



www.film-tv-video.de

MEDIAKIT 2020

ONLINE • MOBILE • SOCIAL MEDIA • PRINT

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WHO WE ARE

CONTENT, READERS

With a focus on technical and business-related content film-tv-video.de addresses a clearly defined target group: broadcasters and professionals in the area of production, post-production, and presentation.

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

- Since 1999 online
- Daily News
- Reviews, Productions Stories, Broadcast Reports
- Editorial Newsletter
- More than 7.400+ Newsletter Subscribers
- Readership: Broadcast (35%),
Production & Post (34%) and Research,
Education, Institutions (31%)



WHERE WE ARE

PLATFORMS

ONLINE AND MOBILE

Daily news and reports on film-tv-video.de,
(Desktop und mobile)

SOCIAL MEDIA PLATTFORMS

Large fan base and news distribution on
[Facebook](https://www.facebook.com/film-tv-video.de), [Youtube](https://www.youtube.com/channel/UCqWz8K8K8K8K8K8K8K8K8K8), [Twitter](https://twitter.com/film_tv_video), [Instagram](https://www.instagram.com/film_tv_video)



PRINT

1 x printed [magazine](#) at IBC time



REACH

ONLINE

- 69.000 + Page Impressions per month – Peak: 84.000 (04/2019)
- 42.000 + Visits per month – Peak: 49.000 (04/2019)
- 30.000 + Unique Visitors per month – Peak: 36.000 (02/2019)
- 7.400 + Newsletter subscribers
- 6.400 + Direct Mailing subscribers

PRINT

- One print magazine per year (IBC/September)
- Circulation: 4.000 Pcs.
- Distribution and TV Stations, OB Vans, Service Providers, Rental houses, and Training Companies
- Online as ePaper on film-tv-video.de

SOCIAL MEDIA

- 7.200 + [Facebook Fans](#)
- 6.080 + [Youtube Subscribers](#)
- 956 + own videos on [YouTube-Channel](#)
- 760 + [Twitter Follower](#)

* Basis of numbers:
Average 01 until 09/2019



WHAT WE LIVE

We all live in an attention economy. 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.

SPONSOR PARTNER

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 Sponsor-partner Level you wish to have.



SPONSORING PARTNER

SPONSORING ENTRIES (1 YEAR RUNNING TIME):

SILVER: 400 EURO

- Sponsor entry
- Logo (Sponsor field homepage, sponsor overview site)
- Company link

GOLD: 1.100 EURO

- Sponsor entry
- Logo (Sponsor field homepage, sponsor overview site)
- Logo in Tests and Reports*
- Facebook-Promotion
- 1 x editorial News

PLATINUM: 2.200 EURO

- Sponsor entry
- Logo (Sponsor field homepage, sponsor overview site)
- Logo in Tests and Reports*
- Facebook-Promotion
- 1 x »Advertorial«

*Logo in all news that mention the customer
(except for trade show news)

Platin Sponsor

MoovIT GmbH

moovIT
Broadcast IT Solutions

Kontakt:
Wolfgang Felix
Schanzenstr. 29
DE-51063 Köln
Telefon: +49 221 30 200 210
Fax: +49 221 30 200 299
E-Mail: info@moovit.de
http://www.moovit.de

PLATINUM

Gold Sponsor

Riedel Communications

Kontakt:
Riedel Communications GmbH & Co. KG
Hahner Straße 353
42699 Wuppertal
Telefon: +49 202 292-90
Telefax: +49 202 292-99 99

Kurzcharakteristik:
Moovit ist spezialisiert auf die Entwicklung und Vertrieb von Postproduction, News und AR und IT. Neue Geschäftsfelder für Lösungen, Lokalisierungen entwickelt. Sendeanstalten und die Industrie sind M...

Kontakt:
Riedel Communications GmbH & Co. KG
Hahner Straße 353
42699 Wuppertal
Telefon: +49 202 292-90
Telefax: +49 202 292-99 99

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

GOLD

Der Sponsor

LAWO AG

Kontakt:
Alois Obermaier & Sohn KG
Telefon: +49 202 292-90
Telefax: +49 202 292-99 99

Der Qualitätsanspruch von Lawo
Wir haben keine Angst vor unseren Innovationen, an unsere Produkte, an unser Unternehmen. Unser Ziel ist es, die besten Produkte zu entwickeln, die unsere Kunden zufriedenstellen. Unser Ziel ist es, die besten Produkte zu entwickeln, die unsere Kunden zufriedenstellen. Unser Ziel ist es, die besten Produkte zu entwickeln, die unsere Kunden zufriedenstellen.

SILVER

Platin Sponsoren

SIGMA **Panasonic BUSINESS**

TELTEC **moovIT**
moving.picture.experts Broadcast IT Solutions

SCISYS
.media solutions

Gold Sponsoren

RIEDEL **broadcast SOLUTIONS** **LIVEU**

LOGIC **nevision** **SONNET**
FAIRNESS & KOMPETENZ SIMPLY FAST

ARRI **bpm** **KST**
Broadcast & Professional Media GmbH KST MEDIEN GMBH

LMP
Lux Media Plan

Silber Sponsoren

Telemetrics **TMN MOBILE PRODUCTION** **Robycam**

LM **STAGETEC** **LAWO**

MEDIAONLINE **MCI** **TERACUE**
MEDIA SYSTEMS & SOLUTIONS

bandpro **nachtblau** **CBC**
MÜNCHEN GMBH MEDIA & PRODUKTION

arvato **FLYING EYE**
BERTELSMANN ARCADE SYSTEMS

SPONSORING: CONTENT

You would like to present your news in film-tv-video.de's editorial look and feel?

We realize your visions, edit your content and present your news in our editorial frame (based on our editorial guidelines). Your news will appear online and in the editorial newsletter, branded as »**Sponsored Content**«

As a customer you benefit from the high quality of the sponsored content, as a reader from interesting content.

NEWS: 550 EURO

Text (1.500 characters), up to 3 pictures
-> especially good for event promotion
Link, Social-Media-Post

ADVERTORIAL: 990 EURO

Text based on your input, (up to 2.500 characters),
8 pictures, Video-Embed.
Link, Social-Media-Post

HOMESTORY: 2.490 EURO

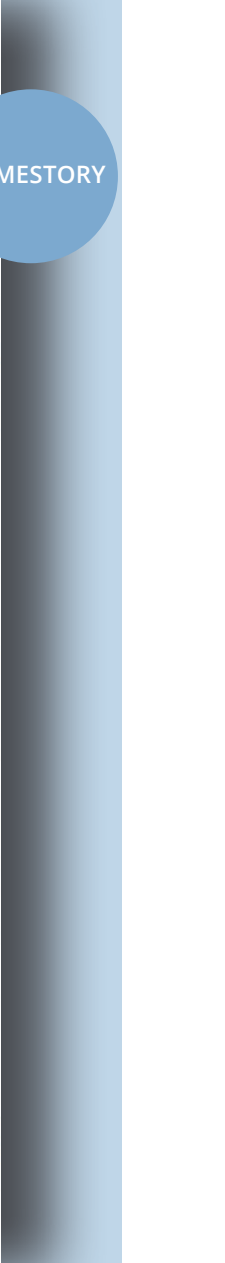
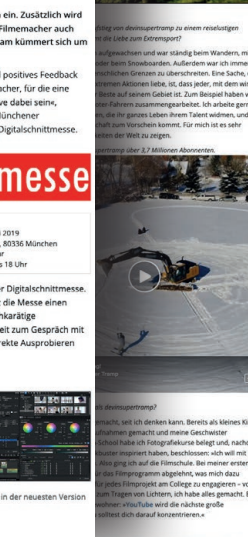
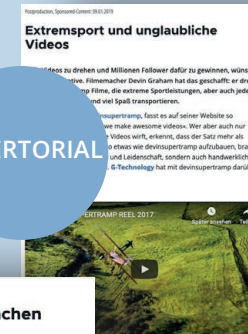
We will visit you and your company and write a home story about it
(min. 8.000 characters, up to 12 pictures, short video).
Link, Social-Media-Post

* net prices, travelling costs additionally

ADVERTORIAL

HOMESTORY

NEWS



SPONSORING: TRADE SHOW

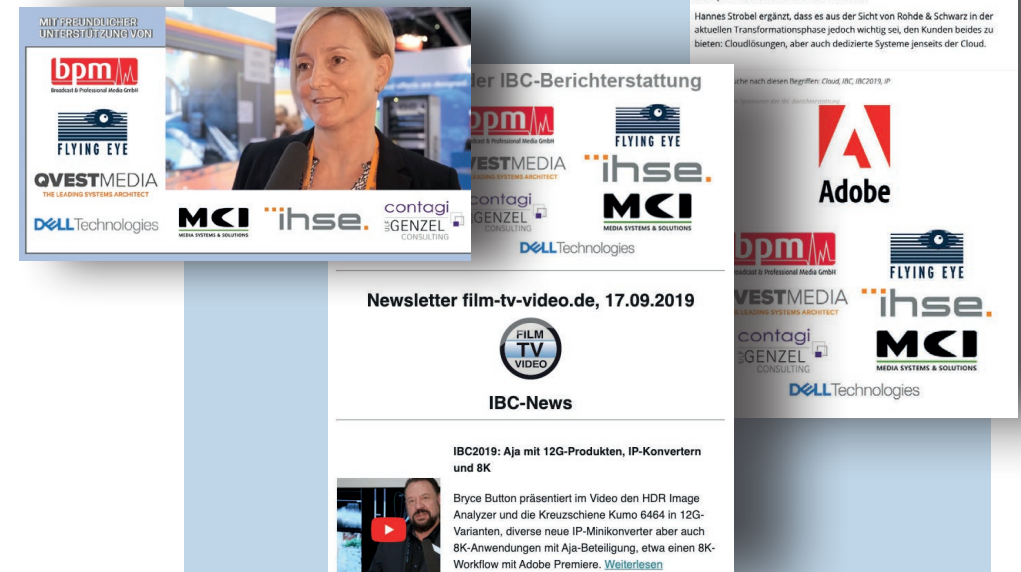
NABSHOW/IBC-SPONSORING

film-tv-video.de reports extensively and live from NABShow in Las Vegas (April) and IBC from Amsterdam (September). As a sponsor customers can benefit from the deep [editorial coverage](#) of film-tv-video.de.

WHAT YOU GET AS A TRADE SHOW SPONSOR:

- Logo integration in all trade show videoreports (25+)
- Logo placement in all trade show news (30+)
- Logo placement in all trade show newsletters (5+)
- Trade show videoproduction at your booth (1 subject, max. 3 min length, editorial design **film-tv-video.de**)
- Running time: 5 weeks

* net prices, agency provision not possible



SOCIAL-MEDIA-PROMOTIONS INCLUDED IN YOUR SPONSORING:

- All news are distributed on the Social-Media-Plattformen of **film-tv-video.de** ([Facebook](#), [Youtube](#), [Twitter](#))
- All videos are distributed on [film-tv-video Youtube-Kanal](#) (6.080+ subscribers) and on [Facebook](#)

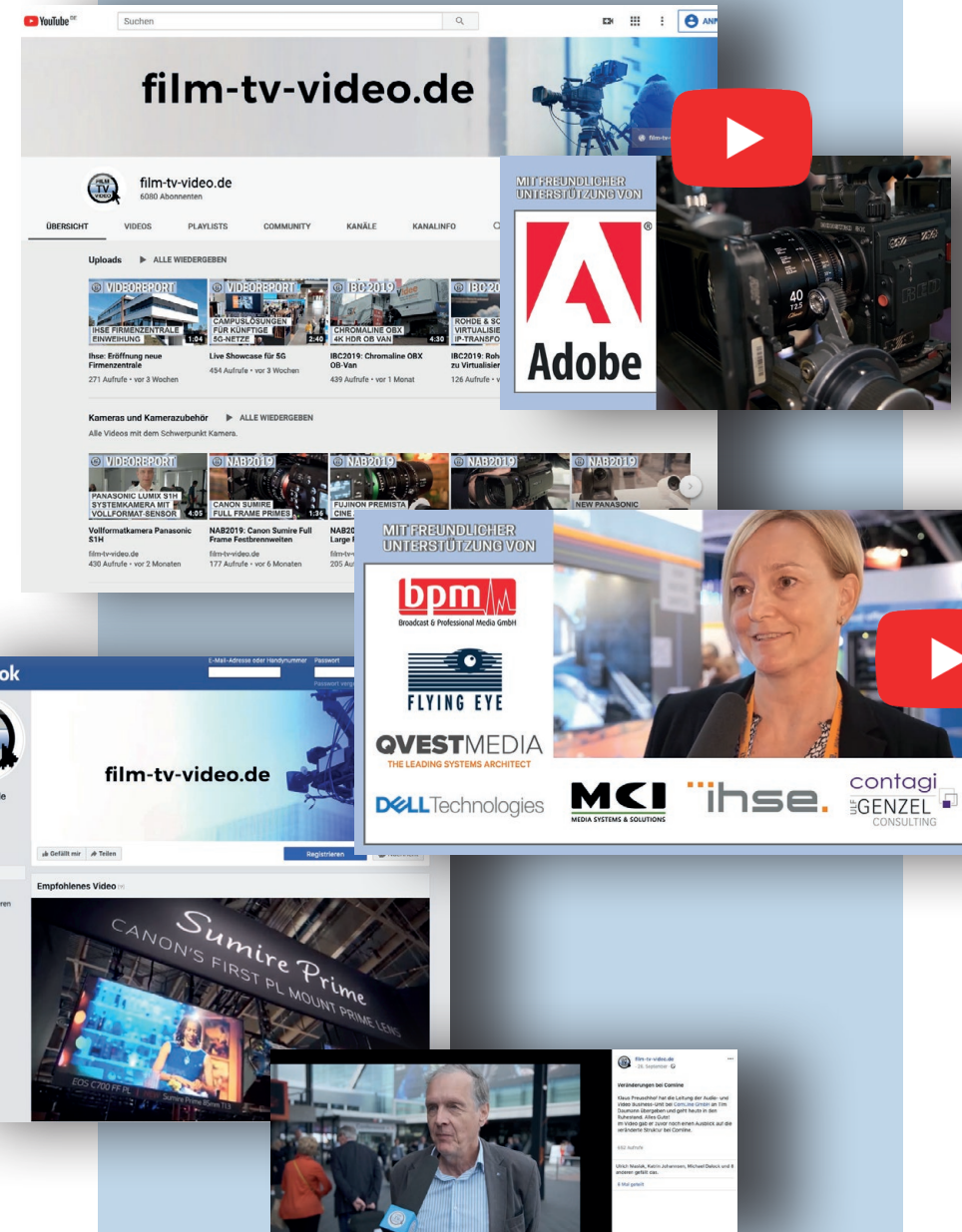
MAIN-SPONSOR (MAX. 1): 4.000 EURO* PER TRADE SHOW

- Videos: Logo at start of the clip
- Text-News/Newsletter: Large Logo + Link

CO-SPONSORS (MAX. 6): 2.200 EURO* PER TRADE SHOW

- Videos: Logo integration within video.
- Text-News/Newsletter: Logo + Link

* net prices, agency provision not possible



BANNER

BANNERSIZES/-FORMATS

BILLBOARD 920*250 PX jpg strongly recommended
RECTANGLE 300*250 PX (html5 or gif possible)

LEVEL 1: HOMEPAGE + NEWS PAGES

Delivery on Homepage and
 Overview Sites (exklusive Fix Position)

Additionally: Delivery on Single News Pages
 (Rotation, maximal 3 banners)

Guaranteed Ad Impressions per month: 30.000

LEVEL 2: SINGLE NEWS PAGE

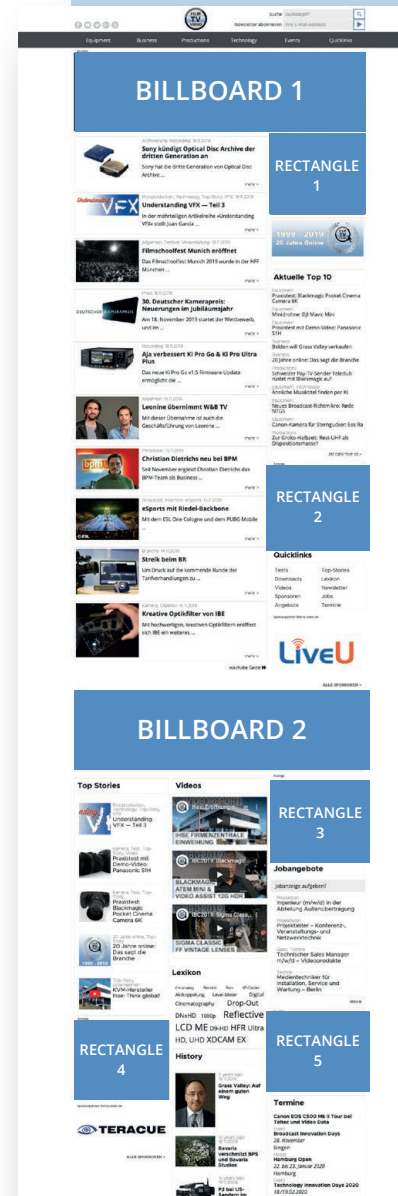
Delivery on Single News Pages
 (Rotation, maximal 3 banners)

Guaranteed Ad Impressions per month: 15.000

PRICES PER MONTH

	BILLBOARD 1	BILLBOARD 2	RECTANGLE 1, 2	RECTANGLE 3, 4, 5
LEVEL 1	2.500,00 €	1.800,00 €	1.950,00 €	1.300,00 €
TKP	83,33 €	60,00 €	65,00 €	43,33 €
LEVEL 2	1.100,00 €	900,00 €	900,00 €	700,00 €
TKP	73,33 €	60,00 €	60,00 €	46,66 €

* net prices!



SCREENSHOT HOMEPAGE



SCREENSHOT SINGLE NEWS PAGE

DIRECT MAILING

film-tv-video.de sends EDMs to all users who have agreed to receive advertising mails. Customer delivers content as html-doc (your own design).

- Size of list:
6.400+ subscribers in Germany, Austria and Switzerland have opted in.
- Average Opening Rate 31%
- High Response Rates
- Net price for mailing to Germany, Austria, Switzerland: **2.600 Euro***



NEWSLETTER BANNER

film-tv-video.de distributes an [editorial Newsletter](#) with latest industry, technology and product news and reports

- Distribution day: Thursday
(Deviations possible)
- NAB/IBC: daily newsletter
- 7.400+ Newsletter subscribers

SIZES AND FORMATS

- Static jpg recommended (gif possible)
- Lead-Banner 600x200 px (Position 1)
- Banner 600 x100 px (Position 2 and following)

PRICES

Single placement in one newsletter issue:


- Position 1: **400 Euro***
- Position 2: **350 Euro***
- Position 3 and following: **300 Euro***

* net prices

Arbeitszeitspende

NL-BANNER 1

Newsletter film-TV-video.de, 24.10.2019




Top-Meldung

20 Jahre online: Das sagt die Branche

Auf den folgenden Seiten haben wir Feedback aus der Branche zu unserem Online-Jubiläum gesammelt.

[Weiterlesen](#)



1999 - 2019

Arbeitszeitspende

NL-BANNER 2

Event-News

KVM-Hersteller Itho: Think global!

Bereits seit 35 Jahren produziert Ihre KVM-Equipments und entwickelte sich von der Gaargerfirma zum weltweit tätigen Unternehmen. Im Oktober hat Itho in Oberatteringen im Bodenseekreis die neue Firmenzentrale bezogen, in der auch gefertigt wird. film-TV-video.de war vor Ort. [Weiterlesen](#)

Medientage München: Alle Macht den Algorithmen?


Unter dem Motto »Next Digital Level – Let's build the Media we want!« diskutierten zum Auftakt der 33. Medientage München Experten aus Medien, Politik und Wirtschaft Szenarien der nächsten Stufe des digitalen Evolutionsprozesses. [Weiterlesen](#)

Media Broadcast: Campushörerschaft für künftige 5G-Netze

Media Broadcast zeigt während der Medientage München in einem Live-Showcase 5G-fähige Lösungen für die TV-Produktion. Dazu hat das Unternehmen auf dem Messegelände ein eigenes Mobilfunk-Testnetz aufgebaut, das ein zukünftiges 5G Campuznetz für TV-Produzenten simuliert. Im Video beschreibt Lars Beyer den Showcase. [Weiterlesen](#)

HAMBURG OPEN: Branchenweit weltet Angebot aus

In rund drei Monaten trifft sich die deutsche Broadcast- und Medientechnik-Branche wieder auf der HAMBURG OPEN. Das Jahresauftakt Event findet am 22. und 23. Januar 2020 erstmalig auf dem zentral gelegenen Gelände der Hamburg Messe statt. [Weiterlesen](#)




Arbeitszeitspende

NL-BANNER 3

Equipment

Neues Broadcast-Nichtkino: Rede NTGS

Rede erweitert mit dem NTGS seine Nichtkino-Produktlinie. Das Mikro ist leichter und kürzer als sein Vorgänger und soll eine sehr hohe Qualität liefern. [Weiterlesen](#)



Arbeitszeitspende


Canon erweitert RF Objektivlinie

Canon verkündigt die für 2019 angekündigte Roadmap der RF Objektivneuhafen für die EOS R: Das RF 70-200mm F2.8L IS USM ist das dritte Objektiv der RF Trinity Serie und das RF 85mm F1.2L

NL-BANNER 4

Business


20 Jahre online – Supertower


1999 - 2019


film-hi-video.de dankt den folgenden Sponsoren für Ihre Glückwünsche und Unterstützung. [Weiterlesen](#)

News: Kurz und knackig – KW 43/2019
Das internet ist jetzt als Informationsquelle wichtiger als das Fernsehen - Regulierung hat Not. Berlusconi bekommt ein Partner aus Tschechien bei der ProSiebenSat.1 AG. Der Vektor bekommt einen Streaming-Kanal. Ein neuer Verband will die Interessen von Radio und TV bei einer 5G-Verbreitung sichern. [Weiterlesen](#)


IZotope verstärkt Präsenz in Europa


IZotope ernennt Christoph Hänel zum Marketing Manager Europa und eröffnet ein neues Büro in Berlin. [Weiterlesen](#)


Deutsche Welle: IP-Contribution-Lösung von Rohde & Schwarz


Die Deutsche Welle nutzt R&S RelayCaster von Rohde & Schwarz für die weltweite Verbreitung der Inhalte des deutschen Auslandsdienstes. R&S RelayCaster sorgt für die Einspeisung und Verteilung von Live-Inhalten über ungemantete IP-Netze. [Weiterlesen](#)


Online-Gebrauchsmarkt für Ö-Wägen


Der Systemintegrator Broadcast Solutions positioniert sich als sofort auch als Ansprechpartner für Kauf und Verkauf von gebrauchten Ö-Wägen – und hat dafür eine Online-Plattform eingerichtet. [Weiterlesen](#)

Broadcast Solutions vertreibt Phabrix


Broadcast Solutions vertreibt ab sofort die Produkte von Phabrix, einem britischen Hersteller von Test- und Messprodukten für den Broadcast-Bereich. [Weiterlesen](#)

Amnager


Bereit zu arbeiten

JOBANGEBOTE

- [Technischer Sales Manager m/w/d – Videomontage](#)
- [Service Engineer D/A/CH](#)
- [Sales Manager m/w/d – professionelle AV-Produkte](#)
- [Sales Manager \(MW/D\)](#)
- [Key Account Manager \(MW/D\)](#)
- [Medientechniker für Installation, Service und Wartung – Berlin](#)

JOB ADS

With more than 7.400 newsletter subscribers film-tv-video.de addresses a large community of potential employees that you can reach with a [Recruitment Ad](#).

The headline of your ad appears in each newsletter that will be distributed within your booking period. The complete ad is available per link and online.


AD CONTENT, PRICES

- Text, Picture, Logo, Contact Dates / Link
- Distribution of your ad: Online and in weekly newsletter
- Service: You send your PDF (gebhard@nonkonform. com), we create your ad and publish it after your confirmation.
- Running period: 4 weeks
- Price: **290 Euro***

* * net prices, no agency provision

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.)
- Koordination technischer Konzepte bzw. Workflows gemeinsam mit anderen Abteilungen
- Koordinieren des Personals verschiedener technischer Abteilungen
- Einbringen einer effektiven Organisation innerhalb der Technik (Planung, 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 Redaktion 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


AND IN
NEWSLETTER

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-5.3-Preview



Filmlight nutzte die IBC2019, um eine Vorschau auf einige Features der aktuellen Version 5.2 und der kommenden Version 5.3 von Baselight zu zeigen. [Weiterlesen](#)

Anzeige



JOBANGEBOTE

film-tv-video.de

- [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](#)

PRINT ADS

In 2020 film-tv-video.de will produce one [magazine](#), before IBC in September.
Distribution on site in Amsterdam.

DISTRIBUTION DATEN

IBC 2020: Issue – 31.08.20, Booking -15.07.20,
Print 24.07.20

CIRCULATION

4.000 pieces

PRICES

COVER PAGES (4C):

Cover pages 4: **2.300 Euro***

Cover pages 2 und 3: **2.100 Euro***

INSIDE (4C):

1/1 page: **1.600 Euro***

1/2 page horizontal/vertical: **900 Euro***

1/3 page horizontal/vertical: **650 Euro***

* net price



AD FORMATS

1/1 PAGE

- 210 x 297 mm
(+3 mm bleed)
- print space: 170 x 260 mm

1/2 PAGE HORIZONTAL

- 210 x 148 mm
(+3 mm bleed)
- print space: 170 x 115 mm

1/2 PAGE VERTICAL

- 105 x 297 mm
(+3 mm bleed)
- print space: 85 x 260 mm

1/3 PAGE HORIZONTAL

- 210 x 99 mm
(+3 mm bleed)
- print space: 170 x 73 mm

1/3 PAGE VERTICAL

- 73 x 297 mm
(+3 mm bleed)
- print space: 53 x 260 mm

CONTACT

NONKONFORM GmbH

Konradinstr. 3
81543 München
Tel.: 089-23 88 87-0
Fax: 089-23 88 87-29

EDITORIAL TEAM

Christine Gebhard
Tel. 089-23 88 87-10

Gerd Voigt-Müller
Tel. 089-23 88 87-11

ADVERTISEMENT

Tel. 089-23 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.

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GENERAL TERMS AND CONDITIONS

(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 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 employ (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: December 2018. No liability for mistakes or errors.