

**HIGHER
AUDIENCE
QUALITY AT
DAS ERSTE**

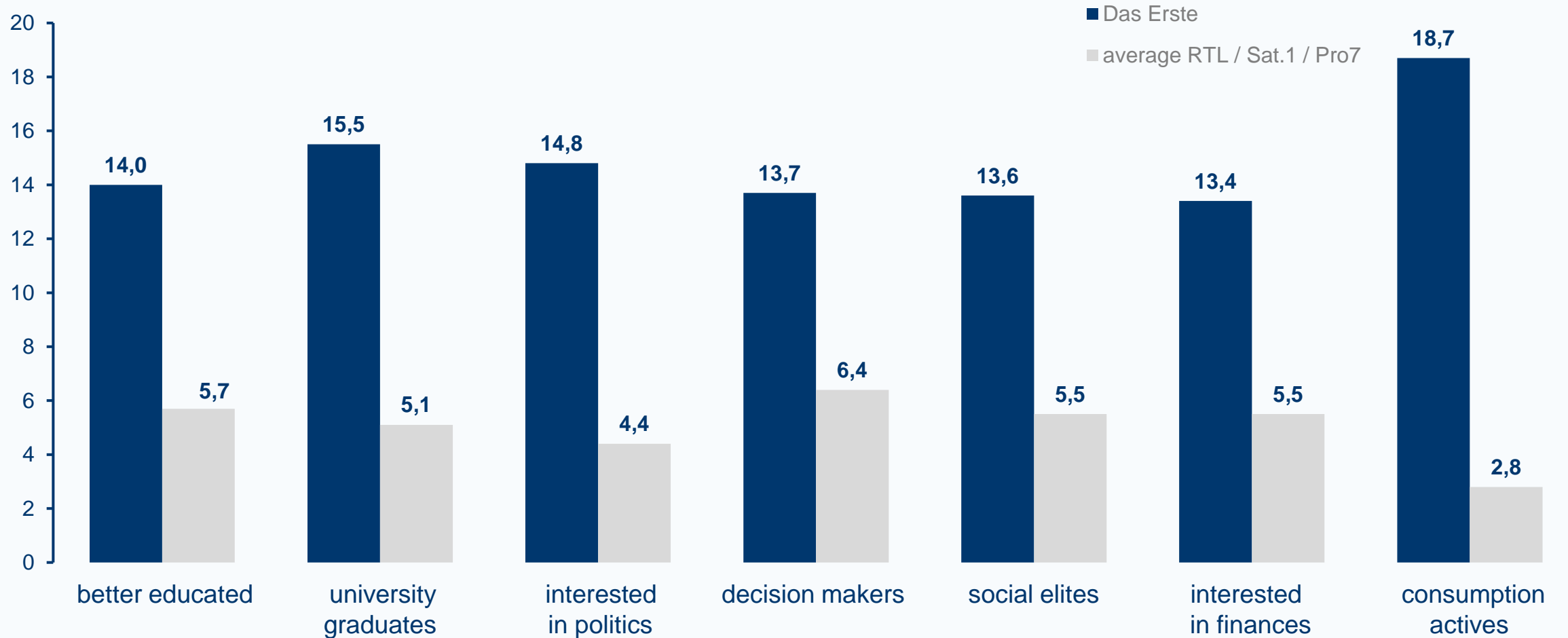


ARD  MEDIA

UPSCALE TARGET GROUPS WATCH DAS ERSTE

Viewers of Das Erste are not only more consumer-oriented but also more brand-conscious and have a 10 to 15% higher personal net income than viewers of private TV channels. The range of upscale target groups combined with the increased acceptance of viewers offers an audience that you really should not miss. In addition, the often mentioned "older people", who get "picked up" in the context of media planning somehow - even without Das Erste - have a very much underestimated purchasing power. Therefore, the target group of adults 30-69, for example, is more valuable than many people think, and can be reached very economically at Das Erste.

UPSCALE TARGET GROUPS WATCH DAS ERSTE



Source: AGF Videoforschung in Zusammenarbeit mit GfK, videoSCOPE 1.4, Marktstandard: TV, Mo-So, 03-03 Uhr, Jahr 2020

VIEWERS AT DAS ERSTE ARE MORE RECEPTIVE

In a qualitative basic study, the condition of the TV viewers when watching the evening program (including embedded advertising) was examined by the Concept M institute. Among other things, it was investigated which different modes of reception prevail when watching TV advertisements and which programs these are to be assigned primarily to. The extremely interesting results show that viewers of Das Erste are more receptive than viewers of private TV channels because they receive advertising predominantly in an actively involved advertising reception condition.

This mode is based on a relaxed mood. Here advertising often takes place in short advertising blocks and meets a high level of receptivity. Viewers engage with advertising. Individual products and commercials can be recalled quite well in the subsequent in-depth interview. Advertising stimulates fantasies and ideally takes on the function of a regeneration aid and a "fit maker" for the future day's work.

VIEWERS ARE ACTIVELY INVOLVED

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Relaxed mood
Advertising often takes place in short advertising blocks
Advertising meets a high level of receptiveness



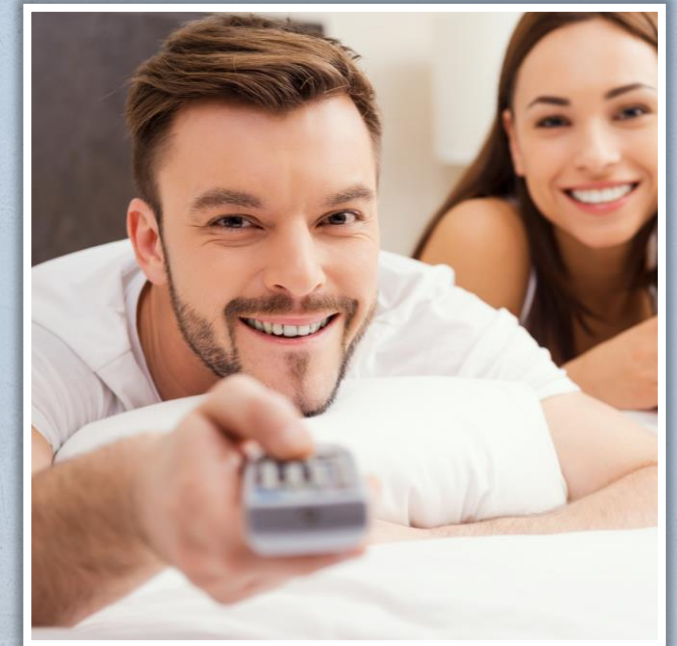
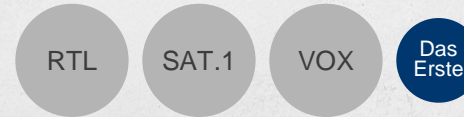
SCATTERED INVOLVED

Commuting between TV and other activities
Advertising gets noticed a bit
Concentration level depending on product interest



SPLIT-OFF RUSHING THROUGH

Apparent reception of all spots within an ad block
Reception takes place in a kind of ad meditation
Hardly / no advertising recall afterwards

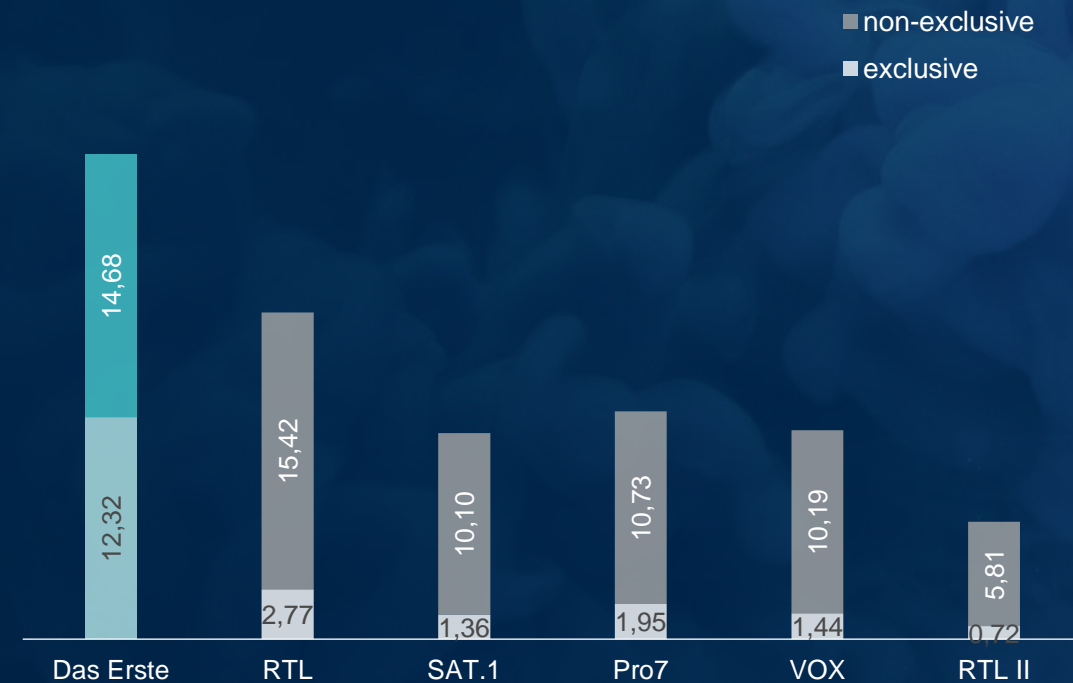


Source: concept M / Qualitative psychological study as part of everyday research to determine the advertising reception modes at Das Erste and competitors / June 2014

28% OF THE VIEWERS AT PRE-PRIME*

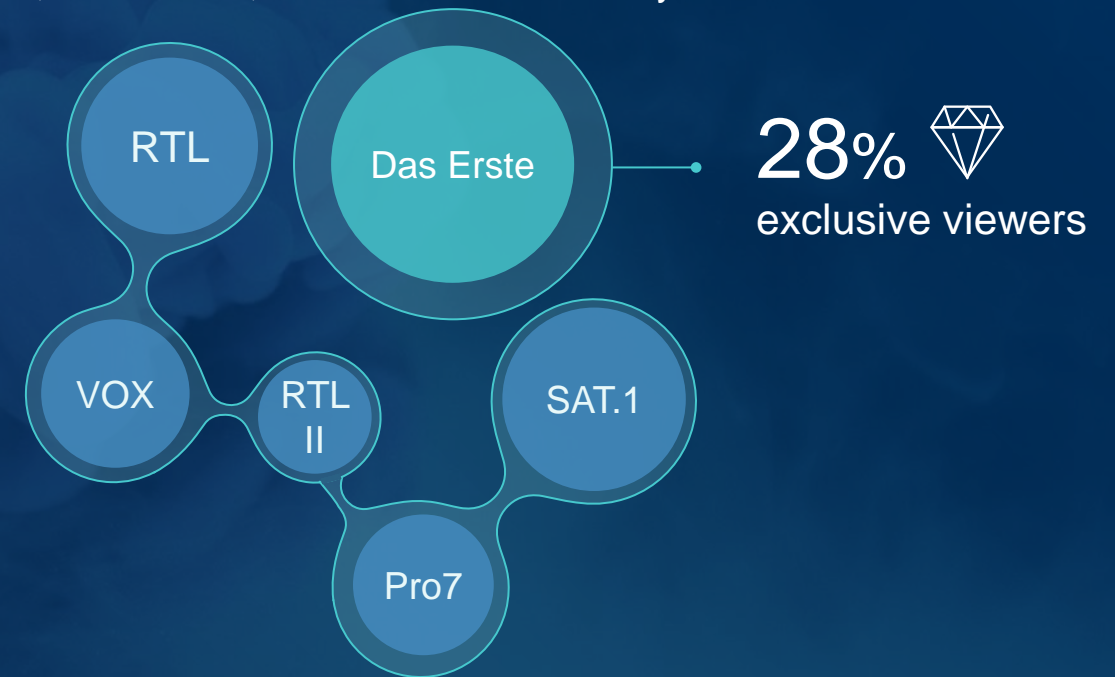
CAN BE REACHED EXCLUSIVE AT DAS ERSTE

Viewers of the 6 channels at pre-prime net accumulation in million



High exclusivity

12,32 mil. of 44,2 Mil. viewers exclusively at Das Erste



Source: AGF Videoforschung in cooperation with GfK, videoSCOPE 1.3; KFA 0/1-Verfahren, arithmet. Mittel über jede KW (Mo-Sa, 17-20h, 1. Halbj. 2020, ohne KW mit Feiertagen), Z3+, *ausschl. Betrachtung der 6 Sender

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