



# GOOD REASONS FOR DAS ERSTE



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There are plenty of reasons for TV advertising. Television is not only the most widely used medium by the German population, it is also the undisputed number one in the advertising market. But the choice of TV channel also plays a decisive role in the success of your advertising campaign. Here we will show you some arguments why you simply cannot leave out Das Erste when planning your campaign.



# GOOD REASONS FOR DAS ERSTE.

1. Higher audience quality on Das Erste
2. Das Erste as performance guarantor
3. More advertising impact and - acceptance
4. Benefit from quality and image transfer
5. More effective campaigns with Das Erste



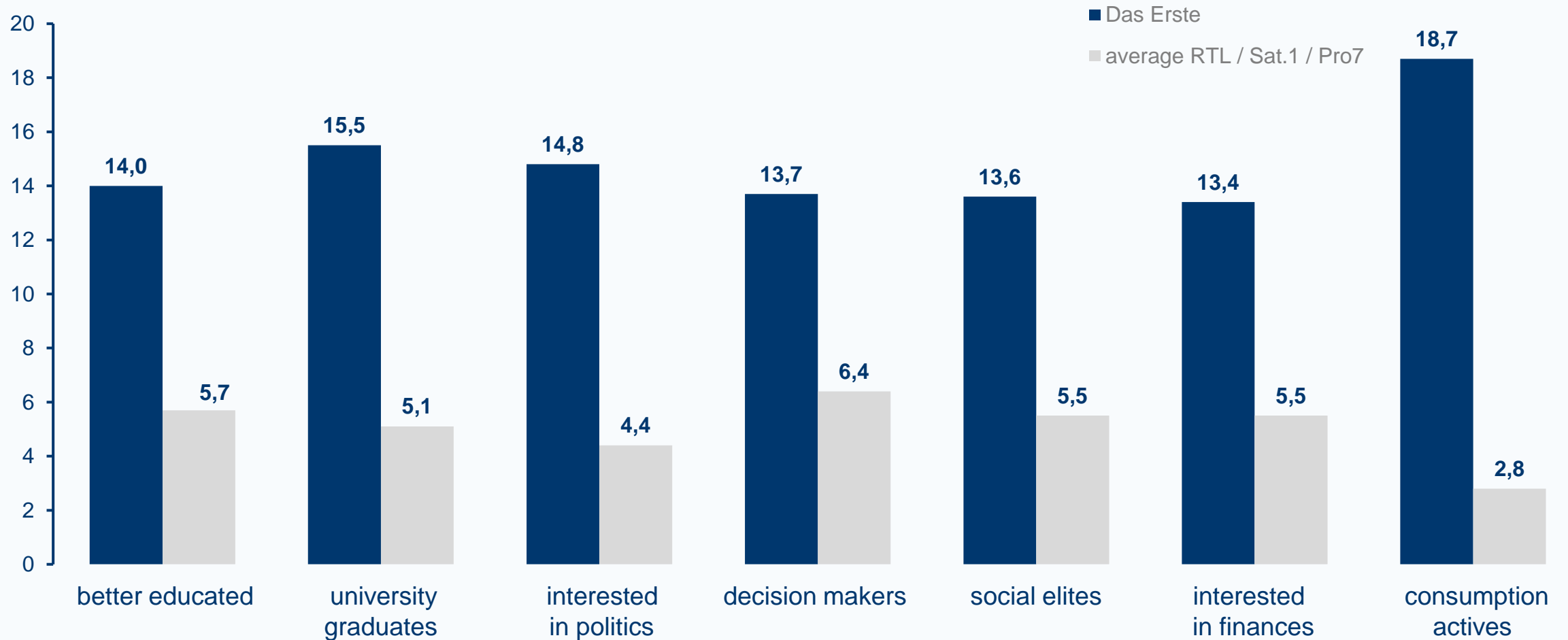
## HIGHER AUDIENCE QUALITY AT DAS ERSTE



# UPSCALE TARGET GROUPS WATCH DAS ERSTE

Viewers of Das Erste are not only more consumer-oriented but also more brand-conscious and have a 10 to 15% higher personal net income than viewers of private TV channels. The range of upscale target groups combined with the increased acceptance of viewers offers an audience that you really should not miss. In addition, the often mentioned "older people", who get "picked up" in the context of media planning somehow - even without Das Erste - have a very much underestimated purchasing power. Therefore, the target group of adults 30-69, for example, is more valuable than many people think, and can be reached very economically at Das Erste.

# UPSCALE TARGET GROUPS WATCH DAS ERSTE



Source: AGF Videoforschung in Zusammenarbeit mit GfK, videoSCOPE 1.4, Marktstandard: TV, Mo-So, 03-03 Uhr, Jahr 2020



# VIEWERS AT DAS ERSTE ARE MORE RECEPTIVE

In a qualitative basic study, the condition of the TV viewers when watching the evening program (including embedded advertising) was examined by the Concept M institute. Among other things, it was investigated which different modes of reception prevail when watching TV advertisements and which programs these are to be assigned primarily to. The extremely interesting results show that viewers of Das Erste are more receptive than viewers of private TV channels because they receive advertising predominantly in an actively involved advertising reception condition.

This mode is based on a relaxed mood. Here advertising often takes place in short advertising blocks and meets a high level of receptivity. Viewers engage with advertising. Individual products and commercials can be recalled quite well in the subsequent in-depth interview. Advertising stimulates fantasies and ideally takes on the function of a regeneration aid and a "fit maker" for the future day's work.



# VIEWERS ARE ACTIVELY INVOLVED

## ACTIVELY INVOLVED

Relaxed mood  
Advertising often takes place in short advertising blocks  
Advertising meets a high level of receptiveness



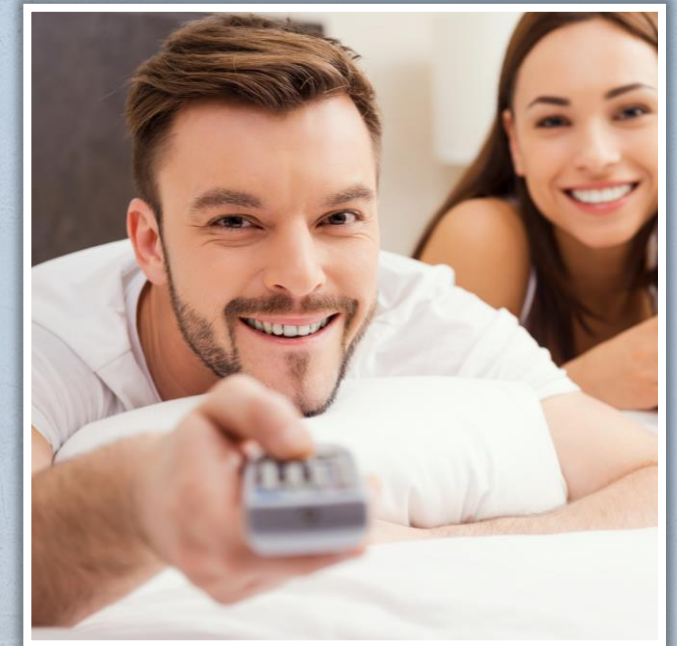
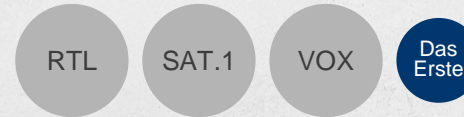
## SCATTERED INVOLVED

Commuting between TV and other activities  
Advertising gets noticed a bit  
Concentration level depending on product interest



## SPLIT-OFF RUSHING THROUGH

Apparent reception of all spots within an ad block  
Reception takes place in a kind of ad meditation  
Hardly / no advertising recall afterwards



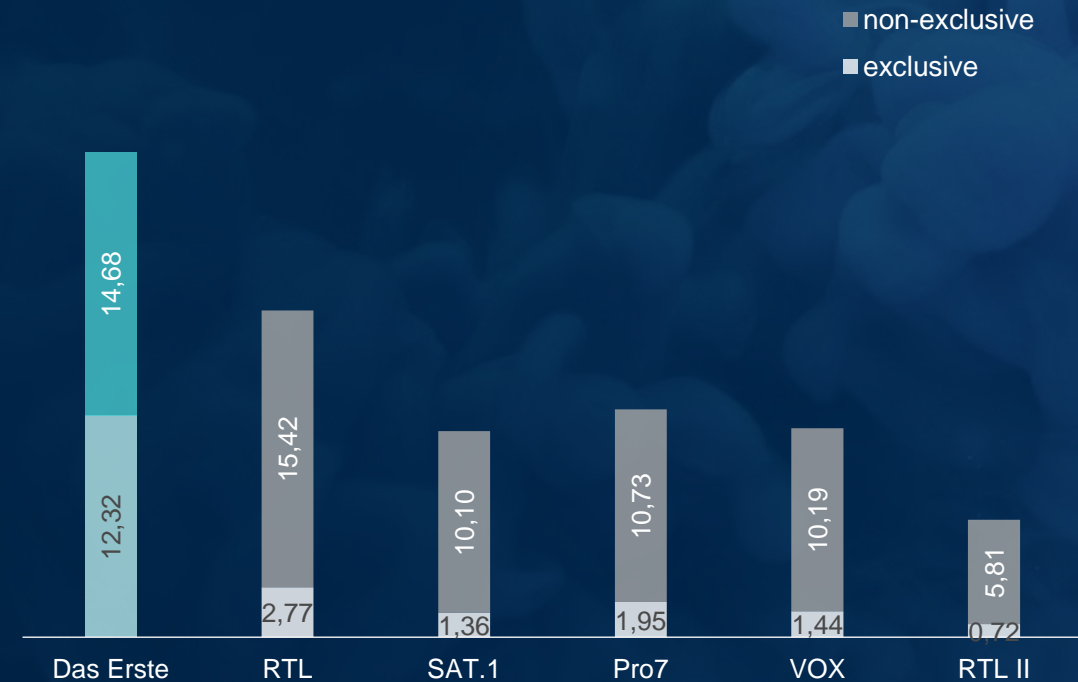
Source: concept M / Qualitative psychological study as part of everyday research to determine the advertising reception modes at Das Erste and competitors / June 2014



# 28% OF THE VIEWERS AT PRE-PRIME\*

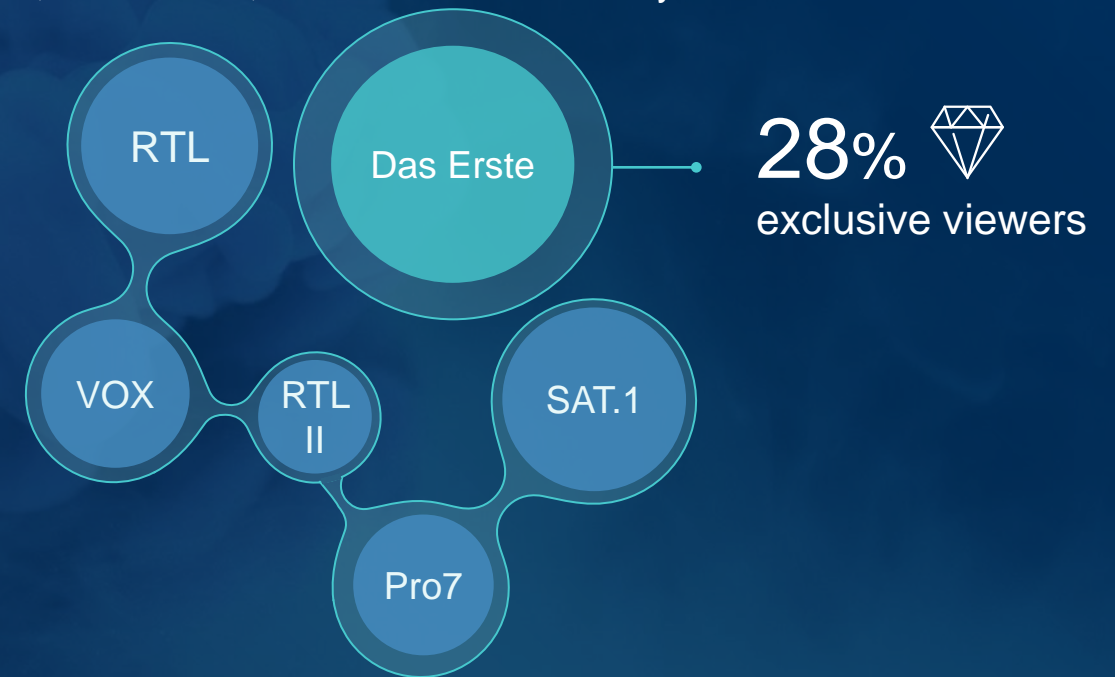
## CAN BE REACHED EXCLUSIVE AT DAS ERSTE

### Viewers of the 6 channels at pre-prime net accumulation in million



### High exclusivity

12,32 mil. of 44,2 Mil. viewers exclusively at Das Erste



Source: AGF Videoforschung in cooperation with GfK, videoSCOPE 1.3; KFA 0/1-Verfahren, arithmet. Mittel über jede KW (Mo-Sa, 17-20h, 1. Halbj. 2020, ohne KW mit Feiertagen), Z3+, \*ausschl. Betrachtung der 6 Sender



# DAS ERSTE AS PERFORMANCE GUARANTOR



# DAS ERSTE OFFERS PREDICTABLE, STABLE COVERAGE

With its balanced mix of information, fictional entertainment and interesting documentaries, Das Erste has been offering a reliable planning factor in the afternoon between 2 and 6 p.m. for years. In particular, the target group of household managers - regardless of whether they are 69 or 29 years of age - can be reached with an average market share of 12.5%.

The pre-prime continues to “shine” as a reliable planning factor. The quiz formats on the 6 p.m. broadcasting slot achieve top reach figures again and again, and the weeklies airing afterwards – from “Großstadtrevier” on Monday or “Die jungen Ärzte” on Thursday - have established at a noteworthy level. Regardless of whether household managers or demographic target groups such as adults 20-59 years – Das Erste with its pre-prime is a real planning factor across all target groups.

# FRAGMENTATION OF MEDIA USAGE

Das Erste directs against the market trend

Even if the fragmentation of media use is increasing due to the growing selection of end devices and broadcasters, Das Erste has not suffered any disadvantage over the past two years. Contrary to the market trend, the development of Das Erste shows gains in ad block reach as well as benefits on CPMs and CPGs. Therefore you still can reach high-quality target groups with a secure reach level at fair prices at Das Erste.





## **BENEFIT FROM QUALITY AND IMAGE TRANSFER**



# HIGHER PROGRAM QUALITY – HIGHER AD QUALITY

The current TV trend proves once again that the high level of credibility, program quality and news competence have a positive effect on the perception of advertising at Das Erste. For example, advertising at Das Erste is more informative than on other channels (30% Das Erste, 17% Sat.1).

In addition, 74% of the respondents say that brands that advertise in the quarter to eight before “Tagesschau” news broadcast benefit from it. In response to the question “Basically I have a positive attitude towards advertising on this channel”, it is easy to see how positively all of the aforementioned factors affect the attitude towards advertising, because with 26% agreement Das Erste is noticeably ahead of the other channels surveyed.



# TAKE BRAND RESPONSIBILITY

If we talk about the quality of the environment and image transfer, a direct line can be drawn to the subject of brand responsibility. For us, brand responsibility means that you do not neglect the objective quality of the environment when planning your campaign. Too often the measurable aspect of the impact of the image transfer from the specific advertising environment to brands is severely neglected. With advertising at Das Erste, you make sure that your message is not only placed in a predetermined environment, but also that this environment meets the highest quality standards. This ensures added value for your communication and the responsible usage of your brand.

The positive perception of Das Erste evidently ensures that the companies that advertise here are also seen as particularly high-quality, relevant and reputable. This plus in image becomes a plus in efficiency of your advertising activities.





# MORE EFFECTIVE CAMPAIGNS WITH ADS ON DAS ERSTE

# INVESTING IN TV ADVERTISING IS WORTH IT

On the monetary level, the medium of television provides the advertising market with an unbeatable advantage: a basic study by the Screenforce initiative with more than 200 brands resulted in a short-term return on investment (ROI) of around € 1.15, and in a long-term ROI of around 2.65 €. The share of brands with a long-term ROI of >1 was 65%. In other words, every single Euro invested in TV advertising is worth it.



# REACH BEATS AVERAGE CONTACTS

Since 2007, ARD MEDIA has been using the instrument TV-Tracking to monitor the impact of television campaigns. In an analysis we carried out, the results of 127 tracking studies from 2007 to 2019 were aggregated in order to examine the relationship between advertising pressure and campaign success. Result: For the improvement of advertising recall, relevant set and activation, the combination “high reach & few contacts” shows better results than the combination “low reach & many contacts”. Campaigns with a high reach but few average contacts were able to increase spontaneous advertising recall by 4.3 percentage points. You can find out more about the analysis [here](#).

# PRE-PRIME AND DAS ERSTE

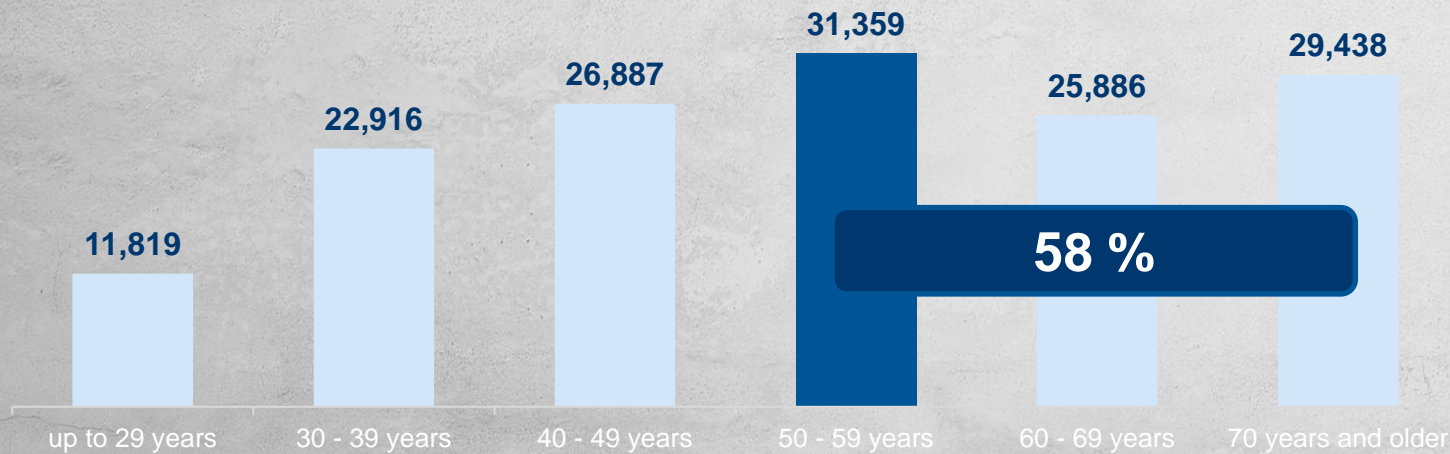
Valuable net reach for your media plan

In the time before 8 p.m. most viewers are reached with advertising, which makes the pre-prime an indispensable basis for planning. After 8 p.m. you will no longer be able to reach the viewers of Das Erste for advertising purposes. Das Erste provides you with valuable reach that you should definitely not leave out when optimizing net reach. A comparison of planning scenarios shows that with a 20% share at Das Erste, increases in reach (net reach and advertising reach) of up to 4% can be achieved.



# WHERE SPENDING POWER IS LOCATED

**Annual consumer spending in the FMCG sector in billions €**  
according to age groups



Basis: HHF; Total year 2019  
Source: GfK Consumer Panel

The average household income of adults 30-69 years is almost the same as other age groups, such as 14-49 years or 20-59 years. The personal net income of adults 30-69 years has around 330 euros more at their disposal than 14-49-year-olds. Older target groups are by no means to be neglected - and at Das Erste they can be reached very easily and very economically.

# YOUR CONTACT



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