

**mebulive**

# Media data 2026

mebucom.de



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## *Orientation in turbulent times*

Dear media partners,

2026 will be a year in which many developments in our industry converge. Budgets are under pressure, investments are being examined more closely, and both broadcasters and manufacturers are seeking orientation amid an accelerating technological and economic transformation.

In this environment, we see mebucom more than ever as a reliable voice: we provide clear analysis, explain technology in an accessible way, and connect the worlds of manufacturing, broadcasting, and production – independently and transparently.

At the same time, we are expanding our focus toward the AV and media integration sector. Workflows are converging, technologies are merging, and professionals increasingly move fluidly between both worlds. We follow this development journalistically.

For you as media partners, this means broader reach across relevant target groups, a wider thematic spectrum, and more contextual analysis. We will continue to expand our digital formats – from news and technical reports to interviews and events.

Thank you for your trust and your ongoing collaboration.

Kind regards,

**Niklas Eckstein, Editor-in-Chief**





## *“Moving image technologies and workflows in live use...”*

We are excited about live motion-picture technologies and workflows – and we report on them. We want to find out how innovative technology can help to successfully lead today's business models into the future.

### What mebucom stands for:

- A specialist platform for broadcast, streaming and AV workflows in the DACH region
- Independent, journalistic reporting rather than a PR portal
  - Up-to-date news on technology, companies and media infrastructures
  - Production reports on real live productions, workflows and setups
  - Industry features from broadcast, AV and studio environments
  - Analysis and context on developments and trends in moving-image production



### Communication and advertising channels:

- mebucom – the online portal with daily updates on business, technology, production, distribution and more...
- mebucom as a newsletter – concise weekly updates
- mebucom on social media:
  - LinkedIn (143,221 impressions in 2025\*)
  - YouTube (30,200 views in 2025\*)
  - Facebook
  - X (Twitter)



*“Expert insights for the people who shape moving images.”*

### Focus topics:

- **Business & Market:** Developments in the media and broadcast industry, corporate news, investments and market trends.
- **Media Technology:** New systems and standards from broadcast, AV, IT and streaming – from IP and cloud technologies to camera, audio and lighting solutions.
- **Production & Live Workflows:** Processes in live and studio productions, on-site setups, OB trucks, control rooms as well as remote and hybrid workflows.
- **Distribution & Playout:** Methods of moving-image distribution: contribution, distribution, streaming, encoding and playout.
- **Events:** Reports from trade shows and conferences, technical insights into sports, music and cultural productions.
- **People & Careers:** Executive moves and personnel decisions at broadcasters, service providers and technology companies.

### Our target audience:

- **38% technical professionals\*** from broadcast, AV, event and production technology.
- **22% editorial and production professionals\*** from live, studio and post-production.
- **40% executives and decision-makers\*** from media companies, corporates and technology providers.

\*empirical observational data

## *“mebucom – the online platform for media and broadcast news”*

The mebucom platform addresses the media business community. It presents the most important news from the video and media industry in a well-prepared format. It is divided into the categories of Business & Market, Media Technology, Production & Live-Workflows, Distribution & Playout, Events and People & Careers.

In the community section of the website, company entries can be created independently. This allows companies to present themselves to the media market and at the same time achieve close integration with the mebucom content. The basic version is free of charge.

### Premium community accounts for jobs and company events:

- Premium flat rate – 1,600 euros: Unlimited job offers and company events for one year
- Gold package – 600 euros: 4 job offers\* or 4 company events
- Silver package – 400 euros: 2 job offers\* or 2 company events
- Bronze package – 250 euros: 1 job offer\* or 1 company event

- 43,106 page impressions per month (2025 annual average)
- 10,760 visits per month (2025 annual average)
- 28% returning visitors vs. 72% new visitors
- 59% desktop vs. 41% mobile

\*Job offers are displayed on the homepage for up to 12 weeks.





## Superbanner – 1068 x 170 px

Price: 2,500 euros / month\*

Placement: Whole website

## Premium Rectangle – 325 x 210 px

Price: 1,310 euros / month\*

Placement: Whole website

## Article Ad – 697 x 140 px

Price: 2,050 euros / month\*

Placement: In every news article

## Article Bottom Ad – 697 x 140 px

Price: 1,850 euros / month\*

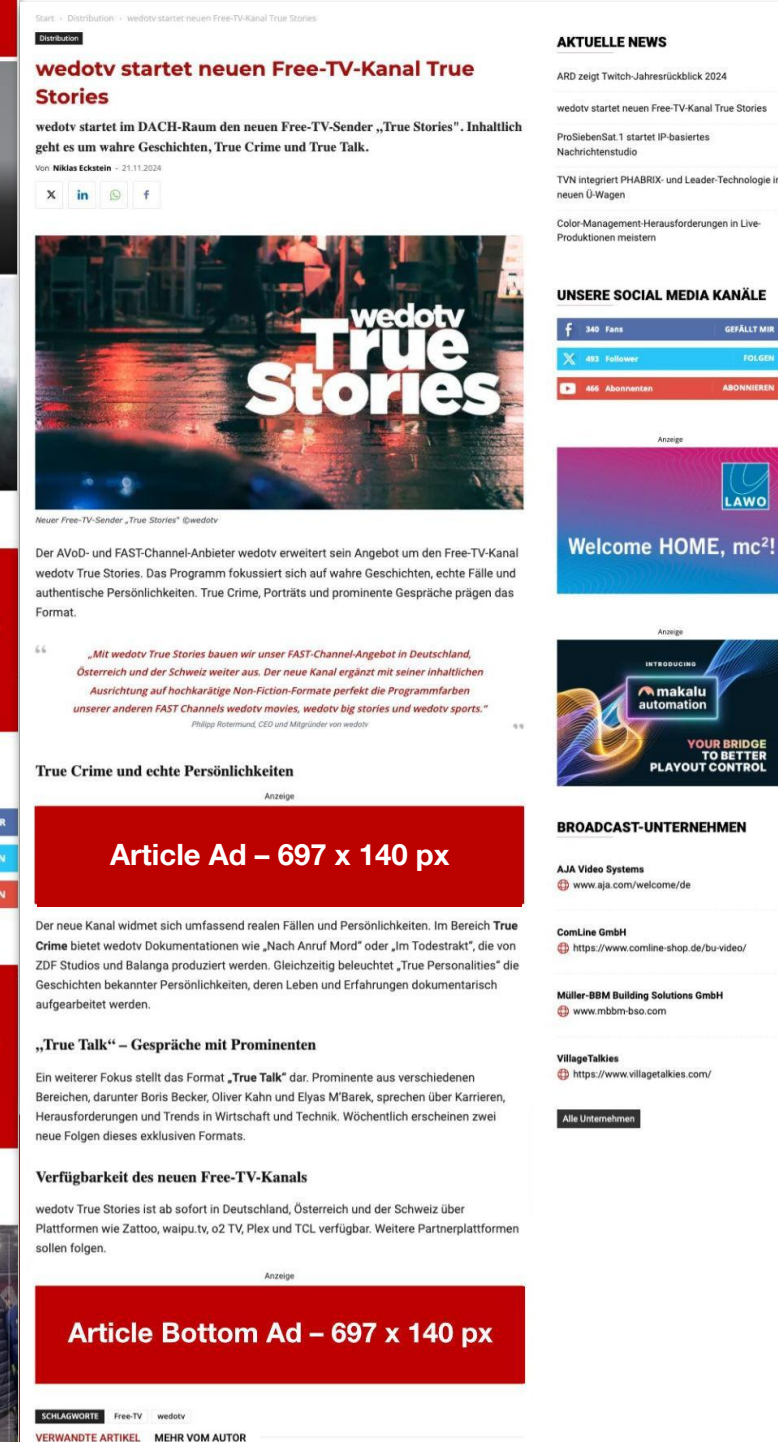
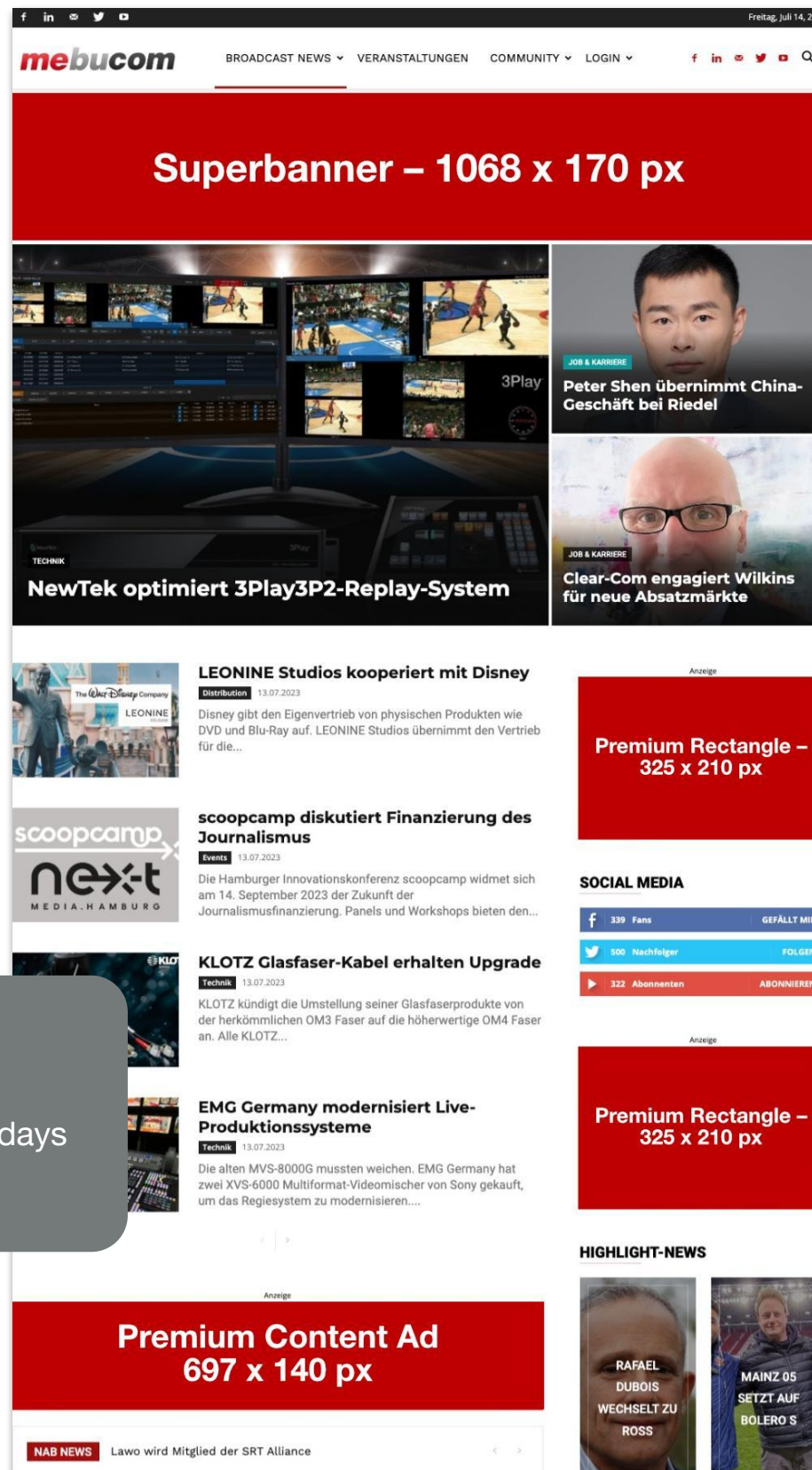
Placement: Below each news item

## Premium Content Ad – 697 x 140 px

Price: 1,700 euros / month\*

Placement: Homepage & Channels

- File format: GIF, JPEG
- File size: max. 100 KB
- Lead time before campaign launch: 3 working days
- \*Price reduction 3 / 6 / 9 / 12 months



*New product? Advertising for the trade fair? Special advertising formats for that extra bit of ATTENTION!*

### Maxi Board Overlay – 580 x 400 px

Price: 920 euros / week

Placement: Entire website / one view per session

### Leaderboard Overlay – 728 x 90 px

Price: 820 euros / week (can't be clicked away)

Placement: Entire website

Price: 550 euros / week (can be clicked away)

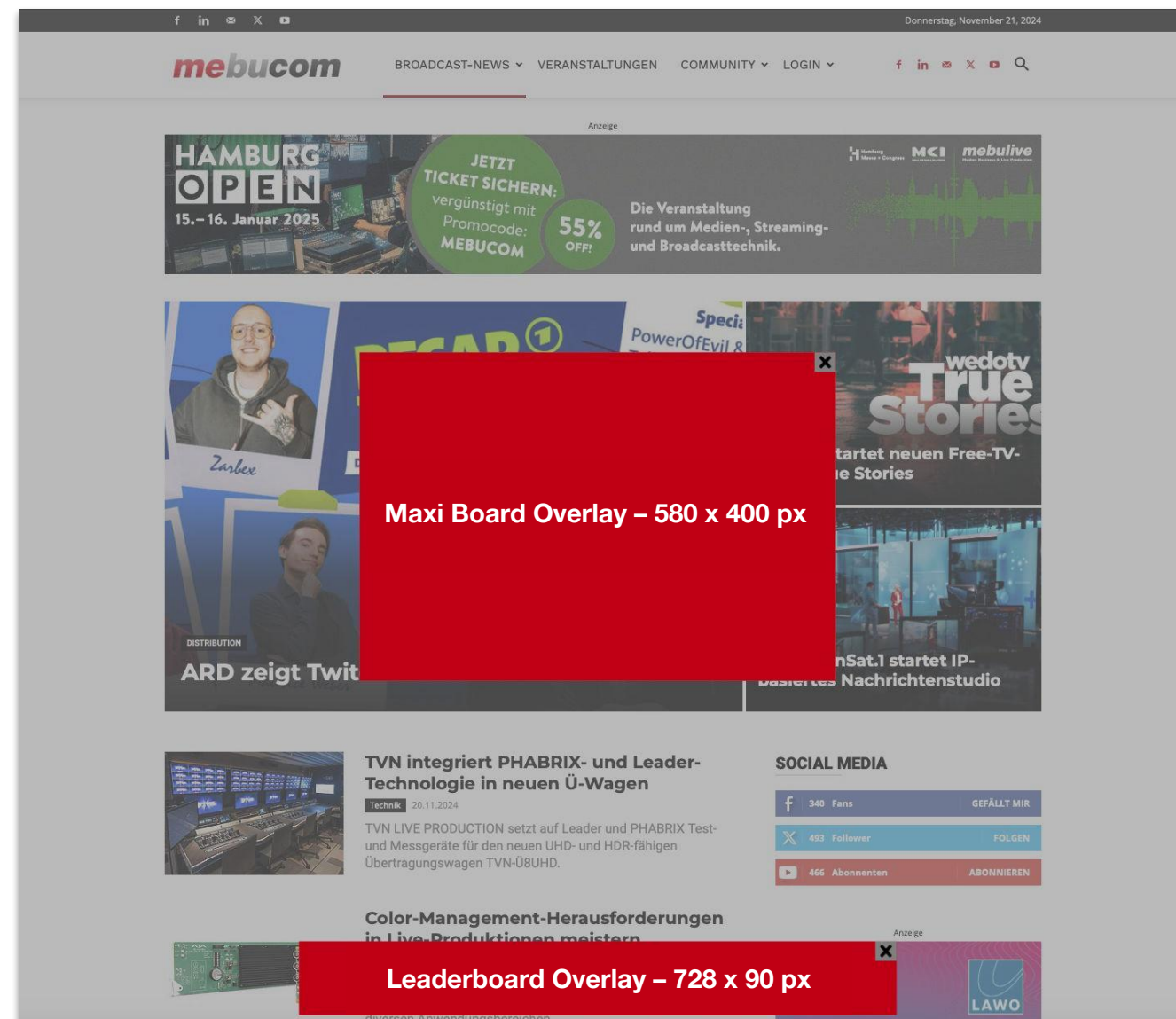
Placement: Entire website / one view per session

### Customized banner placements

Price: upon consultation

Placement: upon consultation

- File format: JPEG
- File size: max. 100 KB
- Lead time before campaign launch: 3 working days





## “mebucom Newsletter – weekly updates”

The mebucom newsletter provides a weekly industry update on all the latest topics – from technology news to exciting personnel changes. The newsletter is compiled by an editor every Tuesday and sent to its loyal readers.

This exclusive advertising environment is reserved for a maximum of **three customers\* per week**. Your advertising message will reach 1.987 newsletter subscribers with pinpoint accuracy.

### Sponsored Post – Position No. 3

Price: 980 euros / Newsletter\*

**Content Ad Newsletter (large): 468 x 120 Pixel**

Price: 850 euros / Newsletter\*

**Content Ad Newsletter (small): 468 x 60 Pixel**

Price: 700 euros / Newsletter\*

- 1.987 newsletter subscribers
- Average open rate 2025: 43.53%
- Average click rate 2025: 11.15%

\*Our sponsors are also mentioned at the end of each newsletter. (Sponsorship options: from p. 10)

The screenshot displays the mebucom Newsletter interface. At the top, there's a header with the mebucom logo and social media icons. Below the header, there's a large video player showing a virtual production scene with a play button overlay. To the right of the video player, there's a sidebar with a Riedel Networks advertisement and a button labeled 'Zur Event-Übersicht'. Below the video player, there's an article titled 'Proof of Concept mit Perspektivwechsel' with a sub-headline 'Studio 6 in Baden-Baden wurde drei Monate lang zur Testbühne für ein ambitioniertes Virtual-Production-Experiment...'. Below this article, there's a Shure advertisement for ANX4 scalable wireless receivers. Further down, there's an RTL logo and an article titled 'RTL plant Abbau von rund 600 Stellen'. At the bottom, there's a Riedel Networks advertisement for trends in 2026. On the right side of the newsletter, there's a section titled 'RAVENNA-Community' with a video player showing a man in a virtual production environment.

## *“Become a media sponsor and part of the mebulive family”*

With the sponsoring packages, we want to make an attractive additional offer to existing advertising customers on the one hand, and on the other hand, we want to give potential new partners the opportunity to support our work and at the same time benefit from the advantages of the booked sponsoring package.

Three packages are offered:  
top sponsor, online sponsor and classic sponsor.

Depending on the sponsor level, you will either be named as a major media partner on our platforms, additionally highlighted editorially on our platforms or incentivized with advertising. Our top and online sponsors also receive a free flat rate for the premium community account (p. 6).

- Top sponsors receive an additional 5% discount on online banner bookings
- Online sponsors receive an additional 3% discount on online banner bookings
- No agency discount
- Duration of the sponsoring packages: 1 year

### Vielen Dank unseren Sponsoren:



Sponsorship benefits for media partners	Top-Sponsor 4,000 euros	Online-Sponsor 2,500 euros	Classic-Sponsor 1,000 euros
Premium access for job offers and company news (flat rate)	✓	✓	
Newsletter banner	1x	1x	
Trade show visit at IBC or NAB	✓	✓	✓
Guaranteed trade fair video on company or product news	1x		
Mentioning of sponsors on the sponsors' overview	✓	✓	✓
Mentioning of sponsors on the mebucom homepage	✓	✓	✓
Mention of sponsors (videos & newsletter)	✓	✓	✓
Sponsored Post* on mebucom & in the newsletter	2x		
Sponsored Post* on mebucom		2x	
Prioritized use of press releases	✓	✓	
additional discount on advertising	5% on online banner bookings	3% on online banner bookings	

\*2,200 characters including spaces & a maximum of 2 images. Content must be provided.



## *“Special advertising formats for maximum attention”*

### Trade fair sponsorship – 1,970 euros

Support our work at the two major industry trade shows NAB (Las Vegas, April 18–22, 2026) and IBC (Amsterdam, September 11–14, 2026) and benefit from increased visibility on our channels during high-traffic times:

#### Our service & your benefits:

- Trade fair video with sponsoring partner (3-5 minutes) incl. short article on mebucom.de
- Logo of the trade fair sponsors in the intro of all trade fair videos (8+)
- Upload of videos on our YouTube and LinkedIn channels
- Rotating premium rectangle banner in the trade fair special on mebucom

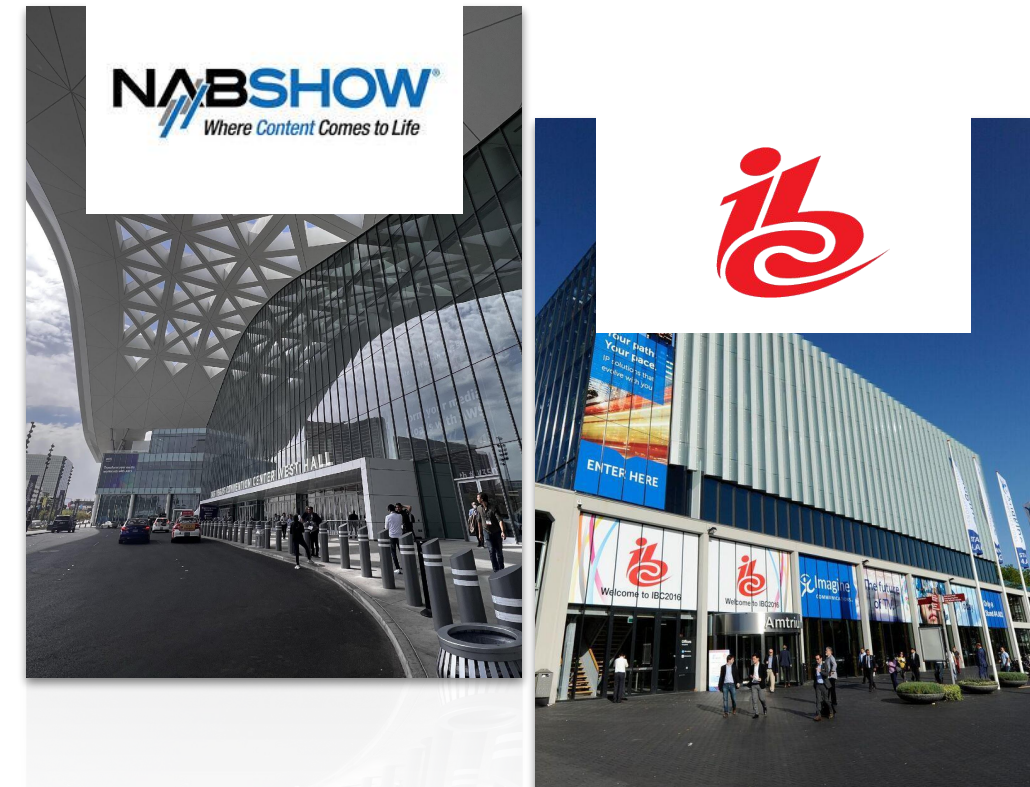
### Live podcast – 2,800 euros

Use mebucom to record a professional podcast on a topic of your choice.\*

- One hour, one guest
- Preparation and follow-up by mebucom.de
- Including accompanying reporting on mebucom.de (at least 4000 characters)

### Virtual interview – 1,400 euros

30-minute interview (recording) via Skype on a topic of your choice posted on mebulive LinkedIn & YouTube account



## *“Special advertising formats for maximum attention”*

### mebucom Roundtable Sponsoring\* – 14,000 euros

Your intimate industry get-together, organized by mebucom. A roundtable event to which we invite a maximum of 12 C-level participants from the broadcast industry (including representatives of the sponsor) to discuss a specific topic.

Our service:

- Selection of topics and participants in consultation with the sponsor
- Invitation and support of participants
- Provision of a seminar room and presentation technology (beamer etc.)
- Catering: drinks and snacks
- Detailed follow-up report on mebucom (at least 8000 characters with pictures and statements)



### Company portrait / company news\*\*

- **Standard – 2,250 euros:** Article researched by the editorial team about your company or a topic of your choice (at least 4,000 characters).
- **Advanced – 4,500 euros:** Detailed article researched by the editorial team about your company or a topic of your choice (at least 6,000 characters) including a short video company presentation\*\*\*.

### Online Advertorial

- **Standard – 1,410 euros:** One week of fixed top placement of an advertorial on mebucom (2,500 characters and 2 images) The advertorial will remain online.
- **Advanced – 2,410 euros:** One week of fixed top placement of an advertorial on mebucom (4,000 characters and max. 6 images/video) The advertorial will remain online.

\* Also possible as a digital roundtable

\*\* one correction loop included

\*\*\* exclusive of any travel expenses

## *Information on advertising*

### Discounts

- Individual discounts cannot be combined.
- The agency discount is 15%.
- When agency discounts are granted, the additional discounts (discount for annual booking) are limited to a maximum of 10%.
- No discount for sponsoring.

### Delivery

Please send your advertising material to us no later than three days before the planned publication date. Accepted file formats are JPEG, MP4 and GIF. Please make sure that your files meet the specified sizes and technical specifications. If you have any questions about delivery or specific requirements, we will be happy to help.

### Booking and cancellation policy

The deadline for booking advertising material on our news website is one week before the desired publication date. There is a 50% cancellation fee for advertising orders.

#### **Media consultation & cooperation agreement:**

Isabel Gauger: + 49 (0) 170 3089209  
E-Mail: anzeigen@mebulive.de  
E-Mail: ig@mebulive.de



*“mebucom stands for media business community”*

**mebulive Verlag**

Feuerhausstr. 8

81245 Munich

Publisher: Niklas Eckstein

Phone: +49 (0) 89 37912697

E-mail: [info@mebulive.de](mailto:info@mebulive.de)

Editor-in-chief: Niklas Eckstein

Tel.: +49 (0) 89 37912697

E-mail: [redaktion@mebulive.de](mailto:redaktion@mebulive.de)

Editorial staff:

Erika Butzek, Eckhard Eckstein, Wolfgang Scheidt

Bank details: N26

Niklas Eckstein

IBAN: DE59 1001 1001 2626 7227 65

BIC: NTSBDEB1XXX

VAT registration number: DE328655276

**1. Validity of the terms and conditions**

- (1) These General Terms and Conditions (GTC) apply to all business relationships between the provider (hereinafter “we”, “us” or “provider”) and the client (hereinafter “customer” or “client”) in connection with the placement of advertising material on our platforms.
- (2) The contract comes into effect upon written confirmation of the order or confirmation by email. By signing or confirming the order, the client acknowledges these GTC.
- (3) Any of the client's terms and conditions that may differ shall only be effective if they have been explicitly recognized by us in writing.
- (4) These General Terms and Conditions shall only apply to companies in accordance with § 14 BGB (German Civil Code) and not to consumers in accordance with § 13 BGB.
- (5) These terms and conditions shall apply to all current and future business relationships between the contractor and the client.

**2. advertising material**

- (1) Advertising media within the meaning of these GTC may consist of images, texts, sound sequences, moving images (e.g. banners), interactive elements (e.g. links) or other digital content.
- (2) Advertising media that are not clearly recognizable as advertising due to their design must be marked accordingly.

**3. Conclusion of contract**

- (1) The contract shall only be deemed concluded if and when the contractor confirms the client's booking. The client's booking is binding. The client shall be informed of the contractor's terms of payment and services upon confirmation of the booking.
- (2) The offers of the contractor are subject to change. The acceptance, additions, changes and ancillary agreements require the written confirmation of the contractor.
- (3) The contractor is entitled to refuse a service contract without giving reasons, e.g. if the contractor cannot or may not provide the service due to his specialization or for legal reasons. In this case, the contractor's fee claim for the services provided up to the point of refusal of the service remains.
- (4) If the order is placed by an advertising agency, the contract shall be concluded with the agency in case of doubt, unless another written agreement has been made.

**4. Contract rejection**

- (1) We reserve the right to refuse advertising orders for factual or legal reasons or to withdraw advertising material that has already been published, in particular if the content violates applicable laws or technical requirements are not met.
- (2) Changes made retrospectively to advertising material by the client may result in the advertising material being removed from publication if it no longer meets the requirements.

**5. Payment**

- (1) Payment is to be made to the contractor immediately after completion of the service by the client using the means of payment specified in the invoice. Payment is due immediately upon booking and receipt of the invoice by email. The term of payment is 14 days after the invoice date, unless otherwise agreed.
- (2) All prices on the website or in the contractor's offer are listed as net prices plus the statutory value added tax.
- (3) The client shall be deemed to be in default if the payment term stated on the invoice or the agreed payment term is not met. In the event of default, the contractor is entitled to charge default interest, reminder fees and the default flat rate in accordance with §§ 288 I, II BGB. Furthermore, the contractor reserves the right to suspend regularly provided services in the event of default, without losing the claim to the agreed consideration of the client.

**6. Settlement period**

Orders that include a right to call up individual advertising material within a specific time frame must be processed within one year of the conclusion of the contract.

**7. Order extension**

In the case of framework contracts, the client is entitled to call up additional advertising material within the agreed period and subject to availability.

**8. Rebate Refund**

- (1) If an order is not completely fulfilled and we are not responsible for this, the client must reimburse the difference between the granted discount and the discount actually taken.
- (2) The client can claim a retroactive discount within two months of the end of the one-year period if this was contractually agreed.

**9. Data delivery**

- (1) The client is obliged to provide complete and suitable advertising material in good time before the start of publication.
- (2) We are not obliged to store advertising material for longer than three months after the last publication.
- (3) Any changes requested by the client that are subsequently made to an advertising medium will be subject to a charge.
- (4) We do not assume any liability for the agreed distribution of advertising material that is delivered late or is defective.

**10. Warranty of rights**

- (1) The client warrants that he possesses all rights necessary for the placement of the advertising material, in particular copyrights, and shall indemnify us against all claims by third parties that may arise from an infringement.
- (2) The client transfers to us all necessary rights of use to distribute the advertising material on our platforms and in online media. These rights are unlimited in time, location and content.

**11. Provider's warranty**

- (1) We guarantee that the advertising material will be displayed in the best possible way on the provider's platforms in accordance with technical standards. However, we cannot guarantee freedom from error.
- (2) If the advertising material is not displayed in sufficient quality, the client is entitled to a rectification or, if this is not possible, to a reduction in the fee.
- (3) Claims by the client due to incorrect publication must be asserted before the next placement.

**12. Performance disruptions**

- (1) In the event of disruptions due to force majeure, technical problems or other causes beyond our control (e.g. failures of third-party providers, strikes), we reserve the right to make up for the execution of the order if possible.
- (2) A claim for a refund of the remuneration exists only if there is a significant delay or disruption.

**13. Liability**

- (1) The contractor is liable to the client in all cases of contractual and non-contractual liability in the event of intent and gross negligence in accordance with the statutory provisions for damages or compensation for wasted expenses.
- (2) In other cases, the contractor shall only be liable – unless otherwise provided for in paragraph 3 – in the event of a breach of a contractual obligation, the fulfillment of which is essential to the proper performance of the contract and on the observance of which the client may regularly rely (so-called cardinal obligation), and this shall be limited to compensation for foreseeable and typical damage. In all other cases, our liability is excluded, subject to the provision in paragraph 3.
- (3) The liability for damages resulting from injury to life, limb or health and under the Product Liability Act remains unaffected by the above limitations and exclusions of liability.
- (4) The contractor protects his clients as well as possible against cybercrime. Unfortunately, this cannot always be prevented. For damages incurred by the client as a result of such cybercrime, the disclaimer of liability in paragraphs 1 - 3 also applies with the exceptions mentioned.
- (5) With the exception of the previous paragraphs, the contractor is not liable for damages resulting from the services provided, unless they are based on gross negligence or intent. In this context, the contractor assumes no liability for lost profits, data loss or other indirect damages.

**14. Prices and discounts**

- (1) The prices published at the time of the conclusion of the contract shall apply. Prices are subject to change, but any such change must be announced at least one month in advance.
- (2) In the event of a price increase, the client has the right to withdraw from the contract within 14 days of notification.

**15. Default in payment**

- (1) In the event of default in payment, we are entitled to charge interest and collection costs. In addition, we may suspend the execution of current orders until payment has been made and demand advance payments for future orders.
- (2) If there are justified doubts as to the customer's solvency, we may demand advance payments for all further advertising material.

**16. Termination**

Cancellation of advertising material orders will incur a 50% cancellation fee.



**17. Proprietary Rights**

- (1) The Contractor is exclusively and unrestrictedly entitled to all rights to the results of the service that are related to the Contractor's work for the Client, in particular all copyrighted rights of use, all design rights, all trademark and labeling rights, as well as other intellectual property rights (including all development stages).
- (2) The client hereby transfers to the contractor the exclusive rights of use, unlimited in time, space and content, at the moment the results are created.
- (3) The contractor permanently retains the rights to his logo and trademark. The contractor's trademark and logo may not be used by the client without the contractor's consent.
- (4) The intellectual property rights, copyrights and ancillary copyrights to project-specific adaptations and developments remain with the contractor, unless otherwise expressly agreed. The client only acquires the right to use them to the agreed extent.

**§18 Confidentiality**

- (1) The parties shall treat as confidential all business secrets and other information of the other party marked as confidential (hereinafter referred to as "confidential information"). The receiving party ("recipient") shall treat the confidential information with the same care as it treats its own confidential information of the same sensitivity, but at least with the care of a prudent businessman.
- (2) The use of confidential information is limited to use in connection with this contract. Disclosure of confidential information to third parties without the prior consent of the disclosing party is not permitted. Consent must be in writing. For the purposes of this paragraph, third parties do not include the parties' affiliated companies and consultants who are legally bound to confidentiality.
- (3) Insofar as required by applicable legal obligations, the recipient is also entitled to disclose and pass on confidential information. Where legally permissible, the recipient will inform the disclosing party before disclosing confidential information.
- (4) The parties shall impose a duty of confidentiality on their employees or third parties to whom they disclose confidential information within the scope of the respective subcontractor and employment relationships, with the proviso that the duty of confidentiality shall continue to exist even after the end of the respective subcontractor or employment relationship, unless a corresponding general duty to maintain confidentiality already exists.
- (5) The confidentiality obligation shall not apply to information that was already in the public domain at the time of the conclusion of the contract or subsequently enters the public domain without breach of the confidentiality obligations contained in this contract; that the recipient has developed independently of this contract; or that the recipient has received from third parties or outside this contract from the disclosing party without any confidentiality obligation.

The burden of proving the exceptions mentioned in this paragraph lies with the party invoking the exception.

- (6) Upon termination of this Agreement, the parties shall, at the request of the other party, surrender or delete any confidential information of the other party in their possession. This does not apply to confidential information for which there is a longer legal obligation to retain it, as well as data backups as part of standard backup processes.
- (7) The contractor is entitled to use experience, such as ideas, concepts, methods and know-how, that is developed or disclosed in the course of the execution of the contract and stored in the memory of the persons employed to provide the service. This does not apply if the client's industrial property rights or copyrights are violated as a result. The obligation to maintain confidentiality remains unaffected.

**19. Data protection**

- (1) The parties shall comply with the data protection laws applicable to them.
- (2) If and to the extent that the contractor processes personal data of the client in the course of providing the service, the parties shall conclude a standard market agreement for the processing of data in accordance with Article 28 of the GDPR before the start of the processing.
- (3) The client consents to the contractor processing and storing the data required for the provision of the services. Data will only be passed on to third parties with the express consent of the client or due to legal obligations.

**§ 20 Right of withdrawal**

A right of withdrawal is excluded because the client is always a company.

**21. Final Clauses**

- (1) Should individual provisions of the respective service contract be or become invalid or void, the validity of the service contract as a whole shall not be affected. Rather, the invalid or void provision shall be replaced, in free interpretation, by a provision that comes closest to the purpose of the contract or the will of the parties.
- (2) The law of the Federal Republic of Germany shall apply.
- (3) Amendments and supplements to the service contract must be made in writing to be effective. There are no verbal ancillary agreements.
- (4) The place of jurisdiction for all disputes arising from the contractual relationship shall be the registered office of the contractor.