

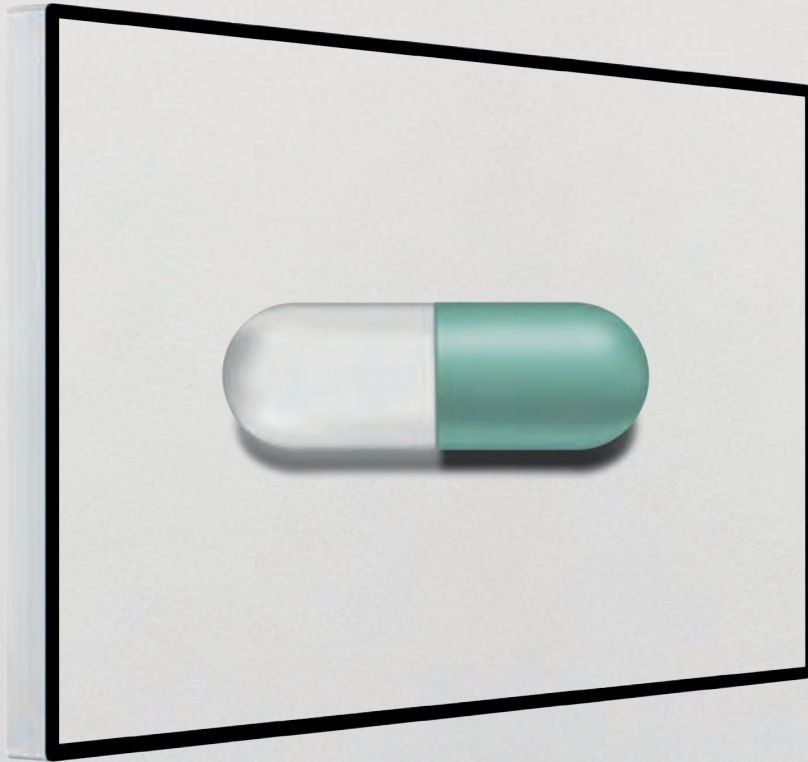


y-doc

for media

www.y-doc.at

Waiting room TV



2,200
doctor's
offices,
hospitals

41 %
patient
reach

21 %
national
reach

From € 1
per doctor's
office/hospital

y-doc, inventor of
waiting room TV,
is No. 1





Advertise

where it works.



Waiting room TV from y-doc
is the
ideal digital-out-of-home medium
in the healthcare sector.

Around 2,200 medical practices and
hospitals are already using waiting room TV
to better inform patients and customers.

The best doctors
are also the
best recommenders and multipliers.



2,200
waiting rooms

are waiting for
your message.



Premium Health Media

y-doc is the effective consumer marketing tool in the healthcare sector and thus your platform for product information, traditional advertising and educational campaigns. y-doc is always there in the right place at the right time.

The ideal environment

Inform and educate in a reputable environment. Because your message deserves unlimited attention.

The pleasant doctor's office program in the y-doc waiting room TV has a calming effect on patients, creates a relaxed atmosphere and thus shortens the waiting time - the ideal setting for your campaign to be noticed.

With the best recommendations

y-doc has recognized that information offered to patients in the personalized waiting room TV program is even perceived as a personal recommendation by the doctor they trust.

Take advantage of the high reach of top physicians selected together with the pharmaceutical industry. In Austria, 80 % of all patients are cared for by the 20 % largest medical practices - y-doc reaches 41 % of all patients with only 15 % of the doctors' offices.

Active ingredient combination

With target group-specific booking according to

- medical specialization and additional subjects,
- main focus of the doctor's office, e.g. sports, nutrition, homeopathy, etc.,
- or geographic, demographic or sociographic characteristics

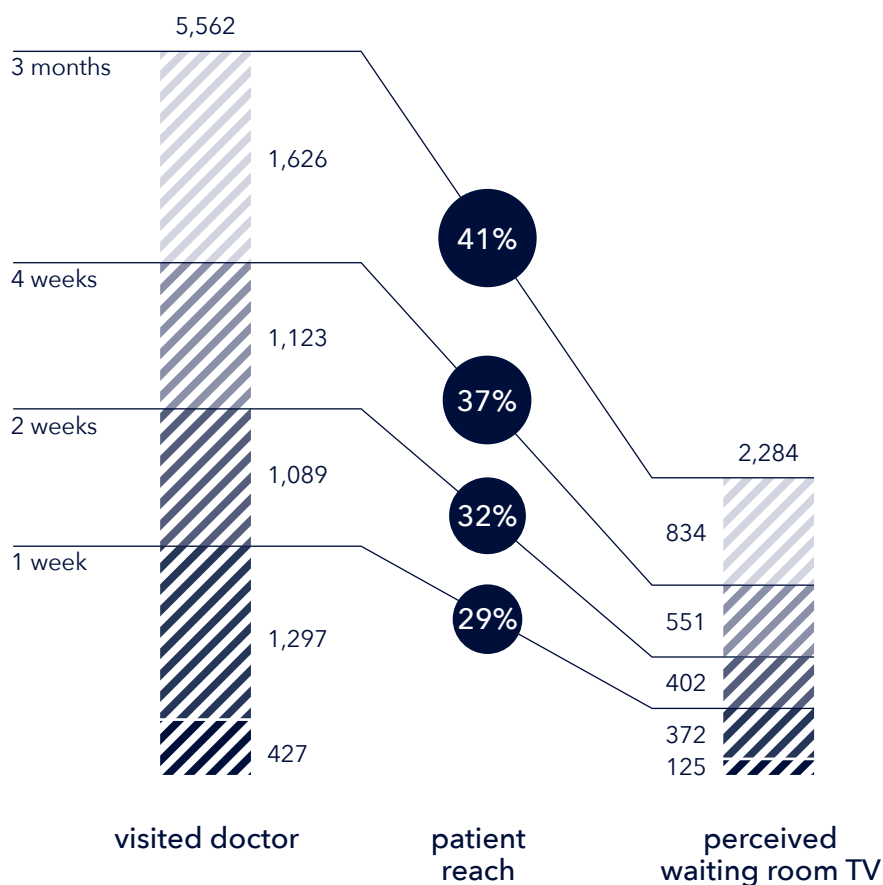
your campaign in the y-doc waiting room TV achieves even more impact - with minimal investment!

Great impact from a single source

With y-doc you can book the most important health screens in Austria centrally and thus gain a large reach:

Waiting room TV.

41 % patient reach in 3 months



1 - 3 months ago
 2 - 7 days ago
 15 days - 4 weeks ago
 yesterday
 8 - 14 days ago

(absolute numbers in thousands)

Ambient Meter 2023 - TMC/marketagent.com; sample size: 5.500 online interviews Austria-wide; Sampling: internet users from marketagent.com's address pool; weighting: province, gender, age (14 - 75 years), education, occupation; survey method: CAWI = Computer Assisted Web Interviews; Field period: 13.03 - 02.04.2023; client & coordination: TMC - The Media Consultants.

The number of patients fluctuates daily between approximately 350,000 and 650,000 people. The Ambient Meter represents a snapshot.

playout statistics waiting room TV

| | |
|----------|--|
| 2,200 | doctors |
| 20 | playouts per day per screen |
| 535,000 | playouts per month total Austria-wide |
| 5.8 | gross contacts per playout per doctor |
| € 5.07 | CPM per 10 seconds commercial |
| € 0.59 | price per office day |
| € 0.0294 | price per playout |



All-around



care

We offer
consulting
commercial production
insertion
editing
doctor communication
dispatch of
informational material
for patients
sampling
reporting

**A first-class offer also
requires first-class support.**

Your added value

Doctors who use waiting room TV
receive from y-doc

- your product samples, so that questions from patients can be answered even better,
- a free letter with information and benefits of your product.

y-doc takes care of
packaging, packing and
shipping for you.

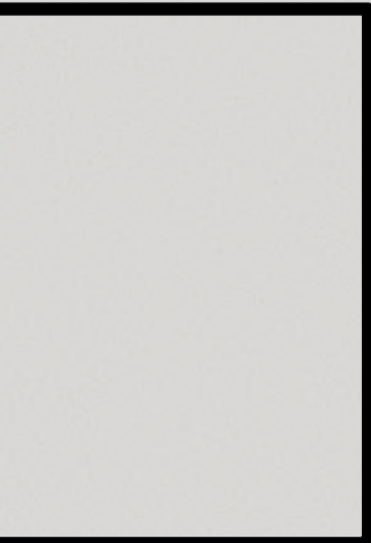




Being

seen.





The waiting room TV program consists of:

- individual physician program
- product information
- editorial contributions
- contributions from the Medical Association Vienna (only in Vienna)
- current content (pollen alert service, news, weather report, etc.)

The length of a program loop is adapted to the average waiting time in the respective practice, so that the patients get to see about 1.5 program loops. The program is soundless and therefore does not disturb the relaxed waiting time.

Editorial office

y-doc Wartezimmer TV informs with editorial content about health and general topics. The articles are easy to understand and range from preventive care to nutrition, exercise, body care and health in the workplace.

Link the topics to your product!

Undivided attention and high acceptance are guaranteed.

Monthly rates and media data waiting room TV

National booking
€ 1 per second per doctor / hospital screen
when booking an entire medical discipline
Austria-wide or at least in one federal state.

Selective booking
€ 1.50 per second per doctor / hospital screen
+ € 500 one-time flat rate for the selection of
specific locations or desired practices.

On request

- shorter/daily placements
- dynamic integration of your content
via JSON, XML, RSS feed etc.
- branding of the pollen alert service,
weather, news
- sampling/product sample dispatch
- high rotation/double placement

from € 1 per second

20 seconds commercial

| Specialty | Doctors or screens total ¹⁾ | Gross contacts p. m. ²⁾ | Rate per 20 sec. commercial in € p. m. | CPM per 10 sec. commercial in € ²⁾ |
|---|--|------------------------------------|--|---|
| General medicine | 727 | 1,938,680 | 14,540 | 3.75 |
| of which with pharmacy | 114 | 271,320 | 2,280 | 4.20 |
| of which without pharmacy | 613 | 1,667,360 | 12,260 | 3.68 |
| Anesthesiology | 9 | 10,710 | 180 | 8.40 |
| Ophthalmology | 89 | 226,950 | 1,780 | 3.92 |
| Surgery | 90 | 122,400 | 1,800 | 7.35 |
| Dermatology | 91 | 185,640 | 1,820 | 4.90 |
| Gynecology | 163 | 221,680 | 3,260 | 7.35 |
| Throat Nose Ear | 37 | 44,030 | 740 | 8.40 |
| Internal Medicine | 154 | 209,440 | 3,080 | 7.35 |
| Pediatrics | 56 | 76,160 | 1,120 | 7.35 |
| Laboratory | 12 | 61,200 | 240 | 1.96 |
| Pulmonary medicine | 32 | 43,520 | 640 | 7.35 |
| Neurology | 39 | 39,780 | 780 | 9.80 |
| Orthopedics | 134 | 182,240 | 2,680 | 7.35 |
| Physical medicine and physiotherapy | 31 | 31,620 | 620 | 9.80 |
| Psychiatry/Psychology/Psychotherapy | 23 | 23,460 | 460 | 9.80 |
| Radiology | 60 | 306,000 | 1,200 | 1.96 |
| Urology | 54 | 64,260 | 1,080 | 8.40 |
| Oral and maxillofacial med. and surgery | 386 | 524,960 | 7,720 | 7.35 |
| Total doctors (waiting time Ø 40 min.) | 2,187 | 4,312,730 | | Ø: 5.07 ²⁾ |

1) incl. screens in hospitals

2) does not include patients seeing Ø 1.5 program loops

As of May 2023, all prices plus statutory levies and taxes, non-binding, non-cartelized indicative prices, subject to printing and typesetting errors.

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