



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, usually on Fridays
- at least 50,000 views in the first 4 weeks (depending on the topic, well over 200,000 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

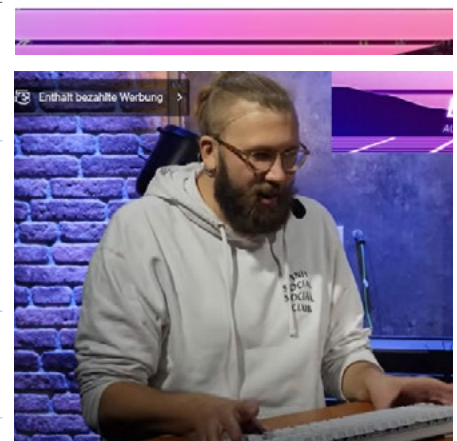
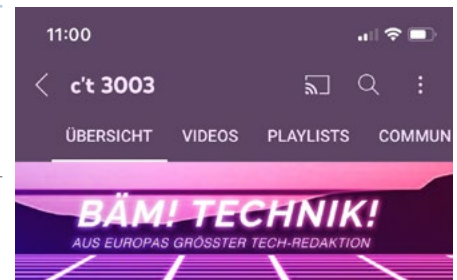
Playout channels:

- **Youtube channel c't 3003** (102,000 subscribers Status Nov. 2023)

Advertising options:

- **Package S:** Native integration based on product information and videos with briefing, up to 30 seconds at the beginning. Suitable especially for software products/digital solutions. **€ 5,500**
- **Package M:** Native integration + product SHOW and briefly outlined (even if only in the background) with briefing, about 60 seconds at the beginning. Suitable especially for hardware **€ 7,900**
- **Package L:** Product Placement. Targeted and exclusive integration of your product. Duration: at least four weeks **€ 13,500**

Exclusivity: sole sponsor of an episode!



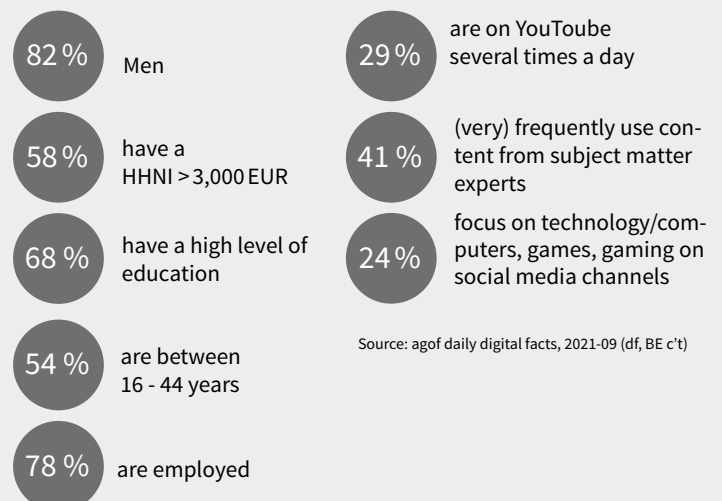
[Sponsoring example](#)

IMPORTANT: The integration can be approved in advance. There is a release loop. We require the briefing 10 business days before broadcast day.

Rates

c't 3003	Sponsoring
Length	10-20 minutes
Subscribers	102,000
Views	50,000
Rate package S	5,500 EUR
Rate package M	7,900 EUR
Rate package L	13,500 EUR

Target group



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