



Vodafone live!

CONTENT

Vodafone live! is a portal for Vodafone customers which provides information, services and entertainment ranging from news to weather and from sport to music, in text, picture, audio and video formats. Through this it is possible for the users of the portal to do the following:

- Go shopping on Saturday and still know the scores of the football games of the First Division
- enjoy favourite hits from the charts
- have fun with games, logos, ringtones, e-mail and chat
- watch TV highlights with the UMTS phone while waiting for the train ...

These are only some of the highlights of Vodafone live! Portal.

TARGET GROUP

- Vodafone live! reaches some 3.4 million mobile users*.
- 80% of the users are men.
- The target group is mostly in the 14-39 age group, 57% of Vodafone live! users are between 20 and 39 years of age.
- Vodafone live!-users have an exceptionally high level of education, 34% have a higher school certificate or a university degree.
- The target group has a very high income: 32% of the users have a net monthly household income over EUR 3,000.

Source: ACTA 2008, target group: mobile network used: Vodafone; criteria for purchase of mobile phones: the possibility of using phones to access Internet and retrieve information from Internet (n=86)

* Source: Own data

ADVERTISING POTENTIAL

Targeted advertising on Vodafone live!

You can filter and build your target groups on Vodafone live! according to various criteria. This reduces the amount of wasted coverage.

* The following criteria can be applied for targeting advertisements on Vodafone live!:

- gender
- age
- postcode
- mobile devices

The targeting options are identified by means of anonymous user data and clustering.

The cost per thousand ad impressions (CPM) in rotation includes up to three of the above-listed targeting criteria.

We offer you individual advertising possibilities on Vodafone live!. You can see examples of how mobile services can be used in our Ad Type [Showroom Mobile](#). We will be pleased to present these personally to you. Just get in touch with your [contact](#).

The Premium Environment is a setting related to the core messages of your brand. Additional Base Environments present your ad in context with other topics of relevance. In addition to a placement by setting, you can also opt to rotate your advertisement across the complete website. All rates are stated as CPM.

PREMIUM
Cars
Chat + Flirt
Guidebook
Homepage
Homepage Business Portal
IT + Handy
Lifestyle
Mobile TV
Music + Fun
My Portal
News + Info
Services
Special
Sports
Travel

Advertising form	Format	PREMIUM	BASIS	ROTATION
animated Mobile ContentAd	MMA	50 EUR	-	40 EUR inkl. Targeting*
animated Mobile ContentAd + text link	MMA	50 EUR	-	40 EUR inkl. Targeting*
animated Mobile Sponsoring ContentAd	miscellaneous	55 EUR	-	-
Mobile ContentAd	MMA	50 EUR	-	40 EUR inkl. Targeting*
Mobile ContentAd + text link	MMA	50 EUR	-	40 EUR inkl. Targeting*
Mobile Interstitial (iPhone Applikation)	300 x 328 pixels	95 EUR	-	-
Mobile link in the navigation bar	1 line of 16 characters	on request	-	-
Mobile promotion link	Picture 200x200px, text max. 50 characters	50 EUR	-	40 EUR inkl. Targeting*
Mobile Sponsoring ContentAd	miscellaneous	55 EUR	-	-
Mobile text link	Icon 21x14px, Text max. 20 characters	30 EUR	-	30 EUR inkl. Targeting*

FIXED PRICES PER DAY

ad section	animated Mobile ContentAd	animated Mobile ContentAd + text link	Mobile ContentAd	Mobile ContentAd	Mobile ContentAd (Wap-Seiten + iPhone Applikation)	Mobile ContentAd + text link	Mobile Interstitial (iPhone Applikation)	Mobile Interstitial + Reminder Mobile ContentAd	Mobile Promotion Link	Mobile text link
Homepage	350000 (ca 90%) 8000 EUR	350000 (ca 90%) 8000 EUR	350000 (ca 90%) 8000 EUR	-	-	350000 (ca 90%) 8000 EUR	-	-	-	-

FIXED PRICES PER WEEK

ad section	animated Mobile ContentAd	animated Mobile ContentAd + text link	Mobile ContentAd	Mobile ContentAd	Mobile ContentAd (Wap-Seiten + iPhone Applikation)	Mobile ContentAd + text link	Mobile Interstitial (iPhone Applikation)	Mobile Interstitial + Reminder Mobile ContentAd	Mobile Promotion Link	Mobile text link
Homepage	2625000 (ca 90%) 46000 EUR	2625000 (ca 90%) 46000 EUR	2625000 (ca 90%) 46000 EUR	-	-	2625000 (ca 90%) 46000 EUR	-	-	-	-
Homepage Business Portal	187500 (ca 90%) 5000 EUR	187500 (ca 90%) 5000 EUR	187500 (ca 90%) 5000 EUR	-	-	187500 (ca 90%) 5000 EUR	-	-	-	-

ADSPECIALS

AdSpecials	Price	AdSpecials	Price
Mobile Microsite	on request	Mobile Special	on request
Mobile tool integration	on request		

NEWSLETTER

NEWSLETTER	Frequency	Advertisement	Format	Subscribers	CPM
Mobile newsletter community	weekly on Friday	Promotion Link	miscellaneous	-	55 EUR
Mobile newsletter community	weekly on Friday	ContentAd + text link	miscellaneous	-	55 EUR
Mobile newsletter community	weekly on Friday	ContentAd	miscellaneous	-	55 EUR
Mobile newsletter games	weekly on Friday	ContentAd	miscellaneous	-	55 EUR
Mobile newsletter games	weekly on Friday	ContentAd + text link	miscellaneous	-	55 EUR
Mobile newsletter games	weekly on Friday	Promotion Link	miscellaneous	-	55 EUR
Mobile newsletter general	all 14 days on Friday	Promotion Link	miscellaneous	-	55 EUR
Mobile newsletter general	all 14 days on Friday	ContentAd	miscellaneous	-	55 EUR
Mobile newsletter general	all 14 days on Friday	ContentAd + text link	miscellaneous	-	55 EUR
Mobile newsletter mobilTV	weekly on Friday	ContentAd + text link	miscellaneous	-	55 EUR
Mobile newsletter mobilTV	weekly on Friday	ContentAd	miscellaneous	-	55 EUR
Mobile newsletter mobilTV	weekly on Friday	Promotion Link	miscellaneous	-	55 EUR
Mobile newsletter music	weekly on Friday	ContentAd	miscellaneous	-	55 EUR
Mobile newsletter music	weekly on Friday	Promotion Link	miscellaneous	-	55 EUR
Mobile newsletter musik	weekly on Friday	ContentAd + text link	miscellaneous	-	55 EUR
Mobile newsletter sports	weekly on Friday	ContentAd	miscellaneous	-	55 EUR
Mobile newsletter sports	weekly on Friday	Promotion Link	miscellaneous	-	55 EUR
Mobile newsletter sports	weekly on Friday	ContentAd + text link	miscellaneous	-	55 EUR