



welt der wunder

The Free TV channel Welt der Wunder TV – „Endlich was Interessantes!“ – Finally something interesting!

Welt der Wunder has been the well-known, renowned knowledge brand and multimedia platform for 25 years

- Since 16 October 2013 on air as Free TV channel Welt der Wunder TV
- Unique cross-media features of the brand Welt der Wunder:
via TV, smart TV, tablets, mobile devices, online or in the Welt der Wunder print magazine
- Welt der Wunder TV offers high-quality space and target groups for your campaigns and marketing communication
- We offer innovative and informative documentaries, exciting reports, and high-quality magazines
- Welt der Wunder is varied, entertaining, exciting, emotional and service-oriented
- The special feature: Continuous development and production of a wide range of new programme formats

Welt der Wunder TV – Reception of the free tv station



Welt der Wunder TV
via Cabel, Satellite, IPTV:

Technical Reach:
91%
= 34,8 million households

Receivable in Germany,
Austria, Switzerland and
worldwide via Livestream





Welt der Wunder TV

Free-to-air station

via SAT, Cable, IPTV

Technical Reach:

34,8 million
households



Welt der Wunder HbbTV

Addressable TV:

Ad Server-based TV-campaigns via HbbTV.

The future of TV advertising:

The fusion of digital video advertising and
linear TV programs.

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Welt der Wunder PRINT

WDW Print Market Leader in the German
Kiosk (circulation).

1,06 million readers
more than 123.800 sold copies

Commercialization through Bauer Verlag



OTT (Over-the-Top-Content)

Freely available via

Smart TV

Zattoo

Dailyme

Watchmi



ONLINE

www.weltderwunder.de
www.weltderwunder.tv

Streaming and Media Library
(VOD)

Ø 0,25 Mio Pls
Ø 0,12 Mio UUs

Welt der Wunder @MSN:

Ø 5,8 Mio Pls
Ø 0,65 Mio UUs



SOCIAL MEDIA

YouTube:
over 424.000 subscribers
over 223 Mio. Video Views

Facebook:
over 132.000 Fans

Sustainability



„To make the world better“

World of health



„Because we all want to live better“

Technology and Innovation



„Because there is continuous progress“

Travel World



„Because the world is getting smaller“

Service and Lifestyle



„So that the world feels everyday life“

Home and Garden



"Because our home becomes more and more important"

Business and Economy



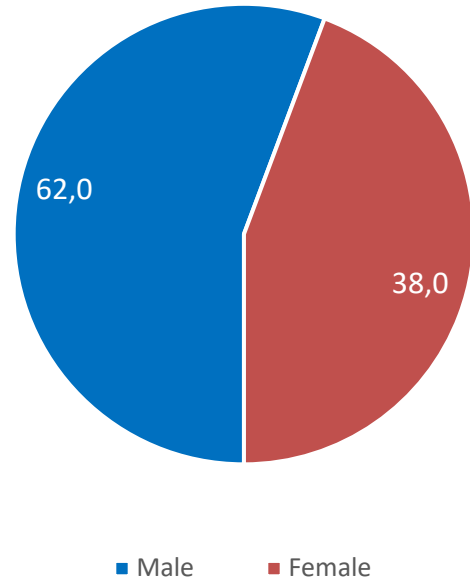
„Because we want to change the world“

Humans and Nature



"So that we are able to enjoy life"





Strongest target group: Men 30-39 years

Gross contacts: approx. 15 million per month

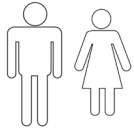
Ø Spectators: approx. 500,000 per day

Demografic and socioeconomic characteristics of the audience:

- High household income
- High education
- Consumer-oriented
- Regular frequent shopper
- Modern Performer
- Influencer
- Recommendation receptive



Welt der Wunder TV - The „Welt der Wunder“ TV spectator



Main target group age 30 – 59 Y

Men 62% / Women 38%



Health consciousness:

Strong interest in work-life-balance

Plays sports several times a week

Wellness offers are often used



Education / Income:

Higher salaries

Very good education, qualified professions

Upper middle class

Hedonists and social ecologists



Modern and open minded:

Modern appearance, frequent shopping

Intensive use of e-commerce

Socially-oriented

Consumer-oriented



Discoverer:

Activ and interested, sees and experiences new things
Strong interest in educational and cultural trips,
city trips, sports holidays



„Connected“:

Pronounced media usage behavior

At least 1h Internet per day

High mobile usage

Increased use of television contributions /

Videos over the Internet

Pronounced equipment ownership:

HD television sets, Smartphone



Mobility::

Above average number of driving licence holders

Intention to buy a new car

Drives VW, Audi, but also small cars, luxury class
and off-road vehicles

Welt der Wunder TV – Factual entertainment variety in the program



Tech Talk



Taste it!



Cosmoglobe



Just Drive



Super Games TV



Change Rider



Go Get' em



World in Motion



Cult and The City



L.I.T.



Caravaning



Wissen 4.1



Life goes on



Trucks N'More





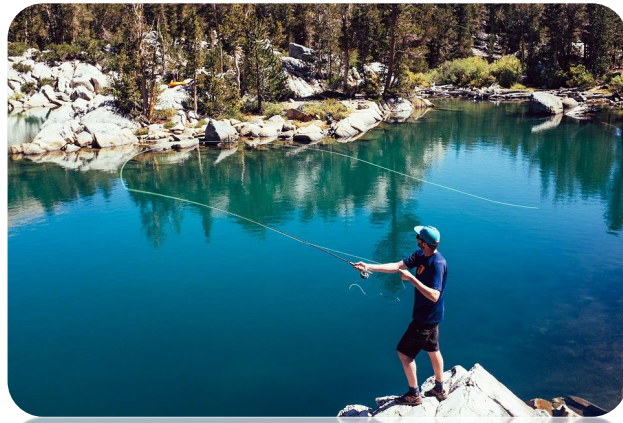
Green Life



Veggie TV



Well Being



Outdoor Experience



Best Friends



Kids



Geistreich



Ladylike



Genussmomente



Lux



Home sweet Home



Science of Sports



Digital World



Kompendium



Level Up – das Karriere TV



Street Economy



Made in Germany



Hidden Champions



Franchise Me

Welt der Wunder TV - Reference customers





Thank you!