

## PRESS RELEASE

### Ströer launches watson.de in Germany

Cologne/Berlin, 22 March 2018

Ströer is expanding its digital news portfolio to include the new online portal and app, watson.de. The new news portal caters to the mobile generation with news, stories and opinions on business, politics, entertainment, sport, digital affairs and lifestyle.

The 25-strong editorial team headed by the editor-in-chief, Gesa Mayr, and the deputy editor-in-chief, Anne-Kathrin Gerstlauer, focuses on the three pillars of news, entertainment and debate, tailoring them to the habits of the target group of digital natives: the tone, narrative style and presentation as well as, in particular, the method of dissemination via app and social media, are conceived for generation mobile. To this end, the editorial content is subdivided into news, features and debate, social and video, with the editorial team located at Ströer's publishing hub in Berlin. The team is also building up its own network of columnists and influencers. At the time of launch, watson is cooperating with influencers from the management of 2nd Wave, which looks after PietSmiet and LeFloid, for example. The formats created by influencers are played on both watson.de and the influencers' channels.

With the Swiss FixxPunkt AG, the operator of watson.ch, Ströer has concluded a contract on the exclusive use of the brand rights in Germany, the technology and conceptual design of the launch of watson.de in Germany.

**“With watson.de, we are creating a fully-fledged, independent news offering for our young target audience in Germany. watson.de is 100% social and mobile. At its heart is the app or rather the mobile website. watson.de can be found where ever our target group can be found: initially that will be Instagram, Facebook and Twitter. We will tap into other channels successively,”** says Marc Schmitz, CEO of the Ströer Content Group.

**“This is an enormous opportunity, but also a whole lot of work. We will try out lots of new things. We would like to do that together with our users, who have varying needs at different times of the day,” says editor-in-chief Gesa Mayr, at the launch with her new editorial team.**

With a three-stage launch campaign under the motto “news without the bla bla,” Ströer is advertising its new news offering on posters and via public video near public transportation hubs, which is where the young target audience tends to be found. Furthermore, the Company has launched a major campaign on Facebook via its subsidiary Ströer Social Publishing, one of the leading online social publishers in Germany. The native, target-group specific advertising media used are very entertaining and are helping make a name for watson.de. The aim is to convert the social traffic into loyal users in the long term.

Besides the editorial operation, Ströer is also responsible for marketing watson.de and offers attractive and innovative advertising formats for native ads via video ads and display ads designed for all devices – mobile, desktop and tablet.

Web: <https://www.watson.de/>

Facebook: [https://www.facebook.com/watsonde-148220612607367/?ref=br\\_rs](https://www.facebook.com/watsonde-148220612607367/?ref=br_rs)

Twitter: [https://twitter.com/watson\\_de](https://twitter.com/watson_de)

App for Android: <https://play.google.com/store/apps/details?id=de.watson.app.news>

App for iOS: <https://itunes.apple.com/de/app/watson-de-news/id1358257845?mt=8>

## **About Ströer**

Ströer is a leading digital multi-channel media company and offers its customers end-to-end solutions along the entire marketing and sales value chain. Ströer’s objective is to be the most customer-centric media company. The addition of dialog marketing enables Ströer to offer customers holistic performance-based solutions ranging from location or content-specific reach and interaction across the entire spectrum of dialog marketing through to transactions. Furthermore, in digital publishing, the Company publishes premium content across all digital channels, offering one of Germany’s widest reaching networks with its t-online.de and special interest sites.

The Ströer Group commercializes and operates several thousand websites in German-speaking countries in particular and operates approximately 300,000 advertising media in the out-of-home segment. The Ströer Group has approximately 13,000 employees at over 70 locations. In fiscal year 2017, Ströer generated revenue of EUR 1.33 b (all figures for fiscal year 2017 are preliminary and unaudited). Ströer SE & Co. KGaA is listed in Deutsche Börse’s MDAX.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

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