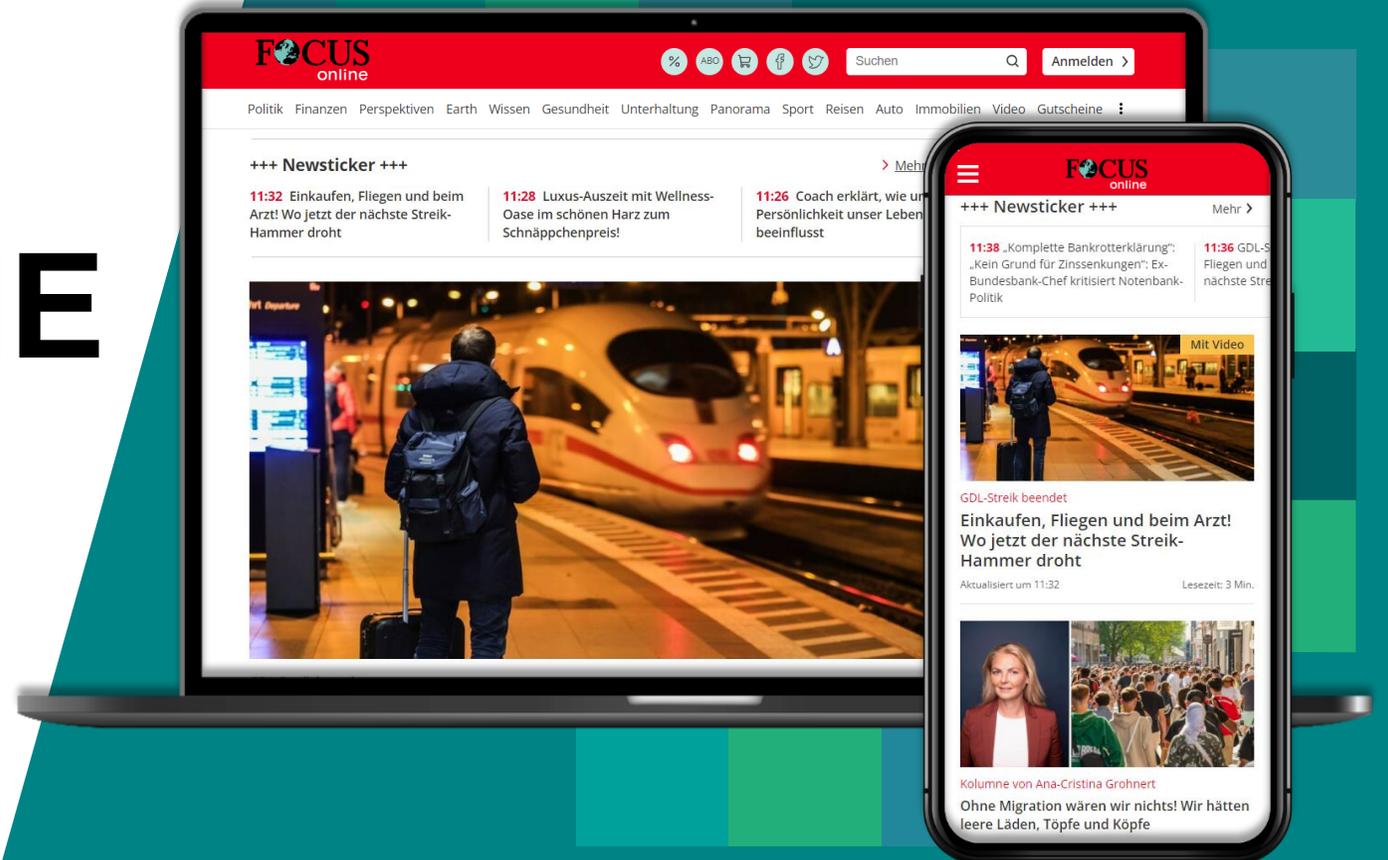


FOCUS ONLINE

Germany's largest news portal.

Fast. Reliable. Constructive.





The IVW count is not affected by this! We can still continue to provide current figures on a monthly basis.

Additional information on reach measurement:

Following AGOF's transition to AGMA, reach measurement will no longer be continued as of April 2023.

What does this mean for the figures in 2023?

AGMA is working intensively on the redevelopment of a reach study. From 2024 at the latest, a survey of reach data will again be possible on a regular basis. In the meantime, no new data will be available throughout the market.

We will show the last official figures from 3/23 until further notice.

”

FOCUS online is the biggest editorial news and service platform. We accompany **goal-oriented and cosmopolitan people** throughout the day by providing **reliable content and services** that match their interests.

Florian Festl, Editor-in-Chief FOCUS online



THIS IS FOCUS Online

Germany's biggest news portal

FOCUS online provides the **fastest news** with news flashes and push messages, and it is **Germany's biggest editorial news and service platform**.

We accompany **goal-oriented and cosmopolitan people** throughout their day by providing reliable content and services that match their interests, with a focus on news, added value and **constructive content**.

 **28.59m**
Unique Users

 **719.41m**
Page Impressions

 **235.03m**
Visits

 **56.9m**
Video Ad Impressions

FAST.

Our users are the first to know about what is happening in the world.

RELIABLE.

We focus on facts and expert opinions that add value for our users.

CONSTRUCTIVE.

We point out deficiencies and discuss exciting approaches to solving problems.

HIGH REACH ON ALL DEVICES

28.59m UU

total digital reach

10.26m UU

digital reach

23.11m UU

mobile reach

21.83m UU

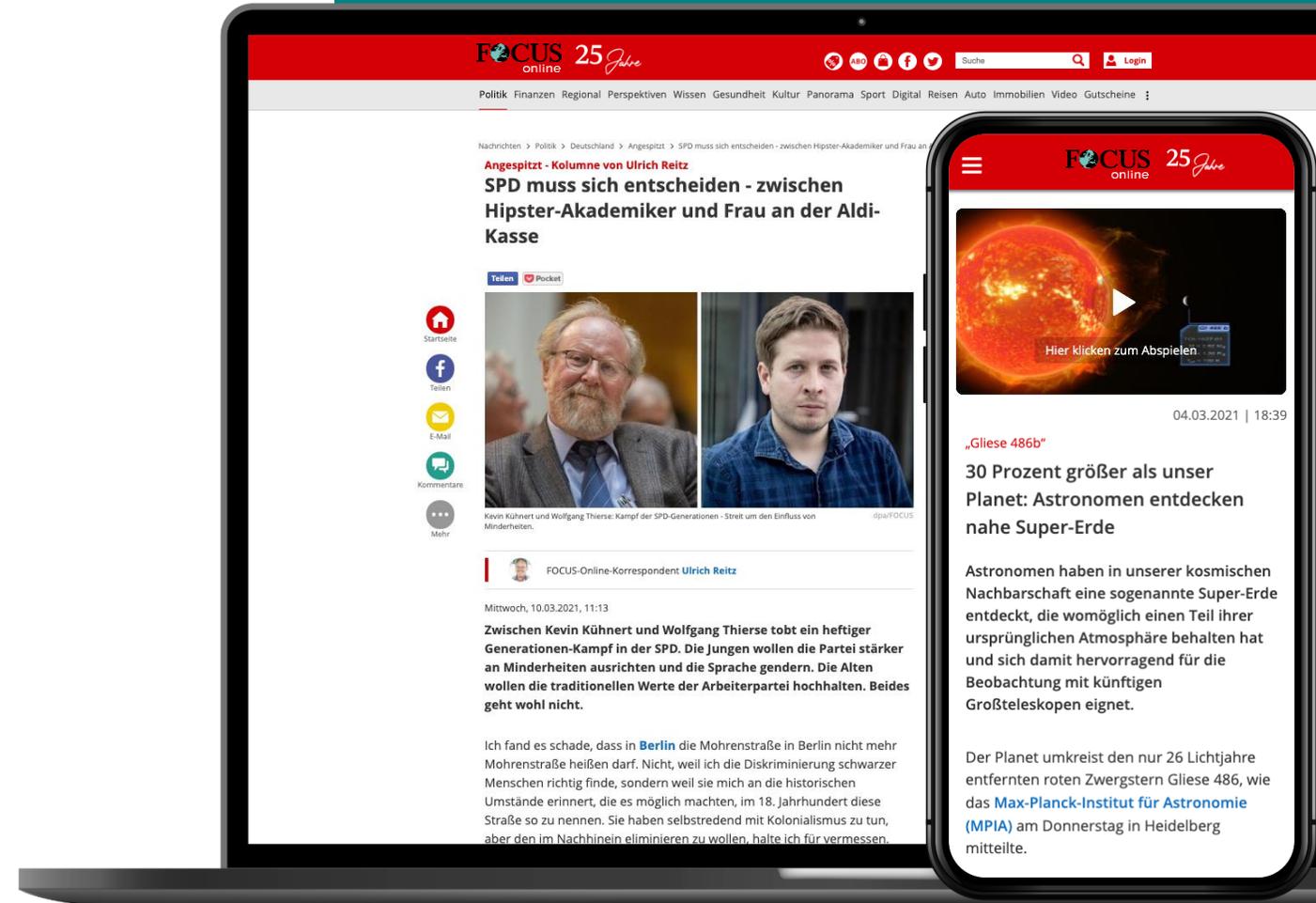
MEW-reach

1.01m UU

iOS app reach

1.24m UU

Android app reach



Sources: AGMA daily digital facts, March 2023, single month (March 2023), popularity: 16+

THIS IS FOCUS Online – MOBILE

FOCUS online mobile is also one of the biggest mobile news sites in Germany.

Users of our FOCUS Online app benefit most from our **editorial expertise** and **speed**, as we keep them up to date with push messages and a **customisable news feed**.

 **23.11m**
Unique Users

 **577.96m**
Page Impressions

 **192.92m**
Visits

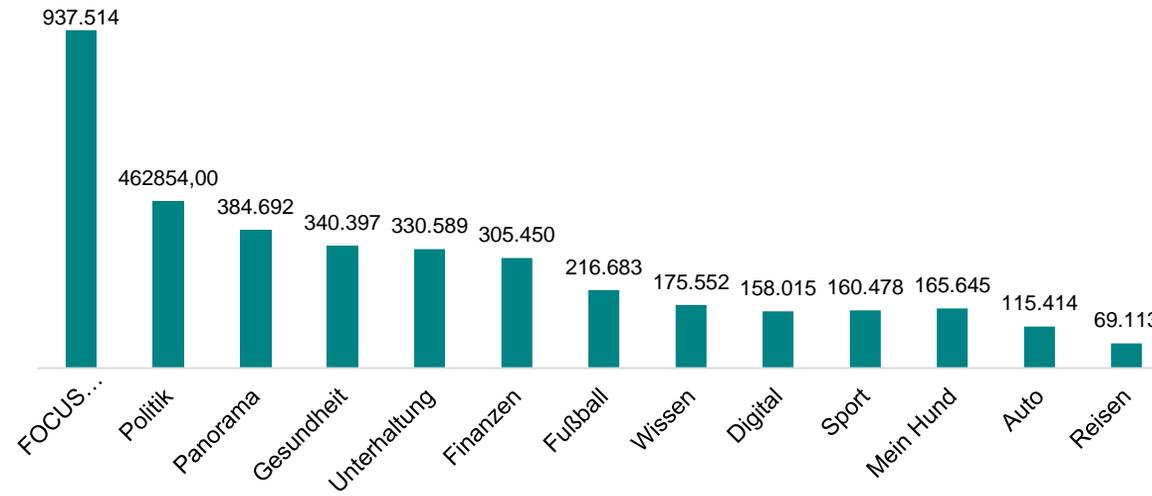
 **47.5m**
Video Ad Impressions



Sources: AGMA daily digital facts, March 2023, single month (March 2023), popularity: 16+; IVW 03/2023 (the ranking consists of both individual offers and offer combinations); metaview, Video Ais inkl. "Sound" PreRolls entire inventory March 2023

WE ARE SOCIAL EXPERTS!

Followers on Facebook



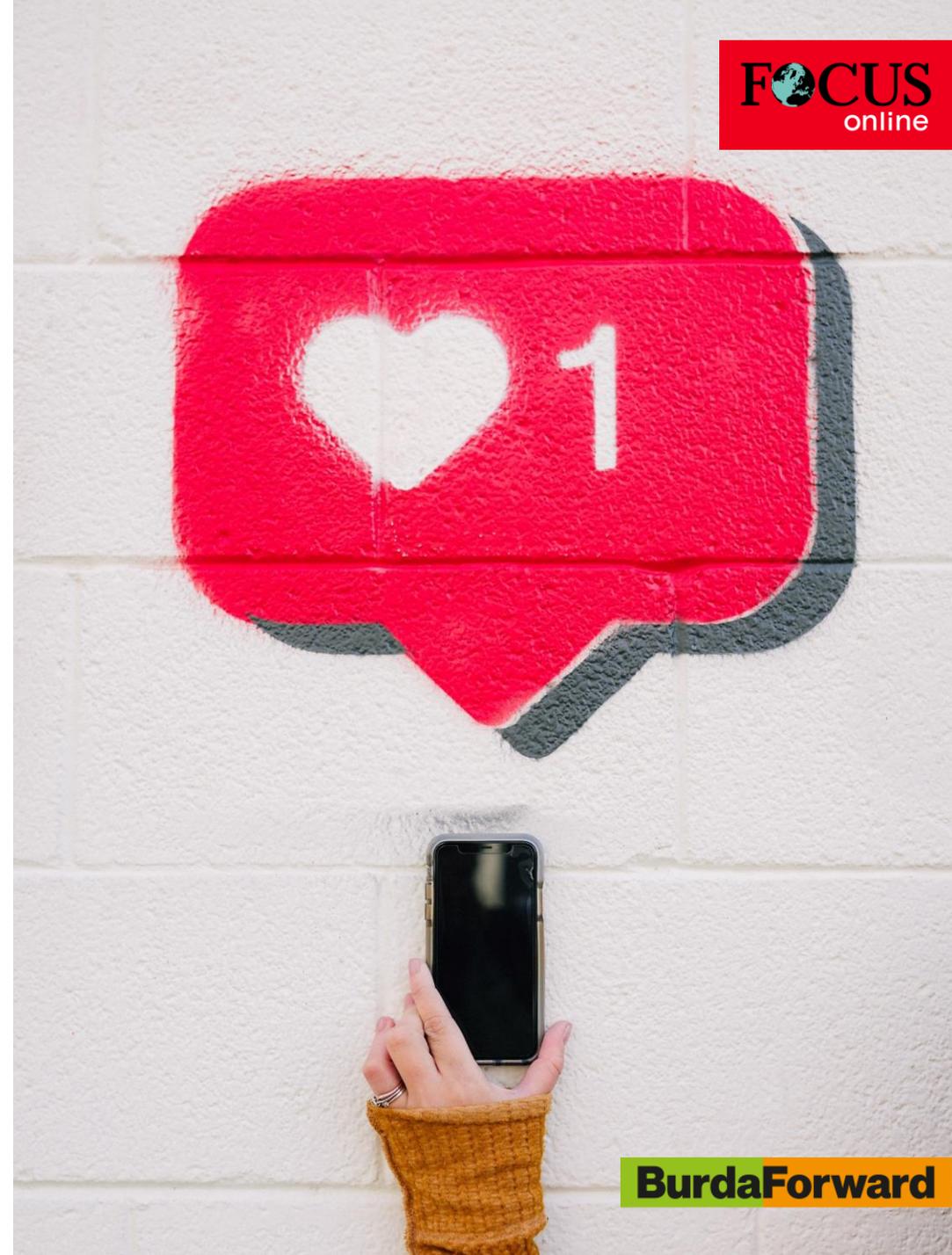
f **0.94m**
Followers

 **0.71m**
Followers

 **0.15m**
Followers

You
Tube **0.21m**
Followers

Sources: Twitter, Facebook, YouTube, Instagram (04/2023)
*Focus Magazin



OUR USP_s

What our users love about our brand



USER ORIENTATION.

Our strength is based on a **consistent user focus and extensive** distribution expertise. This is how we build a loyal user base.



CONSTRUCTIVE JOURNALISM.

In 2020, **42%** of our users think that FOCUS online has a (very) **high level of competence in covering solution-oriented topics** (35% in 2019*). We want to continue with such a positive outlook!



SPEED.

Knowing things faster: We quickly provide targeted and relevant information that matter to our users: regional, national and international news.

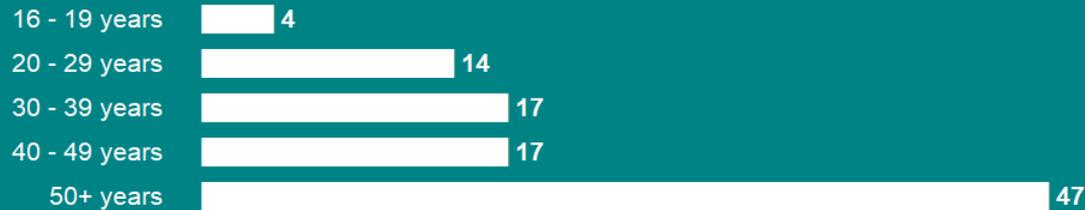
SOCIODEMOGRAPHICS: THE FOCUS ONLINE USERS

Proportion in %

Gender



Age



Education



Occupation



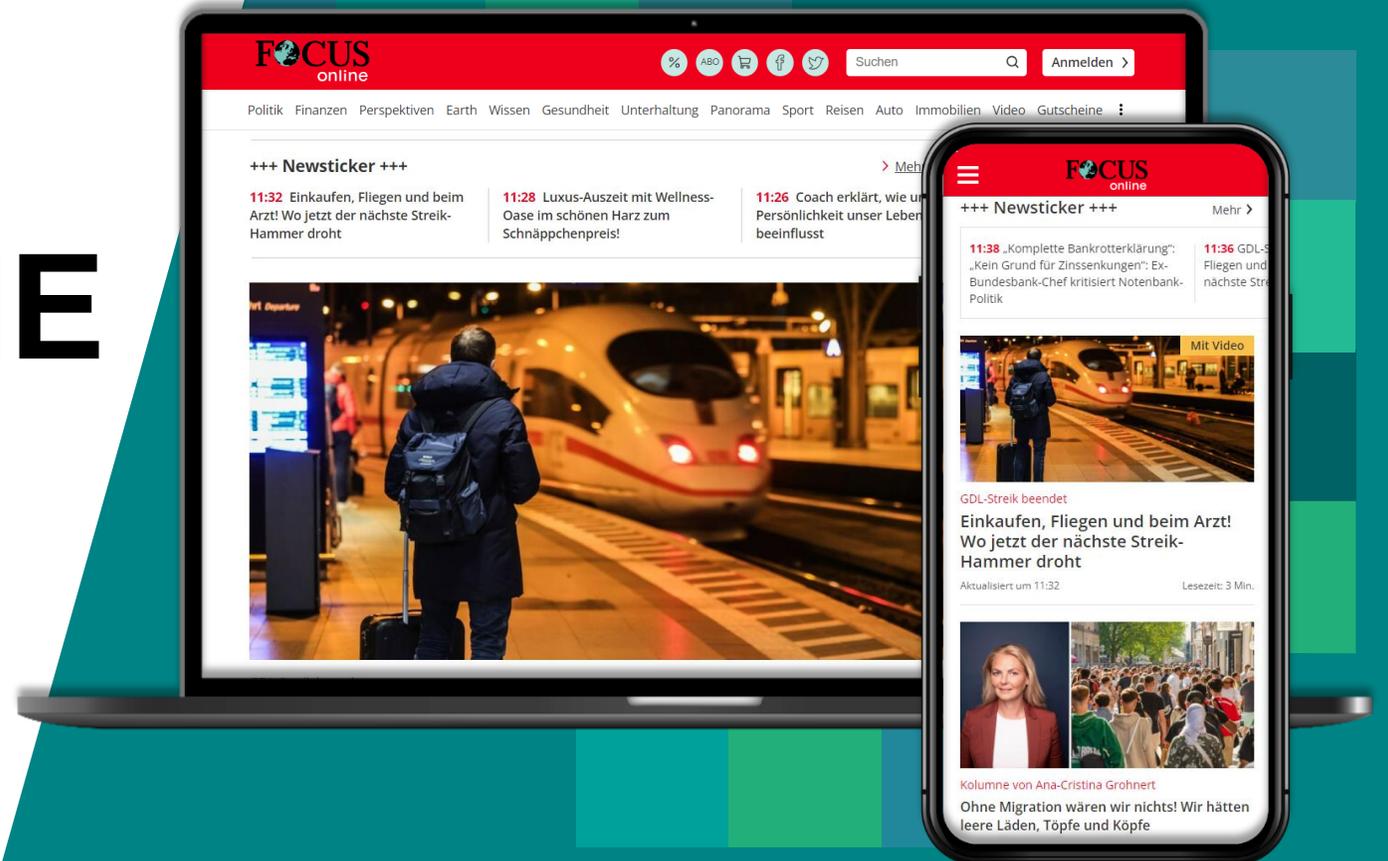
Household net income



FOCUS ONLINE

Germany's largest news portal.

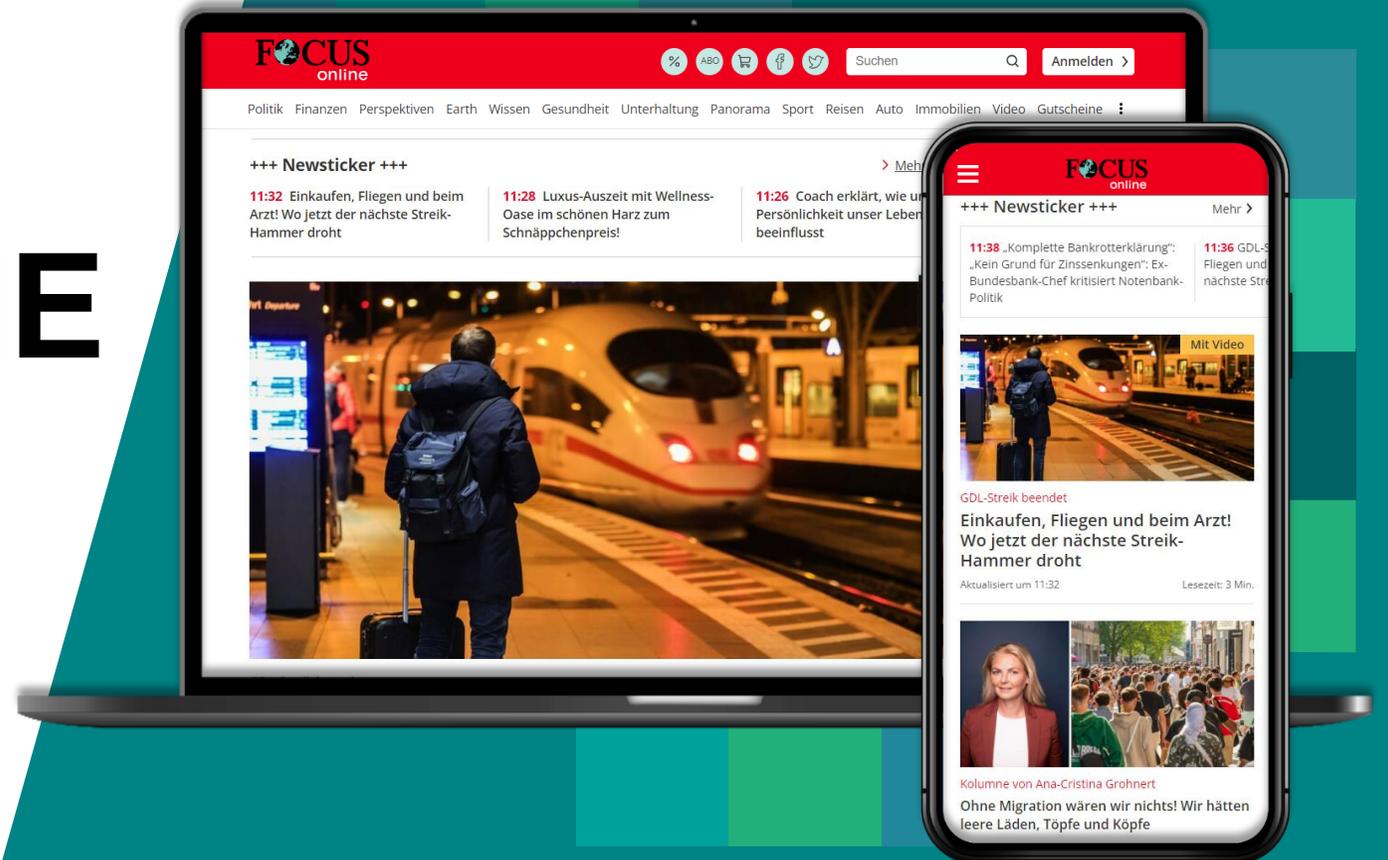
Fast. Reliable. Constructive.



FOCUS ONLINE

Germany's largest news portal.

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TARGET GROUP FOCUS ONLINE



FOCUS ONLINE USERS: RELEVANT & SOPHISTICATED

FOL reaches all age groups and both genders almost equally

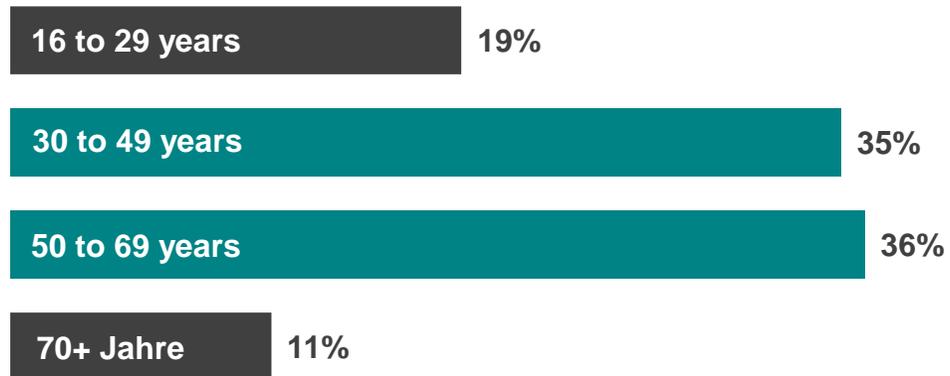
Gender

FOCUS Online is **used almost equally** by both men and women.



Age

FOCUS Online is popular within **all age groups**:



household
decision-makers

90%

are decision-makers
or co-decision-makers
in the household.

income

54%

have a monthly house-
hold net income of
over 3,000 Euro.

education

45%

have a high school
diploma or a uni-
versity degree.

LEISURE & PURCHASING BEHAVIOUR

FOCUS Online users are tech-savvy and pleasure-oriented

This is important to them*



Purchasing behaviour

- 68%** read **test reports** before making major purchases (112)
- 67%** use **price comparisons on the Internet** before making major purchases (116)
- 34%** like to afford **expensive products** (110)

Basis: Best for Planning 2022 (Ø month), population 16+, figures in percent, index in brackets

*b4p Batterie: „Aspekte des Lebens: ... ist mir besonders wichtig.“

**b4p Batterie „mache ich mind. einmal im Monat“

Distinctive interests**:



sports and outdoor

32% running (120)
25% hiking (116)
20% fitness (118)



creativity

74% photo/film (114)
13% drawing (116)
12% making music (127)



media

71% streaming (117)
31% podcasts (128)
7% theater (114)

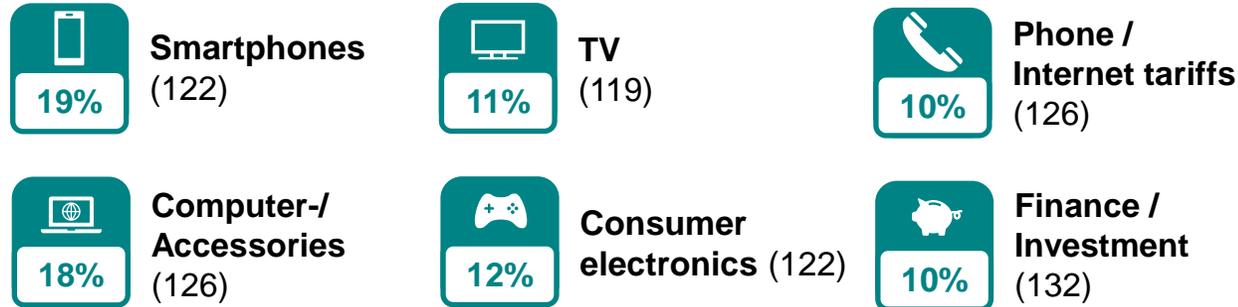
Attitude & affinities:

- 79% value being well dressed (103)
- 57% are strongly interested in notebooks and tablets (118)
- 47% are interested in sustainable products (108)
- 43% are intrigued about electrical household appliances (106)
- 23% trust in restaurant recommendations (111)

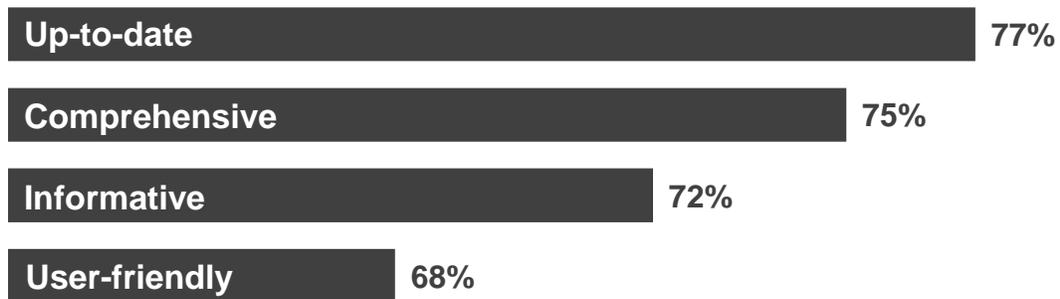
FOCUS ONLINE USERS ARE LOYAL & SATISFIED

Just under three-quarters rated from 1 to 2

Are opinion leaders in*



This is what users particularly appreciate about FOCUS Online:



Basis: Best for Planning 2023 (Ø month), population 16+, figures in percent
Brand monitor BUNTE 2022; Basis: brand used in the last 3 months
**am often asked for advice."

