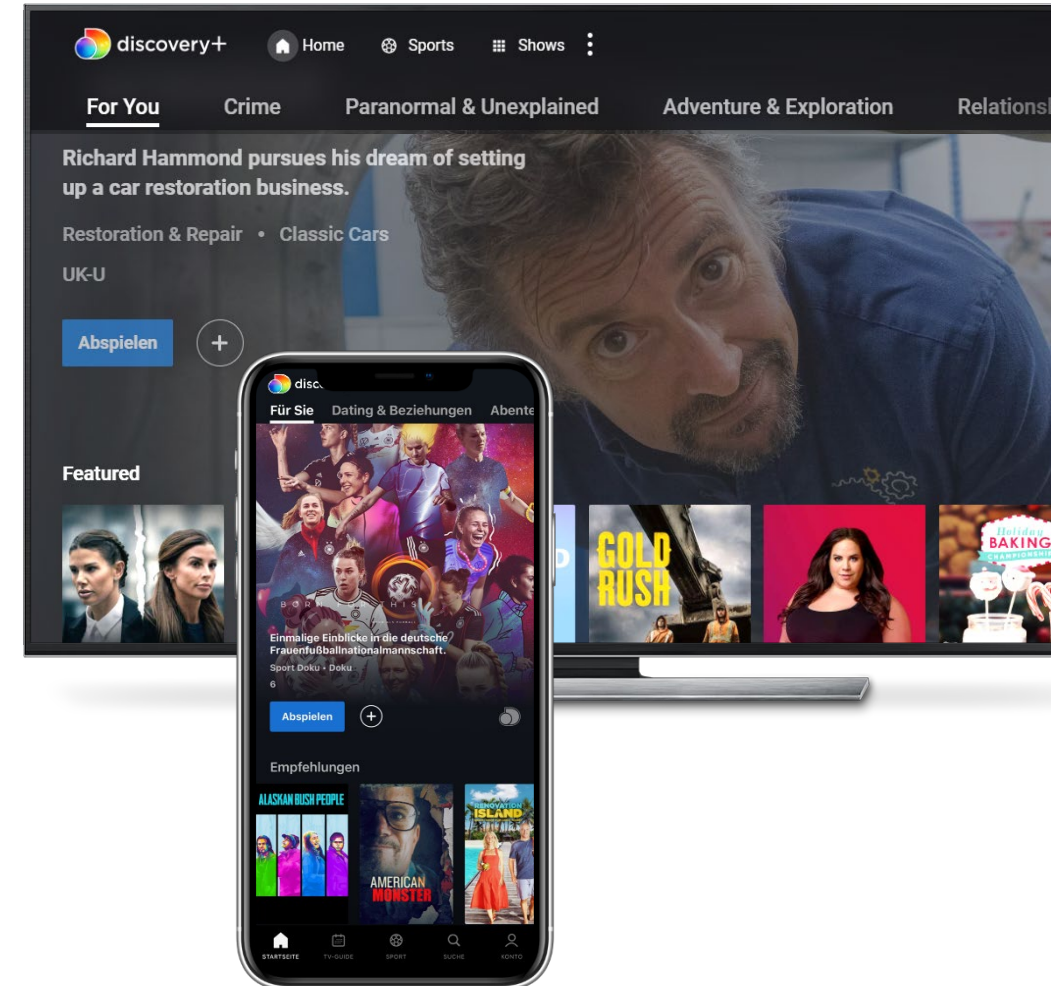
With more than 700 different series and films, exclusive productions and format premieres, Discovery+ offers advertisers the opportunity to place their brand message in a premium environment for subscribers and to play it out to the relevant target group.

AVAILABLE ON

**WEB & APP | LG | ANDROID TV | FIRE TV | APPLE TV | CHROMECAST |
XBOX | ROKU | SKY Q**

AD FORMATS

VIDEO ADS | SPONSORED ADS | DYNAMIC AD INSERTION (LIVE SPORTS)





Connected TV

Currently, Connected TV apps are available via HD+ replay for the two FreeTV channel brands DMAX and TLC.

Your benefits:

- Optimal awareness and performance in the online premium video segment on the "big screen"
- High view-through rate thanks to non-skippable in-stream ads
- Formats and genres can be assigned individually on request
- Booking: IO or programmatic

AVAILABLE ON

SAMSUNG | AMAZON FIRE TV | ANDROID TV

AD FORMATS

VIDEO ADS | SPONSORED ADS

225 K

VIDEO VIEWS

monthly on TLC &
DMAX CTV Apps

153 K

UNIQUE USERS

monthly on TLC &
DMAX CTV Apps



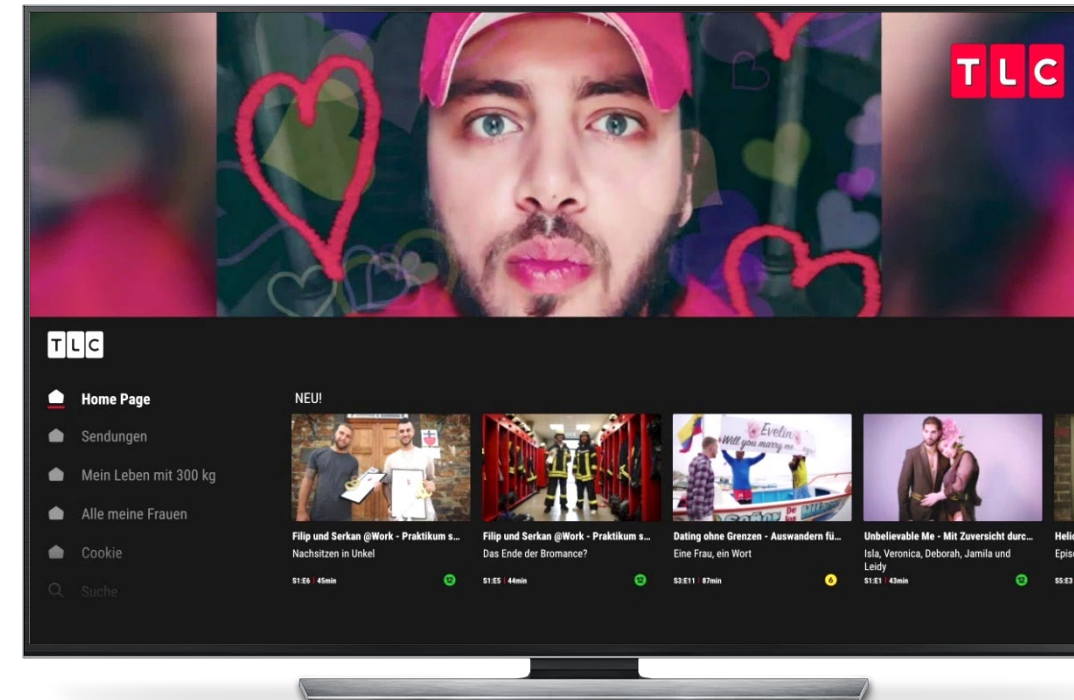


HbbTV

Currently, TLC, HGTV, Tele5 & DMAX HbbTV interactive Apps are available via satellite or cable.

Your benefits:

- Uninterrupted viewing experience: during linear programming, our viewers can switch to the digital TLC, HGTV, Tele5 or DMAX portfolio via the red button
- Easy and flexible on-demand streaming of all your favorite shows anytime, anywhere
- Your video campaign benefits from optimal awareness in the online premium video segment on the "big screen"
- Strong performance thanks to the high view-through rate of our non-skippable in-stream ads
- Booking: IO or programmatic

AVAILABLE ON**TLC | HGTV | TELE5 | DMAX****AD FORMATS****VIDEO ADS | SPONSORED ADS****77 K****VIDEO VIEWS**monthly on the HbbTV
interactive Apps**20 K****UNIQUE USERS**monthly on the HbbTV
interactive Apps



Addressable TV

Addressable TV enables digital ad delivery in traditional linear TV programs via ad server technologies.

ATV provides innovative possibilities to benefit from the high TV reach paired with creative advertising messages delivered specifically to your relevant target group on the smart TV screen.

Booking: IO or programmatic (via Active Agent or TTD).

AVAILABLE ON

DMAX | TLC | HGTV | TELE 5 | EUROSPORT**

AD FORMATS

**SWITCH IN XXL (EXTENDED) | SWITCH IN CLASSIC | SWITCH IN ZOOM |
SWITCH IN BUMPER | SWITCH IN SPOT | TARGET SPOT**

9 M

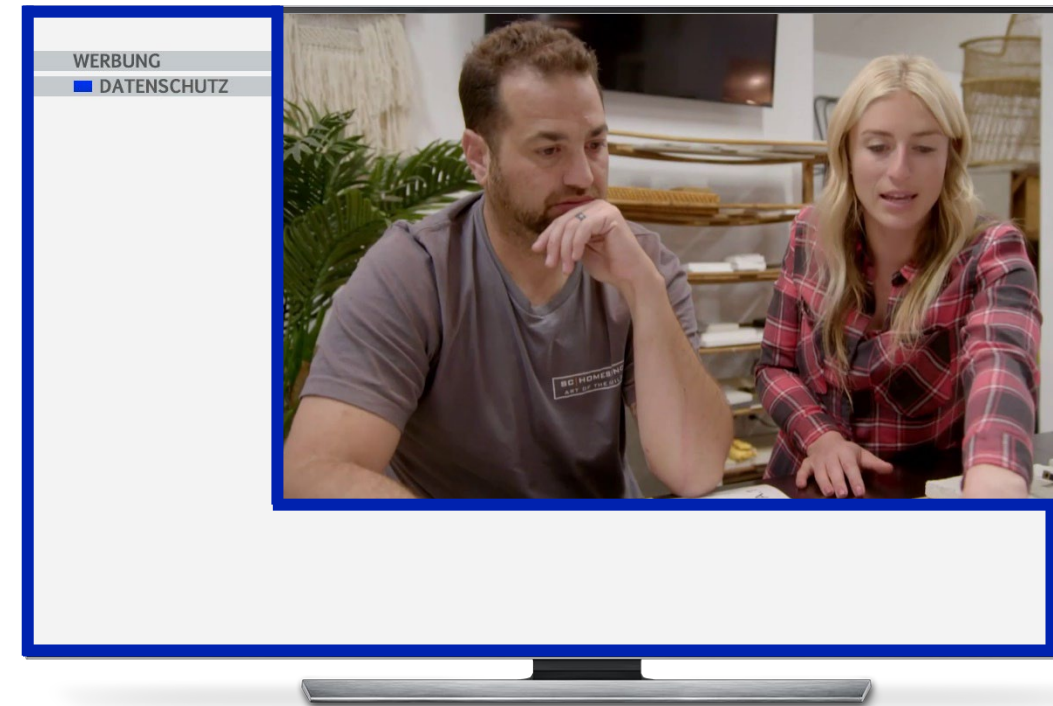
DEVICES

monthly in total
on all channels

117 M

SESSIONS

monthly in total
on all channels





Podcast

The Power of Audio!

The TLC True Crime Podcast "Mordlausch" deals with the most spectacular criminal cases of our time.

Place your audio spot within our podcast episodes or have a host read specially tailored to your product or brand produced by our editorial team.

AVAILABLE ON

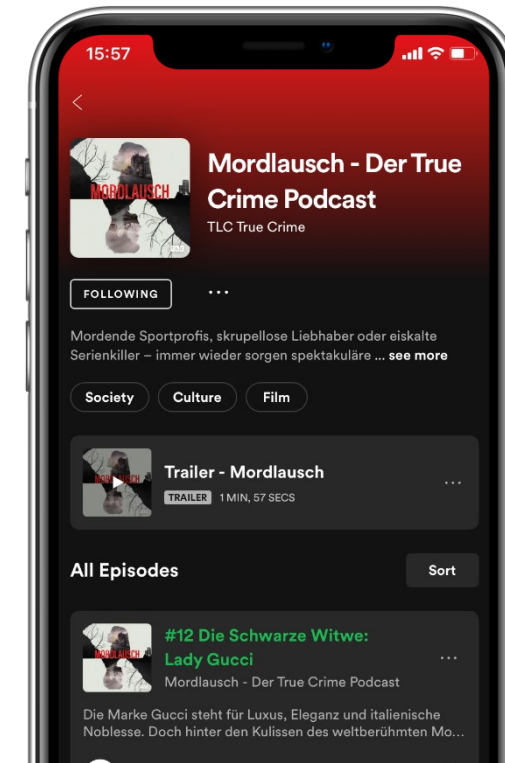
TLC

AD FORMATS

NATIVE HOST-READ | PRE-, MID- & POST-ROLL | SPONSORING

▲ 25 K

STREAMS
monthly





Social Media

Sponsored posts, sweepstakes, raffles, sponsorships, custom made vertical videos and powerful stories – we creatively integrate your brand into the world of our fans on all social media channels!

AVAILABLE ON

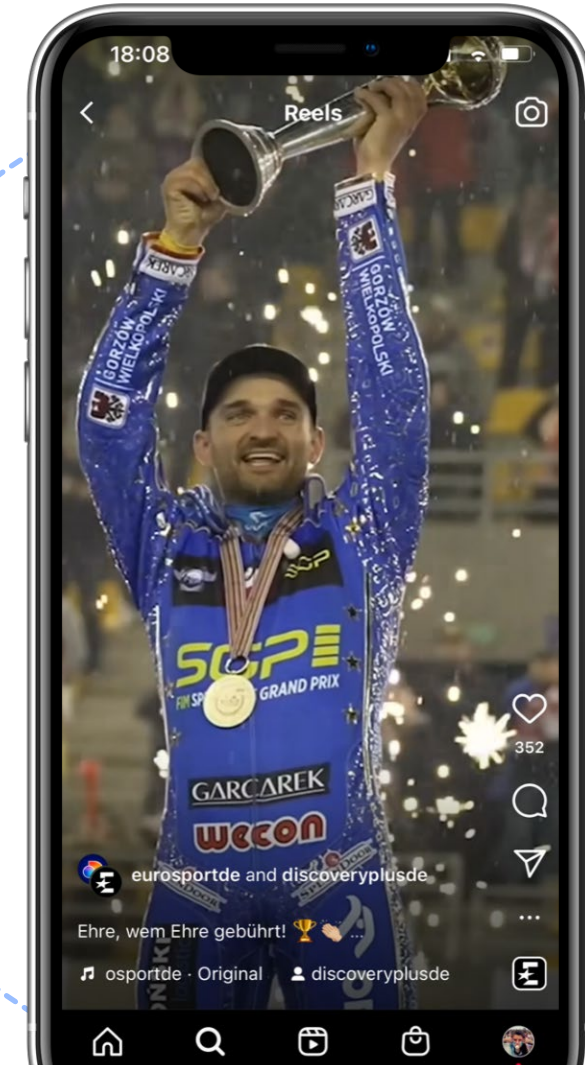
DMAX | TLC | EUROSPORT

AD FORMATS

SPONSORED POST | SPONSORED STORY | SPONSORED REEL |
SOCIAL MEDIA SPONSORING | SWEEPSTAKE | TARGETED AD

3.4 M

FANS &
FOLLOWERS*





YouTube

With short-form video, highlight and bonus content created and optimized especially for YouTube, we create a brand-safe advertising environment and distribute your brand message to our video affine audience.

Booking: IO or programmatic

OUR YOUTUBE CHANNELS

[DMAX](#) | [DMAX MOTOR](#) | [DMAX ADRENALIN](#) | [DMAX WRESTLING](#)
[TLC](#) | [TLC CRIME](#) | [HGTV](#) | [EUROSPORT](#)

AD FORMATS

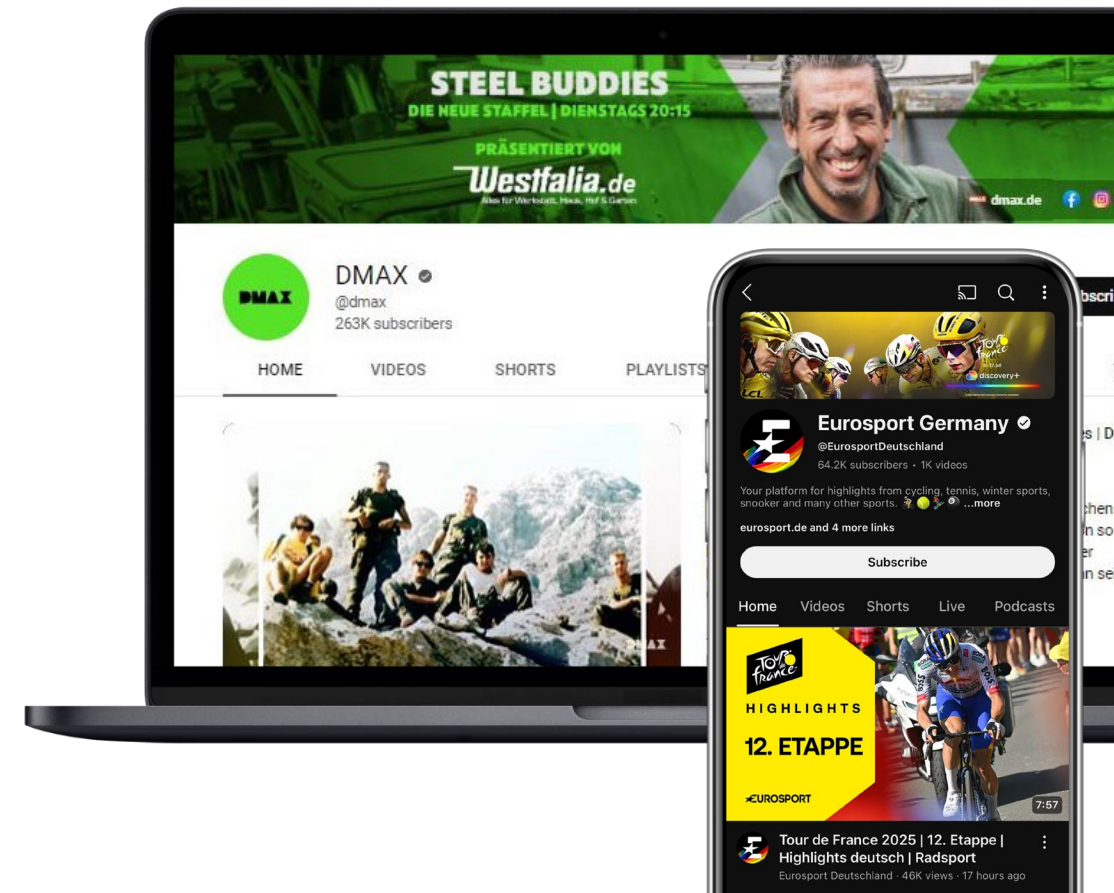
[VIDEO ADS](#) | [HEADER INTEGRATION](#) | [NATIVE INTEGRATION](#)

▲ **1.2 Mio**

SUBSCRIBER
in total

▲ **12 M**

VIDEO VIEWS
monthly





YouTube Kids

The Warner Bros. Discovery kids' online portfolio in Germany currently comprises a total of fourteen channels from four of our major children's content production channels: WB Kids, Cartoon Network, DC Kids and Cartoonito.

Our YouTube Kids portfolio focuses on long-form, high-quality video content: full-length TV shows and exclusive webisodes.

Booking: IO or programmatic

OUR YOUTUBE KIDS CHANNELS

[CARTOON NETWORK](#) | [DC KIDS](#) | [WB KIDS](#) | [DC SUPER HERO GIRLS](#) |
[BEN 10](#) | [CARTOONITO](#) uvm.

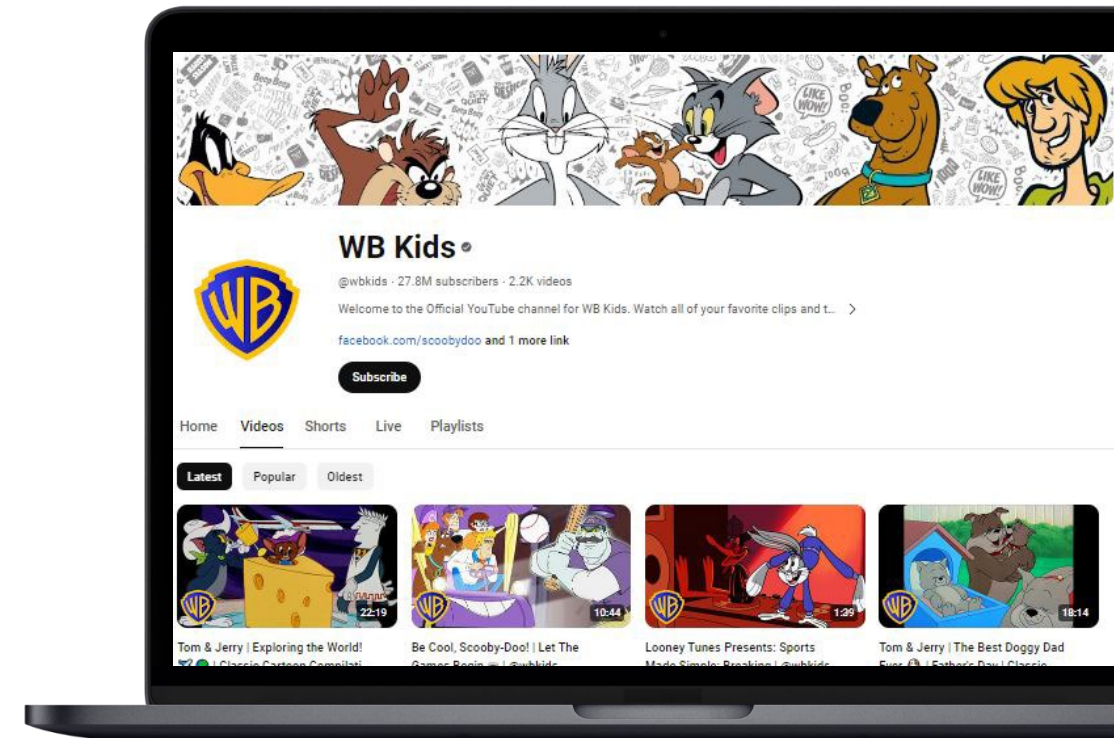
AD FORMATS

VIDEO ADS

▲ **42 M**

SUBSCRIBERS

in total*





BRAND PORTFOLIO

DIGITAL TOUCHPOINTS

AD FORMATS

PRICING



VIDEO ADS



DISPLAY ADS



NATIVE INTEGRATION



SOCIAL MEDIA



YOUTUBE



PODCAST



ADDRESSABLE TV



Pre-, Mid-, Post-Roll | Video-Combi

High attention due to placement within the video content and excellent performance values

DMAX

- Non-skippable Pre-, Mid- & Post-Rolls
- Max. duration: 30"

TLC

HGTV

TELE 5

DISCOVERY+

- Non-Skippable Pre- & Mid-Rolls* (max. 30")
- Bumper Ads (max. 7")

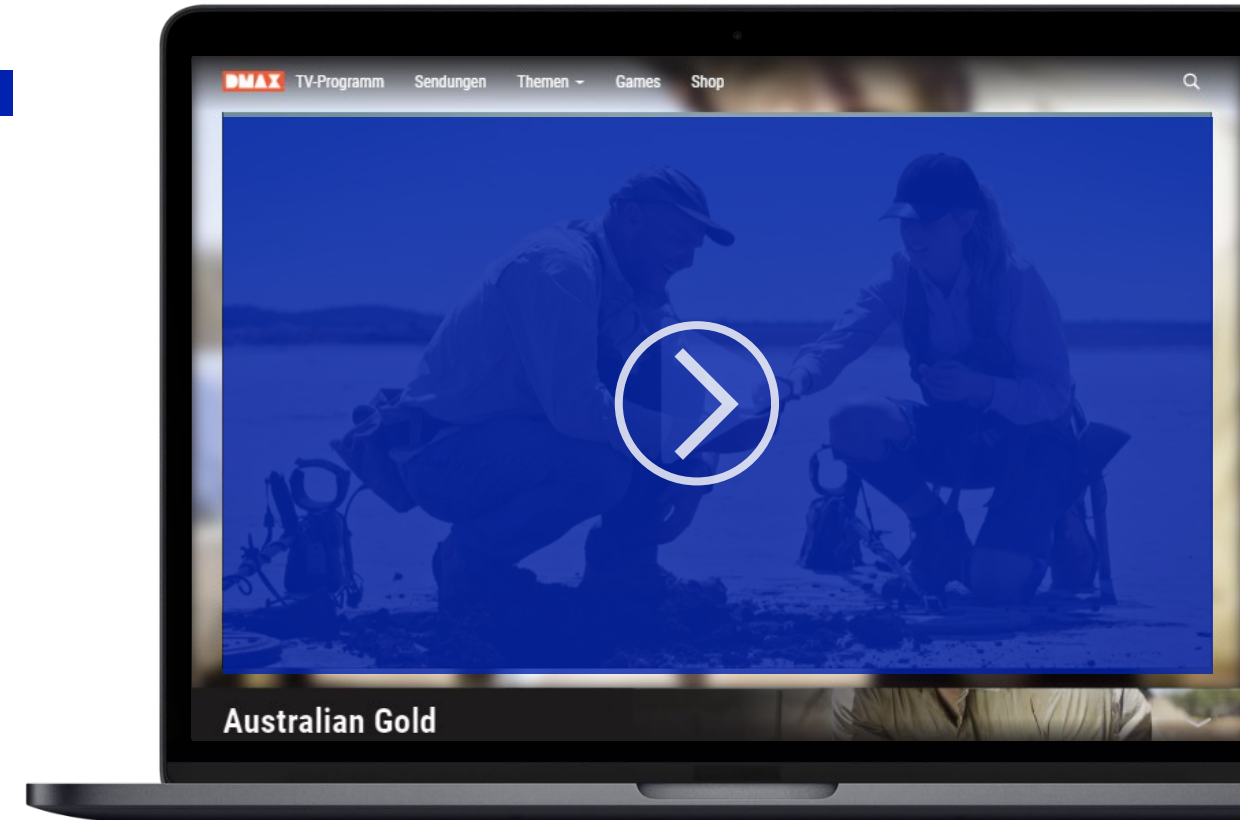
EUROSPORT

- Non-Skippable Pre- & Mid-Rolls* (max. 15")

Video ads are available on Web & Mobile, App**, CTV & HbbTV, as well as on our YouTube channels

* Pre-Roll max. duration 30", max. 2 Ads per ad break; Mid-Roll: max. duration 30", max. 6 Ads per ad break, total of 120" via Ad Podding possible

** Eurosport App





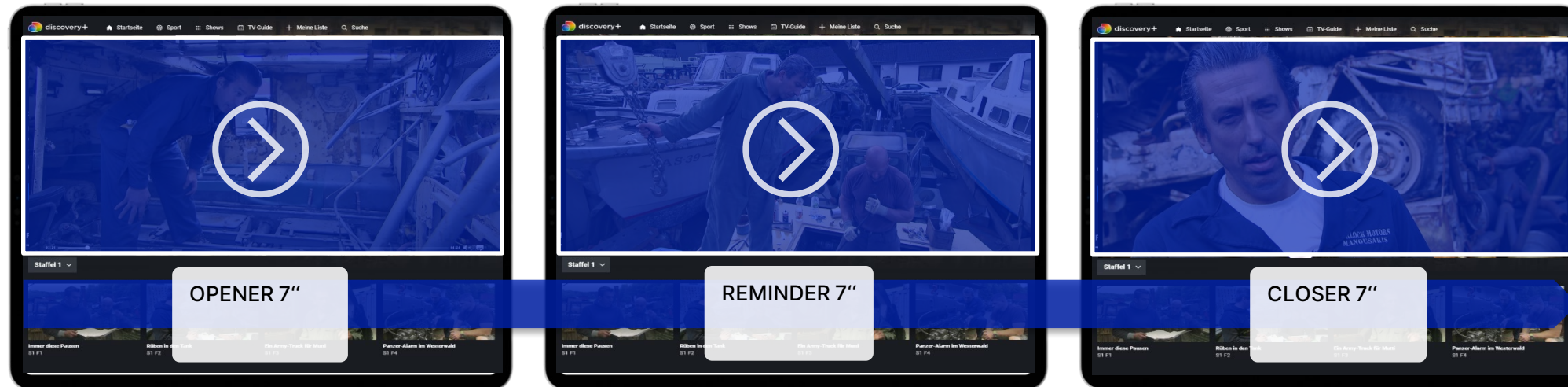
Video Sponsoring

Strong content relevance and high image transfer

DMAX**TLC****HGTV****TELE 5****DISCOVERY+**

- Non-skippable, fix placed sponsoring elements (Opener, Reminder & Closer, max. 7")

- Sponsored Ads directly in front of and within the content (max. 7")





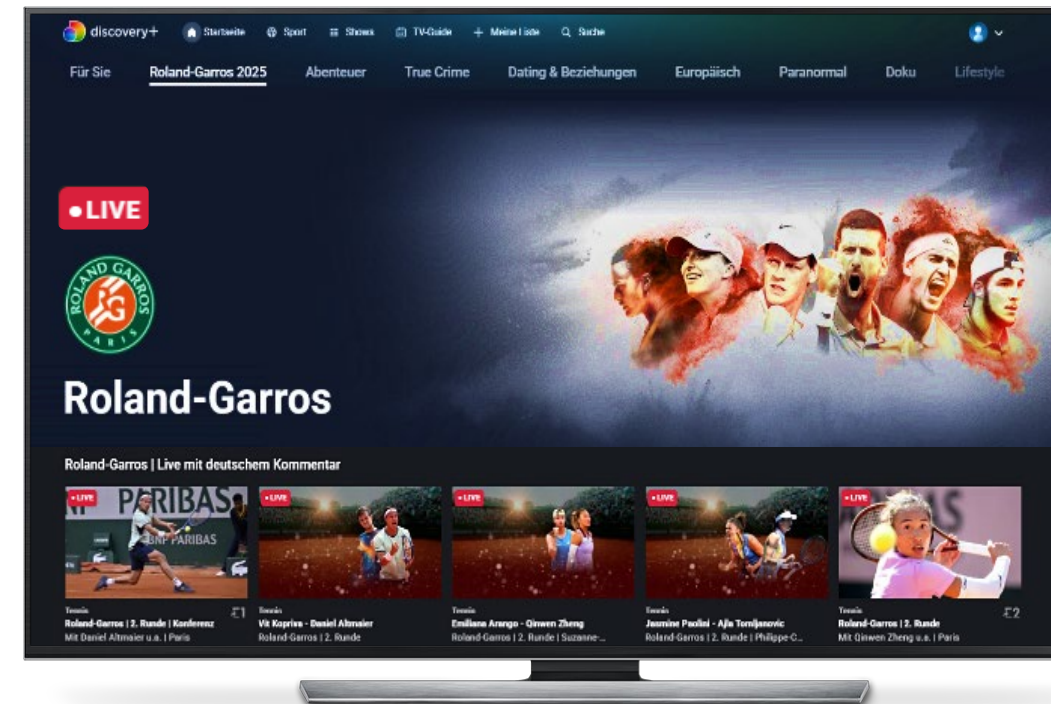
Dynamic Ad Insertion

Real-Time Targeting at a Scale!

Dynamic Ad Insertion (DAI) on Discovery+ brings your brand into the heart of live sports by enabling seamless video ad delivery within Eurosport1 and 2 Livestreams, as well as on selected additional Live feeds.

DISCOVERY+

- DAI Mid-Rolls within the Eurosport Livestream on Discovery+ (max. 30")
- Real-time ad delivery within premium live sports environment
- High-impact, contextually relevant video ads
- Detailed Measurement & Reporting





In-Read

Direct proximity to the content and always in the visible area

EUROSPORT

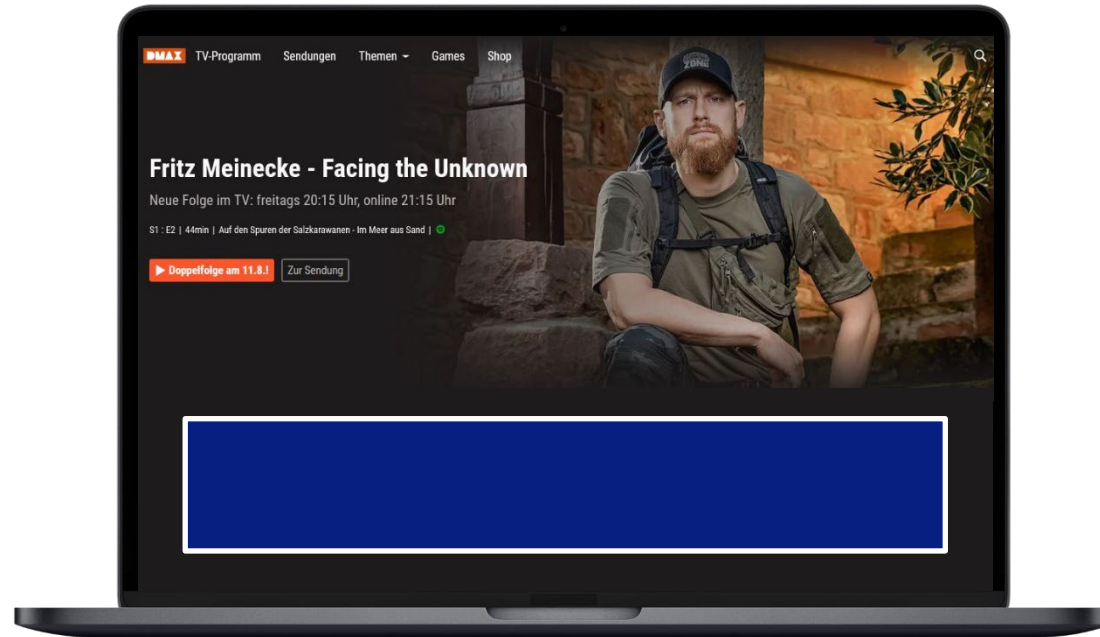
- This outstream video format appears directly within the editorial articles
- The video starts automatically as soon as it is in the user's visible area
- After the video is over or when the user continues scrolling the page, the expanded area closes again
- Max. duration: 30"



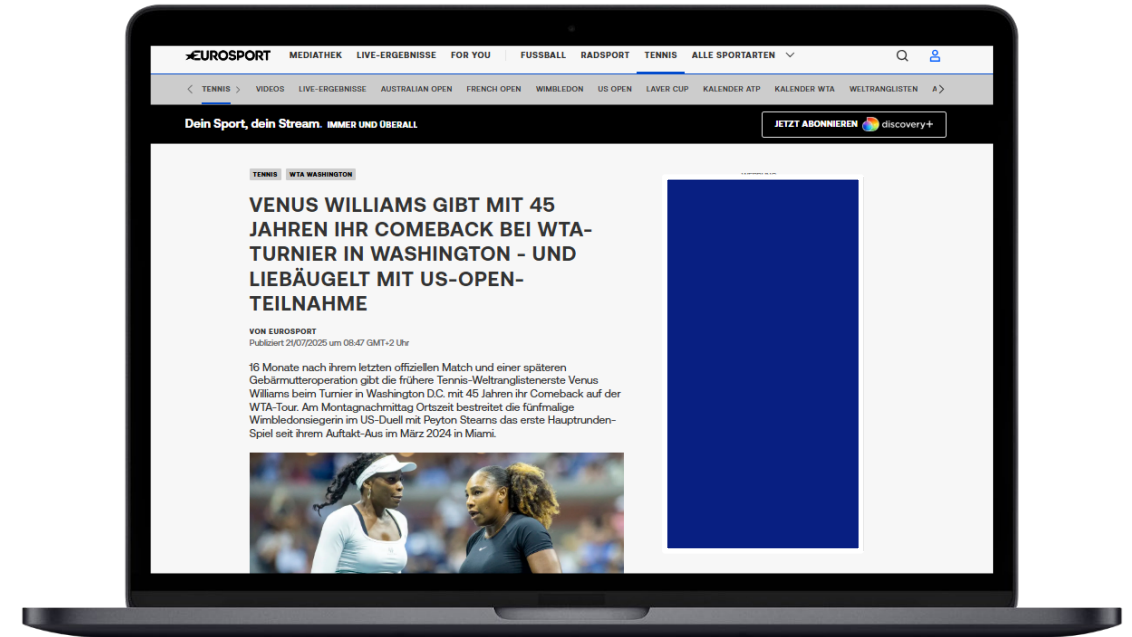


Premium Display Ads

Prominent placement of your brand within the editorial environment



Billboard Ad



Halfpage Ad

BBA available on

DMAX

TLC

HGTV

TELE5

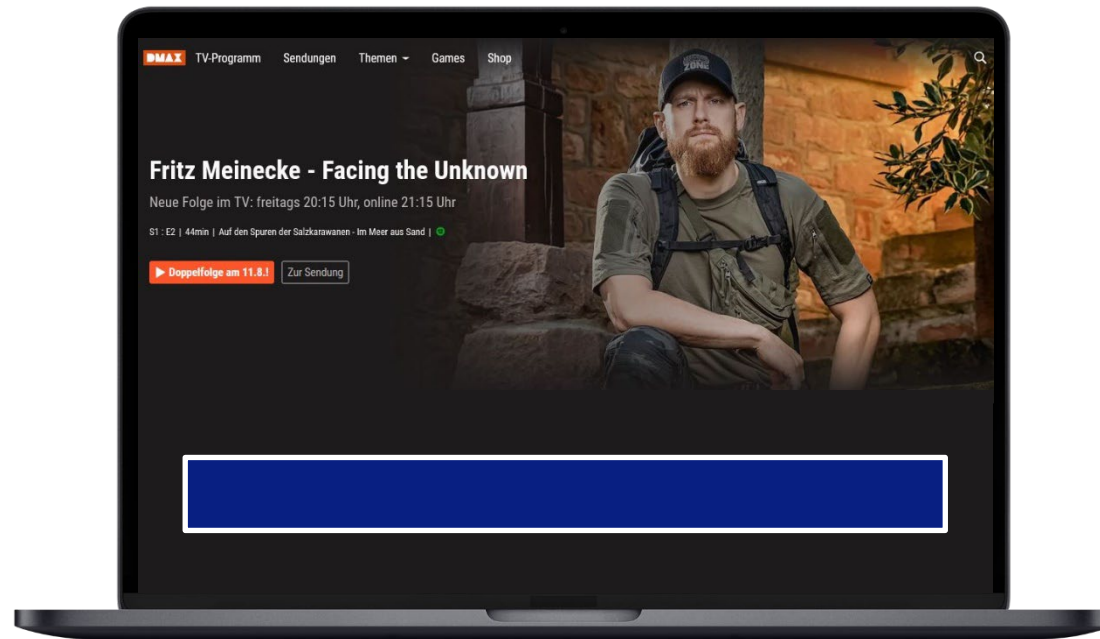
HPU available on

EUROSPORT

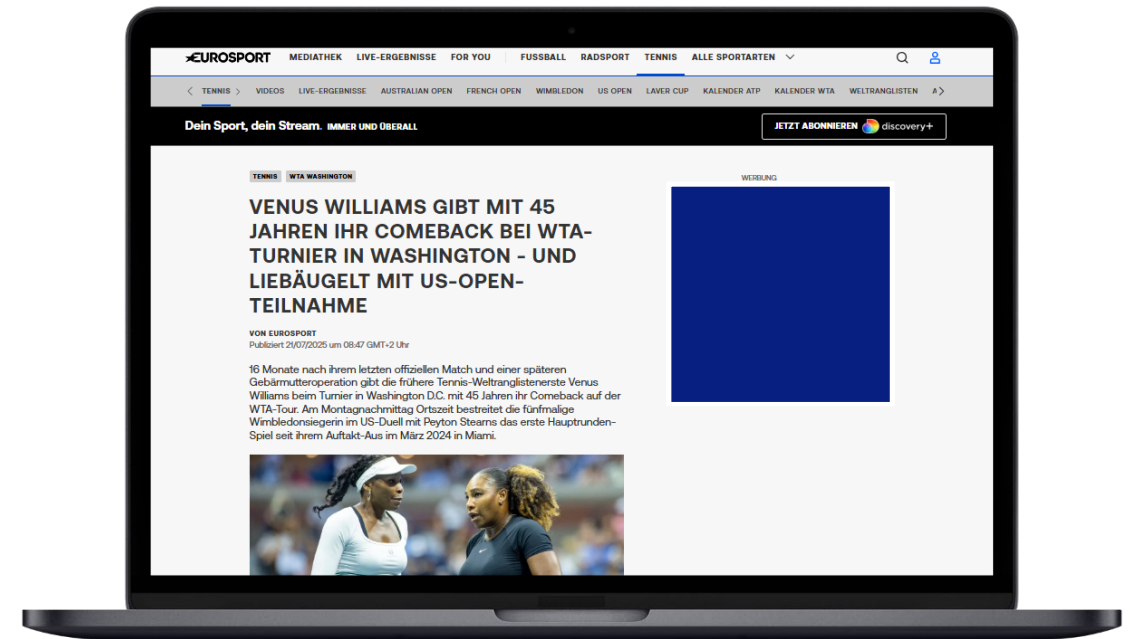


Standard Display Ads

Attention-grabbing display placement with focus on maximum reach



Superbanner



Medium Rectangle

SB available on

DMAX

TLC

HGTV

TELE5

MPU available on

EUROSPORT



BRAND PORTFOLIO

DIGITAL TOUCHPOINTS

AD FORMATS

PRICING

VIDEO ADS

DISPLAY ADS

NATIVE INTEGRATION

SOCIAL MEDIA

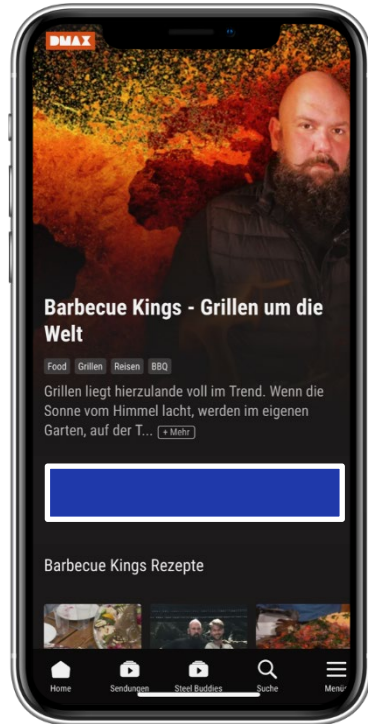
YOUTUBE

PODCAST

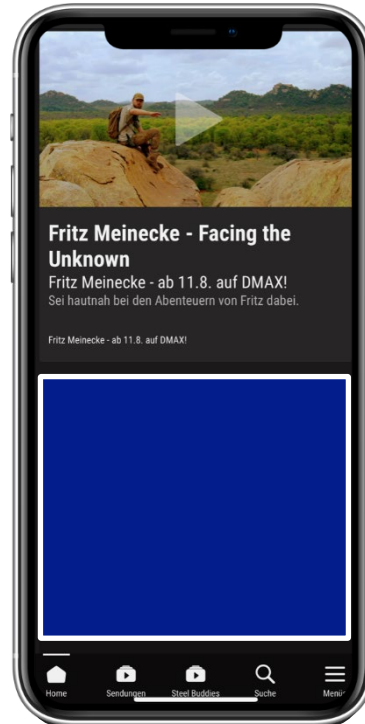
ADDRESSABLE TV



Mobile Display Ads



Mobile Billboard Ad



Mobile Medium Rectangle



Interscroller

Available on

DMAX

TLC

HGTV

EUROSPORT

TELE5

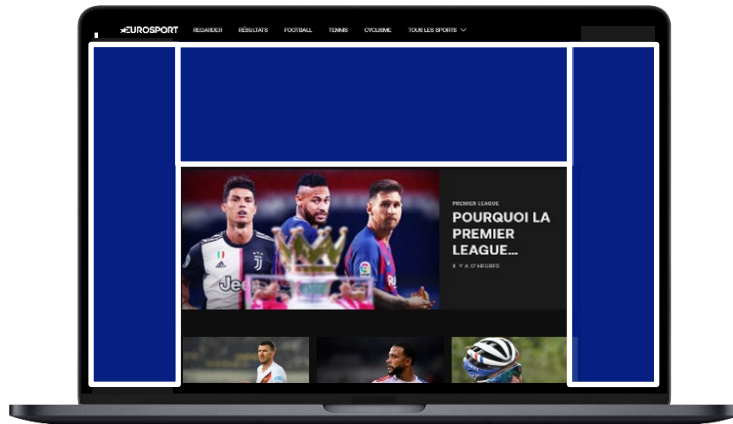
Interscroller on

EUROSPORT

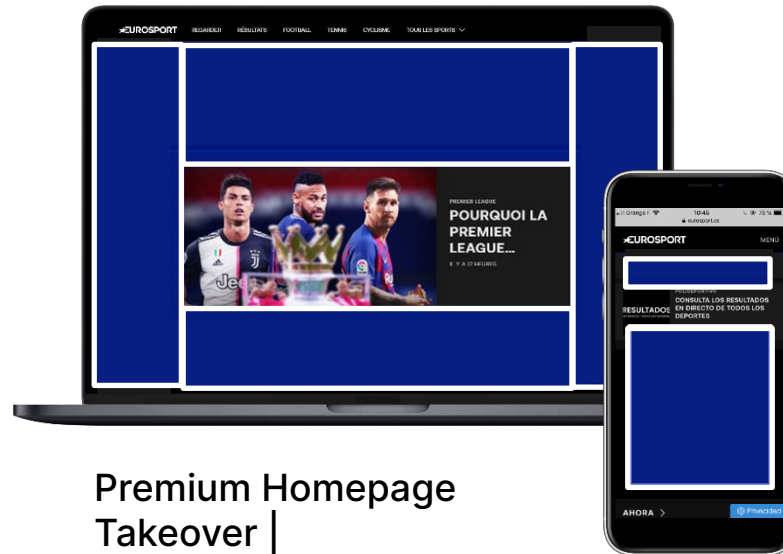


Homepage Takeover | Homepage Skin

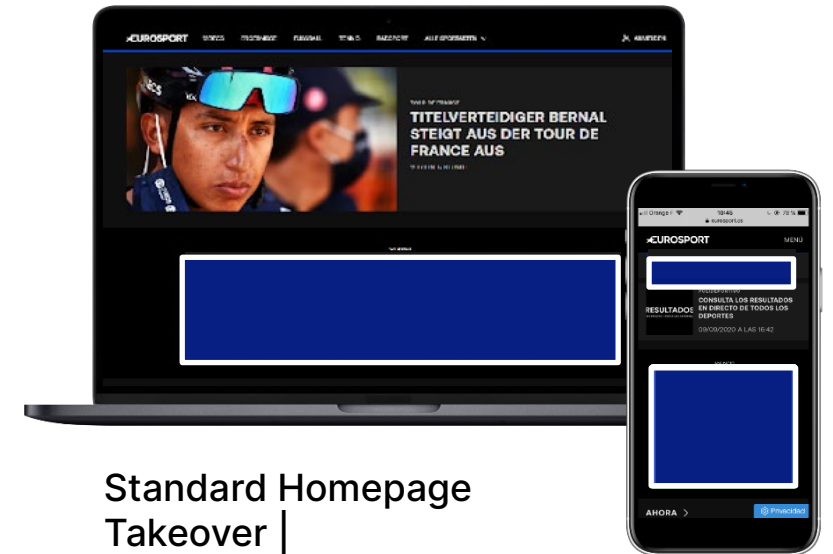
Strong brand presence thanks to a large-scale and exclusive placement on the homepage



Homepage Skin |
Desktop



Premium Homepage
Takeover |
Multiscreen



Standard Homepage
Takeover |
Multiscreen

Available on

EUROSPORT



Sweepstake Microsite

Optimal viewer engagement and cross-platform activation

- Customer-specific sweepstakes landing page
- Creative design options and individual content creation & embed (e.g. video and image gallery integrations, multiple-choice questions, voting, etc. possible)
- Integration via a content teaser on the homepage
- Note: The editorial competition page can only be booked with an accompanying TV media campaign



Available on

DMAX

TLC

HGTV

EUROSPORT

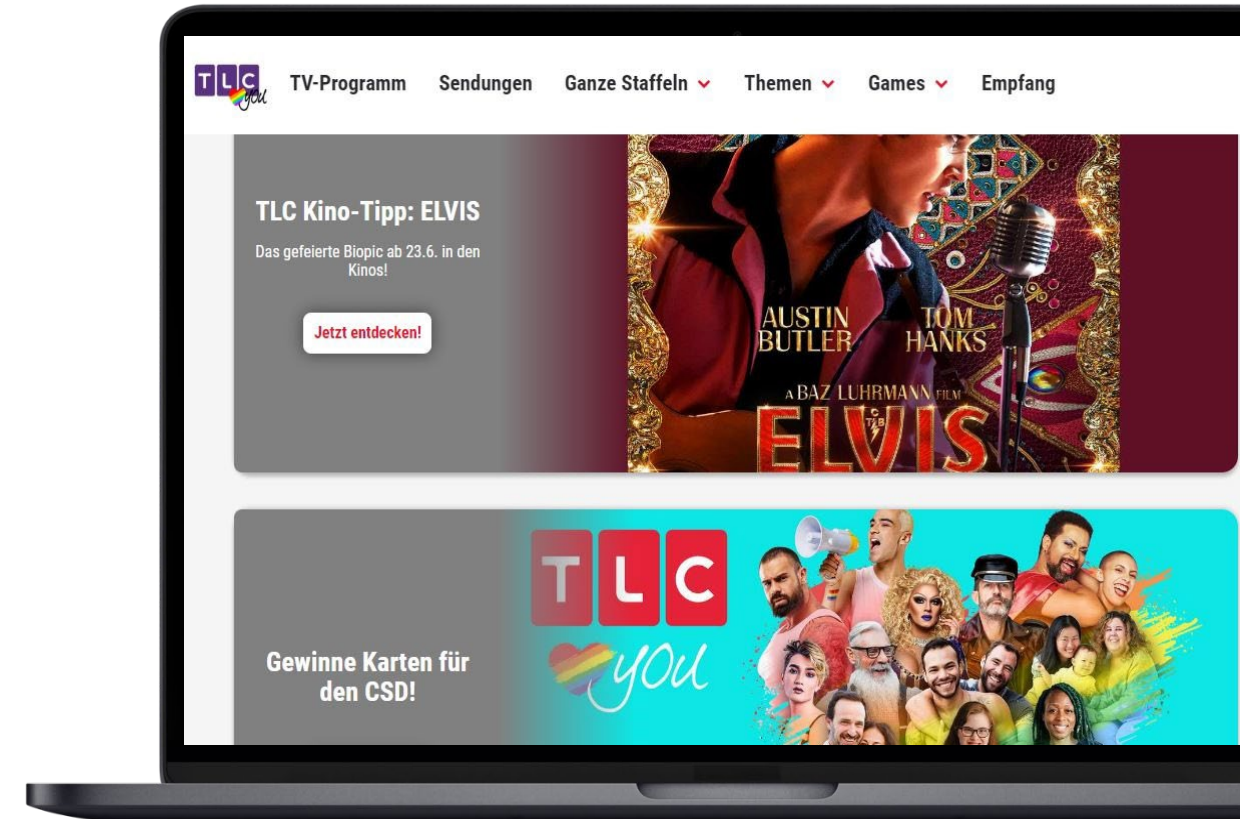
TELE 5



Editorial recommendation

Highest credibility and acceptance thanks to editorial recommendation

- Editorial landing page to promote a product (cinema, music, book, game, event, podcast, etc.)
- Integration of image, text and video content possible
- Integration via a content teaser on the homepage
- Note: The editorial tip integration can only be booked with an accompanying TV media campaign



Available on

DMAX

TLC

HGTV

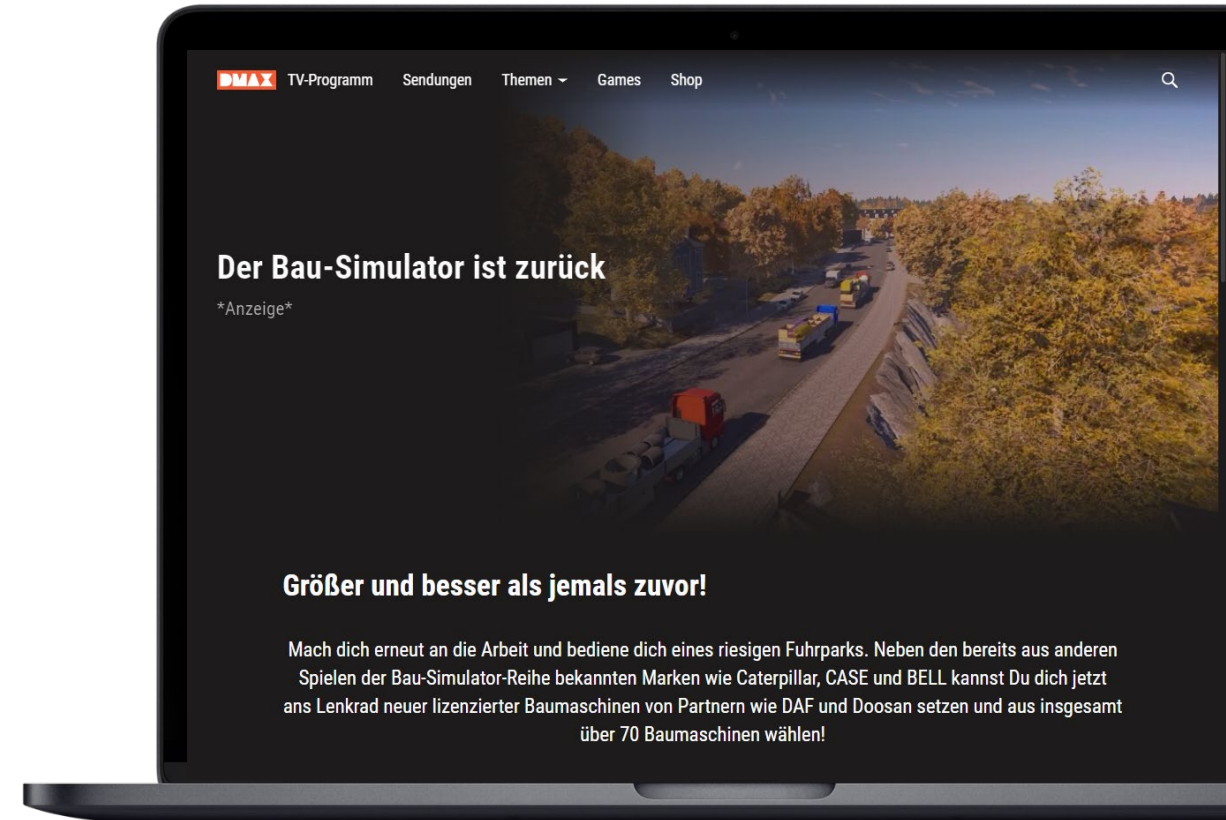
TELE 5



Advertorial

Individual brand message in an exclusive environment

- Native integration / landing page in the look and feel of our brand websites
- Advertorials are marked as an "advertisement"
- Integration of image, text and video possible
- The customer integration is advertised via a content teaser on the homepage
- Note: The advertorial can only be booked with an accompanying media campaign



Available on

DMAX

TLC

HGTV

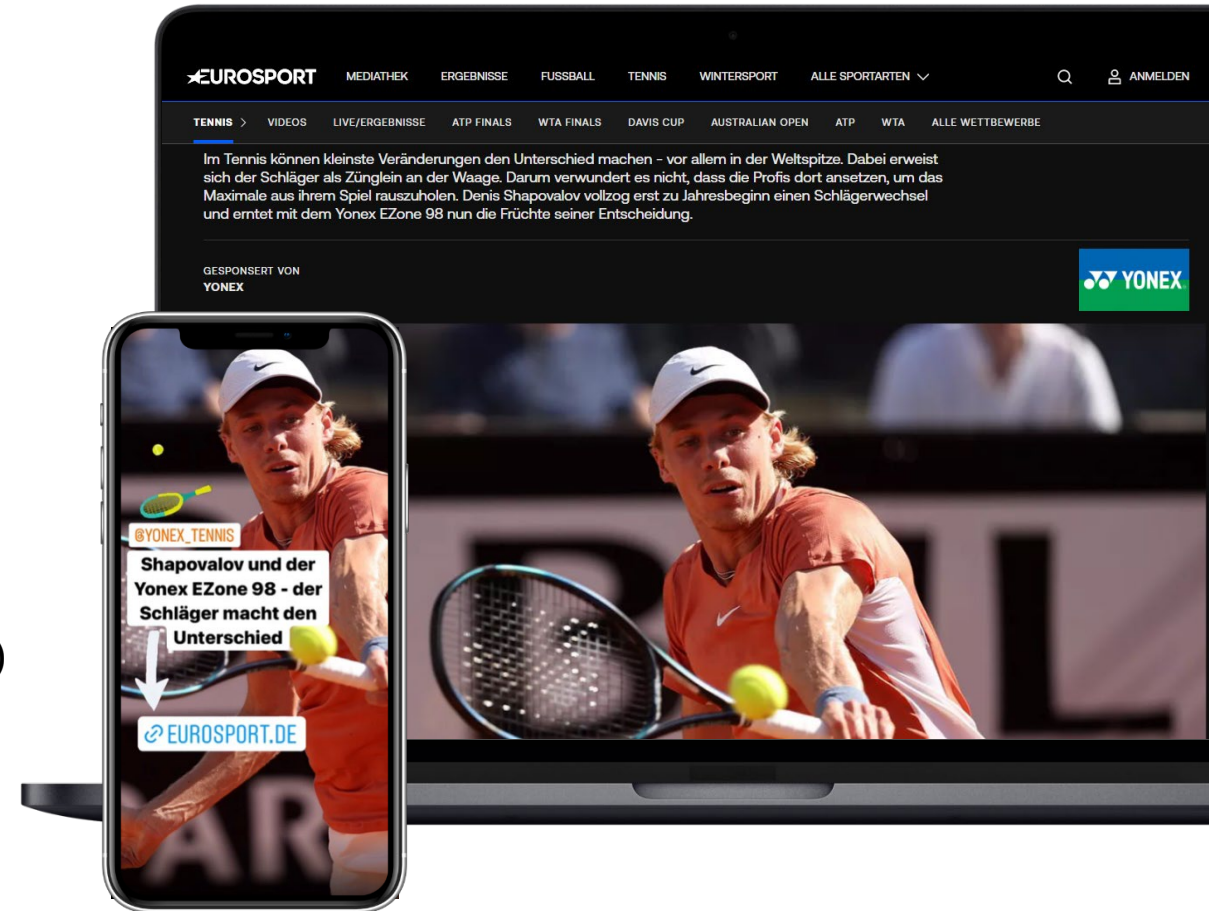
TELE 5



Sponsored Article | Sponsored Video

Native brand integration within an event-related reporting

- Integration of client-sponsored content (article or video) within the editorial coverage on Eurosport.de
- Advertising integration in the look and feel of the brand website
- Editorial optimization for best user engagement
- Integration of customer logo, image, text, video, etc.
- Promotion via content teaser on the Eurosport homepage (24h)
- Push notifications possible as an additional traffic driver (app)
- Note: can only be booked with an accompanying media campaign or social media integration



Available on

EUROSPORT



Sponsored Facebook Post

Native placement of your brand in the world of our brand fans

- Organic placement on the Facebook fan page
- Optimal brand presence through branded content partner tagging in the posts
- Performance boost possible with targeting of a relevant target group incl. KPI guarantee on a CPM/CPC/CPV basis

Available on

DMAX

TLC

EUROSPORT





Sponsored Instagram Post | Story | Reel

Co-branded posting in the feed or as a story on our Instagram accounts

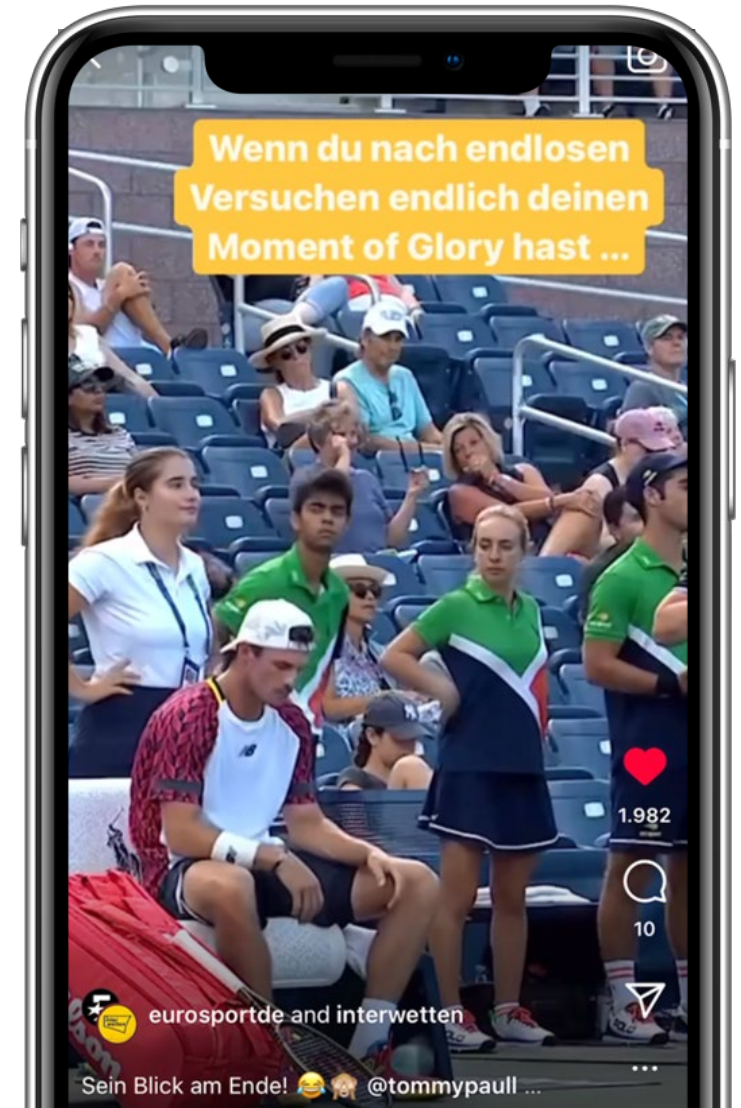
- Sponsored Instagram story, post with partner tagging or reel (incl. co-authoring)
- Fullscreen experience and vertical video integration into stories or reels
- Sustainable brand communication, high recognition effect and optimal reach via selected hashtags
- Performance boost possible with targeting of a relevant target group incl. KPI guarantee on a CPM/CPC/CPV basis

Available on

DMAX

TLC

EUROSPORT





Social Media Sponsoring

Appear as a presenter or launch partner of our video formats on social media

- Optimal extension of a digital sponsorship on our websites
- Brand association to the editorial content
- Optimal brand presence through partner tagging in the posts and logo integration
- Sustainable brand communication and high recognition thanks to selected hashtags
- Performance boost possible with targeting of a relevant target group incl. KPI guarantee on a CPM/CPC/CPV basis

Available on

DMAX

TLC

EUROSPORT





Social Media Sweepstake

Focus on authenticity, interaction, and engagement

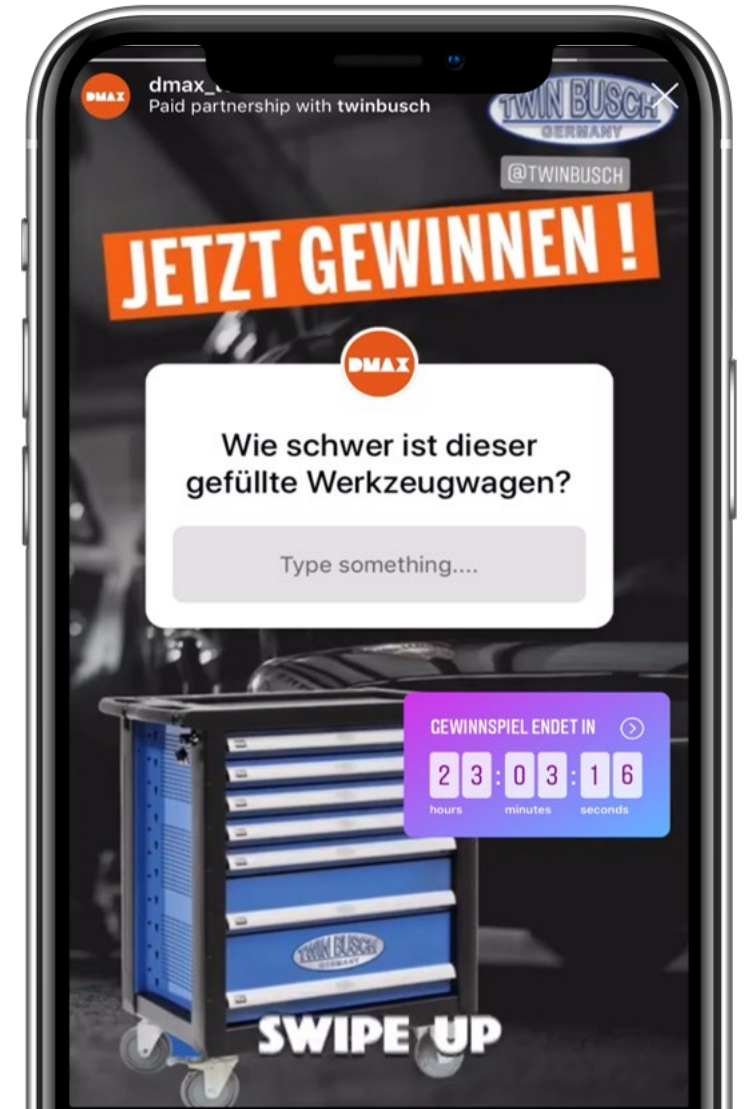
- Joint raffle on Instagram (stories, posts) and/or Facebook
- Partner integration via branded content tag or account tagging (IG Stories)
- Linking to customer-specific microsite or external landing page possible
- Performance guarantee and targeting via set up as a dark post possible
- High engagement and optimal user interaction

Available on

DMAX

TLC

EUROSPORT

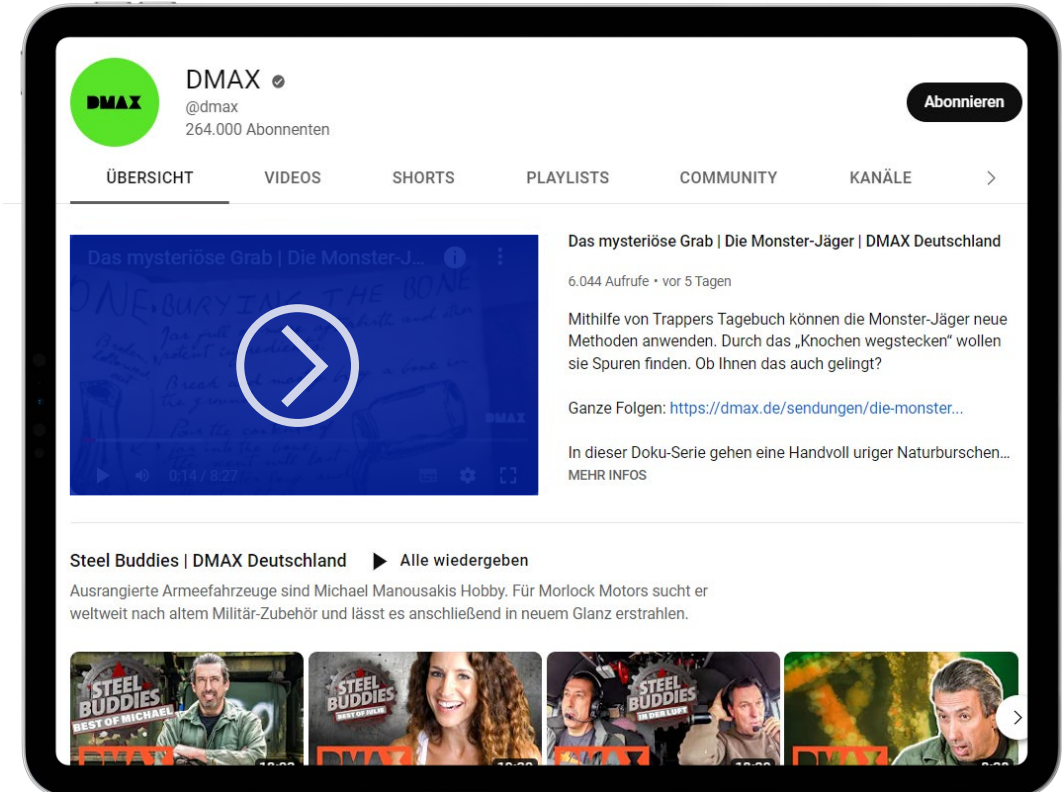




YouTube Video Ads

Spread your advertising message within our superfan community on YouTube

- Pre- & Mid-Roll: Bumper, Skippable & Non-Skippable Video Ads
- Perfect extension of a video campaign on our brand websites
- Direct booking in the DMAX, TLC, HOME & GARDEN TV, EUROSPORT environment or on our local and international WBD KIDS Channels
- Brand Safety Guaranteed
- Diverse targeting options: Geo, FC, Content, Platform, Socio, Audience, etc.



Available on

DMAX

TLC

HGTV

EUROSPORT

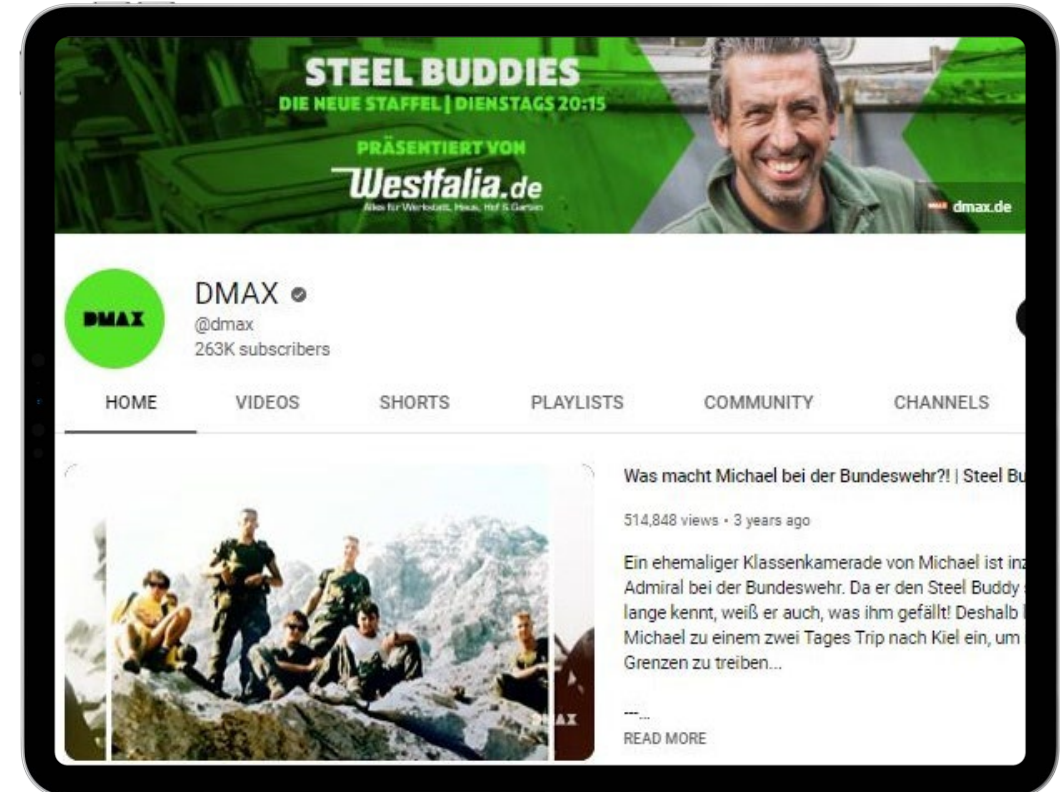
WBD KIDS



YouTube Header Sponsoring

Sponsoring a format via branding on our YouTube channel Header

- Presenting a video format (launch of a new format, a new season, etc.) on our YouTube brand channels
- Large-scale presence thanks to logo integration on the channel header
- The YouTube channel header is created internally by the editorial team in the respective brand look
- Ideal as an extension of a digital sponsorship on our brand websites
- Can be combined with a video campaign, sweepstake and YouTube playlist sponsorship



Available on

DMAX

TLC

HGTV



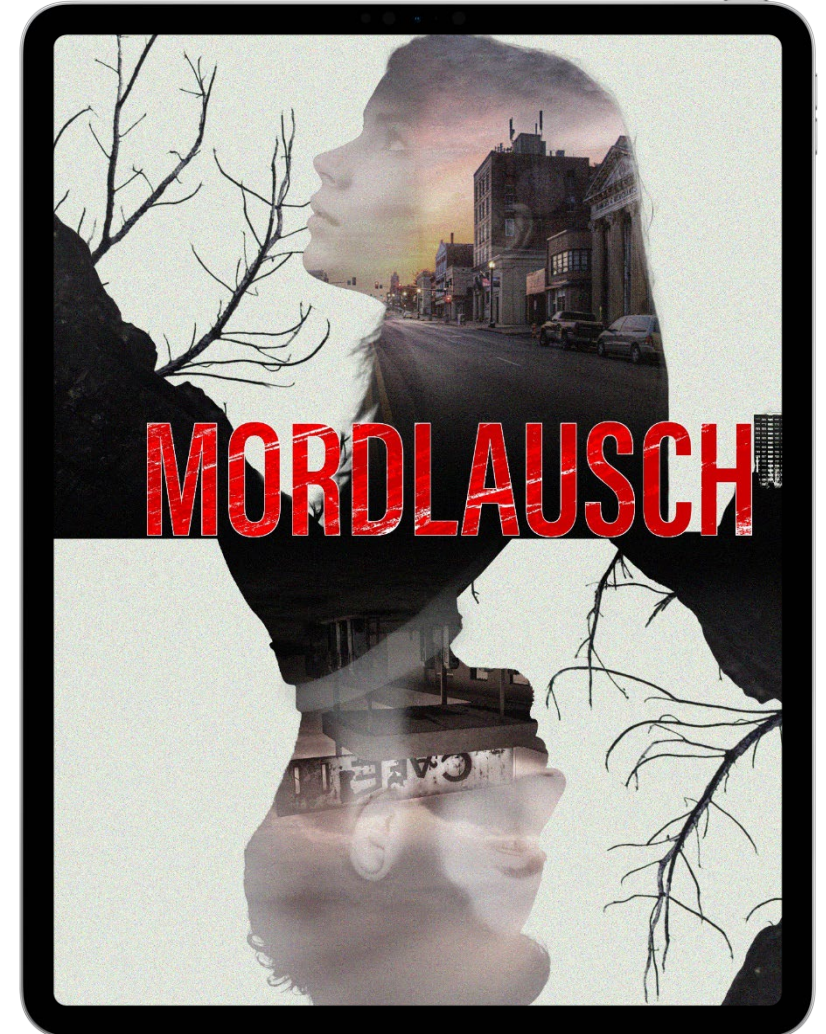
Native (Host-Read) | Native DAI

Native integration within the content by mentioning directly from our podcast hosts

- Your audio ad will be produced based on your briefing, in consultation with the TLC editorial team and will be recorded by the podcast hosts
- Native integration into the editorial storytelling
- High credibility and authenticity thanks to the personal approach of the podcast hosts
- Duration: max. 60 sec
- Campaign duration: at least 1 month
- Fixed integration into a podcast episode or flexible playout as pre-, mid-, post-roll (DAI)

Available on

TLC

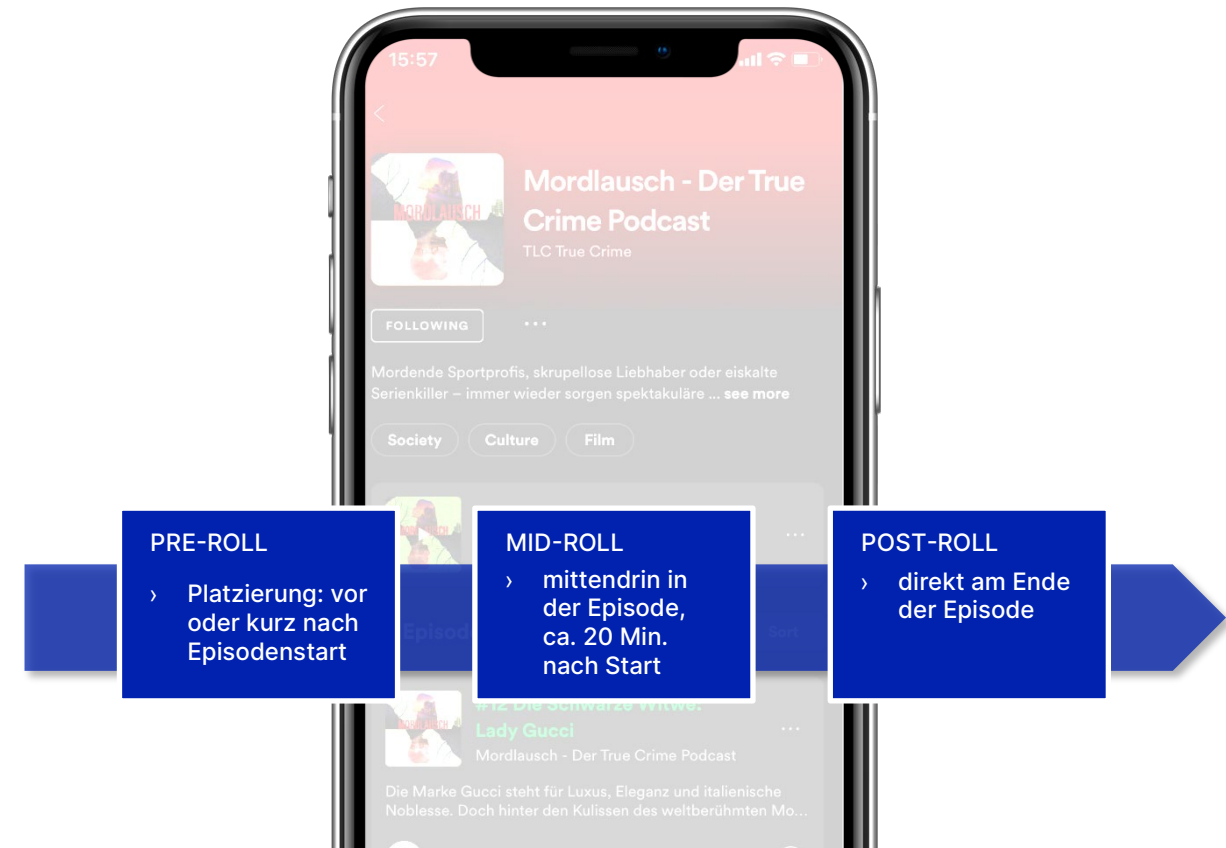




Pre-, Mid- & Post-Roll

Dynamic playback of pre-made audio spots within the podcast episodes

- Flexible delivery as pre-, mid- and post-roll within the entire podcast environment
- Duration audio spot: max. 30 sec.
- Spot production and delivery is carried out by the customer
- Placement before, within, or directly after editorial content
- Optimal reach for your audio campaign



Verfügbar auf

TLC



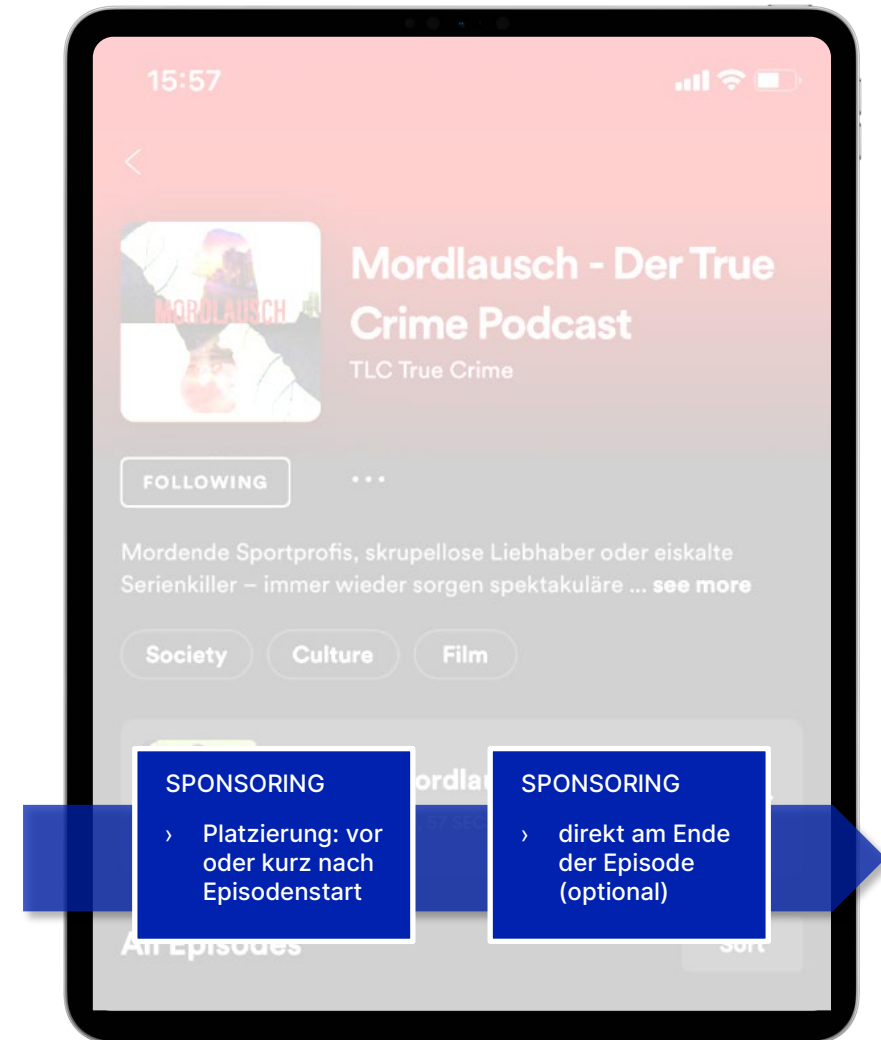
Sponsoring

Direct proximity and association to the editorial content

- Audio spot delivered by the client or a customized presenting spoken by our hosts, placed at the beginning and end of a podcast episode.
- Duration: 7 sec
- Production on request via Warner Bros. Discovery possible
- Sponsorship over several podcast episodes is recommended

Available on

TLC





Addressable TV

Maximum reach and awareness combined with detailed audience targeting

DISPLAY AD FORMATS

SWITCH IN
XXL & EXTENDED



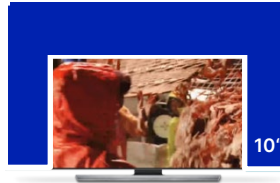
SWITCH IN
CLASSIC



SWITCH IN
ZOOM



SWITCH IN
MASTHEAD



VIDEO AD FORMATS

SWITCH IN
BUMPER



SWITCH IN
SPOT



TARGET
SPOT



- Switch-In-Formats:
Format appears after switching on the broadcast channel

- Target-Spot:
Overlay on the linear program trailer

Available on

DMAX

TLC

HGTV

TELE 5

EUROSPORT

On Eurosport 1 only Switch In XXL (Extended) available.



BRAND PORTFOLIO

DIGITAL TOUCHPOINTS

AD FORMATS

PRICING



VIDEO ADS



DISPLAY ADS



FIXED PLACEMENTS (EUROSPORT)



TARGETING FEES DIGITAL



ADDRESSABLE TV



PODCAST



NATIVE INTEGRATION & SOCIAL MEDIA



Pricing VIDEO ADS

AD FORMAT	GROSS CPM*
Pre-Roll	100 €
Mid-Roll**	80 €
Post-Roll**	40 €
Pre-/Mid-Roll**	90 €
Pre-/Mid-/Post-Roll** (Video Combi)	80 €
Video-Sponsoring / Sponsored Ads D+	80 €
DAI (Mid-Roll) D+ Eurosport Live	100 €
In-Read***	90 €
YouTube Video Ads**** (non-skip)	100 €

* plus targeting surcharge | ** Available on DMAX, TLC, HGTV, TELE 5, Discovery+: Pre- & Mid-Roll only, Eurosport: Pre-Roll only | *** Available only on Eurosport | **** Available on DMAX, TLC, HGTV, Eurosport, WBD Kids



Pricing **DISPLAY ADS**

AD FORMAT	GROSS CPM*
Superbanner	30 €
Medium Rectangle	50 €
Interscroller**	70 €
Billboard	80 €
Halfpage Ad	80 €
Premium Ad Package (Billboard, Halfpage Ad)	80 €

* plus targeting surcharge | ** Available only on Eurosport



Pricing **FIXED PLACEMENTS EUROSPORT.DE**

AD FORMAT

GROSS CPM*

Homepage Takeover

120 €

Premium Homepage Takeover** (incl. homepage coloring)

140 €

Sponsorship Billboard**

60 €



Targeting Fees Digital

TARGETING	CPM SURCHARGE
Frequency Capping	-
Channel / Genre Targeting	5 €
Format Targeting	10 €
Geo Targeting / Time Targeting / Device Targeting	5 €
Targeting Combination (e.g. Channel + Geo Targeting)	10 €
YouTube Audience Targeting	5 €



Pricing ADDRESSABLE TV

AD FORMAT	GROSS CPM*	TARGETING SURCHARGE	
Switch In Classic (Overlay)	40 €	Frequency Capping	-
Switch In XXL (Splitscreen Ad)	50 €	Geo Targeting	5 €
Switch In XXL (Extended)	65 €	Sociodemographic Targeting	5 €
Switch In Zoom	65 €	Socio & Geo Targeting	10 €
Switch In Spot / Switch In Bumper	70 €	Switch In Spot longer than 10"	15 €
Target Spot	80 €		

* plus targeting surcharge. On Eurosport only Switch In XXL (Extended) available



Pricing **PODCAST**

AD FORMAT		NET CPM / FIXED PRICE*
Native Ad (Host-Read)	Exclusive integration (pre-, mid- and post-roll placement)	6.500 € Fixed Price
	Pre- or mid-roll integration (non-exclusive)	3.500 € Fixed Price
Native DAI	Pre- & Mid-Roll	80 € CPM
	Pre-, Mid- & Post-Roll	60 € CPM
	Post-Roll	40 € CPM
Sponsoring	Per episode (Pre- and/or post-roll placement)	2.500 € Fixed Price
Dynamic Ads (DAI)	Pre- & Mid-Roll	80 € CPM
	Pre-, Mid- & Post-Roll	60 € CPM
	Post-Roll	40 € CPM

* MN3 – Prices, not discounted & AE eligible, production & set-up costs incl.



Pricing

NATIVE INTEGRATION & SOCIAL MEDIA

On request.
We would be happy to create a
concept that is individually
tailored to your brand.





DMAX

TLC

HGTV
HOME & GARDEN

TELE
5

★ **EUROSPORT**

 **discovery+**

Discovery

 **animal planet**