



PERFORMANCE DATA

**PORTFOLIO OF
ENERGY MEDIA
2025**

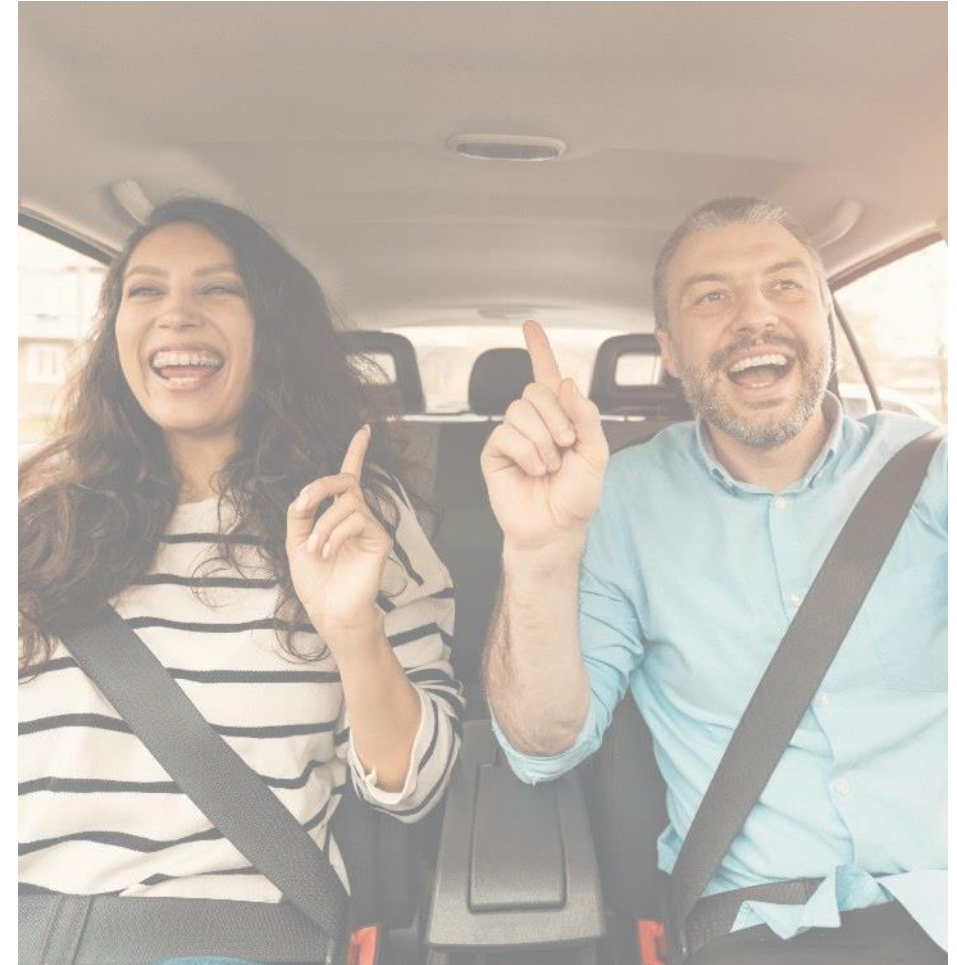
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For reasons of better readability, the language forms male, female and diverse (m/f/d) are not used simultaneously. All references to persons apply equally to all genders.

AUDIO

ALWAYS WITH YOU & EFFECTIVE

- **Audio is a mass medium:** for example, 72% of Germans (52 million) listen to the radio every day for an average of four hours.¹ No other medium is used for longer²
- **Radio listeners are loyal to their stations:** on average, only 1.8 stations are listened to³.
- **Radio resonates with young people:** 61% of 14 to 29-year-olds listen to the radio every day.⁴
- **Advertising is well received:** Audio listeners do not use adblockers and do not use the commercial break to do something else. They stay tuned even during commercials.
- **Always and everywhere available:** Thanks to numerous playout channels and aggregators (e.g. cell phone, tablet, car radio and many more), audio is the most mobile medium and is therefore present in almost all life situations.⁵
- **Everyday companion:** 74% of listeners consume audio during their daily rituals. Brand messages are best perceived when the ears are open and the mind is receptive.⁵
- **Consumer-relevant touchpoints:** Audio is listened to throughout the day, especially in consumption-relevant situations and provides the last advertising contact before the consumption decision.



¹ma 2024 Audio II, basis: daily reach (Mon. – Fri.), VD (Mon. – Sun.), total, 14+ years, radio total;

² VuMA Touchpoints 2025, basis: 3-month onliners, total, 14+ years, daily usage in comparison: audio, TV linear, social media, video (time-shifted), print offline, print online

³ma 2024 Audio II, listeners yesterday, radio total, Mon. – Fri. ; ⁴ ma 2024 Audio II, basis: daily reach (Mon. – Fri.), 14 – 29 years, radio total; ⁵ Audacy Rituals Survey conducted by Alter Agents, July 2022

AUDIO

SIMPLE, FAST & SUSTAINABLE

- **Audio activates & sells:** Because it is the No. 1 sales medium. As the last advertising contact before the purchase, audio increases product recall and sets verifiable buying impulses.¹
- **Audio is fast & flexible:** An audio campaign can be implemented quickly with minimal processing and planning effort and enables marketing objectives to be communicated at short notice.
In future, even faster and more direct thanks to programmatic booking.
- **Audio is very cost-efficient:** for example, the CPM of radio advertising is around €4.08 - the cheapest advertising medium in an intermedia comparison.² This also applies to the production of advertising material. This means that a short-term increase in ROI can be generated.
- **Audio advertising is fit for the future:** changing usage habits enable new forms of advertising and playout channels, e.g. online audio, podcast, smart speaker, app, in-game audio ads, dynamic creative.
- **Audio pushes online** and achieves an average 43% increase in brand web traffic. Campaigns with clear call to actions for web or app generate five times more visits or a higher GRP³
- **Audio is climate-friendly:** Radio and audio advertising has the lowest CO2 emissions of all media, partly because the production of advertising media is completely climate-friendly⁴



¹AS&S, RMS, 2020, ROI-Counter AUF www.audioeffekt.de; ²Calculation by Radiozentrale based on the performance values 250 GRP, radio, PZ, TZ, poster: ma 2021 Intermedia PLuS I. mds online planning tool

³ Radio to Web, Nielsen, TVTY, 2022; ⁴ Mediaplus, Green GRP calculator, Climatepartner via Radiozentrale.de and Funkhaus Halle

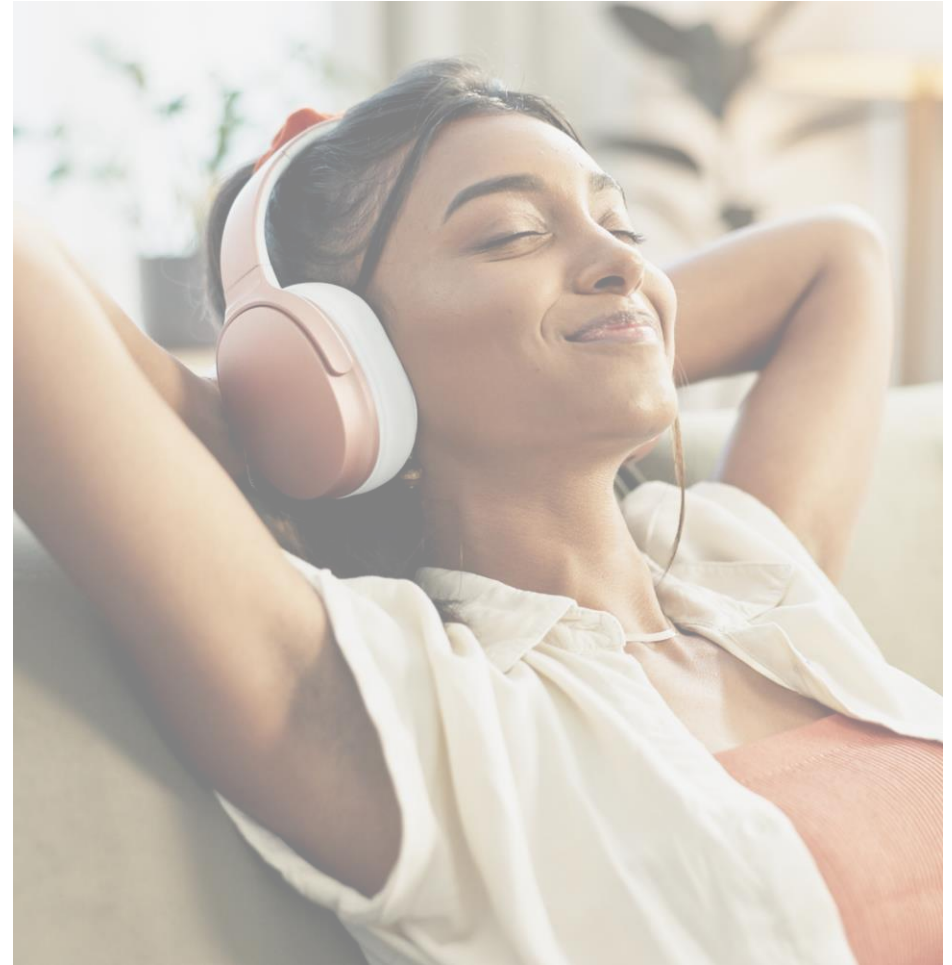
ENERGY-AUDIENCE

RADIO LISTENERS WITH PURCHASING POWER & CONSUMER-ORIENTED BRAND LOVERS

- At 85% each, radio and social media are the most used media during the week among ENERGY listeners and almost 1/3 already use DAB+
- 40% of ENERGY listeners use the radio during prime time in the morning compared to 34% of the total population
- 51% of ENERGY listeners have a monthly HHNE of more than €4,000 (comparison: 36% of the total population, 39% listeners of commercial radio stations*)
- With an **average age of 37.6 years**, ENERGY listeners belong to the advertising-relevant target group (compared to listeners of commercial radio stations*: average age 49.4 years)

Whether travel, fashion or cars: ENERGY listeners have a significantly higher interest in products and plan purchases, trips or modernizations more frequently than the overall population and listeners of commercial radio stations*.

- **Brands are heard:** ENERGY listeners appreciate the quality of branded products
- **Electrical appliances, cars, personal care and fashion** are the most popular brand categories among ENERGY listeners
- Open to new things: **79% of ENERGY listeners** like to try out new products
- **57% of ENERGY listeners** prefer to have a good life with their money instead of saving it, 49% of the overall population share this attitude



Source: VuMA Touchpoints 2025, basis: listeners per day (Mon. – Fri.), Dspr. 3-month-onliner, 14+ years, ENERGY HIT MUSIC ONLY ! National; ma 2024 Audio II, Basis: listeners per day (Mon. – Fri.), total, 14+ years, ENERGY HIT MUSIC ONLY ! National
*Total radio advertising

COMMUNITY

ENERGY CLASSIC PORTFOLIO

ENERGY IN GERMANY

7 STATIONS VIA VHF AND DAB+



ON AIR

ENERGY Berlin
ENERGY Hamburg
ENERGY Munich
ENERGY Nuremberg
ENERGY in the region Stuttgart
ENERGY DAB+ National
ENERGY NRW via DAB+



DISTRIBUTION

FM, DAB+
Digital cable network
Online, App,
Smart Speaker



DIGITAL

ENERGY.DE
40 ENERGY Webstreams
ENERGY APP
for Android & iOS

SOCIALS

Facebook, Instagram,
TikTok

ENERGY USPs



BRAND RADIO

ENERGY is the first and
only pan-european
brand in radio
consistent branding in
the expansion of the
network

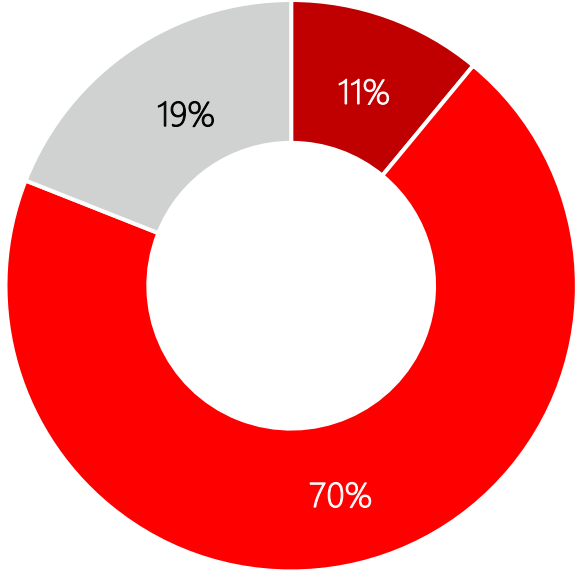


TARGET GROUP RADIO

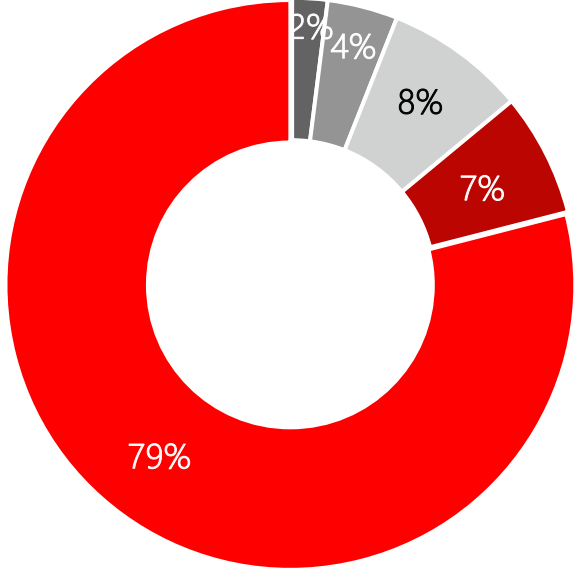
clear orientation to young
adults
14-39 years
urban
consumer-oriented
future-oriented
active
technically savvy

ENERGY IN GERMANY

ENERGY-LISTENERS STAND IN THE MIDST OF LIFE AND WELL-FUNDED



■ 14-19 yo ■ 20-49 yo ■ 50+ yo



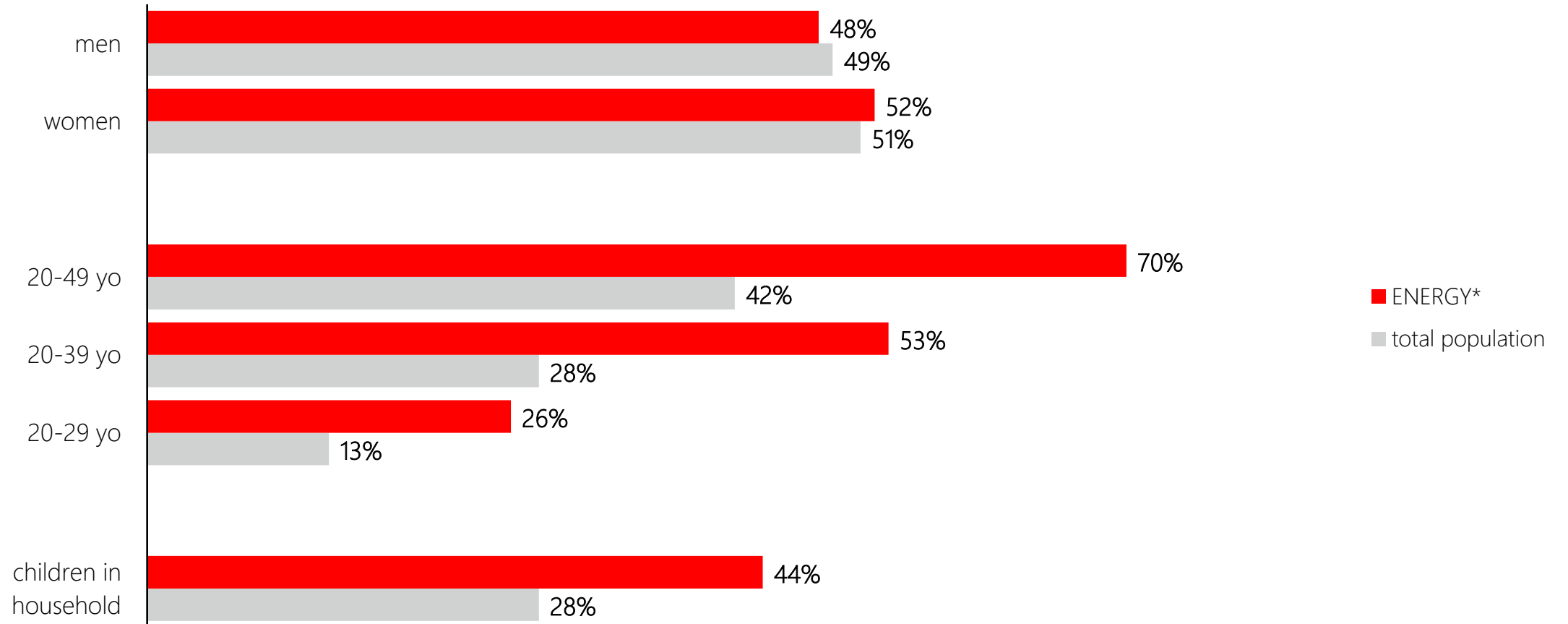
■ less than 1.000 EUR ■ 1.000 to less than 1.500 EUR
■ 1.500 to less than 2.000 EUR ■ 2.000 to less than 2.500 EUR
■ 2.500 EUR and more

source: ma 2024 Audio II, basis: listeners per day (mon. – fri.), total, 14+ yo, structure of age and household net income (%)
*ENERGY HIT MUSIC ONLY ! National



SOCIODEMOGRAPHICS

ENERGY-LISTENERS ARE PART OF THE ADVERTISING-RELEVANT TARGET GROUP

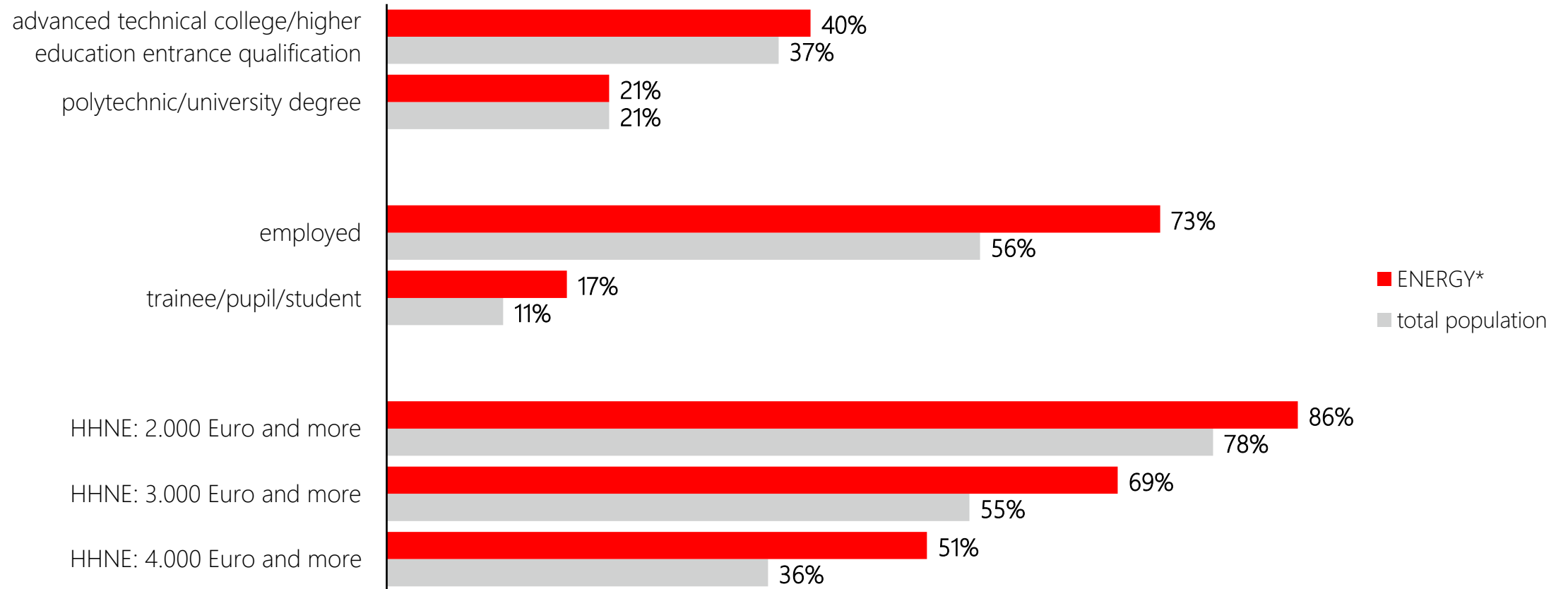


source: ma 2024 Audio II, basis: listeners per day (mon. – fri.), total, 14+ yo, share of features (%)

*ENERGY HIT MUSIC ONLY ! National

SOCIODEMOGRAPHICS

ENERGY-LISTENERS ARE PREDOMINANTLY WELL EDUCATED AND EMPLOYED



source: ma 2024 Audio II, basis: listeners per day (mon. – fri.), total, 14+ yo, share of features (%)

*ENERGY HIT MUSIC ONLY ! National

ENERGY HIT MUSIC ONLY ! NATIONAL

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 37.6 yo
48% men** | 52% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
1,635.00€

RANGE

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 6,977 thsd.
14 – 39 yo: 4,182 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 5,211 thsd.
14 – 39 yo: 3,133 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 2,242 thsd.
14 – 39 yo: 1,426 thsd.

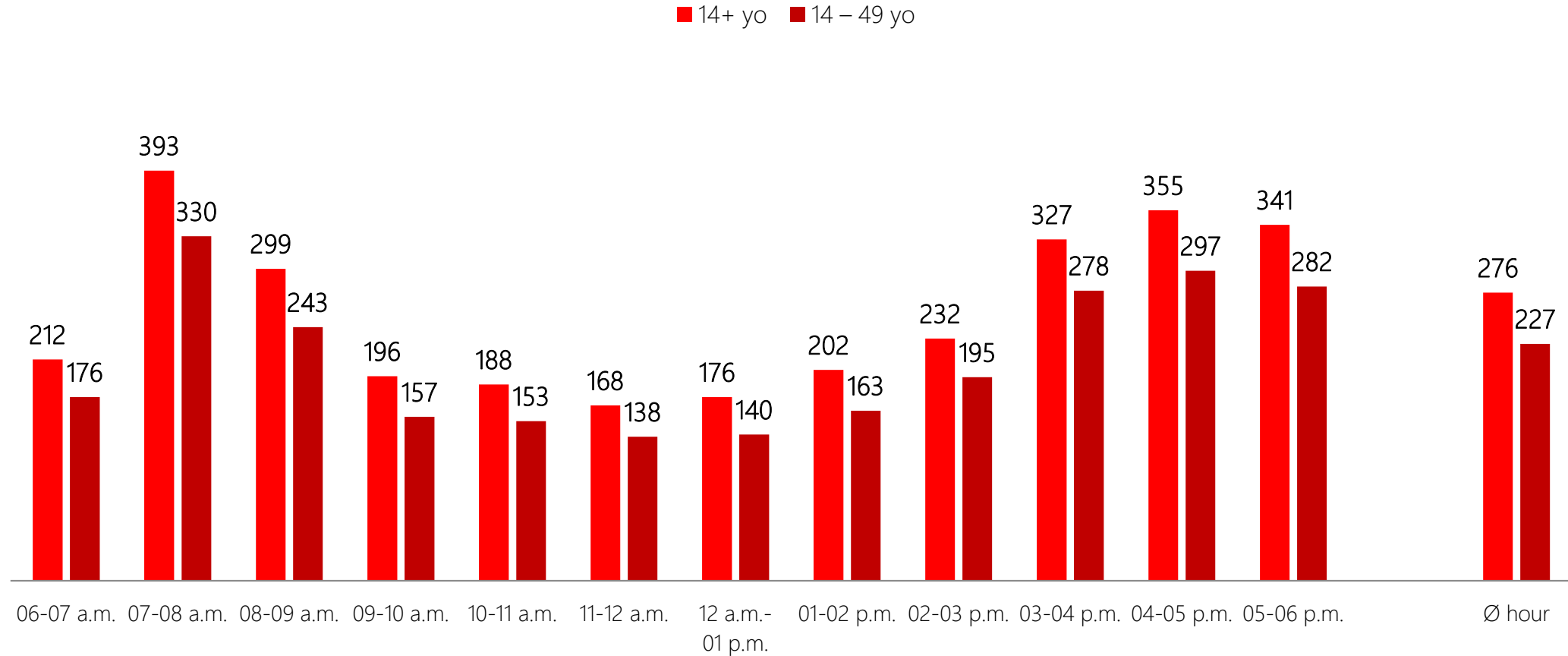
AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 276 thsd.
14 – 39 yo: 182 thsd.

source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

*basis: total listeners (Mon. – Sun.), total, 14+ yo; **basis: listeners per day (Mon. – Fri.) total, 14+ yo

ENERGY HIT MUSIC ONLY ! NATIONAL*

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO



source: ma 2024 Audio II, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand,
*ENERGY in Hamburg, Berlin, Nuremberg, Munich, in the region Stuttgart, ENERGY NRW via DAB+ and ENERGY DAB+ National



ENERGY HIT MUSIC ONLY ! NATIONAL*

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|----------------|-----------------|----------------|--------------|--------------|--------------|--------------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 7,00 | 210,- | 7,00 | 210,- | 7,00 | 210,- |
| 5-6 | 13,00 | 390,- | 8,00 | 240,- | 8,00 | 240,- |
| 6-7 | 54,00 | 1.620,- | 12,00 | 360,- | 8,00 | 240,- |
| 7-8 | 101,00 | 3.030,- | 22,00 | 660,- | 16,00 | 480,- |
| 8-9 | 75,00 | 2.250,- | 29,00 | 870,- | 21,00 | 630,- |
| 9-10 | 45,00 | 1.350,- | 45,00 | 1.350,- | 33,00 | 990,- |
| 10-11 | 33,00 | 990,- | 51,00 | 1.530,- | 36,00 | 1.080,- |
| 11-12 | 31,00 | 930,- | 46,00 | 1.380,- | 33,00 | 990,- |
| 12-13 | 31,00 | 930,- | 35,00 | 1.050,- | 31,00 | 930,- |
| 13-14 | 35,00 | 1.050,- | 28,00 | 840,- | 22,00 | 660,- |
| 14-15 | 41,00 | 1.230,- | 26,00 | 780,- | 22,00 | 660,- |
| 15-16 | 65,00 | 1.950,- | 26,00 | 780,- | 22,00 | 660,- |
| 16-17 | 73,00 | 2.190,- | 26,00 | 780,- | 22,00 | 660,- |
| 17-18 | 70,00 | 2.100,- | 26,00 | 780,- | 22,00 | 660,- |
| 18-19 | 40,00 | 1.200,- | 22,00 | 660,- | 22,00 | 660,- |
| 19-20 | 21,00 | 630,- | 16,00 | 480,- | 16,00 | 480,- |
| 20-21 | 16,00 | 480,- | 11,00 | 330,- | 11,00 | 330,- |
| 21-22 | 8,00 | 240,- | 8,00 | 240,- | 8,00 | 240,- |
| 22-23 | 8,00 | 240,- | 8,00 | 240,- | 8,00 | 240,- |
| 23-24 | 8,00 | 240,- | 8,00 | 240,- | 8,00 | 240,- |
| Ø 06-18 | 54,50 | 1.635,- | 31,00 | 930,- | 24,00 | 720,- |

CONVERGENCE

ENERGY HIT MUSIC ONLY ! NATIONAL + WEB RADIO:
Simultaneous booking of ENERGY web radio
(simulcast/live- & genre streams).

WEB RADIO: CPT EURO 35.00€ Midroll; TKP 40.00€ Preroll

***billing on basis of CPT / pre-roll und mid-roll / max. spot length 30 sec.

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

*ENERGY in Hamburg, Berlin, Nuremberg, Munich, in the region Stuttgart, ENERGY NRW via DAB+ and ENERGY DAB+ National

**as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY CITY COMBI

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 37.7 yo
49% men** | 51% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
1,515.00€

RANGE

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 6,685 thsd.
14 – 39 yo: 3,983 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 4,880 thsd.
14 – 39 yo: 2,911 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 2,046 thsd.
14 – 39 yo: 1,297 thsd.

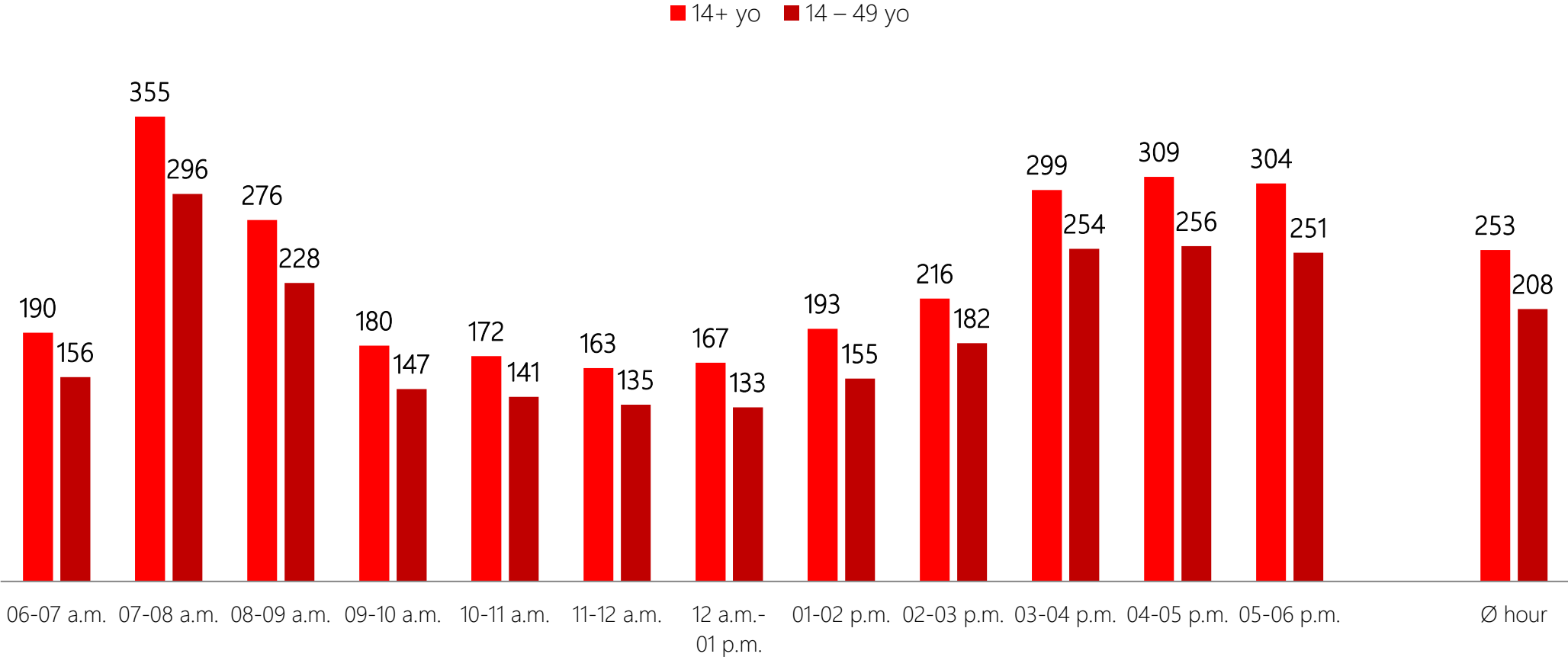
AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 253 thsd.
14 – 39 yo: 167 thsd.

source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

*basis: total listeners (Mon. – Sun.), total, 14+ yo; **basis: listeners per day (Mon. – Fri.) total, 14+ yo

ENERGY CITY COMBI*

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO



source: ma 2024 Audio II, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand,
*ENERGY in Hamburg, Berlin, Nuremberg, Munich, ENERGY NRW via DAB+ and ENERGY DAB+ National



ENERGY CITY COMBI*

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|----------------|-----------------|----------------|--------------|--------------|--------------|--------------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 6,00 | 180,- | 6,00 | 180,- | 6,00 | 180,- |
| 5-6 | 13,00 | 390,- | 6,00 | 180,- | 6,00 | 180,- |
| 6-7 | 49,00 | 1.470,- | 8,00 | 240,- | 6,00 | 180,- |
| 7-8 | 93,00 | 2.790,- | 19,00 | 570,- | 14,00 | 420,- |
| 8-9 | 72,00 | 2.160,- | 28,00 | 840,- | 16,00 | 480,- |
| 9-10 | 44,00 | 1.320,- | 39,00 | 1.170,- | 30,00 | 900,- |
| 10-11 | 33,00 | 990,- | 45,00 | 1.350,- | 32,00 | 960,- |
| 11-12 | 31,00 | 930,- | 42,00 | 1.260,- | 30,00 | 900,- |
| 12-13 | 30,00 | 900,- | 33,00 | 990,- | 28,00 | 840,- |
| 13-14 | 34,00 | 1.020,- | 26,00 | 780,- | 20,00 | 600,- |
| 14-15 | 37,00 | 1.110,- | 24,00 | 720,- | 20,00 | 600,- |
| 15-16 | 53,00 | 1.590,- | 24,00 | 720,- | 20,00 | 600,- |
| 16-17 | 65,00 | 1.950,- | 24,00 | 720,- | 20,00 | 600,- |
| 17-18 | 65,00 | 1.950,- | 24,00 | 720,- | 20,00 | 600,- |
| 18-19 | 35,00 | 1.050,- | 20,00 | 600,- | 17,00 | 510,- |
| 19-20 | 19,00 | 570,- | 15,00 | 450,- | 15,00 | 450,- |
| 20-21 | 13,00 | 390,- | 12,00 | 360,- | 9,00 | 270,- |
| 21-22 | 8,00 | 240,- | 7,00 | 210,- | 7,00 | 210,- |
| 22-23 | 8,00 | 240,- | 7,00 | 210,- | 7,00 | 210,- |
| 23-24 | 8,00 | 240,- | 7,00 | 210,- | 7,00 | 210,- |
| Ø 06-18 | 50,50 | 1.515,- | 28,00 | 840,- | 21,33 | 640,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

*ENERGY in Hamburg, Berlin, Nuremberg, Munich, ENERGY NRW via DAB+ and ENERGY DAB+ National

**as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY CITY COMBI BAVARIA

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 39.6 yo

44% men** | 56% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
360.00€

RANGE

TOTAL LISTENERS
(Mon. – Sun.):

14+ yo: 922 thsd.
14 – 39 yo: 494 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):

14+ yo: 666 thsd.
14 – 39 yo: 358 thsd.

LISTENERS PER DAY
(Mon. – Fri.):

14+ yo: 251 thsd.
14 – 39 yo: 145 thsd.

AVERAGE HOUR
(Mon. – Fri.):

14+ yo: 24 thsd.
14 – 39 yo: 15 thsd.

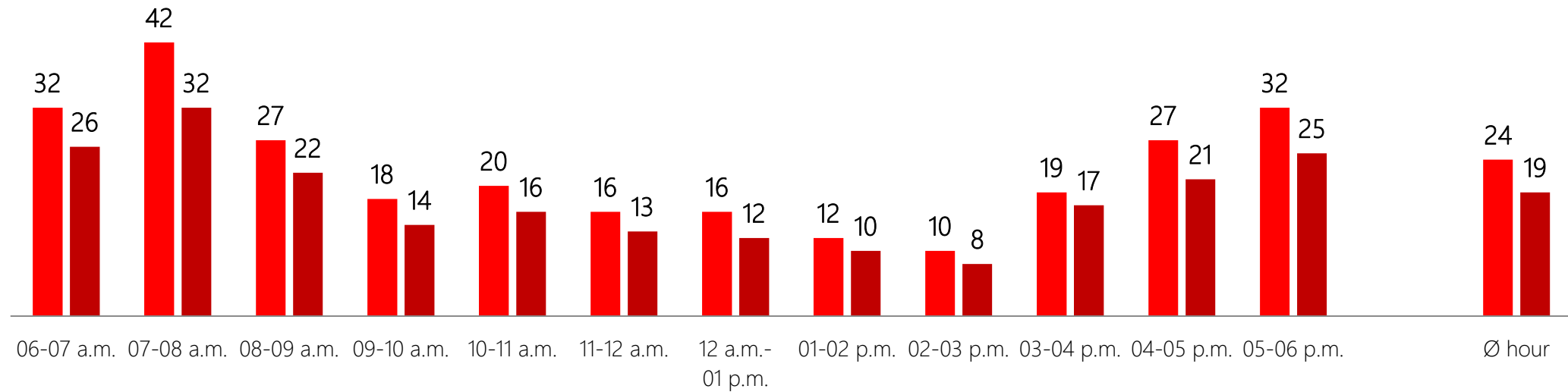
source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

*basis: total listeners (Mon. – Sun.), total, 14+ yo; **basis: listeners per day (Mon. – Fri.) total, 14+ yo

ENERGY CITY COMBI BAVARIA*

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO

■ 14+ yo ■ 14 – 49 yo



source: ma 2024 Audio II, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand

*ENERGY in Nuremberg an Munich

ENERGY CITY COMBI BAVARIA*

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|----------------|-----------------|--------------|-------------|--------------|-------------|--------------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 5-6 | 4,00 | 120,- | 2,00 | 60,- | 2,00 | 60,- |
| 6-7 | 13,50 | 405,- | 3,00 | 90,- | 2,00 | 60,- |
| 7-8 | 23,50 | 705,- | 3,00 | 90,- | 3,00 | 90,- |
| 8-9 | 17,00 | 510,- | 7,00 | 210,- | 6,00 | 180,- |
| 9-10 | 9,00 | 270,- | 7,00 | 210,- | 6,00 | 180,- |
| 10-11 | 9,00 | 270,- | 8,00 | 240,- | 7,00 | 210,- |
| 11-12 | 9,00 | 270,- | 12,00 | 360,- | 7,00 | 210,- |
| 12-13 | 9,00 | 270,- | 9,00 | 270,- | 5,00 | 150,- |
| 13-14 | 7,00 | 210,- | 5,00 | 150,- | 5,00 | 150,- |
| 14-15 | 7,00 | 210,- | 5,00 | 150,- | 5,00 | 150,- |
| 15-16 | 10,00 | 300,- | 4,00 | 120,- | 5,00 | 150,- |
| 16-17 | 14,00 | 420,- | 3,50 | 105,- | 4,50 | 135,- |
| 17-18 | 16,00 | 480,- | 3,50 | 105,- | 4,50 | 135,- |
| 18-19 | 7,00 | 210,- | 4,00 | 120,- | 4,00 | 120,- |
| 19-20 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 20-21 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 21-22 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 22-23 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 23-24 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| Ø 06-18 | 12,00 | 360,- | 5,83 | 175,- | 5,00 | 150,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

*ENERGY in Nuremberg and Munich

**as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY DAB+ NATIONAL

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 37.0 yo
49% men** | 51% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
990.00€

RANGE

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 5,619 thsd.
14 – 39 yo: 3,447 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 3,793 thsd.
14 – 39 yo: 2,344 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 1,421 thsd.
14 – 39 yo: 933 thsd.

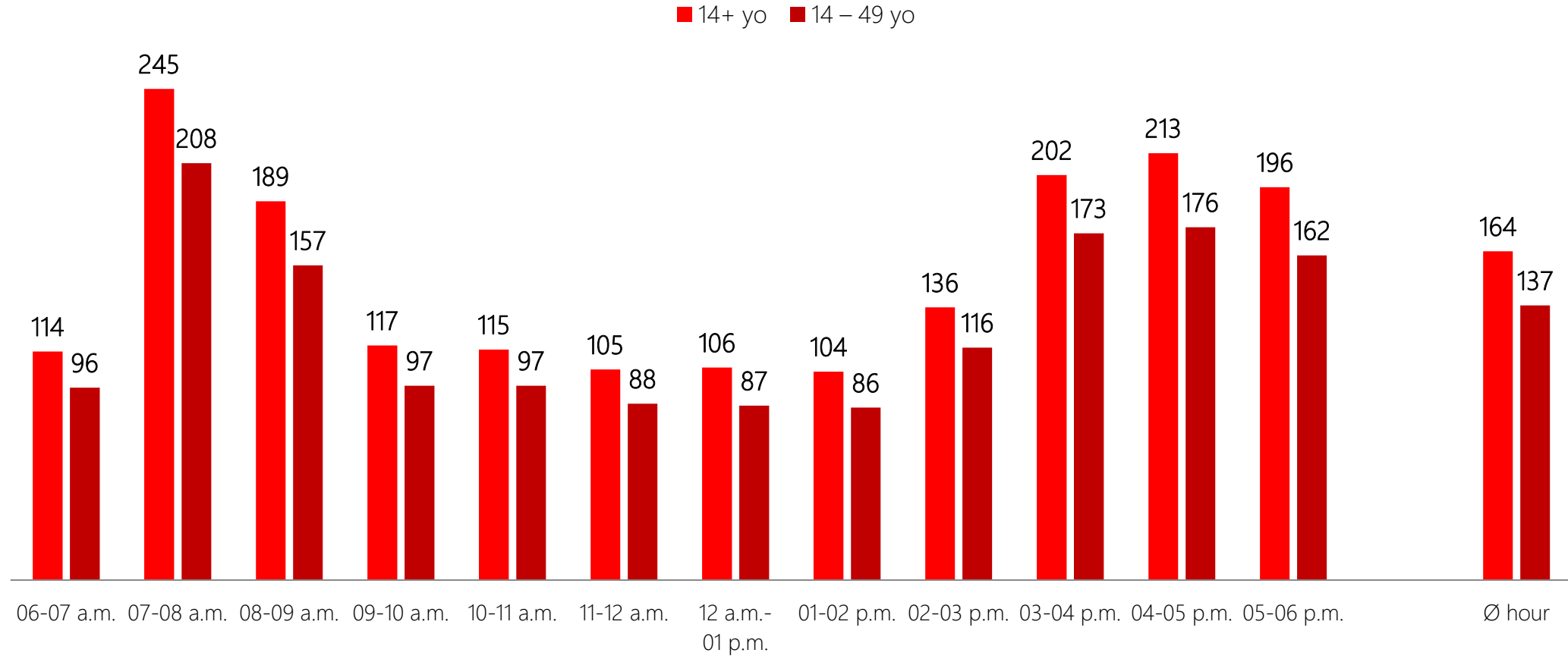
AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 164 thsd.
14 – 39 yo: 113 thsd.

source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

*basis: total listeners (Mon. – Sun.) total, 14+ yo; **basis: listeners per day (Mon. – Fri.), total, 14+ yo

ENERGY DAB+ NATIONAL

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO



source: ma 2024 Audio II, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand

ENERGY DAB+ NATIONAL

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|----------------|-----------------|--------------|--------------|--------------|--------------|--------------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 5-6 | 7,00 | 210,- | 4,00 | 120,- | 4,00 | 120,- |
| 6-7 | 26,00 | 780,- | 9,00 | 270,- | 4,00 | 120,- |
| 7-8 | 59,00 | 1.770,- | 12,00 | 360,- | 6,00 | 180,- |
| 8-9 | 44,00 | 1.320,- | 16,00 | 480,- | 6,00 | 180,- |
| 9-10 | 27,00 | 810,- | 19,00 | 570,- | 18,00 | 540,- |
| 10-11 | 22,00 | 660,- | 21,00 | 630,- | 18,00 | 540,- |
| 11-12 | 20,00 | 600,- | 22,00 | 660,- | 18,00 | 540,- |
| 12-13 | 20,00 | 600,- | 20,00 | 600,- | 18,00 | 540,- |
| 13-14 | 20,00 | 600,- | 17,00 | 510,- | 13,00 | 390,- |
| 14-15 | 26,00 | 780,- | 17,00 | 510,- | 13,00 | 390,- |
| 15-16 | 43,00 | 1.290,- | 17,00 | 510,- | 12,00 | 360,- |
| 16-17 | 46,00 | 1.380,- | 17,00 | 510,- | 12,00 | 360,- |
| 17-18 | 43,00 | 1.290,- | 17,00 | 510,- | 12,00 | 360,- |
| 18-19 | 19,00 | 570,- | 11,00 | 330,- | 9,00 | 270,- |
| 19-20 | 10,00 | 300,- | 7,00 | 210,- | 9,00 | 270,- |
| 20-21 | 9,00 | 270,- | 7,00 | 210,- | 7,00 | 210,- |
| 21-22 | 4,00 | 120,- | 3,00 | 90,- | 3,00 | 90,- |
| 22-23 | 4,00 | 120,- | 3,00 | 90,- | 3,00 | 90,- |
| 23-24 | 4,00 | 120,- | 3,00 | 90,- | 3,00 | 90,- |
| Ø 06-18 | 33,00 | 990,- | 17,00 | 510,- | 12,50 | 375,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

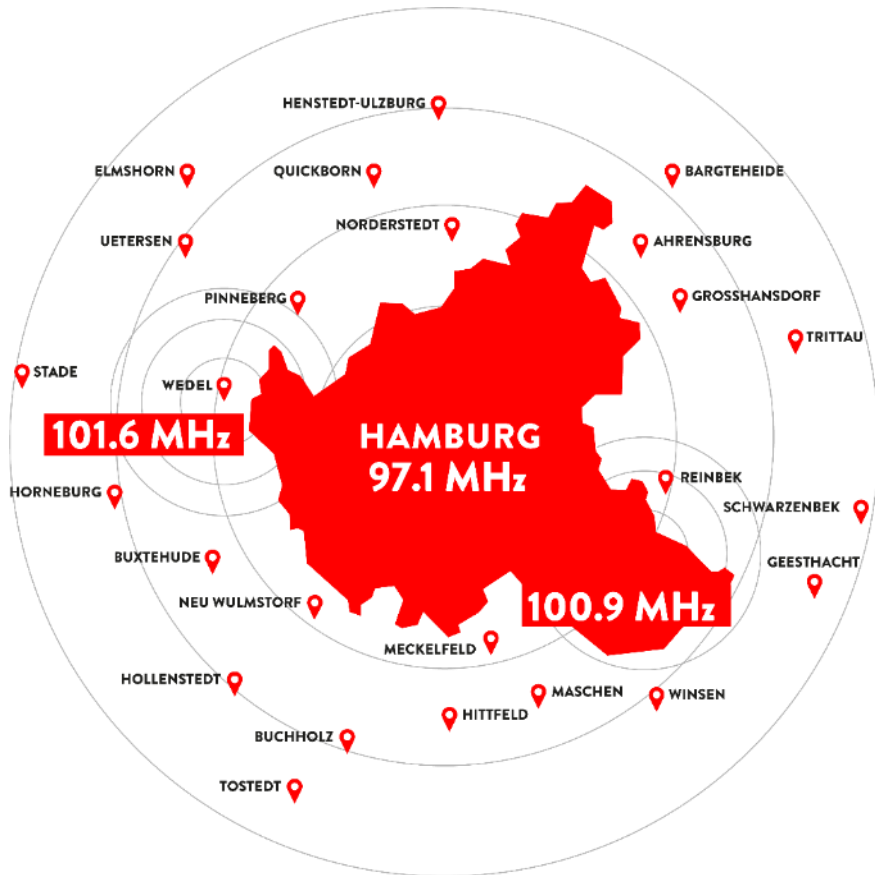
PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

*as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY HAMBURG

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 38.4 yo
50% men** | 50% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
168.00€

COVERAGE

DAB+
Hamburg 10D

CABLE
digital cable network

INTERNET
www.energy.de/hamburg

RANGE | TOTAL

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 580 thsd.
14 – 39 yo: 330 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 472 thsd.
14 – 39 yo: 267 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 181 thsd.
14 – 39 yo: 111 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 19 thsd.
14 – 39 yo: 16 thsd.

RANGE | HAMBURG***

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 442 thsd.
14 – 39 yo: 259 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 357 thsd.
14 – 39 yo: 207 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 136 thsd.
14 – 39 yo: 85 thsd.

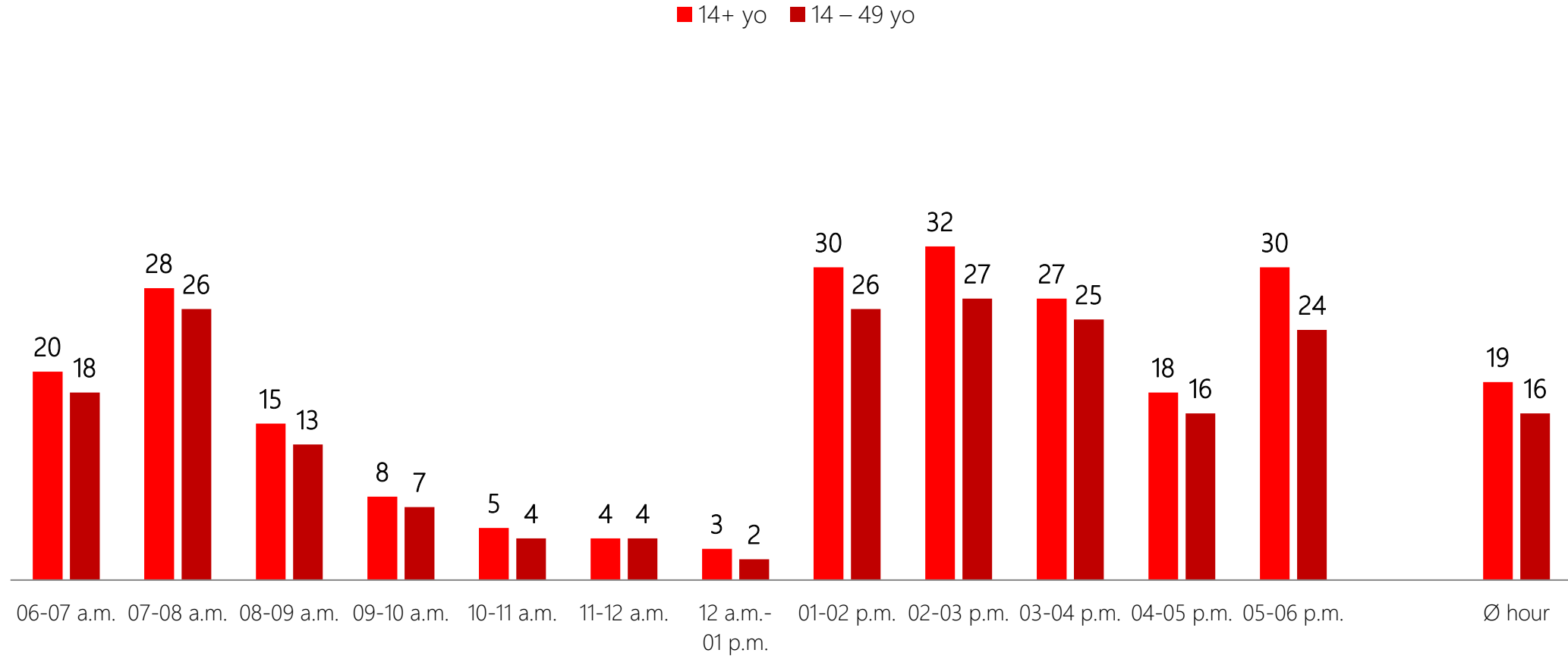
AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 14 thsd.
14 – 39 yo: 9 thsd.

source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

*basis: total listeners (Mon. – Sun.) total, 14+ yo; **basis: listeners per day (Mon. – Fri.), total, 14+ yo; ***metropolitan area Hamburg

ENERGY HAMBURG

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO



source: ma 2024 Audio II, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand

ENERGY HAMBURG

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|-----------|-----------------|-----------|----------|-----------|----------|-----------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 1,00 | 30,- | 1,00 | 30,- | 1,00 | 30,- |
| 5-6 | 2,00 | 60,- | 1,50 | 45,- | 1,00 | 30,- |
| 6-7 | 7,00 | 210,- | 2,00 | 60,- | 2,00 | 60,- |
| 7-8 | 10,00 | 300,- | 3,00 | 90,- | 2,00 | 60,- |
| 8-9 | 6,00 | 180,- | 3,00 | 90,- | 3,00 | 90,- |
| 9-10 | 4,50 | 135,- | 8,00 | 240,- | 7,00 | 210,- |
| 10-11 | 2,50 | 75,- | 9,00 | 270,- | 8,00 | 240,- |
| 11-12 | 2,50 | 75,- | 4,00 | 120,- | 8,00 | 240,- |
| 12-13 | 2,50 | 75,- | 3,00 | 90,- | 3,00 | 90,- |
| 13-14 | 6,00 | 180,- | 3,00 | 90,- | 3,00 | 90,- |
| 14-15 | 6,00 | 180,- | 3,00 | 90,- | 3,00 | 90,- |
| 15-16 | 6,00 | 180,- | 3,00 | 90,- | 3,00 | 90,- |
| 16-17 | 6,00 | 180,- | 3,50 | 105,- | 3,00 | 90,- |
| 17-18 | 8,00 | 240,- | 3,50 | 105,- | 3,00 | 90,- |
| 18-19 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 19-20 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 20-21 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 21-22 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 22-23 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 23-24 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| Ø 06-18 | 5,58 | 168,- | 4,00 | 120,- | 4,00 | 120,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

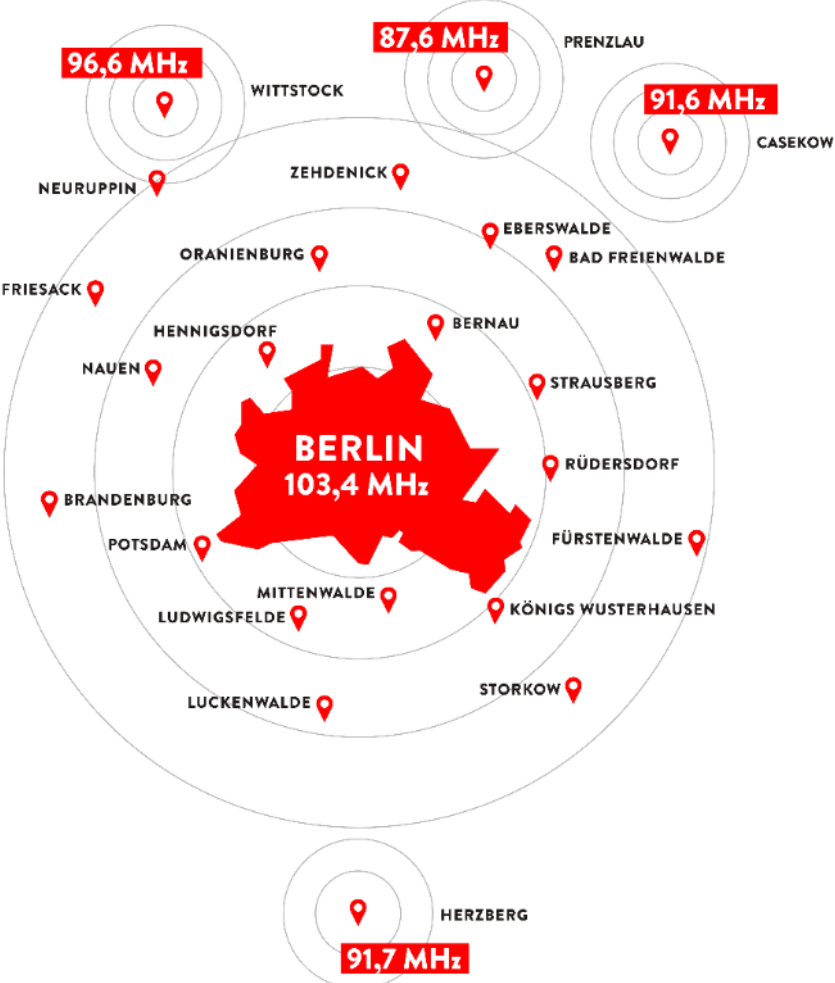
PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

*as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY BERLIN

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 38.1 yo
47% men** | 53% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
275.00€

COVERAGE

DAB+
12D

CABLE
digital cable network

INTERNET
www.energy.de/berlin

RANGE | TOTAL

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 849 thsd.
14 – 39 yo: 505 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 628 thsd.
14 – 39 yo: 374 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 303 thsd.
14 – 39 yo: 190 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 40 thsd.
14 – 39 yo: 25 thsd.

RANGE | BERLIN / BRANDENBURG***

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 778 thsd.
14 – 39 yo: 477 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 589 thsd.
14 – 39 yo: 360 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 288 thsd.
14 – 39 yo: 184 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 38 thsd.
14 – 39 yo: 24 thsd.

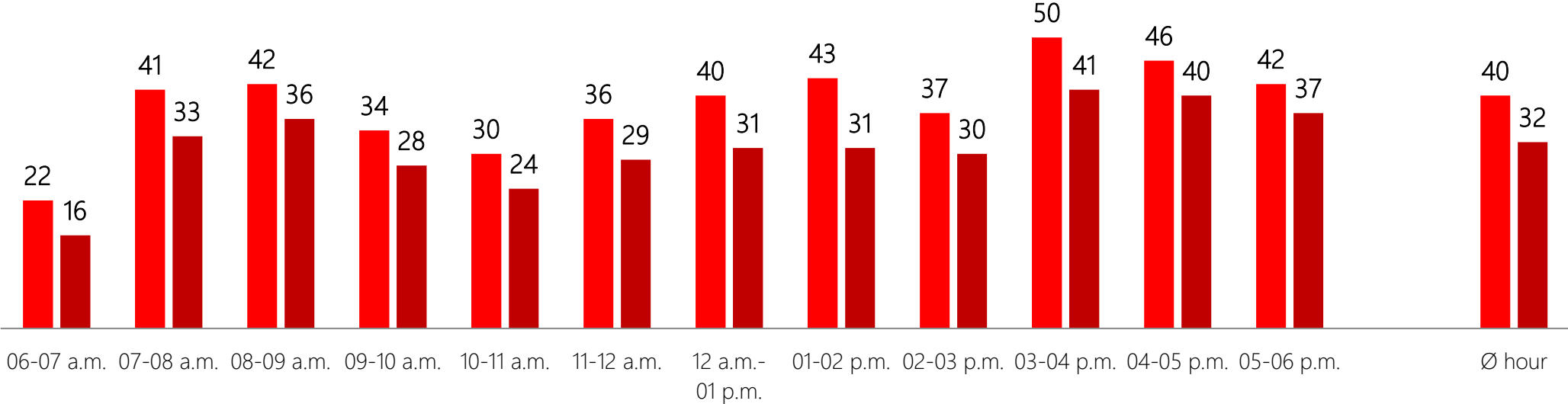
source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)
*basis: total listeners (Mon. – Sun.) total, 14+ yo; **basis: listeners per day (Mon. – Fri.) total, 14+ yo; ***region Berlin/Brandenburg



ENERGY BERLIN

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO

■ 14+ yo ■ 14 – 49 yo



source: ma 2024 Audio II, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand



ENERGY BERLIN

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|-----------|-----------------|-----------|----------|-----------|----------|-----------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 5-6 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 6-7 | 7,00 | 210,- | 2,00 | 60,- | 2,00 | 60,- |
| 7-8 | 15,00 | 450,- | 3,00 | 90,- | 4,00 | 120,- |
| 8-9 | 14,50 | 435,- | 3,50 | 105,- | 5,00 | 150,- |
| 9-10 | 7,00 | 210,- | 6,00 | 180,- | 5,00 | 150,- |
| 10-11 | 6,00 | 180,- | 8,00 | 240,- | 4,00 | 120,- |
| 11-12 | 6,00 | 180,- | 6,50 | 195,- | 4,00 | 120,- |
| 12-13 | 6,50 | 195,- | 5,00 | 150,- | 4,00 | 120,- |
| 13-14 | 6,50 | 195,- | 5,00 | 150,- | 2,00 | 60,- |
| 14-15 | 6,50 | 195,- | 5,00 | 150,- | 2,00 | 60,- |
| 15-16 | 12,00 | 360,- | 5,00 | 150,- | 2,00 | 60,- |
| 16-17 | 12,00 | 360,- | 5,00 | 150,- | 2,00 | 60,- |
| 17-18 | 11,00 | 330,- | 6,00 | 180,- | 2,00 | 60,- |
| 18-19 | 8,00 | 240,- | 6,00 | 180,- | 2,00 | 60,- |
| 19-20 | 4,00 | 120,- | 4,00 | 120,- | 2,00 | 60,- |
| 20-21 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 21-22 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 22-23 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 23-24 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| Ø 06-18 | 9,17 | 275,- | 5,00 | 150,- | 3,17 | 95,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

*as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY NUREMBERG

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 40.1 yo
50% men** | 50% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
168.00€

COVERAGE

DAB+
10C
CABLE
digital cable network

INTERNET

www.energy.de/nuernberg

RANGE | TOTAL

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 409 thsd.
14 – 39 yo: 227 thsd.

DAY RANGE
(Mon. – Fri.):
14+ yo: 102 thsd.
14 – 39 yo: 61 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 20 thsd.
14 – 39 yo: 10 thsd.

RANGE | NUREMBERG***

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 309 thsd.
14 – 39 yo: 168 thsd.

DAY RANGE
(Mon. – Fri.):
14+ yo: 82 thsd.
14 – 39 yo: 45 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 16 thsd.
14 – 39 yo: 9 thsd.

source: FAB 2024, widest coverage area, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

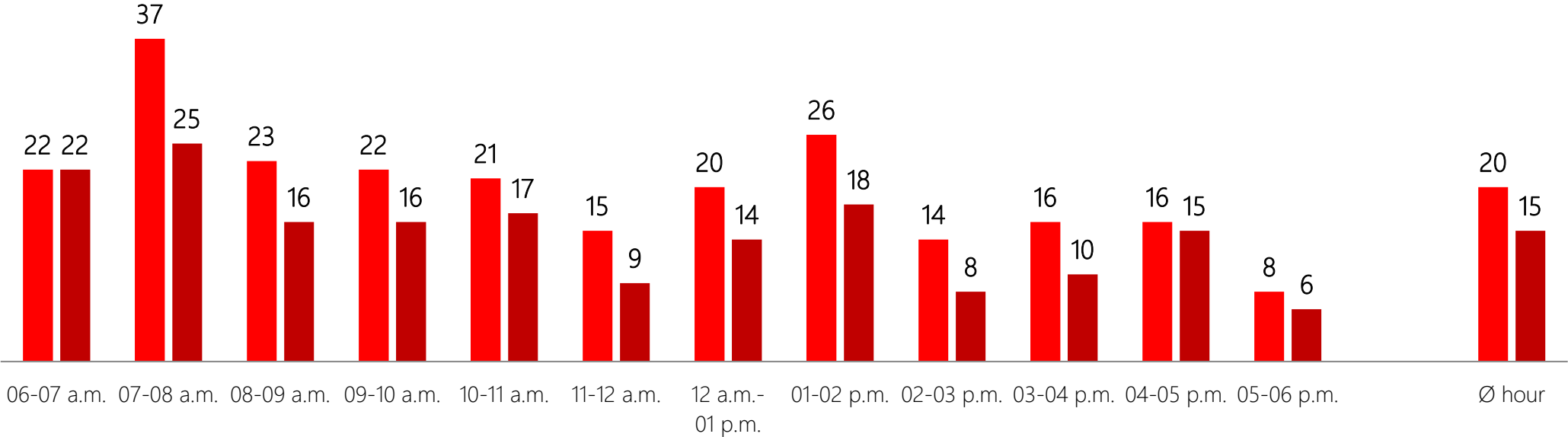
*basis: total listeners (Mon. – Sun.), stereo coverage area Nuremberg, 14+yo; **stereo coverage area Nuremberg



ENERGY NUREMBERG

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO

■ 14+ yo ■ 14 – 49 yo



source: FAB 2024, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand



ENERGY NUREMBERG

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|-----------|-----------------|-----------|----------|-----------|----------|-----------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 1,00 | 30,- | 1,00 | 30,- | 1,00 | 30,- |
| 5-6 | 2,00 | 60,- | 1,00 | 30,- | 1,00 | 30,- |
| 6-7 | 4,00 | 120,- | 1,00 | 30,- | 1,00 | 30,- |
| 7-8 | 9,00 | 270,- | 1,00 | 30,- | 1,00 | 30,- |
| 8-9 | 9,00 | 270,- | 3,50 | 105,- | 3,50 | 105,- |
| 9-10 | 5,00 | 150,- | 3,50 | 105,- | 3,50 | 105,- |
| 10-11 | 4,50 | 135,- | 3,50 | 105,- | 3,50 | 105,- |
| 11-12 | 4,50 | 135,- | 3,50 | 105,- | 3,50 | 105,- |
| 12-13 | 4,50 | 135,- | 2,50 | 75,- | 2,50 | 75,- |
| 13-14 | 5,00 | 150,- | 2,50 | 75,- | 2,50 | 75,- |
| 14-15 | 5,00 | 150,- | 2,50 | 75,- | 2,50 | 75,- |
| 15-16 | 5,50 | 165,- | 2,50 | 75,- | 2,50 | 75,- |
| 16-17 | 5,50 | 165,- | 2,00 | 60,- | 2,00 | 60,- |
| 17-18 | 5,50 | 165,- | 2,00 | 60,- | 2,00 | 60,- |
| 18-19 | 3,00 | 90,- | 2,00 | 60,- | 2,00 | 60,- |
| 19-20 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 20-21 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 21-22 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 22-23 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 23-24 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| ∅ 06-18 | 5,58 | 168,- | 2,50 | 75,- | 2,50 | 75,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

**as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY MUNICH

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS*

Ø-age: 38,6 yo
53% men | 47% women

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
270.00€

COVERAGE

DAB+
11C

INTERNET
www.energy.de/muenchen

RANGE | TOTAL*

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 762 thsd.
14 – 39 yo: 427 thsd.

DAY RANGE
(Mon. – Fri.):
14+ yo: 131 thsd.
14 – 39 yo: 102 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 27 thsd.
14 – 39 yo: 21 thsd.

RANGE | MUNICH**

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 601 thsd.
14 – 39 yo: 333 thsd.

DAY RANGE
(Mon. – Fri.):
14+ yo: 110 thsd.
14 – 39 yo: 86 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 22 thsd.
14 – 39 yo: 17 thsd.

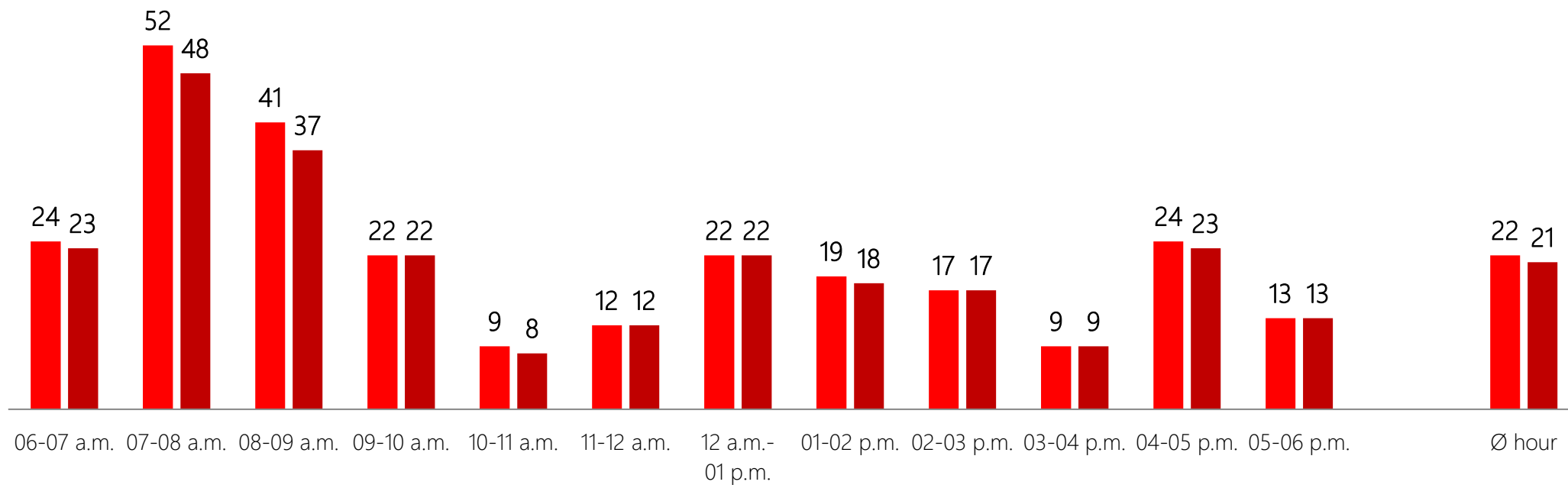
source: FAB 2024, widest coverage area, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

*basis: total listeners (Mon. – Sun.), widest coverage area, **metropolitan area Munich

ENERGY MUNICH

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO

■ 14+ yo ■ 14 – 49 yo



source: FAB 2024, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand

ENERGY MUNICH

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|-----------|-----------------|-----------|----------|-----------|----------|-----------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 5-6 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 6-7 | 11,50 | 345,- | 2,00 | 60,- | 2,00 | 60,- |
| 7-8 | 17,00 | 510,- | 2,00 | 60,- | 2,00 | 60,- |
| 8-9 | 11,50 | 345,- | 7,00 | 210,- | 3,00 | 90,- |
| 9-10 | 7,00 | 210,- | 7,00 | 210,- | 5,00 | 150,- |
| 10-11 | 7,00 | 210,- | 7,00 | 210,- | 5,00 | 150,- |
| 11-12 | 7,00 | 210,- | 8,00 | 240,- | 5,00 | 150,- |
| 12-13 | 7,00 | 210,- | 7,00 | 210,- | 3,00 | 90,- |
| 13-14 | 4,00 | 120,- | 4,00 | 120,- | 3,00 | 90,- |
| 14-15 | 4,00 | 120,- | 4,00 | 120,- | 3,00 | 90,- |
| 15-16 | 8,00 | 240,- | 4,00 | 120,- | 3,00 | 90,- |
| 16-17 | 11,00 | 330,- | 4,00 | 120,- | 3,00 | 90,- |
| 17-18 | 13,00 | 390,- | 4,00 | 120,- | 3,00 | 90,- |
| 18-19 | 7,00 | 210,- | 3,00 | 90,- | 3,00 | 90,- |
| 19-20 | 3,00 | 90,- | 2,00 | 60,- | 2,00 | 60,- |
| 20-21 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 21-22 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 22-23 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 23-24 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| Ø 06-18 | 9,00 | 270,- | 5,00 | 150,- | 3,33 | 100,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

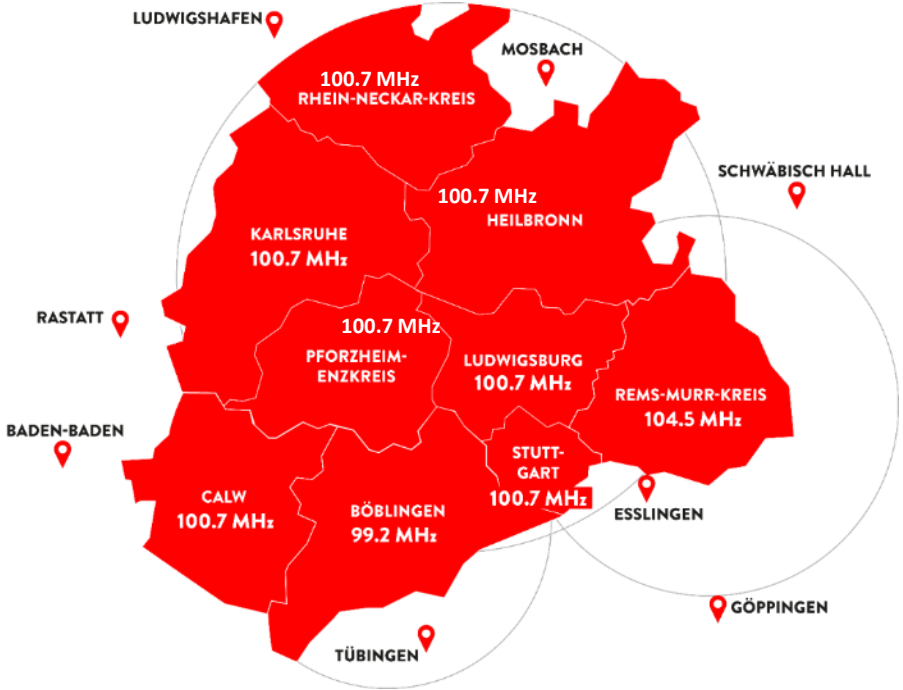
PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

**as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY REGION STUTTGART

OVERVIEW



PROGRAM

format: CHR
target group: 14 – 39 yo

LISTENERS

Ø-age*: 35.3 yo
44% men** | 56% women**

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
220.00€

COVERAGE

DAB+
11B

CABLE
digital cable network

INTERNET
www.energy.de/muenchen

RANGE | TOTAL

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 773 thsd.
14 – 39 yo: 520 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 596 thsd.
14 – 39 yo: 392 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 238 thsd.
14 – 39 yo: 157 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 24 thsd.
14 – 39 yo: 16 thsd.

RANGE | STUTTGART***

TOTAL LISTENERS
(Mon. – Sun.):
14+ yo: 531 thsd.
14 – 39 yo: 340 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 408 thsd.
14 – 39 yo: 254 thsd.

LISTENERS PER DAY
(Mon. – Fri.):
14+ yo: 164 thsd.
14 – 39 yo: 104 thsd.

AVERAGE HOUR
(Mon. – Fri.):
14+ yo: 17 thsd.
14 – 39 yo: 11 thsd.

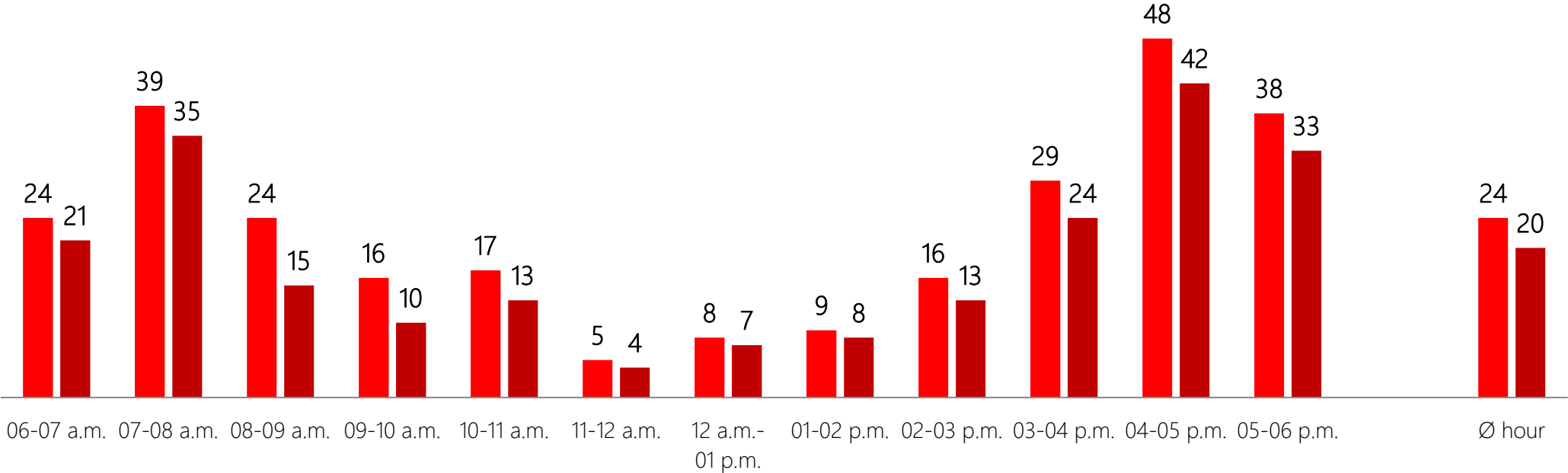
source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)
*basis: total listeners (Mon. – Sun.) total, 14+ yo; **basis: listeners per day (Mon. – Fri.) total, 14+ yo; ***broadcast area ENERGY Region Stuttgart



ENERGY REGION STUTTGART

DAILY PERFORMANCE (MON. – FRI.) | 14+ YO, 14 – 49 YO

■ 14+ yo ■ 14 – 49 yo



source: ma 2024 Audio II, basis: single hours (Mon. – Fri.), total, 14+ yo, 14 – 49 yo; figures in thousand



ENERGY REGION STUTTGART

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|-----------|-----------------|-----------|----------|-----------|----------|-----------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 5-6 | 2,00 | 60,- | 1,50 | 45,- | 1,50 | 45,- |
| 6-7 | 9,50 | 285,- | 1,50 | 45,- | 1,50 | 45,- |
| 7-8 | 15,50 | 465,- | 2,00 | 60,- | 2,00 | 60,- |
| 8-9 | 9,50 | 285,- | 2,00 | 60,- | 5,00 | 150,- |
| 9-10 | 6,00 | 180,- | 8,00 | 240,- | 5,00 | 150,- |
| 10-11 | 5,00 | 150,- | 10,00 | 300,- | 5,00 | 150,- |
| 11-12 | 2,50 | 75,- | 8,00 | 240,- | 4,00 | 120,- |
| 12-13 | 2,50 | 75,- | 5,00 | 150,- | 4,00 | 120,- |
| 13-14 | 2,50 | 75,- | 3,50 | 105,- | 4,00 | 120,- |
| 14-15 | 4,00 | 120,- | 2,00 | 60,- | 4,00 | 120,- |
| 15-16 | 7,50 | 225,- | 2,00 | 60,- | 2,50 | 75,- |
| 16-17 | 13,00 | 390,- | 2,00 | 60,- | 2,50 | 75,- |
| 17-18 | 10,50 | 315,- | 2,00 | 60,- | 2,50 | 75,- |
| 18-19 | 8,00 | 240,- | 4,00 | 120,- | 4,00 | 120,- |
| 19-20 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 20-21 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 21-22 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 22-23 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| 23-24 | 1,50 | 45,- | 1,50 | 45,- | 1,50 | 45,- |
| Ø 06-18 | 7,33 | 220,- | 4,00 | 120,- | 3,50 | 105,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

**as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

ENERGY IN NRW VIA DAB+

OVERVIEW

PROGRAM

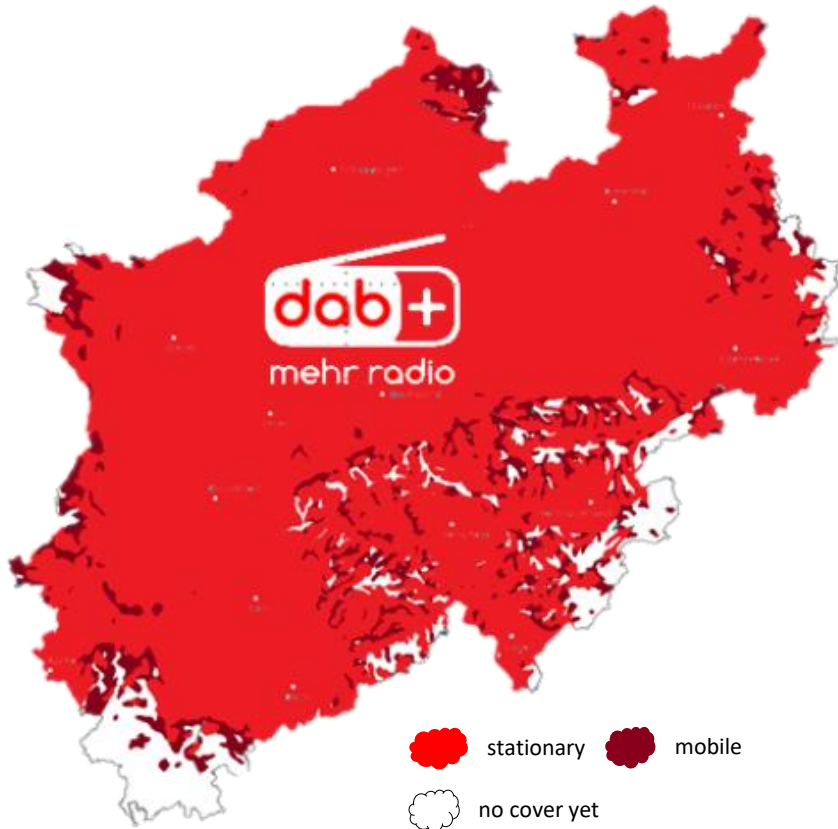
format: CHR
Target group: 14 – 39 yo

17 TRANSMITTER LOCATIONS

mobile: 93 % of the population
stationary: 89% of the population
Highway: 98%<

ADVERTISING RATE

Ø-rate (Mon. – Fri.):
270.00€



FACTS

- 30% of the households in NRW have at least one DAB+ receiver in their household or car.
- 36% of the population in North Rhine-Westphalia use DAB+, 15% even daily.

BENEFITS

- Maximum flexibility: single occupancy for nationwide advertising measures or the perfect supplement for national campaigns
- Almost nationwide availability of the nationwide program
- Brand awareness through national broadcasters

source: ma 2024 Audio II, Ø-price 2025 (Mon. – Fri., 6 a.m. – 6 p.m., 30 sec.)

ENERGY IN NRW VIA DAB+

PRICES 2025

| TIME SLOT | MONDAY – FRIDAY | | SATURDAY | | SUNDAY** | |
|-----------|-----------------|-----------|----------|-----------|----------|-----------|
| | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. | €/SEC. | €/30 SEC. |
| 0-5 | 1,00 | 30,- | 1,00 | 30,- | 1,00 | 30,- |
| 5-6 | 2,00 | 60,- | 2,00 | 60,- | 2,00 | 60,- |
| 6-7 | 11,00 | 330,- | 2,00 | 60,- | 2,00 | 60,- |
| 7-8 | 12,00 | 360,- | 2,00 | 60,- | 2,00 | 60,- |
| 8-9 | 11,00 | 330,- | 8,00 | 240,- | 8,00 | 240,- |
| 9-10 | 10,00 | 300,- | 8,00 | 240,- | 8,00 | 240,- |
| 10-11 | 6,00 | 180,- | 8,00 | 240,- | 8,00 | 240,- |
| 11-12 | 6,00 | 180,- | 8,00 | 240,- | 8,00 | 240,- |
| 12-13 | 7,00 | 210,- | 4,00 | 120,- | 4,00 | 120,- |
| 13-14 | 7,00 | 210,- | 4,00 | 120,- | 4,00 | 120,- |
| 14-15 | 8,00 | 240,- | 4,00 | 120,- | 4,00 | 120,- |
| 15-16 | 8,00 | 240,- | 4,00 | 120,- | 4,00 | 120,- |
| 16-17 | 11,00 | 330,- | 4,00 | 120,- | 4,00 | 120,- |
| 17-18 | 11,00 | 330,- | 4,00 | 120,- | 4,00 | 120,- |
| 18-19 | 8,00 | 240,- | 4,00 | 120,- | 4,00 | 120,- |
| 19-20 | 4,00 | 120,- | 3,00 | 90,- | 3,00 | 90,- |
| 20-21 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 21-22 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 22-23 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| 23-24 | 3,00 | 90,- | 3,00 | 90,- | 3,00 | 90,- |
| ø 06-18 | 9,00 | 270,- | 5,00 | 150,- | 5,00 | 150,- |

SINGLE SPOTS:

island position of the spot outside of classical commercial blocks with 50% mark-up on price per second

PRIME SLOT:

first or last position in classical commercial block with 20% mark-up on price per second

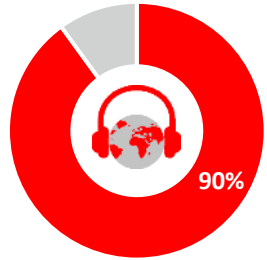
*as well as public holidays; prices per second are rounded; all prices are quoted without VAT and agency commission may be granted; misspelling excepted; discounts on request

COMMUNITY

ENERGY ONLINE AUDIO PORTFOLIO

ONLINE AUDIO IN GERMANY

THE MEDIUM FOR YOUNG, WELL-EDUCATED AND ACTIVE MUSIC FANS



90% of Germans use online audio*.

Most of the users are 14 - 49 years old, (very) well-educated, and slightly more often male.

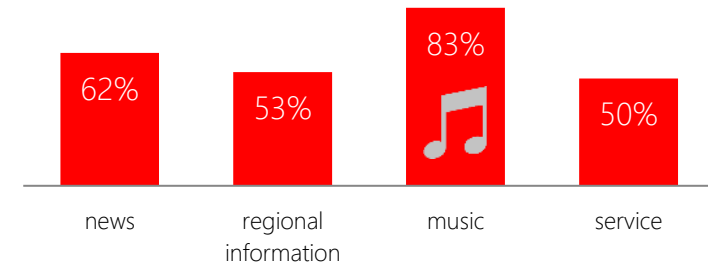


Almost all the regular users listen to online audio at home - mostly while doing housework.

87% of users listen to online audio while on the move.

At 60%, driving is the most frequent usage situation.

83% of online audio users tune in for the music. But news, services and regional information are also popular program content.



At 78%, the smartphone is still the most frequently used terminal for audio consumption. So, users listen to their station(s) anytime and anywhere.

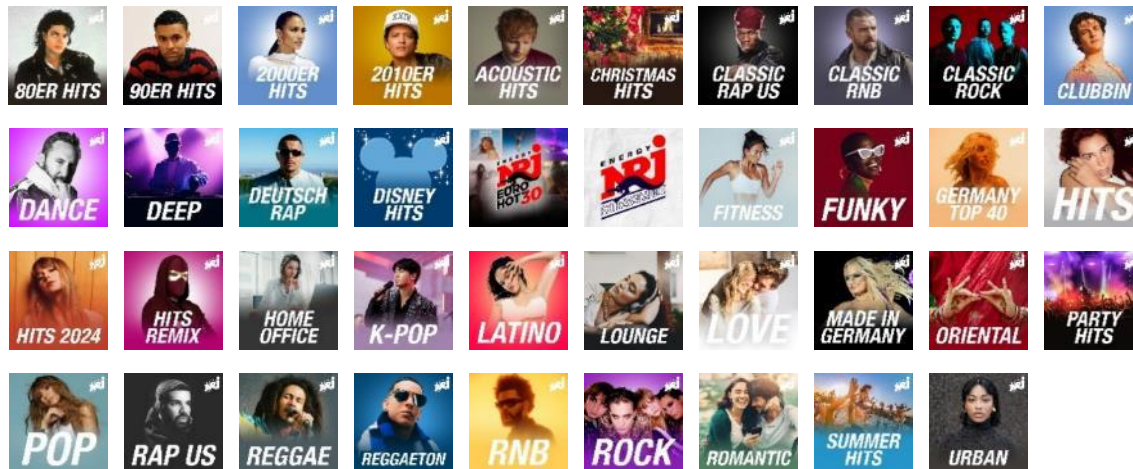
source: Online Audio Monitor 2023 report, basis: people aged 14+ or online audio users aged 14+ in Germany;
*ma 2024 Audio II, basis: listeners per day, (mon. – fri.), 14+ yo, full occupancy;

ONLINE AUDIO

MAXIMUM DIVERSITY WITH OUR STREAMS AND PODCASTS

- 1 NATIONWIDE PROGRAM
- 6 REGIONAL PROGRAMS
- OVER 30 GENRESTREAMS

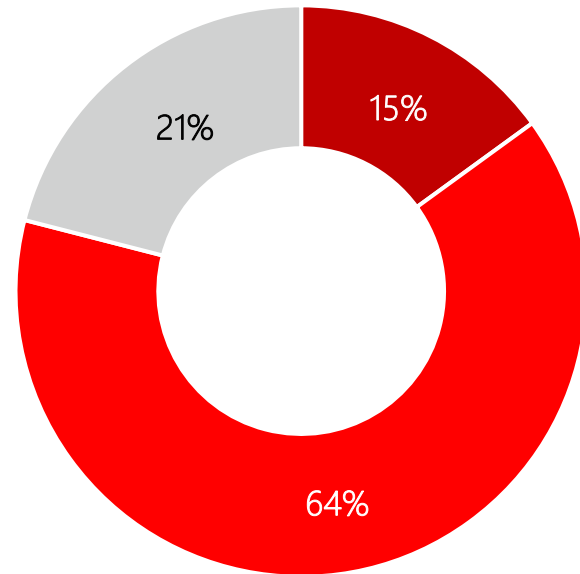
- 14 ENERGY PODCASTS



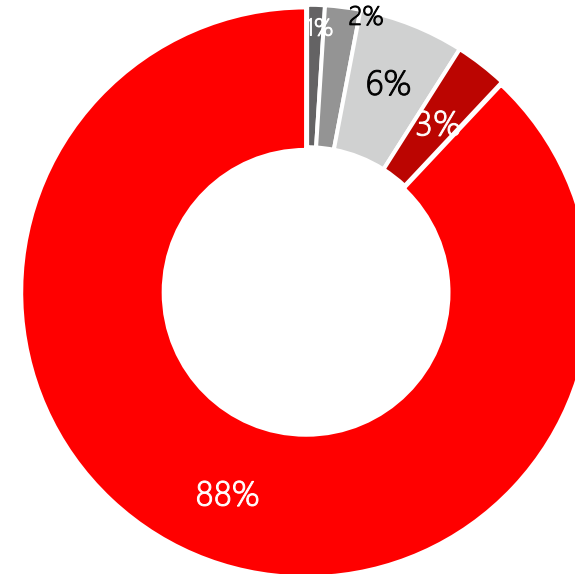
All streams and podcasts can also be accessed at any time via the ENERGY app!

ENERGY ONLINE AUDIO USER

STAND IN THE MIDST OF LIFE AND WELL-FUNDED



■ 14-19 yo ■ 20-49 yo ■ 50+ yo



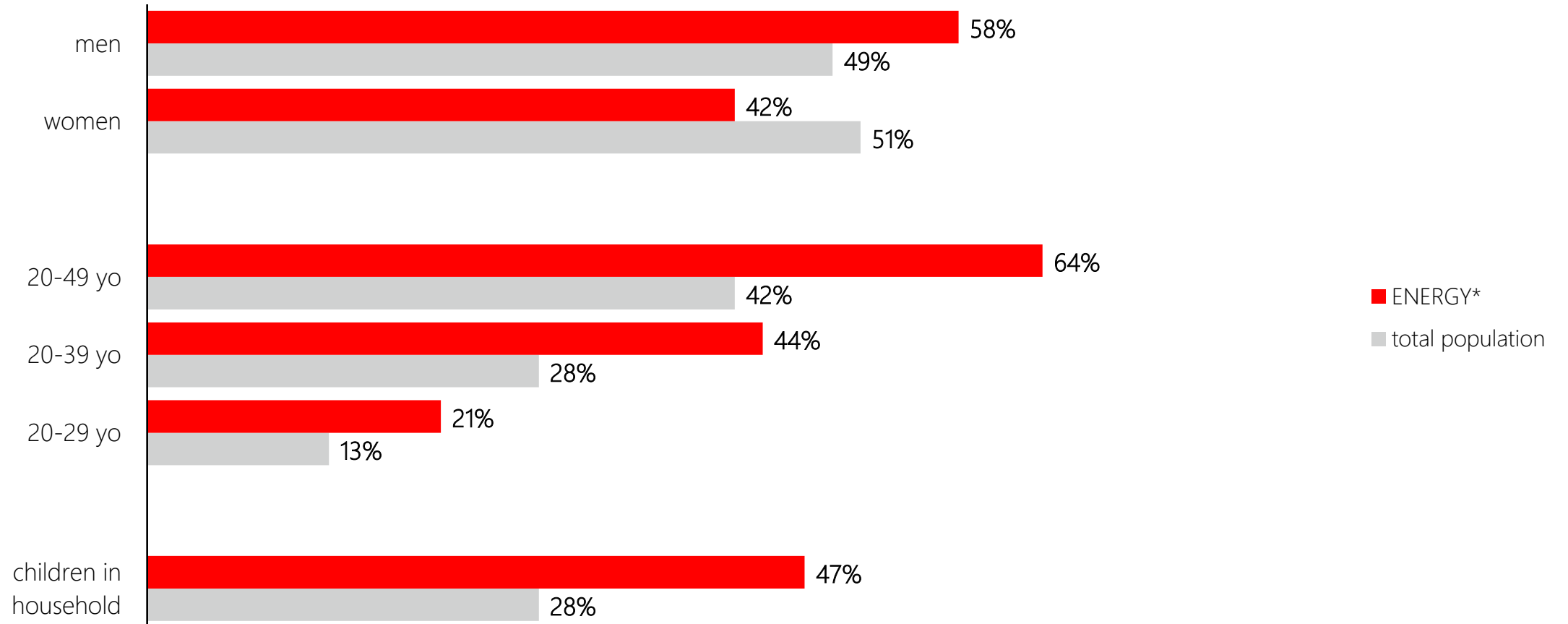
■ less than 1.000 EUR ■ 1.000 less than 1.500 EUR
■ 1.500 less than 2.000 EUR ■ 2.000 less than 2.500 EUR
■ 2.500 EUR and more

source: ma 2024 Audio II, basis: listeners per day, (mon. – fri.), 14+ yo, full occupancy; structure of age and household net income (%)

*ENERGY live- and genrestreams

SOCIODEMOGRAPHICS

ENERGY ONLINE AUDIO USER ARE PART OF THE ADVERTISING-RELEVANT TARGET GROUP

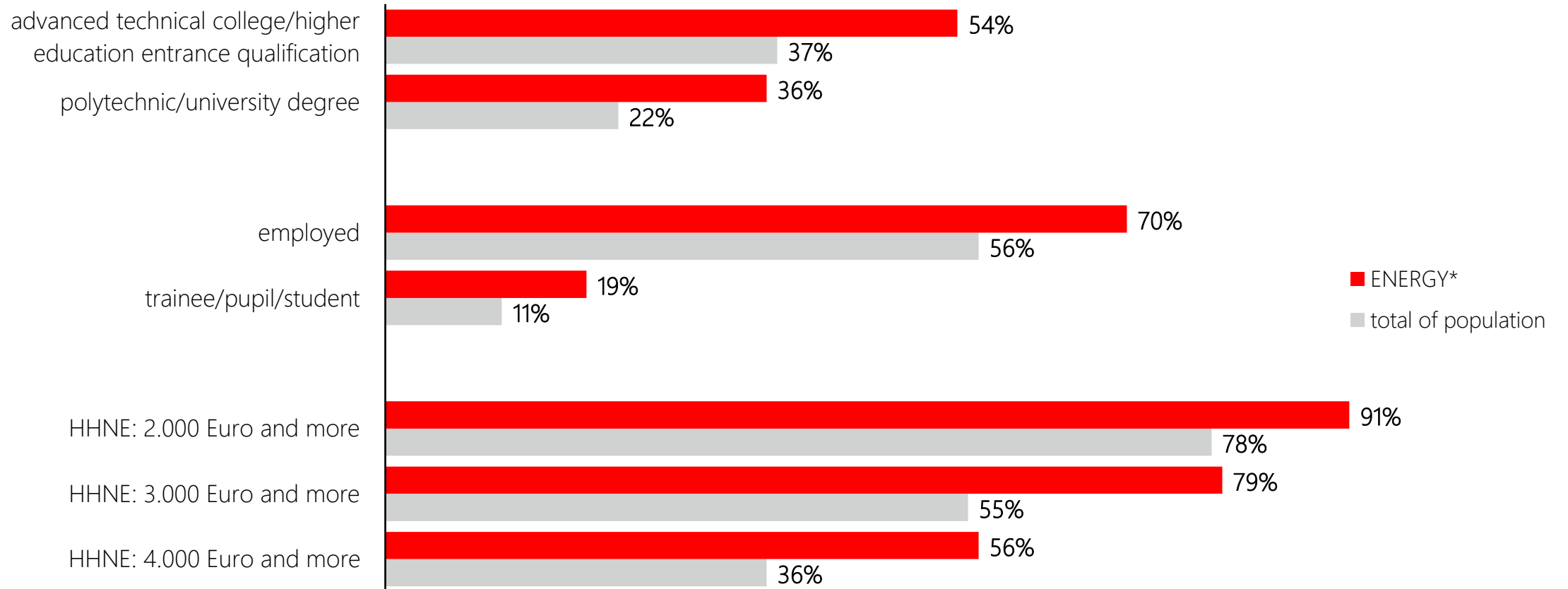


source: ma 2024 Audio I, basis: listeners per day (mon. – fri.), full occupancy, share of features (%)

*ENERGY live- and genrestreams

SOCIODEMOGRAPHICS

ENERGY ONLINE AUDIO USER ARE PREDOMINANTLY WELL EDUCATED AND EMPLOYED



source: ma 2024 Audio II, basis: listeners per day (mon. – fri.), full occupancy, share of features (%)

*ENERGY live- and genrestreams

ENERGY ONLINE AUDIO*



PROGRAM

format: CHR
Target group: 14 – 39 yo

LISTENERS

Ø-age^{**}: 37.9 yo
58% men^{***} | 42% women^{***}

CPT

pre-roll: 40.00€
mid-roll: 35.00€

RANGE | TOTAL

TOTAL LISTENERS
(Mon. – Sun.)
14+ yo: 318 thsd.
14 – 39 yo: 182 thsd.

LISTENERS PER WEEK
(Mon. – Sun.):
14+ yo: 298 thsd.
14 – 39 yo: 170 thsd.

LISTENERS PER DAY
(Mon.–Fri.):
14+ yo: 175 thsd.
14 – 39 yo: 104 thsd.

source: ma 2024 Audio II, basis: full booking, rates 2024 (billing on basis of CPT / max. spot length 30 sec.)

*ENERGY live- and genrestreams, **basis: total listeners (Mon. - Sun.), 14+ yo, full booking; ***basis: listeners per day (Mon. - Fri.), 14+ yo, full booking

ENERGY ONLINE AUDIO

ADVERTISING OPPORTUNITIES

PRE-STREAM AUDIO SPOT

The audio spot will be aired as a pre-stream immediately before the start of the livestream.

IN-STREAM AUDIO-SPOT

The audio spot is embedded as an in-stream within the genrestreams in the program.

AUDIO + BANNER

In addition to the audio, a banner is played out synchronously.

TRACKING

Exact measurement of the achieved reach or ad impressions via the ad server for contact-based billing.

GEO TARGETING

Nielsen areas, states, regions or cities

SOCIO TARGETING

e.g. gender and age groups

CHANNEL TARGETING

e.g. music genres, livestreams, target groups

DEVICE TARGETING

Website or mobile

TIME TARGETING

Exact delivery period according to specific days or times of day or timelines.

| | | |
|---------------------|-----------------------|------|
| PREROLL | LIVE STREAMS, PODCAST | 40 € |
| MIDROLL | GENRESTREAMS | 35 € |
| TARGETING SURCHARGE | | +5 € |

Combination of targeting options is possible.

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