

AI update

Information and assessments on the most important AI developments

How intelligent is artificial intelligence actually? What consequences does generative AI have for our work, our leisure time and society? In the „AI Update“ (a joint project of all Heise editorial teams), we bring you updates on the most important AI developments every weekday together with The Decoder. On Fridays, we shed light on the different aspects of the AI revolution with experts.

- Podcast format:**
- Audio format
 - Length of the sequence: 10-45 minutes
 - Published workdays

- Call-offs in the first 4 weeks:**
- 60,000

- TechSpecs:**
- Spot content as a continuous text for the production of the spot by a trained speaker
 - Text for sponsor note
 - Reporting of the retrievals (via Soundcloud and YouTube) after 4 weeks

- Playout channels:**
- on **heise.de**
 - Available via Apple Podcasts, Deezer, Spotify, Google Podcasts
 - Via RSS feed (if channel is subscribed)

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



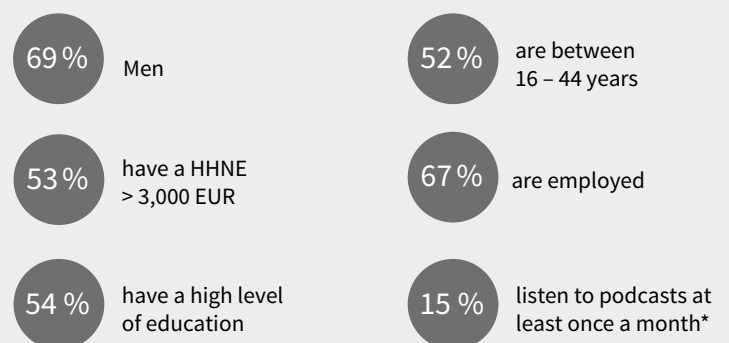
[Link zum Podcast](#)

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

Rates

Podcast AI update	Sponsoring
Integration	Spot
Length	approx. 30 seconds
Mention in the podcast descriptions	✓
Rate (Agency commission possible)	3,500 EUR

Target group



AGOF daily digital facts 2021-09 (df heise online)
(*VuMa-Characteristic)