



www.film-tv-video.de

ONLINE — MOBILE — SOCIAL MEDIA

MEDIA KIT 2026

CONTENT

WHO WE ARE CONTENT, READERSHIP	03	PLATFORM SPONSORING SILVER GOLD PLATINUM	08	NEWSLETTER BANNERS, LOGO IN NEWS SIZES, FORMATS, PRICES	12
WHERE WE ARE PLATFORM	04	ADVERTORIAL SMALL MEDIUM LARGE	09	DIRECT MAILING MAILING	13
REACH ONLINE SOCIAL MEDIA	05	TRADE SHOW SPONSORING MAIN SPONSOR-/ CO-SPONSOR	10	JOB ADS PRICES	14
OVERVIEW AD FORMATS	06	BANNER SIZES, FORMATS, PRICES	11	CONTACT	15
WHAT WE LIVE PARTNERSHIP	07			GENERAL TERMS AND CONDITIONS	16

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,

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

- » DAILY NEWS
- » PRODUCT REVIEWS, PRODUCTION STORIES, BROADCAST REPORTS
- » 5,400+ NEWSLETTER SUBSCRIBERS
- » READERSHIP:
 - 34% BROADCAST,
 - 34% PRODUCTION & POST,
 - 32% RESEARCH, EDUCATION, INSTITUTIONS
- » ONLINE SINCE 1999



WHERE WE ARE

PLATFORMS

ONLINE AND MOBILE

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

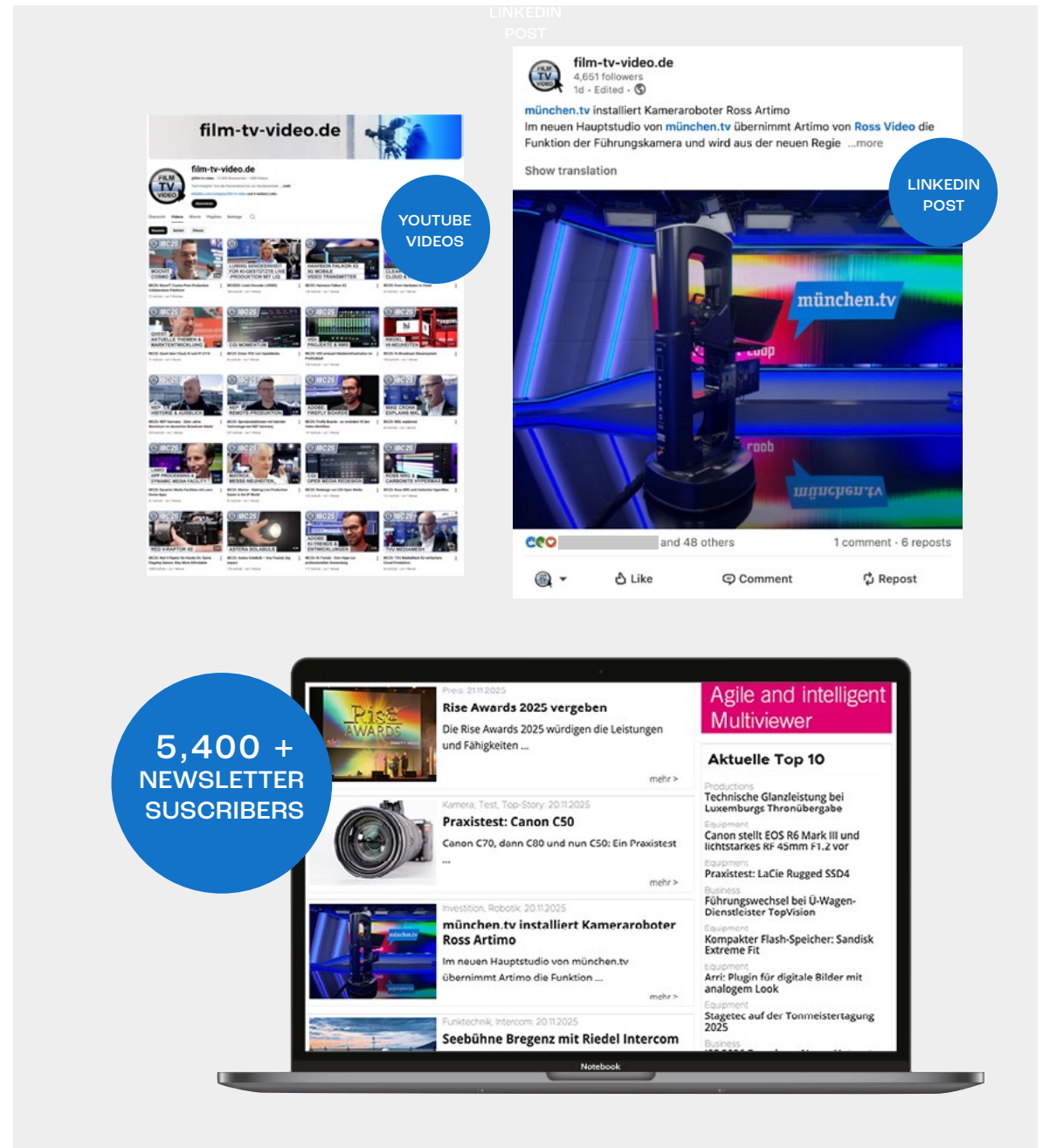
SOCIAL-MEDIA-PLATFORMS

Large follower base and news distribution on [Facebook](#), [Youtube](#), [X \(Twitter\)](#), [LinkedIn](#), [Instagram](#).

» LINKS TO COMPANIES

» HASHTAGS

» COMMUNITY BUILDING



REACH

ONLINE

- 50,000 + Page impressions per month
- 32,000 + Visits per month
- 20,000 + Unique visitors per month
- 5,400 + Newsletter subscribers
- 4,600 + Direct Mailing

SOCIAL MEDIA

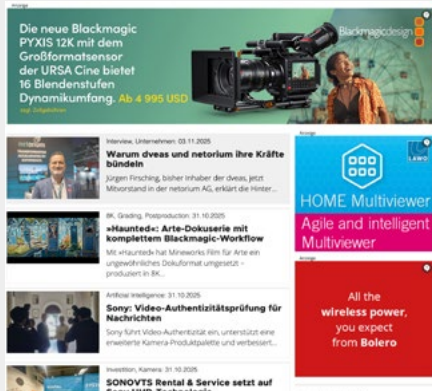
- 6,947 + [Facebook](#) followers
- 13,300 + [YouTube](#) subscribers
- 1,490 + Videos on [YouTube](#)
- 799 + [X \(Twitter\)](#) follower
- 4,658 + [LinkedIn](#) followers

* Base of online numbers: Average 01 to 09/2025, Google Analytics 4.

Social Media Numbers: Status 11/2025



AD FORMATS: OVERVIEW



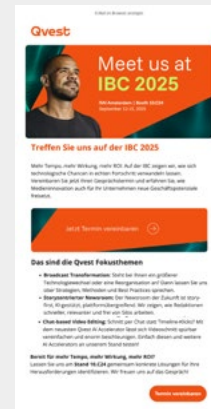
WEB BANNERS

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



NEWSLETTER BANNERS

In the editorial newsletter, we place your ad banners between the individual messages. Around 5,400 readers have subscribed to the newsletter.



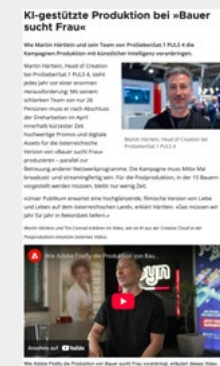
DIRECT MAILINGS

We send out your own exclusive mailing to our direct mailing list (4,600+ subscribers) on your behalf.



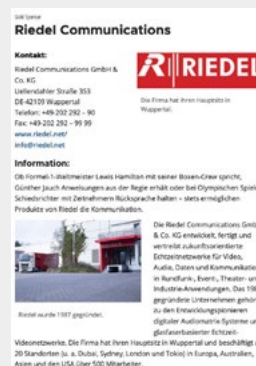
TRADE SHOW-SPONSORING

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



ADVERTORIALS

Your desired text appears as a news item on film-tv-video.de – and is also published once with a headline and short introductory text in the editorial newsletter.



PLATFORM SPONSORING

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



LOGO IN NEWS

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

WHAT WE LIVE

Nobody has time. Our readers only give us their attention when we offer content that interests them.

As long as we 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.

PLATFORM SPONSORING

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

We will take care of your editorial and your advertisement needs and will provide coverage. You only have to decide which level of sponsoring you choose (Running time: one year).



Platin Sponsoren

- NEP
- BFE
- SONY
- Clear-Com
- AJA
- Adobe
- TVM LIVE PRODUCTION
- MEDIATEC
- VIDI
- ROSS
- SKYLINE TELEVISION
- RIEDEL
- broadcast SOLUTIONS
- Panasonic CONNECT
- EIZO
- TELTEC
- KST
- MOOVIT
- CGI

Gold Sponsoren

- HAIVISION
- Grass Valley
- TVU
- KLOTZ
- deas
- VISION2SEE
- Qvest
- newmediaTV
- SHM
- systempilots
- LIVEU
- LOGIC
- ARRI
- LAWO
- MCI
- LMP

Silber Sponsoren

- MUNICH MEDIA INTELLIGENCE
- bombro
- CBM
- frei space
- ark plus
- XINEGEAR
- birds
- dop
- ECARTONIE
- nachtblau
- vidispine

PLATFORM SPONSORING

	SILBER	GOLD	PLATINUM
Price	450 EURO*	1,290 EURO*	2,490 EURO*
Sponsor entry	SMALL	MEDIUM	LARGE
Linked company profile	•	•	•
Logo on sponsor site	SMALL	MEDIUM	LARGE
Logo in alternating banner on home page	•	•	•
Logo in alternating banner on single pages	•	•	•
Logo placement in reviews/reports	—	•	•
Events in calendar	—	•	•
Trade show appointment/, -News	—	—	•
Advertorial (or equivalent advertising)	—	SMALL	MEDIUM/VIDEO
Preferred use of press releases/translation	•	•	• / •

* all net prices; running time 1 year, services must be used in the booking period.

GOLD

PLATINUM

SILVER

Gold Sponsor
Systempiloten Thorsten Feldmann GmbH & Co. KG

Systempiloten: Breite Produktpalette für jeden Bedarf.

Beratung, Planung, Installation
Sie haben die Ansprüche, wir haben die Lösungen. Sie erhalten von uns zuverlässige und maßgeschneiderte Systemlösungen, die durch moderne Hard- und Softwareelemente ein anspruchsvolles und angenehmes Umfeld schaffen.

Von Standard bis Higher
Breite Produktpalette für jeden Anspruch. Von Standard bis Higher. Neben AV-Komponenten, Software und Hardware. Sprechen Sie mit uns.

Wartung
Gut Ding braucht Weile. Wir minimieren die Downtime. Komplette Wartung, Kontrolle, Updates, Audits, neueste Stand der Technik.

On-Set Produktions
Systempiloten bietet Unterstützung bei der Produktion.

Produktionsmanagement System
Prozesse während der Dreharbeiten liefern wir genau das, was Sie brauchen.

Silver Sponsor
MMI MUNICH MEDIA INTELLIGENCE GmbH

MUNICH MEDIA INTELLIGENCE

und betreibt IT-Lösungen für Medien – hochmodern, cloud-native, flexibel, sicher, skalierbar und vollständig nutzerorientiert.

Für die Entwicklung der Lösungen steht mit dem REDNET DEV Center eine Bibliothek zur Verfügung, die eine Vielzahl vorgefertigter Lösungen sowie Media- und medien-spezifische Bausteine beinhaltet. So entstehen kundenspezifische Lösungen für maximale Unabhängigkeit und Anpassungsfähigkeit – bei voller Kontrolle über Daten, Systeme und Prozesse.

Unser Operations-Team betreut Lösungen weltweit in der Kundenumgebung, in der Cloud oder hybrid – überwachend und gesteuert durch das REDNET OPS Center. So garantieren wir höchste Ausfallsicherheit, Transparenz und Skalierbarkeit.

Wir begleiten unsere Kunden von der Planung über die Umsetzung bis zum Betrieb – pragmatisch, agil und zertifiziert. Dabei fördern wir aktiv die Weiterentwicklung unserer Bausteine – gemeinsam mit unseren Kunden. Für mehr Innovationskraft – made in Europe.

Platin Sponsor
BFE
BFE Studio und Medien Systeme

THE BENCHMARK IN MEDIA SOLUTIONS.

Lösungen für IT-gestützte Studio- und

International tätiger Systemintegrator bietet die BFE Studio und Medien Systeme GmbH maßgeschneiderte Lösungen für Kunden aus Broadcasting, Industrie, Bildung und Wirtschaft. Das Unternehmen entwickelt komplexe Systeme im Bereich Medientechnik – von Studios und Übertragungswagen über Leitstellen bis hin zu medientechnischen Gesamtlösungen.

Systempiloten bietet Unterstützung bei der Produktion.

Produktionsmanagement System Prozesse während der Dreharbeiten liefern wir genau das, was Sie brauchen.

Auch mobile Produktionslösungen gehören zum Portfolio von BFE: Innenansicht eines Übertragungswagens mit integrierter Steuerungstechnik.

Im Zentrum stehen wirtschaftlich effiziente und technisch überzeugende Konzepte. Möglich wird das durch die fachübergreifende Expertise und das langjährige Know-how der Teams sowie die Umsetzung in eigenen Produktionsstätten.

Das Leistungsspektrum umfasst Entwicklung, Planung, Fertigung, Montage, Service, Support und Schulung – alles aus einer Hand. Die Betreuung erfolgt ganzheitlich: von der ersten Beratung bis zur erfolgreichen Projektumsetzung. Trainings, Wartung und operative Unterstützung sind bei Bedarf integrierbar.

ADVERTORIAL

You would like to present your company or your news in the editorial eco system of film-tv-video.de.

We prepare your content editorially on the basis of a text template.

The article will appear online as a news on film-tv-video.de, marked as »Sponsored Content« and with headline and lead in the newsletter of that week.

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

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

VIDEO ADVERTORIAL: 990 EURO*

- Video shoots at trade fairs, max. 4 min long . You will receive the video as MP4 file for your own use.
- max. one correction loop
- video shoots after agreement also possible at other events.

SMALL ADVERTORIAL: 600 EURO*

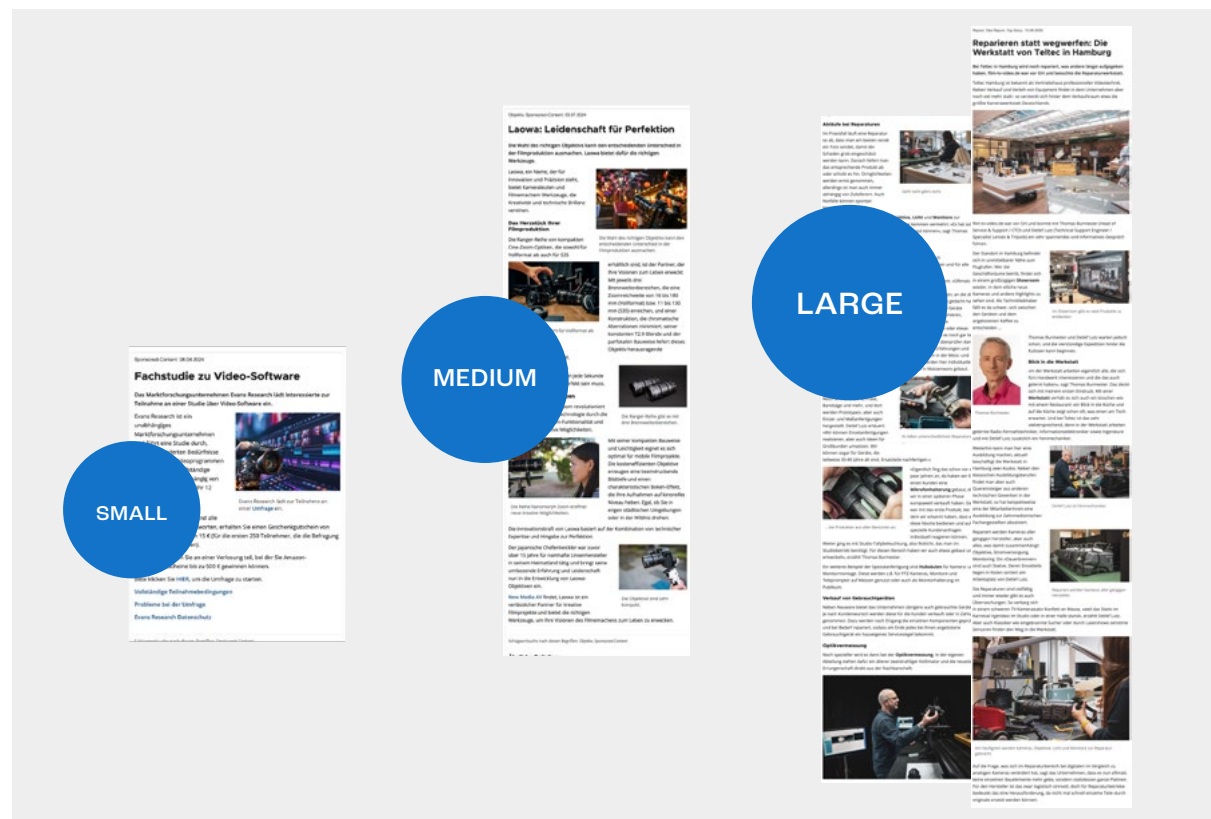
- Short news based on your draft (up to 1,500 characters and 3 images)
- Headline and lead will appear in editorial newsletter
- Social media posts: [Facebook](https://www.facebook.com/film-tv-video), [X](https://www.x.com/film-tv-video), [LinkedIn](https://www.linkedin.com/company/film-tv-video)

MEDIUM ADVERTORIAL: 1,290 EURO*

- Text based on your draft (up to 2,500 characters, up to 8 pictures, Video-Embed),
- Headline and lead will appear in editorial newsletter
- Social-media-posts: [Facebook](https://www.facebook.com/film-tv-video), [X](https://www.x.com/film-tv-video), [LinkedIn](https://www.linkedin.com/company/film-tv-video)

LARGE ADVERTORIAL: 2,590 EURO*

- Big Story, based on briefing with you (min. 8,000 characters, up to 12 pictures and (Remote-)Video.
- Headline and lead will appear in editorial newsletter
- Social-media posts: [Facebook](https://www.facebook.com/film-tv-video), [X \(Twitter\)](https://www.x.com/film-tv-video), [LinkedIn](https://www.linkedin.com/company/film-tv-video)



TRADE SHOW SPONSORING

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

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

ELEMENTS OF TRADE SHOW SPONSORING

- Video Production (max. 3 min, editorial content by film-tv-video.de)
- Logo insertion in all video reports (20+)
- Logo placement in all tech news (40+)
- Logo placement in five newsletters
- News distribution on all [ftv](https://www.facebook.com/film-tv-video)-social-media-channels ([Facebook](https://www.facebook.com/film-tv-video), [YouTube](https://www.youtube.com/film-tv-video), [X](https://www.x.com/film-tv-video), [LinkedIn](https://www.linkedin.com/company/film-tv-video))
- All Videos will be published on [film-tv-video](http://film-tv-video.de) [YouTube](https://www.youtube.com/film-tv-video)-channel (13,300+ Subscribers) and on [LinkedIn](https://www.linkedin.com/company/film-tv-video)

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



MAIN SPONSOR »TRADE SHOW« (MAX. 1): 4,000 EURO*

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



CO-SPONSOR »TRADE SHOW« (MAX. 6): 2,200 EURO*

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

CO-SPONSORING ALL TRADE FAIRS REDUCED BUNDLE PRICE: 5,500 EUROS

Logo presence as described in all videos of NAB, IBC, ISE and Hamburg Open.



BANNER

BANNERSIZES/-FORMATS

Billboard 920*250 px; jpg recommended (gif and html5 possible)
Rectangle 300*250 px

LEVEL 1: HOMEPAGE + NEWS PAGES

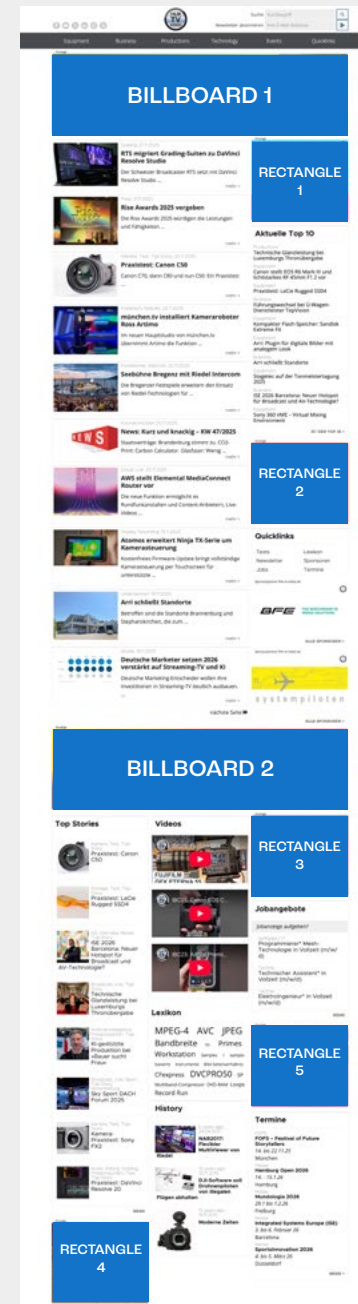
- Delivery on homepage and all overview pages
- (exclusive fixed position)
- Additionally: Delivery on news pages
(rotation, maximum 3 banners)
- Guaranteed ad impressions per month: 35,000

LEVEL 2: SINGLE NEWS PAGES

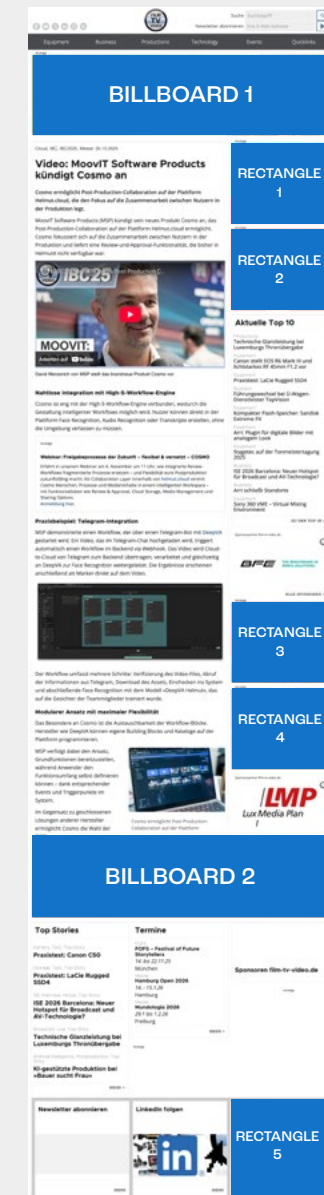
- Delivery on all single news pages
(Rotation, maximal 3 banners)
- Guaranteed ad impressions per month: 18,000

	BILLBOARD	BILLBOARD	RECTANGLE	RECTANGLE
Position	1	2	1, 2	3, 4, 5
LEVEL 1	2,625,- €	1,890,- €	2,040,- €	1,365,- €
LEVEL 2	1,155,- €	950,- €	950,- €	735,- €

* all net prices for a running time of one month



EXAMPLE SINGLE NEWS PAGE



<- EXAMPLE HOMEPAGE

NEWSLETTER BANNER

film-tv-video.de sends out 1 x weekly
an editorial newsletter with current industry news to
5,400+ subscribers.

- Distribution day: Thursday
(regular operation, deviations possible)
- Sent to 5,400+ newsletter subscribers
- Average click rate* 9,2 %

* Apple MPP excluded
Static jpg recommended (gif possible)
Stats based on numbers 01-10 2025

NL BANNER, POSITION 1

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

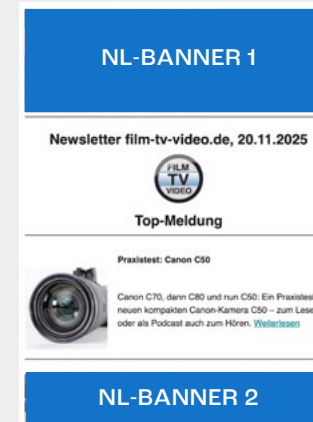
NL BANNER, POSITION 2

- Banner 600x100 px
- Price: 390 Euro*

NL BANNER, POSITION 3 AND FOLLOWING

- Banner 600x100 px
- Price: 330 Euro*

* net prices



NL-BANNER 3

Business



News: Kurz und knackig – KW 47/2025



Arri schließt Standorte



NL-BANNER 4

Equipment

AWS stellt Elemental MediaConnect Router vor



LOGO IN NEWS

COMPANY LOGOS CAN BE PLACED IN INDIVIDUAL NEWS/ARTICLES.

Your company logo will be part of a news or an entire article, unlimited running time.

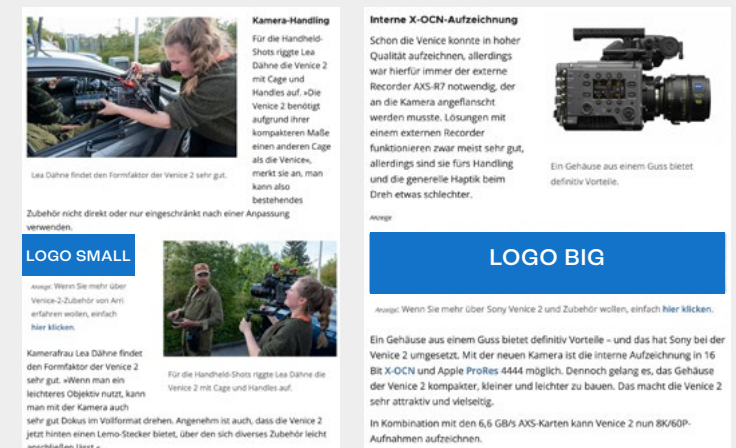
LOGO IN NEWS, BIG

- Banner 600x100 px
- Price: 330 Euro*

LOGO IN NEWS, SMALL

- Breite 200 px
- Price: 180 Euro*

* net prices



DIRECT MAILING

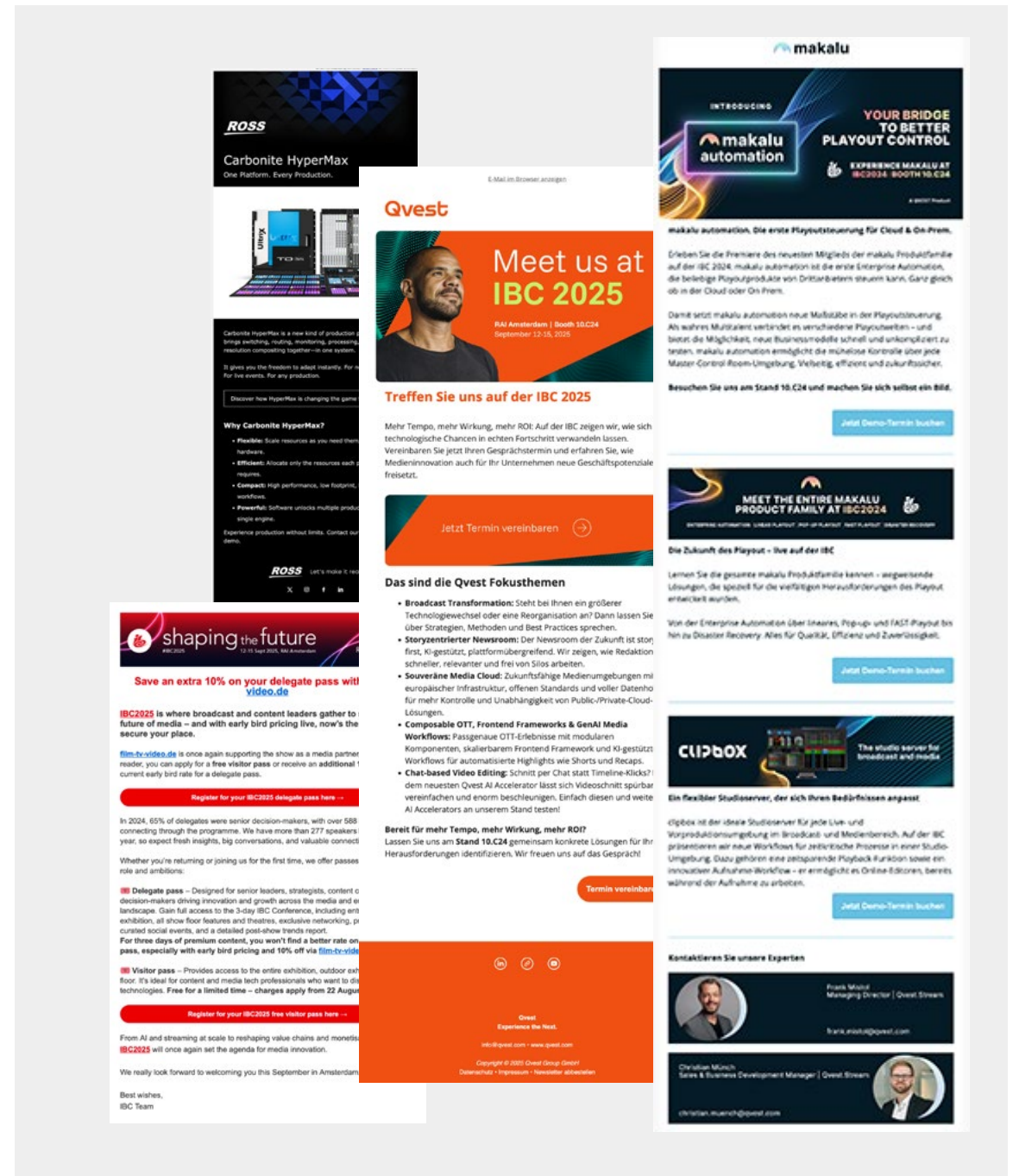
MAILING

With this premium form of advertising film-tv-video.de sends out a direct mailing on behalf of a customer. The content is supplied by the customer (html doc, freely designable).

- Size of list: 4,600+ readers in DACH countries have opted-in
- High acceptance and response, low unsubscribe rate (0,05%)
- Net price DACH-Mailing: 2,600 Euro*

* net prices

Stats based on numbers 1-10 2025



JOB-ADS

With over 5,400 newsletter subscribers, film-tv-video.de addresses a large number of qualified, potential employees that you can reach with a job ad.

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

CONTENT, PRICE

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

*net price

ONLINE

UND IM NEWSLETTER

Software / IT
Senior Software Engineer (m/w/d)

Standort: Darmstadt; Vollzeit (Teilzeit möglich)



Werden Sie Teil unseres agilen Teams für die Weiterentwicklung der VIDI NMS - Media-Management-Plattform und arbeiten Sie an Systemen für nationale und internationale Medien-, Broadcast- und Sportveranstaltungen.

Als Senior Software Engineer sind Sie mitverantwortlich für die Weiterentwicklung des Produktes und unterstützen bei der Umsetzung von Projekten. Sie konzipieren und entwickeln die Weiterentwicklungen von Software-Komponenten.

Durch die Nähe zur Anwendung und Anwendern, leisten Sie eine technische Unterstützung Fußball-Bundesliga und Sportereignissen.

Ein dynamisches und repräsentatives Arbeitsumfeld in kollegialer Atmosphäre sorgt dafür, dass Sie sich von Anfang an bei uns wohlfühlen. Unsere Unternehmenskultur zeichnet sich durch ein offenes und partnerschaftliches Miteinander mit flachen Hierarchien aus.

Was wären Ihre zukünftigen Aufgaben:

- Weiterentwicklung der VIDI-Software-Portfolios mit Schwerpunkt Netzwerkmanagementsysteme
- Softwareentwicklung in C++, Python, JavaScript, PHP, etc.
- Unterstützung bei bzw. selbstverantwortliche Planung und Durchführung von internationalen Projekten, einschließlich Dienstreisen im In- und Ausland
- Erstellung von Kostenkalkulationen für einzelne Projekte
- Unterstützung bei Angebotserstellung, Vertragsverhandlungen, sowie Messeauftritten
- Vorbereitung und Durchführung von Projekt- und Produktpräsentationen
- Technische Beratung bei Testinstallationen
- Eventeinsätze, z.B. bei Fußball Weltmeisterschaften, Olympische Spiele, Bundesliga, Wintersport etc. möglich

Wir bieten Ihnen:

- Vollzeitanzstellung mit Option auf Teilzeit
- Abwechslungsreiche Tätigkeiten in einem freundlichen, teamorientierten Umfeld
- Flexible Arbeitsbedingungen, Möglichkeit zu mobiler Arbeit
- Langfristiges Entwicklungspotenzial im und mit dem Unternehmen zu wachsen
- Vielfältige Weiterbildungsmöglichkeiten
- Die Möglichkeiten eigene Ideen umzusetzen und Verantwortung zu übernehmen
- Attraktive Benefits


Sie bringen mit:

- Hochschulabschluss in der Fachrichtung Informatik, Wirtschaftsinformatik, Ingenieurwesen oder vergleichbar; gerne mit Schwerpunkt Medientechnik/Informatik
- Kenntnisse in der Entwicklung von Softwareprodukten in der Programmiersprache C++ (idealerweise mit Qt-Framework), von Vorteil sind auch Python und JavaScript
- Sehr gutes Englisch in Wort und Schrift
- Idealerweise Erfahrung in:
 - der Entwicklung von Netzwerk- und Datenbanksystemen
 - der Entwicklung von Tools oder Plug-Ins
 - dem Design von grafischen User Interfaces
 - der digitalen Videosignalverarbeitung

IBC2019: Helm...
MoovIT präsentiert die vierte Version seiner Helm... Helm... Helm... Merzenich stellt sie...

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](#)

CONTACT

NONKONFORM GMBH

Brudermuehlstr. 4
81371 München
Tel.: +49-89-55 29 39 79

EDITORIAL TEAM

Christine Gebhard
Tel.: +49-89-55 29 39 79

ADVERTISEMENT

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 doubt the agreement shall come into existence with the advertising agency, any other written agreements notwithstanding.

4. Repudiation of the Agreement

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

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

5. Settlement Period

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

6. Expansion of the Agreement

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

7. Price Discounts

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

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

8. Data Delivery

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

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

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

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

9. Guarantee of Rights

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

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

GENERAL TERMS AND CONDITIONS

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

10. Guarantee of the Supplier

(1) Within the framework of the anticipated demands Nonkonform guarantees a best possible reproduction of the advertising media in accordance with respectively customary technical standards. However, the customer is aware that according to the state-of-the-art technology it is not possible to produce a completely faultless program. An error in the presentation of the advertising media shall not exist in particular if it is caused by the use of non-suitable presentation software and/or hardware (e.g. browser) or by disruptions in the communication networks of other operators or by third-party computer crash (e.g. other providers) or by incomplete and/or non-updated offers of so-called proxies (intermediate storage) or by failure of statistical evaluation.

(2) In the event of insufficient reproduction quality of the advertising material, the customer has a claim to a price reduction or flawless replacement advertising, however only to the extent in which the purpose of the advertising media was impaired. Should Nonkonform allow a deadline set for this purpose to lapse or should a replacement advertising not be possible, the customer shall have the right to a reduction in price or a rescission of the agreement.

(3) If the advertising documentation contains any defects that are not obvious, the customer shall not have any claims in the event of insufficient publication. The same shall apply for defects in repeated advertising placement, if the customer does not point out the error prior to publication of the next subsequent placement.

11. Disruptions in Performance

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

12. Liability

(1) In the event of ordinary negligence by Nonkonform, its representatives or persons in its 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 2024. No liability for mistakes or errors.