



## Beyond Broadcast Innovative models of content delivery

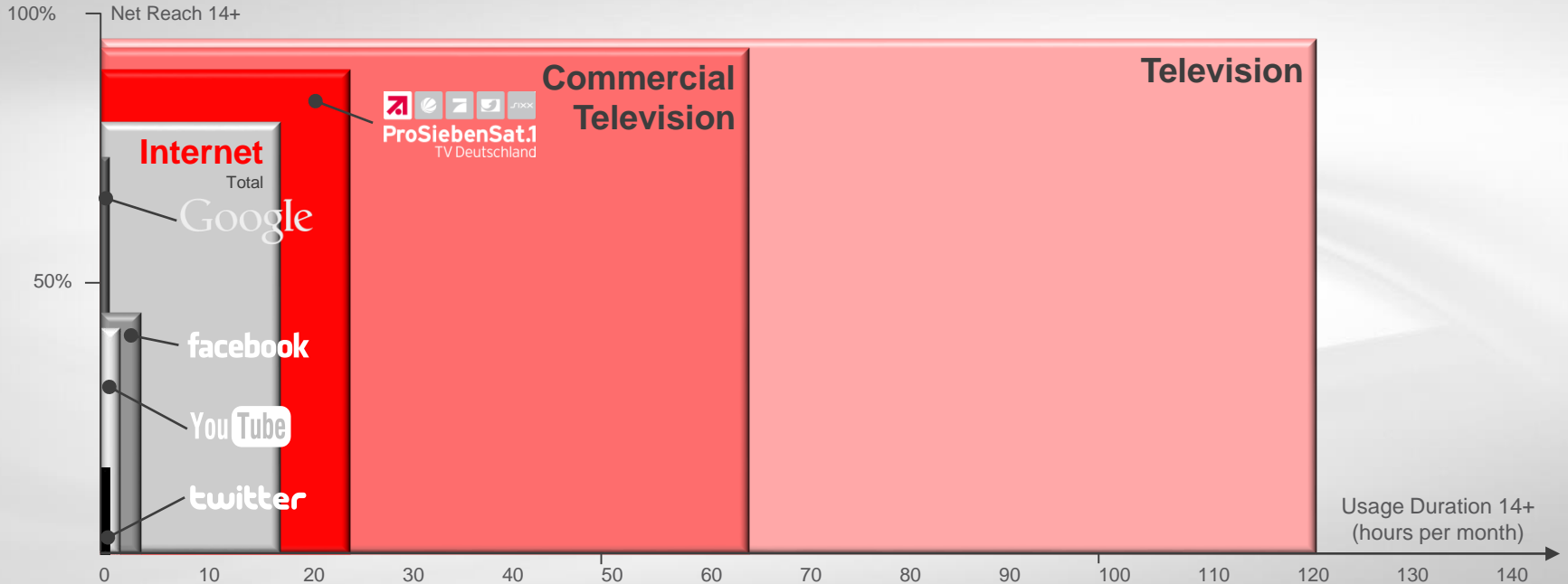
Heiko Zysk, VP Governmental Relations & Head of European Affairs  
ProSiebenSat.1 Media AG | January 2015





# TV dominates media consumption in Germany while digital is highly fragmented

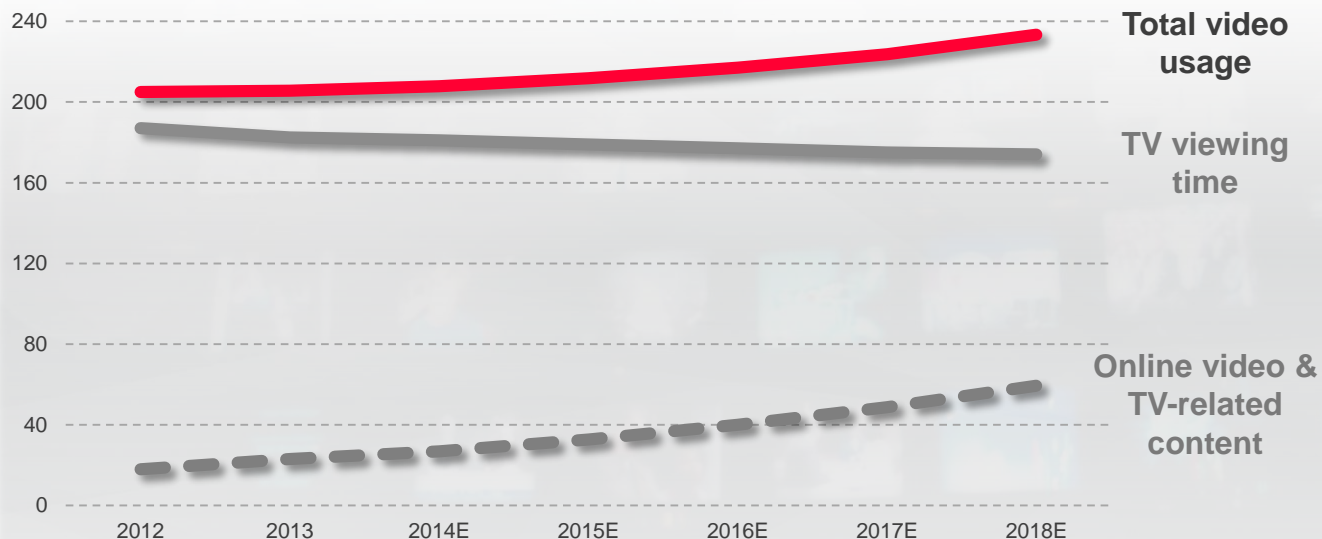
## Monthly net reach and usage duration 2014





# Stable TV viewing time expected – online video and TV-related content will drive total video usage

Average daily usage in Germany – Ad relevant target group A 14-49  
[In minutes, before planned panel adaptations]



P7S1 projection

**CAGR**  
2013-2018 **+2%**

**CAGR**  
2013-2018 **-1%**

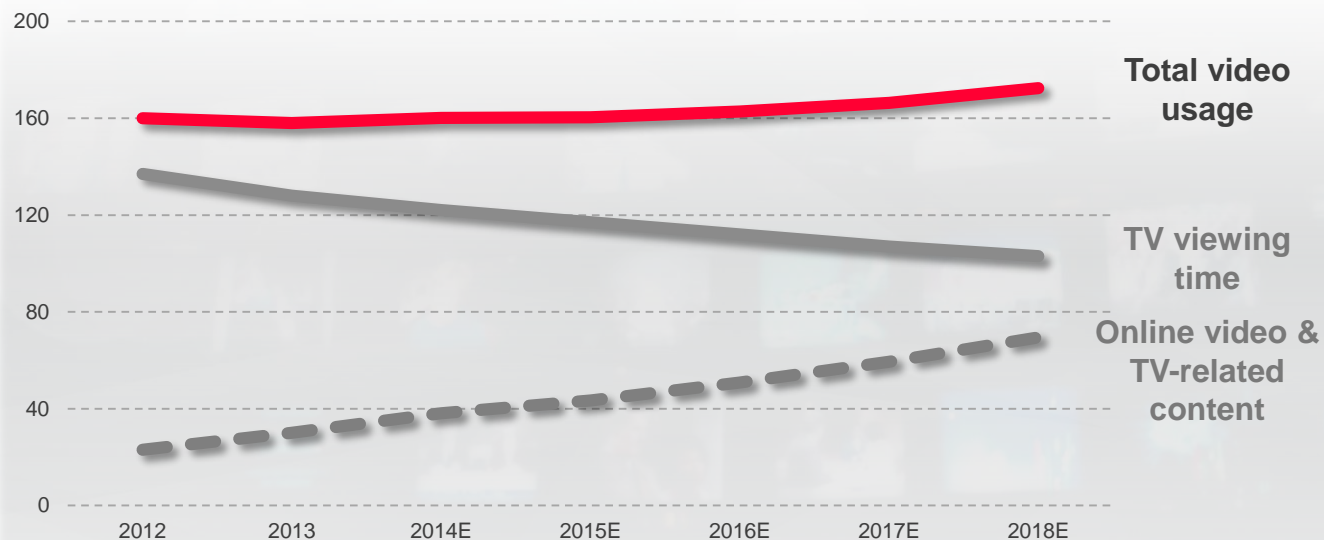
**CAGR**  
2013-2018 **+21%**

# Video remains the preferred medium for young target groups



## Average daily usage in Germany – Young target group A 14-29

[In minutes, before planned panel adaptations]



P7S1 projection

**CAGR**  
2013-2018

**+2%**

**CAGR**  
2013-2018

**-4%**

**CAGR**  
2013-2018

**+18%**



# Variety of viewer motivations...

## Linear TV

Lean back,  
watching with family and  
friends

## SVoD/TVoD<sup>1</sup>

“Audiovisual insurance“,  
binging, convenience,  
autonomy and cost  
saving

## Catch up

Ensure to stay tuned

## Basic Pay TV

Ad-free enrichment of  
lean back experience

## UGC/SPC<sup>2</sup>

New content experience,  
“snacking“, short format  
driven





... need to be covered...

### Linear TV

#1  
portfolio



### SVoD/TVoD

#1<sup>1</sup>



### Catch up

#1<sup>2</sup>



### Basic Pay TV

3  
channels



### UGC/SPC

#2<sup>3</sup>





... on any screen or device.

|                       | Smart TVs   | Mobile devices  | Game consoles   | New devices, dongles, etc.   |
|-----------------------|---|---|---|--|
| Devices               | <br>  <br>   |  <br>    | <br> <br> |  <br>  |
| Distribution channels |   <br>  |  <br>  <br> |  <br>  | <br>   |

# Show case "7 Connect"



The screenshot shows the ProSiebenSat.1 website interface for the "7 Connect" live stream. The main content area features a video player showing the show's stage with judges and a large audience. To the right of the video is a poll titled "Wie findest Du den Auftritt gerade?" with four options: "NICHT MEIN DING", "NAJA", "SUPER", and "WAHSINN". Below the poll are two progress bars and two circular icons representing the poll options. The interface also includes a "Gruppenchat" section with a "Social" callout, a "Neuigkeiten aus der Redaktion" section with a "News" callout, and a "Twitter" section with a "Twitter" callout. The top navigation bar includes the "7 Connect" logo, the text "Jetzt // Do 24.11., 20:15 auf ProSieben // 21:18", and a "einloggen" button with a Facebook icon. The background of the entire page is a blurred image of a crowd of people with their hands raised.



Everybody “likes” us.



**No.1**

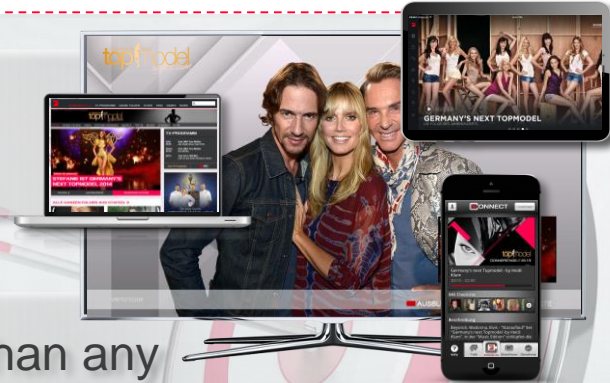
in **catch-up**: “Germany’s next Topmodel”  
with **37m** video views

**No.1**

on **Facebook** with **22m** total fans: more than any  
other German media company

**No.1**

on **Twitter** with **880,000** followers for ProSieben:  
more than any other German TV channel





MyVideo is No. 1 in premium content.

MyVideo



**No.1** in premium content

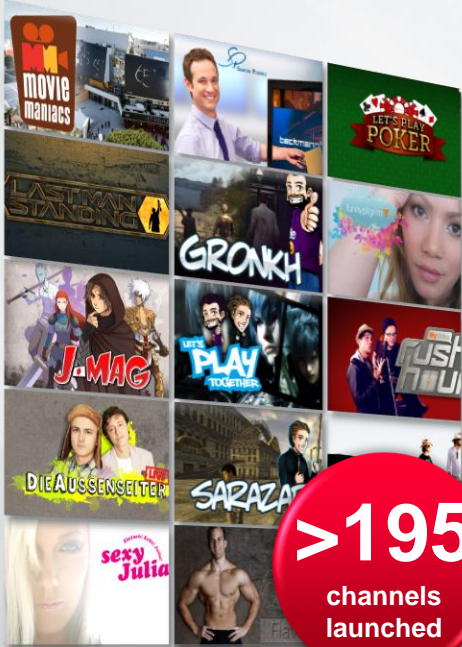
**10m** unique users

**31m** monthly premium video views



# We launched Studio71 one year ago as our own Multi Channel Network

## Channels



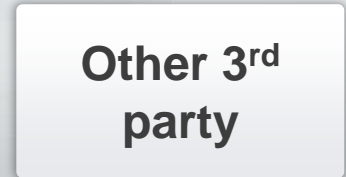
**>195**  
channels  
launched

Development  
and production

Scouting and  
aggregation

Channel  
management

Ad and  
concept sales



# Within only one year we have grown to be the 2<sup>nd</sup> largest MCN in Germany with 200m monthly video views





We have launched and aggregated more than 195 channels and follow a unique three pillar content strategy

**A**

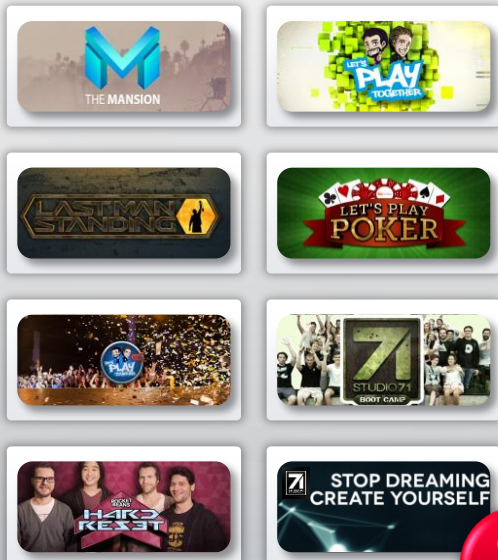
### Own TV based channels



**60**  
channels

**B**

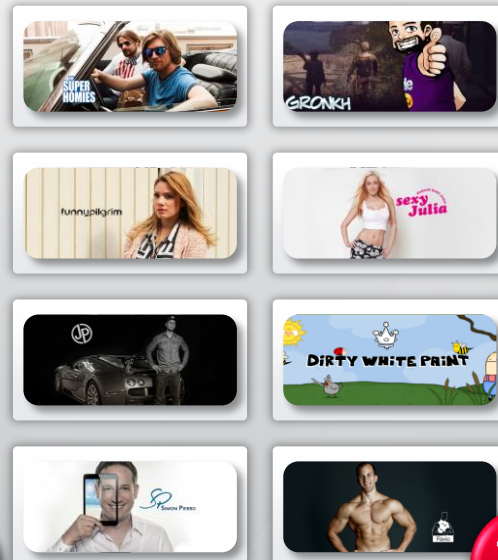
### Own original channels



**16**  
channels

**C**

### Aggregated channels

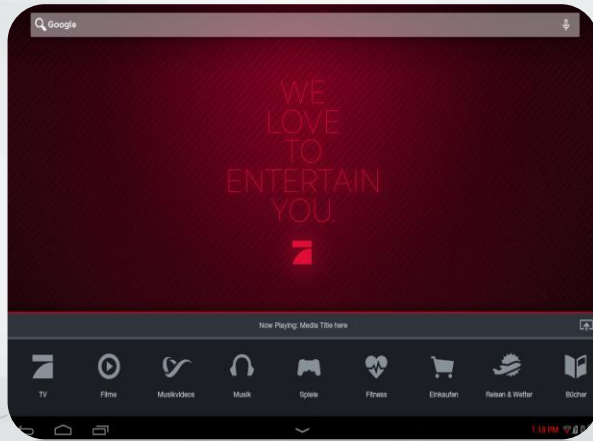


**120**  
channels



# ProSieben Entertainment Pad: Entertainment all in

  
ENTERTAINMENT  
PAD



Bundle offer by Asus / Intel and P7S1

8" tablet for EUR 149, including **EUR 100 vouchers** for digital P7S1 services

Pre-installed **P7 entertainment bar** with over 34 product offerings: 7TV, maxdome, MyVideo, Deezer, etc.



## Provide sufficient inventory to further foster growth

“Traditional” inventory sold to advertisers by SevenOne Media



Idle TV ad inventory that can be utilized for digital investments and cooperation

We can provide **sufficient media inventory** to foster growth since **media capacity** will **grow** through

- **Price increases**
- **New niche channels with growing ratings**
- **More efficient TV media campaigns**



# Media for Revenue / Media for Equity

**No.1 media investor  
in Germany<sup>1</sup>**



**Category leaders built:  
Zalando**



**6 successful exits<sup>2</sup>:**

Lieferando, Tirendo, Lactostop,  
Holiday Insider, Shopkick, Zalando



**Services beyond media  
(M4R/E+)**



**Global scouting  
network**



**European media  
partnership**







## “ProSiebenSat.1 Welt”: International app-based live channel



Interest in German-language content remains a niche market outside Germany, Austria and Switzerland – and is not a “pan-European” interest.

VPNs and foreign-based streaming services make it harder to establish viable cross-border paid services.

Potentially interesting markets inside as well as outside of the EU



**Thank you for your attention.**

