



Partner Presentation – Q4 2023

The **Thinkdigital** network continues its mission to create and offer the Romanian media market exclusive access to unique ad formats and placements in a digital context ethically created*

[*by people, for people: not by bots and clickbait experts, to satisfy the algorithms]

Following our credo:

INNOVATION, NOT IMITATION

Our Commercial Offering:



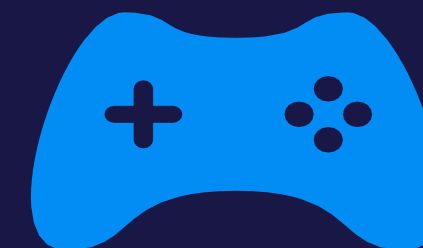
Local Network



Podcast Network



Newsletters Network



Gaming Network

Our ESG / Non-Profit Project:



Ethical Media Network

****WARNING.** We cater only to professionals in the media trading and digital marketing industry who deeply understand how to correctly address consumers and the audience. For everyone else, there's **Alphabet**, **Meta**, and **Bytedance** - where all you need to be an expert is a credit card and Internet access 😊*



What are our differentiators?

- 1. UNIQUE AND EXCLUSIVE.** We build unique digital media networks, focusing on the quality of selected inventory – in contrast to the purely quantitative approach of other networks. In short, we are the antithesis of open programmatic / algorithmic / made for ads / clickbait media.
- 2. WE GO WHERE THE ATTENTION IS.** We distance ourselves from the phenomenon of "stealing" attention: our focus is on a digital media offering where the reader seeks out the content, rather than the "content" seeking the reader/consumer. With a premium positioning, targeting media consumers with higher education.
- 3. POSITIVE SOCIAL IMPACT.** We strive to encourage business models in advertising and media that produce positive social impact and add value for the reader: accurate information, content created by people, for people - aiding in quality information or entertainment.



Local Network



Podcasts Network



Gaming Network



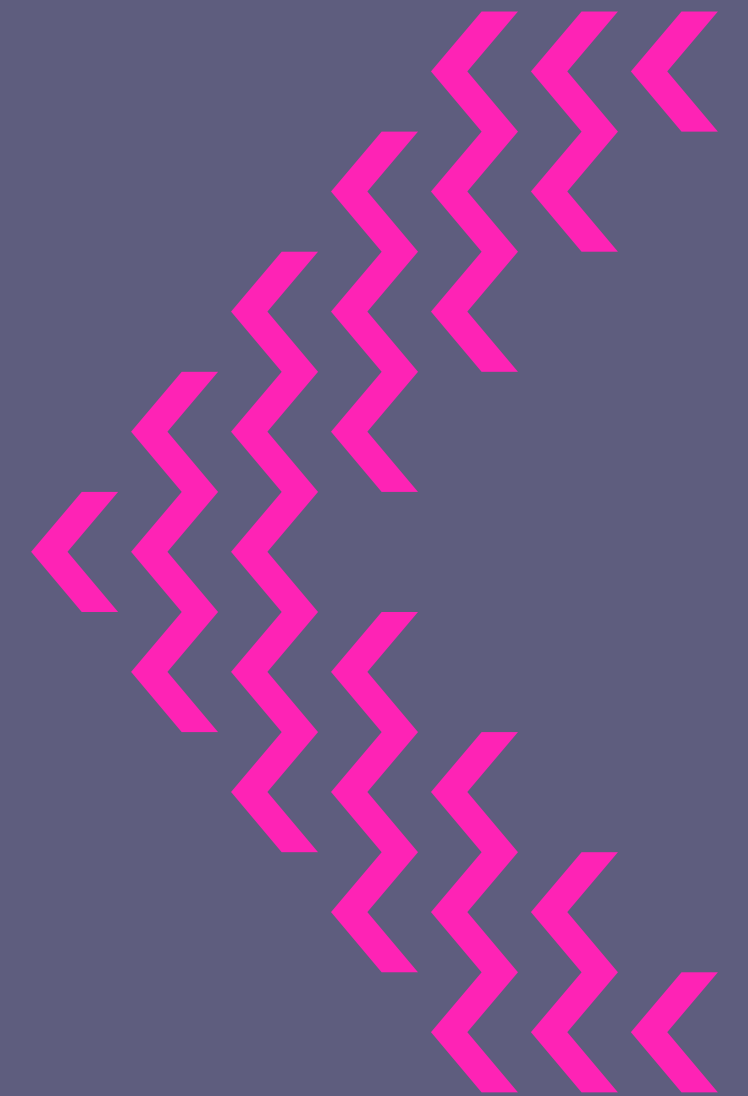
Newsletters Network



Ethical Media Network

1. The Local Network

by
thinkdigital



QUALITY LOCAL ADNETWORK

And many more: dailydriven.ro, lumealibera.ro, revistabiz.ro, rockfm.ro, magicfm.ro, radiozu.ro, infomusic.ro, tpu.ro, pieseauto.ro, 4tuning.ro, idevice.ro



NEW in our Portfolio

New start-up platform dedicated to sports.

Reunites an experienced team of journalists: **Ștefan Beldie, Dan Ștefănescu, Dumitru Graur, Decebal Rădulescu, Valentin Vrabie, Ciprian Poloni** sau **Victor Vrînceanu** that will deliver real time content from the most important events.

In the first month they gathered over 100k unique readers.

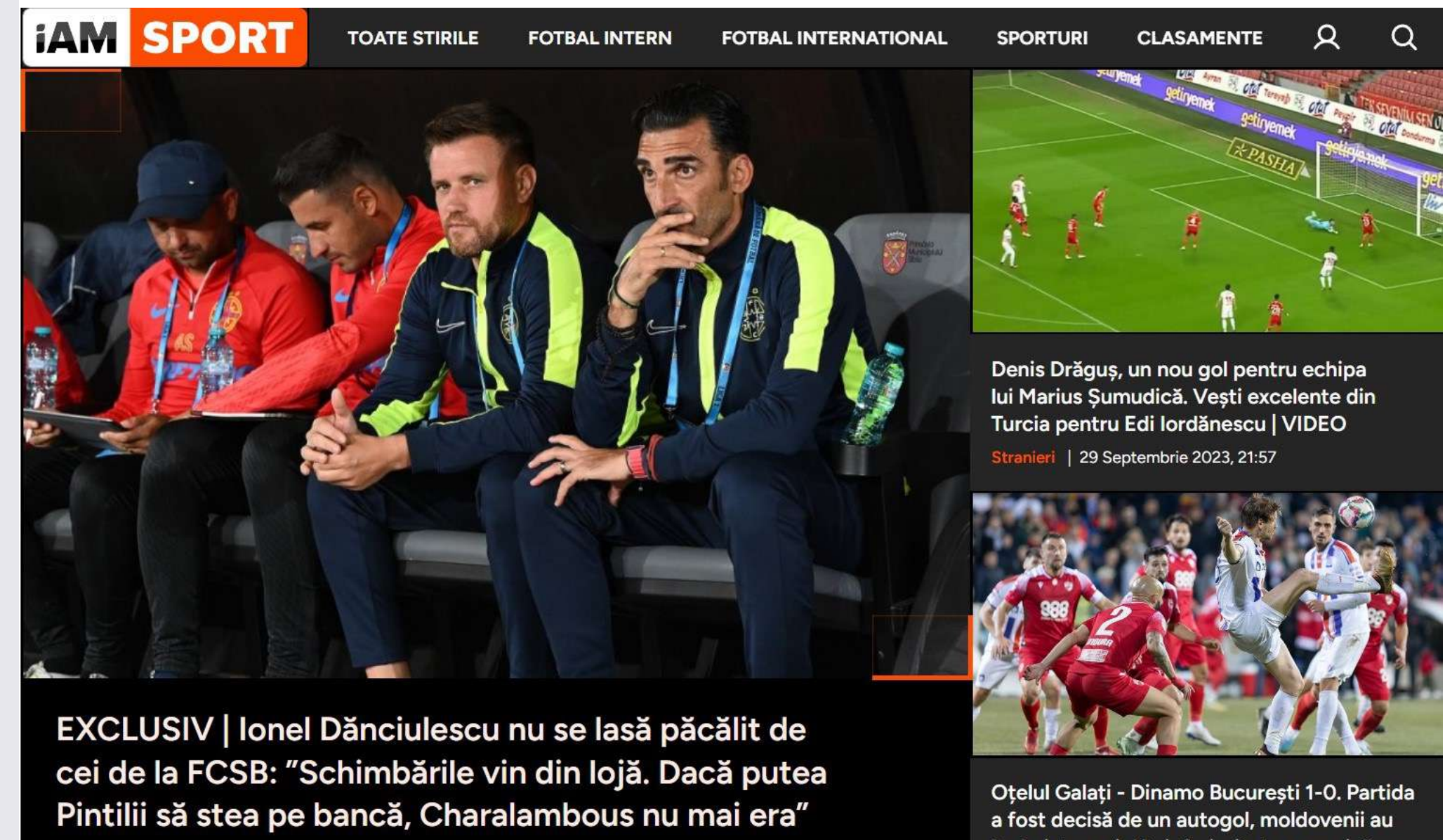
Impressions

2,3mil

Unique reach

630k

thinkdigital



BIZIDAY

Fixed Price inserts

App: **BIZIDAY**

Type of project: 24h insert text + photo

Massive reach in 24 de h > 150k users (active daily users)

BIZIDAY mobile app

- ✓ Over 800.000 downloads
- ✓ 240.000 monthly active users
- ✓ Over 70% users with age between 25-44 years
- ✓ 73% male users 27% female users

Average clicks

3k-6k

Average CTR

+1%





Content Project

Topics covered: **lifestyle, health**

DOC.ro is a top communication channel who gathers doctors and experts in multiple medical domains – who are writing for a general audience.

In addition, DOC.ro brings together specialists in various fields such as lifestyle, well-being, sports, beauty, creating varied and interesting content for readers all ages

- ✓ more than 7,500 articles on healthcare & well being published
- ✓ more than 100,000 health care inquiries addressed online yearly by team of DOC Experts on the website & social media

Average article views Average min on article

3k

+2min

thinkdigital



Content Project

Clients: **Medlife**

Website: **Pressone.ro**

Project: Articles and video interviews

Topic: dr. Internet versus real doctors – short guide on why NOT to just google your symptoms

The project generated: 3 articles on medical topics and one video interview with 4 doctors

Articles views

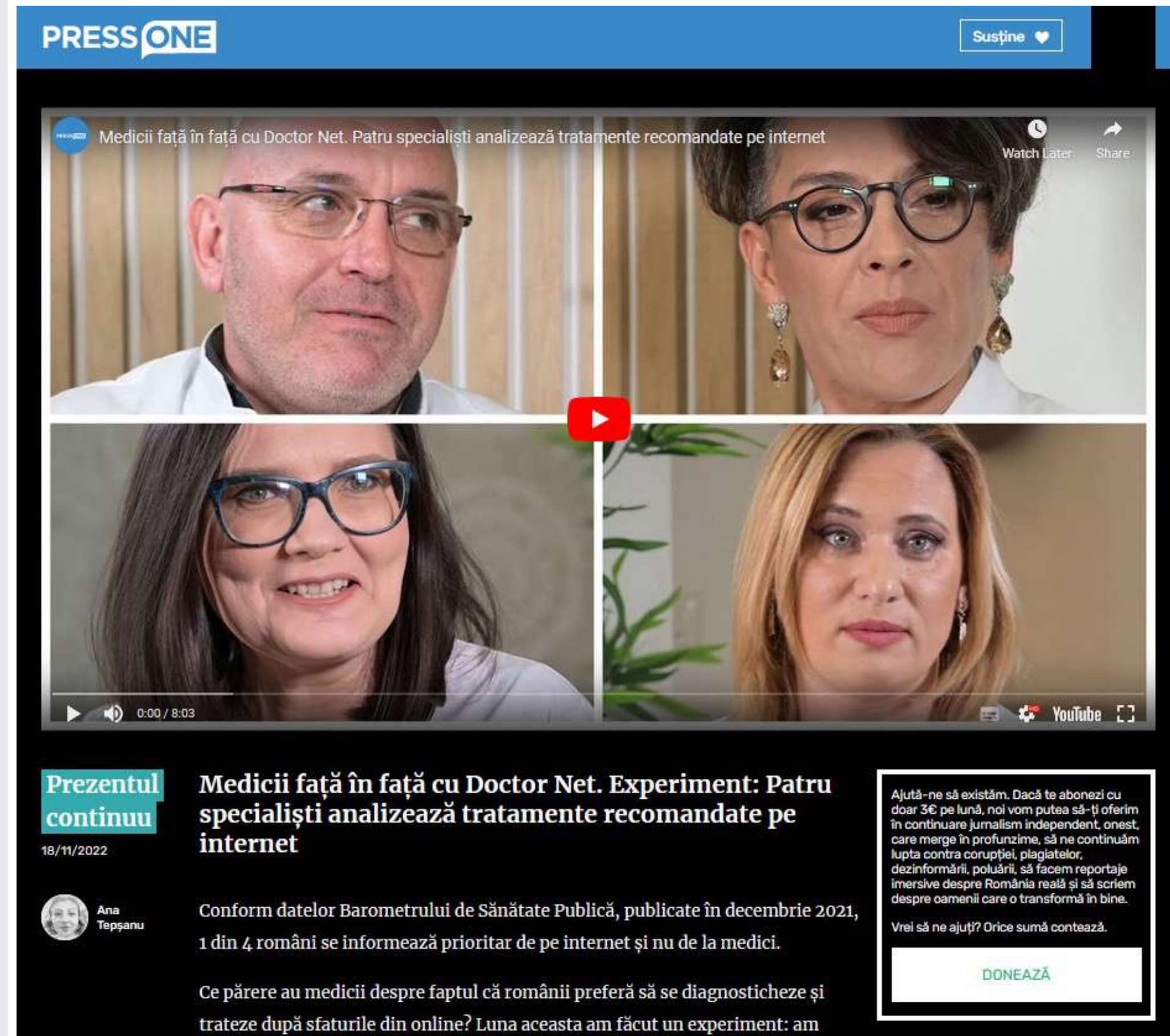
8k

Average min on article

+10 min

Dedicated video views

+ 200k





Spotmedia.ro

Content project

Client: **Banca Transilvania**

Website: **spotmedia.ro**

Project: [dedicated section](#), [native articles](#) & media amplification

Type: **Content Sponsorship & Premium banner formats**

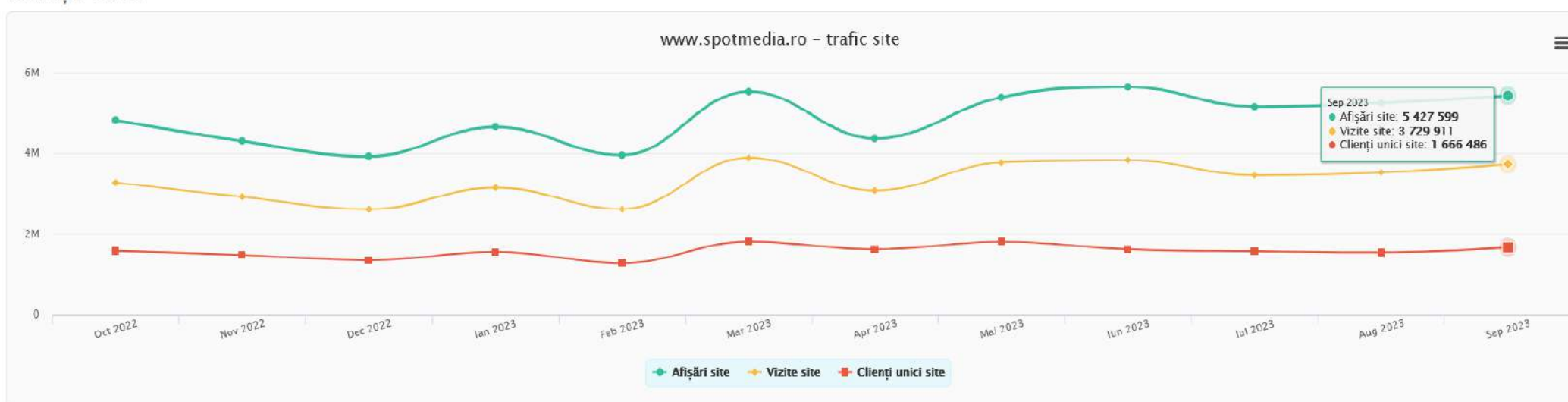
Traffic site

5,4 Mil impressions

1,7 Mil UU

03:44 min time spent

Evoluție trafic



thinkdigital

VREI SĂ FII CORECT INFORMAT?
SUSȚINE ȘI TU JURNALISMUL RESPONSABIL!

stay cyber safe



Atacatorii cibernetici ți-au aflat parolele și au început să posteze în locul tău? Cum s-a întâmplat asta, ce faci și 5 pași simpli ca să te ferești de ei

un proiect susținut de **Banca Transilvania**

spotmedia.ro/cb/m/mediarecordul-de-caldura-in-oceane-a-fost-doborat-si-are-impactul-cumbr-pentru-ntreaga-planeta-ghetia-din-antarctica-ecade-vertiginos?aspxdata=6JhPXv6J8p6G8uXK%5D#

Stai un pic înainte de click!

Gândește-te de două ori înainte să îți pierzi banii o dată.

O inițiativă Banca Transilvania pentru siguranța ta online

HOT Superliga: FCSB se impune în fața lui CFR Cluj într-o atmosferă minunată pe stadionul Steaua

spot EVENIMENT NEW EDU ROMÂNIA VERDE OPINII SPORT MAI MULTE

SUSȚINE SPOT Caută în site...

Acasă > Știri > Mediu >
Recordul de căldură în oceane a fost doborât și El Niño e abia la început. Coralii mor, rechinii pot deveni agresivi, iar planeta se sufocă treptat

Recordul de căldură în oceane a fost doborât și El Niño e abia la început. Coralii mor, rechinii pot deveni agresivi, iar planeta se sufocă treptat

IRINA OLTEANU | 05.08.2023 ora 07:00

AdasZone

spot

DIGITAL SHIFT

UN PODCAST SPOTMEDIA.RO

WHAT FORMATS DO WE OFFER?

Local Network

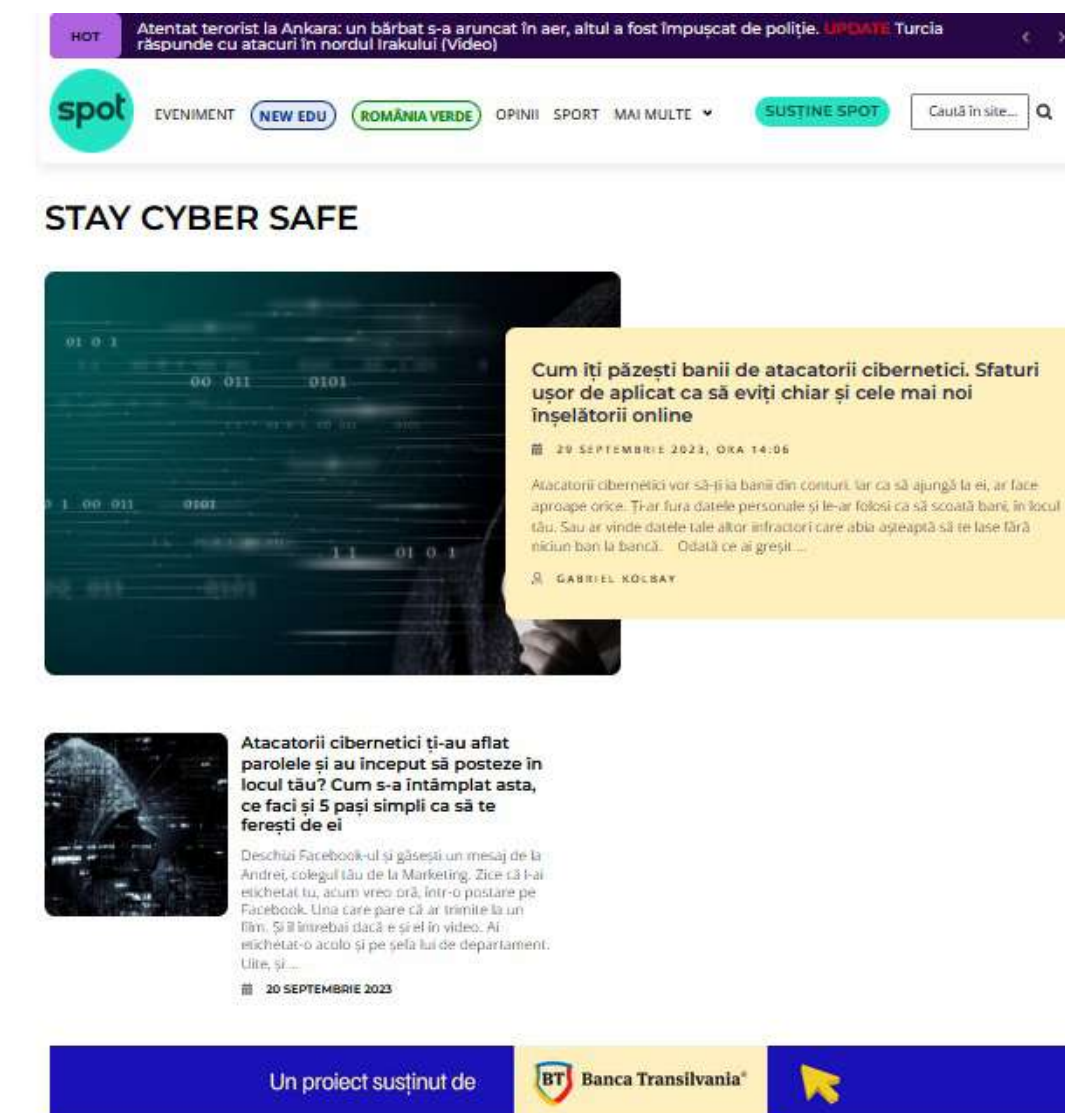
CPM Campaigns

- Standard / Rich Media Formats
 - Custom Banners
- Classic/Programmatic buying



Editorial/Special Projects

- Advertorials / Dedicated section
- Special Projects based on brief



HOW CAN YOU BUY?

Local Network

PRICES AND PRINCIPLES OF TRADING

1

YOU can buy the **per site or**
Run of category / Network

2

YOU pay per impressions
CPM or **fixed price** if it's
advertorial

3

YOU get **PREMIUM** advertising
visibility/ first impression

4

YOU get 100% **BRAND**
SAFETY

5

YOU get volume
DISCOUNT (YEB'S)

6

YOU get a **FAIR** price
between 2 – 5 euro CPM

Special Projects

Prices TBD based on brief.



Local Network



Podcasts Network



Gaming Network



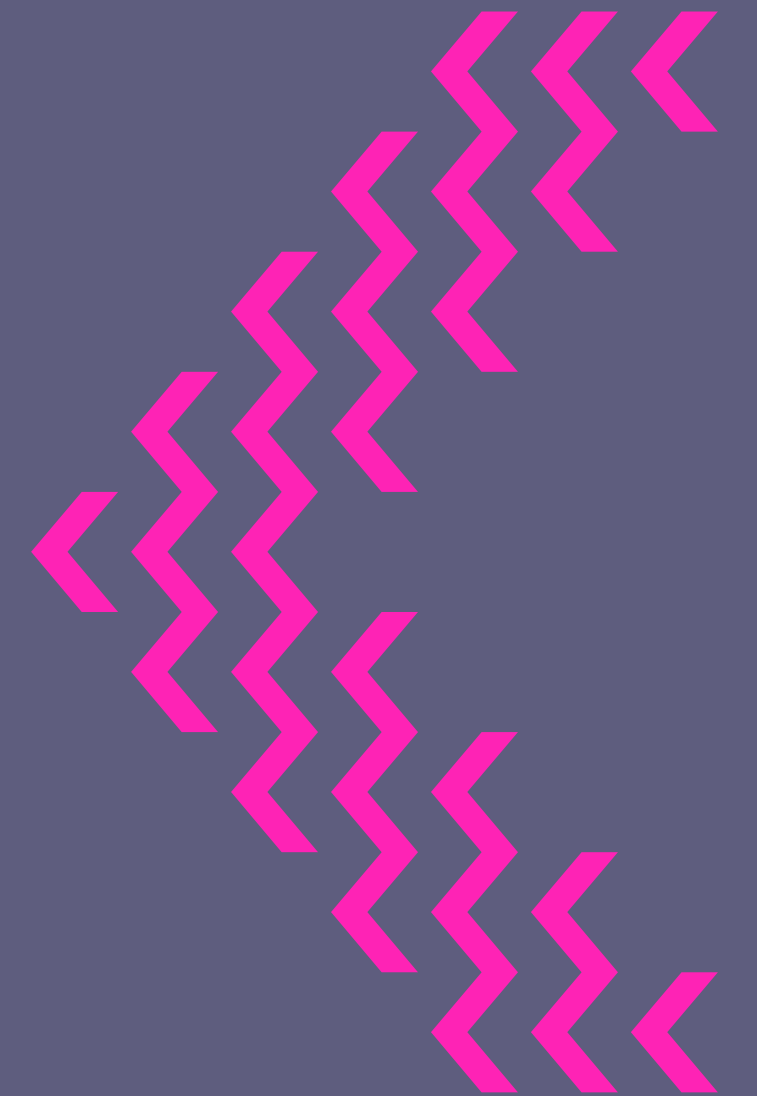
Newsletters Network



Ethical Media Network

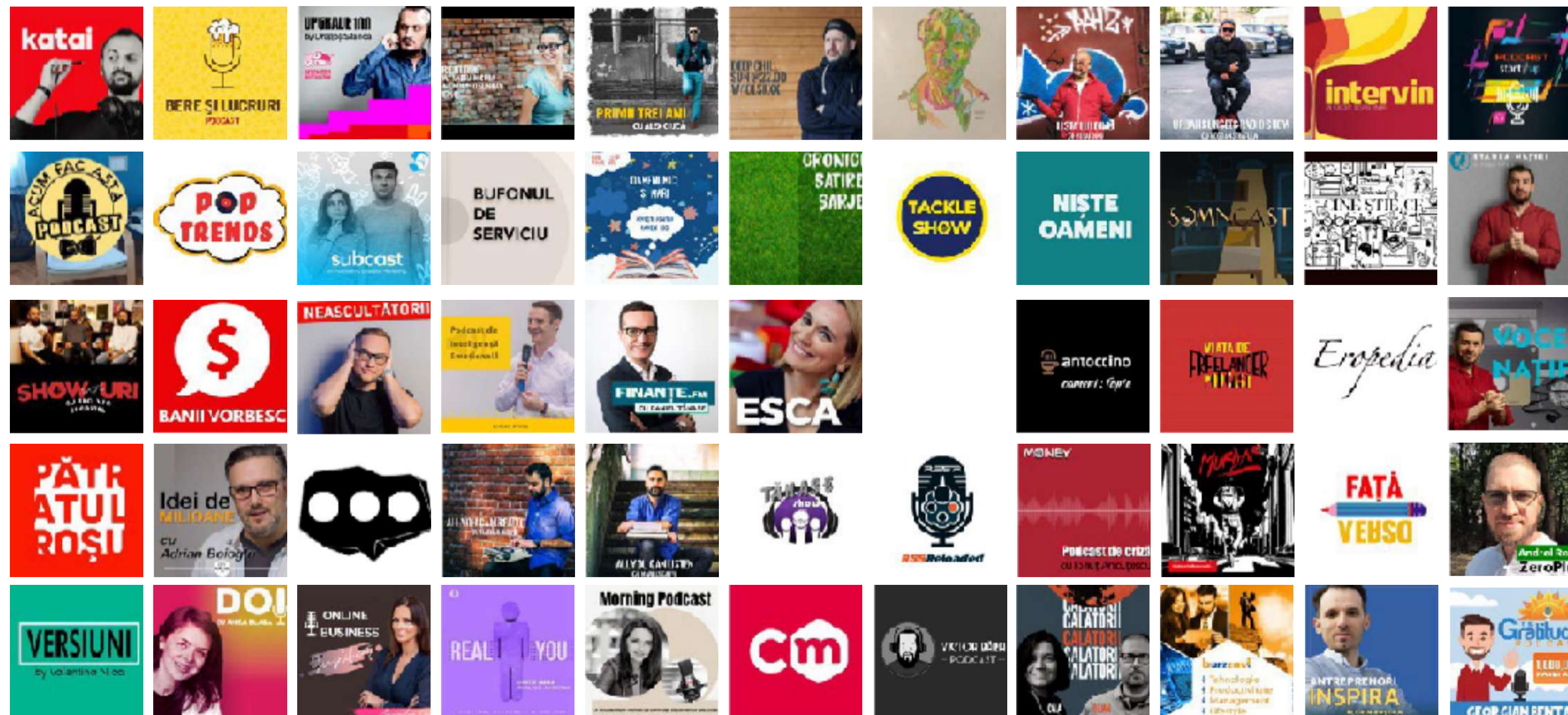
2. The Podcasts Network

by
thinkdigital



THE 1ST PODCASTING NETWORK

We've created a new media market – since **2019** (before podcasting was cool)



THE 1ST QUALITY PODCAST NETWORK IN ROMANIA

40+

Podcasts

12+

Content categories

750k+

Audio listeners +
podcast Video Views
per episode

thinkdigital



ZUNIVERS PODCASTS

ZUNIVERS
PODCASTS



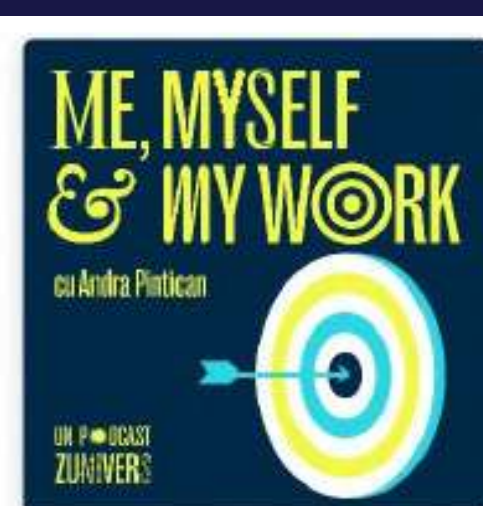
Fain & simplu



Urban Flex



DILEMMA



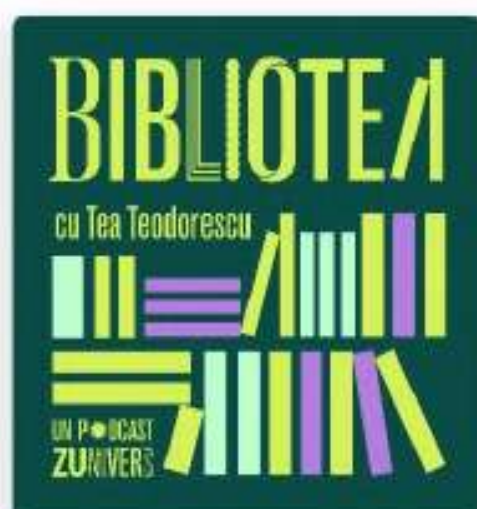
Me, myself and my work



RESET



Istoria pe răzătoare



Biblioteca



Astrolov



Intervievista



Părinți Cuminți

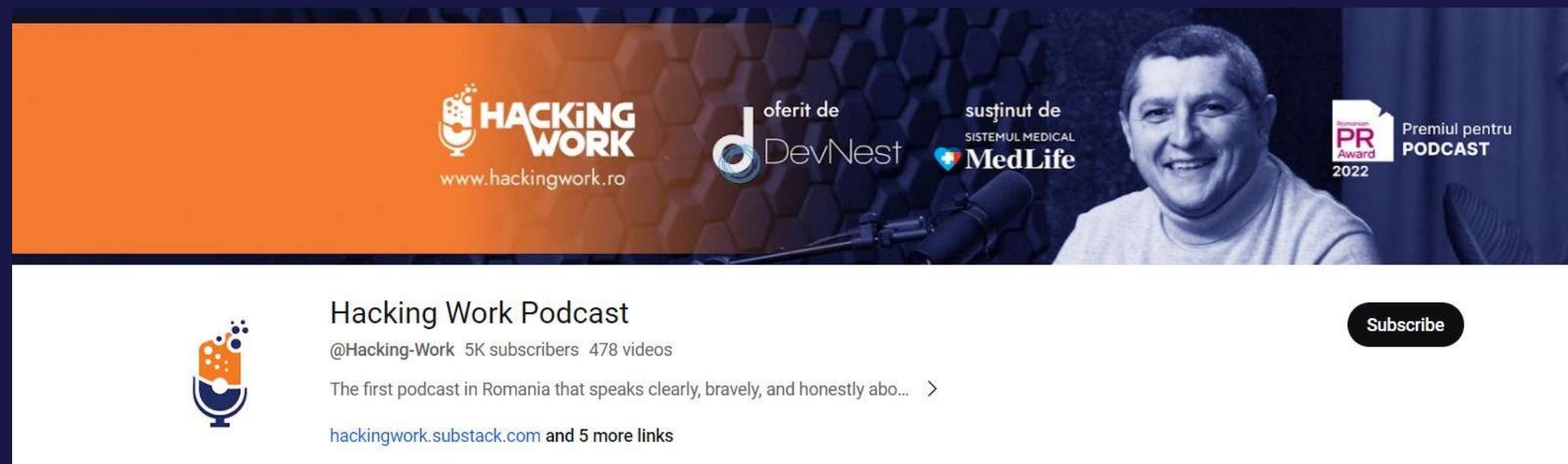
- 68% Female 32% Male
- 18 – 24 y.o. 15%
- 25 – 34 y.o. 34%
- 35 – 44 y.o. 24%
- 45 – 54 y.o. 15%
- 55 – 64 y.o. 8%
- Avg time spent per ep. 15 min
- Views 5,900,000
- Unique users 180,000

NEW PODCASTS



Entertainment/ All family

- 60% W / 40% M
- 85k avg views per episode
- 800k avg impressions per episode
- FB, Instagram & TT community ~ 300k



Business / HR

- 25-45 MHI, MHE
- 4,600 avg listeners
- 4,800 avg views per episode
- FB, Instagram, LinkedIn & TT community ~75k



All family

- 90% W / 10% M
- 20 – 40 MHE
- 20k avg views per episode
- FB, Instagram & TT community ~ 30k

Fain & Simplu - Mihai Morar

Native/ Host-read Pre-roll

Client: **Secom**

Podcast: **Fain & Simplu**

Host: **Mihai Morar**

Topics covered: **lifestyle, health**

- ✓ Personalized brief based host read intro, followed by a video ad placed as a mid roll

[Ep. 67](#)

Average views

100k (listeners)



#MihaiMorar #AdaCondeescu #Podcast

CUM POȚI AVEA SUCCES CU SIMPLITATE ȘI TIMIDITATE? ADA CONDEESCU, FILMUL VIEȚII. | Fain & Simplu 067

URBAN SUNSETS

Special project

Urban Sunset: RADIO Music stream + Sponsored 5 shows (All You Can Read, Lista lui Dinu, Urban Sunsets Radio Show, All You Can Listen si Deep Chills)

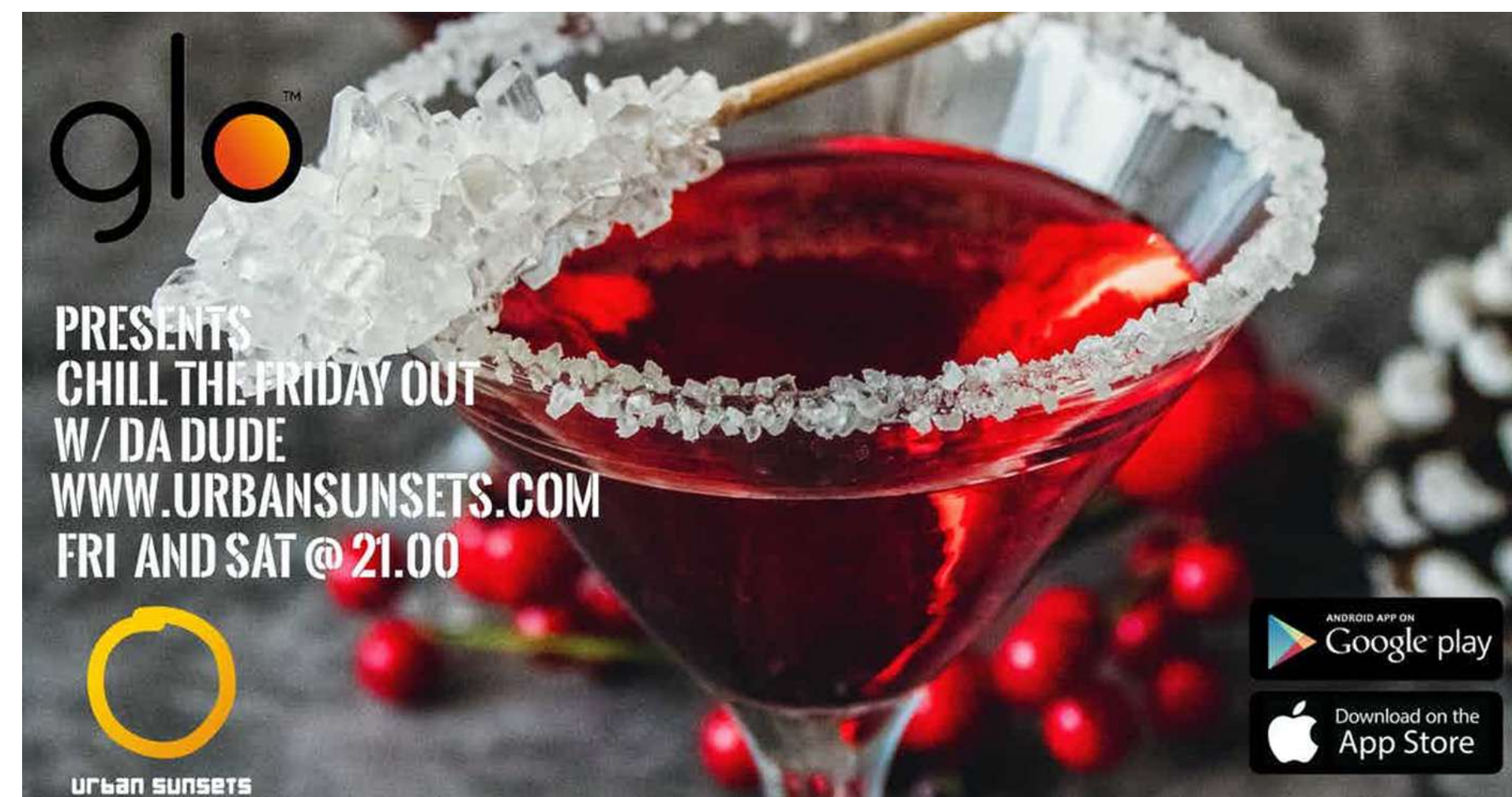
- ✓ 1 month Visual branding on website in slider
- ✓ Over 500 spots per month STANDARD (jingle - max 10 seconds) on RADIO Music StreamGLO
- ✓ 5 sponsored Radio SHOWS with 3 jingles in/out per show
- ✓ FB & IG posts takeover

Average listeners

15,8k

Reach social media

12k



Dilemma cu Emma

Full interview, native, video

Client: **Vichy**

Brand: Vichy Liftactiv

Podcast: **Dilemma cu Emma**

Host: **EMMA**

Topics covered: health & beauty

- ✓ Interview Guest from Vichy
- ✓ Product Placement
- ✓ video spot pre roll
- ✓ min 31:45, 45:28, 52:15

Views

8k

Reach social media

15k



CUM SĂ ALEGI PRODUSELE EFICIENTE PENTRU TIPUL TĂU DE TEN.
SFATUL DERMATOLOGULUI. | DILEMMA 16



WHAT FORMATS DO WE OFFER?

Podcast Network

1. Full Endorsement

Most podcasts are present in various platforms, so we can provide a full endorsement using (for example) the host's social media presence.

2. Host-Read Ads

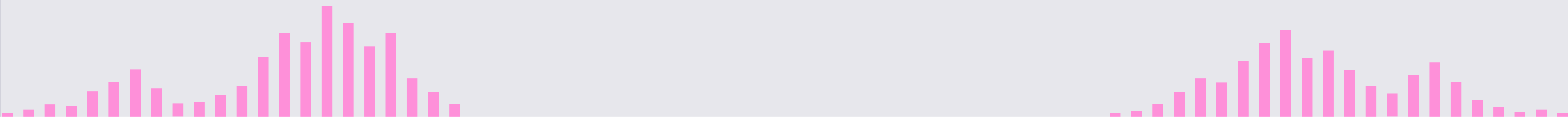
Ads that are read by the podcast host or a familiar voice.
With ads read by the podcast host you get authentic endorsements in a native, seamless format.

3. Sponsored Segment or Show)

Where applicable, your brand can be the story. Up to 10-15 minutes of interview or a full show if the topic is interesting enough for the podcaster's audience.

4. Standard Audio Ads

A static ad or jingle may be included as part of the file. These ads are part of the content and included in the audio file that is downloaded.



HOW CAN YOU BUY?

Podcast Network

PRICES AND PRINCIPLES OF TRADING

1

YOU can buy per Podcast or Run Of Category /Network

2

YOU pay fixed price depending of the audience (audio or video)

3

YOU get PREMIUM advertising visibility

4

YOU get 100% BRAND SAFETY

5

YOU get volume DISCOUNT (YEB'S)

6

YOU get a FAIR price between 0,3 – 0.8 euro / audio listener/video view

Special Project

Prices TBD based on brief.



Local Network



Podcasts Network



Gaming Network



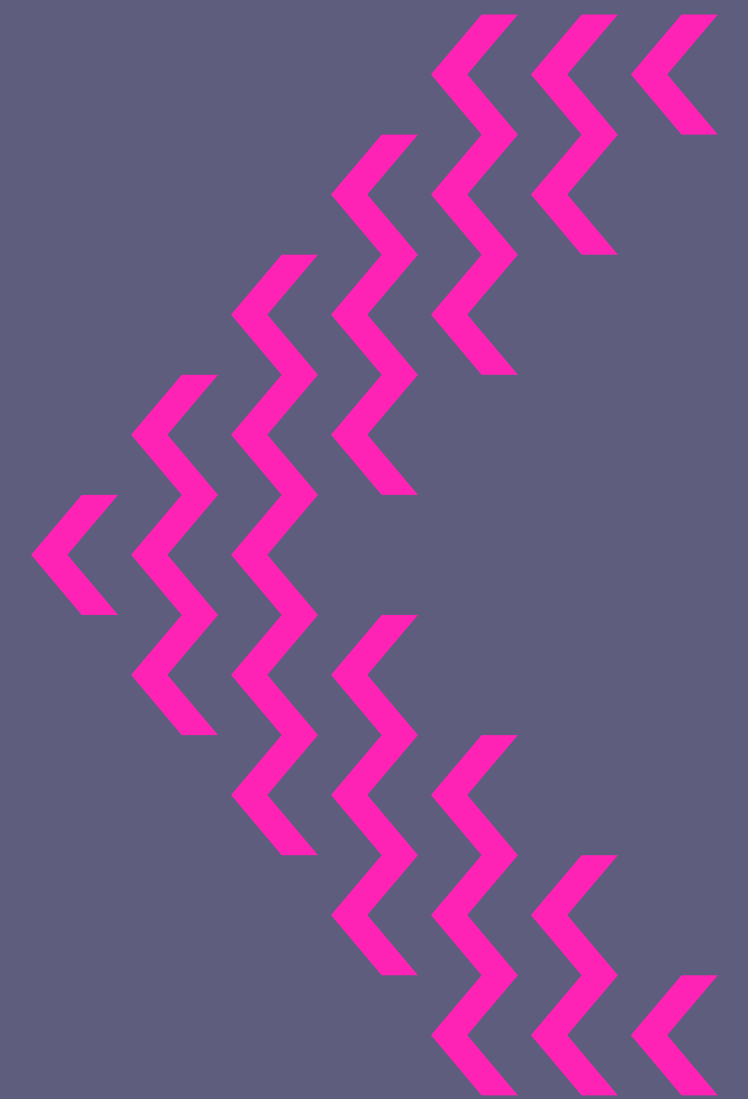
Newsletters Network



Ethical Media Network

3. The Gaming Network

by
thinkdigital





We LOVE video games



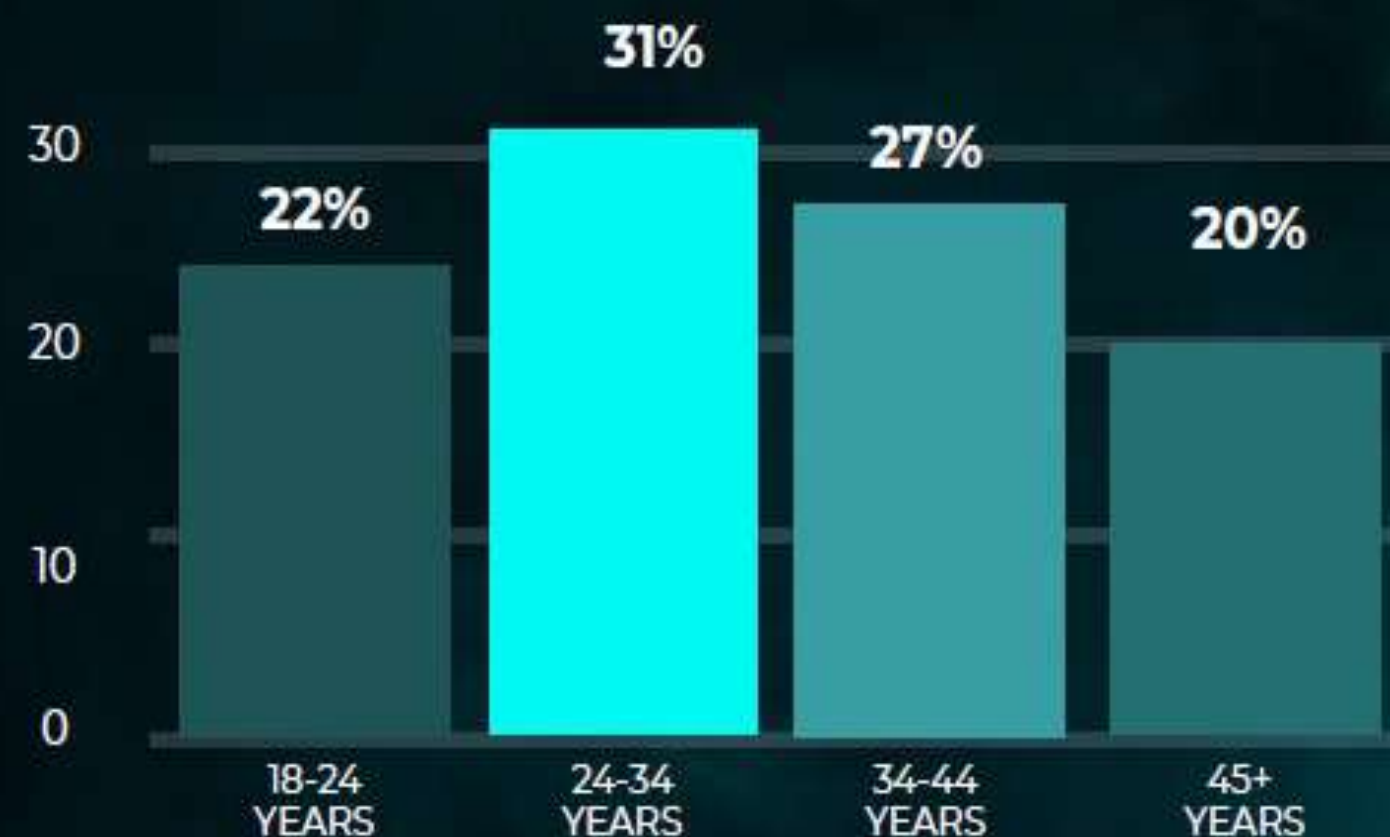
42% OF THE RO POPULATION PLAY GAMES



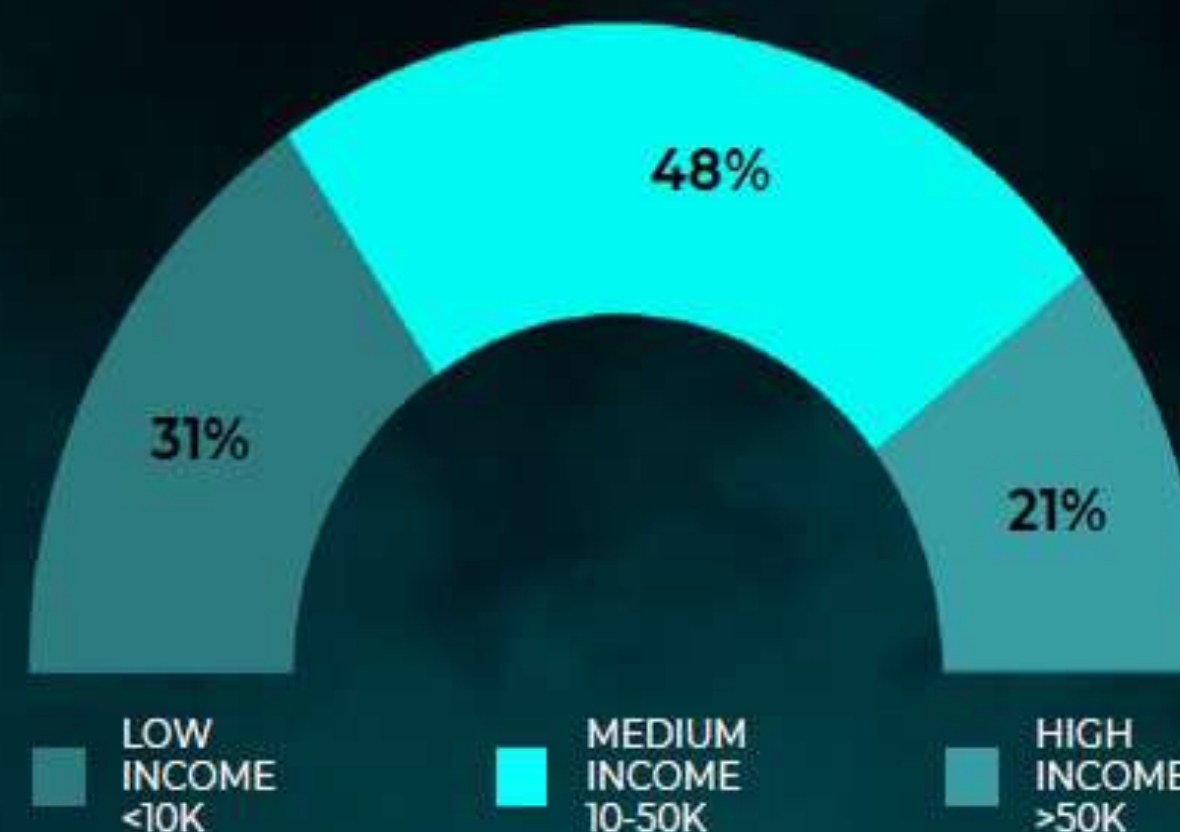
8M people played games in the RO in 2021.

68% of those who started playing mobile games during COVID will likely continue to play after the pandemic.

GAMERS BY AGE



GAMERS BY INCOME



GAMERS BY GENDER





[CLICK TO SEE THEM IN ACTION](#)



Client: **Samsung**

Campaign: **Samsung NEO QLED**

Media: **Publicis Group**

Targeting audience: **24+ y.o., Sports**

Devices: **Mobile & PC**

Creatives: **Blended Image**

The campaign delivered on 73 games, reached more the 50k UU and 2 MIL impressions

Avg in-view percentage

95%



Client: **Disney +**

Campaign: **Xmas Campaign**

Media Agency: **MMS Communications**

Targeting audience: **Romania,**
20+ y.o.,

Devices: **Mobile**

Creatives: **Blended Images Mobile**

The campaign delivered on 67 games, reached more the 100k UU and 2,7 MIL impressions

Avg in-view
percentage

96%



Client: **PepsiCO**

Campaign: **Doritos**

Media Agency: **OMD**

Targeting audience: **Romania, 20+ y.o.,**

Devices: **Mobile**

Creatives: **Blended Images Mobile**

The campaign delivered reached more the 70k UU
and 1,5 MIL impressions

Avg in-view
percentage

96%



Client: **ING Bank**

Campaign: **Youth**

Media Agency: **Dentsu România**

Targeting audience: **ROBLOX, Romania**

Devices: **Mobile**

Creatives: **Blended Images Mobile**

The campaign delivered on Roblox only, delivered over 500k impressions and reached over 80k UU

Avg in-view percentage

98%



WHAT FORMATS DO WE OFFER?

Gaming Network

- **Blended Image**
- **Blended Video**
- **Audio Ad**

In-game Ad formats



In-game Banner

- Support standard IAB formats
- Static and dynamic
- performance and brand



In-game Video

- Support VAST format with audio
- Static and dynamic
- Clickable or Non-Clickable



In-game Audio

- Skippable or non-skippable
- 3D Location triggered ads
- Clickable companion ad

HOW CAN YOU BUY?

Gaming Network

PRICES AND PRINCIPLES OF TRADING

1

YOU can buy Run Of Category /Network Games

2

YOU pay per impressions CPM

3

YOU get PREMIUM advertising visibility

4

YOU get 100% BRAND SAFETY and >95% SEEN RATE

5

YOU get volume DISCOUNT (YEB'S)

6

YOU get a FAIR price 3.5 – 9 eur CPM



Local Network



Podcasts Network



Gaming Network



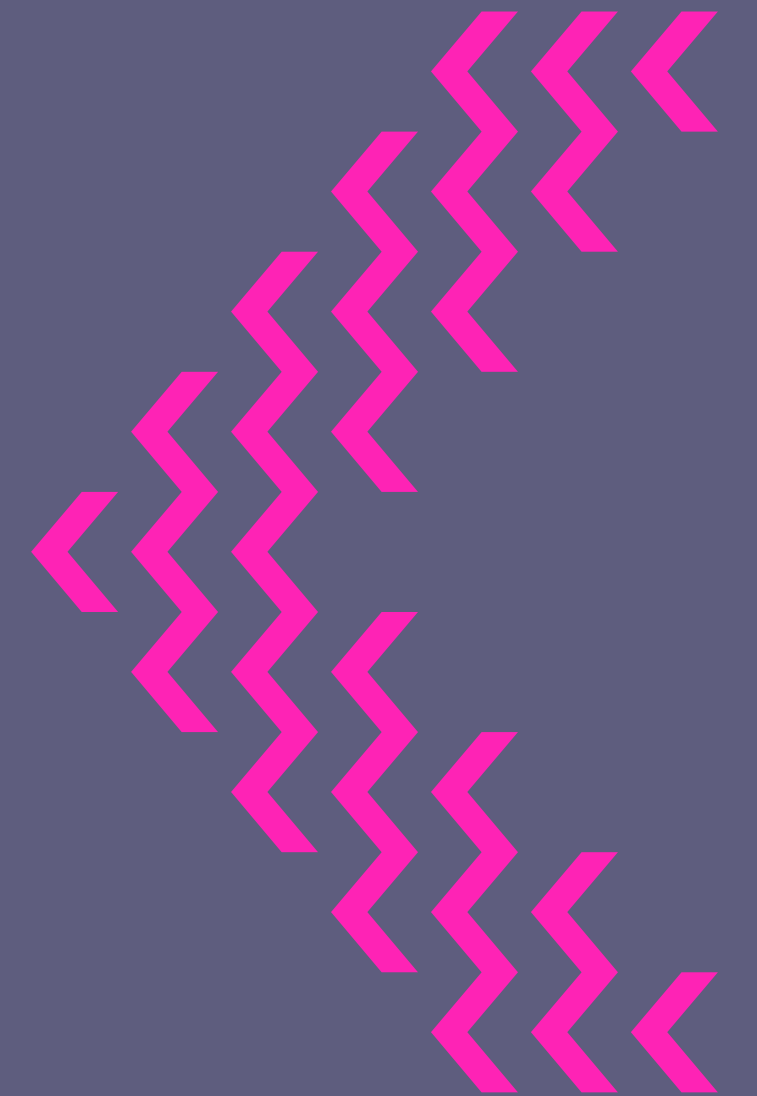
Newsletters Network



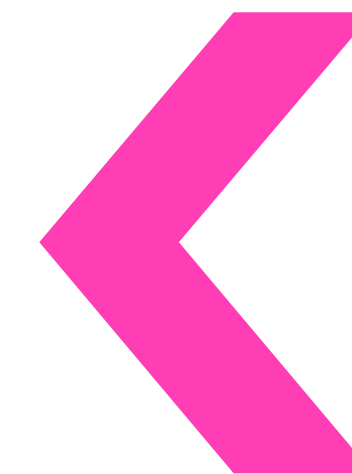
Ethical Media Network

4. The Newsletters Network

by
thinkdigital



MEET THE 1ST NEWSLETTERS ADNETWORK IN ROMANIA



15

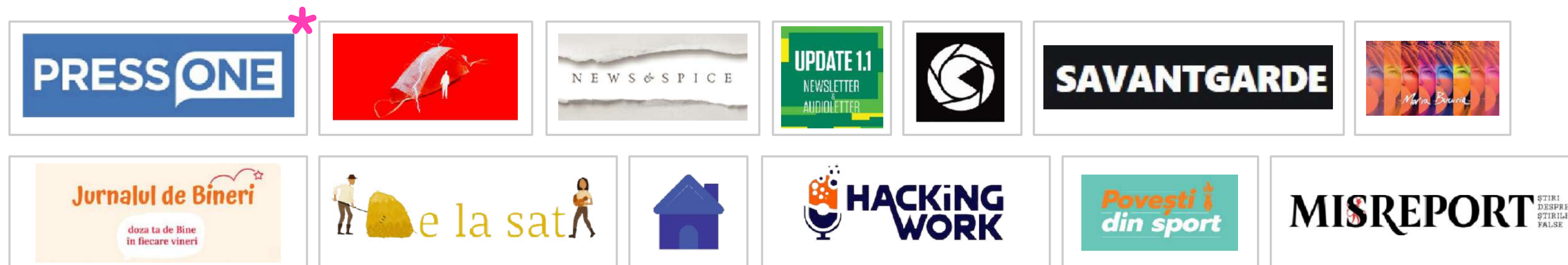
Newsletters

50k+

Subscribers

28k+

Readers

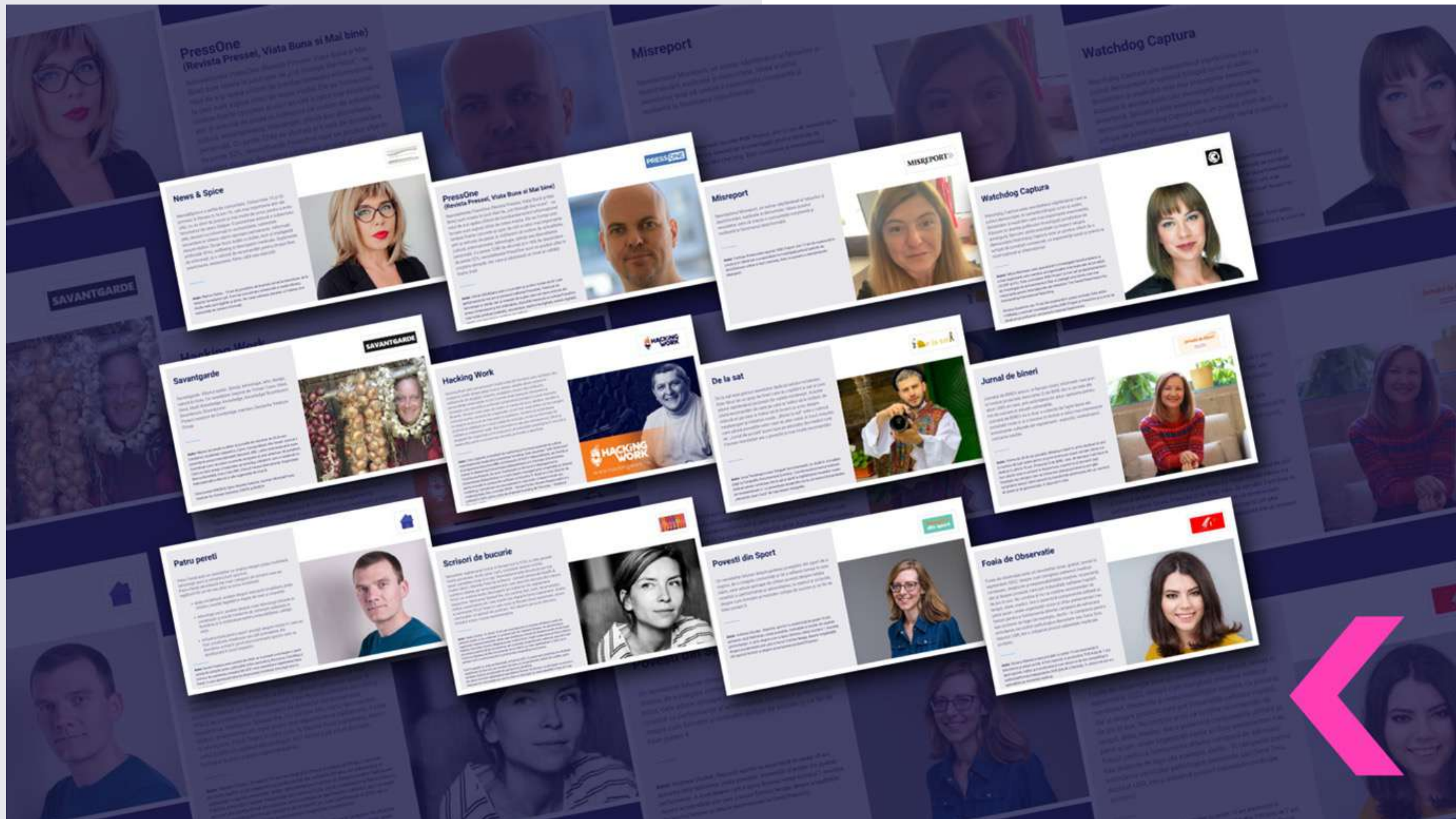


*PRESSONE has 3 newsletters: Revista Pressei, Viata Buna & Mai bine

WHO IS PART OF THE NEWTORK ALREADY:

Newsletter	Author	Category	Subscribers	Open rate
News & Spice	Bianca Oanea	Public interest info	1.400	60%
Press One x 3	Adrian Mihaltianu	Public interest info	7.400	52%
Misreport	Codruta Siminia & Ovidiu Mihalcea	Public interest info	5.500	50%
Watchdog Captura	Mihai Munteanu & Roxana Garaiman	Public interest info	coming soon	
Civilization	Victor Kapra	Education & Society	8,750	46%
Savantgarde	Marius Cosmeanu	Education & Society	4.000	50%
Hacking Work	Doru Supeala	Education & Society	6.500	45%
Update 1.1	Marian Hurducas, Paul Alexandru, Olix	Education & Society	11.100	46%
De la sat	Ionut Teoderascu	Education & Society	2.558	40%
Jurnalul de Bineri	Melania Medeleanu	Education & Society	2.206	34%
Patru Pereti	Daniel Popescu	Education & Society	3.097	50%
Scrisori de bucurie	Maria Cristea	Sports & Lifestyle	278	61%
Povesti din sport	Andreea Giuclea	Sports & Lifestyle	1.800	52%
Foaie de observatie	Sorana Stanescu	Sports & Lifestyle	4.400	61%

***NOTE:** We sell the entire network only - for the **Standard Insert** format



[Discover our full list of newsletters](#)

WHAT FORMATS DO WE OFFER?

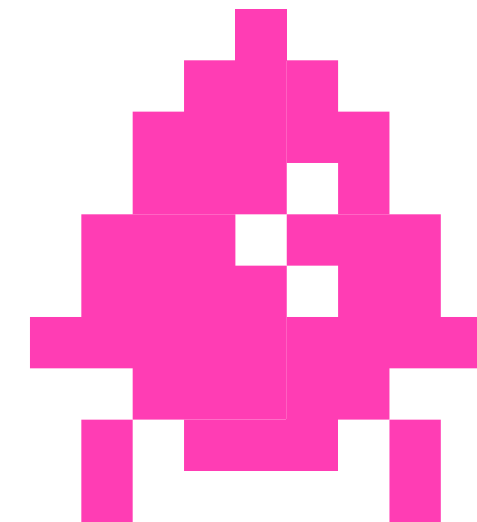
Standard Insert

One simple format: image (static or gif) + text + link



Special Project

Dedicated special project based on brief.



HOW CAN YOU BUY?

PRICES AND PRINCIPLES OF TRADING

1

YOU can buy the **entire NL Network / min one category** (exceptions TBD)

2

YOU only pay for the **READERS** and not the subscribers

3

YOU get **PREMIUM** advertising visibility

4

YOU get 100% **BRAND SAFETY**

5

YOU get **FIRST ENTRY DISCOUNT**

6

YOU get a **FAIR** price between 0,2 – 0,3 euro / reader

Special Project

Prices TBD based on brief.



Local Network



Podcasts Network



Gaming Network



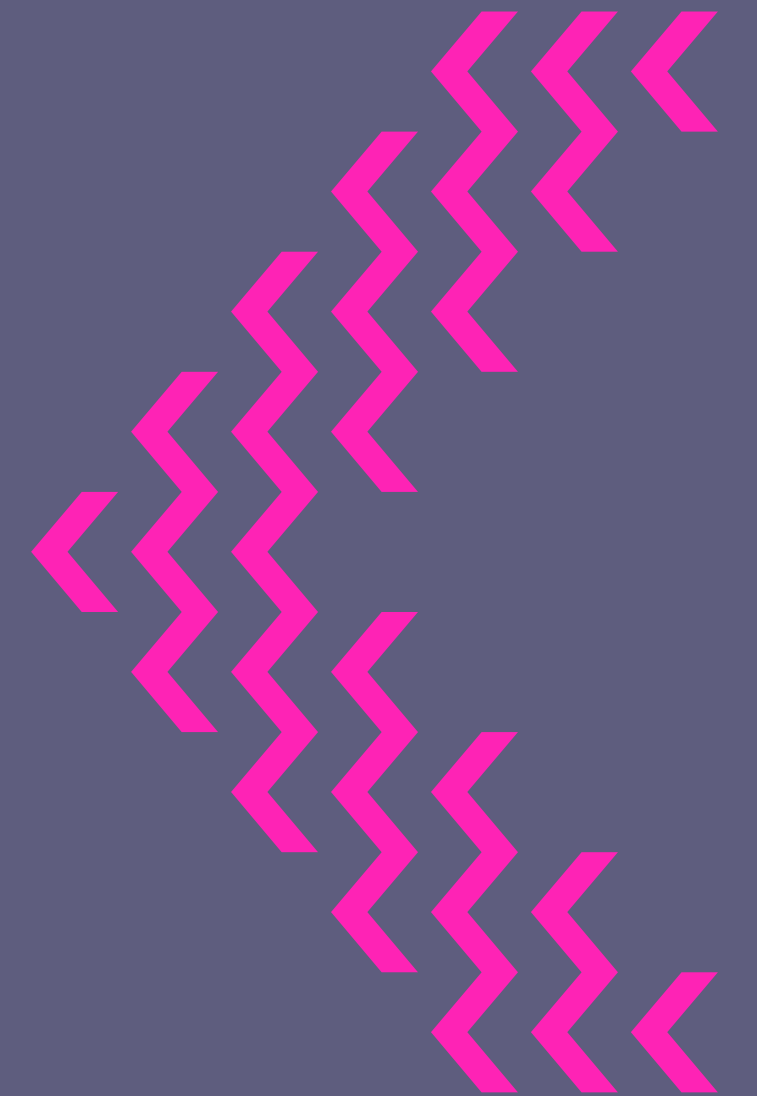
Newsletters Network



Ethical Media Network

5. The Ethical Media Network

Exclusive ad tech and sales partner of **Ethical Media Alliance**:
thinkdigital



thinkdigital

vs. Ethical Media Alliance

We are the exclusive partner for ad-tech consultancy and sales
of this non-profit initiative

*Our core team can choose to be members/volunteers
and/or paid service providers for the NGO operating
the project. You can do that, too!*

Ethical Media Alliance is a new non-profit initiative who aims to work with socially responsible brands to promote ethical advertising and support independent journalism and news publishing projects that prioritize public interest in Romania

CONTENT GOOD FOR DEMOCRACY. NOT FOR ALGORITHMS

Thinkdigital is a founding member, the adtech provider and the exclusive sales partner of this non-profit initiative



**FACT
CHECK**

**THE WEB 2.0
RUNS ON ADS.
NOT BASED
ON POSITIVE
SOCIAL IMPACT**

It's all about efficiency: **the highest reach
at the lowest price available**



**A BROKEN
SYSTEM**

ADS = CONTENT.
CONTENT = ADS.

JOURNALISM

= CONTENT FOR PUBLIC INTEREST. NOT FOR ALGORITHMS.

The algorithmization of all digital content, combined with the removal of ethical filters ensured by editorial teams/codes of ethics has resulted in informational chaos - and even the "penalization" of those striving to correctly inform the public.



A MAJOR ECOSYSTEMIC ISSUE

01. ZERO CONTROL

Due to a lack of ethical oversight, **the messages conveyed by reputable brands can end up being displayed in the most controversial corners of the internet.**



Fake news titles have a 7x click rate higher than real news (MIT Research)

02. ZERO BRAND SAFETY

An automated system designed to **maximize reach while minimizing cost** will allocate the ads to the websites offering the cheapest ad space: guess what kind of content you will be “sponsor”?



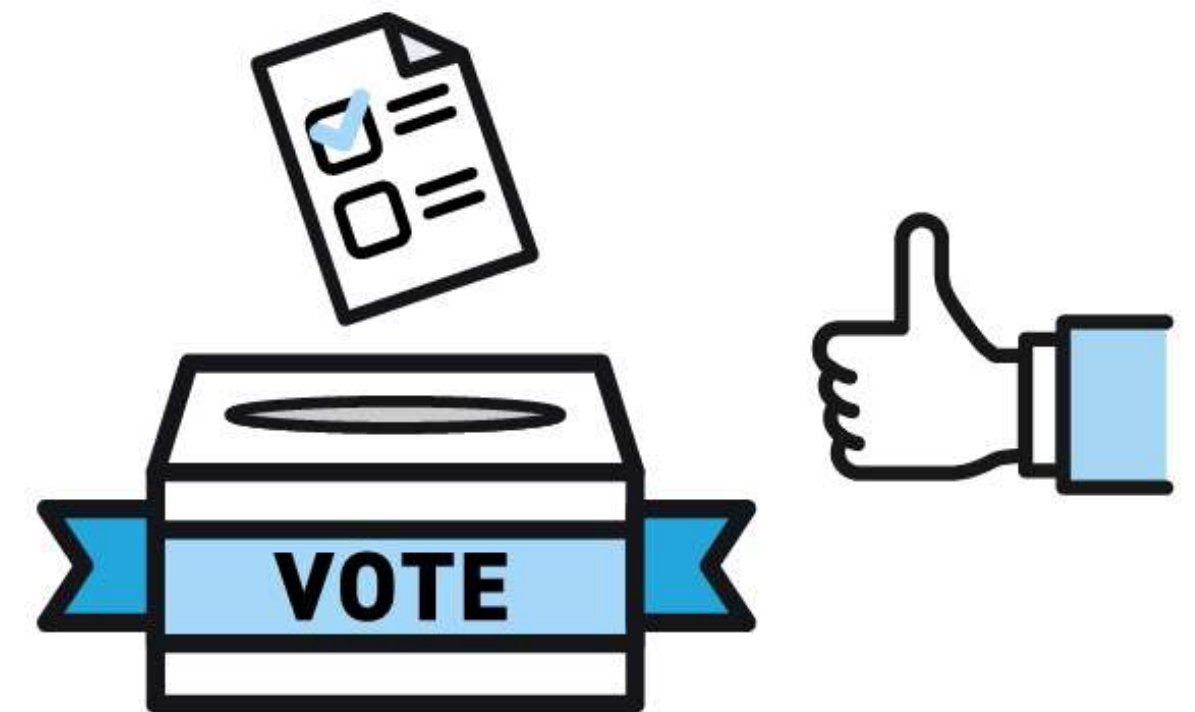
03. ZERO RESPONSABILITY

So responsible brands are unwittingly sponsoring a new industry that profits from generating impressions by **exploiting the fears of an audience with limited media literacy.**



HOW SOCIETY CAN WORK?

Can **democracy** and a **free market truly function** if our right to make informed choices — both electorally and commercially — becomes a contest of '**Who can best manipulate the algorithms wins?**'



OUR MISSION

A WEB THAT RUNS ON ETHICAL ADS FOR POSITIVE SOCIAL IMPACT

It's NOT *just* about commercial efficiency.
BUT we also deliver on marketing KPIs.

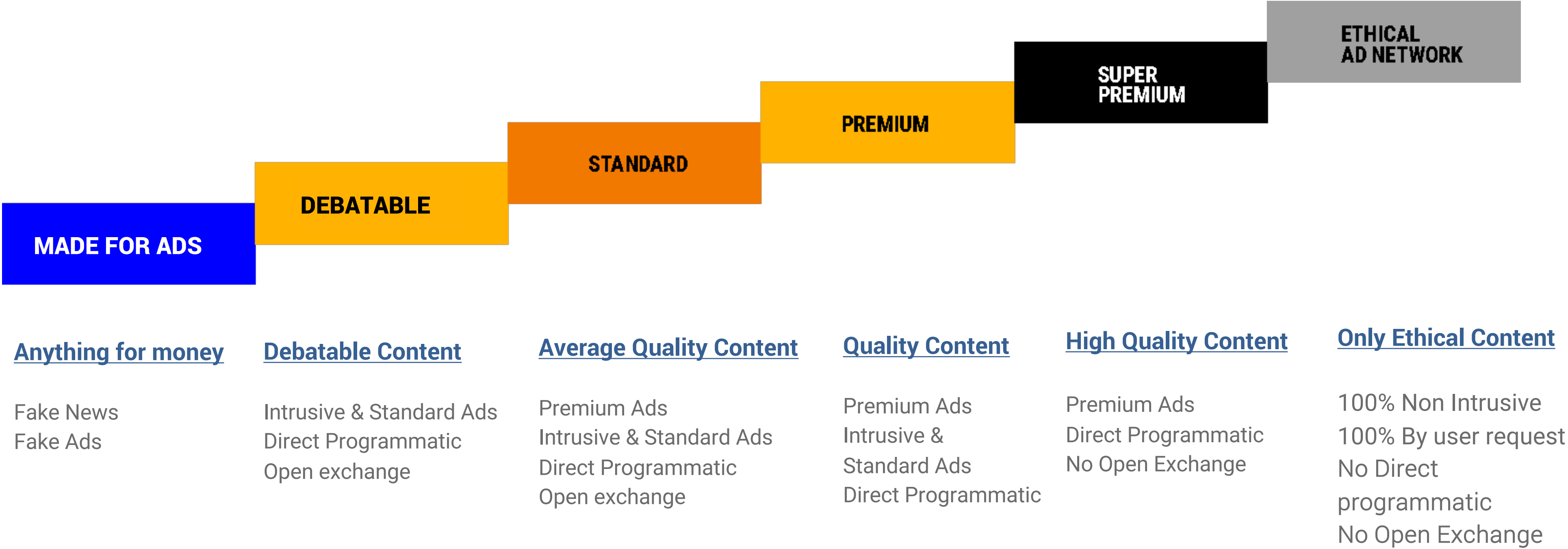




PUSHING THE AD MONEY IN THE RIGHT DIRECTION

The approach of the Ethical Media Alliance Ad Network and the exposure it provides are the opposite of the irresponsible digital advertising that unfortunately has become the global standard today.

FACT: 1% of the advertising spending pushed in the ethical direction = 10x more projects the size of Recorder

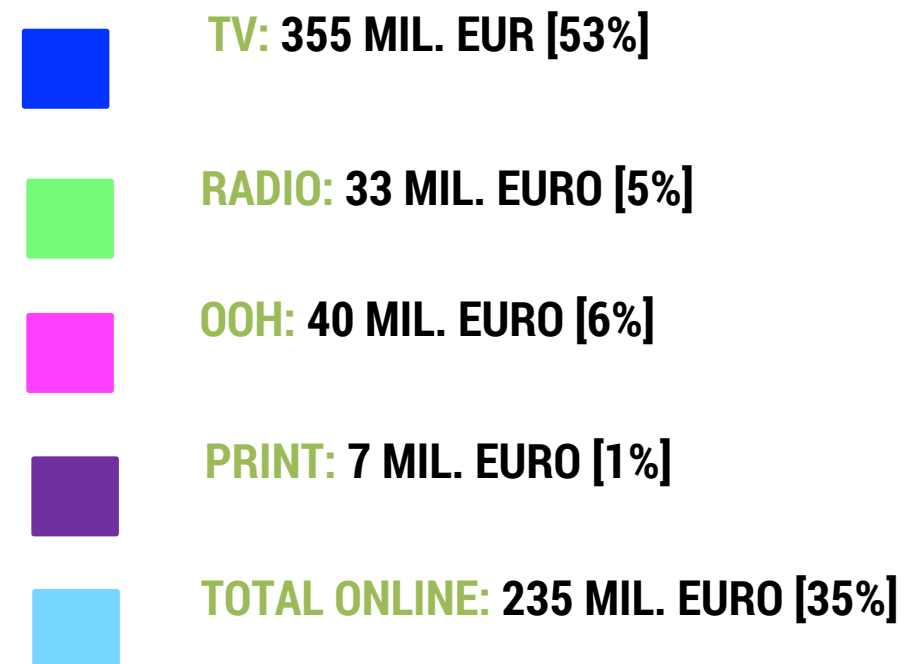




FACT CHECK

Here's how today's media advertising market looks in Romania:

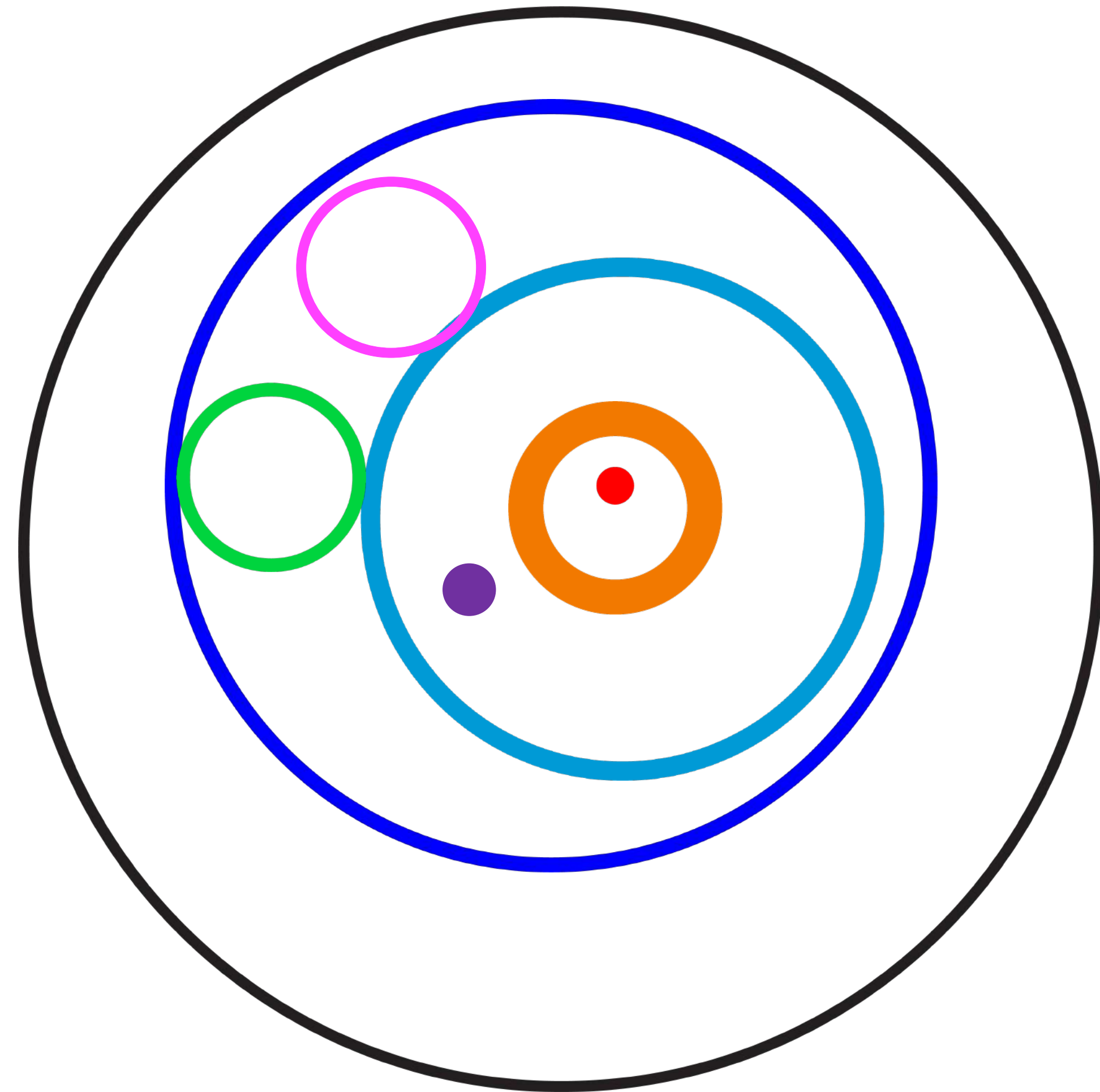
■ **TOTAL: 670 MIL. EUR**



LOCAL ONLINE: cca. 35 MIL. USD
(10-15% from digital spending)

DIGITAL JOURNALISM: 3.5 MIL. EURO*

*That's 0.5% from the total market



WHAT WE DO?

WE ARE CONNECTING
JOURNALISTIC
PROJECTS
WITH ETHICAL
BRANDS,
INSTITUTIONS and
INVESTORS



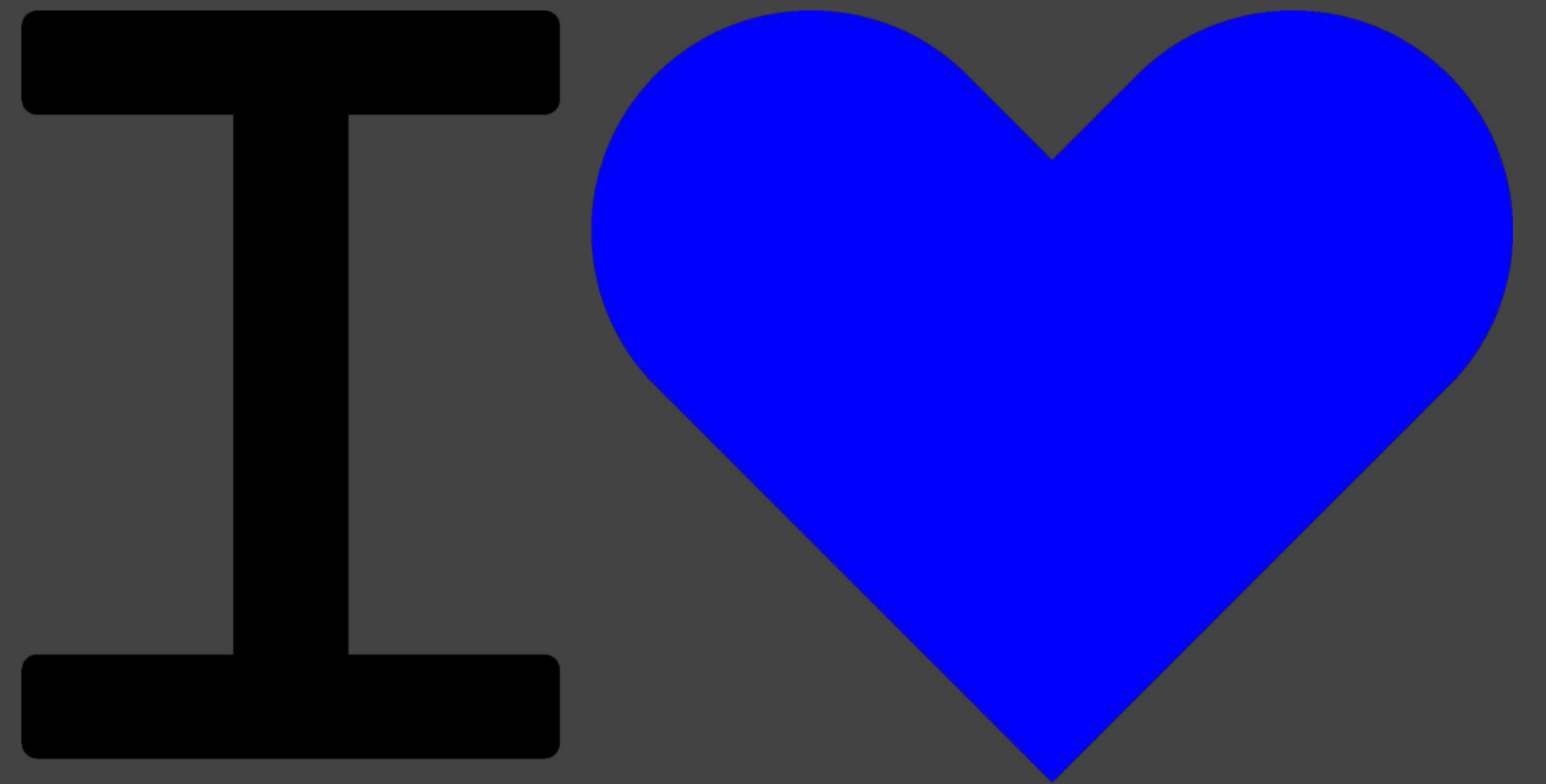
ACHIEVABLE / REALISTIC

IN THE INITIAL PHASE, WE AIM
TO ALLOCATE **ONLY**
1% OF THE TOTAL DIGITAL
ADVERTISING BUDGET
TOWARDS INITIATIVES THAT
SERVE THE PUBLIC INTEREST.



FAIR / EASY TO IMPLEMENT

**WE ADAPT THE NEED
FOR ETHICAL FUNDING
OF PROJECTS WITH
METRICS / KPIs AND
TECHNOLOGIES FROM
MARKETING /
COMMERCIAL.**



3 MAIN BACKBONES



Journalistic
Projects



Responsible
Brands



Trusted
Experts

We call
ourselves
an *alliance*
for a reason

To start building a new ethical standard of communication in digital advertising,

we need at least three parties: *journalistic initiatives, brands + their communication agencies,* and other third-party experts (sociologists, anthropologists, adtech players, technical advisors, lawyers, regulators...)





IN NUMBERS

The main goal of EMA is to support good content through ethical advertising **and PR campaigns and an important aspect beyond the quantitative aspect is the qualitative one and a positive social impact.**

+120
Journalists

1.200.000
Average UV/Month

+700.000
Social Media Communities

+550.000
Monthly Video Views

14
Newsletters

50k+
Subscribers

A strategic objective is, therefore, to maintain a sufficient number of active and decently paid independent journalists in the country.



FOUNDING PROJECTS

By contributing, brands can immediately support **more than 120 Romanian journalists** who prioritize content for people over traffic and impressions, while also achieving solid brand metrics and KPIs.

WEBSITES



NEWSLETTERS

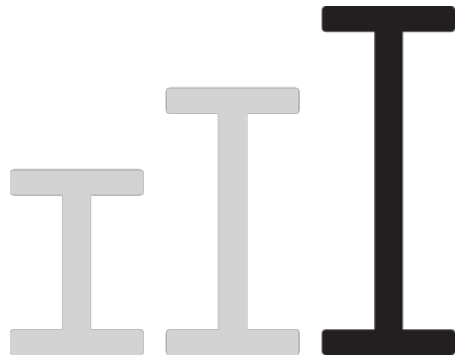




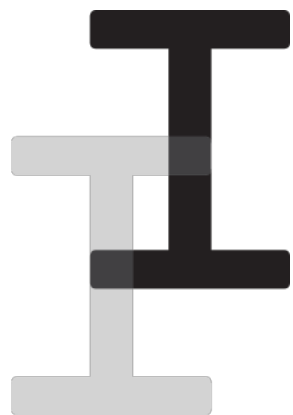
6 KEY PRINCIPLES



1. ETHICAL BRAND SAFETY



4. LONG TERM ONLY



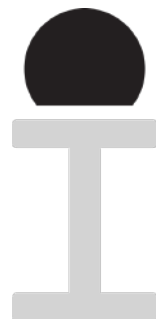
2. FULL TRANSPARENCY



5. ZERO INTRUSIVITY, 100% VIEWABILITY



3. ALL OR NOTHING



6. ETHICAL PRICE: 50% FOR JOURNALISTS

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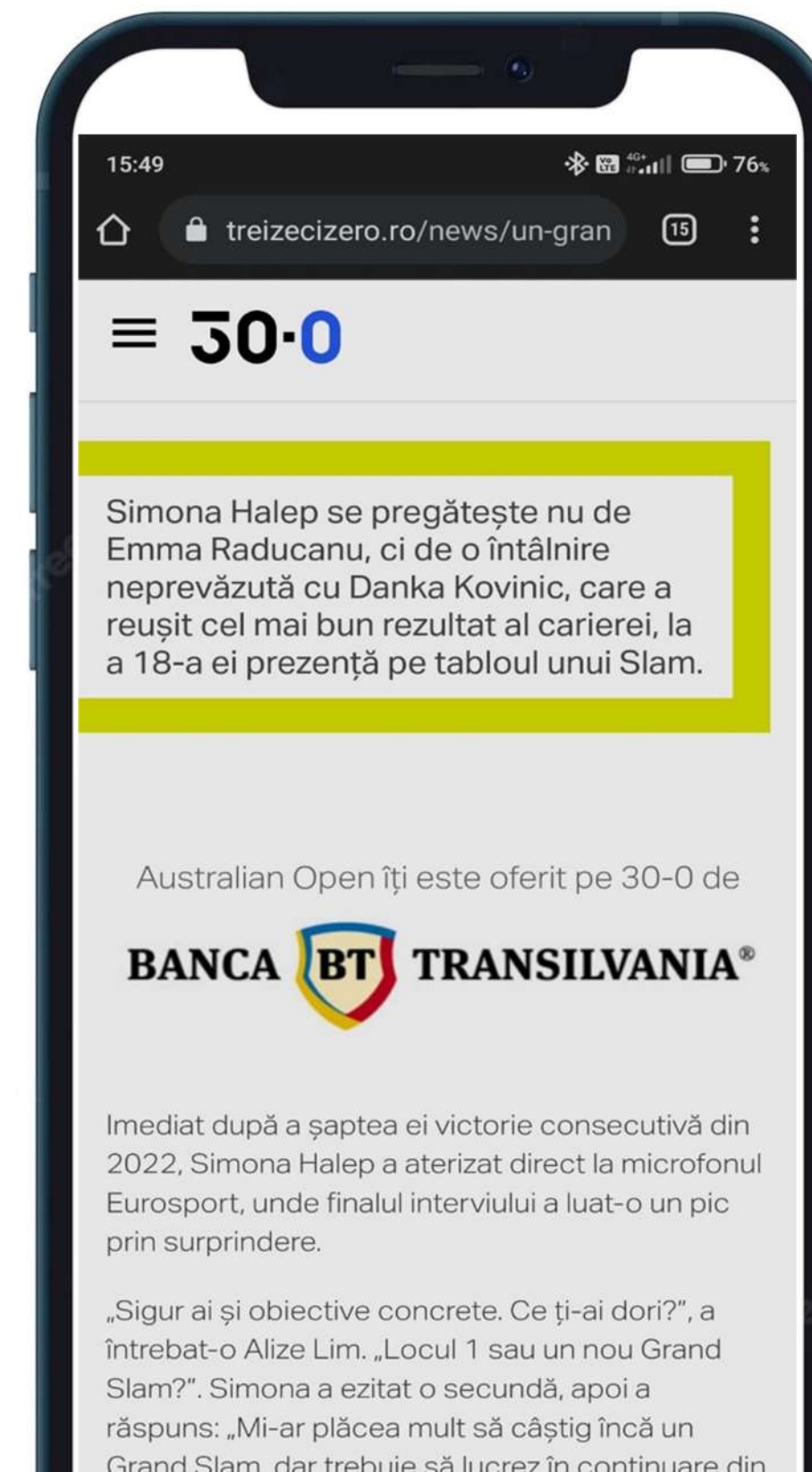
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100% ETHICAL CONTENT MARKETING & PR PROJECTS

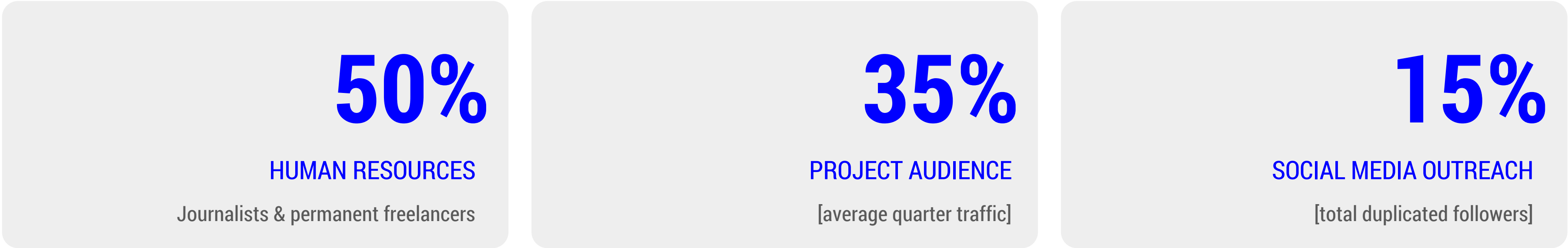
Why use a commercial copywriter when you can use the know-how of professional journalists in an ethical, transparent, and win-win partnership?





ETHICAL ALLOCATION FORMULA

The revenue distribution within the ethical ad network is based on three elements that prioritize HR and journalism, in addition to audience. This approach shifts the balance towards a more ethical distribution, while still recognizing the importance of KPI's and current digital marketing metrics



Example of revenue distribution calculation: on a 10k euro investment:

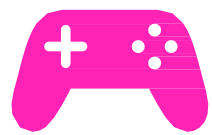
Site	Journalists	Audience	Social Media Outreach		Journalists	Audience	SM Outreach		TOTAL BUDGET
					50%	35%	15%		10.000 EUR
Pressone	15	150.000	25.000		1.500 EUR	1.250 EUR	475 EUR		3.225 EUR
Factual	6	35.000	40.000		600 EUR	292 EUR	759 EUR		1.651 EUR
Spotmedia	18	230.000	13.000		1.800 EUR	1.917 EUR	247 EUR		3.964 EUR
Truestoryproject	11	5.000	1.000		1.100 EUR	42 EUR	19 EUR		1.161 EUR
Total	50	420.000	79.000		5.000 EUR	3.500 EUR	1.500 EUR		



Local Network



Podcasts Network



Gaming Network



Newsletters Network



Ethical Media Network

*thank
you!*