The most important news of the day compressed to 2 minutes is delivered by our weekday news podcast. If you use language assistants such as Amazon Alexa or Google Assistant, you can also hear or see the news there. Simply activate the Alexa skill or Google Assistant say: „Play heise Top“.

**PODCAST FORMAT:**
- kurz informiert (stay tuned) – the news Podcast
- Audio- and video format
- Length of the sequence: approx. 2:20 minutes
- Published weekly

**CALLS:**
- 11,000 calls per sequence in the first four weeks*

**TECHSPECS:**
- Briefing in keywords as a guide for editors
- Text for sponsor note
- Reporting currently possible via Soundcloud (41% of listeners)

**PLAYOUT:**
- On heise.de and the heise online YouTube Channel (currently > 46,993 subscribers)
- Available via Amazon Alexa and Google Assistant
- Via RSS feed (if channel is subscribed)
- Soundcloud

**ADVERTISING OPPORTUNITY:**
- Inclusion: native, 10-15 seconds total; mention at the beginning of the podcast and at the end the native explanation of the product, the service or naming of the customer
- Sponsor note in the podcast descriptions on all platforms incl. link and short company description
- Exclusivity: sole sponsor of an episode!

Important: Due to the timely and authentic production no prior acceptance or release of the native integration is possible.

**EXAMPLE VIDEO**

**THE TARGET GROUP**

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>71%</strong> are aged 16-44 years</td>
<td></td>
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<tr>
<td><strong>48%</strong> have a HHNE &gt; 3,000 EUR</td>
<td><strong>56%</strong> have a HHNE &gt; 3,000 EUR</td>
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<tr>
<td><strong>68%</strong> are employed</td>
<td><strong>52%</strong> are employed</td>
<td></td>
</tr>
<tr>
<td><strong>51%</strong> have a high level of education</td>
<td><strong>49%</strong> have a high level of education</td>
<td></td>
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</tbody>
</table>

Source: AGOF daily digital facts, (Oct–Dec) 2019 (df)

* the podcast episodes will remain available with the advertising format in the respective channels until further notice.