

BROADCASTING GERMAN-SPEAKING

ProSiebenSat.1 is **NUMBER ONE IN THE GERMAN ADVERTISING MARKET** and further increased its audience share in the 2013 financial year. We reach new audiences and advertising customers with new stations. We have also triggered additional growth in the core business via our distribution segment.

28.1
%

AUDIENCE MARKET

The free TV stations ProSieben, SAT.1, kabel eins, sixx, SAT.1 Gold, and ProSieben MAXX increased their audience share to 28.1% in 2013 (2012: 27.8%).

43.6
%

ADVERTISING MARKET

ProSiebenSat.1 is number one in the German advertising market: The Group increased its gross advertising market share to a record of 43.6% in 2013 (2012: 42.8%).

CLAUDIA LUDOWIG, DIRECTOR STRATEGY & OPERATIONS, SEVENONE MEDIA

Within seven years, ProSiebenSat.1 has successfully launched six new free TV stations in the German-speaking market. SevenOne Media's marketing specialists were involved from day one. Claudia Ludwig (33) is responsible for Strategy & Operations and the strategic focus of new customer business: "Gaining new advertising customers with new stations – it's never routine!"

What does station development contribute – with regard to the competitive TV advertising market?

CLAUDIA LUDOWIG: A lot! With new stations, we reach new target groups. With sixx, for example, we address younger women, and with ProSieben MAXX mature men who are young at heart, with high revenues in both cases. SAT.1 Gold is addressed to women in the prime of life. In this way, we consistently gain new territory on the map of the advertising market.

So is TV advertising not just something for corporations with well-known brands and big budgets?

CLAUDIA LUDOWIG: It is worthwhile advertising on sixx, SAT.1 Gold or ProSieben MAXX for smaller brands especially: Advertising spots here are cheaper because of the lower reach, while the target group can be addressed in a very focused manner. fashionette.de, an online store for designer bags, purposefully attuned its campaign on sixx to its female target group, thus doubling its brand awareness and driving up the number of hits on their website exponentially. A great success!

How do you convince customers who have so far avoided TV?

CLAUDIA LUDOWIG: Primarily with the full-service support that we can offer in the Group: from intensive media consulting and planning, through the development and implementation of effective ideas, to performance measurement. For smaller brands in particular, special advertising formats like product placement are very attractive – for which SevenOne AdFactory is an ideal partner. And if a spot is desired, our internal creative agency can take care of it in a well-directed way. So everything is tailored to the customer's requirements.

Is ProSiebenSat.1 not cannibalizing itself on the advertising market with new TV stations?

CLAUDIA LUDOWIG: On the contrary. In 2013, 120 new customers were acquired for all stations in total. For example, we gained the luxury watch brand Omega – previously a traditional print customer. But we inspired Omega with our magazine show "Golf total" on SAT.1 Gold, it was simply a very good fit.

Have you discovered an exciting new brand yourself through your work?

CLAUDIA LUDOWIG: The baking ingredients manufacturer Günthart, which sponsors the sixx show "Sweet & Easy – Enie backt". The format was truly a recipe for success for Günthart: greater awareness and increased presence in supermarkets. And for me: I don't bake myself, but I have benefited from a friend who is now enthusiastically testing Günthart's cake decorations – and letting me try them.



“Gaining new advertising customers with new stations – it’s never routine!”

CLAUDIA LUDOWIG
Director Strategy &
Operations, SevenOne
Media GmbH