Price list
No. 49
from 1 January 2020
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Current Information:
www.zdf-werbung.de/home

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Advertising on ZDF

Current Information: www.zdf-werbung.de

A hunt for hidden treasure – „Bares für Rares“ offers cash for rare finds

Be it an oil painting, a tin saving box, a tea set, gold ring or stereo – many of us own real treasures without knowing what rare items have been hidden away in our cellars or attics without attracting any attention. Hidden treasures, renowned experts, real one-off dealers and of course Horst Lichter, a true old hand at flea market trading – these are the ingredients for the successful ZDF format ‘Bares für Rares’. Beside the high entertainment value the programme also supplies interesting historical background material on the objects and thus incidentally fulfils the educational mandate of public television. The programme is the undisputed market leader in its genre by a long way and does not need to shy away from comparison with supposed ‘prime time formats’. In 2018 ‘Bares für Rares’ achieved an audience of approximately 3 million viewers in its broadcasting slot from Mondays to Fridays at 3.05 pm with an average market share of almost 25 % of the target group of adults aged 14 and above. In comparison: In 2018 RTL had an average audience of 2.4 million viewers and a market share of 8.4% during the so-called primetime between 8.15 and 9.15 pm (Mondays to Fridays). And ‘Bares für Rares’ is not the only market leader – other ZDF formats are also number one in their relevant genre. For example the format ‘Leute Heute’ (Mondays to Fridays at 5.45 pm) is the number one people magazine programme with an average 2.5 million viewers in the whole of 2018 in the target group of adults aged 14 and above. In comparison: ‘EXCLUSIV – Das Star-Magazin’ on RTL (Mondays to Fridays, 6.30 pm) achieved an audience of 1.9 million viewers, ‘Prominent!’ on VOX (Mondays to Fridays, 8 pm) 1.0 million viewers, and ‘red’ on ProSieben (Thursdays, 10.30 pm) 0.9 million viewers. ‘Die Küchenschlacht’ (Mondays to Fridays, 2.15 pm) is the most successful cooking series format (i.e. more than 8 programmes per year) on German television for the target group of adults aged 14 and above with its average audience of 1.4 million viewers in 2018. On SAT.1 ‘The Taste’ (Wednesdays 8.15 pm) achieved an average audience of 1.37 million viewers, ‘Grill den Profi’ on VOX (Sundays, 8.15 pm) 1.26 million viewers and ‘Das perfekte Dinner’ on VOX (Mondays to Fridays, 7 pm) 1.1 million viewers. All the named ZDF market leader formats can be accompanied by programme sponsoring. The audience sizes and effective benefit can be increased with 7-second trailer placements directly at the beginning and end of the programme and possibly before and after a commercial break. In addition to this many formats – for example ‘Bares für Rares’, broadcast from Mondays to Fridays at 3.05 pm – are in an exclusive environment. Use this opportunity for your brand and don’t miss out on this ‘rarity’ in commercial television.

Hans-Joachim Strauch
Geschäftsführer ZDF Werbefernsehen GmbH
Advertising on ZDF – a successful history

1963 Broadcasting begins
On 1st April 1963, ZDF broadcasts for the first time. On just its second day of broadcasting, ZDF broadcasts its first commercials. The popular Mainzelmännchen insert has been used to flank advertisements ever since. The “Werbefernsehen” (television advertising) department is responsible for the marketing and selling of advertising space.

1967 Pioneer of colour
On August 25th, 1967, on the occasion of the International Consumer Electronics Fair in Berlin, ZDF broadcasted the first coloured commercial on German television. With the introduction of colour television, the Mainzelmännchen appear on the screen in colour too for the first time.

1990 Relaunch of the Mainzelmännchen
The little guys experience their second relaunch and enter the nineties more modern and individual.

1992 Introduction of Sponsoring
ZDF programme sponsoring was made possible in order to secure mixed financing and to strengthen competition. The seven-second-long placement provides direct connection to the programme.

2003 Eternally young Mainzelmännchen
Fresher, cheekier, and slimmer, the new Mainzelmännchen era captures the spirit of the times and increases the amount of attention paid to commercials. A Mainzelmännchen world with new dramaturgically oriented stories, new gags, and up-to-date props is created.

2007 Pioneer of widescreen
On 25th June 2007, a commercial for Deutsche Bank is the first German advert to be broadcast all over the country in 16:9 format.

2009 Television advertising subsidiary
ZDF Werbefernsehen GmbH, a subsidiary company wholly owned by ZDF, is created from the “Werbefernsehen” department. ZDF Werbefernsehen GmbH moves to its new premises on Erich-Dombrowski-Strasse in May 2010.

2010 Pioneer of picture definition
At 19:21 on 12th February 2010, ZDF fired the starting pistol for advertising in HD by broadcasting the first German TV advert (Henkel) in HD quality.

2012 Introduction of standardised loudness
A regulation enforcing audio loudness normalisation between blocks of programming as well as between stations took effect across Germany on August 31st, 2012. The ZDF Werbefernsehen Ltd., together with ZAW, promoted audio loudness normalisation with accordance to ECU R 128 for commercials.

2013 ZDF turns 50
In April 2013, ZDF celebrates its fiftieth birthday, which means it is also 50 years since the first commercial was broadcast on ZDF.

2014 The new primetime
The old prime time that started at 8pm is a thing of the past. ZDF will be aiming for a higher reach as its commercial competitors between 8 and 11pm with its high-quality programme line-up between 5 and 8pm.
Classic advertising on ZDF – effective, powerful and affordable

ZDF ...
- offers a high-quality, family-oriented, appealing and varied early-evening programme schedule with strong programming brands, making it up-to-date, true to life, authentic and informative.
- reaches target groups with considerable purchasing power as well as decision-makers with its programmes.

Advertising on ZDF
- Short commercial breaks contain fewer competing messages and guarantee that your advert has an exclusive position. This increases the awareness of the individual advertising messages and thus their advertising appeal.
- During the advertising breaks, the ads are handset, harmonised within other ads and broadcast in HD quality. High-quality formats guarantee a strong reach and therefore make advertising on ZDF attractive and affordable.

Mainzelmännchen
- The Mainzelmännchen are a strategic instrument which enhance the effect of advertisements.
- As popular advert separators, they improve viewers’ ability to remember commercials.
  They make commercial breaks more entertaining, which increases acceptance of advertising.
- They give your advert its own premium position, as each commercial is flanked by the Mainzelmännchen.
- The inserts used will be seasonal and event-based.
ZDF Werbefernsehen – a fair partner for you!

Linear pricing structure for advert price calculations
The average length of a commercial in Germany is 17 seconds. Competitors with disproportionate price structures may charge up to 30% more for an advert which is shorter than 30 seconds. ZDF Werbefernsehen always uses its one-second price as the basis for calculations. Your advert price is therefore calculated by multiplying the one-second price by the length of the commercial.

Adverts positioned at the beginning or end of a commercial break free of charge – following fair-share principle for advert placement
The basis for the distribution calculation is a customer’s booked gross volume per month, i.e. the monthly turnover of a customer is viewed in comparison to the total turnover of all booked customers for this month. The percentage derived from this is used to calculate and distribute the proportion (target premium placements) of possible premium placements (first, second, penultimate and final adverts). This process is controlled by a computer. The first, second, penultimate and final adverts in the advertising block are weighted equally. In general, ZDF Werbefernsehen does not charge extra for first or final placements. The commercials will be placed manually, so that, where possible, no competing products will be broadcasted one after another.

Free obligatory OTC notice for commercials promoting pharmaceuticals
The statutory OTC notice for commercials promoting pharmaceuticals has, according to the national broadcasting agreement, not qualified as advertising since 1st April 2004. For this reason, unlike most of our competitors we have been offering the standard four-second OTC notice for pharmaceutical commercials with a 100% discount.

Calculation example:
Length of commercial including OTC notice = 20 seconds, of which the actual and calculable length of the commercial amounts to 16 seconds for a commercial price of for example 16,000 €, you gain a price advantage of 4,000 € Please read point 18 in our General Terms and Conditions for more information on this.
## Commercial breaks schedules

**Current Information:**
[www.zdf-werbung.de/schema](http://www.zdf-werbung.de/schema)

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<td><strong>Hallo Deutschland</strong></td>
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<td><strong>Single-Spot</strong> / Price group 34 / Minimum booking 1 year</td>
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<td><strong>Best Leute heute</strong> / Price group 31</td>
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<td><em>SOKO (2/2)</em>*</td>
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**Kochformat**
Price group **08** / € 370/sec.*

**Bares für Rares**
Price group **10** / € 445/sec.*

**Bares für Rares**
Price group **08** / € 370/sec.*

**SOKO (1)**
München / Köln / Wismar / Stuttgart / Kitzbühel

**SOKO (2)**
München / Köln / Wismar / Stuttgart / Kitzbühel

**SOKO (1/2)**
Wien

**SOKO (2/2)**
Wien
<table>
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<td>End credits split-screen / Price group 42</td>
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<td>Price group 11</td>
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<td>Programme announcement</td>
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<td>18:59</td>
<td>heute-Uhr / Price group 85</td>
<td>Minimum booking 120 sec. per week / Commercial length from 5 sec.</td>
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</tbody>
</table>

* Average price per second for the year 2020. For exact prices please see the next page.

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For AGF coding, see [www.zdf-werbung.de/schema](http://www.zdf-werbung.de/schema)
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</tbody>
</table>

Current offers and prices for special programming can be found on our home page: www.zdf-werbung.de

Linear rates, free mandatory OTC notice. Adverts positiones at the beginning or end of a commercial break are free of charge.

Issue date: July 2019. Valid from 1st January 2020. Changes and misprints reserved.
**Placement**

The position provided by “heute-Uhr” is German television’s oldest “special advert position”. We position your commercial directly before the “heute” news at 19:00. It is then broadcast from Monday to Saturday at 18:59, straight after the trailer for the highlight of the day.

**Programme environment provided by “heute” at 19:00**

- The main news of the day - one of the most up-to-date, informative and reliable news programmes in German television*
- Strong commercial break reach and CPM: In the first quarter of 2019, “heute-Uhr” reached 1.915m householders at the attractive CPM of EUR 14,80 (20”)**

**Benefits**

- Guaranteed attention thanks to the special positioning
- Fast market penetration because of the wide reach and because your advert is being broadcast for an entire calendar week
- Positive image transfer because your advert is placed directly before “heute”

* Source: Mindline Media 2018, representative survey E14+, N = 2,404.
** Source: AGF Videoforschung in cooperation with GfK; videoSCOPE 1.2, Mo.-Sa. TA 80, market standard: TV
*** For over-the-counter products, an additional 4-second-long statement is legally required.

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**Booking and advert information**

- Minimum booking***: 120 seconds per week
- Advert length***: At least five seconds. Different designs with varying advert lengths may be used each day
- Bookings are fixed. Cancellation 12 weeks before the first broadcast date is possible in exceptional cases if a good reason is given
- When designing your commercial, please bear in mind that news-like themes should be avoided

**Wide reach, attractive CPM (Householders)**

<table>
<thead>
<tr>
<th>Commercial break reach comparison (in millions)</th>
<th>CPM comparison</th>
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<tr>
<td><strong>heute-Uhr</strong> 18:59 Uhr 1,915</td>
<td><strong>heute-Uhr</strong> 18:59 Uhr 14,80</td>
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<td>Best Minutes 19:58 Uhr 1,665</td>
<td>Best Minutes 19:58 Uhr 25,10</td>
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Source: AGF Videoforschung in cooperation with GfK; videoSCOPE 1.2, 1. Quarter 2019, Mon–Sat, TA 80, CPT at 20 seconds, marketing standard: TV.
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<td>752 €</td>
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Special-Ads
Special Ads

„10 seconds“
Your countdown to ZDF “heute” at 17:00

Placement
The last few seconds before ZDF “heute” at 17:00 are reserved for you. Monday to Saturday at 16:59 just before the “heute” news.

Programme environment provided by “heute” at 17:00
The first main early-evening news broadcast with the day’s most important events from across the world. It is comprehensive, up-to-date and reliable.

Benefits
• High attention levels, as your advert is given an exclusive position by itself and broadcast just before the “heute” news
• Short commercial lengths – high flexibility – low budget commitment

Booking and advert information
Advert length*: 5-10 seconds
Confirmed bookings are fixed
When designing your commercial, please bear in mind that newslike themes should be avoided

1 commercial from 1,830**

* For over-the-counter products, an additional 4-second long statement is legally required.
** For advertising rates, see page 11.
Your solo appearance after ZDF “heute” at 19:00 for a whole year

Placement
Every day from Monday to Saturday at 19:17 for an entire year. Your commercial is broadcast during the “credits” just before the “heute” news.

Programme environment provided by “heute” at 19:00
The main news stories of the day
• “heute” one of the most up to date, informative and most reputable news programmes on German television*

Benefits
Excellent efficiency thanks to the dominance gained through your advert appearing for an entire year
• High attention levels thanks to the exclusive position given to your advert
• Positive image transfer because your advert is broadcast directly before the high-quality “heute” news programme starting at 19:00.

* Source: Mindline Media 2018, representative survey E14+, N = 2.404.

Booking and advert information
Only bookings for an entire year can be accepted. We are happy to prepare an individualised quote for you.

Contact
Heike Fisseler
Tel.: +49 (0)6131 70-14031
Email: fisseler.h@zdf.de
„Best Wetter“

The “Best” position for your advertising message

Placement
Monday to Saturday at 19:18, straight after the “heute” news and just before the weather - and flanked by topical weather Mainelmännchen

The programme environment “heute 19.00 Uhr – weather“
- “heute”: main daily news presented by Barbara Hahlweg, Petra Gerster and Christian Sievers, the in-studio editors
- The ZDF weather: The expertly prepared weather news straight after the „heute-Nachrichten“, presented by the ZDF meteorologists, are quality and effect guarantors

Advantages
- High viewing figures, thanks to its slot between two widely covered, attractive programmes
- Short commercial breaks: break duration is limited to 90 seconds / on average three advertising partners

Booking and advert information
- Ad duration*: starting from 5 seconds
- Continuous and single bookings possible
- If an ad substantially relates to weather updates, short-notice design edits on the day of broadcast (Mon-Fri) are possible up until 11am

ZDF „Best Wetter“: Wide reach, attractive CPM (Householders)
Commercial break reach comparison (in millions) CPM comparison

<table>
<thead>
<tr>
<th>Time</th>
<th>Reach</th>
<th>CPM</th>
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</thead>
<tbody>
<tr>
<td>19:18 Uhr</td>
<td>3,706</td>
<td>7,83</td>
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<td>19:58 Uhr</td>
<td>2,665</td>
<td>15,87</td>
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Source: AGF Videoforschung in cooperation with GfK, videoSCOPE 1.2, 1. Quarter 2019, Mon-Sat, TA 50,70,80, E 14+, CPT at 20 seconds, marketing standard: TV.
„Solo commercial spot“
Your commercial in selected programme environments

Placement / programme environments

Heute in Europa
Monday to Saturday at 16:14 after “heute in europe”

Leute heute
Monday to Friday at 17:44 before “Leute heute”

WISO
Mondays at 19:21 after the weather and before “WISO”

Tuesday to Saturday at 19:21 after the weather and before the 19:25 series

Benefits
• Your advert is very effective because it is given an exclusive position outside of the classic commercial breaks
• High attention levels because of your advert’s proximity of your advert to high-quality programmes with wide reach

Booking and advert information
• Minimum advert length*: 20 seconds
Confirmed bookings are fixed

Service
Single split screen for special programming
Special positioning close to highlight programmes

* For over-the-counter products, an additional 4-second-long statement is legally required
**Special Ads**

**Current Information:**
www.zdf-werbung.de/special-ads

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### „Best Leute heute“

**Placement**
From Mondays to Fridays at 5.50 pm between the first and second part of ‘Leute heute’ – flanked by spots based on the format featuring the ‘Mainzelmännchen’ animated characters.

**Programme environment**
‘Leute heute’ – the daily people and lifestyle magazine programme. This live programme with Karen Webb gives us exclusive insights into the world of celebrities and beautiful people.

**Benefits**
- Attention-grabbing special placement in the most successful people magazine on German television
- Brief advertising spots, limited to 90 seconds or an average of three advertising partners

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### „End credits split-screen“

**Placement**
Exclusive positioning for your advert in the SOKO credits Monday to Saturday at 18:54 during the SOKO credits.

**Programme environment**
Excellent murder mystery entertainment in prime-time quality.

**Booking and advert information**
- Minimum booking: 1 month – can be shared between several customers for one agency
- Minimum advert length**: 20 seconds
- Pre-production phase: 3 weeks
- Confirmed bookings are fixed

**Benefits**
- High attention levels thanks to the placement in the SOKO programmes, which have a wide reach
- Efficient and effective advertising opportunities: In the first quarter of 2019, the credits split reached 2,476 Mio. of householders at an extremely attractive CPM of 6.30 (based on 20 seconds)*

---

*Source: AGF Videoforschung in cooperation with GfK; videoScope 1.2, 1st quarter, 2019
**For over-the-counter products, an additional 4-second long statement is legally required.
„Split screen commercial break“

WISO

Placement
Mondays at 19:49 after the first part of WISO, i.e. during the transition from the programme itself to the commercial break which comes next.

Programme environment
WISO - Germany’s best known business programme with up to 3 million viewers per episode.*

Benefits
Very high attention levels and therefore excellent advert effectiveness thanks to
• exclusive positioning
  the fact that your commercial is broadcast during a top-quality programme with a wide reach

Series at 19:25

Placement
Tuesday to Friday at 19:49 after the first part of the 19:25 series, i.e. during the transition from the programme itself to the commercial break which comes next.

Programme environment
Tuesday to Thursday – crime and action
• with “Die Rosenheim-Cops” on Tuesday – almost 5 million viewers per episode*

Fridays and Saturdays – family entertainment
• with „Bettsy Diagnose“ on Fridays – 3.528 million viewers per episode*

Booking and advert information
• Minimum advert length**: 20 seconds
  Confirmed bookings are fixed

• Source: AGF Videoforschung in cooperation with GfK; videoScope 1.2, 1st quarter, 2019
• For over-the-counter products, an additional 4-second-long statement is legally required.
Year in Sport on ZDF in 2020

Besides many World Cup events in ski jumping and in alpine and Nordic skiing the winter sports season on ZDF will also include many biathlon World Cups. The highlight, apart from the International Four Hills Tournament at the end of the year, is the biathlon World Cup in Antholz in February.

The national league with the relegation and the DFL Supercup plays a central role in sports programming in 2020. The German athletics championships allow Germany’s top athletes to meet the norms for the upcoming Olympic Games in Tokyo, which will keep the sporting world on tenterhooks during July and August. Before that it will be time for the UEFA European Football Championships, the largest football festival on the entire continent, to be played in 2020.

ZDF sports broadcasts guarantee unique live environments for your brand presentation. They are characterised by excellent advertising coverage and by economic efficiency. This is made possible by a balanced pricing structure. We also offer short booking opportunities, integrated optimally into the narrative arc of the live broadcasts.

The average length of an advert was just 80 seconds in the first quarter of 2019. You can also profit from an additional range of coverage during live broadcasts of up to 10% (compared to the measured GfK television audience) during our live streaming. Your advert is broadcast live during the programme here too, thus reaching additional, valuable contacts.
The most important events in the year in sport at ZDF in 2020

Jan. - Mrz. 2020  Winter sports: Biathlon, Nordic and alpine skiing, all World Cups
09.01. - 26.01.2020  Handball: Men’s European Championships in Sweden, Norway and Austria
12.02. - 23.02.2020  Winter sport: Biathlon World Championships in Antholz (Italy)
Feb. - Nov. 2020  Football: International matches of the German national team
26.02. - 01.03.2020  Cycling: Track World Cycling Championships in Berlin
07.05. - 14.05.2020  Swimming: European Championships in Budapest (Hungary)
22.05. - 26.05.2020  Football: Relegation 2nd federal league
06.06. - 07.06.2020  Athletics: German Championships in Braunschweig
12.06. - 12.07.2020  Football: UEFA EURO 2020
15.06. - 21.06.2020  Tennis: Noventi Open in Halle
24.07. - 09.08.2020  Olympics: Summer Olympic Games in Tokyo (Japan)
25.08. - 06.09.2020  Sports for the disabled: Summer Paralympics in Tokyo (Japan)
20.09. - 27.09.2020  Cycling: Road Cycling World Championships in Aigle (Switzerland)
26.08. - 30.08.2020  Athletics: European Championships in Paris (France)
Okt. - Dez. 2020  Winter sports: Biathlon, Nordic and alpine skiing, all World Cups

Contacts
Christoph Lüken  Tel.: +49 (0)6131 70-15679  Email: lueken.c@zdf.de
Heike Fisseler  Tel.: +49 (0)6131 70-14031  Email: fisseler.h@zdf.de

You can find the dates and prices for current sporting events on our Home Page:
www.zdf-werbung.de/sport

* subject to acquisition of rights. Changes and misprints reserved. Last updated: July 2018
**High attention levels for your brand communication**

Programme sponsorship enables you to benefit from an unmistakeable appearance in the programme itself: Exclusivity, high levels of attention and audience acceptance are guaranteed!

- With a seven-second trailer just before the start of the programme, as soon as the programme ends, and before or after a commercial break as well if necessary, the reach and effect are magnified greatly.

This established communication tool allows you to benefit from strong ZDF programme brands and to enhance awareness in a unique manner.

You can select from high-quality programmes with a wide reach – including those broadcast in advert-free environments in the morning or afternoon.

**Contacts**

- Michael Käfer
  - Tel.: +49 (0)6131 70-14075
  - Email: kaefer.m@zdf.de

- Sascha Kronebach
  - Tel.: +49 (0)6131 70-14296
  - Email: kronebach.s@zdf.de

- Anne Schweikard
  - Tel.: +49 (0)6131 70-14027
  - Email: schweikard.a@zdf.de

- Anabel Stappen
  - Tel.: +49 (0)6131 70-14065
  - Email: stappen.a@zdf.de
Reach and market shares of selected programmes

<table>
<thead>
<tr>
<th>Programme</th>
<th>Reach</th>
<th>Market Share</th>
</tr>
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<tbody>
<tr>
<td>Sport in the ZDF-Morgenmagazin programme</td>
<td>0.780 Mio. / 20.9 %</td>
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<td>Mondays to Fridays, 5.30–9.00 Uhr</td>
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<td>Handball-EM</td>
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<td>09.–26.01.2020</td>
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<td>Olympics</td>
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<td>24.07.–09.08.2020</td>
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<td>Four Hills Tournament</td>
<td>4.870 Mio. / 25.9 %</td>
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<td>28.12.2019–06.01.2020</td>
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<td>Leute heute</td>
<td>2.903 Mio. / 17.3 %</td>
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<td>Mondays to Fridays, 17.45 Uhr</td>
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<tr>
<td>Mondays to Fridays, 14.15 Uhr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bares für Rares</td>
<td>2.949 Mio. / 24.5 %</td>
<td></td>
</tr>
<tr>
<td>Mondays to Fridays, 15.05 Uhr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The ‘SOKOs’ crime series</td>
<td>3.949 Mio. / 19.5 %</td>
<td></td>
</tr>
<tr>
<td>Mondays to Fridays, 18.00 Uhr</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Source: AGF Videoforschung in cooperation with GfK; videoSCOPE 1.2, 1st Quarter 2019, E 14+, Market standard: TV.
*** Source: AGF Videoforschung in cooperation with GfK; videoSCOPE 1.2, Olympic Games 2016, 05. - 21.08.2016, E 14+, Market standard: TV.

The guidelines for advertising, sponsoring, competitions and production aid from 12th March 2010 and the rules of practice for organising references to sponsors pursuant to section 12 of the ZDF guidelines for advertising, sponsoring, competitions and production aid from 26th February 2014 are the basis for programme sponsoring.
Television planning with consumer target groups
Minimisation of scatter loss is essential in order to advertise efficiently. For this reason it is important to be able to translate the marketing target group 1:1 into the media target group. Take advantage of this opportunity by planning with consumer target groups, saving the detour via socio-demographic target groups (for example heads of the household 20–49). This enables accurate addressing of the audience. Agencies and customers have access to a wide range of consumer target groups in the AGF/GfK television panel for television planning via the three instruments – GPS global shopper technology, the TV optimiser for FMCG markets and VuMA consumption and media analysis Touchpoints.

GPS – the global premium shopper, alternative to 14 to 49
ZDF commercial television has developed the Global Shopper Typology (GPS) in cooperation with the association for consumer research (GfK). This typology offers interested parties the ideal introduction to planning with buyer target groups. It models the purchasing behaviour of the TV viewers in 284 merchandise groups, measured by barcode. GPS is the result of a regularly updated fusion of buyer target groups from the GfK ConsumerScan with the AGF / GfK TV panel. The typology, which has already been used in advertiser marketing, encompasses promotional and label shoppers, as well as premium and brand shoppers. Subscribers to AGF data can procure the typology for the AGF standard software free of charge from ZDF commercial television.

* t.o.m. FMCG* – the tool for individual market segments
This is the right instrument for those who want to know more following the aggregate consumer representation with GPS and the TV optimiser for FMCG markets: The planner currently has several shopping baskets full of everyday products at his/her disposal. Different target group versions can be evaluated within the shopping basket: On one hand, similar to the GPS typology, according to type of buyer (premium/brand/promotional/label shoppers) and on the other hand according to purchase frequency (heavy/medium/light shoppers). Thus premium buyers of the ‘non-alcoholic drinks’ merchandise group can be evaluated as well as the buyers of different brands of mineral water. The tool covers all of the brands in the shopping basket that have at least 5% customer reach in the analysis period.

* t.o.m. FMCG is a joint venture between ZDF commercial television, GfK and different media agencies. FMCG = Fast Moving Consumer Goods, i.e. consumer goods like food, body care products, cleaning products etc., which are bought on a regular basis by consumers.
VuMA Touchpoints* – the market media study with a daily routine and trend analysis

The third tool, the VuMA (consumption and media analysis) Touchpoints, is a large-scale market media study, which covers many sectors alongside the FMCG field, covers many more sectors as well. It comprises around 220 questions about consumer behaviour and the purchase and use of over 1500 brands. This includes the ‘FMCG’, ‘long-lasting everyday objects’ and ‘services’ segments. Furthermore VuMA Touchpoints provide detailed information on media usage and activities throughout the day, as well as consumer interests. You can get an overview of the contents of the study as well as the opportunity to make your own assessments from the VuMA Touchpoints Monitor (http://touchpoints.vuma.de).

Performance data**

<table>
<thead>
<tr>
<th></th>
<th>Reach/million</th>
<th>CPM/Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GPS premium/brand name purchasers</strong>*</td>
<td>1,076</td>
<td>19,32</td>
</tr>
<tr>
<td></td>
<td>0,951</td>
<td>21,87</td>
</tr>
<tr>
<td></td>
<td>0,805</td>
<td>22,97</td>
</tr>
<tr>
<td><strong>t.o.m. FMCG ‘Premium and brand buyers of non-alcoholic drinks’</strong></td>
<td>0,713</td>
<td>29,86</td>
</tr>
<tr>
<td></td>
<td>0,413</td>
<td>49,43</td>
</tr>
<tr>
<td></td>
<td>0,195</td>
<td>43,76</td>
</tr>
<tr>
<td><strong>t.o.m. FMCG ‘Premium and brand buyers of non-alcoholic drinks’</strong></td>
<td>0,215</td>
<td>76,64</td>
</tr>
<tr>
<td></td>
<td>0,232</td>
<td>70,94</td>
</tr>
<tr>
<td>ZDF</td>
<td>1,076</td>
<td>19,32</td>
</tr>
<tr>
<td>17.00 – 20.00 Uhr</td>
<td>0,951</td>
<td>21,87</td>
</tr>
<tr>
<td></td>
<td>0,805</td>
<td>22,97</td>
</tr>
<tr>
<td>ARD</td>
<td>0,839</td>
<td>25,38</td>
</tr>
<tr>
<td></td>
<td>0,713</td>
<td>29,86</td>
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<tr>
<td></td>
<td>0,759</td>
<td>28,03</td>
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<tr>
<td>RTL</td>
<td>0,526</td>
<td>38,84</td>
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<tr>
<td></td>
<td>0,393</td>
<td>52,06</td>
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<tr>
<td></td>
<td>0,413</td>
<td>49,43</td>
</tr>
<tr>
<td>SAT.1</td>
<td>0,241</td>
<td>35,49</td>
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<tr>
<td></td>
<td>0,256</td>
<td>33,36</td>
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<tr>
<td></td>
<td>0,195</td>
<td>43,76</td>
</tr>
<tr>
<td>PRO 7</td>
<td>0,237</td>
<td>69,55</td>
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<tr>
<td></td>
<td>0,215</td>
<td>76,64</td>
</tr>
<tr>
<td></td>
<td>0,232</td>
<td>70,94</td>
</tr>
<tr>
<td>20.00 – 23.00 Uhr</td>
<td>0,808</td>
<td>66,13</td>
</tr>
<tr>
<td></td>
<td>0,689</td>
<td>77,59</td>
</tr>
<tr>
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<td>0,729</td>
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<tr>
<td>RTL</td>
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<tr>
<td></td>
<td>0,327</td>
<td>77,60</td>
</tr>
<tr>
<td>SAT.1</td>
<td>0,335</td>
<td>98,86</td>
</tr>
<tr>
<td></td>
<td>0,289</td>
<td>114,62</td>
</tr>
<tr>
<td></td>
<td>0,325</td>
<td>101,97</td>
</tr>
</tbody>
</table>

* Commissioners of the study were ARD-Werbung SALES & SERVICES (AS&S), RMS Radio Marketing Services and ZDF Werbefernsehen.

Number 1 in the high-end consumer target groups

Similarly to the other two projects, consumer information is transferred to the AGF/GfK television panel using fusion, so that the TV media planner can analyse television usage of consumer target groups. Planning on consumer target groups enables advertisers to address accurately without scattering losses. Evaluations show that high-end target groups from various sectors can be reached best on ZDF. High levels of coverage at the lowest CPT guarantee an efficient usage of your advertising budget.

The ZDF commercial television market and advertising research department and Media Service are happy to help with information or non-binding sample assessments.

Contact

**Source: AGF Videoforschung in cooperation with GfK; videoSCOPE 1.2, 1st Quarter 2019, Mondays to Saturdays, TA 01–30, Market standard: TV.
GPS Premium/brand buyers: all persons (E 14+) in a GPS Premium or brand buyer household.
TV optimiser for FMCG markets ‘Premium and brand buyers of non-alcoholic drinks’: all persons (E 14+) in a household that prefer to buy premium brands and brands in the product group ‘non-alcoholic drinks’.
TV optimiser for FMCG markets ‘Premium and brand buyers of chocolate’: all persons (E 14+) in a household that prefer to buy premium brands and brands in the production group ‘chocolate’.
Discounts

Scale of discounts

If within a calendar year at least the gross sales volume of an advertiser has diminished as indicated below, the rebate will be granted for the standard volumes as listed in the rebate list. Sponsorship will not be taken into account in the gross sales volume related to the rebate.

<table>
<thead>
<tr>
<th>From</th>
<th>1.0 %</th>
<th>From</th>
<th>6.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 0.40 million</td>
<td></td>
<td>€ 2.50 million</td>
<td></td>
</tr>
<tr>
<td>€ 0.50 million</td>
<td>1.5 %</td>
<td>€ 3.00 million</td>
<td>7.0 %</td>
</tr>
<tr>
<td>€ 0.75 million</td>
<td>2.0 %</td>
<td>€ 3.50 million</td>
<td>8.0 %</td>
</tr>
<tr>
<td>€ 1.00 million</td>
<td>3.0 %</td>
<td>€ 4.00 million</td>
<td>9.0 %</td>
</tr>
<tr>
<td>€ 1.50 million</td>
<td>4.0 %</td>
<td>€ 5.00 million</td>
<td>10.0 %</td>
</tr>
<tr>
<td>€ 2.00 million</td>
<td>5.0 %</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ZDF Werbefernsehen will calculate and grant rebates and prices based only upon those listed in the respective relevant price list. The confirmed bookings will serve as the basis for the calculation. VAT will be added at the applicable statutory rate and invoiced separately.

Group discounts

Corporate rebates require the written confirmation of ZDF Werbefernsehen. Enquiries and verification of the group responsibility must be presented in writing to ZDF Werbefernsehen no later than the 30th June in the respective calendar year. Otherwise it will not be possible to take this into account in the year concerned. ZDF Werbefernsehen will grant a corporate rebate for several advertisers if the capital share held by the subsidiary company/companies in the parent company stands at a level of more than 50% on 1st January of the calendar year. Corporate rebates will be granted only for the duration of the group affiliation. Departure from the group must be announced without undue delay. Where departures from the group are concerned a pro rata rebate at most will be awarded within the calendar year. Evidence of the group status with respect to corporate enterprises must be confirmed by an accountant or by presentation of the last annual report, while for civil partnerships the status should be confirmed by the presentation of an extract from the commercial register.

The contract partner will be obliged to keep information regarding the rebate awarded confidential and not to forward this to any third party.

Please take note of the high performance levels and profitability with many target groups compared with the results achieved by the competition, and the exceptional programme quality. You can find further information in “Advertising on ZDF (Page 6) and “Service/impact” (Page 24). Please talk to us about this!
Broadcasting materials

ZDF Werbefernsehen must be provided with broadcasting materials at least five days prior to transmission. After prior consultation a shorter term delivery will also be possible.

The following technical requirements apply:

Video encoding:
- XDCAM HD 422, 720p50 or 1080i/25, 50MBit/s, container format: MXF OP1a
- AVC-I100, 720p/50 or 1080i/25, container format: MXF OP1a

Audio encoding: Linear PCM, 24 Bit / 48 kHz. Channel assignment: stereo audio feed on track 1 & 2, modulation in accordance with the technical guidelines.

Broadcasting materials must be produced and customised according to the “technical guidelines for television productions”, and supplied with clear VTR cards containing a description. The ‘TPRF_HDTV’ guidelines are published by the Institut für Rundfunktechnik (Broadcast Technology Institute) in Munich and can be viewed at: www.irt.de. The standardised volume modulation complying with EBU R128 is a constituent part of the guidelines.

Storage and return of advertising broadcast tapes / archiving of commercials

Broadcast tapes may be returned at the customer’s expense if requested. Return must be requested within 14 days of receipt of the commercial. After 14 days, ZDF Werbefernsehen will be entitled to destroy tapes or dispose of them in any other way, in which case the customer will have no entitlement to any claim. Commercials are archived on a ZDF server, and ZDF will be entitled to delete commercials from this server 12 months after they have been broadcast for the last time. If an advert is to be used after this 12 month period has expired, please inform us in good time.

Sponsorship of broadcast materials

Broadcast materials for programme sponsorship must be in the possession of ZDF Werbefernsehen 5 working days before transmission. However, where necessary by special agreement a short-term arrangement can apply also for the delivery of a tape. The broadcast materials can be delivered in a digital file also where sponsorship is concerned. You can find the details at www.zdf-werbung.de/traileranlieferung
1. The contract
ZDF Werbefernsehen GmbH (hereinafter ZDF Werbefernsehen) will market exclusively in its own name and for the account of ZDF. Within the framework of the available transmission time and taking as a basis the applicable price list and the General Terms and Conditions below, ZDF Werbefernsehen will accept orders for advertising on ZDF. Such advertising must conform to the laws and the State Broadcasting Treaty as well as the ZDF guidelines for advertising and sponsorship. A contract for the acceptance of an order will come into effect following written or electronic confirmation of the order by ZDF Werbefernsehen. The contract will apply to the content confirmed by ZDF Werbefernsehen. The contract will apply to the content confirmed by ZDF Werbefernsehen insofar as the contract partner does not object in writing to the contract content within three working days of receipt. A confirmation of the order will apply to the advertiser respectively named in the order. This will contain data regarding the client and the contractor, the advertisers, the volumes booked, the length of the commercials, the commercial break, and as a rule the editorial environment. The broadcast date booked for an advertiser may not be transferred to another advertiser or to another advertising agency. Exceptional cases will require the agreement of ZDF Werbefernsehen. ZDF Werbefernsehen will reserve the right to forward order confirmations to the customers following customer requests. Orders will be processed within a calendar year. The contract year will be the calendar year.

2. Joint advertising
The transmission of commercials, in which products, brands or services are to be advertised for several different companies at once, will in principle not be permitted. This will apply also to the integration of social network services. Exceptional cases will require the agreement of ZDF Werbefernsehen.

3. Agency commission
ZDF Werbefernsehen grants an agency commission of 15% on the net reimbursement amounts on the basis of the advertisements issued by an agency, provided that they advise their clients and prove that they have provided appropriate services, e.g. with a certificate of registration under „Subject and Company”.

4. Methods of payment
Invoicing for advertisements will generally take place in the month before the transmission, with the invoice date being the fifth day of the month in which the advertisement is broadcast. Invoices must be paid in full no later than 25 days from the invoice date. A 2% discount will be given for payments that are made within ten days. The final invoice for the month of transmission will be drawn up on the first working day of the following month. If there are differences resulting from changes to bookings or different discount terms have been agreed, these will be invoiced or credited separately. Payment must be made within ten days – the discount will also apply in this case. Credit notes must be redeemed. If this is not possible, a payment will be made. If the invoice with the credit note has had a discount deducted, the corresponding discount amount will also be deducted from the amount of the credit note. Invoicing for sponsoring takes place pursuant to individual contractual arrangements. No discount will be given. Regarding the due date of payments and the processing of credit notes, the rules for advertisements apply. ZDF Werbefernsehen reserves the right to demand payment in advance. Pre-payment applies to first-time contractual partners and contractual partners who are based abroad. The pre-payment must have been received at the latest 3 working days before the first time the invoiced service is broadcasted - the discount will also apply in this case. If a payment is late, ZDF Werbefernsehen reserves the right to stop the broadcast of the advertisements/references to sponsors or to withdraw from the contract completely. In this case, the client will not be entitled to seek compensation. ZDF Werbefernsehen will calculate any interest charges on the arrears at the statutory rate. If a cheque is sent, the date of payment applying will be the date upon which the cheque is received by ZDF Werbefernsehen. For bank transfers, the date of payment will be the date on which the amount is credited to the following account:

ZDF Werbefernsehen GmbH
Commerzbank AG
IBAN: DE81 5504 0022 0200 3606 00
BIC: COBADEFFXXX
5. Broadcasting materials
As a rule, the motif plans and the broadcasting materials should be sent by the client no later than five working days before the transmission by ZDF Werbefernsehen. These materials will be checked by ZDF for their suitability. Any change in the broadcasting materials will need to be coordinated unless it is required by the transmission standards. The costs involved in the design of the broadcast materials (picture and sound) will fall exclusively to the client. ZDF Werbefernsehen will notify the client without delay and state its reasons if broadcast materials cannot be used or do not match the contractual stipulations.

6. Right to refusal
ZDF Werbefernsehen will reserve the right to refuse the transmission of the commercial due to its content, origins or technical form in accordance with objectively defined principles, especially if the content violates moral or legal requirements or the interests of ZDF. If the refusal of the documents takes place for reasons for which ZDF is at fault, the client may withdraw from the contract. If the client is responsible for the refusal of the broadcast materials, he must provide replacements without delay. If replacements should not be available in good time, ZDF Werbefernsehen will not withstanding retain the right to remuneration. If the commercial is transmitted despite the initially stated refusal, the right of ZDF Werbefernsehen to remuneration will remain unchanged.

7. Responsibility for content
The client will bear the responsibility for the content of the sound and image media made available to ZDF Werbefernsehen, will be liable for their legal admissibility and will indemnify ZDF and ZDF Werbefernsehen against claims made by third parties.

8. Rights of use
(1) As concerns the commercial/sponsorship handed over to ZDF Werbefernsehen, the client will transfer to ZDF the right, and that is to say with regard to time, location and content to the extent that is required for the execution of the order in the Federal Republic of Germany, to send the commercial/sponsorship to broadcasters of all kinds. This right will include the distribution of broadcast programmes, including live streaming, in every technical format (including the use of so-called “Internet protocols”: “IPTV”) especially terrestrial (such as for example by DVB-T, DVB-H, DMB or corresponding successor technologies such as for example DXB) by cable (in all technical formats such as for example broadband, DSL or corresponding successor technologies (X-DSL), including authorisation for the integral cable retransmission of programmes both domestically and abroad and by satellite transmission.

(2) Except when purchased by the client, the rights to the music contained in the commercial/sponsorship will be assigned by GEMA and transferred to ZDF. In the case that GEMA does not claim broadcasting rights for the music used in the spot/trailer, customers are required to get a license.

(3) The client will guarantee that ZDF Werbefernsehen will be sent only broadcasting materials for the transmission of commercials for which he has purchased and satisfied all the necessary copyright and usage rights as specified in section (1). To enable the settlement of invoices with GEMA, the client must provide to ZDF in written form the required details about the music used in the commercial/sponsorship, in particular the length of the music title used, the composer and the title, or AVW-number. These details must be included in the motif plans or in the broadcast materials.

9. Placement
ZDF Werbefernsehen will award no specific positioning within a block of adverts. Exclusion of competition will not be guaranteed either within a block of adverts nor in the special ads or sponsorship in the area surrounding the block of adverts.

10. Broadcast confirmation
At the end of the month in which the materials were sent, confirmation of the transmissions will be made available to the client along with the details of the actual time broadcast, the respective advert block and the motifs sent.
11. Planning times / delaying of advertising broadcast
Agreed transmission times will be observed wherever possible. If a commercial cannot be transmitted in the advert block as planned or in the expected editorial environment, ZDF can transmit it under other conditions with the consent of the client. Such an agreement will not be necessary with postponements involving insignificant periods of time. The postponement of a commercial will be considered insignificant if it takes place within the same editorial environment and it will not lead to the transmission of an advert block more than 15 minutes before or after the originally scheduled time. Exceptions to this will be postponements during live sporting events. Here the specified tolerance range may exceed 15 minutes where necessary.

If agreement could not be obtained or was not issued after the event, the client may demand a replacement transmission of the commercial at an available time under similar conditions. If this is not possible the client may assert the right to a reduction in the price in accordance with the extent of the poor or deficient performance. Any additional claims shall be excluded.

12. Delays due to identity of individuals
ZDF Werbefernsehen reserves the right to reschedule the transmission of commercials to another day at a similar time where possible if personalities who are appearing on ZDF programmes on the same day also make a contribution to the advertisements. Where major sporting events are concerned, this will apply to participating sportsmen and women, trainers, and supervisors who are partly subject to special conditions, which will be communicated with the quotation.

13. Guarantee
If ZDF Werbefernsehen supplies a reduced service which is outside its control, the customer’s rights under warranty are restricted to a choice of retransmission at a comparable time or a reduction in rate corresponding to the extent of the reduced service. A reduced service occurs, e.g. if more than 10% of the technical reach recorded for the IVW audit is not achieved, or if transmission is of reduced quality. Apart from this, the customer may not assert any claims, in particular due to failure of satellite broadcasting. The relevant cable network operators are responsible for feeding the regionally suitable TV signals into the German cable network. Liability on the part of ZDF Werbefernsehen is excluded in this respect. In the case of a slightly negligent breach of fundamental obligations, ZDF Werbefernsehen is liable only to the amount of typically foreseeable damage. The customer’s right to claim under warranty expires after 12 months.

14. Force majeure
Either party may withdraw from the contract with immediate effect in the case of force majeure, unless ZDF Werbefernsehen has already completed its services. ZDF Werbefernsehen is obliged to reimburse the customer the fee charged for commercials that were not broadcast. The client is not entitled to make any further claims. Force majeure includes riots, fire, power failure, natural disasters, storm damage, strikes, lockouts, damage due to construction work and similar events that the contractual parties are not responsible for.

15. Cancellation
The client can withdraw from the contract free of charge if he terminates the contract, either totally or partially, in writing at least 6 weeks before the date agreed for the first transmission. In the case of any later termination the legal provisions as foreseen by § 649 P. 2 of the German Civil Code (BGB) will apply. The right to termination will not apply to bookings made in the areas of sport, special ads (single commercial, split screen etc.) and sponsorship.

16. Price changes
Any changes to the broadcast price will take effect for existing orders at the earliest one month after the information has been communicated to the client. In such a case the client may withdraw from the contract on the date when the change takes effect. In this case the client must inform ZDF Werbefernsehen of his withdrawal in writing without delay, at the latest within 2 weeks of the notification of the change being given.

ZDF Werbefernsehen will reserve the right to impose surcharges at the quoted price for booking advertisements in the area surrounding the transmission of events which are the source of particular public interest.
17. References in other advertising mediums
Reference may only be made to an advertisement appearing on ZDF in other advertising media outlets if it is made clear there the advertisement involved is not a transmission for use in general programming but is rather one used in a programme supporting a promotion. Formulations which connect the transmissions of the commercials with ZDF will not be permitted. The use of ZDF Werbefernsehen logos will require the agreement of ZDF Werbefernsehen.

18. OTC notice
With advertising for medicines as defined within § 4 (3) of the German Healthcare System Act (HWG), the mandatory OTC notice will be broadcast by ZDF free of charge insofar as this corresponds to the standard recommended by the OMG or the BAH (grey background, white text, exactly 4 seconds long, guaranteed neutrality in the sense of no advertising bias whatsoever). Any differences will be invoiced to the mandatory OTC notice. Please note that the information regarding the minimum booking length for special ads as defined in the price list must be understood to exclude the free 4 seconds long mandatory OTC notice.

19. Confidentiality
The parties will be obliged to keep confidential, and not to make available to third parties, all the information and data which they obtain from the other respective contract partner in connection with the execution of this contract. This obligation will continue to apply following the termination of the contract. Publication of any kind with regard to the joint endeavours undertaken will normally only be allowed with the agreement in advance of the other party. ZDF Werbefernsehen will be, however, entitled to use for reference purposes the name of the client, their brand name and logo as well as information with regard to the order while bearing in mind the aforementioned confidentiality requirement.

20. Calculation of performance levels
The basis of the calculation of performance levels (CPM viewing figures) will be the AGF/GfK panel Germany + EU.

21. Liability clause
Insofar as nothing else is agreed within these General Terms and Conditions, ZDF Werbefernsehen will be liable for damage suffered by the client only on the following conditions:
- in the case of wilful intent or gross negligence on the part of ZDF Werbefernsehen, its legal representatives or its agents
- in cases of slight negligence when explicitly assuming a guarantee
- in breach of essential obligations which the client may in particular expect to be fulfilled.

Where cases of slight negligence are concerned ZDF Werbefernsehen will be liable for essential obligations only to the extent of typically foreseeable damages. Liability for subsequent damage, such as for example loss of profit, loss of savings and other consequential damage, will be excluded unless the purpose of this contract is hereby endangered.

22. Protection clause
The client’s general terms and conditions do not apply, even if we do not expressly contradict these.

23. Final provisions
The place of fulfilment and the place of jurisdiction will be Mainz. Should individual conditions in these General Terms and Conditions be or become invalid, the validity of all the remaining conditions or stipulations herein will not be put in doubt. The parties will replace the invalid regulation with one which meets as closely as possible the business purpose of the invalid regulation. The same will apply to any cases of omission within the contract.

Credits:
Publisher: ZDF Werbefernsehen GmbH, 55100 Mainz, www.zdf-werbung.de
Managing director: Hans-Joachim Strauch
Chair of the Supervisory Board: Karin Brieden
HRB 6186
VAT No.: DE 815041250
Responsible person: Christoph Lüken
Concept, Editorial, Design: Fabian Baumer
Printing: Druckerei + Verlag Esser, Weilrod
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