



Sales Update  
April 2025

EXARING AG



# waipu.tv - Television like never before!



- waipu.tv-Users love its features...
  - Multiroom usage – 4 Streams simultaneously
  - Recording, Net-PVR, instant restart, pause and many more functions
  - At home and on the go
  - waiputhek – thousands of content pieces on demand

- Germany's market leader for independent IPTV
- > 300+ channels, over 280 in HD (largest HD portfolio in Germany)
- > **40,000 on-demand content items in the waiputhek**
- 2 Mio. Paying Subscribers 2025!**

**NEW!**



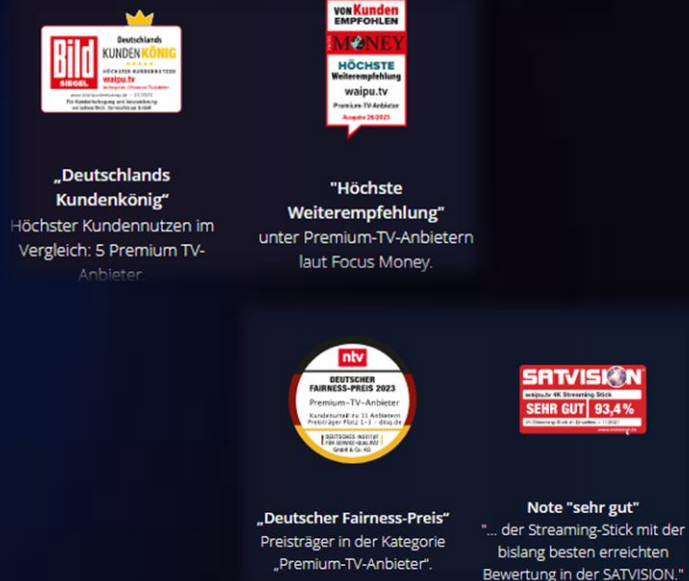
# waipu.tv – Premium TV for just €14.99 per month

- Flexible plans with a focus on “Perfect Plus” (€14.99/month)
- No long-term contracts, cancel anytime

	Perfect Plus
Preis im Monat ①	nur <b>14,99 €</b> mtl.
Monatlich kündbar	✓
Sender ⑤ ①	<b>300+</b>
HD ①	<b>280+</b> <small>inkl. RTL, Pro7 in HD</small>
Pay-TV ③ ①	✓ <small>70+ Sender</small>
waiputhek ⑤ ① <small>Filme, Serien &amp; Shows auf Abruf</small>	<b>30.000+</b>
Aufnahmen (in Std.) ① ①	<b>150</b>
Streams ①	<b>4</b>
Restart & Pause ①	✓

- High customer satisfaction
- Top ratings in app stores & the press

## Bewertungen & Auszeichnungen



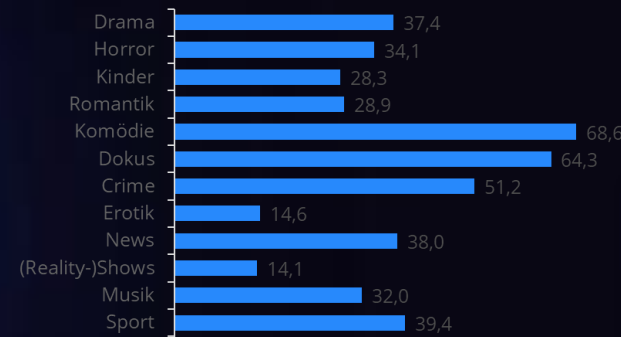
**waipu.tv Box**  
Performance wie noch nie!

# Usage & Audiences



- Over 90% of usage is on TV/Big Screen
- Over 90% of users watch waipu.tv daily or several times per week
- 90% primarily use waipu.tv in the living room
- Over 75% consider live TV the most important content
- waipu.tv users love comedy, crime, and documentaries
- Average co-viewing: ~2.1 people per session

- The average waipu.tv viewer (49 years old) is significantly younger than traditional linear TV audiences
- The user base is slightly male-dominated (59%)
- Around 40% of users own their home, and approximately 80% live in urban areas
- More than 45% report a household net income of over €3,500





# The best of all TV worlds

Combining free TV, pay TV, and top content from the internet – all on one platform.

## Free-TV



...

## C-TV-Channels



...

## Pay-TV



...

# A total of over 170 channels with advertising inventory



Selected channels/logos

# waipu.tv offers CTV inventory through DAS and DAI

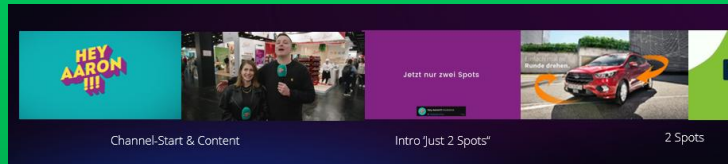
## Free-TV



A selection of linearTV channels

1. Dynamic Ad Substitution = **DAS**

## C-TV-Channels



waipu.tv C-TV-Channels

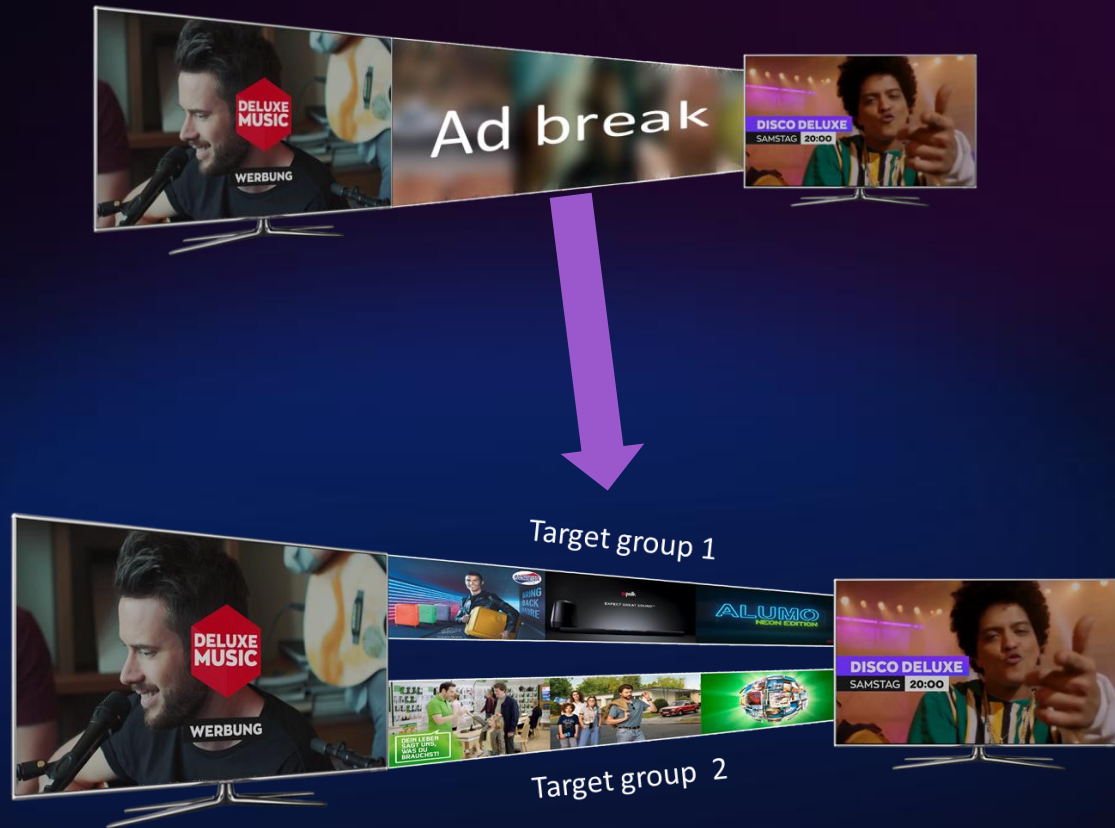
2. Dynamic Ad Injection = **DAI**

## Pay-TV



A selection of  
Pay-TV-Channels

# 1. Dynamic Ad Substitution (DAS) on selected TV channels



- Replacement of commercial breaks on selected linear TV channels
- Highest quality and brand safety guaranteed
- > 35 channels live - more channels to follow in 2025
- Targeted advertising based on user profiles
- Premium-CTV-Reach offer

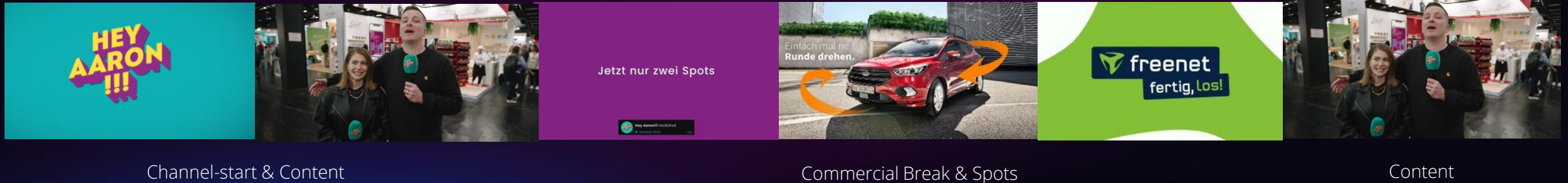




# 1. DAS - Premium CTV reach across many genres



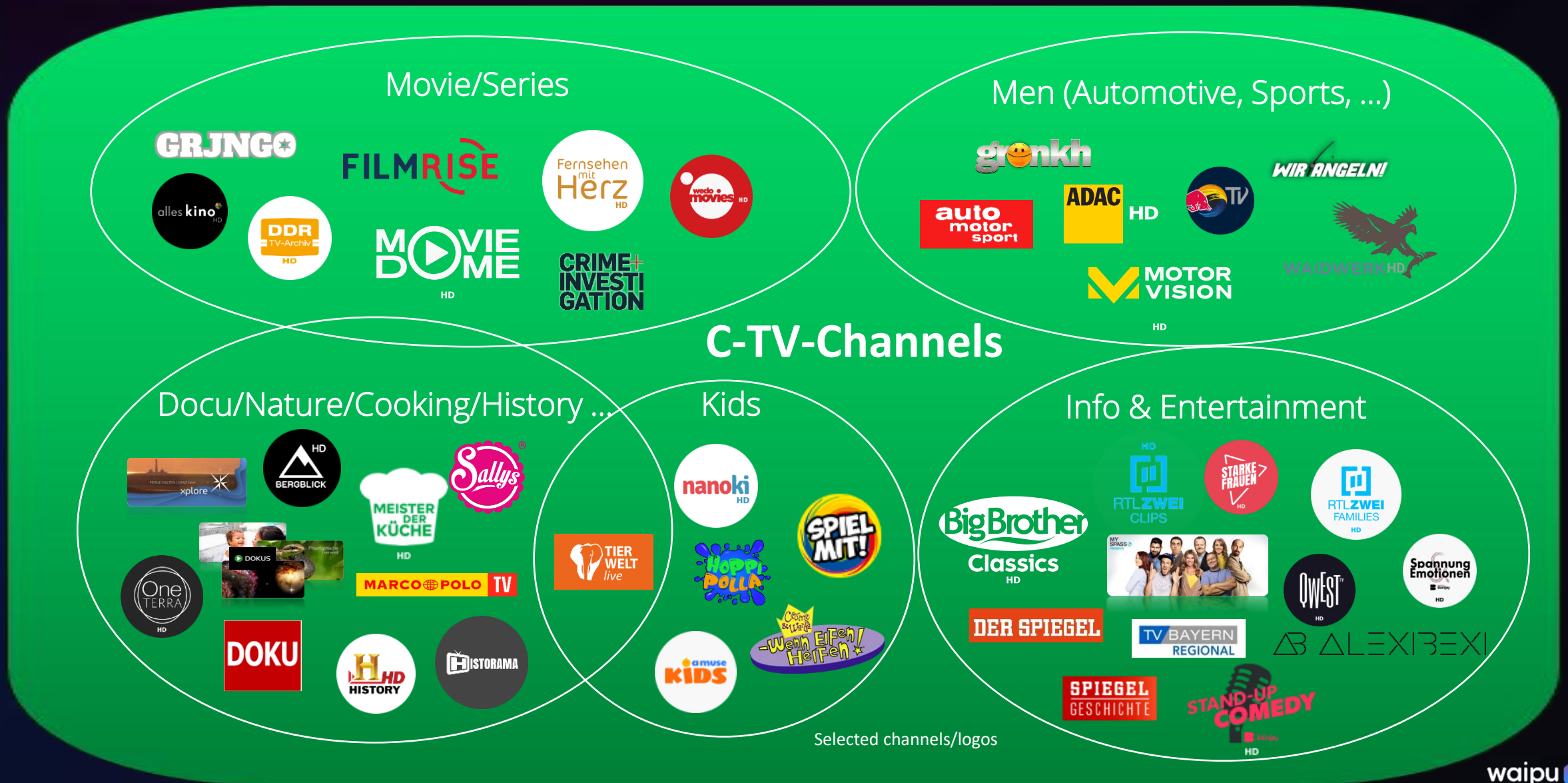
## 2. Dynamic Ad Injection (DAI) for C-TV Channels & Pay-TV



- Video advertising available **in live stream** and **channel libraries**
- Within over 130 **C-TV channels** & selected **Pay-TV channels (new!)**
- Placed as (Delayed) Pre-Rolls & Mid-Rolls
- Attractive advertising environment in verified content
- Minimal ad breaks for maximum impact
- Targeted advertising based on user profiles
- Premium-CTV-Reach offer

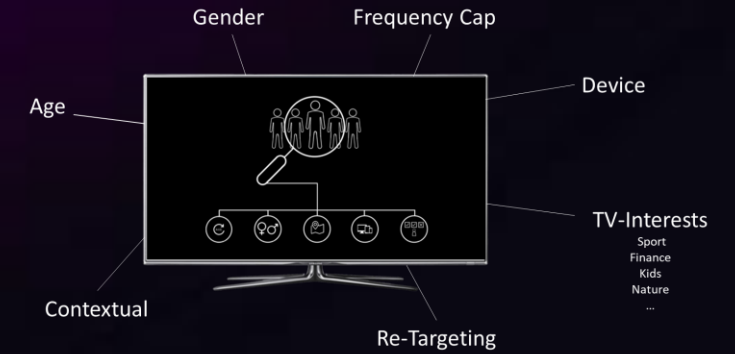


## 2. DAI: C-TV channels - exciting program variety



# Targeting-Options

- Based on 1st party data
- Always logged-in mode
- Analysis of usage (viewing behavior) and application for TV audiences



- 🎯 Age, Gender
- 🎯 Device
- 🎯 Frequency Capping
- 🎯 Regio (5-digit ZIP codes)
- 🎯 Contextual Targeting
- 🎯 Time –e.g. Prime Time
- 🎯 Re-Targeting

## TV-Audiences

- 🎯 Auto & Motorsport
- 🎯 Finance
- 🎯 Fashion
- 🎯 Nature
- 🎯 Doku
- 🎯 Travel
- 🎯 News
- 🎯 Sports
- 🎯 Football
- 🎯 Food
- 🎯 Family
- 🎯 Music
- 🎯 Pets
- 🎯 Tech
- 🎯 Gaming
- 🎯 Home & Garden
- 🎯 Household Leaders
- 🎯 TV light viewers
- 🎯 Sustainability
- 🎯 others possible on request



# Programmatic TV / CTV

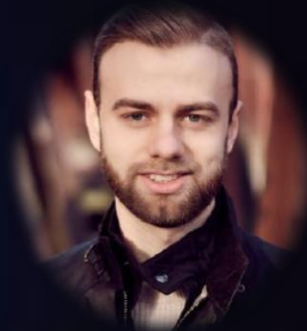
- waipu.tv – the german (C)-TV-Platform
- > 170 Channel with Ad Inventory
- Channel & environments in TV quality - Brand safety
- CTV-Inventory = Fraud-free
- Over 90% usage on big (TV) screens
- 1st Party Data – High-Quality-Targeting
- 100% Viewability by design / + Open Measurement SDK
- (delayed) Pre-Roll / Mid Roll
- Deal-Types: IO, PMP, PG, PD, Open Auction, Open Bidding
- DSP / SSP – various possibilities
- Relevant KPIs & 3rd party tracking available via VAST integration
- Available Reach: > 500 Mio. Ad Impressions p.m. / all configurations of campaigns possible
- Floor CPM (net):
  - 18 €:
    - + 2 €/net per category (Age, Gender,...)
    - + 5 € /net (TV-Interests/Audiences)





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