



## Videos from Europe's biggest tech newsroom

If you thought entertainment and serious tech journalism were mutually exclusive, you haven't heard of c't 3003 yet! In weekly YouTube videos, experienced video makers Jan-Keno Janssen and Johannes Börnsen highlight everything that comes under their wing – from the Raspberry Pi to smartphones to electric scooters: sometimes silly, but always technically sound. What sets c't 3003 apart from other YouTube channels is the expertise of Europe's largest tech editorial team: over 60 c't editors support the channel with their know-how.

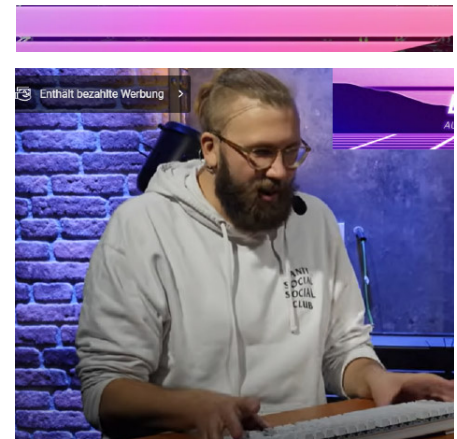
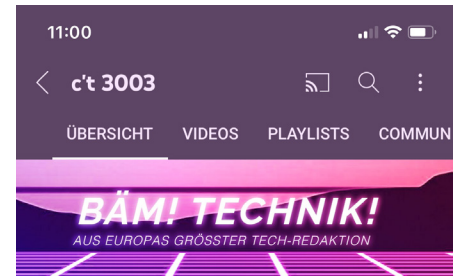
- Youtube format**
- Video, on youtube channel 3003
  - Episode length: 10-20 minutes
  - Published weekly, Fridays
  - at least 20,000 views in the first 4 weeks (depending on the topic, over 100,000 views per episode are also possible)

- TechSpecs:**
- Fill out briefing template as the basis for the sponsoring for the editorial team.
  - Text for the sponsor hint
  - Reporting of YouTube views takes place 4 weeks after broadcast of the episode

**Playout channels:** • **Youtube channel c't 3003** (51,000 subscribers)

- Advertising options:**
- **Package S:** Native integration with briefing, up to 30 seconds, plus sponsor notes (Explicit recommendation max. 15 seconds) **€ 4,500 €**
  - **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. **€ 7,500**
  - **Package L:** individual setup, briefing with Keno **Rate on demand**

Exclusivity: sole sponsor of an episode!



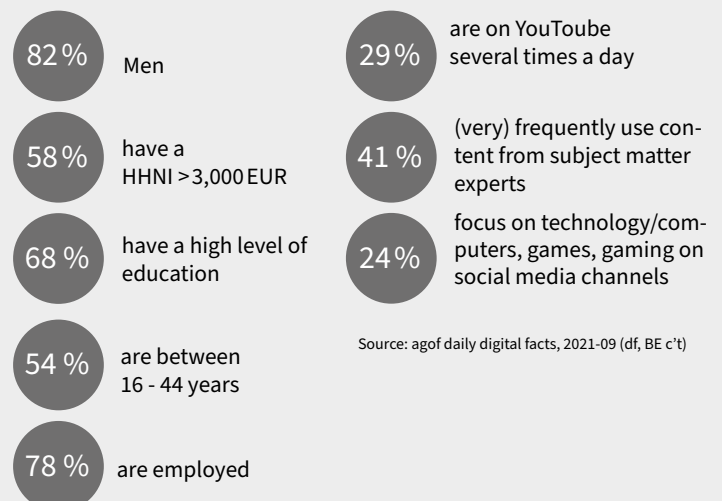
[Sponsoring example](#)

**IMPORTANT:** The integration can be approved in advance. There is a release loop.

### Rates

c't 3003	Sponsoring
Length	10-20 minutes
Subscribers	51,000
Views	at least 20,000
Rate package S	4,500 EUR
Rate package M	7,500 EUR
Rate package L	on request

### Target group



Source: agof daily digital facts, 2021-09 (df, BE c't)