

**MEDIAXP**



**3Sixty:TV**  
TV | VIDEO | INSTORE | PRODUCTION



# MEDIA KIT 2012

STAND: 1.1.2012

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Gaming as a mainstream lifestyle-medium: McDonald's Instore-TV now also includes a games channel. The MediaXP publishing house is responsible to market the games channel "Inside Games" from now on as well as for the content. Approximately 17 million viewers watch each episode on more than 800 flat screens in Germany's McDonald's stores. "Inside Games" offers them a consistent and varying program and draws their attention directly to new trends in the gaming industry.

**TV format**

120 seconds (if required - longer)  
frequency: 1x/hour (if required - more often)  
every 14 days new (if required - more often)

**advertising format:**

editorial integration, Trailer, Clips, Tests/Interviews etc.

**broadcasting location:**

more than 800 flat screens in Germany's McDonald's stores

**viewers:**

Approximately 17 million

**audience profile:**

40% female; 60% male  
15-35 years  
well-funded consumer and lifestyle-enthusiast

**Format: logo-integration top right corner – company and brand**

ad format:	price:
15 seconds ad-integration	€ 10.000,00 net
30 seconds ad-integration	€ 20.000,00 net
60 seconds ad-integration	€ 40.000,00 net
120 seconds ad-integration	on request
graduation and frequency increase	on request
special format on request 20 mark-on	

**Impressions of the format**



**INSIDEGAMES.TV**