

# Bits & Böses from heise online

## The Tech Crime Podcast

On November 15, 2022 we have started with the new tech crime podcast „Bits & Böses“. The first season tells the case of a swimmer who had her Instagram account „hacked“ (plus tips, classification, expert assessments, etc.).

- Podcast format:**
- Audio and video format
  - Episode length: 20-30 minutes
  - Always published weekly

**Calls** 11,000 calls in the first 4 weeks

- TechSpecs:**
- Spot content as continuous text - for production of the spot by a trained speaker
  - Text for sponsor notice
  - Reporting currently via Soundcloud (41% of the listeners)

- Playout channels:**
- On **heise.de** and the **heise online Youtube channel** (currently > 46,993 subscribers)
  - Retrievable via Amazon Alexa and the Google Assistant
  - Subscribable via RSS feed
  - Soundcloud

- Advertising opportunities:**
- Integration: Spot, approx. 30 seconds, integrated at the end of the podcast, produced by Heise with a trained speaker
  - Sponsor reference in the podcast descriptions on all platforms incl. link and short company description
  - Exclusivity: sole sponsor of an episode!



[Link to the podcast](#)

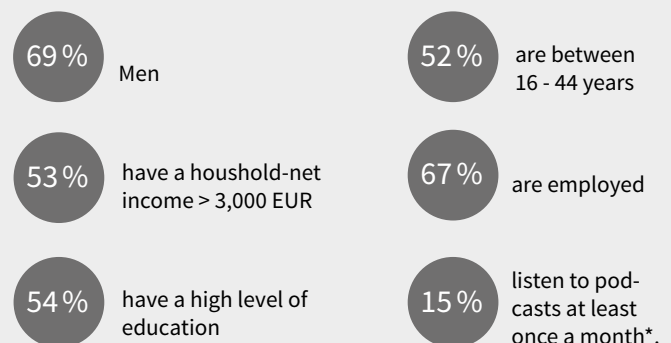
**IMPORTANT:** The spot can be released before integration. There is a release loop.

### Rates

Podcast Bits & Böses by heise online	Sponsoring
Integration	Spot
Length	approx. 30 sec
Mention in the podcast descriptions	✓
Rate per episode	1,500 EUR

(Agency commission possible)

### Target group



Source: AGOF daily digital facts 2021-09 (df heise online) (\*VuMa feature)