



www.film-tv-video.de

Online | Mobile | Social Media | Print

Mediakit 2021



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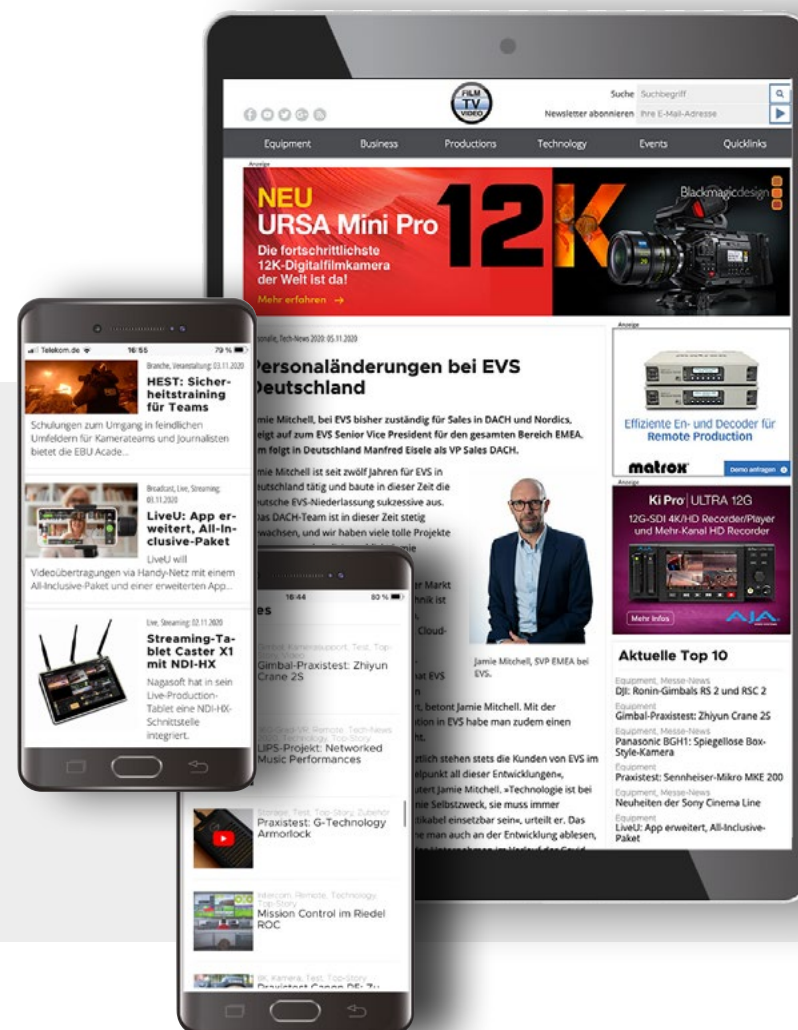
Who we are

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.

- Online since 1999
- Daily News
- Reviews, Productions Stories, Broadcast Reports
- Editorial Newsletter
- More than 7,100+ Newsletter Subscribers
- Readership: Broadcast (35%), Production & Post (34%) and Research, Education, Institutions (31%)



Where we are

Platforms

Online and Mobile

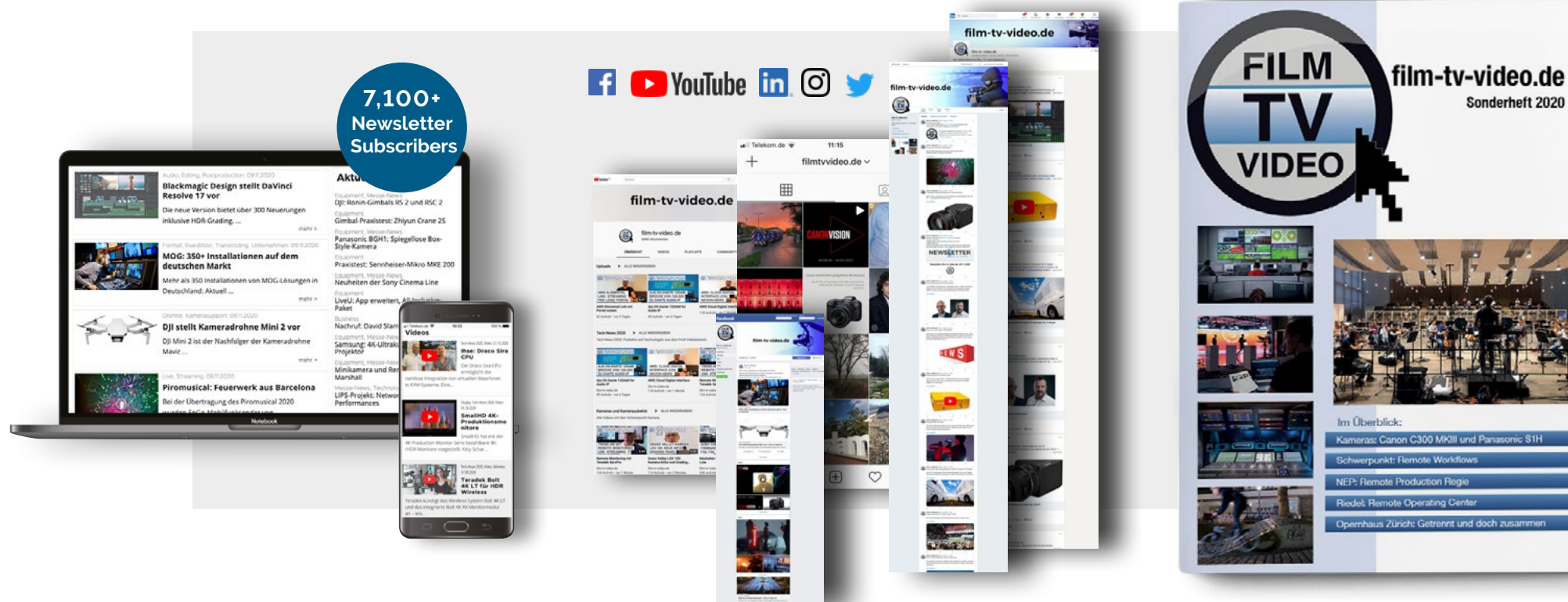
Daily news and reports on film-tv-video.de,
(Desktop and mobil)

Social-Media-Platforms

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

Print

1 x print magazine at IBC time



Reach

Online

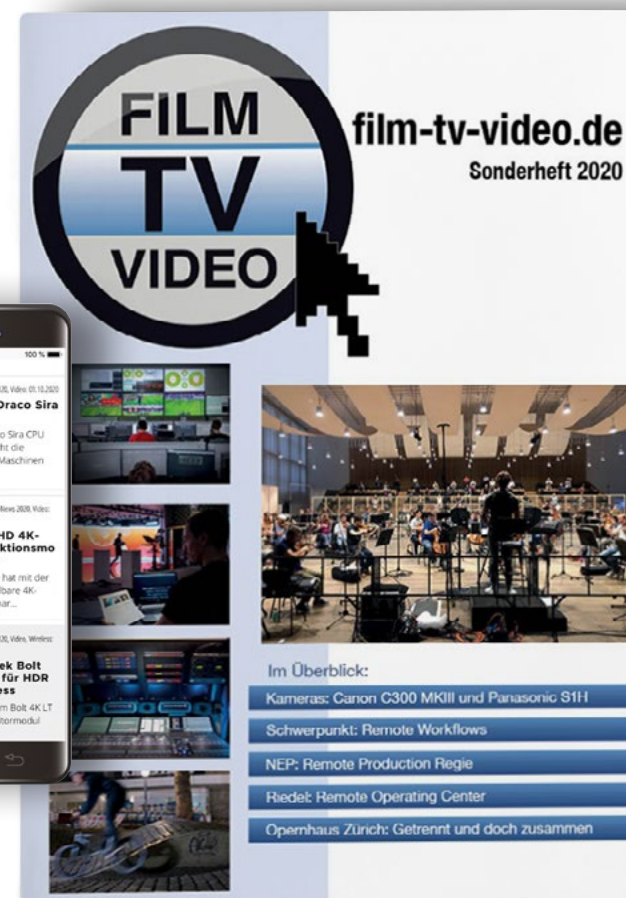
- 75,000 + Page Impressions per month – Peak: 81.000 (10/2020)
- 48,000 + Visits pro month – Peak: 51.000 (10/2020)
- 34,000 + Unique Visitors per month – Peak: 40.000 (10/2020)
- 7,100 + Newsletter subscribers
- 6,000 + Direct Mailing subscribers

Social Media

- 7,200 + [Facebook](#) Fans
- 6,800 + [Youtube](#)-Subscribers
- 1,000 + own videos on [YouTube](#)-Channel
- 770 + [Twitter](#) Follower
- 500 + [LinkedIn](#)-Subscribers

Print

- One print magazine per year (IBC / September)
- Circulation: 2,000 pieces
- Distribution and TV Stations, OB Vans, Service Providers, Rental houses, and Training Companies
- Online as ePaper on [film-tv-video.de](#)



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.

The screenshot shows a website layout with two main articles. The top article is titled 'Kunst fürs Klima mit AdobeStockRemix' and mentions a contest where artists can win a Canon C200. Below it is a section for 'Canon-Verlosung: C200 zu gewinnen', which details the contest rules and prizes. To the right, there is a section for 'HAMBURG OPEN', a branch event for the film, TV, and video industry, featuring a networking event and a competition for a Canon C200.

Small
Advertorial

Partner



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 level of sponsoring you wish to have.

Sponsor Partner

Sponsor Entries

(1 year running time)

Lawo AG

Kontakt:
Am Sternwald 8
76137 Aspern
Tel: 07142 1602-0
www.lawo.com
info@lawo.com

Kurzcharakteristik:
Lawo als Impulsgeber der Branche.
Lawo entwickelt, fertigt und vertreibt audiovisuelle Netzwerke, Control-, Audio- und Video-Systeme für Fernseh- und Radio-Produktionen, Postproduktion sowie Live-Sound- und Theateranwendungen. Das Produktportfolio umfasst Steuerung- und Monitoring-Systeme, digitale Techniken, Produktions- und Übertragungssysteme sowie Lösungen für die gesamte AV-Infrastruktur und Kopplungssysteme. Alle Produkte werden in Deutschland entwickelt und am Hauptsitz des Unternehmens in Aspern nach höchsten Qualitätsstandards hergestellt.

Der Qualitätsanspruch von Lawo
Wir haben hohe Ansprüche an unsere Investitionskraft, an unsere Produkte, an unser unternehmerisches Handeln und an den Service, den wir unseren Kunden bieten. Wir stellen sicher, dass unsere Produkte und Dienstleistungen die höchsten Qualitätsstandards erfüllen. Unser Qualitätsverständnis beschränkt sich dabei nicht nur auf die Herstellung hervorragender Produkte, sondern auch auf zuverlässige Produktentwicklung, optimale Kundenbetreuung, effizientes Kostenmanagement und auf das verantwortungsvolle Handeln gegenüber Gesellschaft und Umwelt.

Silver

Silver: 400 Euro*

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

Riedel Communications

Kontakt:
Riedel Communications GmbH & Co. KG
Uellendahlstr. 353
DE-42109 Wuppertal
Telefon: +49 202 292 - 90
Fax: +49 202 292 - 99 99
www.riedel.net
info@riedel.net

Information:
Die Riedel 1. Weltmeisterin Leona Hagen mit vielen weiteren Gewinnern. Riedel hat ihren Hauptsitz in Wuppertal und beschäftigt an 20 Standorten (u. a. Dubai, Sydney, London und Tokio) in Europa, Australien, Asien und den USA über 300 Mitarbeiter.

RIEDEL STRUKTUR
Riedel Communications bewegt sich in drei Geschäftsfeldern:
Herstellung von Kommunikationstechnik: Riedel entwickelt, fertigt und vertreibt zukunftsorientierte, integrierte, Glasfaser-, Audio- und Funksysteme für Kunden in aller Welt. Die Systeme kommen in den Bereichen Rundfunk, Veranstaltungen, Theater und Industrie zum Einsatz.
Rental Services: Die Vermietungsabteilung umfasst komplette Funk- und Intercom-Lösungen, IT-Infrastruktur, Akkreditierungssysteme sowie Funk- und Lichtwellen-leitungs-basierte Audio- und Video-Übertragungssysteme. Ergänzend zur reinen Vermietung bietet Riedel umfassenden Service von der Projektplanung bis zur Realisierung vor Ort.
Funkvertrieb: Riedel gehört zu den größten, autorisierten Motorola und Hytera Vertriebspartnern in Europa (Vertrieb seit 1991) und ist weltweit einer der größten Funktechnik-Vermieter.

Gold

Gold: 1,100 Euro*

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

MoovIT GmbH

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

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

Platinum

Platinum: 2,200 Euro*

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

Platin Sponsoren

Panasonic BUSINESS, TELTEC moving picture experts, moovIT BROADCAST IT SOLUTIONS, CGI

Gold Sponsoren

SHM BROADCAST GEAR, CAMRADE TAILORED FOR PROTECTION, CAM GEAR, RIEDEL, broad CAST SOLUTIONS, LOGIC FAIRNESS & KOMPETENZ, nevision, ARRI, KST KEY SOURCE AUDIO, LAW, MCI MEDIA SYSTEMS & SOLUTIONS, FLYING EYE, LMP Lux Media Plan

Silber Sponsoren

CARTONIE, SKYLINE TELEVISION, Telemetrics, TVN MOBILE PRODUCTION, birds camera solutions, LIVEU, STAGETEC, TERAQUE, bandpro, nachtblau, CBC, arvato BERTESMANN

Advertorial

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.

Please ask for details if you are interested in [Video Advertorials](#).

Small

Small Advertorial: 550 Euro*

- Text (1,500 characters), up to 3 pictures
- Headline and intro in editorial newsletter
- Link, Social-Media-Post: [Facebook](#), [Twitter](#), [LinkedIn](#)

Medium

Medium Advertorial: 1,190 Euro*

- Text based on your input, (up to 2,500 characters)
- 8 pictures, Video-Embed.
- Headline and intro in editorial newsletter
- Link, Social-Media-Post: [Facebook](#), [Twitter](#), [LinkedIn](#)

Large

Large Advertorial: 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)
- Headline and intro editorial newsletter
- Link, Social-Media-Post: [Facebook](#), [Twitter](#), [LinkedIn](#)



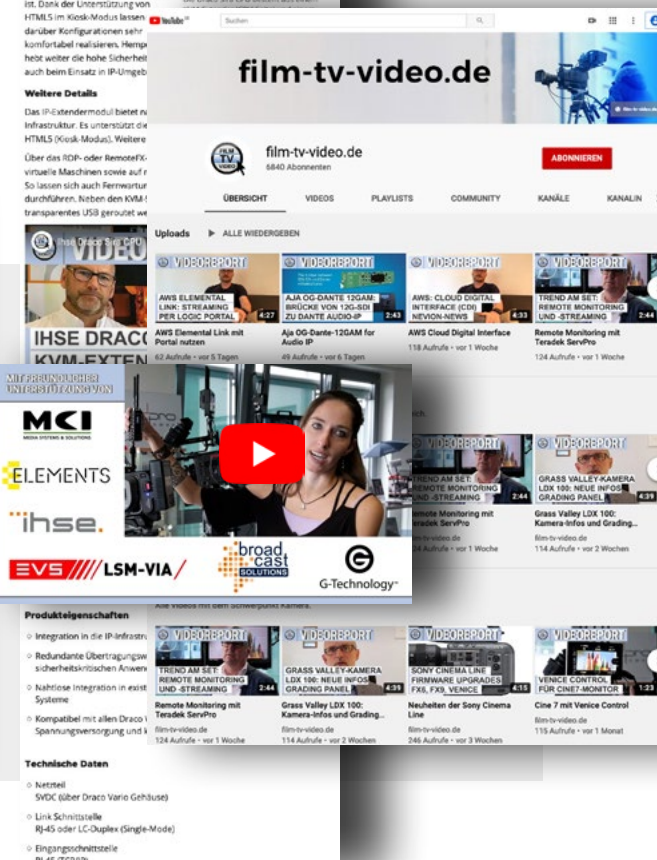
* net prices, travelling costs additionally

Sponsoring: News

Sponsoring Trade Show/Themes

film-tv-video.de reports in **spring** (April/May) and **autumn** (September/October) with a virtual and – if possible – »real« **trade show coverage** about new products and technologies of manufacturers. Trade Show Sponsors profit from the in depth [Trade Show Coverage](#) - and the excellent readers' response to **film-tv-video.de** coverage.

Additionally **film-tv-video.de** will cover certain **Themes** for a time period of 1 bis 2 weeks in depth. You can be part of and support this coverage as a sponsor.



* net prices, agency provision not possible

What you get as a »Trade Show« sponsor:

- (Remote)-Video production
(1 subject, max. 3 min length, editorial production of film-tv-video.de)
- Logo insertion in all videoreports (20+)
- Logo insertion in all trade show related news (30+)
- Logo insertion in five newsletterd
- News distribution on all social channels of film-tv-video.de
([Facebook](https://www.facebook.com/film-tv-video), [Youtube](https://www.youtube.com/film-tv-video), [Twitter](https://twitter.com/film-tv-video), [LinkedIn](https://www.linkedin.com/company/film-tv-video))
- All videos are distributed on [film-tv-video](http://film-tv-video.de)'s [Youtube](https://www.youtube.com/film-tv-video)-channel
(6,800+ subscribers) and link on [Facebook](https://www.facebook.com/film-tv-video) and [LinkedIn](https://www.linkedin.com/company/film-tv-video).

What you get as a »Theme« sponsor:

- Services as mentioned above, however with less Videos / News / Newsletter (Details in proposal)

Main Sponsor »Trade Show« (max. 1): 4,000 Euro*

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

Main Sponsor »Themes« (max. 1): 1,100 Euro*

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

Co Sponsor »Trade Show« (max. 6): 2,200 Euro*

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

Co Sponsor »Themes« (max. 6): 600 Euro*

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

* net prices, agency provision not possible

Streaming, Tech-News 2020, Video: 05.11.2020

AWS Elemental Link mit Portal nutzen

Jens Gnad von Logic erklärt, wie AWS Elemental Link es erleichtert, Videos einfach, sicher und zuverlässig an den Cloud-Service AWS MediaLive zu übertragen.

Elemental Link ist eine kleine Encoder-Box, die Live-Video in Echtzeit kodieren und an AWS Media Live für weitere Media Services übertragen kann. Signale lassen sich per HDMI oder SDI einspeisen. Jens Gnad erläutert, wie das Modul Portal.live.link des Frameworks Portal hilft, mit Elemental Link bequem zu streamen.



Kleine Box, die den Upload von Videos und Live-Signalen erleichtert: Elemental Link.

Logic Media Solutions hat für die Nutzung von Elemental Link eine Anbindung für sein Front-End Portal entwickelt. Wer Elemental Link bei Logic kauft, kann die Link-Box per Webbrowser mit dem Frontend Portal nutzen und bedienen. So wird es vergleichsweise einfach möglich, Material direkt in die AWS Cloud für eine weitere Verarbeitung zu streamen.

AWS ELEMENTAL LINK: STREAMING PER LOGIC PORTAL

Jens Gnad erläutert, wie Logic Portal hilft, mit AWS Elemental Link bequem zu streamen.

AWS Elemental Link kostet 995 Euro (Netto-Listenpreis). Jens Gnad ergänzt: »Wer das Gerät bei uns kauft, erhält aktuell zusätzliche AWS-Credits im Wert von 500 \$ und kann Portal zudem für einen Monat kostenfrei nutzen.« Im Anschluss wird Logic die jeweilige Nutzungsdauer fürs Streaming als Managed Service abrechnen. Kunden werden aber auch die Möglichkeit haben, Elemental Link mit einem eigenen AWS-Account zu nutzen.



AWS Elemental Link kostet unter 1.000 Euro.

Sponsoren Streaming Special





Banner

Bannersizes/-formats

Billboard 920*250 px jpg strongly recommended

Rectangle 300*250 px (gif and html5 possible)

Level 1: Homepage + News Pages

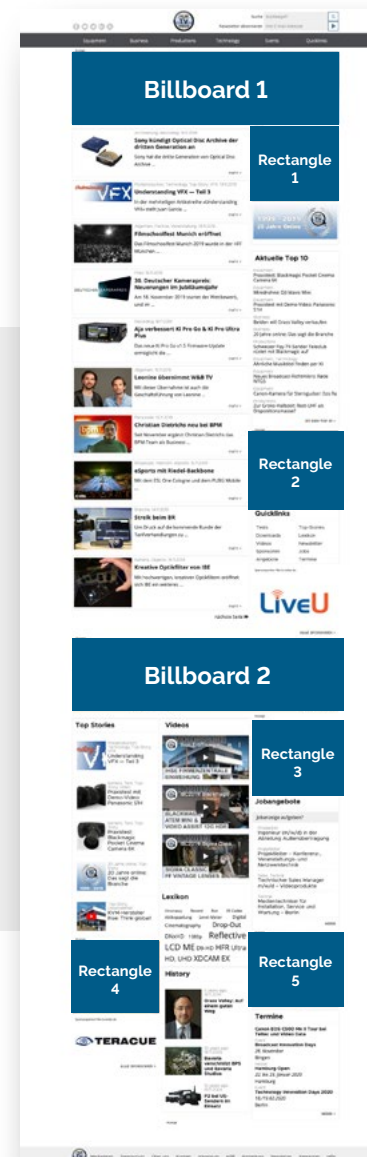
- Delivery on Homepage and Overview Sites (exklusive Fix Position)
- Additionally: Delivery on Single News Pages (Rotation, maximal 3 Banners)
- Guaranteed Ad Impressions per month: 30,000

Level 2: Single News Pages

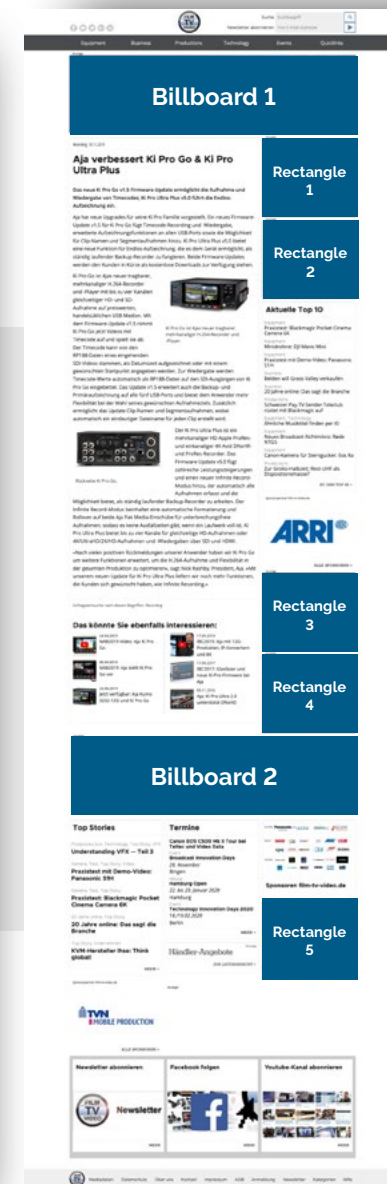
- Delivery on Single News Pages (Rotation, maximal 3 banners)
- Guaranteed Ad Impressions per month: 15,000

	Billboard	Billboard	Rectangle	Rectangle
Position	1	2	1, 2	3, 4, 5
Level 1	2,500,- €	1,800,- €	1,950,- €	1,300,- €
TKP	83,- €	60,- €	60,- €	43,- €
Level 2	1,100,- €	900,- €	900,- €	700,- €
TKP	73,- €	60,- €	60,- €	46,- €

net prices



Screenshot Homepage



Screenshot Single News Page

Direct Mailing

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: 6,000+ 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*

Combined Mailing

Mailings with a certain subject such as »Lenses«, »Light«, »Cameras« etc. A maximum of six customers/dealers present their offers in one combined mail shot.

- Net price for ad number one 350 Euro*
- Net price for all following ad positions 320 Euro*

The collage features several digital marketing and technology advertisements. Key elements include:

- SPECIAL: STREAMING** banner from film-tv-video.de, promoting live streaming solutions.
- ON AIR Plug & Play like a Webcam** banner, highlighting ease of use for live streaming.
- Machen Sie Ihr Netzwerk noch leistungsstärker** banner by SEGMENT, focusing on network performance.
- And the Emmy® Award goes to...** banner by DELL Technologies, celebrating award-winning technology.
- Rewrite the future** banner by Sony, promoting digital event solutions.
- JETZT BERATEN LASSEN Remote-Demotermine vereinbaren** banner, offering remote consultation services.
- REMOTE-DEMO** banner, showcasing remote demonstration capabilities.
- SIE HABEN FRAGEN?** banner, providing contact information for further inquiries.
- Appear** banner, featuring a logo and text related to digital presence.

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
- 7,100+ Newsletter subscribers

Static jpg recommended (gif possible)

Single placement in one newsletter issue:

NL-Banner 1

- Lead-Banner 600x200 px
- Position 1: 400 Euro*

NL-Banner 2

- Banner 600x100 px
- Position 2: 350 Euro**

NL-Banner 3 and all following

- Banner 600x100 px
- Position 4: 300 Euro*

* net prices

Job Ads

With more than 7,100 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.

Online

and in
Newsletter

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 price, 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.)
- Entwickeln geeigneter technischer Konzepte bzw. Workflows gemeinsam mit den Redaktionen für Bewegtbild-Großveranstaltungen
- Koordinieren des Personals verschiedener technischer Abteilungen unter technischer Leitung
- Einbringen in 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 Dölger, 07221 929 23544

WAS WIR BIETEN

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

VIelfalt im SWR

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

HABEN WIR IHR INTERESSE GEWECKT?

JETZT ONLINE BEWERBEN

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

[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 Dates

Autumn 2020:

EVT – 05.09.2021,

AS – 01.08.21,

DU 15.08.2021

Circulation

2,000 Pieces

Prices

Cover Pages (4C):

Cover Pages 4: 2,300 Euro*

Cover Pages 2. and 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*



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
Telefon: +49-89-23 88 87-0
Fax: +49-89-23 88 87-29

Editorial team

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

Advertisement

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

Delivery

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

Deadline, Formats, Changes in Motif

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

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

Closing Date, Reservation, Cancellation

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

Terms of Payment, Agency Commission, Liability

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

General terms and Conditions

1. Advertisement Order

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

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

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

2. Advertising Media

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

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

3. Conclusion of the Agreement

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

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

4. Repudiation of the Agreement

Nonkonform reserves the right to reject or block advertising orders – as well as individual advertising within the scope of an agreement – due to the content, its source or technical format for appropriate reasons, in particular if said content is in violation of the law or official regulations, or publication would be unacceptable to Nonkonform GmbH for contextual and/or technical reasons. In particular, Nonkonform may retract advertising media previously published if the customer has subsequently modified the content himself or the data has been modified subsequently and is referred to by a link and thus fulfills the preconditions as set forth under paragraph 1.

5. Settlement Period

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

6. Expansion of the Agreement

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

7. Price Discounts

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

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

8. Data Delivery

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

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

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

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

9. Guarantee of Rights

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

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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: November 2020. No liability for mistakes or errors.