heise online

Bits & Böses – The Tech Crime Podcast from heise online

Come with us into the dark corners of the internet. In the first season, we look at a case of identity theft on Instagram and see how it could have been prevented, how the police search for cyber criminals and what you can still do when it's actually too late. The second season focuses on the topic of "hate on the internet".

Podcast format:	• Audio format • Length of the episode: approx. 20 minutes • Published weekly
TechSpecs:	• Spot content as continuous text for the production of the spot by a trained speaker • Reporting of retrievals (via our audioserve ad server) takes place after the end of the campaign
Playout channels:	• On **heise.de** • Available via Apple Podcasts, Deezer, Spotify, Google Podcasts • Can be subscribed to via RSS feed

inclusive host-read!

Advertising opportunities

Integration:	• Pre- and mid-roll, recorded by the host of the podcast
Length:	• approx. 30 seconds each
Exclusivity:	• Sponsoring of the entire season with approx. 70,000 views after 4 weeks and mention in the show notes with sponsor reference
Rate:	**€ 6,900** (agency commission possible)

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

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Link to the podcast

Talk to us:

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