



NETWORK

AVOD CHANNEL NETWORK

THE NEW FREE TV



BRANDED
AVOD
CHANNELS FOR
DIFFERENT
TARGET GROUPS

THE LARGEST BRANDED AVOD CHANNEL NETWORK IN GERMAN SPEAKING TERRITORY

GERMANY'S NO. 1 FREE MOVIE STREAMING SERVICE



UNIQUE LIBRARY

One of the most experienced VOD acquisition teams in Germany



FOCUSING ON FEATURE FILMS ONLY

Premium inventory for advertisers
High involvement due to high watch time
Perfect setting for ads (Pre-, Mid-, Postrolls)
Clearly defined target audience



LICENSE DEALS

with more than 50 rightholders



HIGH ADFILL RATE

Adserver Technology supplied by SpotX



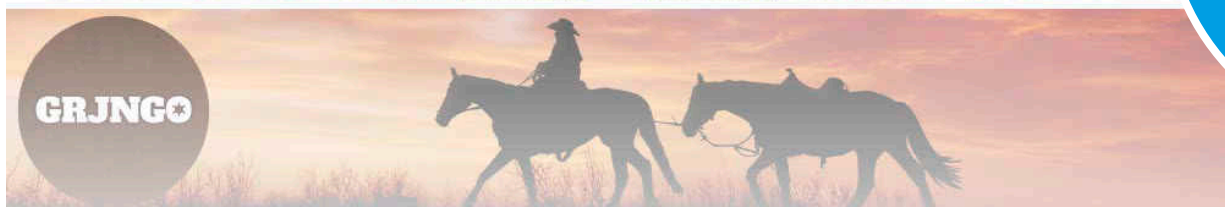
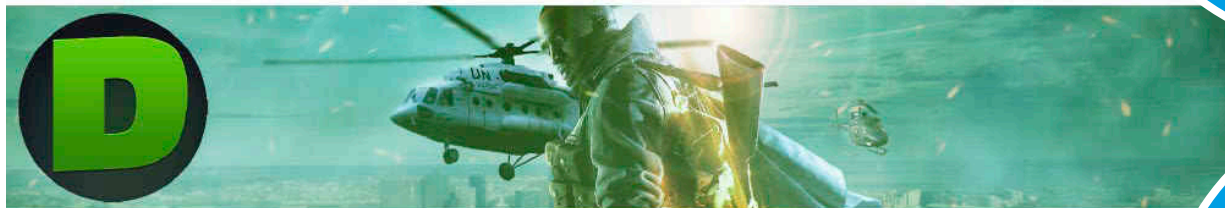
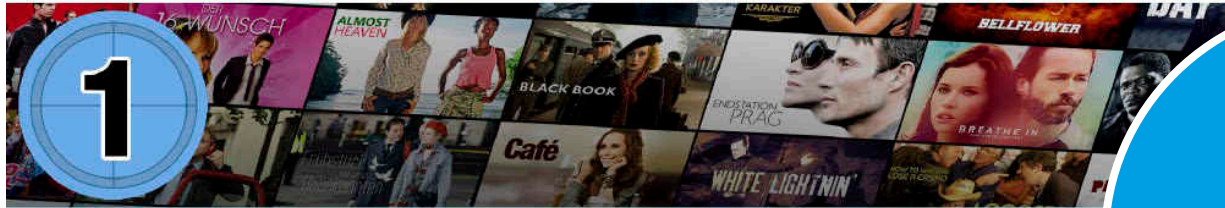
EXCLUSIVE DEALS

Content only available on Netzkino



TECHNOLOGY USP

Self developed video player that features a bug-free performance on all devices and platforms



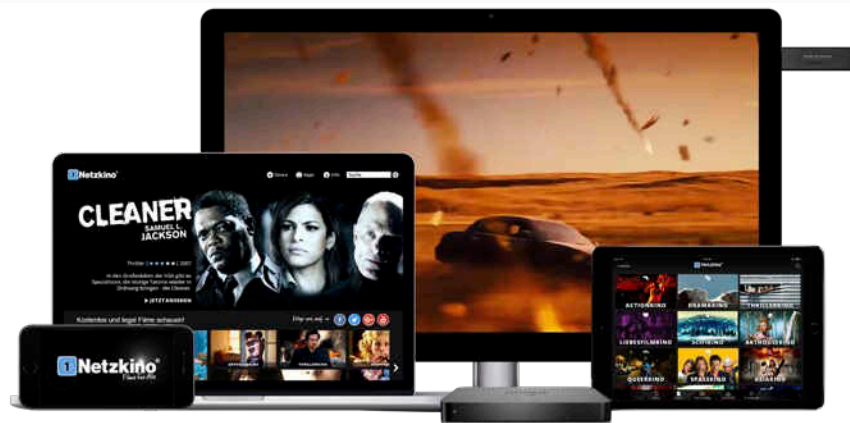
**>20
BRANDED
MOVIE
CHANNELS**

**>3.000
MOVIES**

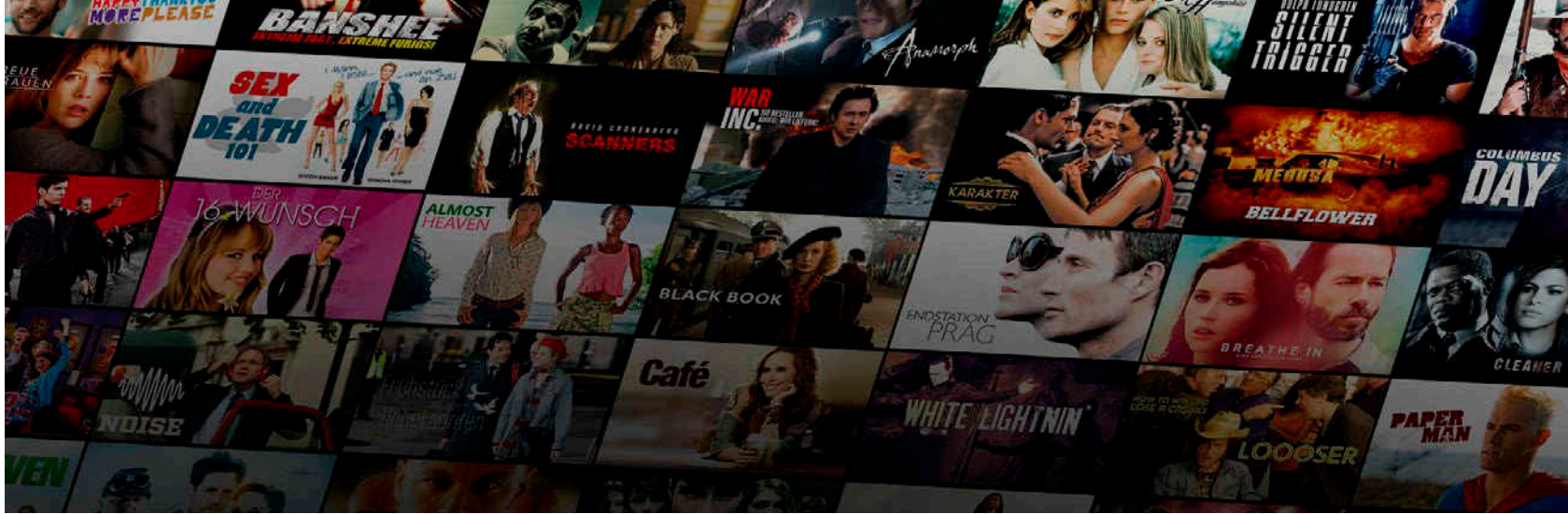
**>1,5 M
SUBSCRIBERS**

**>20 M
MOVIE VIEWS
PER MONTH**

AVAILABLE ON ALL DEVICES



1



NETZKINO

CONTENT

TARGET GROUP

TYPE

REACH

ALL KIND OF MOVIES

WOMEN & MEN, 12 - 55 YEARS

FEATURE FILMS

900.000 YT SUBS, 4.000.000 APP DOWNLOADS



+ 2.500 MORE

f



FABELLA

CONTENT

TARGET GROUP

TYPE

REACH

LOVE FILMS, ROMANCE, DRAMA, ROMANTIC COMEDY

WOMEN, 18 - 34 YEARS

FEATURE FILMS

35.000 YT SUBS



+ 400 MORE

Fantasja*



FANTASJA

CONTENT

TARGET GROUP

TYPE

REACH

FANTASY, COMEDY, ADVENTURE, FAMILY ENTERTAINMENT

KIDS, 6 - 18 YEARS AND THEIR FAMILIES

FEATURE FILMS

8.500 YT SUBS



+ 200 MORE



DZANGO

CONTENT

TARGET GROUP

TYPE

REACH

EVERYTHING THAT PLEASURES MEN

MEN, 25 - 64 YEARS

FEATURE FILMS

110.000 YT SUBS



+ 1.600 MORE



PLOTT11

CONTENT

TARGET GROUP

TYPE

REACH

BUSINESS & FINANCE

MEN & WOMAN, 18 - 64 YEARS

DOCUMENTARIES & SERIES

40.000 YT SUBS



+ 100 MORE

M
SELECT

M

MOVIES SELECT

CONTENT

TARGET GROUP

TYPE

REACH

ACTION, THRILLER, WAR MOVIE, DRAMA

MEN, 25 - 64 YEARS

FEATURE FILMS

105.000 YT SUBS



+ 400 MORE

GRJNGO ★



GRJNGO

CONTENT

TARGET GROUP

TYPE

REACH

COWBOYS, WILD WEST, CLASSICS AND SPAGHETTI WESTERNS

MEN, OVER 50 YEARS

FEATURE FILMS

8.000 YT SUBS



+ 250 MORE

**HIGH
QUALIFIED
YOUTUBE
EMPLOYEE**

**YOUTUBE
PREMIUM
PARTNER**

**WORLDS
LARGEST
CHANNEL
NETWORK FOR
FEATURE
FILMS**

**MORE THAN
60% ADFILL**

**20 MINUTES
AVERAGE
VIEW
DURATION**

**1.500.000
YOUTUBE
SUBSCRIBERS**



USER REACH



PLAYBACK LOCATIONS

GERMANY: 90%
AUSTRIA: 8%
SWITZERLAND: 2%



1.500.000
YOUTUBE SUBSCRIBERS



72.000
FACEBOOK FOLLOWER



30.000
NEWSLETTER SUBSCRIBERS

KPI'S



**20.000.000
VIEWS PER MONTH**



**20 BRANDED
CHANNELS**



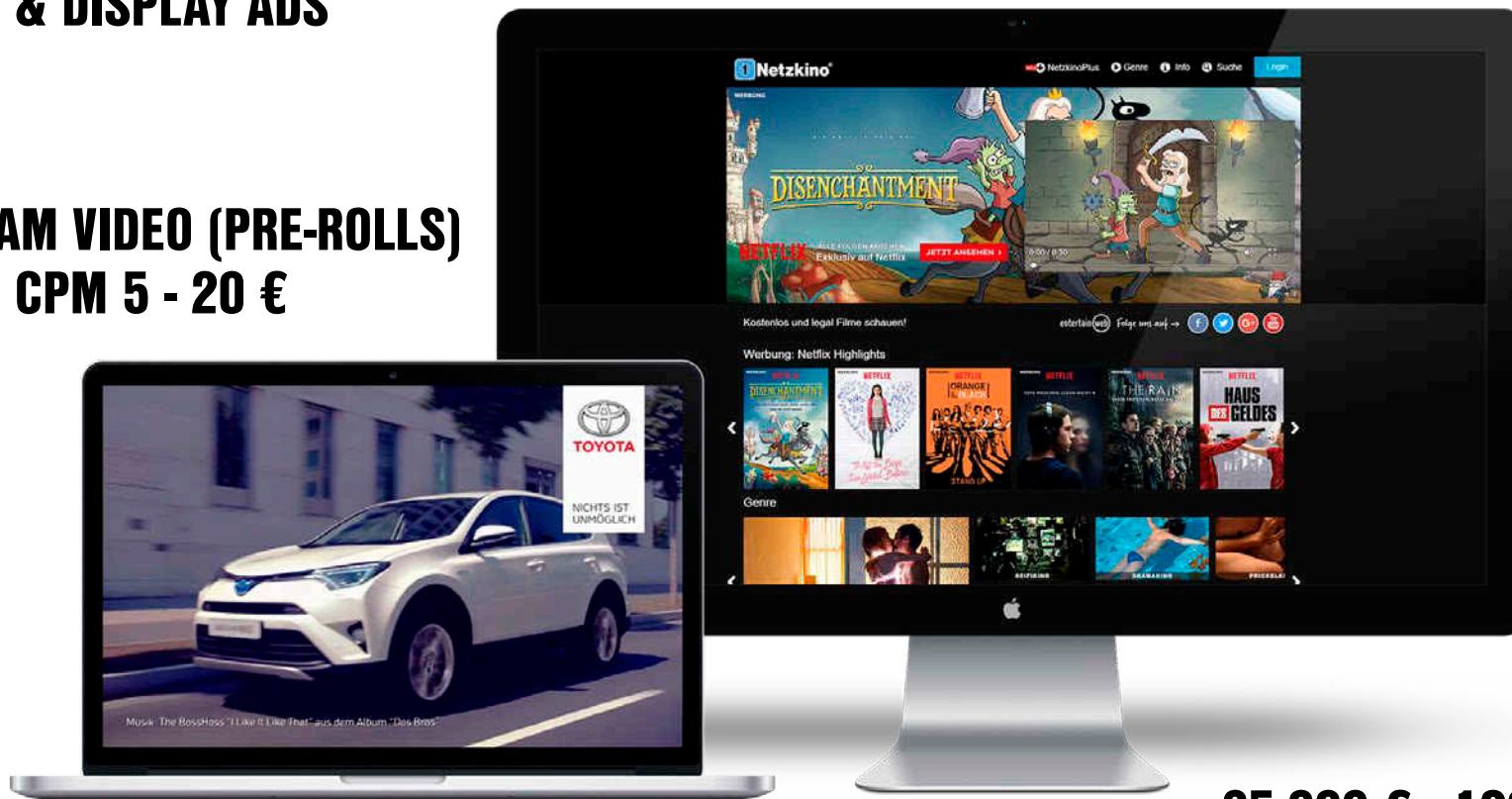
**1.500.000
YOUTUBE SUBSCRIBERS**

BUSINESS MODEL

**NETZKINO SELLS
VIDEO - & DISPLAY ADS**

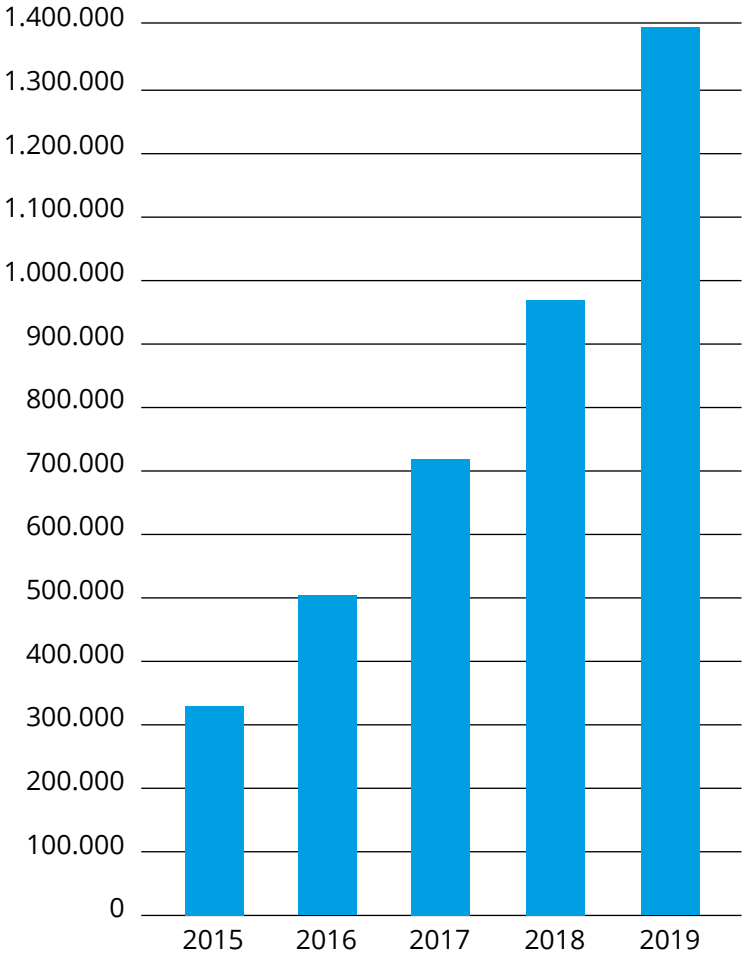
DISPLAY BANNER CPM 4 - 12 €

**INSTREAM VIDEO (PRE-ROLLS)
CPM 5 - 20 €**

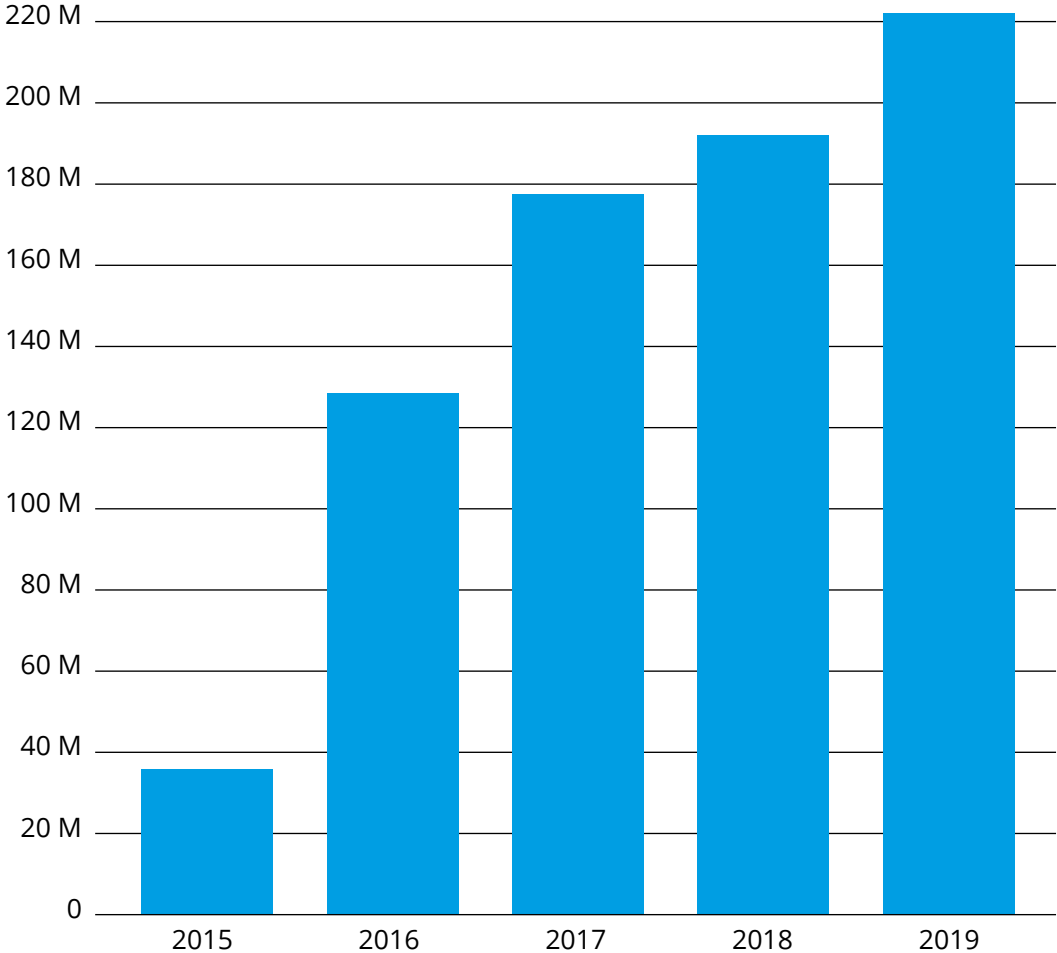


**65.000 € - 120.000 €
MONTHLY GROSS CASH FLOW**

PERFORMANCE



SUBSCRIBERS

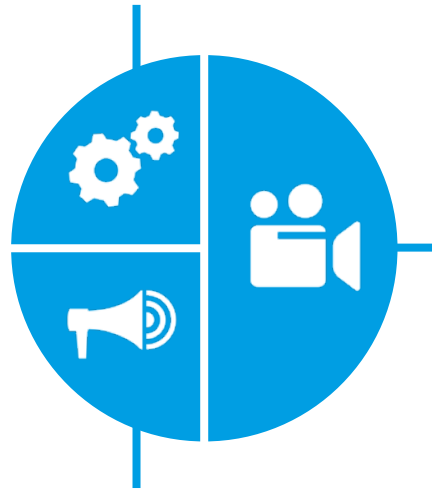


YEARLY VIEWS

FINANCING

TECHNICAL DEVELOPMENT

- Setting up new branded channels
- Extensions of self developed Video Player
- App Development



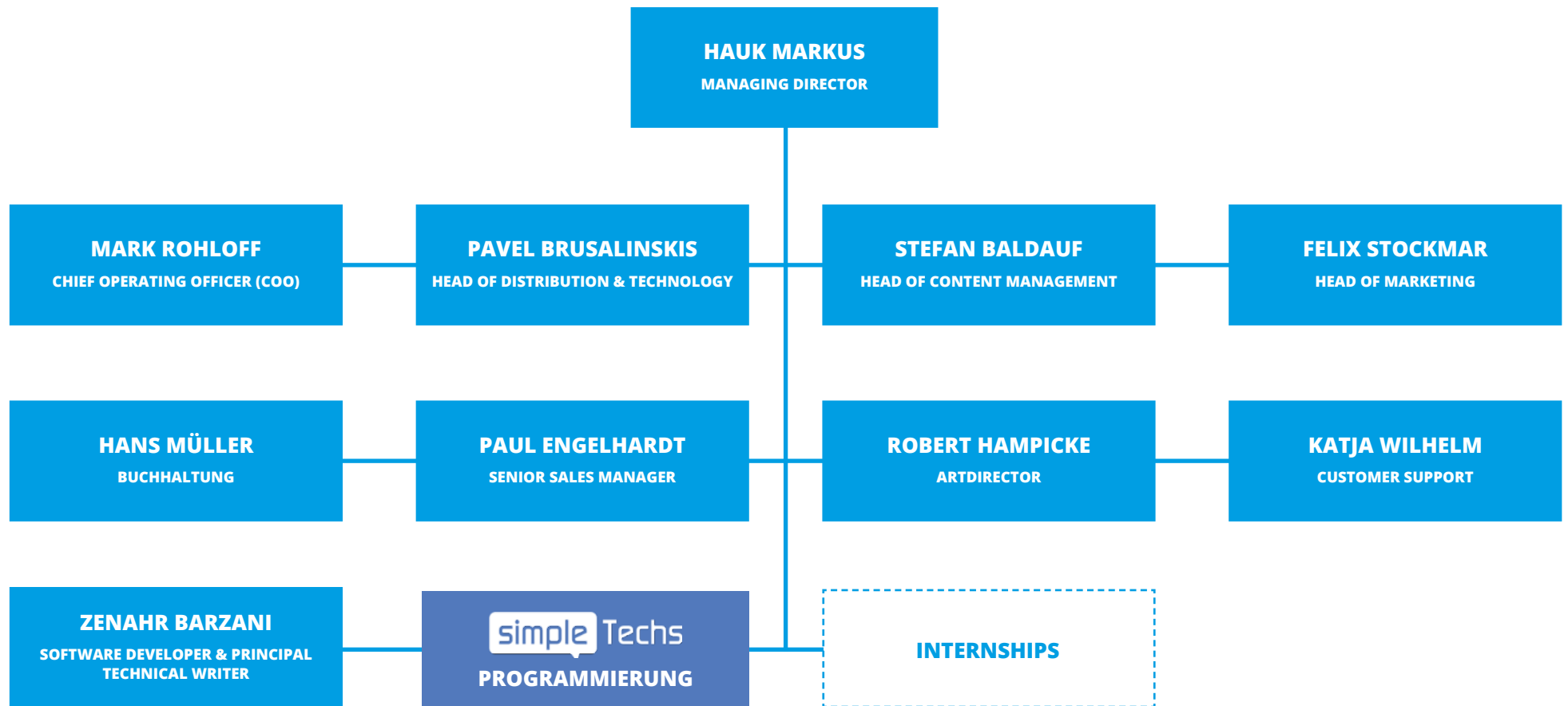
CONTENT ACQUISITIONS

- Purchase Premium-Content
- Purchase exclusive Content
- Content creation

MARKETING & PRESS

- Corporations with publishing companies
- Advertisements and campaigns
- Marketing Spendings (Flyer, SEO optimization, Google Adwords, etc.)

TEAM



THANK YOU!



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