



MARKÍZA GROUP **NEW MEDIA**



DOMA

dalto

The Markíza Group's new media: We are ahead of our competitors and continue to bring new projects and innovations.

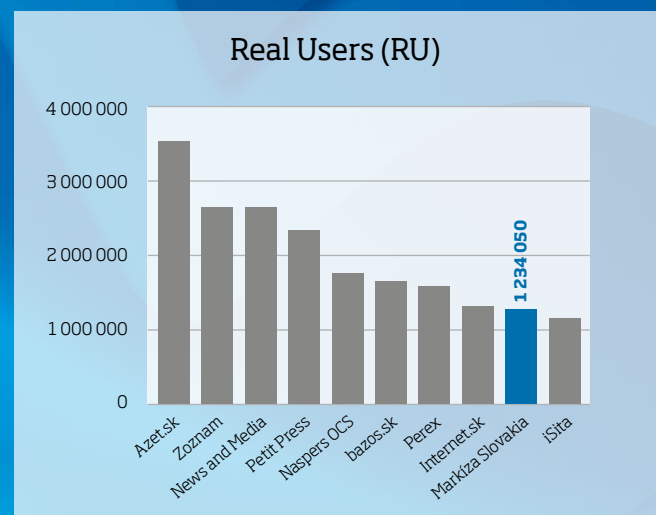
Distinguished clients and business partners, dear friends,

We keep thinking everyday about making your communication via our media channels even more efficient and effective. No longer it is just a nice image-enhancing accessory, the Internet is becoming more and more important in addressing interesting target audiences. Undoubtedly, television broadcasting remains our core business. However, equal attention and passion is given to the latest international media-related trends, applying them to our increasingly popular website portfolio.

>>> We are among the most successful, continuously growing

The Markíza Group is regularly among the **top ten players** on the Slovak Internet market. The latest developments show that our strategy is proving right - we had **more than 1.2 million real users (RU)** per month during the **first five months of 2017**. In terms of **real users** we have an **12 %** lead over our main competitor and in terms of **page views (PV)** numbers our lead is even far greater, i.e. **23 %**.

Year-on-year comparisons clearly indicate the ever-growing performance of the Markiza Group's new media. The number of **unique cookies went up by 164,000 (6.7 %)** in the first five months, compared to the same period last year.

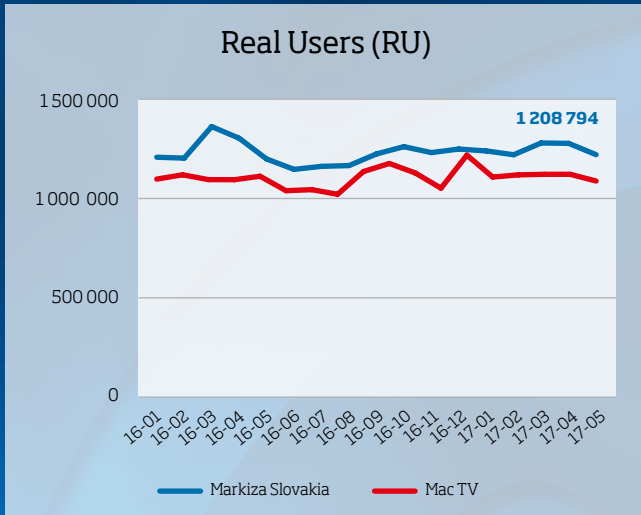


Source: AIMmonitor - IAB Slovakia - Gemius, monthly average figures 1-5 2017

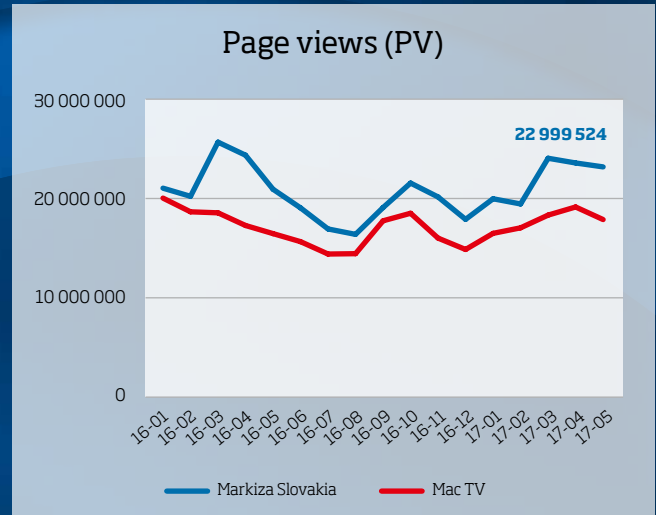


DOMA

dalto



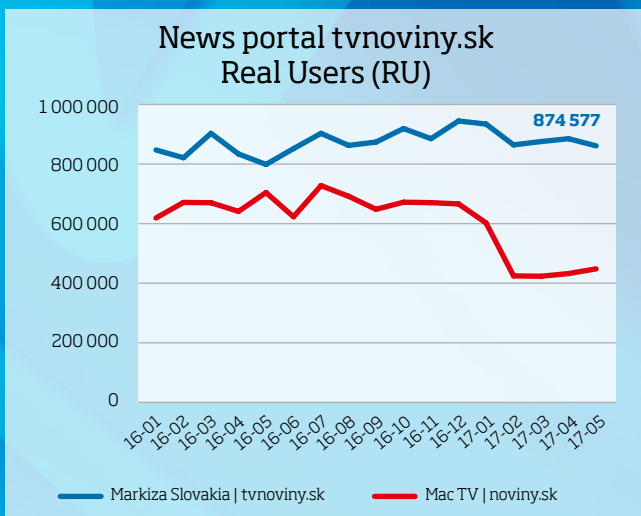
Source: AIMmonitor - IAB Slovakia - Gemius, monthly averages



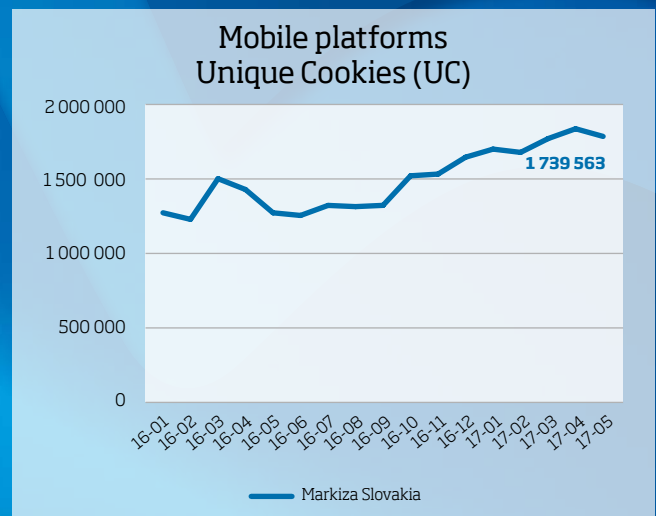
Source: AIMmonitor - IAB Slovakia - Gemius, monthly averages

Our news portal **tvnoviny.sk** continues producing **excellent results**, with the average monthly number of **real users** standing at **900,000** in the period from January to May 2017. With a great lead of **402,000 real users (+81.6 %)** it managed to beat the competing TV news portal noviny.sk.¹

The Markiza Group's websites are **regularly visited, using all types of devices**. The number of **connections, using mobile platforms**, has been **on the rise**. In May 2017 the number of unique cookies **grew significantly 32.8 %** year-on-year.



Source: AIMmonitor - IAB Slovakia - Gemius, monthly averages



Source: AIMmonitor - IAB Slovakia - Gemius, monthly averages

¹Source: AIMmonitor - IAB Slovakia - Gemius, monthly average figures, January - May 2017

>>> Novelties, improvements and new advertising formats

Our on-going effort to improve the Markíza Group's Internet portfolio in **technical and content** terms has brought great fruits - the **number of visitors** and their **satisfaction** are **growing**. It certainly does not mean we want to rest on our laurels.

HbbTV with advert placement functionality

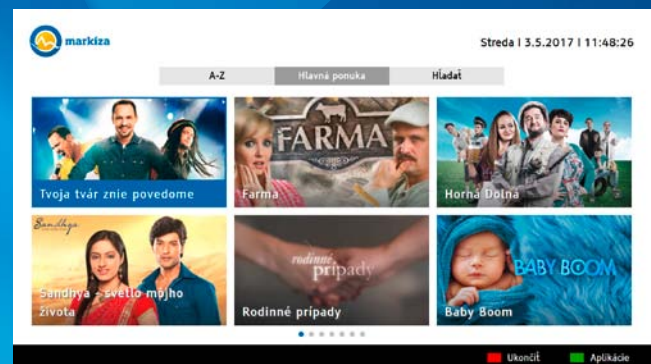
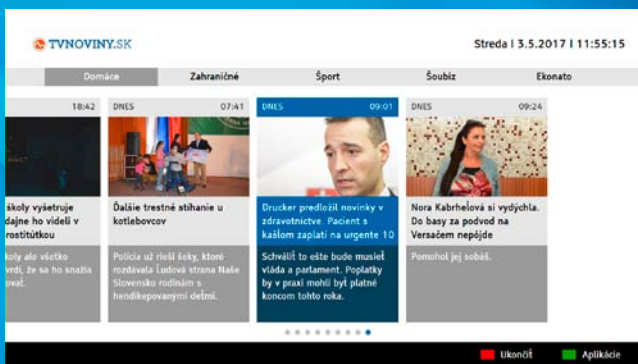
It will have been a year since we launched the test operation of the **Hybrid Broadcast Broadband TV** service (HbbTV), combining television broadcast with broadband Internet. Viewers can enter the world of **attractive and useful applications**, making their TV watching more enjoyable.

This service offers a **comfortable reception of digital data**, transmitted via TV signal and the Internet. The service is currently offered by the major TV operators in the country, such as UPC Broadband Slovakia (cable) and Skylink (satellite). Other distributors will later join them.

HbbTV is activated by pressing the red button on the TV remote control. Viewers can access the latest information on the news portal tvnoviny.sk, regularly updated **weather forecast**, modernised and user-friendly **Teletext**, spend enjoyable time playing **attractive games**, or watch their favourite programs available in the extensive **video archive**. We are now expanding the service in order to offer advanced applications and other attractive novelties.

In addition to the standard **pre-roll and post-roll advertisements**, we will be able to offer you the possibility to place your **own commercial application** on HbbTV, enabled by viewers by pressing the **blue button**. It will be displayed on the TV screen, while watching a selected program. Pressing the button, viewers will be taken directly to the application.

It is expected that video adverts could be placed as of the upcoming summer and further communication functionalities will be developed by the end of the year.



Free Video archive is expanding

The key component, greatly increasing the number of markiza.sk portal visitors, is increasingly our popular **Video archive**, giving viewers the opportunity to revisit and watch their favorite programs and series broadcast by the Markíza Group TV channels. Each original program now offers at **least three to five episodes** for free.

The Video archive collection is becoming more **attractive** due to **additional** free-of-charge content; including selected international TV series (Vymenené životy, Nekonečná láska, Sandhya - svetlo môjho života) and live sports broadcasts, making it appealing to another interesting target group.



Even more information for sports fans - Sport widget

News portal tvnoviny.sk offers **two new specialised sections**, launched for the Ice Hockey World Championship and the UEFA European Under-21 Championship. Visitors will be offered detailed and well-structured schedules of these sports events, player and team profiles, game reports, i.e. the one stop shop for all comprehensive information.

TVNOVINY.SK

domáce zahraničné ekonomika šoubiz my ženy zaujímavosti šport videoarchív exk...

bonus time ODŠTARTUJ A MÁŠ TIKET ZADARMO!

niké je športovanie

HOME ZÁPASY TÍMY ŠTATISTIKY ŠTADIÓNY PROGRAM

ZÁKLADNÉ SKUPINY PLAY OFF

Skupina A				Skupina B			
Tím	z	Skóre	b	Tím	z	Skóre	b
USA	7	31:14	18	Kanada	7	32:10	19
Rusko	7	35:10	17	Švajčiarsko	7	22:14	15
Švédsko	7	29:13	16	Česko	7	23:14	13
Nemecko	7	20:23	11	Fínsko	7	20:22	11
Lotyšsko	7	14:18	10	Francúzsko	7	23:19	10
Dánsko	7	13:22	7	Nórsko	7	13:19	8
Slovensko	7	12:28	4	Bielorusko	7	15:27	7
Taliansko	7	6:32	1	Slovinsko	7	13:36	1

b = Body, z = Zápsy

HOME ZÁPASY TÍMY ŠTATISTIKY ŠTADIÓNY PROGRAM

ZÁKLADNÉ SKUPINY PLAY OFF

Skupina A				Skupina B			
Tím	z	Skóre	b	Tím	z	Skóre	b
USA	7	31:14	18	Kanada	7	32:10	19
Rusko	7	35:10	17	Švajčiarsko	7	22:14	15
Švédsko	7	29:13	16	Česko	7	23:14	13
Nemecko	7	20:23	11	Fínsko	7	20:22	11
Lotyšsko	7	14:18	10	Francúzsko	7	23:19	10
Dánsko	7	13:22	7	Nórsko	7	13:19	8
Slovensko	7	12:28	4	Bielorusko	7	15:27	7
Taliansko	7	6:32	1	Slovinsko	7	13:36	1

b = Body, z = Zápsy

More effective communication with native advertising

Native advertising **increases visibility and credibility to visitors** since it is about placing sponsored content that appears to be a **natural part of the website**. Native advertising is a type of advertising that matches the content, form and function of the platform upon which it appears. Thus, the user gets the impression that it is content added or recommended by the publisher or platform.

What does it mean to you - our clients? It translates into sufficient audience reach, which you can address via a longer advert. Not being blocked by various ad blockers, native advertising can reach out to audiences that cannot be reached via banners or other traditional advertising formats. Online advertising capping allows limiting the number of views over a given period of time, attracting unique visitors to the domain.

New advertising formats

Since we are making efforts to provide new communication possibilities, via the increasingly popular mobile platforms, we are offering **Page-level ad**, a new advertising format. It is a programmatic advertising format that is placed on a mobile platform. It is displayed at the bottom of the screen and can be easily rejected not limiting the user's comfort.

Easily available cameras and spherical cameras have motivated us to introduce a **new 360° video-supporting player**. We intend to integrate such videos in our content and offer you new product placement possibilities.

Page-level ad

The screenshot shows a mobile news application interface for TVNOVINY.SK. At the top, there is a navigation bar with a menu icon, the website name, and a weather widget showing 13°C. Below the navigation bar, there are tabs for 'Domáce' and 'PETER PLAVČAN', and a sub-tab for 'VYSOKOŠKOLSKÝ ZÁKON'. The main content area displays a news article titled 'Rektori žiadajú Plavčanových ľudí prepracovať zmeny pri vysokých školách' with a sub-headline 'Odmietli predložený návrh novely vysokoškolského zákona.' and a photo of several men in academic regalia. At the bottom of the page, there is a page-level advertisement for BRITTERM TEHLY, featuring the text 'TEHLY za najvýhodnejšie ceny na trhu' and a play button icon.

The screenshot shows a mobile news application interface for markiza.sk. At the top, there is a navigation bar with a menu icon, the website name, and a sub-tab for 'FARMA'. The main content area displays a news article titled 'A ide sa míňať! Za čo rozhádzu farmári ťažko zarobené mince?' with a sub-headline 'Na Farmu zavíta obchodník s autom plným lákadiel.' and a photo of a man in a suit. At the bottom of the page, there is a page-level advertisement for BRITTERM TEHLY, featuring the text 'TEHLY za najvýhodnejšie ceny na trhu' and a play button icon.

>>> Television and online communication synergy in attractive competitions and projects

What matters to us is the efficiency of your communication. This is why we keep preparing a number of **user-attractive, interconnected TV and on-line projects** such as sponsoring in Teleráno synchronised with on-line advertising during Teleráno broadcast, competitions promoted in Teleráno, which are also run on the web - the Easter competition, the summer competition or the traditional Christmas Advent calendar.

In spring we featured a popular competition called the **Easter Calendar**. Attractive prizes every day, with 1000 Euro purchase voucher donated by Kaufland supermarket as the main prize, motivated users to participate in the competition. The user-attractive project met the objective of increasing visits on our Internet portfolio websites.

The summer season will see another efficient television-online communication combination in the upcoming competition prepared for the **final season of the popular family series Búrlivé víno**. The competition will run for two weeks (19 - 30 June 2017) on Teleráno as well as on the series' subdomain.

The principle is simple: Teleráno's host will announce a competition question related to the latest episode of the Búrlivé víno series. If a viewer wishes to participate in the competition, he watches the series premiere episode on the same day, learning the correct answer to the question. If for any reason he cannot watch the episode in the evening, he can watch it later, using the Video archive. Attractive daily prizes and the great main prize will await contestants.

In relation to the Búrlivé víno competition we will offer you a **very attractive package of television and online advertising presented on Teleráno**, giving you a great opportunity to **reach out to ever-greater numbers of potential customers**.

With an **extensive Internet presentation** the Markíza TV channel launched a unique project for the whole family called **HÝBSA Slovensko**. In an easy, informal and entertaining way it encourages parents and gives them tips for raising active and healthy children.

The project also includes a **competition for sports enthusiasts**. The only thing they have to do is to fill in a form, attach a short original video, showing how he or she does sports. The most original videos will be aired on Teleráno, rewarded with a package of sports gear and Billa-sponsored healthy foods worth 100 Euro.



DOMA

daiko

Dear friends and partners,

thank you for your support and trust. We appreciate our partnership and the confidence you have placed in us. We look forward to a continued successful relationship in the upcoming months of 2017.



Ina Bauer
Sales Director



Romana Peressényiová
Sales Manager for online



Zuzana Trubačová
Sales Manager for online



 MARKÍZA.SK



 TVNOVINY.SK



 VOYO