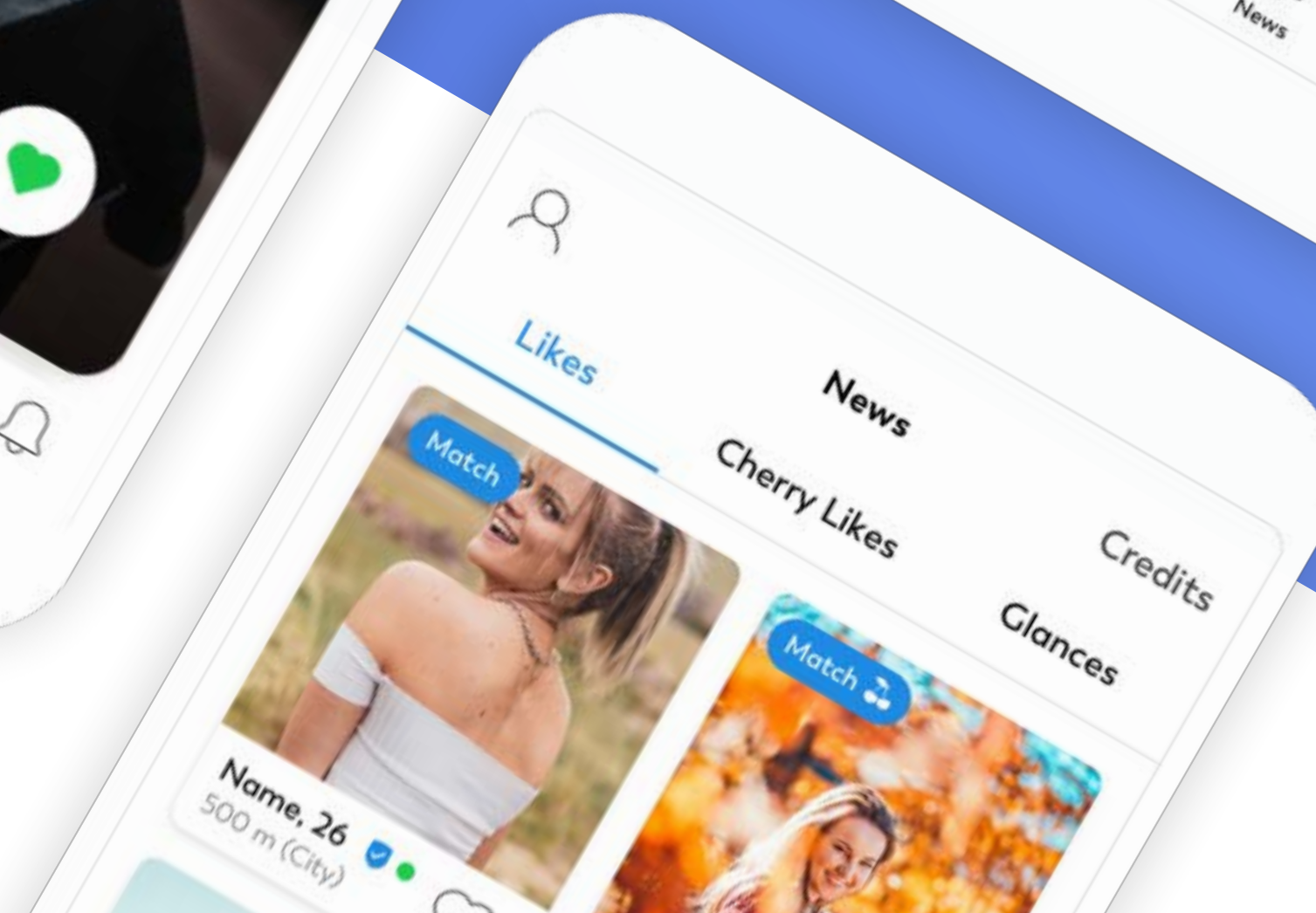
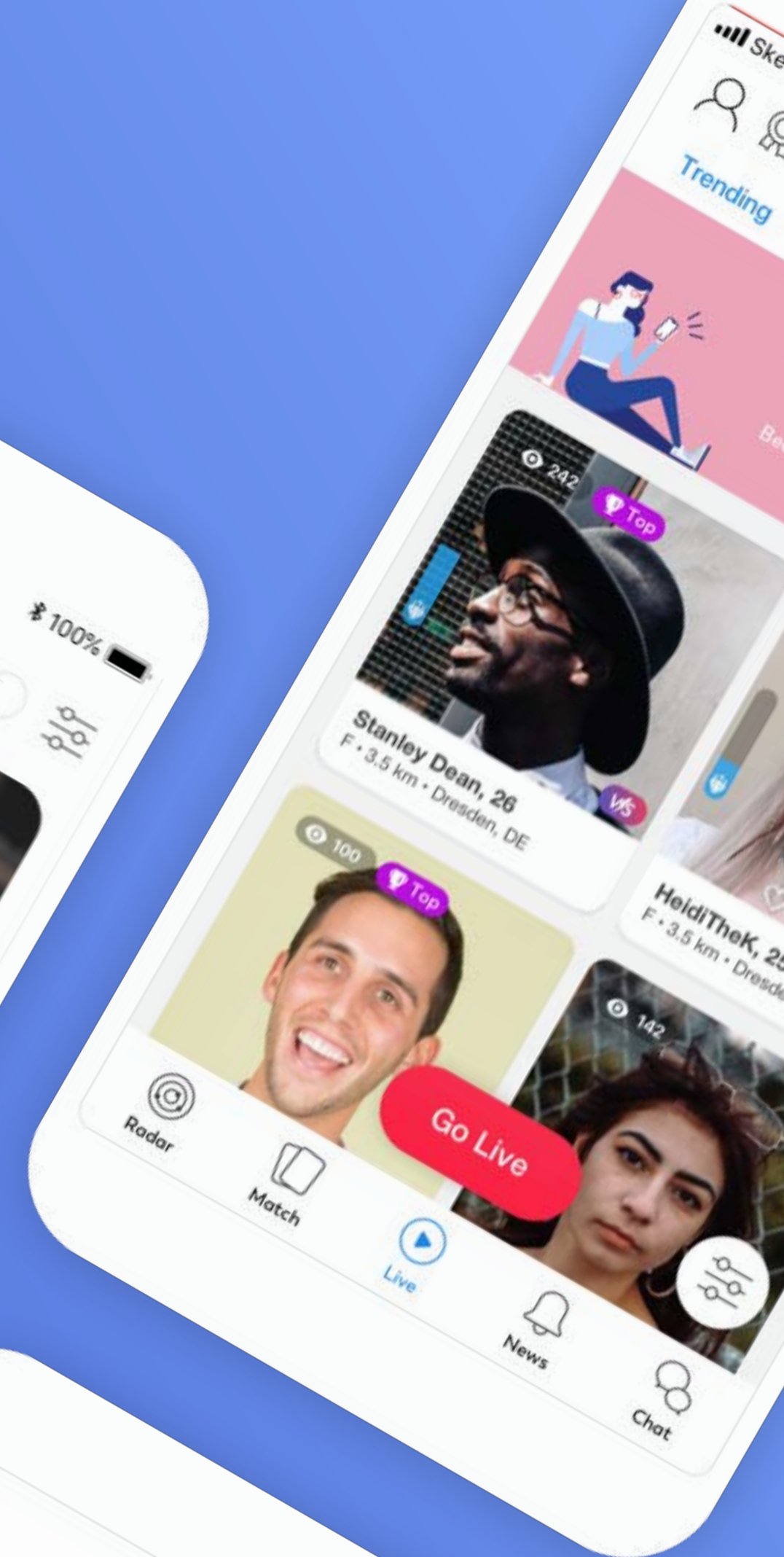




# THE OPPOSITE OF LONELINESS

Media Kit 2021



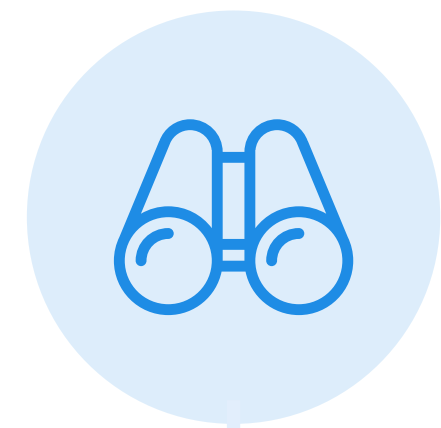


## Agenda

1. LOVOO as a media partner
2. LOVOO at a glance
3. Advertising formats
4. Specials
5. Targeting

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## REACH

Millions of single young adults looking to make new contacts



## GLOBAL PLAYER

2001: Foundation of LOVOO  
2017: Takeover by **The Meet Group**  
2020: Takeover by **ProSiebenSat1** / part of the ParshipMeet Group



## BRAND SAFETY

Over 40% of our employees work hard to ensure that the safety of users and brands is always guaranteed in the app



## DIVERSITY

We have a solution for almost every marketing goal (e.g. exclusive live video formats)



## INNOVATION

Setting new standards with live streaming platform in social dating entertainment

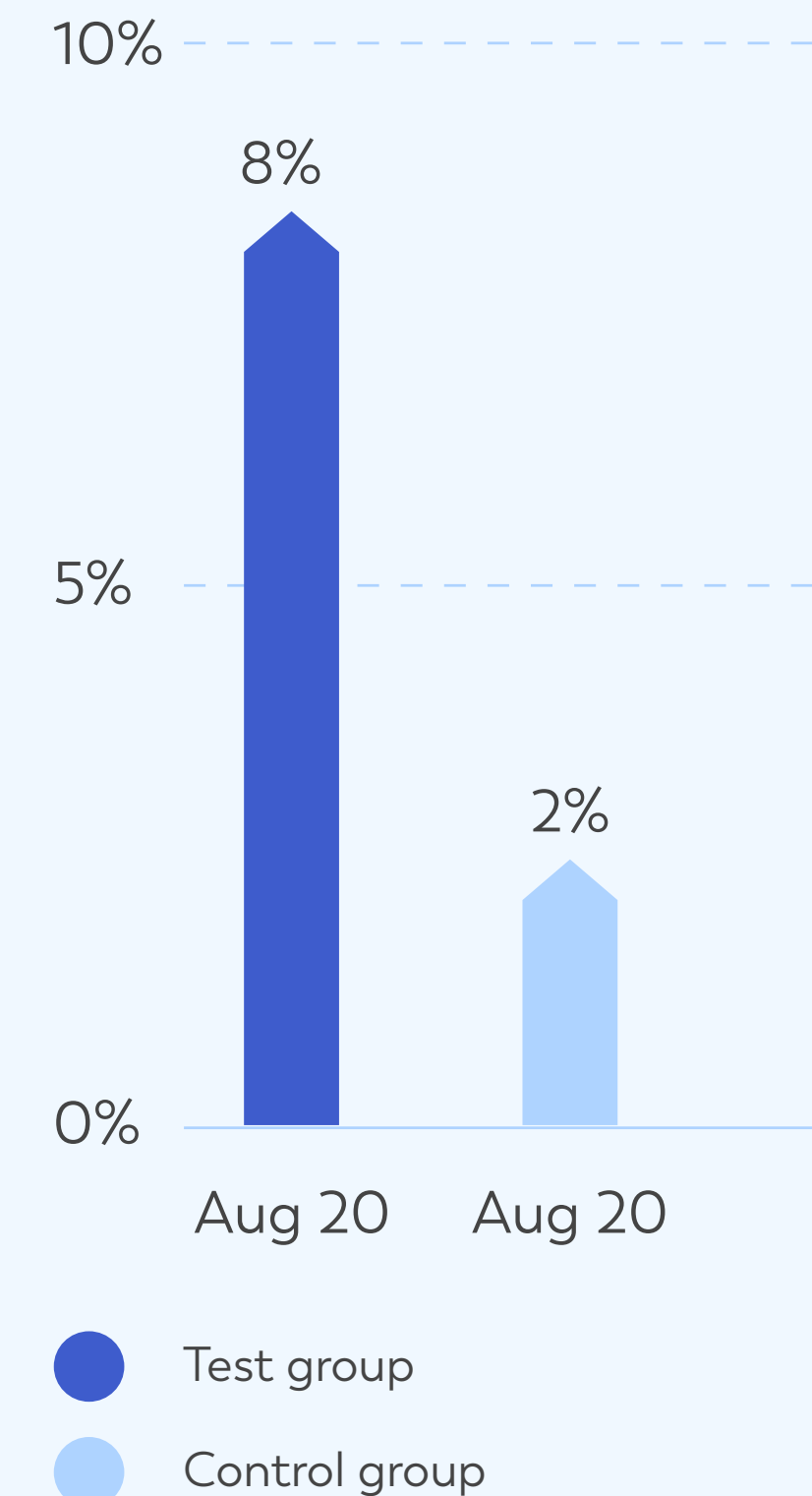
## WE OFFER THE FULL SERVICE OF A CAMPAIGN:

- End-to-end processes: quick and simple campaign implementation (fully in-house)
- Personal contact prior to and during campaign
- Campaigns created with state-of-the-art ad technology
- Success evaluation option: brand awareness, interest and recognition (see overview)
- We can handle the creation of designs and visuals

### Ad Recall

„Do you recall having seen online advertising for YOUR BRAND in the last 3 days“

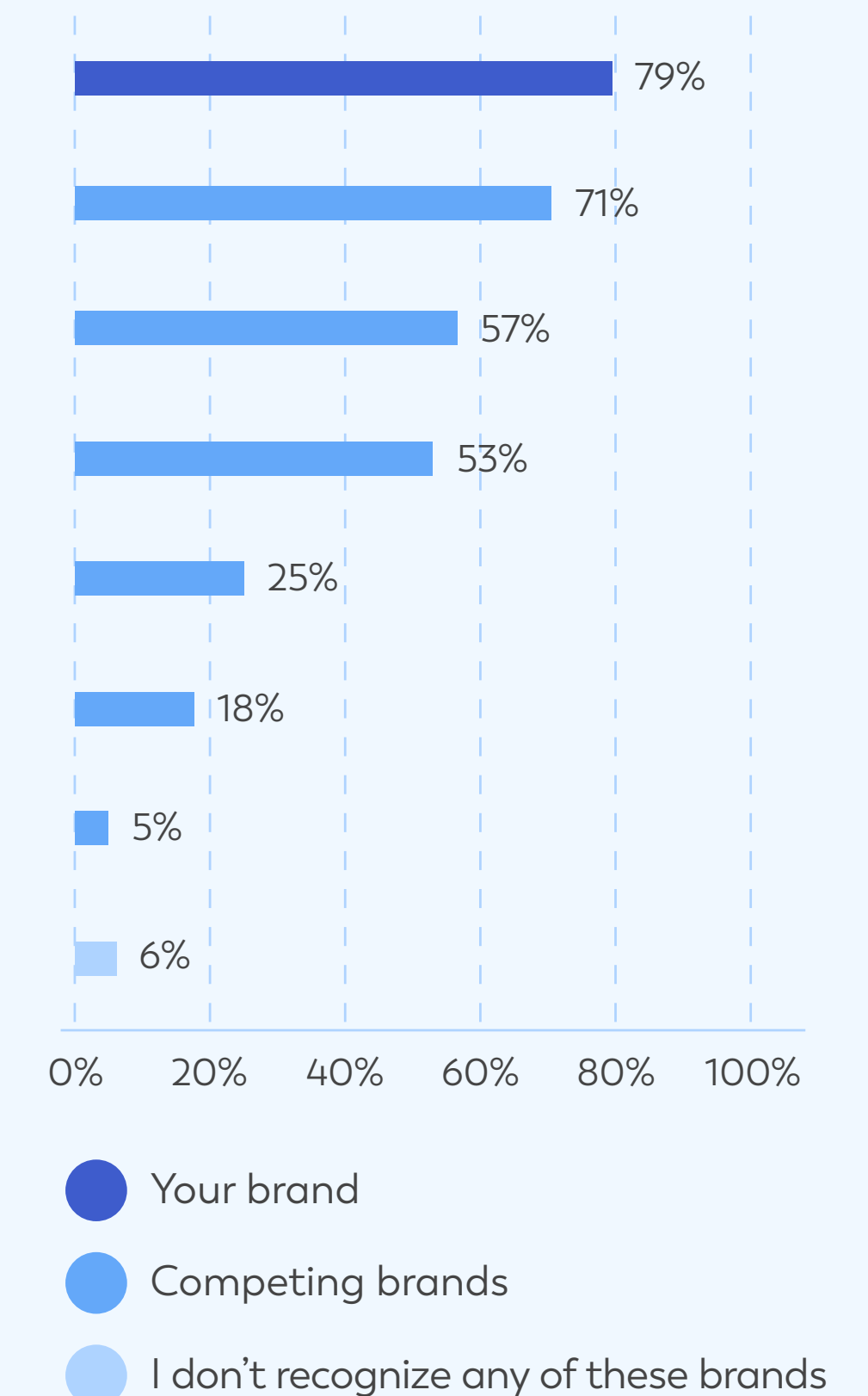
\*Answer “YES”  
t0-t1 DELTA



### Aided Brand Awareness

„Which of these brands do you recognize (even if just by name)?“

n=12.345

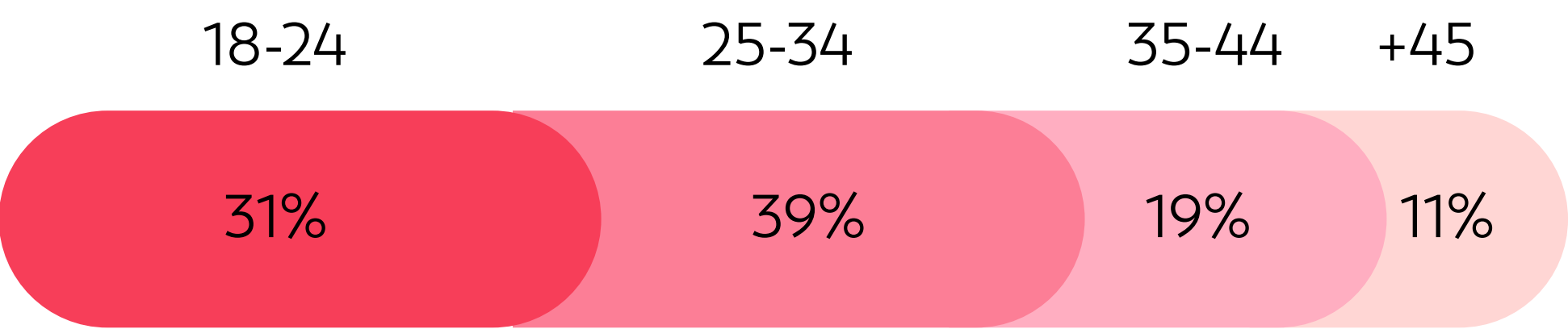


## Agenda

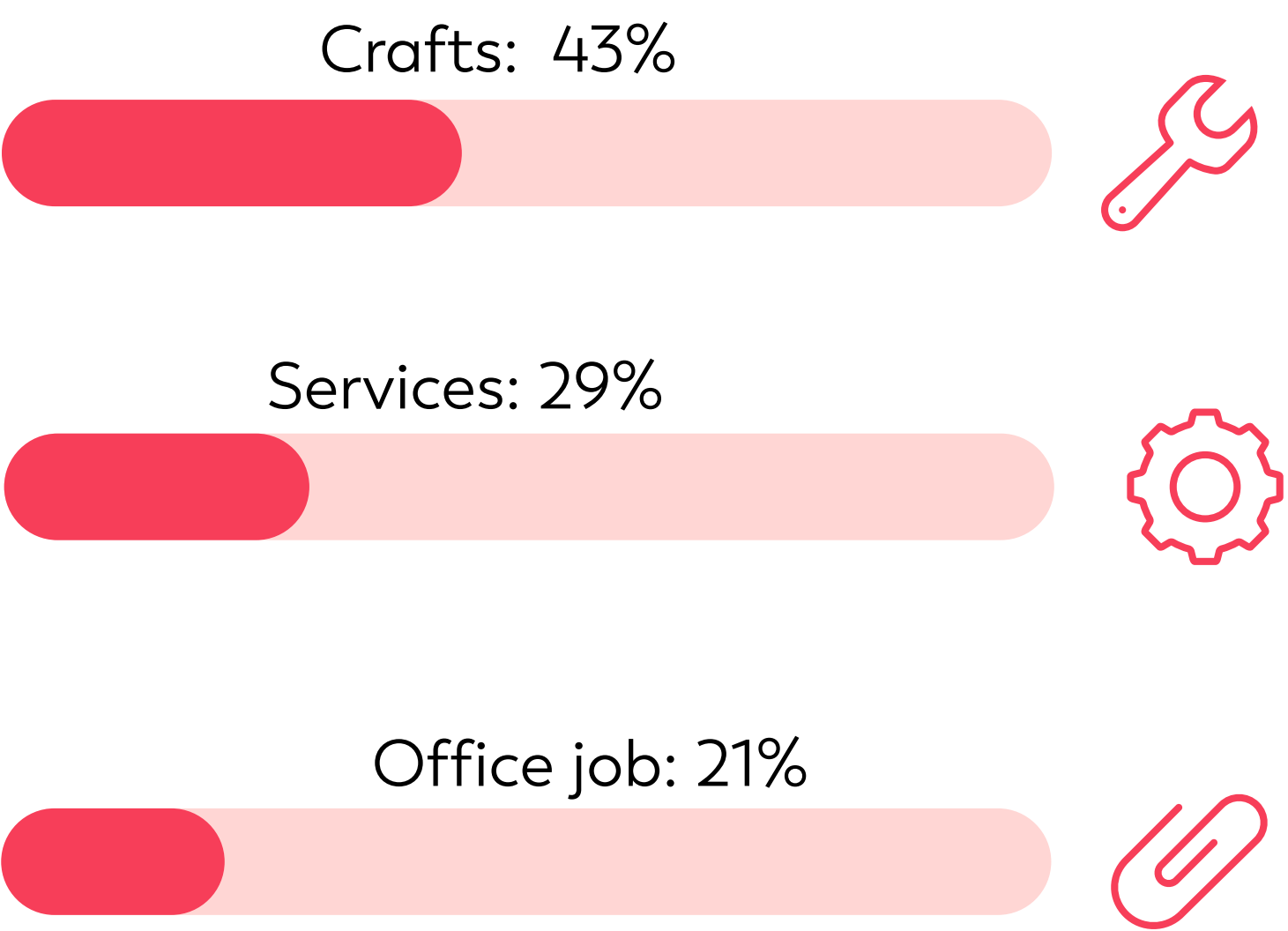
1. LOVOO as a media partner
2. **LOVOO at a glance**
3. Advertising formats
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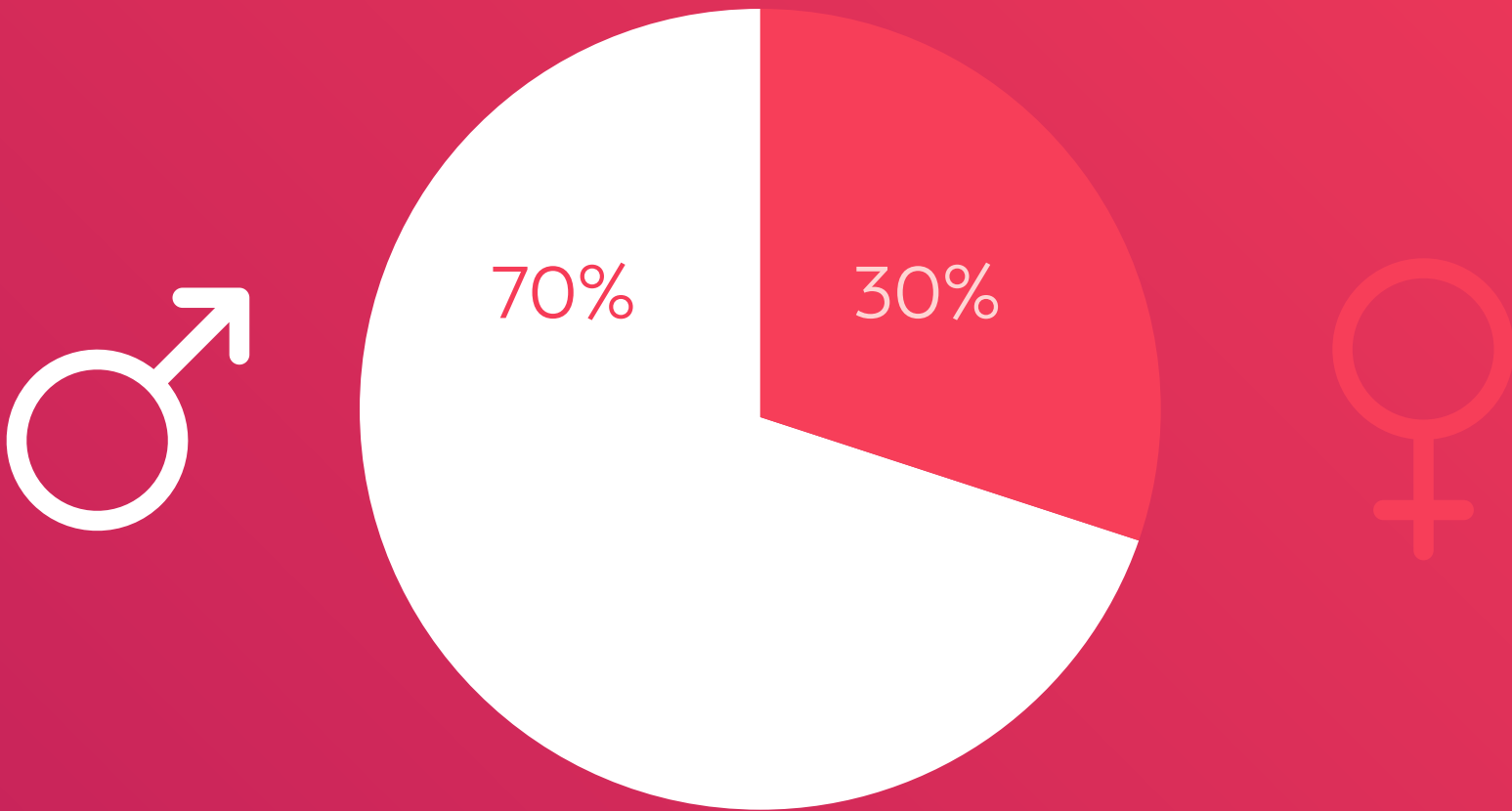
AGE DISTRIBUTION



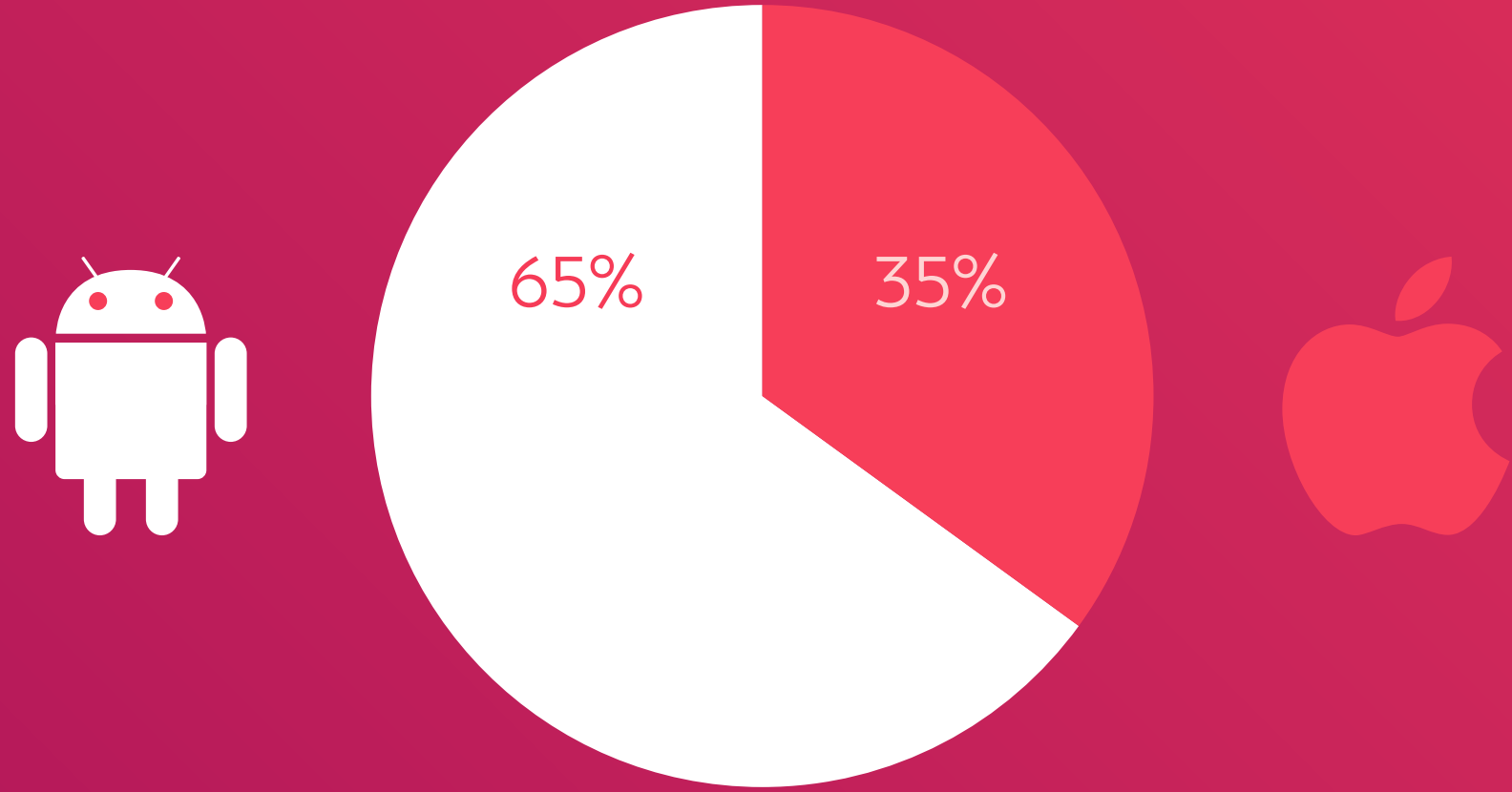
OCCUPATION



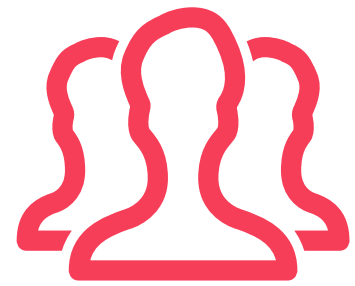
GENDER



PLATTFORM SPLIT



## REACH



Monthly active users:  
**SEVERAL MILLION**



Ad requests per month:  
**OVER 3 BILLION**



Potential impressions of each campaign:  
• **DACH (DE, AT, CH) 500 million**  
• **FRITES (FR, IT, ES) 300 million**



DATING



>120 million  
Registrations  
(in total)



>11,5 billion  
sent messages  
Since 2017



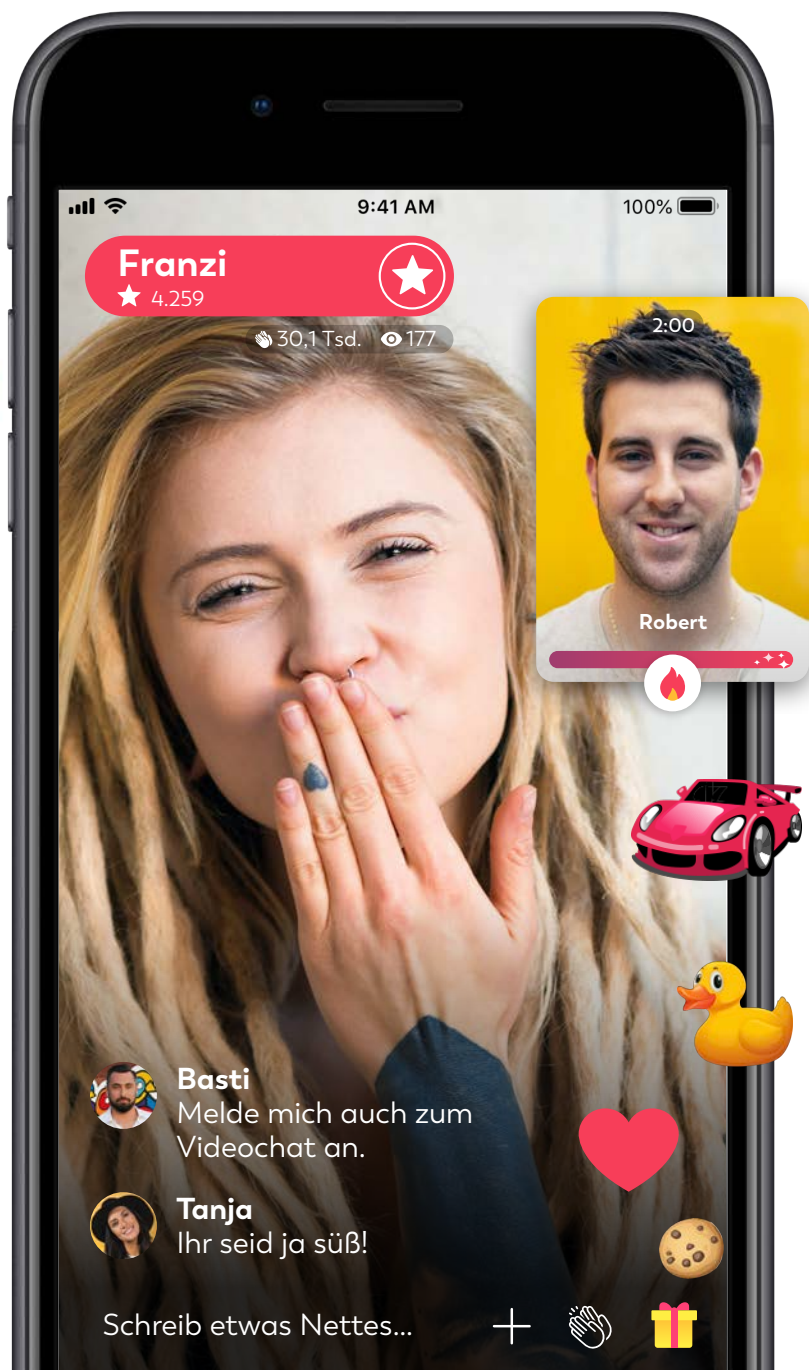
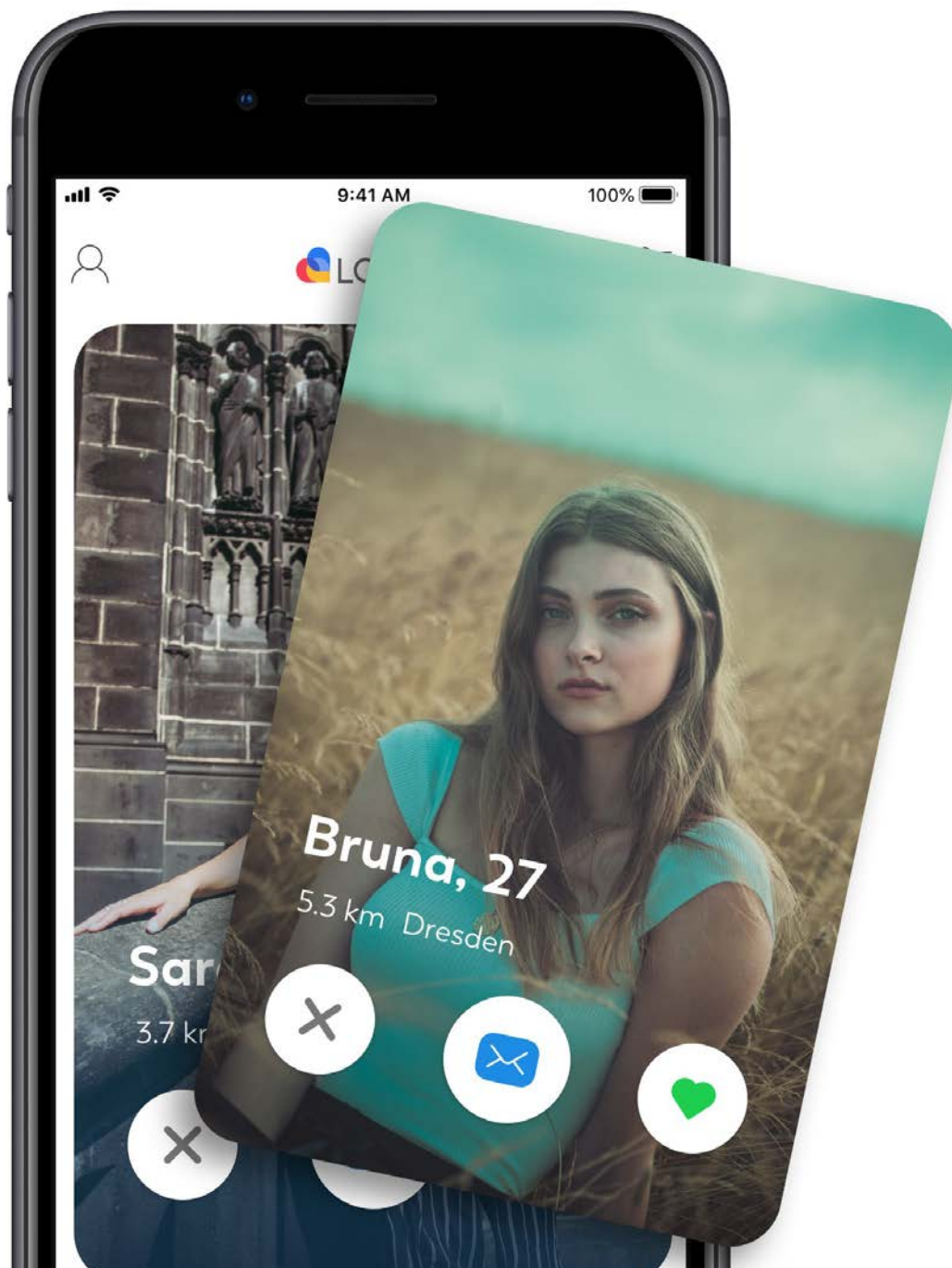
>1,35 billion  
matches since 2017



App Annie State of  
Mobile Report 2021  
**TOP3 Consumer  
Spending Ranking**



One of the winners of the  
**App Growth  
Awards 2020**





## LIVE VIDEO

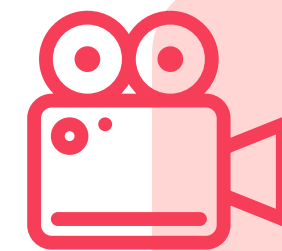
Instead of simply uploading pictures, LOVOO users can record live videos of themselves. They start a stream, talk about themselves, and interact with viewers. This allows users to share more about themselves and learn more from others, without icebreakers or credits.



Number of gifts given in 2020:

**76.853.166**

as of end of July



Live time of all streamers in 2020:

**8.243.604 h**

as of end of July



Watch time of all users in 2020:

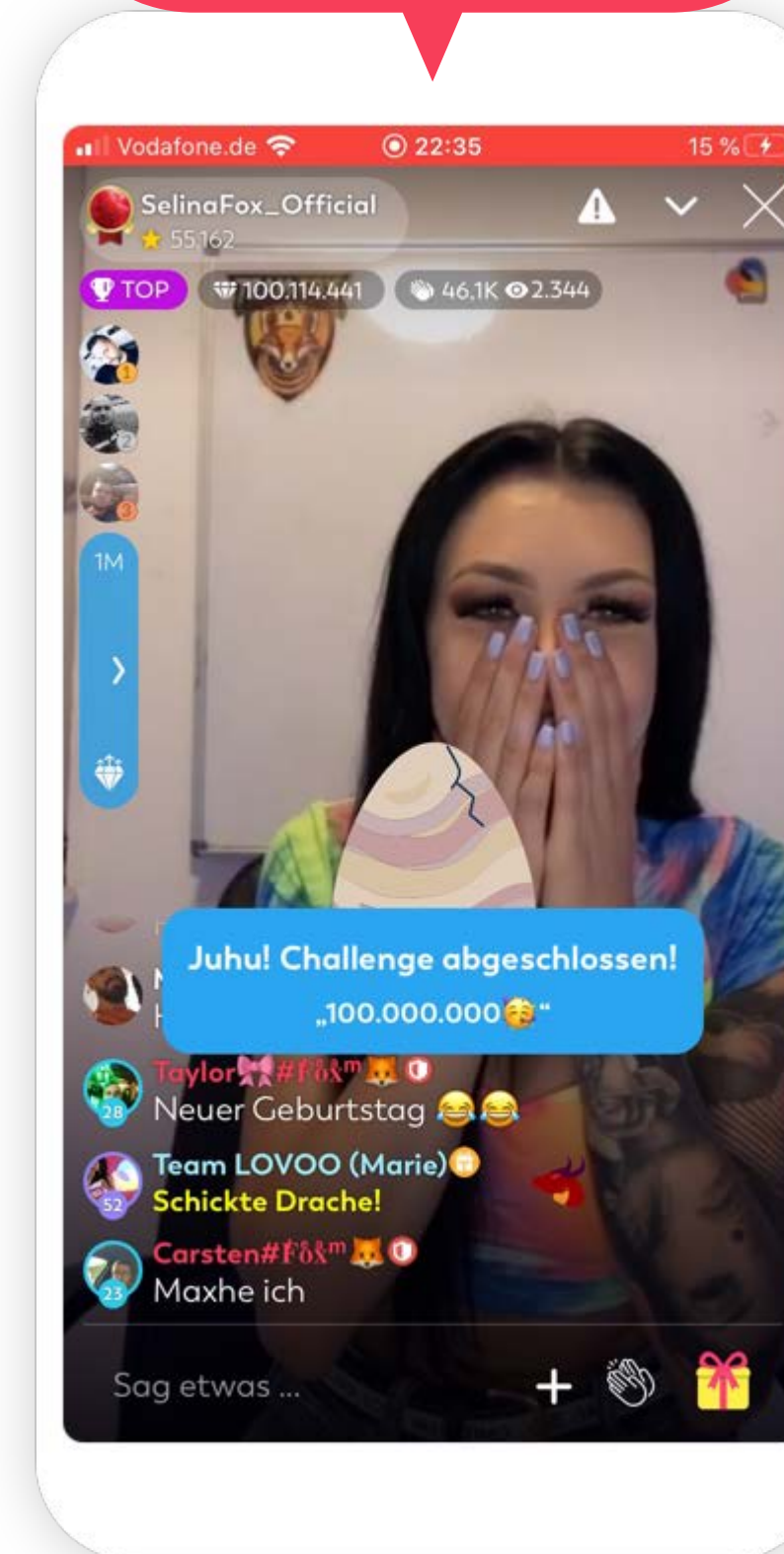
**19.259.422 h**

as of end of July

**Top-Streamer**

SelinaFox\_Official:

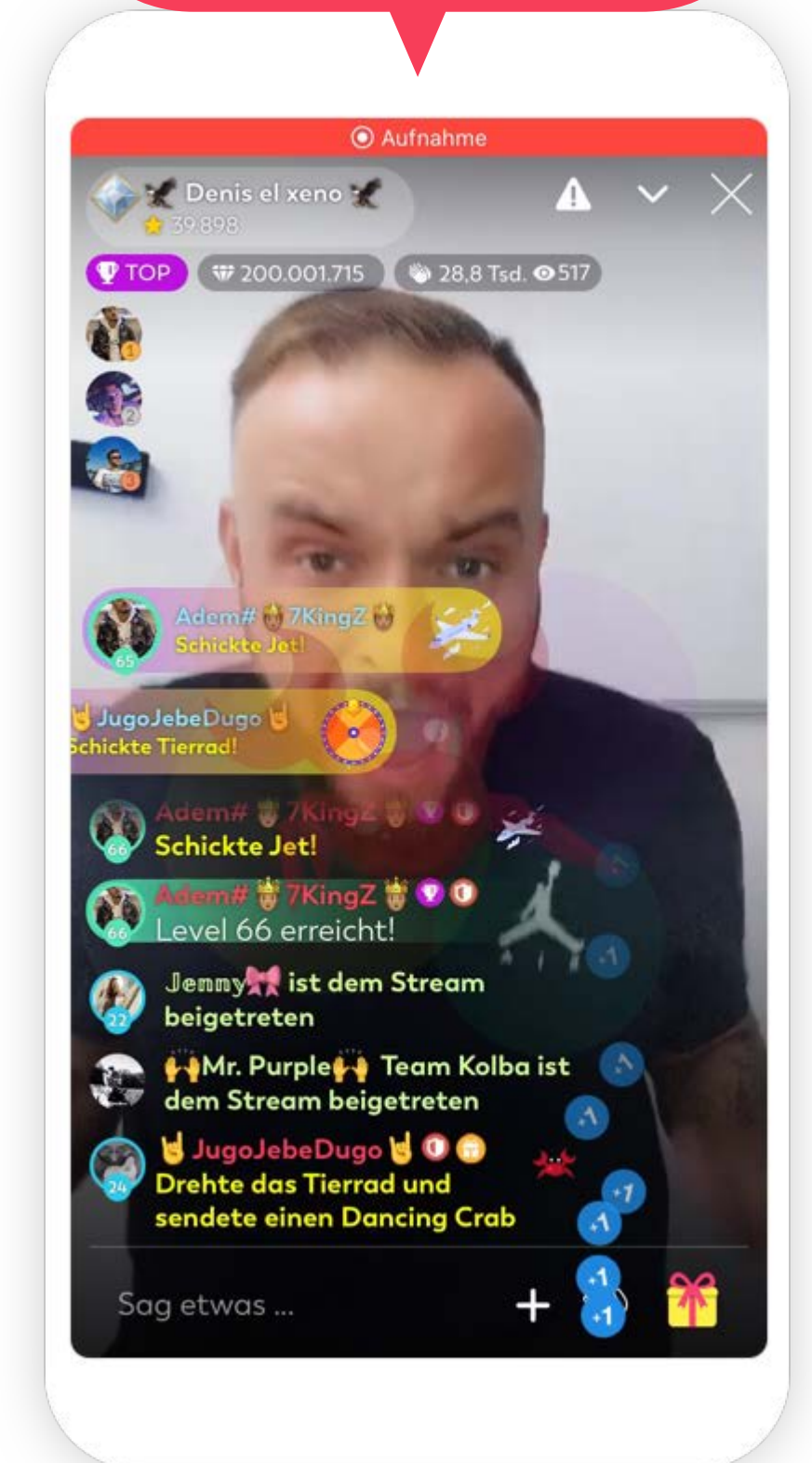
**54.125** fans



**Top-Streamer**

Denis el xeno:

**41.714** fans



## Agenda

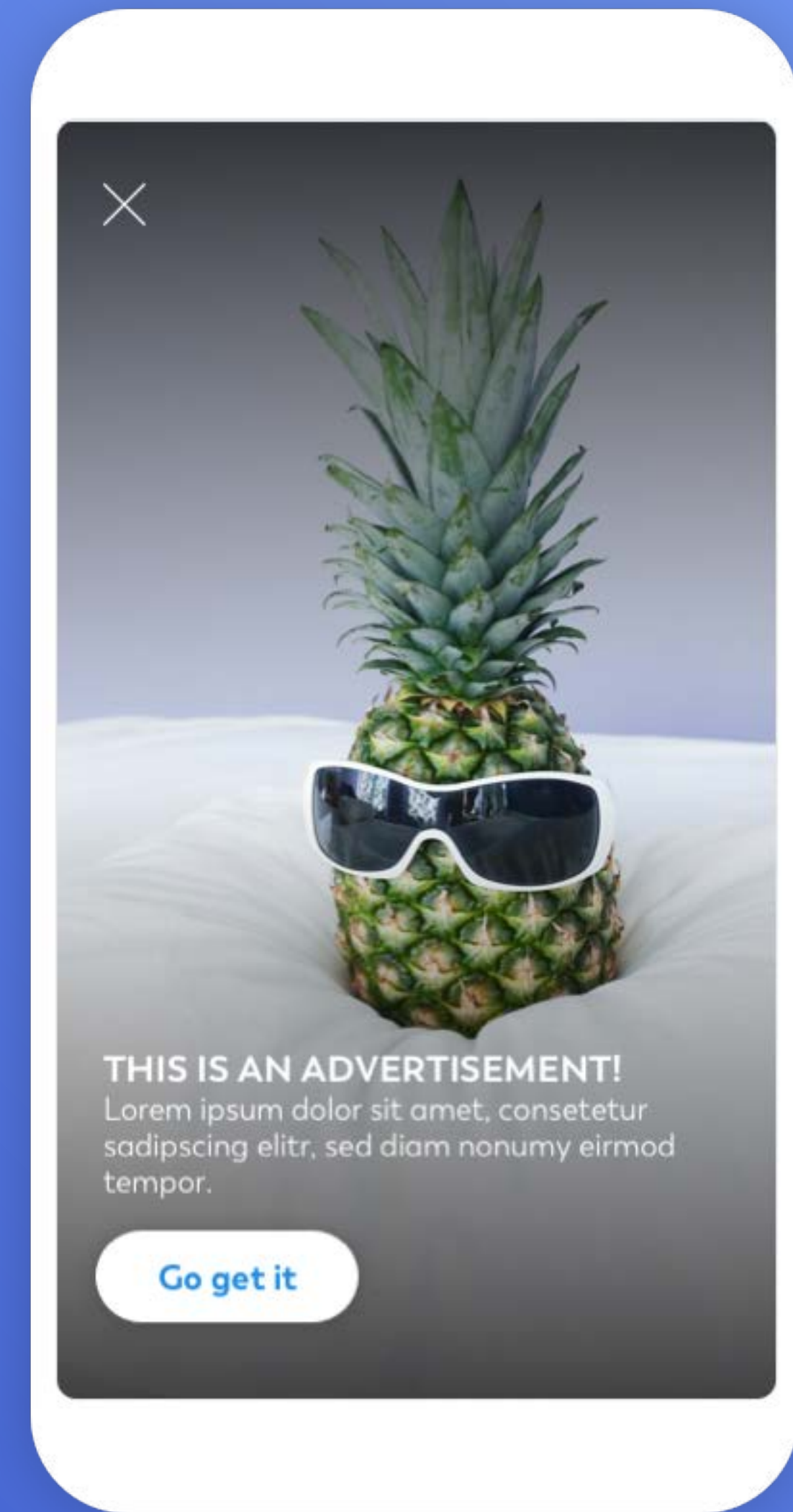
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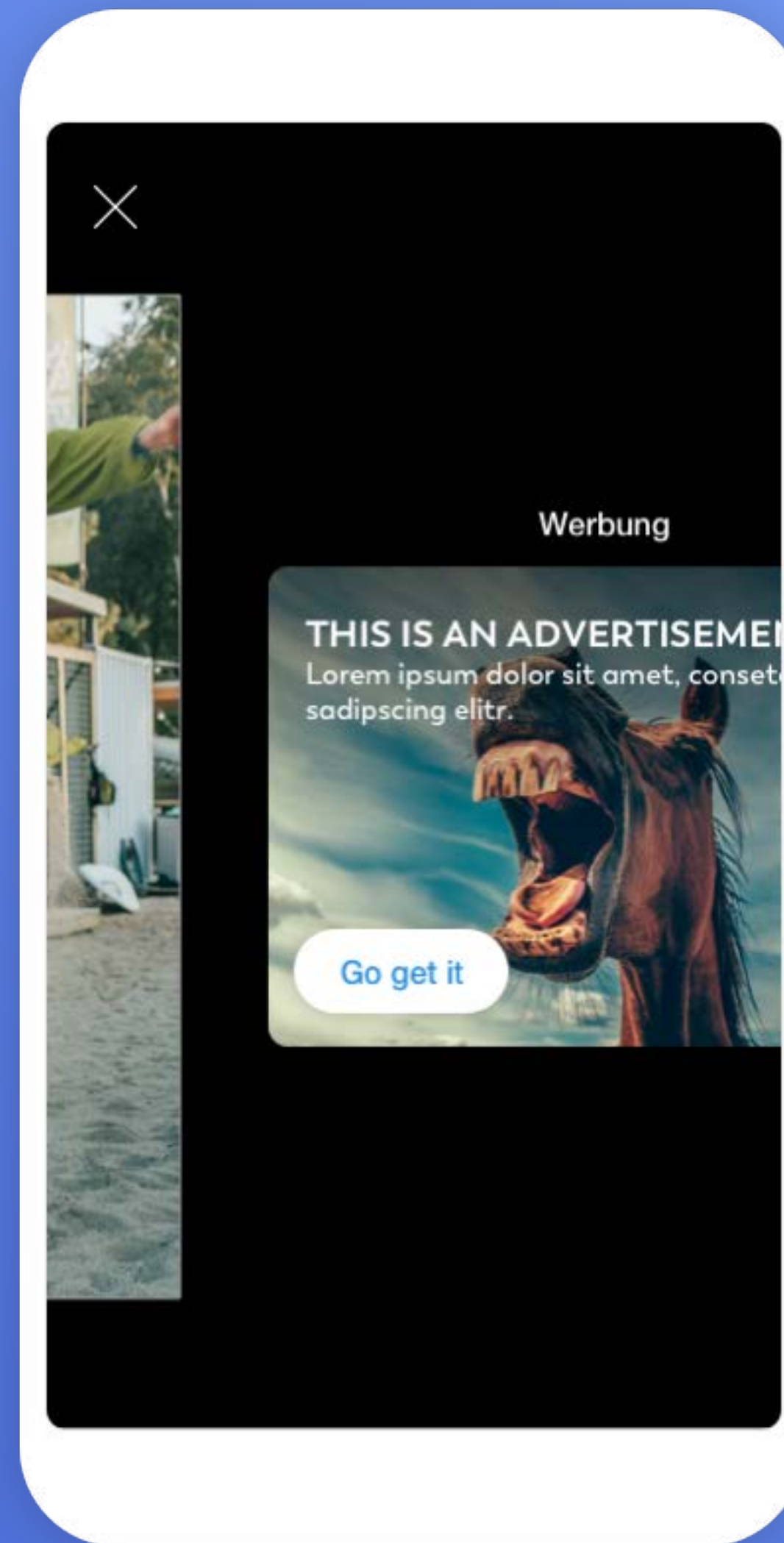
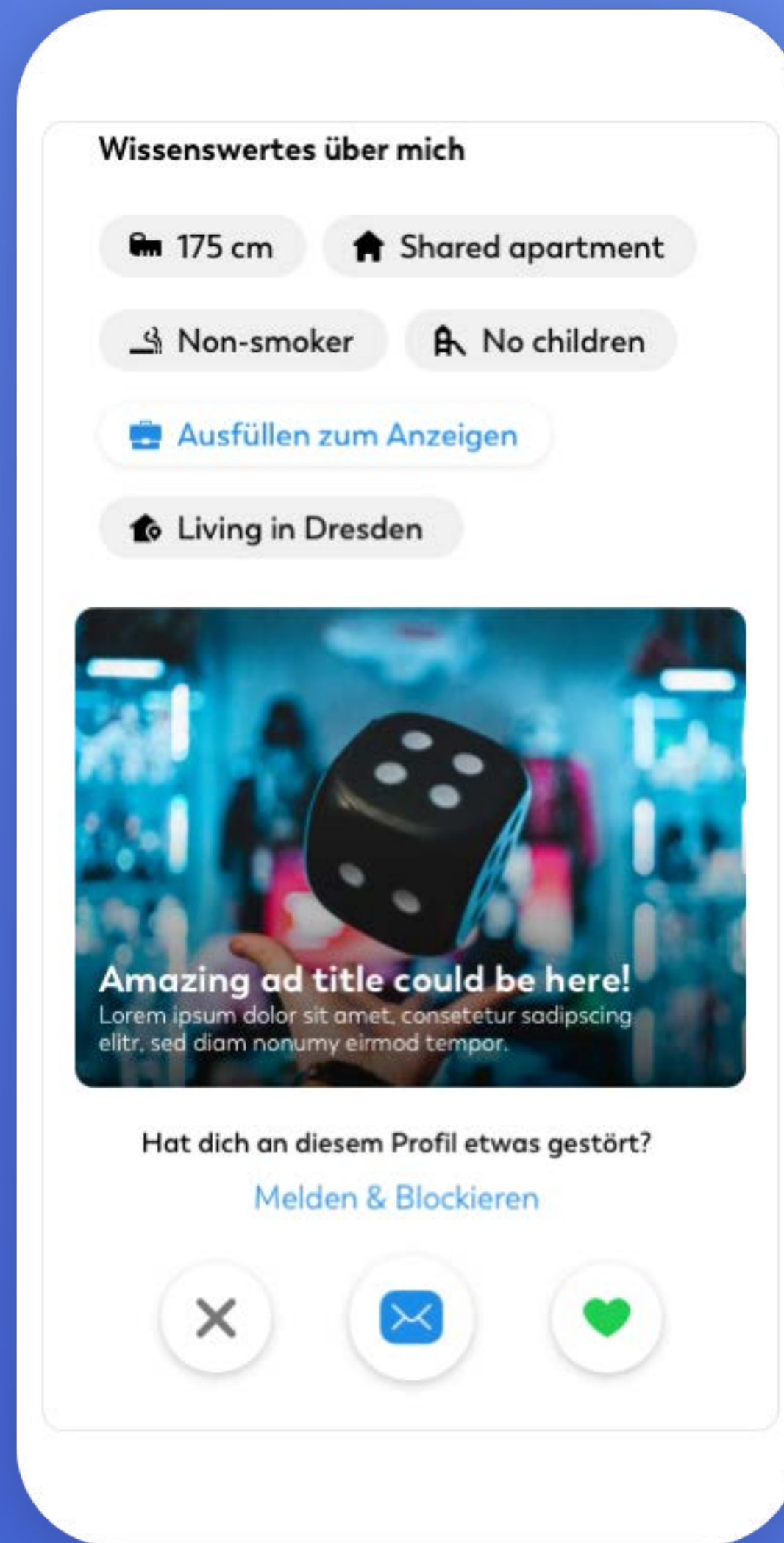


## FULLSCREEN INTERSTITIAL

Displayed in the central area of the app in Match, generating a high level of brand awareness

- Highest click rate of all advertising formats
- Also available in video format
- Full screen (scalable for all devices, e.g. 640 x 960 px)
- PNG, JPG, GIF, HTML5 script, mp4 (max. 3.5 MB)





## MEDIUM RECTANGLE

The classic banner is displayed in the profile and picture gallery

- Available for web and in app
- 300x250px
- PNG, JPG, GIF



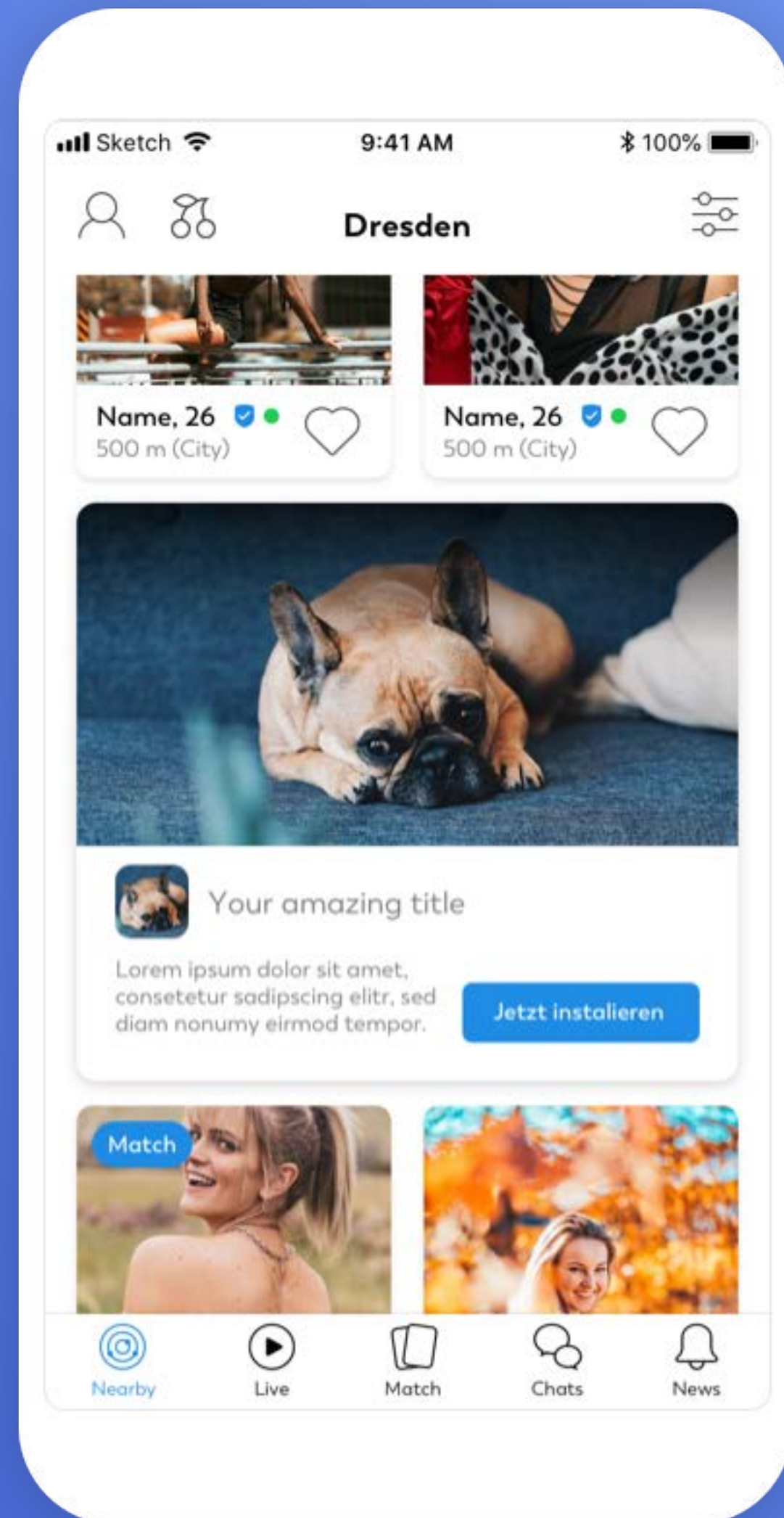
## BOTTOM BANNER

This standard ad is displayed at the bottom of the screen in almost all areas of the app

- Stands out with large reach
- Also suitable for performance-based campaigns
- 320 x 50 px
- PNG, JPG, GIF







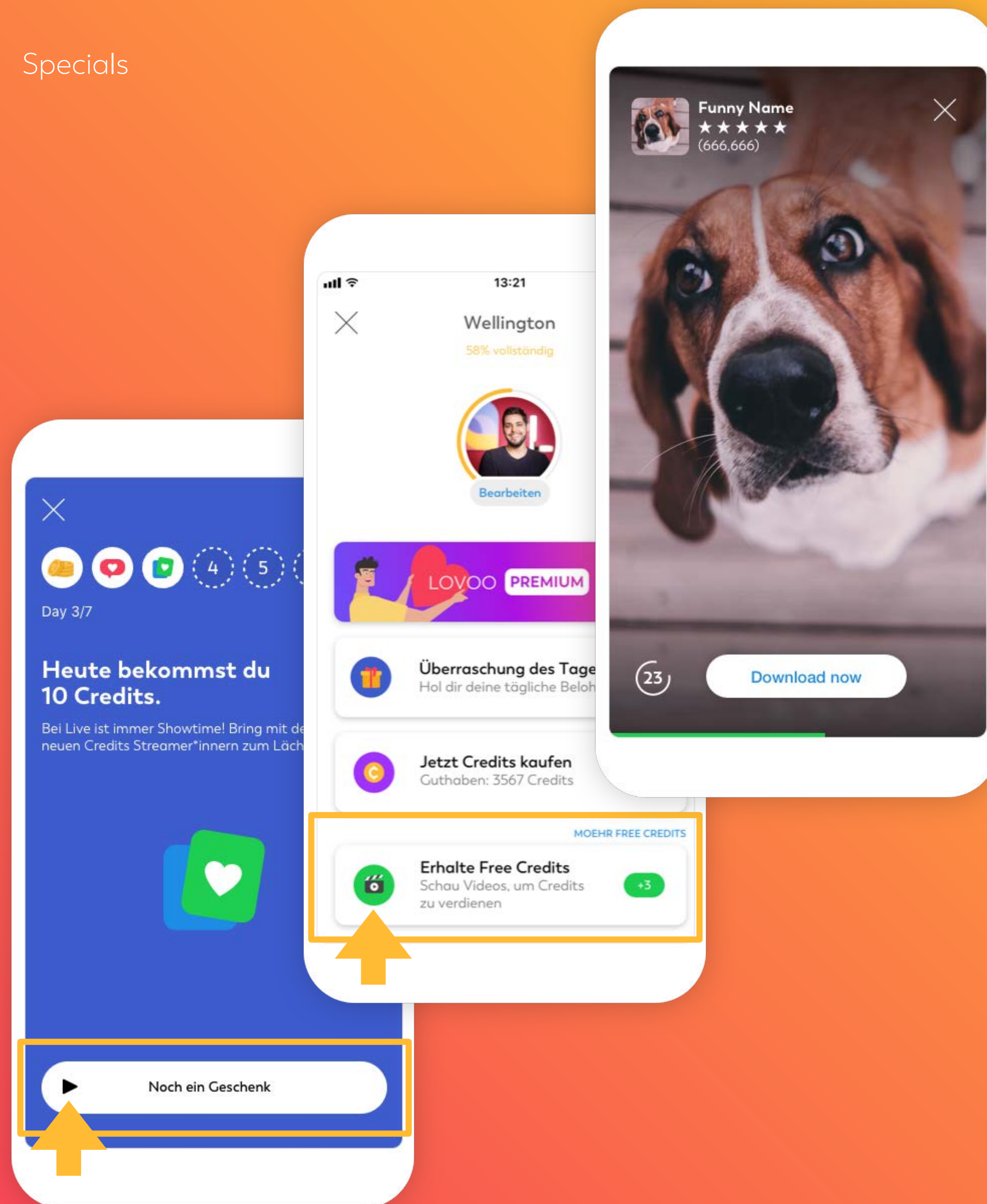
## NATIVE FEED

This format is incorporated in user feeds

- Native integration creates a trustworthy impression
- Ad consists of image, text, headline, logo, and CTA button
- Main picture PNG, JPG (1,200 x 617 px)







## REWARDED VIDEO

The user is rewarded with credits when he views a full-length video advertisement. Credits allow for interaction in multiple areas of the LOVOO app. The video cannot be skipped. This achieves a particularly high video view-through rate. Playing it in fullscreen format also guarantees a high level of attention.

According to independent evaluations, rewarded videos offer the best user experience. Because users have consciously decided to see them, the video experience is largely associated with positive emotions for them.

- Higher user acceptance leads to better brand awareness
- Videos of up to 30 sec can be shown
- Multiple entry points within the app



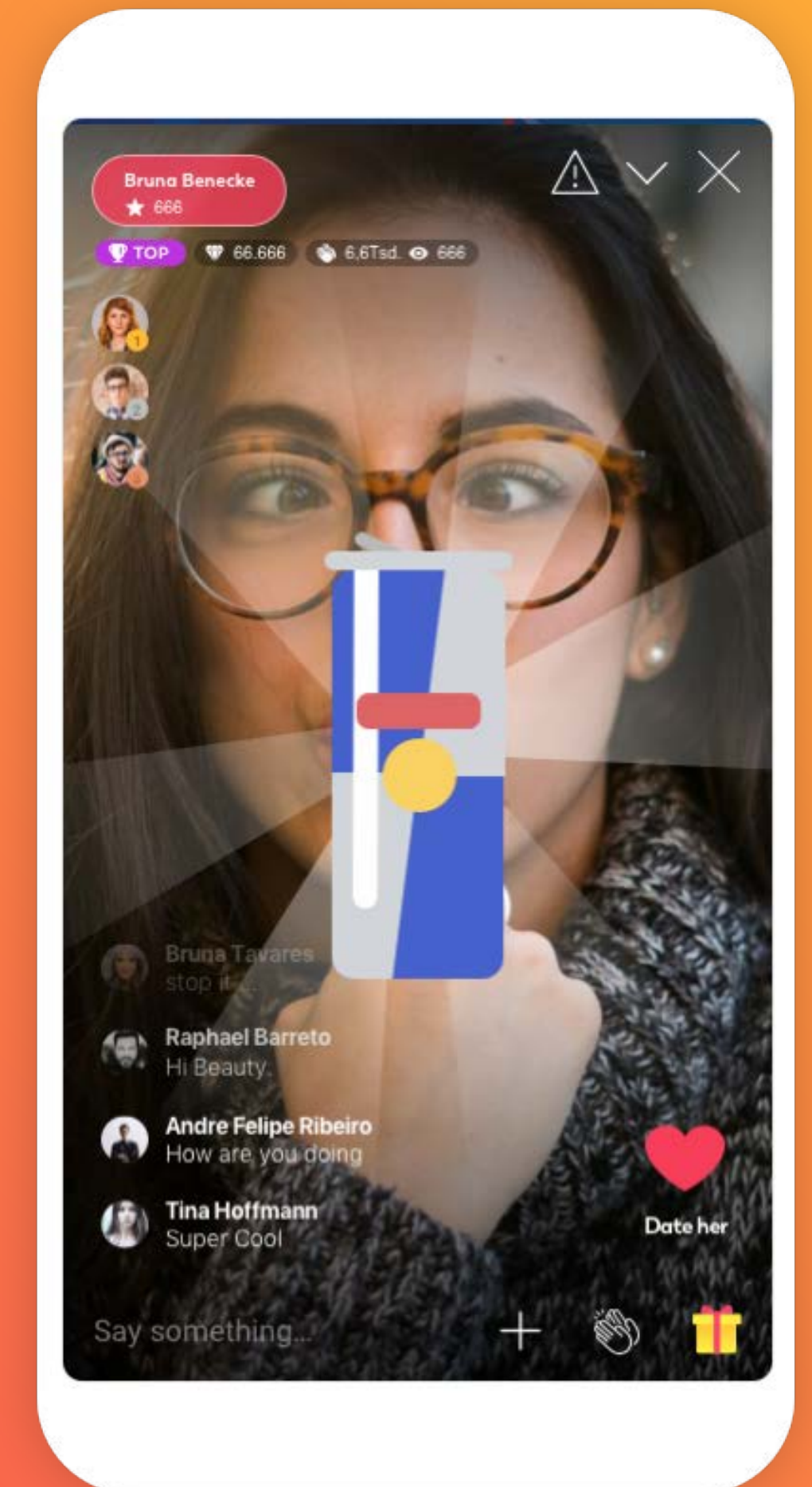
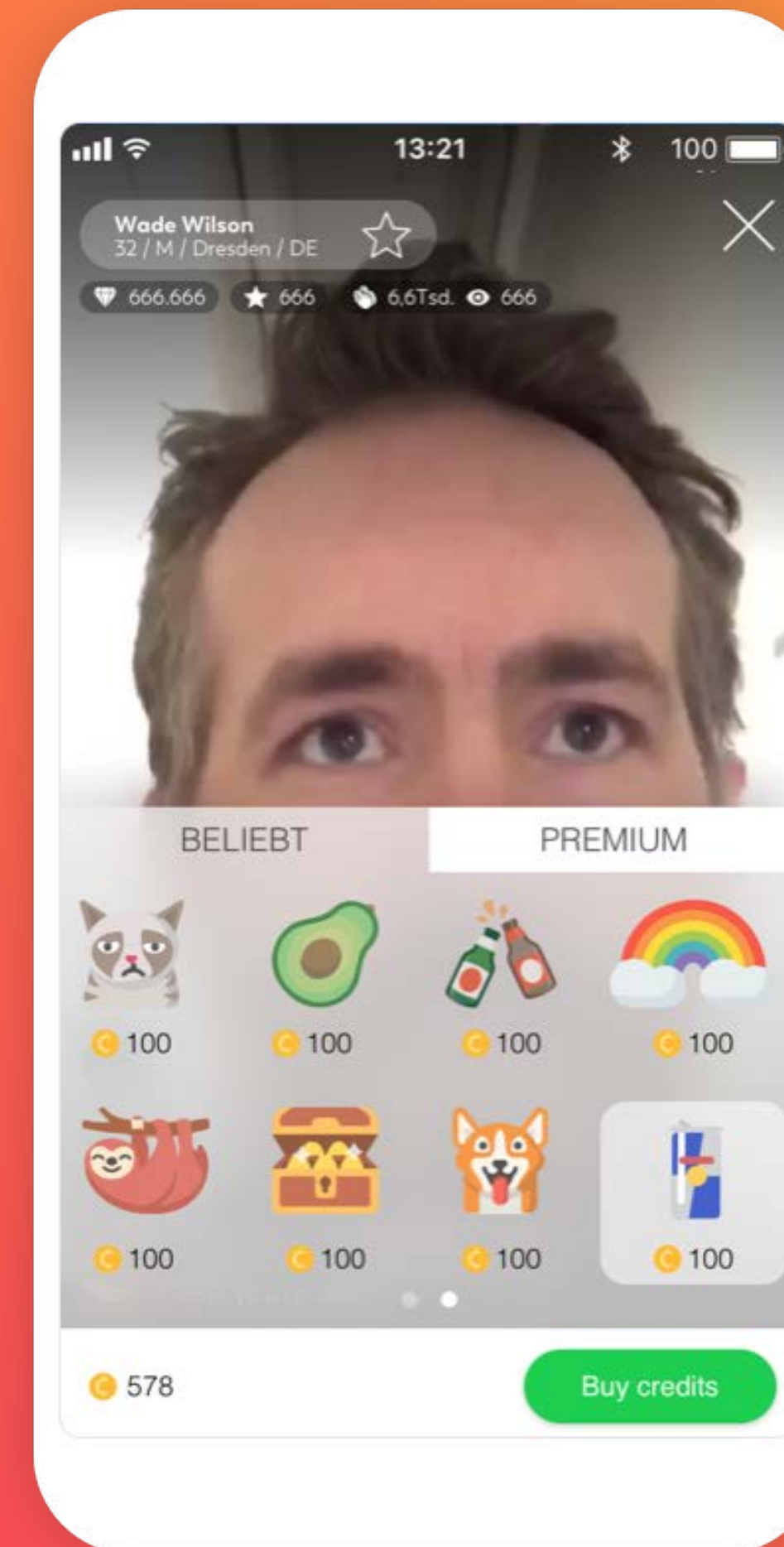
## SPONSORED CONTEST

Our most successful innovative feature to date, Live Video, is perfect for modern and innovative advertisers.

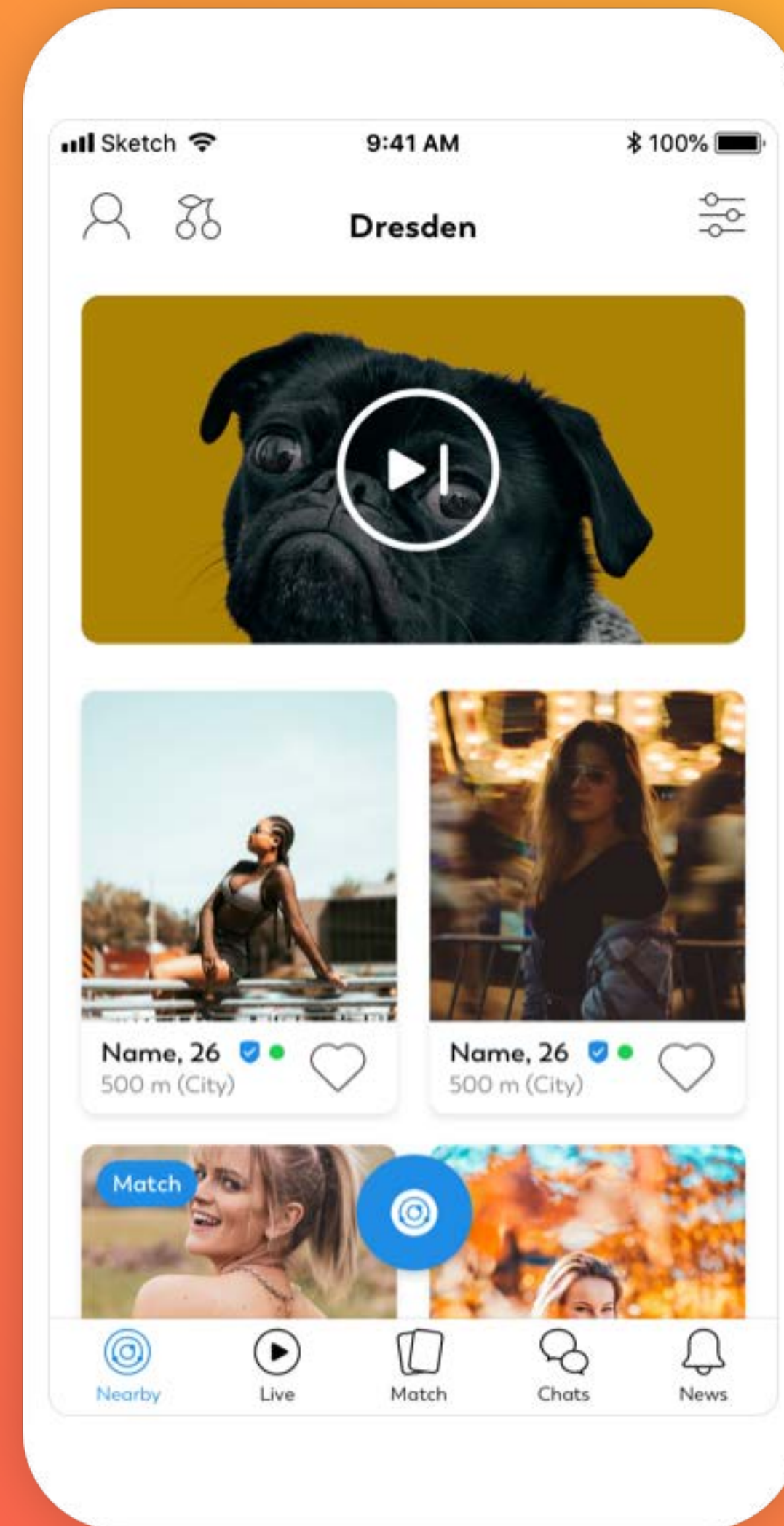
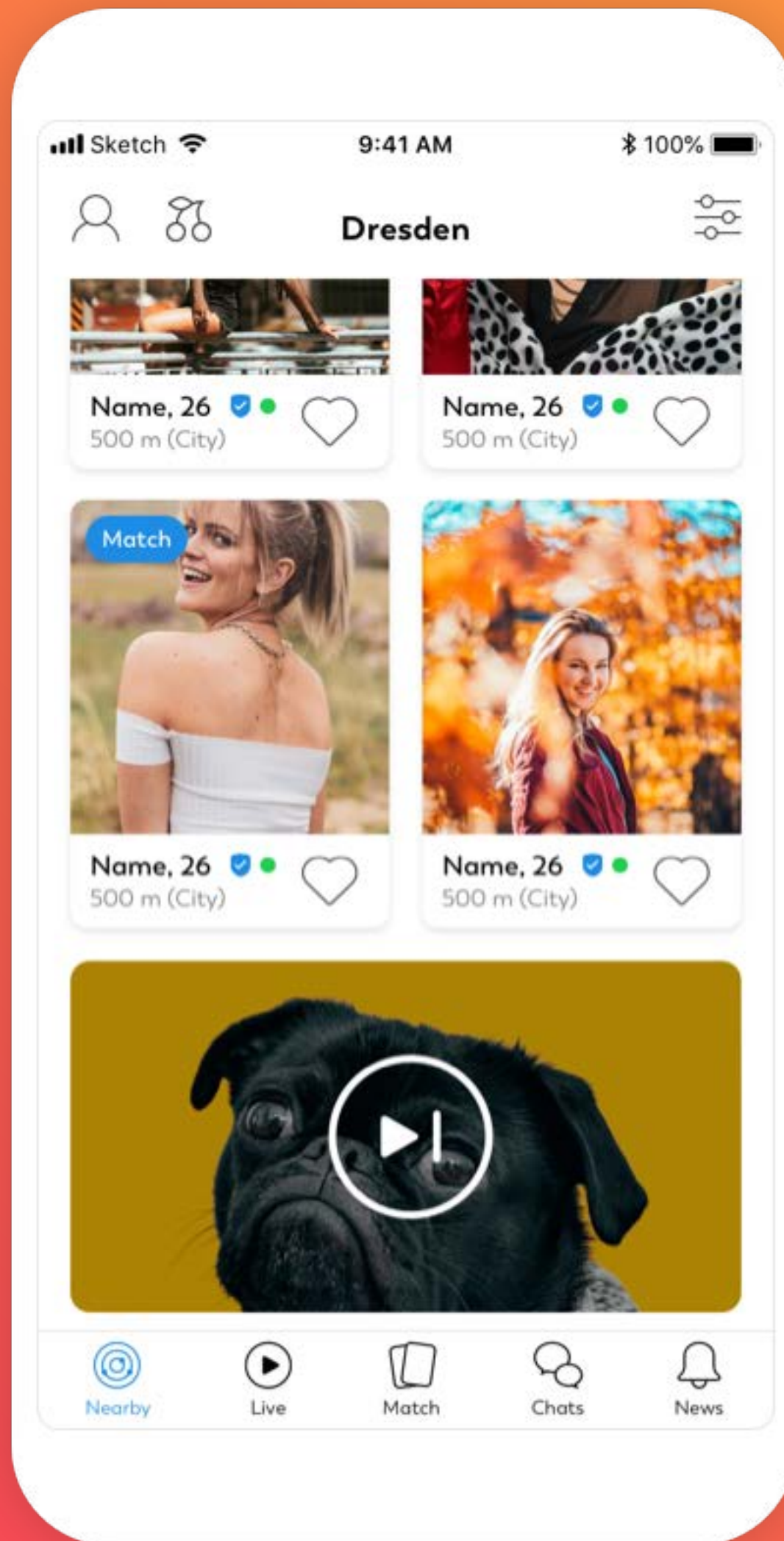
In the live streaming section, users communicate with the LOVOO community in real time as viewers or streamers. Streamers receive virtual gifts from their audience as a token of appreciation. These gifts have a certain monetary value. Regular streamer and supporter contests are particularly popular; the focus of these is on gifting and the winners receive high-quality prizes.

Sponsored gifts and contests give you the opportunity to present yourself to a large audience in LOVOO Live. We come up with a tailor-made gift for the advertising partner (including a company logo) and can incorporate this gift in a suitable contest.

- Unique placement for innovative brands
- Creative animated ad based on the client's preferences
- Other options can be arranged







## OUTSTREAM VIDEO

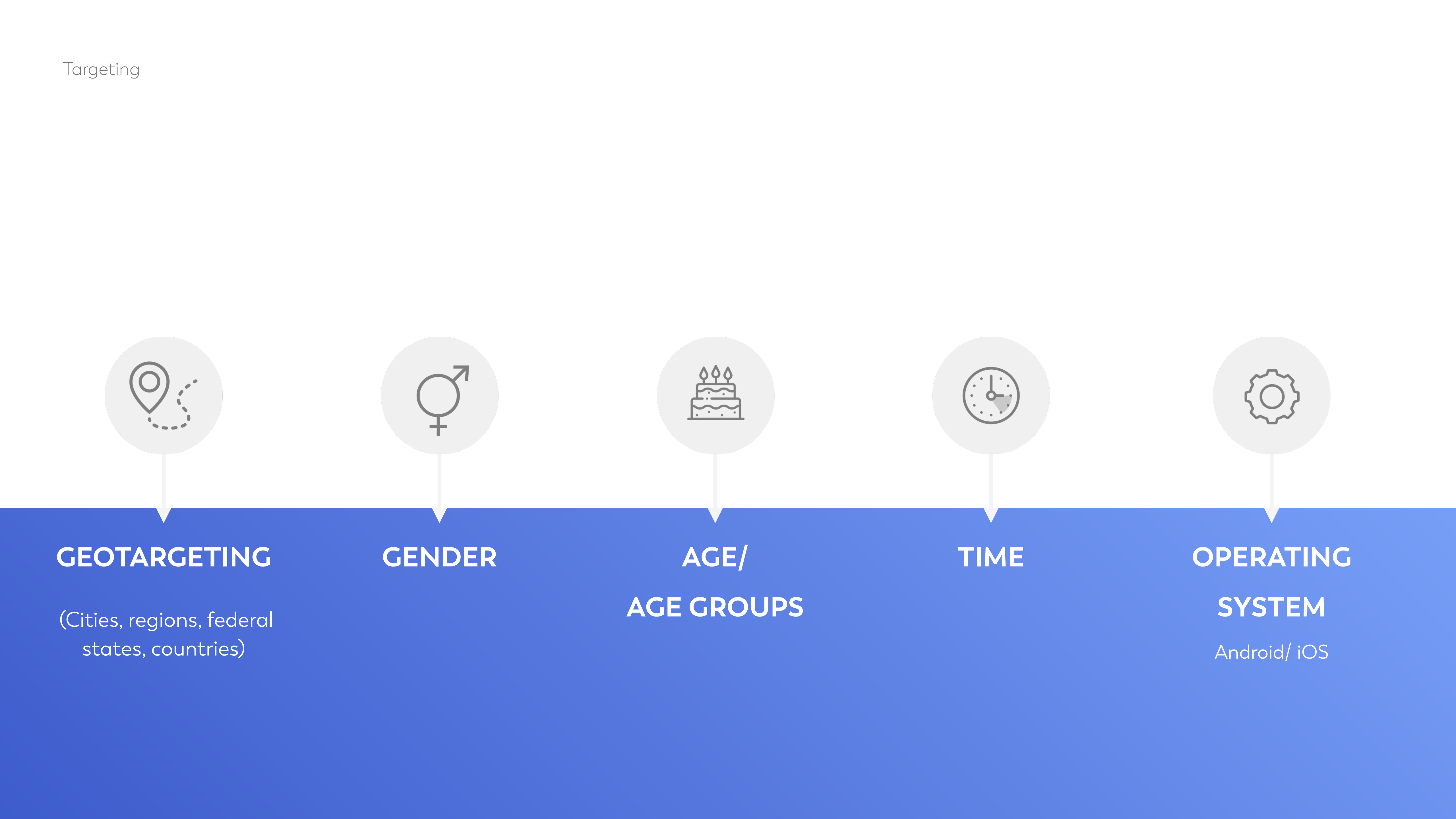
The outstream video is integrated natively in the user feeds and displayed in a sequence across several advertising windows. This means that the ad continues when users keep scrolling, which leads to a very high view-through rate.

- Excellent effects on attention and emotionalization
- Costs are only charged if the video is played in full (VTR 100)

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