



# TEAM SPIRIT TRANSLATES INTO BIG TV IDEAS

“Kiss Bang Love” hit the scene in 2016 as one of the most successful new programs on ProSieben. A strong German-Danish team turned the show by Red Arrow subsidiary Snowman Productions into a hit and demonstrated successful teamwork at every link of a TV concept's value chain.

Even the burly set builders waited with bated breath. A single kiss: passionate, carefree, genuine. All eyes were on the two blindfolded single people who had – literally – never laid eyes on each other, yet were falling in love at this very moment. “The atmosphere in the studio was magical,” describes Tina Wagner, Executive Producer of Munich-based production company Redseven Entertainment. “And then our Danish partners jumped with joy and yelled, ‘It worked!’”

“Kiss Bang Love” stars 12 men and one woman seeking true love and features a romantic blind date with blindfolded contestants. It's both a scientific TV experiment and a late-night ratings hit. The chemistry was there at the very first shoot. It took just under a year for a multinational ProSiebenSat.1 team to turn the dating show by Copenhagen-based Snowman

**From: von Würden, Michael**

Sent: Friday, July 3, 2015 3:30 p.m.

To: Wagner, Tina

Cc: Etspüler, Nina

Subject: Re: RE: RE: meeting on Kiss Bang

Deal

On 7/3/2015 at 3:23 p.m. Tina Wagner wrote:

Perfect!

Sent from my iPhone

On 7/3/2015 at 2:45 p.m. Nina Etspüler wrote:

Cool for me

From: von Würden, Michael

Sent: Friday, July 3, 2015 2:00 p.m.

To: Etspüler, Nina; Wagner, Tina

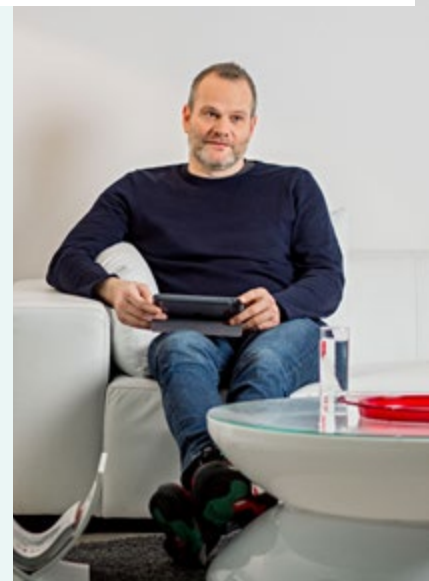
RE: meeting on Kiss Bang

Hello Munich...

How would it suit you to have a meeting on Kiss Bang Love on Aug 10? Then we could update you on everything on our end and try to create a workflow together regarding the two productions, so we make as many similarities as possible. We would come down to you :-)

Best

Michael



**Michael von Würden**

CEO, SNOWMAN PRODUCTIONS

The CEO of Red Arrow's ideas factory in Denmark has made a splash with a new type of dating show thanks to successful programs like “Married at First Sight” (SAT.1) and “Kiss Bang Love” (ProSieben). “We create an illusion that is very close to real life. Viewers ask themselves: ‘Could that happen to me? Would I do it? No, never!’ But then after a pause, they think, ‘Maybe I would!’”

## PRODUCTION



Tina Wagner (left)

EXECUTIVE PRODUCER, REDSEVEN ENTERTAINMENT

Nina Etspüler

SENIOR VICE PRESIDENT DEVELOPMENT & CONTENT STRATEGY, RED ARROW ENTERTAINMENT GROUP

Wagner and Etspüler go way back and worked closely together on producing "Kiss Bang Love". "We wanted viewers to be touched by the show."

## The kissing experiment

A single woman kisses 12 candidates while blindfolded and finds her true love. That's the idea behind the dating show "Kiss Bang Love". The five best kissers are selected with the help of biochemical messengers found in human saliva. Two are invited on a date where the single woman has to choose one of them ...

**From: von Würden, Michael**

Sent: Friday, February 12, 2016 8:50 a.m.

To: Etspüler, Nina

Subject: Re: Ratings KBL

This is excellent....looking across the channels...Kiss rules the slot! P7 and Red7 must be happy.

M

On 2/12/2016 at 8:45 a.m. Nina Etspüler wrote:

14.1% in main target group 14-49  
And 1.1f mio

Good one.

Very good obviously in very young target group 14-39 with 21%. Even better with only female and 25.1%.

Yes!

Best

Nina



## BROADCAST

## Ten months

It was all the ProSiebenSat.1 team needed to turn the idea for "Kiss Bang Love" into a show, from the pitch to the successful broadcast of the first four episodes on ProSieben in February 2016. The second season aired in February 2017.

### Dream team produces a dream result

"Kiss Bang Love" had strong ratings right out of the box, and international distribution is underway as well. The team is already discussing new ideas.



**Rosemann Daniel**  
online

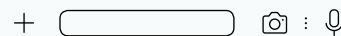
#### ETSPÜLER NINA

Breaking news!!! The Americans are going to use our German production as a template, and our US subsidiary Kinetic produces. Tina is super proud!

#### WAGNER TINA



Cool!



»STRONG STATIONS AND A STRONG PRODUCTION TEAM – IT'S A COMBINATION WITH ENDLESS POTENTIAL FOR CREATING VALUE.«

#### Daniel Rosemann

GENERAL MANAGER OF PROSIEBEN

"The best programs at ProSieben are funny, fresh and smart – and that is how we promoted the first season on Facebook and Instagram."



Productions into an international success. Like Redseven Entertainment, the Danish production company is part of Red Arrow Entertainment Group, the production and distribution arm of ProSiebenSat.1.

The whole thing started with a trailer that was no more than the visual depiction of an idea. When Michael von Würden, CEO of Snowman, first showed it to his Munich-based colleagues, it lit a spark right away. "What we saw was extremely romantic and very tasteful," remembers Tina Wagner, who produced the show for ProSieben. "We were confident that if we could carry this strong emotion throughout the whole show, it would be a hit," adds Daniel Rosemann, then Head of Entertainment, now General Manager of ProSieben.

A well-oiled team worked on the launch. Tina Wagner previously successfully produced the Snowman show "Married at First Sight" for SAT.1. In his first months at ProSiebenSat.1, Daniel Rosemann had shared an office with Nina Etspüler, who is now Senior Vice President Development & Content Strategy at Red Arrow Entertainment. "We have known each other forever and finish each other's sentences," she states. "The whole team was hugely excited about the project and really pulled together to make it happen."

#### **Intensive sharing of experience with the idea generators in Denmark**

Snowman began the production of the show's local Danish version almost concurrently with the team in Germany. The Snowman team sometimes came to Unterföhring to work out the specifics of the joint project with Redseven and ProSieben. Other times, the Munich staff traveled to Copenhagen to look over the shoulders of the Snowman team. "In contrast to the Danish production, we wanted our look and feel to be warmer," emphasized Wagner. "We aimed to tailor the program to ProSieben's style." The two teams collaborated closely on scripting, studio design, and managing the candidate selection process. "Our shared goal was to make authentic television that would speak to viewers and create a comfortable atmosphere for the candidates," says Rosemann, who himself worked as a producer for many years.

It was a success: The first episode on ProSieben captured a market share of 14.1% among viewers aged between 14 and 49, and the show got 1.6 million

video views online. "Other people would have just turned our idea into another game show," Michael von Würden declares. "But together we laid the groundwork for an internationally successful property." Red Arrow has already sold the show to broadcasters in more than 10 countries. The German production served as a template in large TV markets like the United States and Australia.

#### **19 production companies, seven stations: enormous potential value**

From concept through production to worldwide distribution, "Kiss Bang Love" is just one example of how business areas at ProSiebenSat.1 work together on TV show ideas along the entire value chain. Developing compelling programs and keeping the rights to TV properties "in the family" to monetize them in the best possible way is how Jan Frouman aims to further grow the business. He is Chairman & CEO of Red Arrow Entertainment Group and Executive Board member responsible for Content & Broadcasting at ProSiebenSat.1. Going forward, more and more of the local productions commissioned by the German broadcasting group are set to come from Red Arrow Entertainment's international network. "This boosts communication and creativity," adds Rosemann. "The speed of our cross-disciplinary teams and the impact they are currently generating is an enormous competitive advantage," he says.

With 19 production companies in seven countries, Red Arrow Entertainment already is a key program supplier to ProSiebenSat.1's seven TV stations. The objective to bring more joint formats on air is not a carte blanche, though: "Although we're part of the same family, if a program isn't suitable for a station, we won't take it," Rosemann declares. "And that type of honesty is good," replies Nina Etspüler of Red Arrow. "Only when everyone is truly sold on an idea, our joint teams are able to execute it perfectly. Viewers accept only the best." □



DIGITAL COMMERCE &  
MARKETING

# DYNAMIC

# SU

The online consumer portal Verivox has experienced significant growth since its acquisition by ProSiebenSat.1 in 2015. Instrumental in this strong performance: a seasoned management team that has successfully harnessed Group synergies to drive the business development.

In February 2016, Verivox held its first major strategy meeting with its new shareholder ProSiebenSat.1 at the lake Tegernsee in Germany. En route to Bavaria, Chris Öhlund, CEO of the Verivox Group, wondered how discussions with the new investor would go and how the Group envisioned the relationship. After two intensive days, the path ahead was clear: “The working atmosphere was very open and constructive. While remaining true to its nature, Verivox will now also benefit from a media group’s marketing power.”

#### Marketing offensive boosts revenues and earnings

Since then, Verivox’s strong presence on the ProSiebenSat.1 TV stations is not all that has ramped up the price comparison website’s growth. Numerous other Group synergies, especially within ProSiebenSat.1’s e-commerce portfolio, have also been a huge boon.

“As investor, it’s important to us that the businesses we buy come with a strong management,” says Florian Tappeiner, Executive Vice President Mergers & Acquisitions at ProSiebenSat.1. In this atmosphere of trust, Öhlund is steering the business forward with focused determination. “Chris has the courage to make compelling cases for his ideas before all of the Group committees,” says Claas van Delden, who is in charge of the investment at ProSiebenSat.1 as Managing Director of 7Commerce. “Our team spirit is right on target. Together, we’re going to achieve great things.” □



# SUCCESS



## Claas van Delden

MANAGING DIRECTOR OF 7COMMERCE,  
PROSIEBENSAT.1 MEDIA SE

successfully coordinates Verivox's  
operational and strategic development  
within the Group.

## Florian Tappeiner

EXECUTIVE VICE PRESIDENT MERGERS &  
ACQUISITIONS, PROSIEBENSAT.1 MEDIA SE

spent a long time observing market  
developments before finally orchestrating  
the acquisition of Verivox.

## Chris Öhlund

GROUP CEO, VERIVOX HOLDINGS

was looking for an investor  
and found the perfect match  
in ProSiebenSat.1.



### Chris Öhlund

The native Swede Öhlund has more than three decades of international management experience to his credit. "Time is the most precious commodity in the Internet business. Still, it's worth pausing and asking yourself: What can we do even better together?"

### Florian Tappeiner

We spent years watching the UK market, which is the leader in Europe for online comparison portals. TV advertising is very effective there. When the first Verivox TV campaign was successfully launched here in Germany, we knew one thing for sure: this brand with its sound business model has what it takes to become even stronger with the help of our TV expertise and the synergies available in the Group. After all, there is tremendous growth potential in the German market. We anticipate that sales in the consumer portal segment will double to just under EUR 1 billion by 2020.

What we've achieved with Chris Öhlund and his team at Verivox in our first 18 months together has far exceeded our expectations. This can be largely attributed to the mutual trust between Chris and Claas and their goal-oriented partnership in managing daily operations. Best of all, we're nowhere near exhausting all the possible synergies.

### Chris Öhlund

We could not have mustered the marketing power ProSiebenSat.1 offered on our own. It has boosted our clout and our success. What's more, we gain the advantages of belonging to a group. To be honest, I've never experienced such incredibly professional corporate services. The purchasing department is quick and goal-driven, and instantly delivered significant cost savings. An unbelievably knowledgeable IT expert is helping us to optimize our website. It's also easier for us to hire new talent. Plus, our colleagues' excellent public affairs network helped us enter into dialog with high-ranking politicians about "consumer protection 4.0." In short, with ProSiebenSat.1 as a shareholder, new doors are now open to us.



### Florian Tappeiner

Tappeiner, the M&A expert, guided ProSiebenSat.1 through the process of purchasing the majority stake in Verivox. "This deal represented our first foray into strategic investments on a whole new financial scale."

## Claas van Delden

Verivox promises a clear benefit: customers find the best price. When we acquired the company in 2015, a survey of comparison portals revealed that only 56% of respondents recognized the name Verivox. Our marketing power has since lifted that number to 82%. By 2020, we aim to further expand Verivox's market leadership in energy, and to be in market-leading positions in telecommunications, insurance, finance, and travel. In 2016, we already succeeded in increasing revenues by between 25 and 50% in the comparison verticals to reach a total of considerably over EUR 100 million.

And we have plenty more ideas about how to take Verivox forward, such as branded entertainment, for example. Shows like the "weg.de Reiseclub", the "Stylight Style Loft" fashion magazine, and the "Amorelie Love Lounge" already work very well with other e-commerce brands. But it's not just Verivox reaping the benefits of the Group's network; some of our other commerce companies are profiting from Verivox, too. Offerings from billiger-mietwagen.de and weg.de, for instance, have been incorporated into the Verivox travel section.



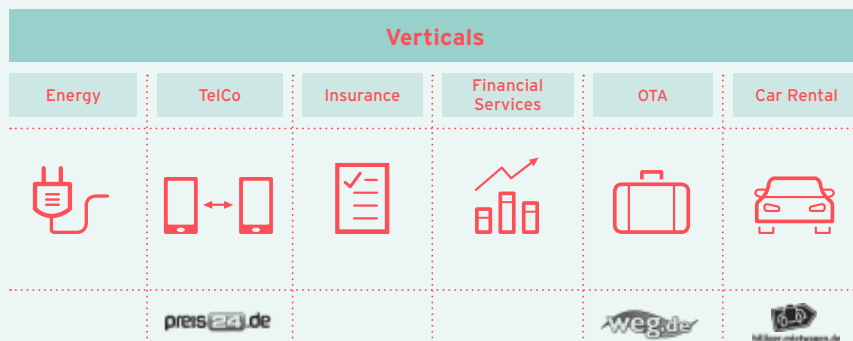
Claas van Delden

Van Delden is the ProSiebenSat.1 specialist in synergies and sharing best practices. In the course of his career, he has overseen more than 30 digital investments. "ProSiebenSat.1 is the world's leading TV media investor."

### VERIVOX

## Integration of ProSiebenSat.1 offerings

ProSiebenSat.1 integrates platforms from the Digital Ventures & Commerce portfolio into Verivox's various comparison verticals. The price comparison portal thus establishes new business segments thanks to Group synergies.



> **25%**  
INCREASE IN REVENUES

# TV ADVERTISING GOES LIVE



**“Circus HalliGalli” hosts Joko and Klaas staged the first-ever live commercials on German free TV. This alternative to the traditional commercial break proved a hit with viewers and customers alike. The close cooperation between the station and advertisers generates added value for all sides.**



**The band has played their last chords and the applause is fading**

Usually this would be followed by a commercial break. But wait – there’s more. “We wondered what we could do to avoid the standard advertising pod but still rake in tons of cash,” Klaas Heufer-Umlauf says. Change the channel? No way! Stay tuned!



### Sassy, spontaneous, and authentic

“Circus HalliGalli” hosts Klaas Heufer-Umlauf and Joko Winterscheidt performed their very own ad pod comprising seven sassy, spontaneous, authentic commercials in August 2016. The hosts, who have long been sought-after brand ambassadors, are familiar with viewers’ and clients’ needs. “If this is what advertising looks like, I want more of it,” was the reaction on social networks.

»THERE’S ONE MORE LINE WE HAVE TO SAY:  
THERE’S A BITE TO THIS LITTLE GUY.«

Joko Winterscheidt  
CIRCUS HALLIGALLI

#### ADVERTISING IMPACT

**69**  
percent

of the 20- to 49-year-olds surveyed  
found the on-set commercials entertaining.  
77% thought they were creative.

### An innovative product

“We wanted to surprise viewers with an entertaining alternative to the traditional commercial break and offer advertisers an innovative, high-impact product,” says Eun-Kyung Park, Head of Sales at SevenOne AdFactory, ProSiebenSat.1’s 360-degree marketing company. The idea of staging a single commercial quickly turned into an entire pod, marking a premiere for German free TV – on ProSieben. A joint project group of marketing experts and editors developed the initial idea until it was ready to air. Legal issues had to be clarified and advertising clients had to be won. Instead of live on tape – they usually record in the afternoon – the entire late-night show went out live for the first time, “with no safety net,” as Park says.



Eun-Kyung Park  
HEAD OF SALES,  
SEVENONE ADFACTORY

## AUDIENCE SHARE

# 12.8

percent

of 14 to 49 year old viewers saw Joko and Klaas' first live commercials on August 29, 2016. The positive response on social networks boosted the show's ratings still further.



## INNOVATIVE

## Courageous clients

The premiere was a leap of faith for clients such as Bahlsen, Rügenwalder Mühle, and Gillette. Unlike regular commercials, there were no approval loops or okayed scripts. Clients were allowed to specify five dos and three don'ts. Typical "HalliGalli-style" product presentations were permitted.

*Bahlsen*

**mentos**

**Levi's**

*Disney*

**Gillette**



# »JOKO AND KLAAS COMBINED GREAT ENTERTAINMENT WITH PERFECT PRODUCT PRESENTATION.«

Wolfgang Link

HEAD OF THE MANAGEMENT BOARD,  
PROSIEBENSAT.1 TV DEUTSCHLAND

## Close cooperation

“We managed to stay on the right side of the fine line,” says Wolfgang Link, Head of the Management Board of ProSiebenSat.1 TV Deutschland. “Joko and Klaas combined great entertainment with perfect product presentation.” Live experiments like this, Link adds, hinge on having complete confidence in the professionalism of the artists and close cooperation between the station and people in charge of sales.

Ultimately, the leap of faith paid off for everyone concerned. Predominantly young viewers flooded the social networks with conversations about the new advertising format – and the buzz was almost exclusively positive. One-third of the feedback on Twitter, Facebook and other social media was related to the brands advertised. Most importantly, viewers remembered them better than a traditional string of commercials.



**Ich: Nitram. Und du?** @nitram4ever 8 hrs.

@ProSieben I've NEVER been so BLOWN AWAY by a commercial break as I was just now.

I'M BUYING THAT STUFF!

ALL OF IT!

3 OF EVERYTHING!

#CHG #advertising

👤 17 ❤️ 96 ⋮



**Kevin Klose** @NichtTomJones 8 hrs.

Now at last THAT'S something I've never seen before. A live commercial break as part of a show. Really clever idea! #CHG #HalliGalli

👤 9 ❤️ 111 ⋮



## Innovative strength

Especially in an age where media buying and booking are becoming increasingly automated, it is important to offer clients new ways to create an emotional link to brands, Park adds. Link believes that the innovative strength is key to the success of TV. “Our job is to surprise and delight viewers and advertisers with new offerings again and again.”

## HAMBURG

5°C



## MUNICH

18°C

DIGITAL COMMERCE  
& MARKETING

Desert heat, drizzling rain, or snowstorm – whatever the weather, companies can now advertise products on TV to match the weather situation. [SevenOne Media](#) makes this happen with its new [targeting option](#) and thus unlocks additional ad revenue potential in partnership with [wetter.com](#).

It could be sunscreen when skies are clear or nasal spray during a period of persistently wet weather. Placing commercials by weather and location makes television advertising more informative and thereby more relevant.

This new option provided by ProSiebenSat.1 sales company SevenOne Media in its addressable TV portfolio is called weather targeting. In spring 2016, the digital sales team pitched the idea to Heinrich von Hoessle. “Could we broadcast advertising messages aligned with the minute-by-minute weather situation where viewers live?” they asked.

**SevenOne Media and wetter.com:  
linking data and expertise**

As Unit Director for addressable TV at SevenOne Media, von Hoessle knows how critical addressing consumers selectively is for the future of TV advertising. “Our account managers had the right instinct. They hit the bull’s-eye,” he recalls. “Whether you’re buying food to barbecue, cough drops, or a new set of tires, most purchasing decisions depend on the weather. And this idea

was particularly clever because everything we needed to implement was already available at ProSiebenSat.1: the weather data, the technology, and the marketing expertise.”

It helped that wetter.com is part of the ProSiebenSat.1 family. Germany’s market-leading weather portal wetter.com provides the data for SevenOne Media’s weather-based advertising. It took just six months for von Hoessle and wetter.com COO Stefan Bornemann to develop this innovative advertising product from the idea phase to market readiness. The first advertising campaign of this type, booked by airline Eurowings, aired for the first time in September 2016. Weather targeting by ProSiebenSat.1 offers advertising clients new options for customizing their messages to viewers, thus generating additional ad revenues. □

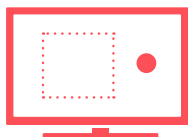
Heinrich von Hoessle

UNIT DIRECTOR ADDRESSABLE TV, SEVENONE MEDIA

Product marketing expert von Hoessle pushes ProSiebenSat.1’s forward-looking addressable TV efforts. “Addressable TV is strategically highly relevant for us. It combines the extensive reach of television with the personalized approach of online marketing. This takes TV advertising into the digital age.”

## 01 – Innovation

**Addressable TV** combines the mass-media reach of television with the personalized communication made possible by the Internet. In 2015, ProSiebenSat.1 subsidiary SevenOne Media was the first sales company to tailor digital ad windows to target groups and locations on TV shows. Around 100 addressable TV campaigns were run in 2016, and 2017 is expected to see twice as many thanks to the integration of weather data, amongst others. “**Weather targeting** is an indicator of where TV advertising is heading,” explains Heinrich von Hoessle, Unit Director addressable TV at SevenOne Media.



TV + INTERNET =

**HbbTV**

Addressable TV is based on the Hybrid broadcast broadband TV (HbbTV) standard, which melds TV formats with online content. According to the Association for Consumer & Home Electronics (Gesellschaft für Unterhaltungselektronik), over one in two televisions in German households is already a Smart TV. The majority are HbbTV enabled.



IP-ADDRESS =

**Location**

Like other web-enabled devices, localized content can be sent to an Internet-enabled television through its IP address.



## 02 – Product offerings

Weather targeting opens the way for **selective advertising** in line with the current weather conditions at the viewer's location. A weather-related **SwitchIn** is positioned on the left-hand side of the screen during the broadcast of a TV show. Additional attention-getters are optional **co-branding** with wetter.com and a display of weather data at the bottom of the screen. Viewers can also push the “**red button**” on the remote control to access a specially programmed web page (microsite) featuring supplementary information.

## 03 – Demand

Weather is a key factor in purchasing decisions – and not just in fashion, travel, and leisure. Ad campaigns tailored to cold or hay fever season can be effective for companies in the pharmaceutical and health care sectors. Barbecue weather is a boon for the food and beverage industry, while auto manufacturers count on consumers changing tires in winter, and storm warnings are important to insurance companies. The demand for **targeting, 360-degree cross-media advertising concepts, and innovative campaigns** is growing **dynamically**. “We plan to offer additional options such as behavioral targeting and also **automate booking**,” von Hoessle says.



REAL TIME + FORECAST =

### weather data pool

Temperature, precipitation, wind: wetter.com refreshes weather data every five minutes and uploads the current weather and short-term forecasts for the specific geographic coordinates to a ProSiebenSat.1 cloud database.

-2 °C  -6 °C

Munich, Bavaria  
December 12, 2016

wetter.com



Stefan Bornemann

CHIEF OPERATING OFFICER, WETTER.COM

For some time now, SevenOne Media has been marketing the digital portfolio of wetter.com. “It made sense to integrate weather targeting into the new addressable TV business.”



GEOGRAPHIC COORDINATES + WEATHER DATA + AD SERVER =

## precisely tailored ads

A data interface provides weather data to the ad server managing the booked ad campaigns. Commercials are then broadcast by location based on the current or forecast weather conditions.



## 04 – Value

Weather targeting attracts attention, and provides a glimpse into user behavior, thereby making commercials more informative for the viewer and offering new possibilities on designing campaigns for clients. For SevenOne Media and wetter.com, this product innovation generates **additional revenues** from the targeting premium and the opportunity for additional sales of other data products and consulting services. “Our **weather analytics projects** are greatly in demand. Together with our clients, we analyse the data and show the influence of weather on campaign results or product sales,” says Stefan Bornemann, Chief Operating Officer of wetter.com.

