Exciting livestreams about relevant games & modern technology

“heise spielt” is the livestream format for PC and video games, as well as gaming hardware on heise online. Michael Wieczorek (@avavii) dedicates himself to either current new releases, big updates for important games or retro classics that might be celebrating their birthday.

**Youtube format**
- Video, on youtube channel heise spielt + Twitch
- Episode length: 7-15 minutes up to 3 hours
- Published weekly

**TechSpecs:**
- Fill out briefing template as the basis for the sponsoring for the editorial team.
- Text for the sponsor hint
- Reporting: Youtube view numbers

**Playout channels:**
- heise spielt + Twitch

**Advertising options:**

- **Package S:** Native integration with briefing, 30 seconds at the beginning, plus sponsor notes
  - € 1,000

- **Package M:** Native inclusion + product SHOW and briefly outlined (even if only in the background) with briefing, 45 seconds at the beginning, plus sponsor notes.
  - € 2,500

- **Package L:** individual setup, briefing with presenter
  - Rate on demand

Exclusivity: sole sponsor of an episode!

**Rates**

<table>
<thead>
<tr>
<th>heise spielt</th>
<th>Sponsoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>45 minutes up to 3 hours</td>
</tr>
<tr>
<td>Rate package S</td>
<td>1,000 EUR</td>
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<tr>
<td>Rate package M</td>
<td>2,500 EUR</td>
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<tr>
<td>Rate package L</td>
<td>on request</td>
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**Target group**

- 82% are on YouTube several times a day**
- 27% (very) frequently use content from subject matter experts**
- 56% have a HHNI > 3,000 EUR
- 41% focus on technology/computers, games, gaming on social media channels**
- 64% have a high level of education
- 26% are between 16 - 44 years
- 75% are employed

Source:
- ** AGOF daily digital facts 2021-01.-11.April (df BE c't)
- AGOF daily digital facts, 2021-03 (df BE c’t)