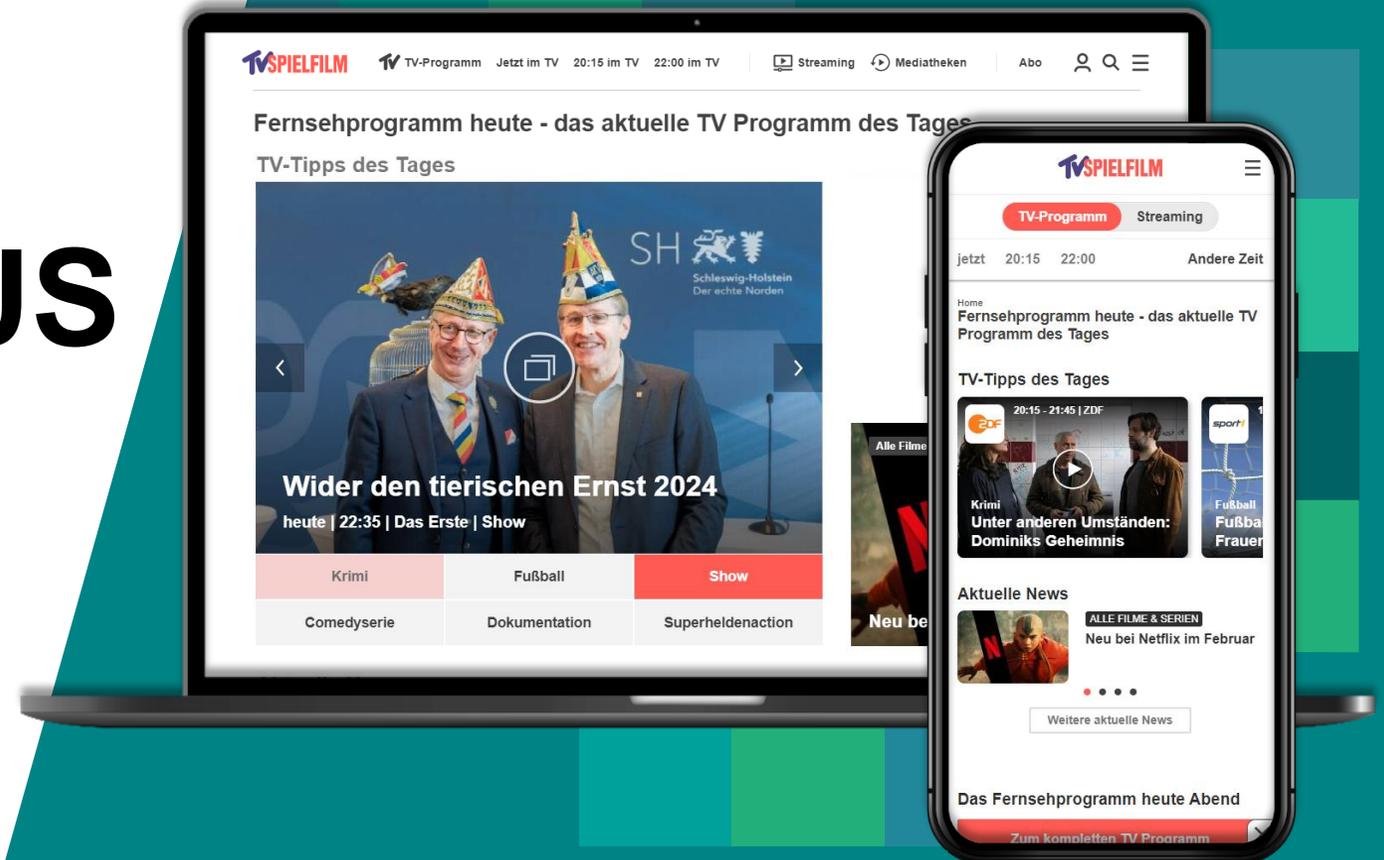


TVSpielfilm PLUS

Germany's largest multi-screen guide.

Tips. Orientation. Backgrounds.





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.

THIS IS TV SPIELFILM PLUS!

Whether TV, cinema or streaming, our users always find the best entertainment



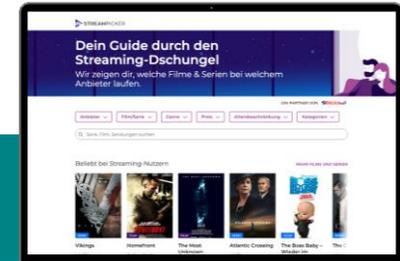
With TVToday.de we offer the **fastest and most concise TV guide**, which is also reflected in the **loyalty** of our users, since quite a substantial proportion has bookmarked TV Today!



In addition to the current TV program, on TVSpielfilm.de we offer a wide range of editorial content about series, films, cinema and streaming and also report on interesting background information and news from the world of television and the stars.



We share our passion for big blockbusters or classics on the big screen with our users. With experience and personality, we guide you through the cinema and streaming world and thus offer orientation and tips for escaping everyday life.



With StreamPicker we create order in the streaming world. With just a few clicks, our users know where they can enjoy series and films and can also find reviews for all streaming content, enabling them to optimally compile their personal watch list.



Focus on TV



Focus on cinema



Streaming as one of the core topics

OUR USP's



COMPETENCE.

We present ourselves in a **clear and concise design**, which makes us a real multi-screen brand. With **bookmarks, top SEO positions** or our **app**, we accompany our users day after day.

USER CENTERED.

Whether it is series, films or documentaries – **watchlists can be tailored to one's own lifestyle** thanks to numerous on-demand offers. As a trend-setting guide, we offer **orientation and approaches** to program design.

INSPIRING.

We not only provide information about the daily **TV program**, but also give an optimal overview of other **series, films or streaming offers** through numerous **trailers, analyzes and reviews**.

THIS IS TV SPIELFILM Plus!

Germany's biggest TV, streaming and cinema guide

Free TV, pay TV, streaming and cinema programs - TV Spielfilm Plus users keep track of this jungle and **know exactly where and when they can enjoy which films and series.**

In addition to the current TV program, we **observe, analyze** and **evaluate** exactly what is on in the movies and keep an eye on every streaming platform. Like our users, we love movies and series.

 **17.6m**
Unique Users

 **238.90m**
Page Impression

 **70,12m**
Visits

 **8.87m**
Video Ad Impression

Sources: AGMA daily digital facts, March 2023, single month (March 2023), population: aged 16+; IVW 03/2023 (the ranking consists of both individual offers and offer combinations); Sources: metaview, video ad Impression incl. "Sound" PreRolls total inventory March 2023
*TVSpielfilm PLUS is a consolidation of the brands TVSpielfilm.de, TVToday.de, CINEMA.de and StreamPicker.

COMPREHENSIVE.
TV, streaming or cinema: we cover it because we love entertainment.

GUIDANCE.
We help users to create their personal watch list.

STREAMING.
The latest digital attraction, discovered by us in a whole new way.

THIS IS TV SPIELFILM PLUS – MOBILE

TV Spielfilm Plus mobile is Germany's biggest mobile TV, streaming & cinema guide

Whether through **voice commands**, our powerful **apps** or **search engine results**, we give our users the best possible **overview** of what to choose for an evening's entertainment. **Our users value** these services, which is why our mobile version is also the largest multi-screen guide on mobile.



7.64m
Unique Users



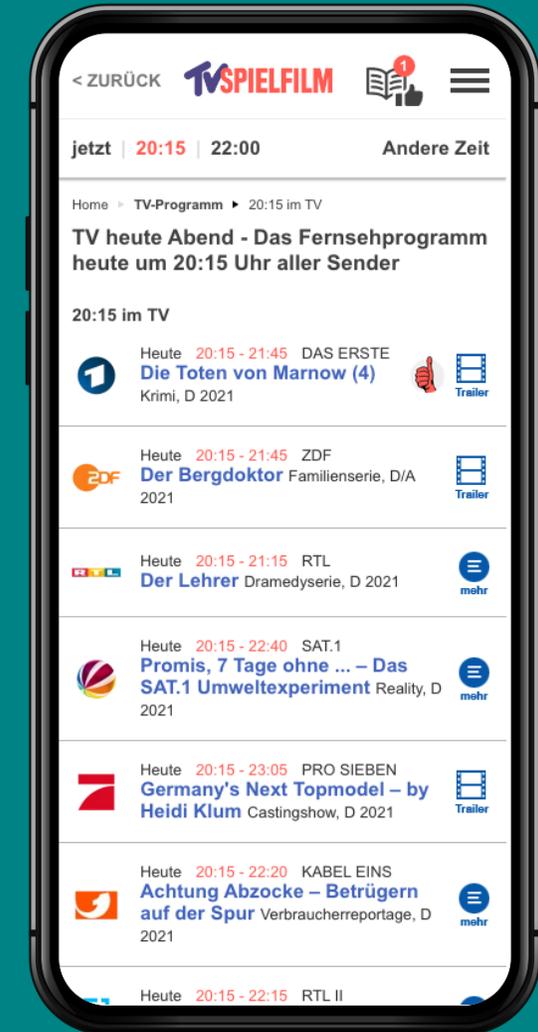
193.47m
Page Impression



60.03m
Visits



7.59m
Video Ad Impression

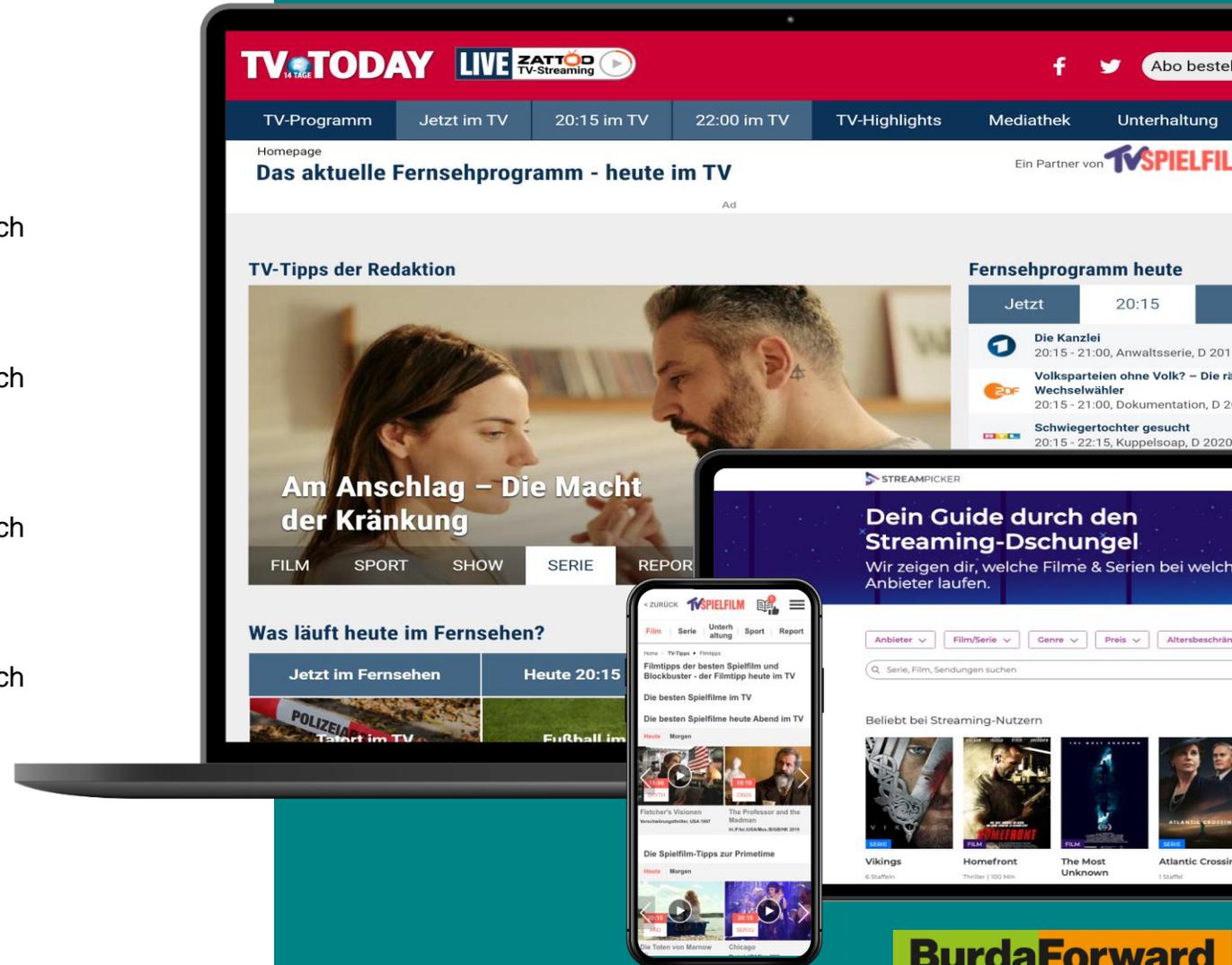


Sources: AGMA daily digital facts, March 2023, single month (March 2023), population: aged 16+; IVW 03/2023; Video Ad Impression incl. PreRolls; metaview March 2023

*mobile web and in-app traffic (is composed of: AMP, APP and Mobile Web Traffic)

HIGH REACH ON ALL BRANDS

	12.25m UU	total digital reach
	11.12m UU	total digital reach
	1.41m UU	total digital reach
	0.39m UU	total digital reach



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

THIS IS CINEMA.de

The best of the world of film

Cinema is the **number 3** for film fans in Germany. As well as producing **high quality content**, we are part of the **Golden Globe jury** and present the annual **Jupiter Award** together with TV Spielfilm.

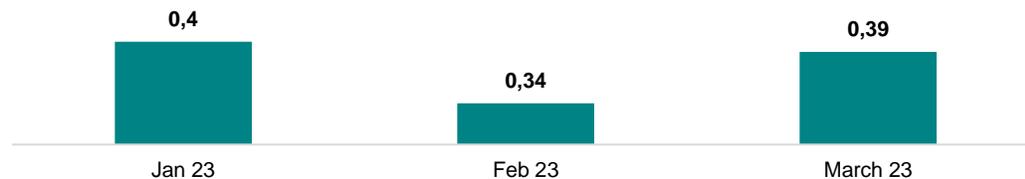
0.39m
Unique Users

1.16m
Page Impression

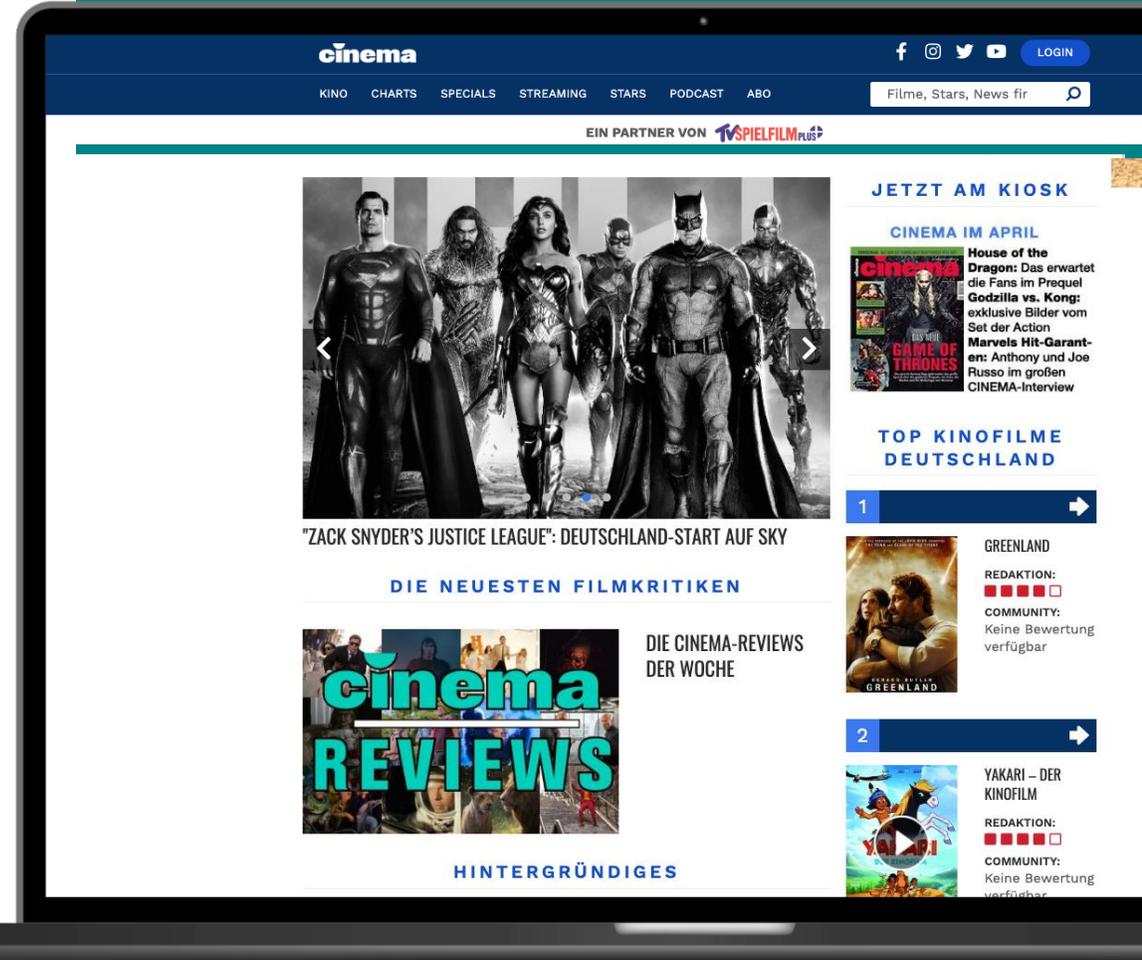
0.86m
Visits

41.32m
Video Ad Impression

Our reach development at a glance (thousand users)



Sources: AGMA daily digital facts, March 2023, Superset 03/2023, population: aged 16+; Video Ad impression incl. PreRolls: in-house analysis: total inventory March 2023)



THIS IS STREAMPICKER

We bring order to the streaming jungle

Netflix, Prime Video, Disney+, or maybe rather Sky? There is no shortage of streaming platforms, but there's no overview of which films or series are available on which site. That is where we come in: With our new web portal called StreamPicker, we provide the **overview** our users need.



0.443m
Unique Visitors



0.56m
Page Impression

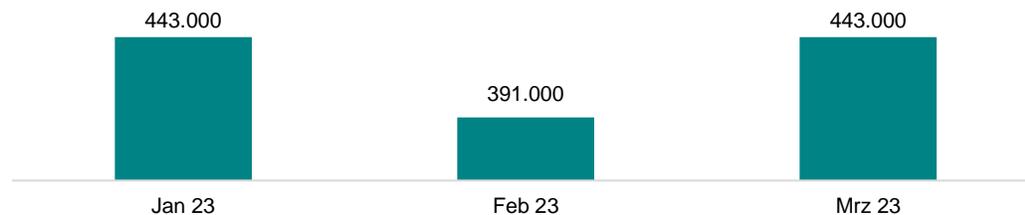


0.43m
Visits

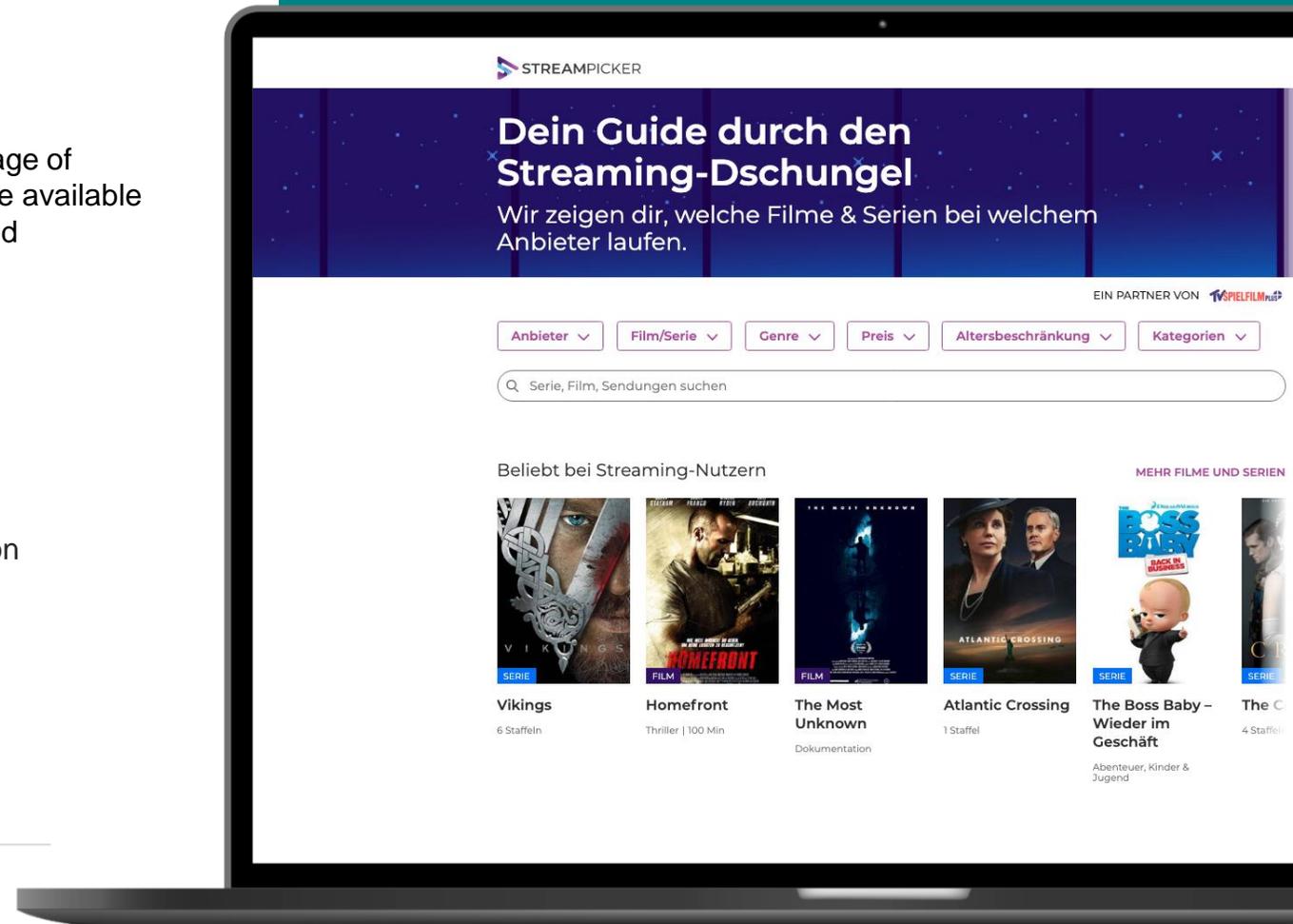


43,190
Video Ad Impression

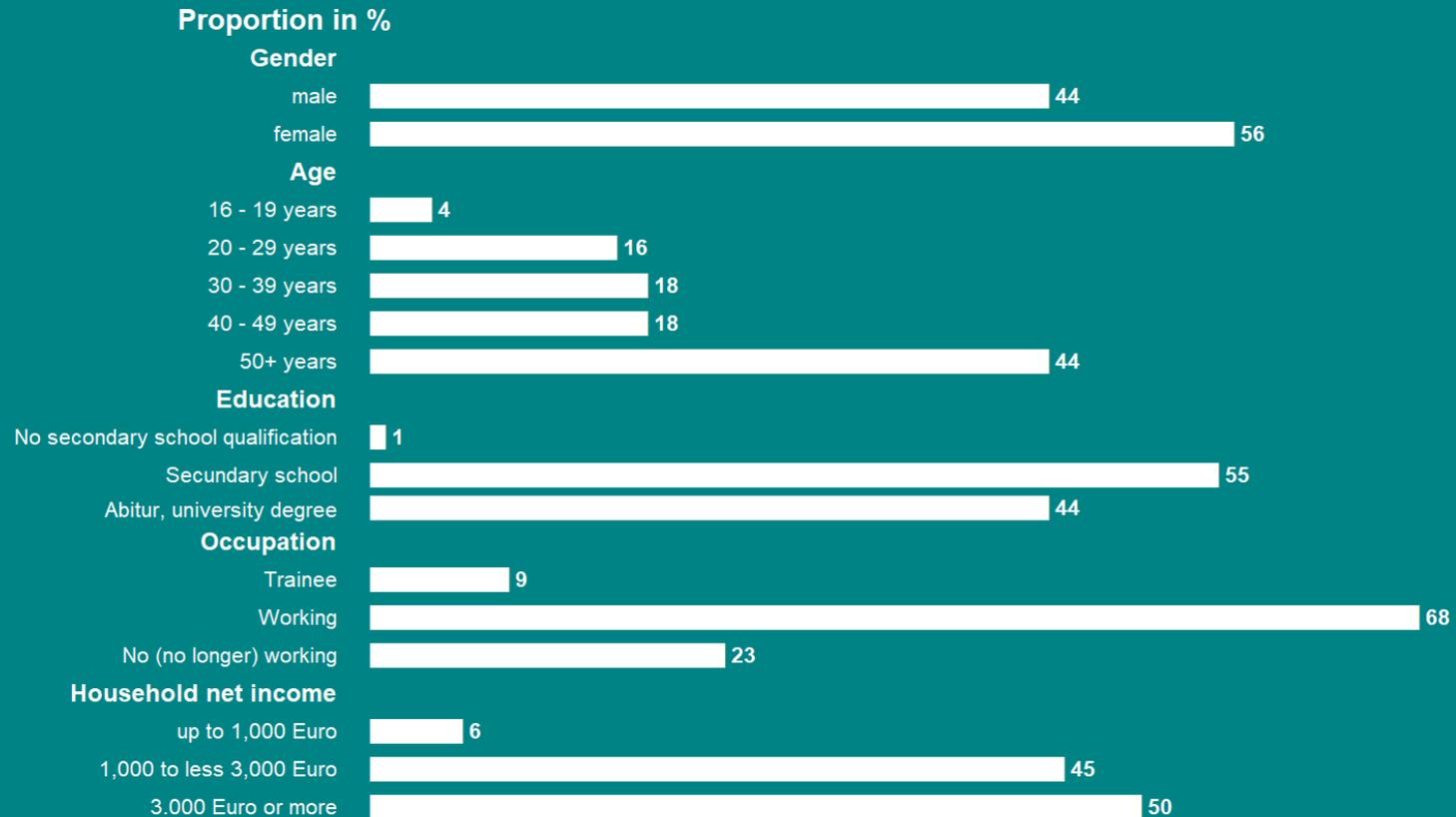
Our reach development at a glance (thousand users)



Sources: In-house analysis via Superset 02/23; Video Ai's Metaview 03/23
Streampicker currently not marketable



SOCIODEMOGRAPHICS: THE TV-SPIELFILM PLUS USER

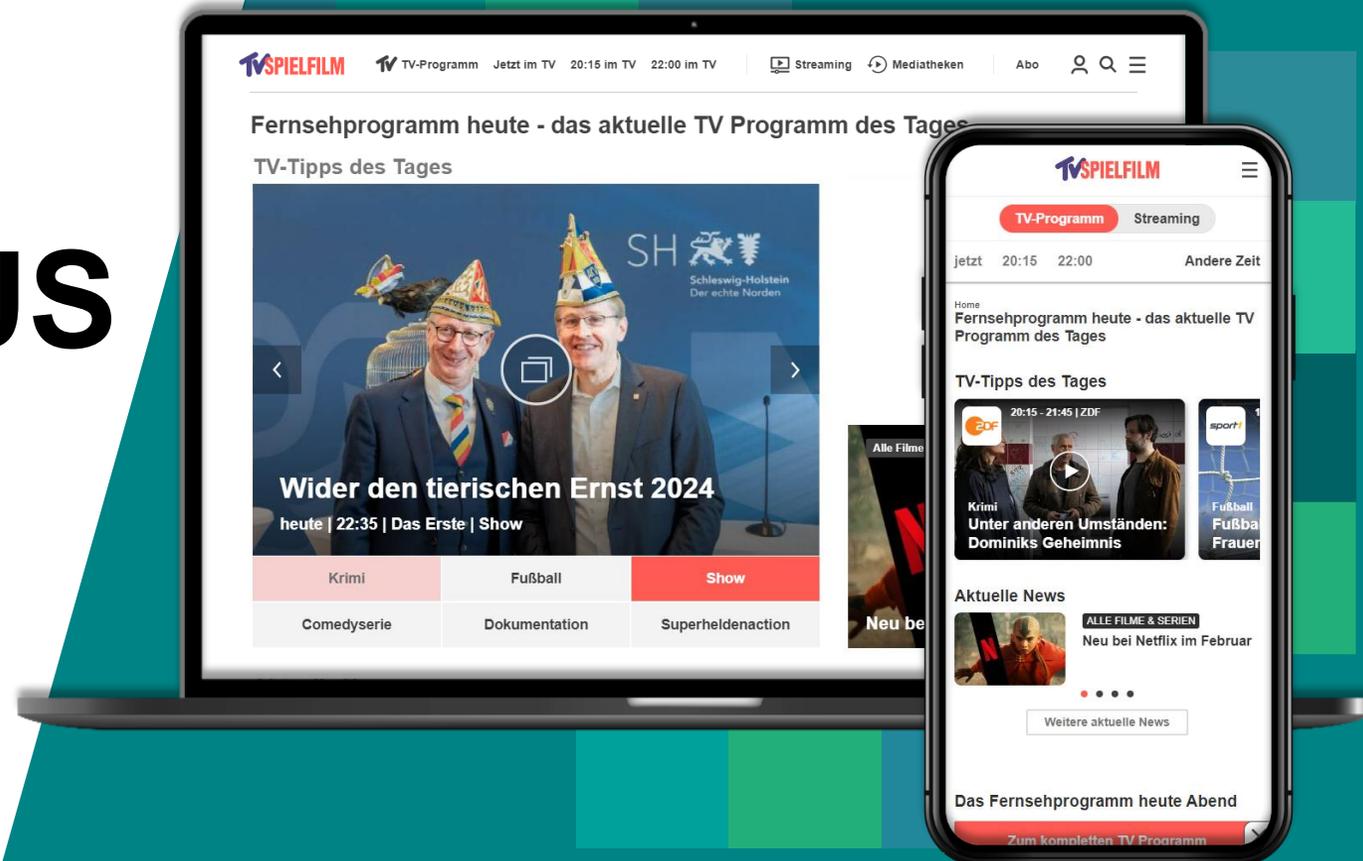


Sources: AGMA daily digital facts, March 2023, single month (March 2023), population: aged 16+

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TARGET GROUP TVSPIELFILM PLUS



TVSPIELFILM PLUS

BurdaForward

TV SPIELFILM PLUS: SOMETHING FOR EVERYONE

The users are represented in all age groups under 70 years

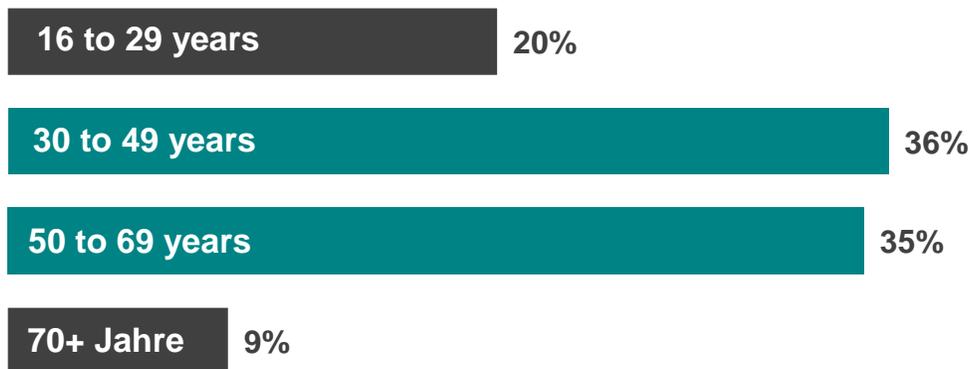
Gender

TV Spielfilm PLUS is used **slightly more by women than by men.**



Age

All age groups under 70 are represented at TV Spielfilm PLUS. The largest share of fans is **between 30 and 70 years** old.



Basis: AGMA/ daily digital facts 2023-03, base: use in the last 3 months, population 16+ (Onliner/ Mobile-WNK), figures in percent
Best for Planning 2023 (Ø month), population 16+, figures in percent

LEISURE & INTERESTS

This is what TV Spielfilm PLUS users are interested in

This is important to them*



Buying behavior

67% read test reports before major purchases (111)

65% like to try new products (112)

49% pay attention to the **sustainability of products** when buying (113)

Distinctive interests**:



sport

33% running (125)
26% hiking (122)
27% swimming (120)



creative

89% music (106)
63% photography (119)
60% books (112)



electronics

73% streaming (120)
31% games (113)
42% DVD (119)

Attitude & affinities:

67% are interested in smartphones (116)

46% are interested in home textiles and decoration (112)

34% are interested in decorative cosmetics (119)

38% are intrigued about renewable energies (113)

39% are interested in car insurance (113)

Basis: Best for Planning 2023 (Ø month), population 16+, figures in percent, index in brackets

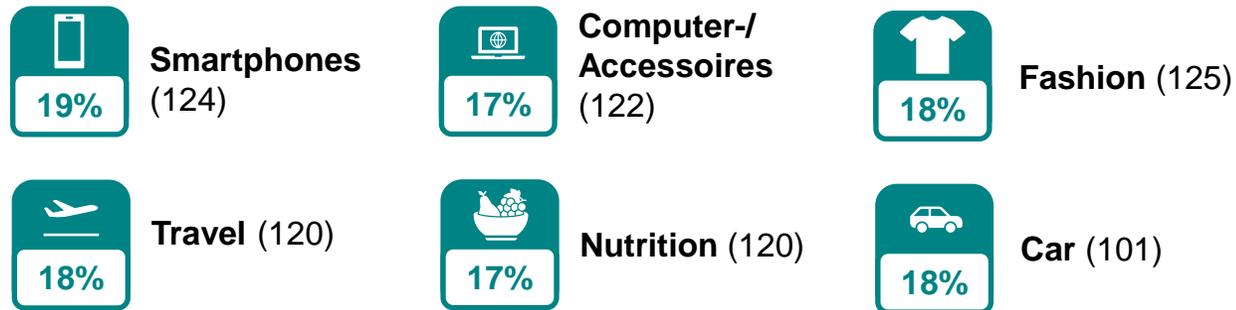
*b4p Batterie: „Aspekte des Lebens: ... ist mir besonders wichtig.“

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

TV SPIELFILM PLUS USERS ARE LOYAL AND SATISFIED

Three-quarters of users appreciate the user-friendly offer

Are opinion leaders in*



What users particularly appreciate about TVSpielfilm PLUS



Basis: Best for Planning 2023 (Ø month), population 16+, figures in percent
 Markenmonitor TVSpielfilm PLUS 2022; Basis: used the brand in the past 3 months

*"am often asked for advice."

