

MEDIA

www.live-production.tv



DATA 2025

EDITORIAL MD LIVE-PRODUCTION.TV

Since live-production.tv started as a web-based platform for live production in 2010, we have witnessed a remarkable shift in technology. Live production in Standard Definition TV was completely replaced by 2K High Definition, which itself has been followed by live production in UHD 4K with 3D audio systems like Dolby Atmos. First steps into production in 8K Super Hi-Vision have been made at major sports events.

We also notice the subsequent substitution of SDI based linear production by nonlinear IP-based standards. This corresponds with increased efforts to establish remote production workflows, the necessity of which has been largely boosted by the effects of the worldwide Covid-19-pandemic. These changes in production workflows of live production means we have interesting, but also challenging times ahead of us. We wish you and your team all the best - and success in the ever changing and dynamic world of live production!

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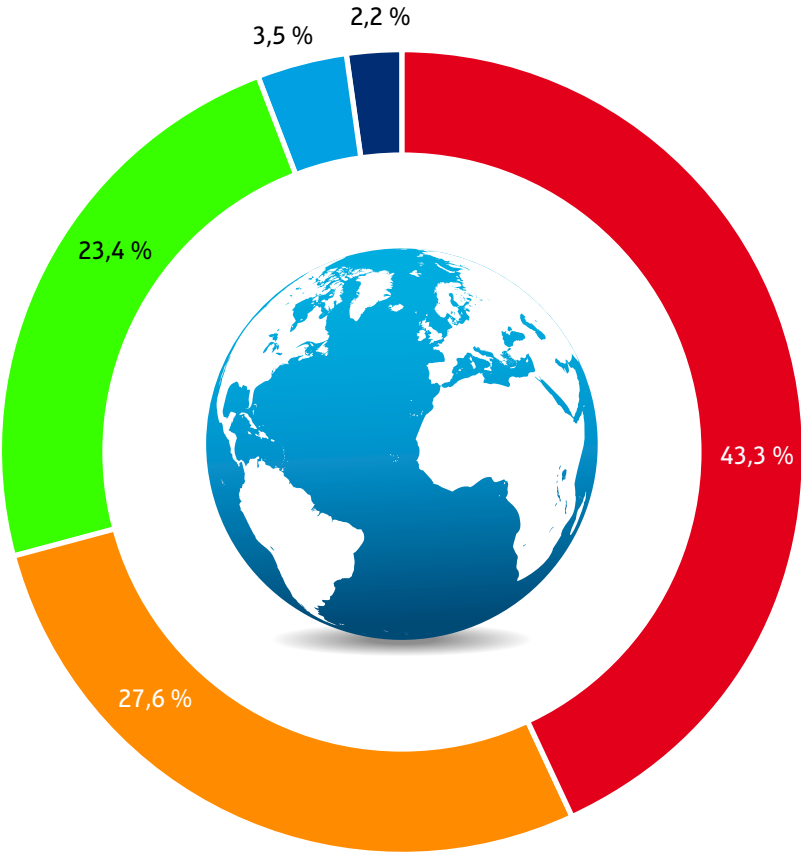
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SINCE 2010 WE SAW 6.85 MILLION PAGE VIEWS FROM 1.92 MILLION USERS ACROSS 236 COUNTRIES



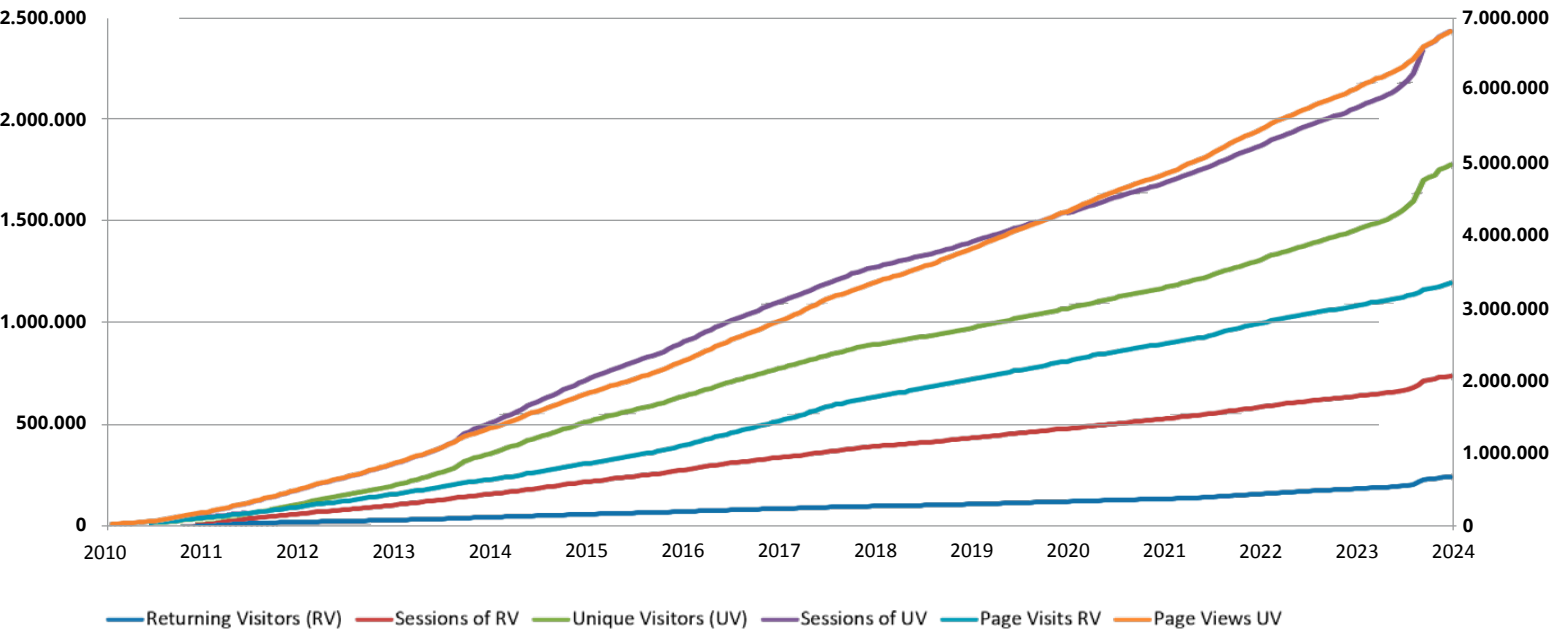
Europe  Asia  America  Africa  Oceania 

The Top 27 Countries

1	United States	16,6 %
2	United Kingdom	11,6 %
3	China/Hong Kong	11,5 %
4	Germany	6,8 %
5	France	3,7 %
6	India	3,3 %
7	Canada	2,2 %
8	Italy	2,1 %
9	Netherlands	2,1 %
10	Spain	1,9 %
11	Australia	1,8 %
12	Brazil	1,6 %
13	Japan	1,6 %
14	Russia	1,5 %
15	Poland	1,3 %
16	Belgium	1,2 %
17	Turkey	1,2 %
18	South Korea	1,2 %
19	Switzerland	1,1 %
20	Indonesia	1,0 %
21	Sweden	0,9 %
22	Thailand	0,9 %
23	Norway	0,7 %
24	Malaysia	0,7 %
25	Portugal	0,7 %
26	Austria	0,7 %
27	United Arab Emirates	0,7 %

82,7 % visitors from Top 27 Countries
17,3 % from the rest of the World
1 % = 16.000 visitors

TRAFFIC STATUS



Point of Focus – Visited Pages

News	2.075.415
Mobile Production	1.797.546
Case Studies	601.344
Homepage	678.543
Studio Production	281.676
Systems Integration	467.322
Rental Companies	348.455

The online and mobile portal *www.live-production.tv*

addresses the international TV Live Production Community and is a high-quality online service platform to get in touch with a global community of more than 100.000 decision makers in more than 200 countries.

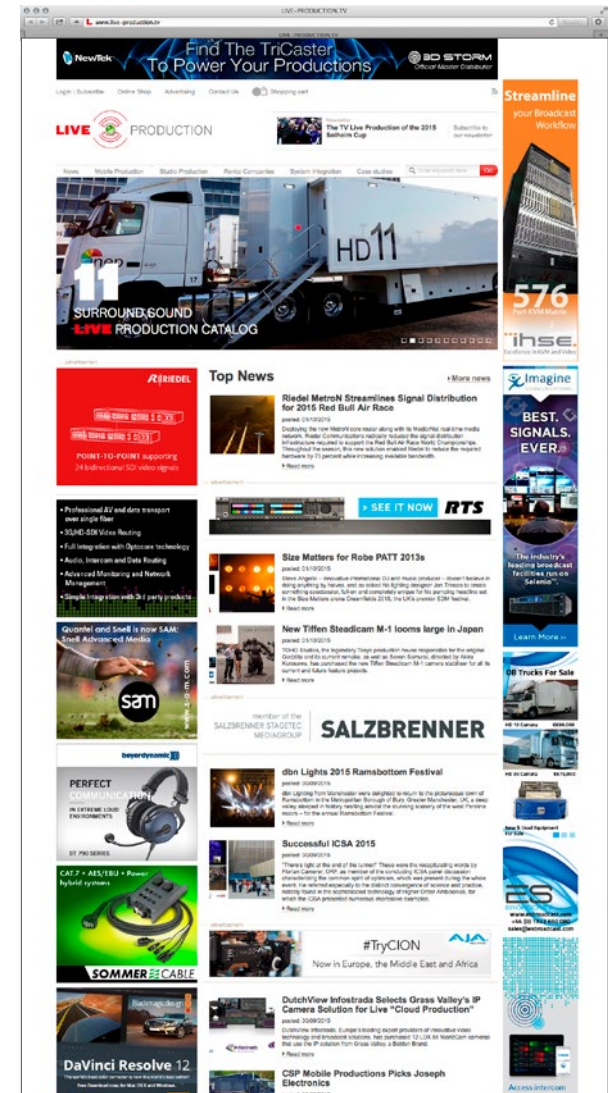
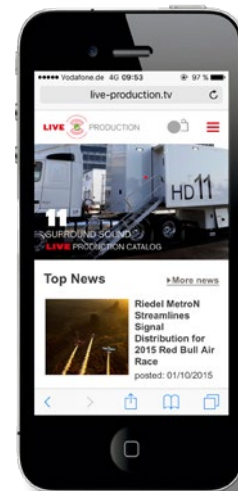
As a true working tool our online catalogues help to find service providers, partners, equipment, solutions and applications in the areas of:

Mobile Production

Studio Production

Dry Hire

System Integration





HOMEPAGE

News

- [Shows](#)
- [Sports](#)
- [Cultural Events](#)
- [Political Events](#)
- [Products](#)
- [4K/8K Arising](#)

Case Studies

- [Production Facilities](#)
- [Sports](#)
- [Concerts](#)
- [TV Shows](#)
- [Culture, Arts & Science](#)

CATALOGUES

Mobile Production

- [OB Trucks](#)
- [Immersive Sound](#)
- [FlyPacks](#)
- [SloMo & UltraMotion](#)
- [Graphic Vans](#)
- [Edit & VT Trucks](#)
- [Specialist Cameras](#)
- [Helicopters](#)
- [Wireless Solutions](#)
- [UpLink Vans](#)
- [LED Trucks](#)
- [Mobile Power](#)

Studio Production

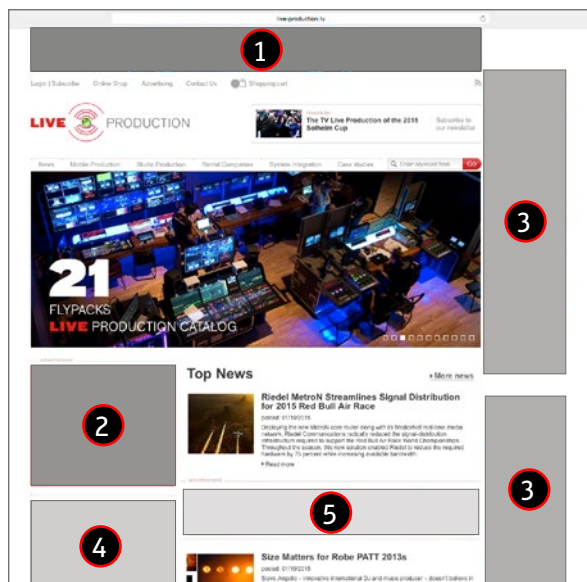
- [Production Studios](#)
- [Mobile Studios](#)
- [Virtual Studios](#)

Rental Companies

- [Video Hire](#)
- [Audio Hire](#)
- [Acoustics Hire](#)
- [One Stop Shop](#)

System Integration

- [Turn Key Providers](#)

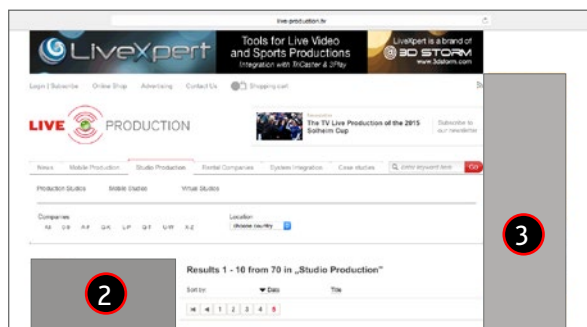


Formats

File Sizes / Pixel (35 kb)

Positioning

1	Superbanner	940 x 90	top of page on each page no rotation
2	Premium Rectangle	300 x 250	premium positioning on each page no rotation
3	Skyscraper	160 x 600	right-hand positioning on each page
4	Rectangle	300 x 250	left-hand positioning on each page
5	Fullsize Banner	600 x 100	central positioning on each page



Pricing + Format

Price/Period Euro

3 month

6 month

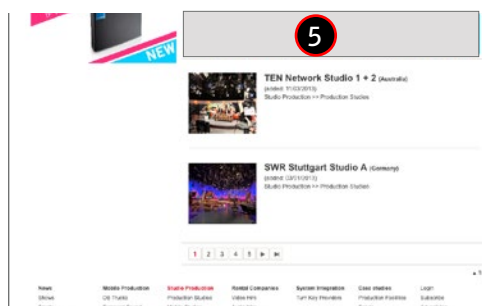
12 month

Category 1

1	Superbanner	4.150	7.280	12.470
2	Premium Rectangle	4.150	7.280	12.470

Category 2 Rotation: from the bottom to the top on a daily basis

3	Skyscraper	2.430	4.290	6.950
4	Rectangle	2.430	4.290	6.950
5	Fullsize Banner	2.430	4.290	6.950



Price includes: 1 banner on each page

Homepage/News

Mobile Production

Rental Companies

Case Studies

Studio Production

System Integration

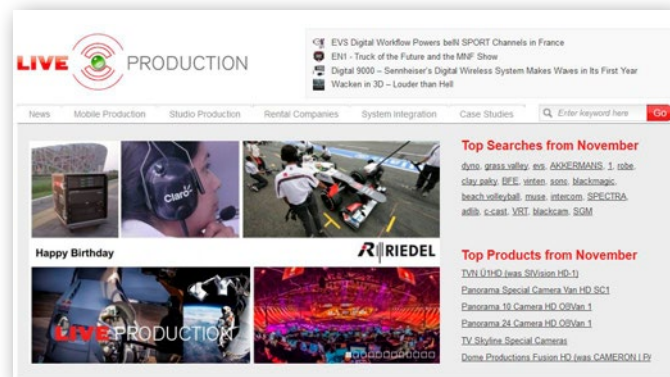
BRANDED GALLERY

Two individually designed images (headline, text, photos) to be part of the slide show on top of the homepage. These two branded pictures are presented on position one and two of the slide show. They rotate with the other photos.

Size of the "branded gallery": 940 x 367 px

210 € per week (7 days);

max. booking period 2 weeks



NEWSLETTER

The newsletter is addressed to all registered users of the homepage (verified and qualified address pool continuously updated). Usually it goes out fortnightly but weekly before the big shows.

Fullsize banner: 600 x 100 px without animation

Native Ad: photo, text, link

Top Position 180 € per newsletter

all other positions 150 € per newsletter

Classic & Rock - Beach & Air



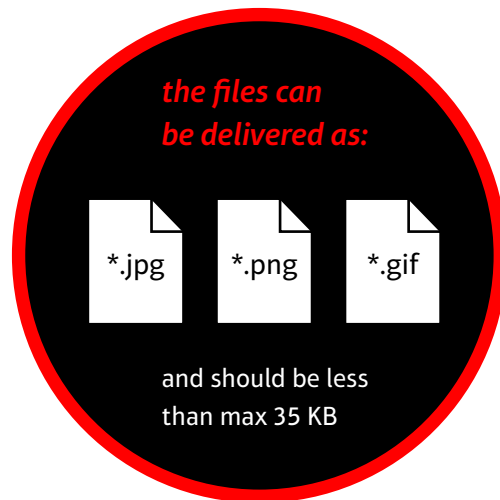
Mozart's Serail: The performance took place under technically challenging conditions over a total area of 13,700 square meters. The Camerata Salzburg conducted by Hans Graf played live in Hangar-8, while most of the vocalists performed in Hangar-7 on the opposite side – Chart topping, award winning and enduringly popular UK pop rockers McFly celebrated 10 years at the forefront of the music industry with great panache and some help from Rode's latest technology ... In four sold-out shows at London's Royal Albert Hall – Once in a year Trimmendorfer Strand is becoming the Wimbledon for beach volleyball. Only here the Olympic champions have their own parking space right next to the arena. Only here the spirit is better than at the Copacabana – The Red Bull Air Race World Championship will be back in the skies in February 2014 with a full seven race World Championship staged in 6 countries on 3 continents.

MOBILE PRODUCTION



TNDV Amplifies Production Quality for 'Won & Done' on MavTV

We accept three types of file formats



We need up to 3 days
lead time before
the start of a campaign.

Media Sales + Services
Carola Frommer

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Delivery address for online advertising materials

Email: carola.frommer@ebnermedia.de

Please specify the following when sending your data

Name of customer
Name of the campaign
Name of the motive
Booking period
Online media format
Size of the file
Banner-Link (URL on click)
Contact person at your company
Java-script functions used