



www.film-tv-video.de

Online – Mobile – Social Media

MEDIAKIT 2023

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WHO WE ARE



Content, Readers

With a focus on technical and business-related content [film-tv-video.de](https://www.film-tv-video.de) addresses a clearly defined target group: broadcasters and professionals in the area of production,

For your campaign we deliver a highly specialized target group and the right mix of online, print and social media ad formats.

- Daily News
- Product Reviews, Production Stories, Broadcast Reports
- 6.400+ Newsletter subscribers
- Readership: 34% Broadcast, 34% Production & Post, 32% Research education, institutions
- Online since 1999

WHERE WE ARE

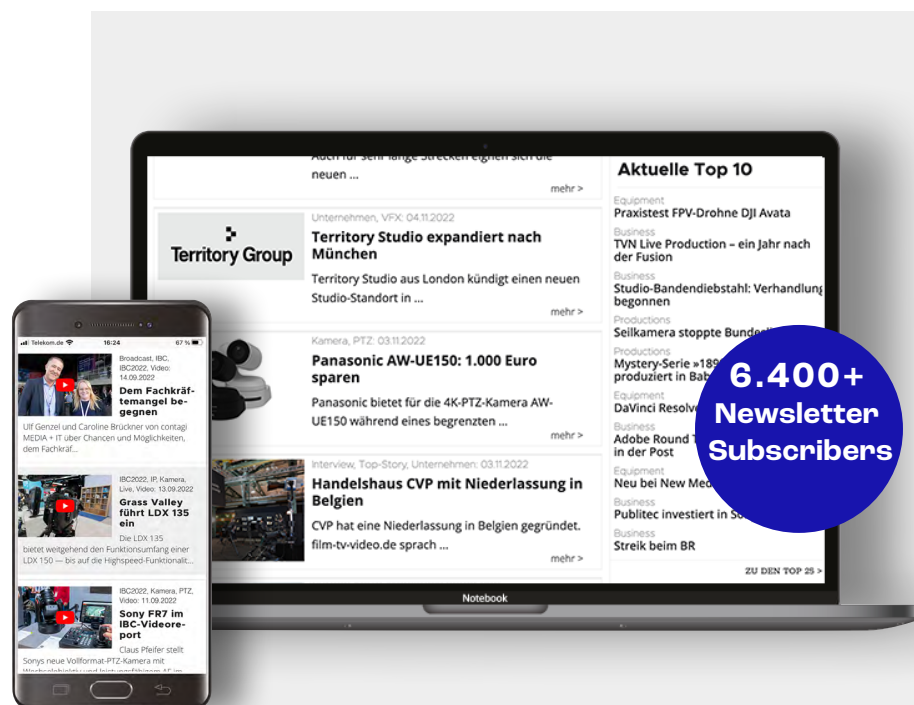
Platforms

Online and Mobile

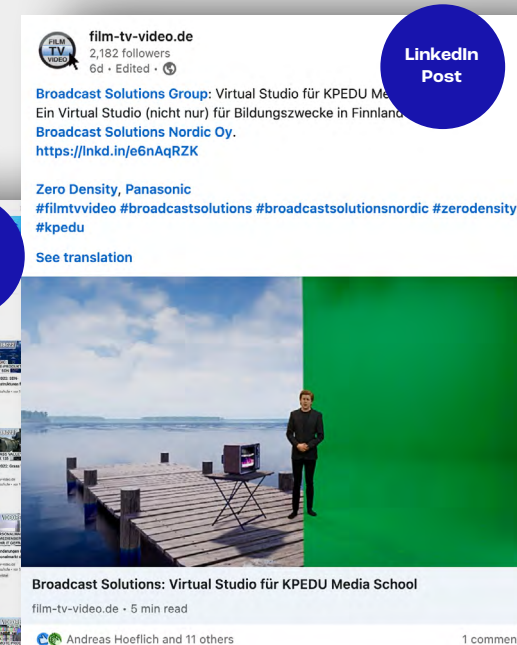
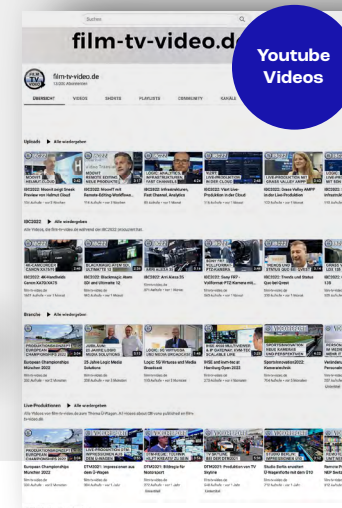
Daily news and reports on
film-tv-video.de, mobile and desktop.

Social Media Platforms

Large fan base and news distribution
on [Facebook](https://www.facebook.com/film-tv-video), [Youtube](https://www.youtube.com/film-tv-video), [Twitter](https://twitter.com/film_tv_video), [LinkedIn](https://www.linkedin.com/company/film-tv-video),
[Instagram](https://www.instagram.com/film_tv_video).



- Links to Companies
- Hashtags
- Community Building



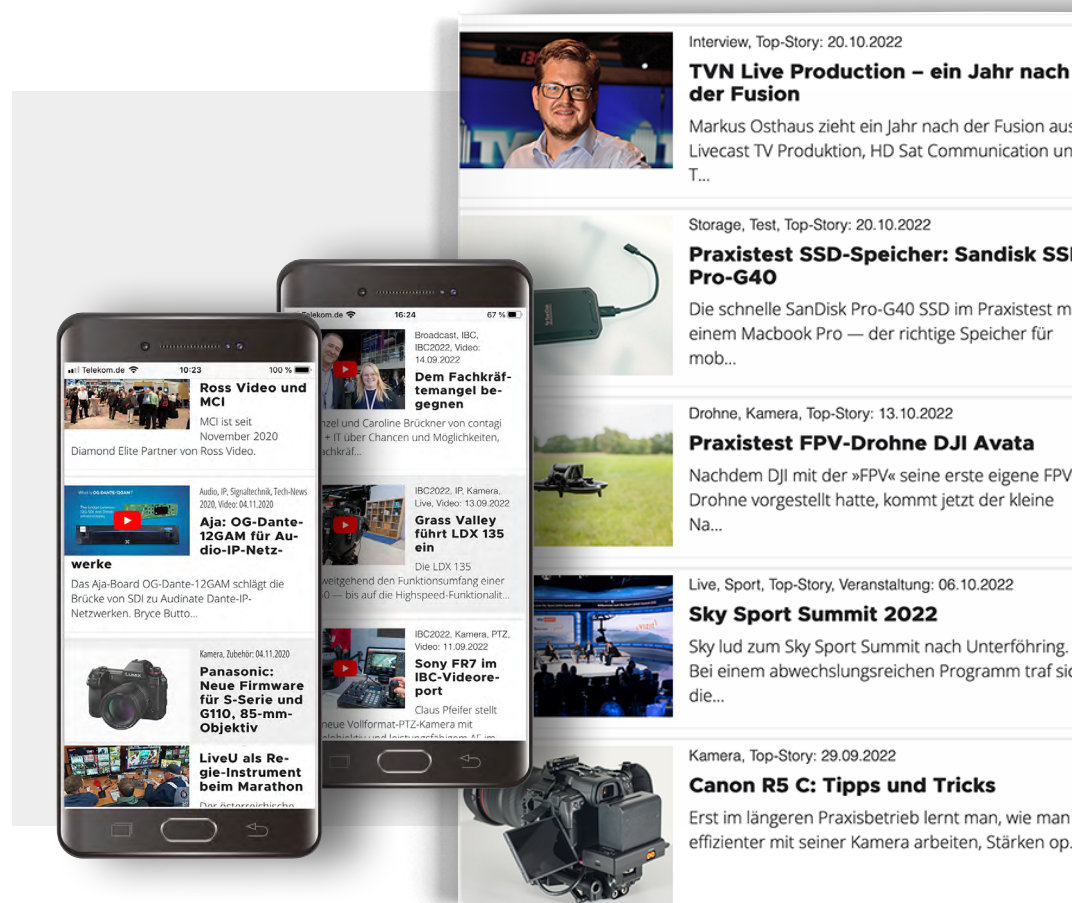
REACH

Online

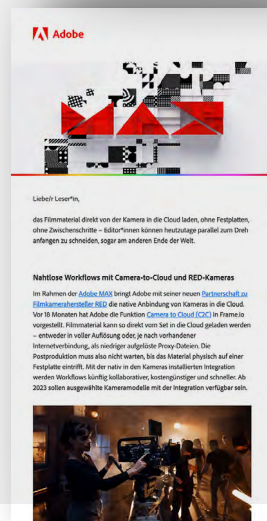
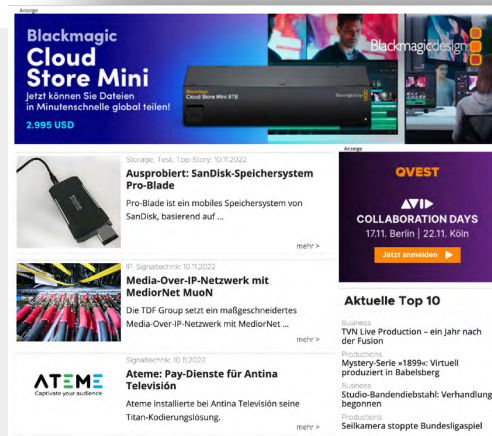
- 68.000 + Page impressions per month
- 38.000 + Visits per month
- 28.000 + Unique visitors per month
- 6.400 + Newsletter subscribers
- 5.500 + Direct-Mailing

Social Media

- 7.100 + [Facebook](#) fans
- 13.000 + [Youtube](#) subscribers
- 1.080 + own videos on [YouTube](#)
- 800 + [Twitter](#) followers
- 2.200 + [LinkedIn](#) followers



AD FORMATS: OVERVIEW

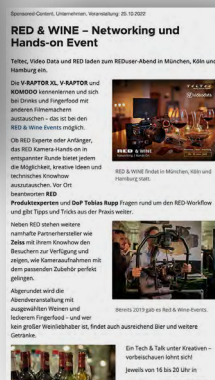


Direct Mailings

We send out your own exclusive mailing to our direct mailing list (5,500+ subscribers) on your behalf..

Web Banners

We offer web banners in billboard and rectangle formats and place them either on Level 1 (all pages) or Level 2 (all individual pages).



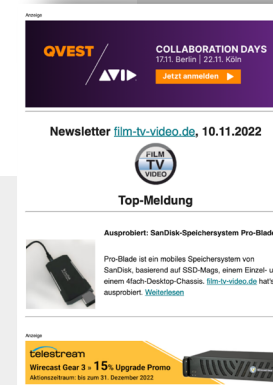
Advertorials

As an advertorial, your desired text appears as a news item on film-tv-video.de - and is also published once with a headline and short introductory text in the editorial newsletter.



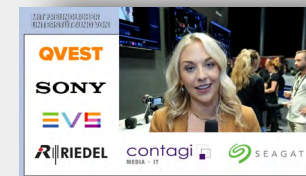
Platform Sponsoring

As a platform sponsor, you will receive an entry, and your logo will also appear on the homepage and in the newsletter. We also provide you with editorial support.



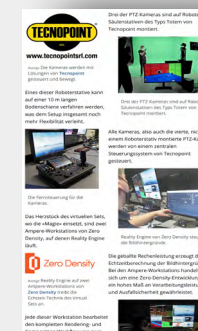
Newsletter Banners

In the editorial newsletter, we place your advertising banner between the individual messages. Around 6,400 readers have subscribed to the newsletter.



Trade Show Sponsoring

Trade show sponsors appear with their logo in all news, videos and newsletters that appear as part of trade show coverage.



Logo in News

By booking a logo, you ensure that your company name appears in a test report or news item.

WHAT WE LIVE

Nobody has time. Our readers only give us their attention when we offer content that interests them. If we can do that, we can to some extent attract the attention of our readers.

This is where you come in: If you support us as a sponsor, we can prepare interesting content - and ultimately transport your content along with it.

Through presence, by showing your logo and your company name. Through concrete offers in the form of products and services. But also through sponsored content and visibility of content in texts, images and videos.

Sponsoren		
Supporter von Film-TV-Video.de unterstützen die Arbeit von Film-TV-Video.de und fördern die Mediaindustrie selbst. Dieser Platz für Sponsoren ist kostenlos und wird nicht an andere vergeben. Bitte beachten Sie, dass die Platzierung von Sponsoren nicht garantiert werden kann.		
Platin Sponsoren		
		
		
		
		
		
		
Gold Sponsoren		
		
		
		
		
		
		
		
		
Silber Sponsoren		
		
		
		
		

Partner



Platform Sponsoring

As Platform Sponsor (Silver, Gold or Platinum) you'll be a preferred partner of film-tv-video.de.

We will take care of your editorial and your advertisement needs and will provide coverage. You only have to decide which level of sponsoring you wish to have.

PLATFORM SPONSORING

	Silver	Gold	Platinum
Price	450 Euro*	1.290 Euro*	2.490 Euro*
Sponsor entry	Small	Medium	Large
Linked company profile	Small	Medium	Large
Logo on sponsor site	•	•	•
Logo in alternating banner on home page	•	•	•
Logo in alternating banner on single pages	•	•	•
Logo placement in reviews/reports	—	•	•
Events in calendar	—	•	•
Trade show appointment/-news	—	—	•
Advertorial (or equivalent advertising)	—	Small	Medium/Video
Preferred use of press releases/translation	•	•	•/•

* all net prices; services must be used in the booking period.

Riedel Communications

Kontakt:
Riedel Communications GmbH & Co. KG
Friedrichstraße 353
42699 Solingen
Die Firma hat ihren Hauptsitz in Wuppertal.

Die Riedel Communications GmbH & Co. KG entwickelt, fertigt und vertreibt zukunftsorientierte Echtzeitnetzwerke für Video, Audio, Daten und Kommunikation in Rundfunk, Event-, Theater- und Industrie-Anwendungen. Das 1987 gegründete Unternehmen ist seit 2015 ein 100%iges Tochterunternehmen der Riedel Group.

Riedel wurde 1987 gegründet.

Videonetze. Die Firma hat ihren Hauptsitz in 20 Standorten (u. a. Dubai, Sydney, London und Asien und den USA über 500 Mitarbeiter.

RIEDEL STRUKTUR
Riedel Communications bewegt sich in drei Geschäftsfeldern:
Herstellung von Kommunikationstechnik: Riedel entwickelt, fertigt und vertreibt zukunftsweisende Intercom-, Glasfaser-, Audio- und Funksysteme für Kunden in aller Welt. Die Systeme kommen in den Bereichen Rundfunk, Veranstaltungen, Theater und Industrie zum Einsatz.
Rental Service: Die Vermietabteilung umfasst komplette Funk- und Intercom-Lösungen, IT-Infrastruktur, Akkreditierungssysteme sowie

MoovIT GmbH

Broadcast IT Solutions

MoovIT ist spezialisiert auf die Entwicklung und den Support von Workflows rund um Postproduction, News und Archivierung an der Schnittstelle von Video und IT. Neue Geschäftsfelder für die Industrie werden mit Web-to-Video Lösungen, Lokalisierungen, Remote-Schnittsystemen und Videohosting entwickelt. Sendeanstalten, Produktionshäuser, Sportveranstalter, Agenturen und die Industrie sind MoovIT-Kunden.

nachtblau GmbH

Kontakt:
Marc Jonas
nachtblau GmbH
Südstraße 10
20099 Hamburg

nachtblau hat seinen Sitz in Hamburg.

nachtblau bietet seit 2010 die Planung und Optimierung von Bewegtbild-Produktionen an. Die nachtblau-Produktionen werden von der nachtblau-Produktion bis hin zur individuellen Postproduktion, einschließlich der technischen, kreativen, Video- und Audio-Produktion, bis hin zur finalen Auslieferung, TV- und Web-Produktionen, Verlage und anderen Medienunternehmen.

Firmeninfos:
Seit 2006 entwickelt und realisiert nachtblau anspruchsvolle IT-Projekte in der Bewegtbild-Produktion. Erfahrene Medien- und IT-Spezialisten bieten Prozessberatung, technische Dienstleistungen, Softwareentwicklungen, modernste Equipmente und effizienten Support rund um den digitalen Workflow. Mit ihren umfassenden Erfahrungen in der TV- und Video-Produktion hat nachtblau zudem eine Media Asset Management (MAM) Lösung entwickelt, welche die Prozesse der Bewegtbild-Produktion effizienter, schneller und günstiger umsetzt. Mittels des MAM Systems können alle Bewegtbild-Assets während der Produktion schnell gefunden, effizient verwaltet und nachhaltig wieder verwendet werden. Mit der Anwendung können komplexe Workflows automatisiert werden. Arbeitsabläufe werden automatisiert und effizient beschleunigt.

medialoopster

MEDIA ASSET MANAGEMENT

ADVERTORIAL

You would like to present your company or your news in the editorial environment of film-tv-video.de. We prepare your content editorialially on the basis of a text template.

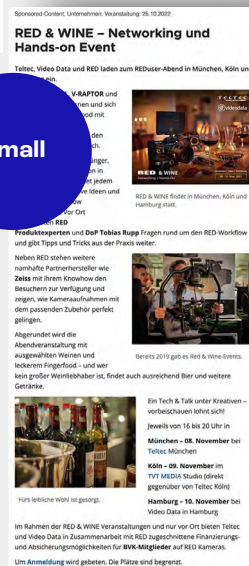
The article will appear online as a news on film-tv-video.de, marked as »[sponsored content](#)«, and with headline and lead in the newsletter of that week.

As a customer, you benefit from the high-quality editorial your content, and your readers benefit from interesting content.

Medium Advertorial: 1.290 Euro*

- Text based on your draft (up to 2.500 characters, 8 pictures, Video-Embed),
- Headline and lead well appear in editorial newsletter
- Social Media Posts: [Facebook](#), [Twitter](#), [LinkedIn](#)

Medium



Small

Small Advertorial: 600 Euro*

- Short news based on your draft (up to 1,500 characters and 3 images)
- Headline and lead well appear in editorial newsletter
- Social Media Posts: [Facebook](#), [Twitter](#), [LinkedIn](#)

Video Advertorial: 990 Euro*

- Video shoots at trade fairs in coordination, max. 4 min long created video as MP4 file
- for own use (max. one correction loop)
- video shoots after agreement also possible at other events

Large Advertorial: 2.590 Euro*

- Big Story, based on briefing with you (min. 8.000 characters, 12 pictures and (Remote-)Video.
- Headline and lead well appear in editorial newsletter
- Social Media Posts: [Facebook](#), [Twitter](#), [LinkedIn](#)

Large



* all net prices, plus VAT, not AE-eligible, plus travel expenses if applicable

TRADE SHOW SPONSORING

film-tv-video.de reports at **NAB** (April/May) and **IBC** (September/October) with an extensive **trade show coverage** about new products and technologies of manufacturers.

Trade show sponsors profit from the in depth trade show coverage - and the excellent readers' response to film-tv-video.de coverage.

Elements of Trade Show Sponsoring

- **Video Production (max. 3 min, editorial content by film-tv-video.de)**
- **Logo insertion in all video reports (10+)**
- **Logo placement in all tech news (40+)**
- **Logo placement in five newsletters**
- **News distribution on all **ftv**-social media channels ([Facebook](#), [Youtube](#), [Twitter](#), [LinkedIn](#))**
- **All Videos will be published on **film-tv-video**'s [Youtube](#)-Kanal (13.000+ Subscribers) and on [LinkedIn](#)**

IBC, IBC2022, Video: 15.09.2022

IBC2022: Lawo-Neuheiten

Andreas Hilmer gibt im Video einen Überblick der Lawo-Neuheiten zur IBC.

Lawo feierte bei der IBC2022 die Europapremiere von Edge, der neuen Plattform für IP-Infrastrukturen. Weitere Neuheiten, die Andreas Hilmer erwähnt, sind JPEG XS für V-Matrix, SDN Control in VSM sowie Audio IO Expander, der sich an Power Core anschließen lässt und dessen IO-Kapazität erhöht. Neue Funktionen gibt es auch für Home, die Management Software für IP-Netzwerke.

IBO: 2022: Lawo-Neuheiten

Andreas Hilmer gibt einen Überblick über die Lawo-Neuheiten zur IBC.

Edge ergänzt Lawos etablierte Lösung um ein SDI/IP-Gateway. Gehäuse von Edge bietet Platz für Blades sowie für Rear-I/O Ports.

Für V-Matrix bietet Lawo nun dediziertes virtuelles Modul für C100 Processing Blades, das beliebige JPEG XS-Video-Kompressionstechnologien bietet. Es unterstützt Kompressionsverhältnisse zwischen 5:1 und 36:1 und bis zu 4x Kodierung + 4x Dekodierung von und nach JPEG XS (ST2110-22).

Der Audio IO Expander von Lawo lässt sich an PowerCore anschließen.

Andreas Hilmer, der ergänzt, dass man mit all diesen Neuerungen ein komplettes Angebot für IP-Infrastrukturen bieten könne.

Schlagwortsuche nach diesen Begriffen: IBC, IBC2022, Video

Sponsoren der IBC-Berichterstattung 2022

Newsletter film-tv-video.de, 19.09.2022

Top-Meldung

IBC2022-Vorstellung der Arri Alexa 35

Videovorstellung der Alexa 35 von Arri bei der IBC2022. [Weiterlesen](#)

Der Audio IO Expander von Lawo lässt sich an PowerCore anschließen.

Andreas Hilmer, der ergänzt, dass man mit all diesen Neuerungen ein komplettes Angebot für IP-Infrastrukturen bieten könne.

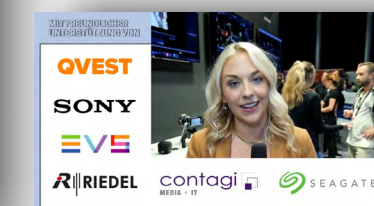
Schlagwortsuche nach diesen Begriffen: IBC, IBC2022, Video

Sponsoren der IBC-Berichterstattung 2022



Main Sponsor »Trade Show« (max. 1): 4.000 Euro*

- **big logo in all videos (start of video), in all news and in trade show newsletters**



Co Sponsors »Trade Show« (max. 6): 2.200 Euro*

- **logo in all videos (middle of video), in all news and in trade show newsletters**

BANNER

Bannersizes/-formats

Billboard 920*250 px; jpg recommended (gif and html5 possible)

Rectangle 300*250 px

Level 1: Homepage + News Pages

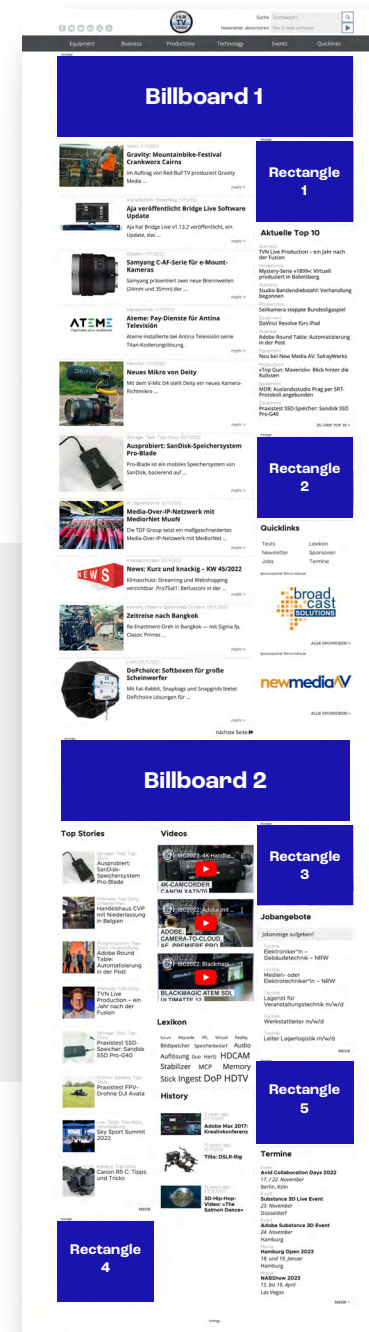
- Delivery on homepage and all overview pages
- (exclusive fixed position)
- Additionally: Delivery on news pages (rotation, maximum 3 banners)
- Guaranteed ad impressions per month: 40.000

Level 2: Single News Pages

- Delivery on all single news pages (Rotation, maximal 3 banners)
- Guaranteed ad impressions per month: 20.000

	Billboard	Billboard	Rectangle	Rectangle
Position	1	2	1, 2	3, 4, 5
Level 1	2.500,- €	1.800,- €	1.950,- €	1.300,- €
TKP	83,- €	60,- €	60,- €	43,- €
Level 2	1.100,- €	900,- €	900,- €	700,- €
TKP	73,- €	60,- €	60,- €	46,- €

alles Nettopreise, zuzüglich MwSt



Example Homepage



Example Single News Page

NEWSLETTER BANNER

film-tv-video.de sends out 1 x weekly
an editorial newsletter with current industry
news to 6,400+ subscribers.

- Distribution day: Thursday
(regular operation, deviations possible)
- Sent to 6,400+ newsletter subscribers
- Average open rate 1-10/2022: 41.1%
- Average click rate 1-10/2022: 9.1%

Static jpg recommended (gif possible)

LOGO IN NEWS

Company logos can be placed in individual
news/articles can be placed.

Your company logo will be part of a news or an entire
article, no end of running time.

NL Banner, Position 1

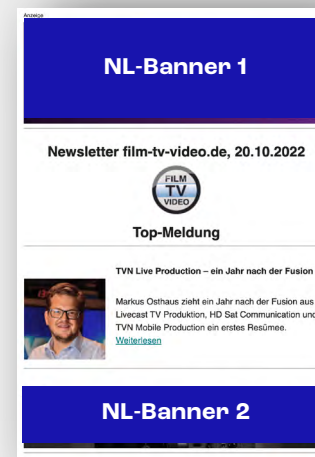
- Lead-Banner 600x200 px
- Price: 500 Euro*

NL Banner, Position 2

- Banner 600x100 px
- Price: 390 Euro*

NL Banner, Position 3 and following

- Banner 600x100 px
- Price: 330 Euro*



NL-Banner 3

Business

Medientage München: Relevanz in schwierigen
Zeiten



Mehr gesellschaftliche Relevanz, aber eingetübte
Konjunkturaussichten – der Auftakt der 36.
Medientage München. [Weiterlesen](#)

Adobe Max Kreativkonferenz



Einfachere Tools, mehr Kollaboration und neue
Technologien, Plattformen und Formate stehen im
Fokus der Adobe Max. [Weiterlesen](#)

Segel-Bundesliga: Live bei WedoTV



Die Video Solutions AG hat exklusive
Übertragungsrechte der Deutschen Segel-Bundesliga
erworben – für WedoTV. [Weiterlesen](#)

NL-Banner 4

Technology

Das Potenzial von 5G im Broadcasting



Welche Möglichkeiten erhalten Broadcaster mit 5G-
Technologie? Eine Einschätzung von Olivier Suard.
[Weiterlesen](#)

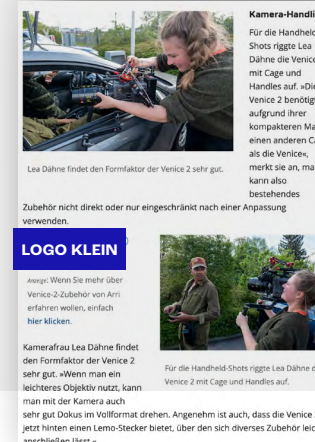
* net prices

Logo in News, big

- Banner 600x100 px
- Price: 330 Euro*

Logo in News, small

- Breite 200 px
- Price: 180 Euro*



Kamera-Handling

Für die Handheld-Shots riggte Lea Dähne die Venice 2 mit Cage und Handles auf. »Die Venice 2 benötigt aufgrund ihrer kompakteren Maße einen anderen Cage als die Venices, merkt sie an, man kann also bestehendes Zubehör nicht direkt oder nur eingeschränkt nach einer Anpassung verwenden.

Lea Dähne findet den Formfaktor der Venice 2 sehr gut.

LOGO KLEIN

»wenn Sie mehr über Venice 2-Zubehör von Arri erfahren wollen, einfach hier klicken.

Kamerafrau Lea Dähne findet den Formfaktor der Venice 2 sehr gut. »Wenn man ein leichteres Objektiv nutzt, kann man mit der Kamera auch sehr gut Dokus im Vollformat drehen. Angenehm ist auch, dass die Venice 2 jetzt hinten einen Lemo-Stecker bietet, über den sich diverses Zubehör leicht anschließen lässt.«



Für die Handheld-Shots riggte Lea Dähne die Venice 2 mit Cage und Handles auf.

Interne X-OCN-Aufzeichnung

Schon die Venice konnte in hoher Qualität aufzeichnen, allerdings war hierfür immer der externe Recorder AXS-R7 notwendig, der an die Kamera angeflanscht werden musste. Lösungen mit einem externen Recorder funktionieren zwar meist sehr gut, allerdings sind sie fürs Handling und die generelle Haptik beim Drehen etwas schlechter.



Ein Gehäuse aus einem Guss bietet definitiv Vorteile.

»wenn Sie mehr über Sony Venice 2 und Zubehör wollen, einfach hier klicken.

LOGO GROSS

Ein Gehäuse aus einem Guss bietet definitiv Vorteile – und das hat Sony bei der Venice 2 umgesetzt. Mit der neuen Kamera ist die interne Aufzeichnung in 16 Bit X-OCN und Apple ProRes 4444 möglich. Dennoch gelang es, das Gehäuse der Venice 2 kompakter, kleiner und leichter zu bauen. Das macht die Venice 2 sehr attraktiv und vielseitig.

In Kombination mit den 6,6 GB/s AXS-Karten kann Venice 2 nun 8K/60P-Aufnahmen aufzeichnen.

* net prices

JOB ADS

With over 6,400 newsletter subscribers, film-tv-video.de addresses a large number of qualified, potential employees that you can reach with a job ad.

The headline of your ad will appear in every newsletter and on the start page during the four-week period of the ad. newsletter and on the homepage of the website during the four-week of the homepage. Readers can view the full ad in the job section.

Content, Price

- Text, picture, logo, contact/link
- Distribution: online on website and in newsletter
- Service: You send us a PDF, we prepare your ad and publish it after your approval (gebhard@nonkonform.com)
- Running Time: 4 weeks
- Price: 390 Euro*

* net price

Produktion:

Ingenieur (m/w/d) in der Abteilung Außenübertragung

SWR»



Programme und Inhalte, die überzeugen:
SWR – Wir geben Impulse, spiegeln, begleiten und bereichern das Leben der Menschen im Südwesten.
Der Südwestrundfunk sucht einen

Ingenieur (m/w/d) in der Abteilung Außenübertragung

IHRE AUFGABEN

- Technische Planung von Bewegtbild-Großproduktionen (Fußballweltmeisterschaft, Olympische Spiele etc.)
- Entwickeln geeigneter technischer Konzepte bzw. Workflows gemeinsam mit den Redaktionen für Bewegtbild-Großveranstaltungen
- Leiten und Koordinieren des Personals verschiedener technischer Bereiche/Technische Leitung
- Sicherstellen einer effektiven Organisation innerhalb der Technik (Beschaffung, Logistik, Information etc.)
- Funktion als Schnittstelle zu den Bereichen Redaktion, Produktion, Service, Infrastruktur
- Abstimmen der Workflows mit den beteiligten Rundfunkanstalten und dem Host-Broadcaster

IHR PROFIL

- Abgeschlossenes Studium im Bereich Medientechnik/IT
- Erfahrung bei der Entwicklung von technischen Workflows und mit Redaktionen und Produktion
- Sehr gute Kenntnisse der aktuellen (auch filebasierten) Produktion und der spezifischen IT (medienübergreifend)
- Ausgeprägte Team- und Kommunikationsfähigkeit mit Bereitschaft zur Teamführung (möglichst auch Erfahrung)
- Hohe Belastbarkeit, hohes Engagement und Beharrlichkeit
- Bereitschaft zu flexiblen Einsätzen auch an Wochenenden/Feiertagen und an unterschiedlichen Produktionsorten (auch im Ausland, mehrere Wochen)

ECKDATEN

Ausschreibungsnummer: 212-2019
Stellenbezeichnung: Ingenieur (m/w/d) in der Abteilung Außenübertragung
Eintrittsdatum: 1. Dezember 2019
Beschäftigungsart: Festanstellung
Standort: Stuttgart
Kontakt im Personalmanagement: Elfi Dilger, 07221 929 23544

WAS WIR BIETEN

Zeitgemäße, lebensphasenorientierte Arbeitszeit, Arbeitsort- und Zeitkontenmodelle sowie weitere attraktive Rahmenbedingungen begleiten und fördern den interessanten und vielseitigen beruflichen Werdegang unserer Beschäftigten.

VIelfalt im SWR

Der SWR verfolgt das Ziel der beruflichen Chancengleichheit von Frauen und Männern und fordert daher Frauen auf, sich zu bewerben. Zudem fördern wir die Chancengleichheit unserer Mitarbeitenden ungeachtet ihrer Nationalität, Hautfarbe, ethnischen Herkunft, Religion, Weltanschauung, etwaiger Behinderung, sexuellen Identität sowie ihres Geschlechts oder Alters.
Wir freuen uns auf Ihre **Bewerbung**

HABEN WIR IHR INTERESSE GEWECKT?

JETZT ONLINE BEWERBEN

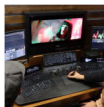
Online

IBC2019: Helmut4 im Video



MoovIT präsentiert mit Helmut4 eine überarbeitete vierte Version seiner Projektmanagement-Software Helmut für Adobe Premiere Pro Nutzer. David Merzenich stellt sie im Video vor. [Weiterlesen](#)

IBC2019: Filmlight zeigte Baselight



Filmlight nutzte die IBC2019, um einige Features der aktuellen Version 5.3 von Baselight zu präsentieren. [Weiterlesen](#)

Anzeige

 **JOBANGEBOTE**

- [Service Engineer D/A/CH](#)
- [Sales Manager m/w/d – professionelle AV-Produkte](#)
- [Sales Manager \(M/W/D\)](#)
- [Key Account Manager \(M/W/D\)](#)
- [Medientechniker für Installation, Service und Wartung – Berlin](#)
- [Junior Softwareentwickler \(M/W/D\)](#)
- [Senior Softwareentwickler \(M/W/D\)](#)
- [Fachplaner für Konferenzraumtechnik m/w/d](#)

and in Newsletter

CONTACT

NONKONFORM GmbH

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Telefon: +49-89-23 88 87-0

Editorial Team

Christine Gebhard
Telefon: +49-89-23 88 87-10
Gerd Voigt-Müller
Telefon: +49-89-23 88 87-11

Advertisement

Telefon: +49-89-23 88 87-10
E-Mail: gebhard@nonkonform.com

Delivery

Artwork must be provided in digital file formats and sizes of the respective type of advertising.

Deadline, Formats, Changes in Motif

Artwork must be submitted three working days prior to placement to the e-mail address: gebhard@nonkonform.com.

The advertiser shall bear the exclusive responsibility for delivering the artwork in time, i.e. at the latest three working days prior to the 1st day of the month in which placement starts, and in the suitable format. In case of wrong or delayed delivery, Nonkonform GmbH shall not be liable to pay compensation for any damage.

Closing Date, Reservation, Cancellation

Assigning and placement of advertising shall take place after receipt of a booking. The last cancellation date for a booking is ten (10) working days prior to the beginning of the period of placement. Reservations will be held for a maximum period of seven (7) working days from the day of reservation and are forfeited 10 days prior to the beginning of placement.

Terms of Payment, Agency Commission, Liability

The payment period is 20 days following the invoice date. Agencies placing advertising orders on behalf of their customers may claim an agency commission of 15% as of a net order volume of 1,000 Euro (cumulative per year / customer). General terms and conditions of Nonkonform GmbH shall apply.

GENERAL TERMS AND CONDITIONS

1. Advertisement Order

(1) "Advertising order" or "order" within the meaning of the following terms and conditions shall be the written agreement governing the publication of advertising media of an advertiser or other advertiser (client) in printed material, on a data carrier, on the Internet or in other online services for the purpose of dissemination.

(2) Advertising for goods or services from more than one advertiser or other advertiser within an advertisement shall be subject to an additional written agreement or an agreement concluded by way of e-mail.

(3) Nonkonform shall provide all services exclusively on the basis of these terms and conditions. They shall apply for all current and future business relations even if they have not been explicitly agreed upon subsequently. These terms and conditions shall be deemed as accepted upon execution of an order. The validity of any terms and conditions of the customer or other advertisers shall be excluded explicitly herefrom insofar as they do not conform to the underlying terms and conditions.

2. Advertising Media

(1) Advertising media within the meaning of these terms and conditions may, for example, be comprised of one or several of the elements listed: · Image and/or text, audio sequences and/or moving images (i.e. banners) · A sensitive area that when clicked establishes a connection to further data via an online address provided by the customer that is in the customer's area of business (e.g. link)

(2) Advertising media, which are not recognizable as such due to their design, shall be clearly designated and marked as advertising.

3. Conclusion of the Agreement

(1) Other individual contracts notwithstanding, the underlying agreement shall enter into full force and effect by way of written or emailed confirmation of the order. All contractual agreements, supplements or modifications are to be agreed to in writing by the contractual parties. Verbal sub-agreements do not exist.

(2) If the order is issued by an advertising agency, when in double the agreement shall come into existence with the advertising agency, any other written agreements notwithstanding.

4. Repudiation of the Agreement

Nonkonform reserves the right to reject or block advertising orders – as well as individual advertising within the scope of an agreement – due to the content, its source or technical format for appropriate reasons, in particular if said content is in violation of the law or official regulations, or publication would be unacceptable to Nonkonform GmbH for contextual and/or technical reasons.

In particular, Nonkonform may retract advertising media previously published if the customer has subsequently modified the content himself or the data has been modified subsequently and is referred to by a link and thus fulfills the preconditions as set forth under paragraph 1.

5. Settlement Period

If the right to use individual advertising media is granted within the framework of the conclusion of the agreement, the order is to be settled within one year as per the date of execution of the agreement.

6. Expansion of the Agreement

In concluding an agreement, the customer is entitled to request additional advertising exceeding the quantity stipulated in the contract within the dates agreed upon, i.e. the deadline set forth under Item 4, subject to existing capacity

7. Price Discounts

(1) Should the order not be filled due to circumstances for which Nonkonform is not responsible, the customer, any other additional legal obligations notwithstanding, must reimburse Nonkonform the differential amount between the guaranteed discount and the discount corresponding to the actual acceptance.

(2) If there is no agreement to the contrary, the customer has a retroactive claim to a discount corresponding to his actual acceptance of advertising within one year, if he has concluded an agreement at the beginning of the period, which on the basis of the price list would entitle him to a discount from the onset. The claim to a retroactive discount shall lapse if it is not asserted within two months after expiration of the one year period.

8. Data Delivery

(1) The customer is obligated to deliver complete, faultless and suitable advertising media free of charge in due course prior to the start of placement.

(2) Nonkonform's obligation to preserve the advertising media shall expire three months after its last publication.

(3) Costs incurred by Nonkonform for modifications to the advertising media desired by the customer or for which the customer is responsible shall be borne by the customer.

(4) In the event of improper and in particular late delivery or subsequent modification, no guarantee shall be assumed for the agreed dissemination of the advertising media subject to the regulation set forth under item 11, paragraph 3, sentence 1.

9. Guarantee of Rights

(1) The customer guarantees and ensures that he holds all the rights required for placement of the advertising media. The customer shall release Nonkonform from all third-party claims that may arise due to infringement of statutory provisions. Furthermore, Nonkonform shall be released from the costs of providing any necessary legal defense. The customer is obligated to support Nonkonform in good faith with information and documentation in the event of legal defense vis-à-vis third parties.

(2) The customer shall assign to Nonkonform all rights for the use of the advertising in online media of all kinds, including the proprietary right to use, law of industrial property right and

GENERAL TERMS AND CONDITIONS

copyright protection and other rights required for the Internet, in particular the right to duplicate, disseminate, transfer, transmit, process, withdraw from a database and accessing and use, and namely in the scope necessary for implementation of the order with regard to time, location and content. The aforementioned rights shall in all cases be transmitted locally without limitations and authorize the placement by way of all known technical processes as well as all known forms of online media.

10. Guarantee of the Supplier

- (1) Within the framework of the anticipated demands Nonkonform guarantees a best possible reproduction of the advertising media in accordance with respectively customary technical standards. However, the customer is aware that according to the state-of-the-art technology it is not possible to produce a completely faultless program. An error in the presentation of the advertising media shall not exist in particular if it is caused by the use of non-suitable presentation software and/or hardware (e.g. browser) or by disruptions in the communication networks of other operators or by third-party computer crash (e.g. other providers) or by incomplete and/or non-updated offers of so-called proxies (intermediate storage) or by failure of statistical evaluation.
- (2) In the event of insufficient reproduction quality of the advertising material, the customer has a claim to a price reduction or flawless replacement advertising, however only to the extent in which the purpose of the advertising media was impaired. Should Nonkonform allow a deadline set for this purpose to lapse or should a replacement advertising not be possible, the customer shall have the right to a reduction in price or a rescission of the agreement.
- (3) If the advertising documentation contains any defects that are not obvious, the customer shall not have any claims in the event of insufficient publication. The same shall apply for defects in repeated advertising placement, if the customer does not point out the error prior to publication of the next subsequent placement.

11. Disruptions in Performance

Should an order not be implemented for reasons for which Nonkonform is not responsible (due to program or technical issues), in particular due to computer crashes, force majeure, strikes, due to statutory provisions, disruptions for which third parties are responsible (e.g. other providers), network operators or other service providers or due to comparable reasons, the order shall be implemented subsequently when possible. In the event of subsequent implementation within an appropriate and suitable time period once the disruption has been eliminated, Nonkonform shall retain its claim to remuneration. If it is a considerable delay, the customer shall be informed thereof.

12. Liability

- (1) In the event of ordinary negligence by Nonkonform, its representatives or persons in its employment (for performing an obligation for whom the principal is vicariously liable), damage claims from

breach of an obligation other than by delay or impossibility, culpa in contrahendo and tortious act shall be excluded herefrom. This shall not apply to the infringement of essential contractual obligations; in this event the liability for foreseeable damages is limited. Damage claims arising from the impossibility of performance and/or delay shall be limited in the event of ordinary negligence to compensation for the foreseeable damage.

- (2) In the event of gross negligence on the part of a simple employee (for performing an obligation for whom the principal is vicariously liable), liability vis-à-vis the companies shall be limited to the foreseeable damage as per the extent. This shall not apply to the infringement of essential contractual obligations.

13. Price List

- (1) The price list shall apply that was published at the time the order was received. The tariffs are subject to change. This shall not apply to non-companies if the order to be changed is not a component of a master agreement and is not to be carried out no later than four months after execution of the agreement. For orders confirmed by Nonkonform, price changes shall only be effective if Nonkonform announces said changes at least one month prior to publication of the advertising material. In the event of a price increase, the customer is entitled to the right to withdraw from the contract. The right to withdraw from the contract must be exercised without 14 days of receiving notification of the price increase.
- (2) Discounts are determined in accordance with the respectively valid price list. Advertising agencies and other advertising brokers are obligated to comply with Nonkonform's price lists in their offers, contracts, agreements and other settlements with the advertisers.

14. Default in Payment

- (1) Interest and collection expenses shall be charged in the event of default in payment or delay in payment. In the event of default in payment, Nonkonform may delay further execution of the running order until payment is made in full and may demand payment in advance for the remaining placement.
- (2) Doubt that is objectively substantiated with regard to the customer's solvency shall entitle Nonkonform, also during the current contractual period, to make publication of additional advertising media dependent on advance payment of the amount and on the settlement of unpaid invoice amounts without regard to the originally agreed term of payment.

15. Termination

Termination of advertising orders must be made in writing or sent via email at least 10 days prior to the start of placement of the advertising.

16. Place of Performance and Jurisdiction is Munich.

Status of this media data and the figures and facts: November 2022. No liability for mistakes or errors.