

MAGENTA TV

LIVE.
STREAMING.
ENTERTAINMENT.



-
- 01** **MagentaTV – Simply One For Everything**
One platform. Every screen. Full attention.
 - 02** **Premium Content**
Content you will only find here.
 - 03** **Advertising Options**
Premium TV – booked your way.
 - 04** **Summary & Contact**
Let us own the moment - together
-

SIMPLY ONE FOR EVERYTHING

ONE PLATFORM. EVERY SCREEN. FULL ATTENTION.

Central Viewing Hub

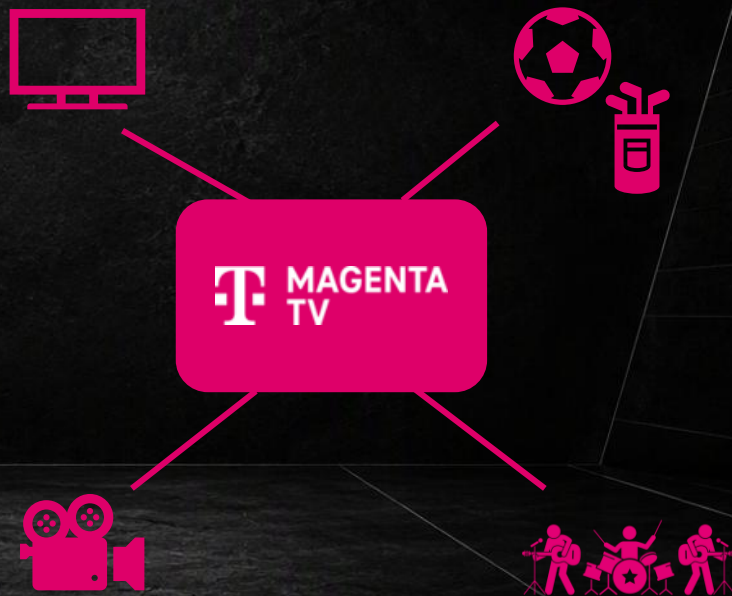
TV, streaming, media libraries and Live-Events in one place.

Big-Screen Viewing Experience

Lean-back viewing with high visibility and audience attention.

Premium Environment

Curated content, trusted Telekom ecosystem and addressable audiences.



KEY FACTS

HOUSEHOLDS



LIVE SPORT & EVENTS

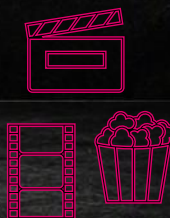


TV CHANNELS



OVER 100
CHANNELS

VIDEO ON DEMAND



THOUSANDS
OF HOURS OF
MOVIES AND
SERIES.
AVAILABLE
24/7

THE BIG SCREEN MAKES THE DIFFERENCE

Why the screen makes the difference

Four reasons why the big screen stands out

- + 1. Largest screen in the household
- + 2. High visibility
- + 3. Lean-back viewing experience
- + 4. Shared viewing experience

90%



10%

LOGGED-IN USERS INSTEAD OF PANEL-BASED ESTIMATES

Identified Households

No projections. Real audience usage.

Real Usage Signals

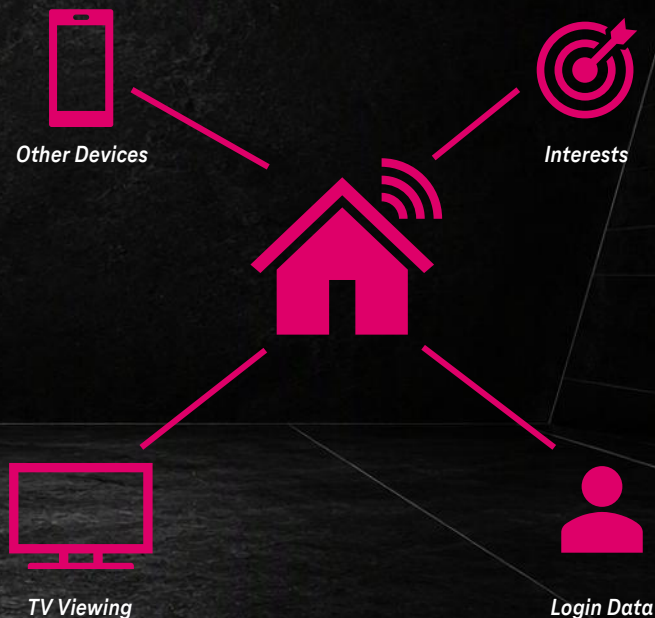
Based on actual viewing behavior.

First-Party-Data

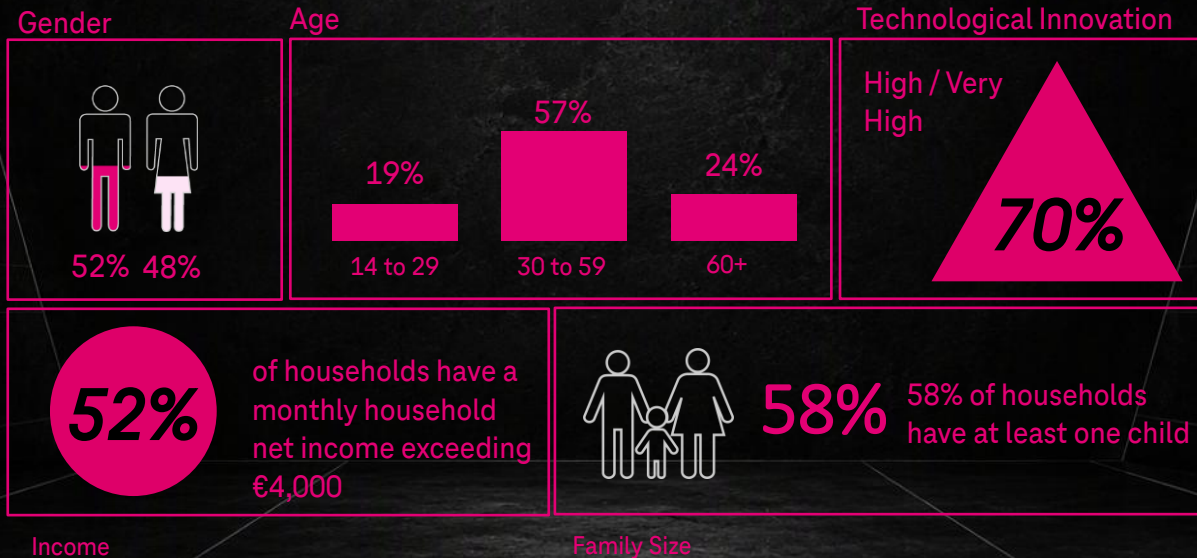
Direct platform data instead of third-party estimates.

Consent-Based Activation

Privacy-compliant audience targeting and activation.



GERMANY'S MOST ATTRACTIVE TARGET GROUP



PREMIUM CONTENT

MAGENTA TV **MILLION OF MOMENTS. ONE PRECISE REACH.**



MAGENTA TV
ENTERTAINMENT

Movies, series and comedy that bring audiences together.



MAGENTA TV
DOCUTAINMENT & LIFESTYLE

Inspiring stories and lifestyle content for engaged audiences.



MAGENTA TV
SPORT & EVENTS

Live sports, music and events that create unforgettable moments.

MAGENTA TV ENTERTAINMENT

MagentaTV Entertainment combines blockbuster movies, iconic TV series and popular comedy formats in a premium pay-TV environment. From Hollywood classics to beloved family entertainment, brands can connect with highly engaged audiences in lean-back viewing moments that drive attention and advertising effectiveness.



MAGENTA TV DOCUTAINMENT & LIFESTYLE

MagentaTV Docutainment & Lifestyle brings together inspiring content focused on knowledge, nature, travel, mobility and real-life experiences. It attracts curious, quality-conscious and high-value audiences who are highly engaged and receptive to advertising in trusted premium environments.



MAGENTA TV SPORT & EVENT

MagentaTV Sport & Events combines live sports, major competitions and exclusive music event experiences in a premium environment. Brands benefit from high attention levels, passionate fan communities and authentic engagement during the moments that matter most.



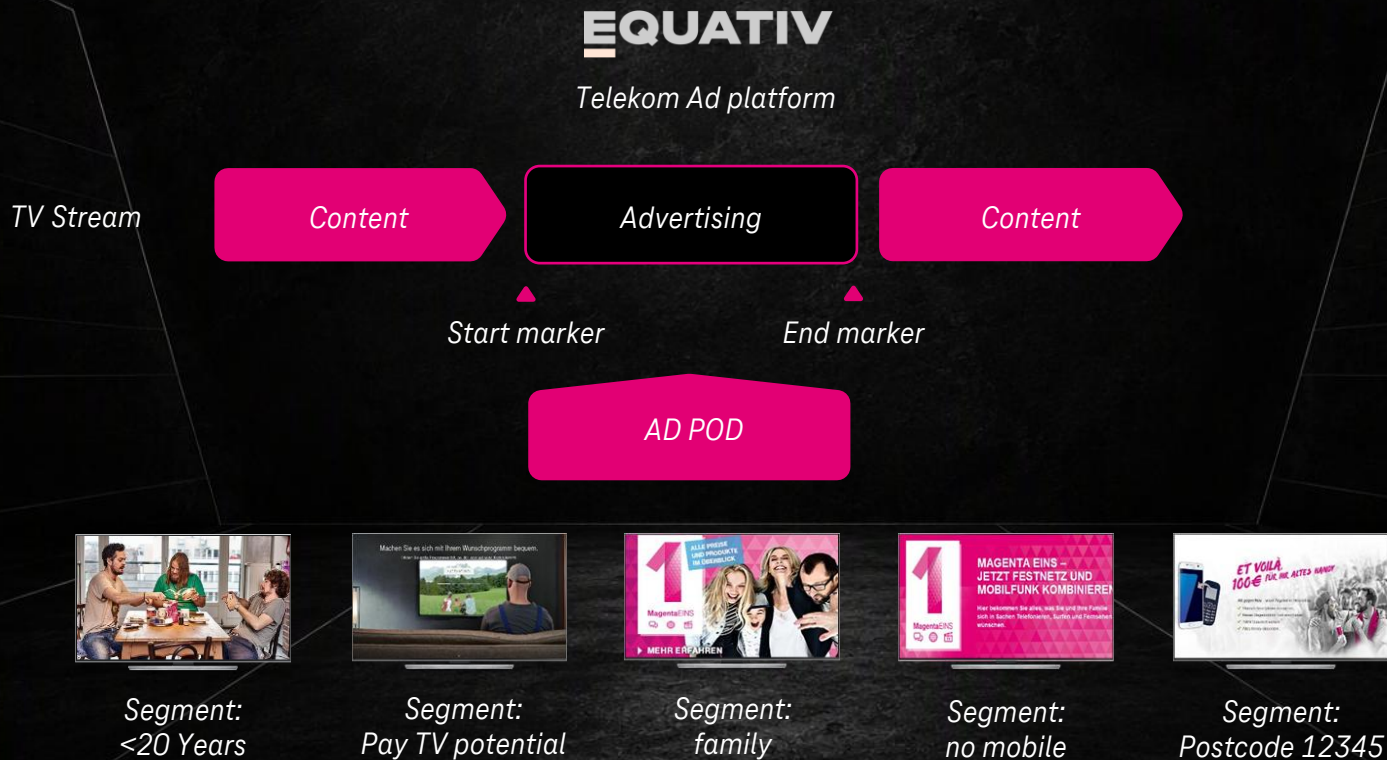
FIFA
WOMEN'S
WORLD CUP
BRASIL 2027



ADVERTISING OPTIONS

TECHNICAL SETUP

DYNAMIC AD INSERTION OF ADVERTISING TO ADDRESS SELECTED TARGET GROUPS



AD FORMATS

ALL ADVERTISING OPTIONS AT A GLANCE

Mid Roll

- Unique 1st party targeting
- Fullscreen ads
- 100% Viewability
- Brand Safe – curated environments
- Dynamic ad length

Pre Roll

- Up to 40 sec. ad duration
- Dynamic Ad Insertion

Bumper Ad

- Up to 10 sec. ad duration
- Dynamic Ad Insertion

L-Frames*

- Innovative overlay formats
- Next to content

Sponsorings & special integrations available upon request

*Only available in linear TV

TARGETING

PRECISE DATA. MAXIMUM IMPACT.

Data Foundation

A wide range of household data points contribute to the MagentaTV ecosystem and provide a solid foundation for audience targeting:

- Login data
- Devices
- Region
- Interests



Audiences

Based on this data foundation, audiences can be created, including:

- Affluent households
- Golf enthusiasts
- Streaming users
- Sports fans



Available Through

- Direct I/O Bookings
- Programmatic
- Dynamic Ad Insertion

TARGETING DATA

TRANSFORMING DATA INTO AUDIENCE INTELLIGENCE

Magenta TV Usage Data



TV viewing quantity & quality: Frequent and infrequent viewers, SVOD



Program genre: Reality, cooking show, news



Commercial: Contact to the commercial



Interests: Sport, DIY, News



Telekom CRM Data



E-mail identifier: Unique identifier for the T-contract holder



Socio-demographic data: Age, gender, HH size



Products Telekom: Cellular, Sports TV package



Segments



Strong partners in Germany's largest data pool with over 90 m online profiles

TARGETING SEGMENTS

TURN DATA INTO PRECISION TARGETING



Environment

Environment placement in editorially reviewed environments

Highly interesting entertainment portfolio from live sports to VOD and special interest TV programs



Geography

Location targeting on a state, city and zip code basis (up to 5 digits)

Device & time targeting such as device category, day of the week and time of day



Sociodemographics

via **emetriq**

Socio-demographic targeting such as age, gender, net household income)

Interest-based targeting such as automotive, pets, soccer, etc.



Usage behavior

via **emetriq**

Reminder targeting for increasing gross reach

Incremental targeting to increase net reach.

MEDIA PRODUCTS

YOUR BRAND IN THE HEART OF ACTION

BOOKING OPTIONS

Run of Network

Maximum reach across the entire MagentaTV portfolio without content restrictions.

Content Packages

Target specific content environments such as Entertainment, Docutainment & Lifestyle or Sport & Events.

Live Events (Run on Site)

Guaranteed placements within premium live sports, music and event programming.

Targeting

From 1st party data such as MagentaTV usage data matched with Telekom CRM data to emetriq interest segments, we offer a wide range of excellent targeting options.

MEDIA PRODUCTS

CONTENT PACKAGES



LIVE CONTENT



MENS WORLD



WOMENS WORLD



BEST AGER



GERMAN CLASSICS



BUSINESS &
EDUCATED AUDIENCE



HIGH INCOME
AUDIENCE



AUTO & MOBILITY
BUNDLE



TRAVEL & TOURISM



HOME & LIVING

MEDIA PRODUCTS

BUYING TYPES

1st PRIORITY

**Programmatic guaranteed & IO /
direct orders for media packages**

*delivery guaranteed, CTV, forecast,
fixed budget & timing*



2nd PRIORITY

**Preferred deals
e.g. extra time and penalty kicks**

*no guaranteed delivery, fix prices,
always on deals*



3rd PRIORITY

Private marketplaces (PMP)

*no guaranteed delivery, floor prices,
highest bid wins*



SUMMARY & CONTACT

THE PLATFORM FOR ATTENTION, RELEVANCE & IMPACT



Platform Instead of Individual Content

TV, streaming, media libraries and Content Packages combined in one seamless viewing experience.



Premium Attention

Advertising on the largest screen in the household.



Addressable Households

Login-based audience measurement instead of traditional panel estimates.



Content as a Quality Anchor

Live sports, premium entertainment and exclusive Telekom content drive engagement and trust.



Scalable Ecosystem

MagentaTV, App Recommendation and additional Telekom touchpoints create scalable reach.

CONTACT PERSONS

LET US OWN THE MOMENT - TOGETHER

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