

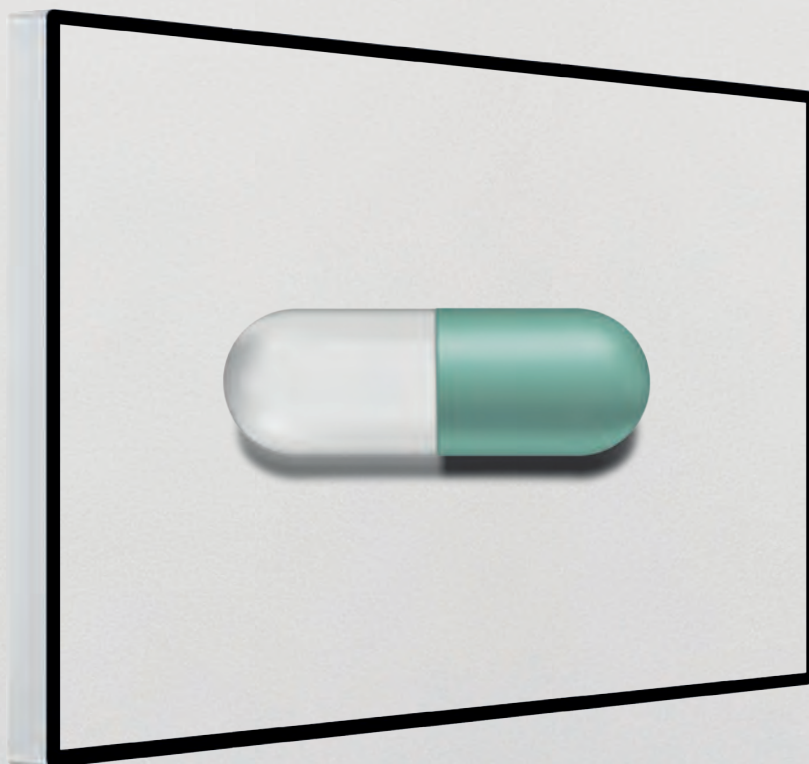


y-doc

for media

www.y-doc.at

Waiting room TV



2,200
doctor's
offices,
hospitals

40 %
patient
reach

32 %
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 40 % 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.

40 %
patient reach
32 %
national reach

31 %
patient reach

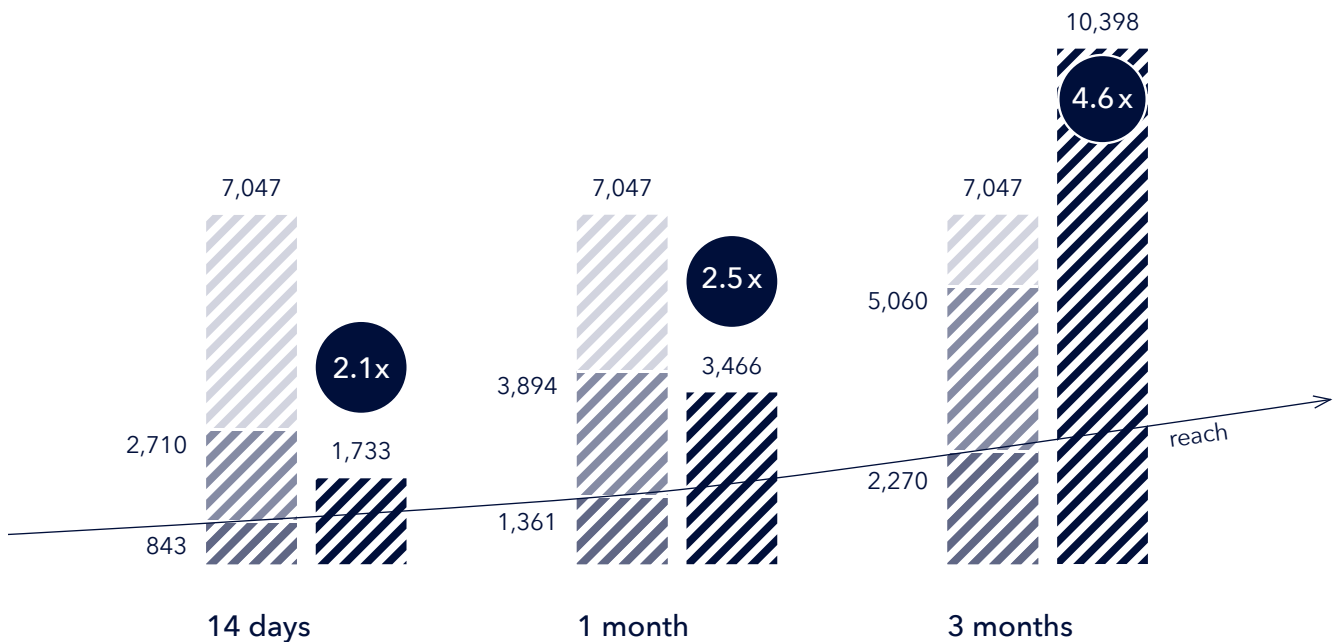
12 %
national reach

35 %
patient reach

19 %
national reach

40 %
patient reach

32 %
national reach



population aged:
14 - 75 years
visited doctor

perceived waiting room TV
(net contacts)
gross contacts
(absolute numbers in thousands)

playout statistics waiting room TV

2,200	doctors (~1,600 screens)
20	playouts per day per screen (17d)
544,000	playouts per month total Austria-wide
8.1	gross contacts per playout per doctor
4.4 million	gross contacts per month
€ 5.00	CPM per 10 seconds commercial
€ 0.59	price per office day
€ 0.03	price per playout

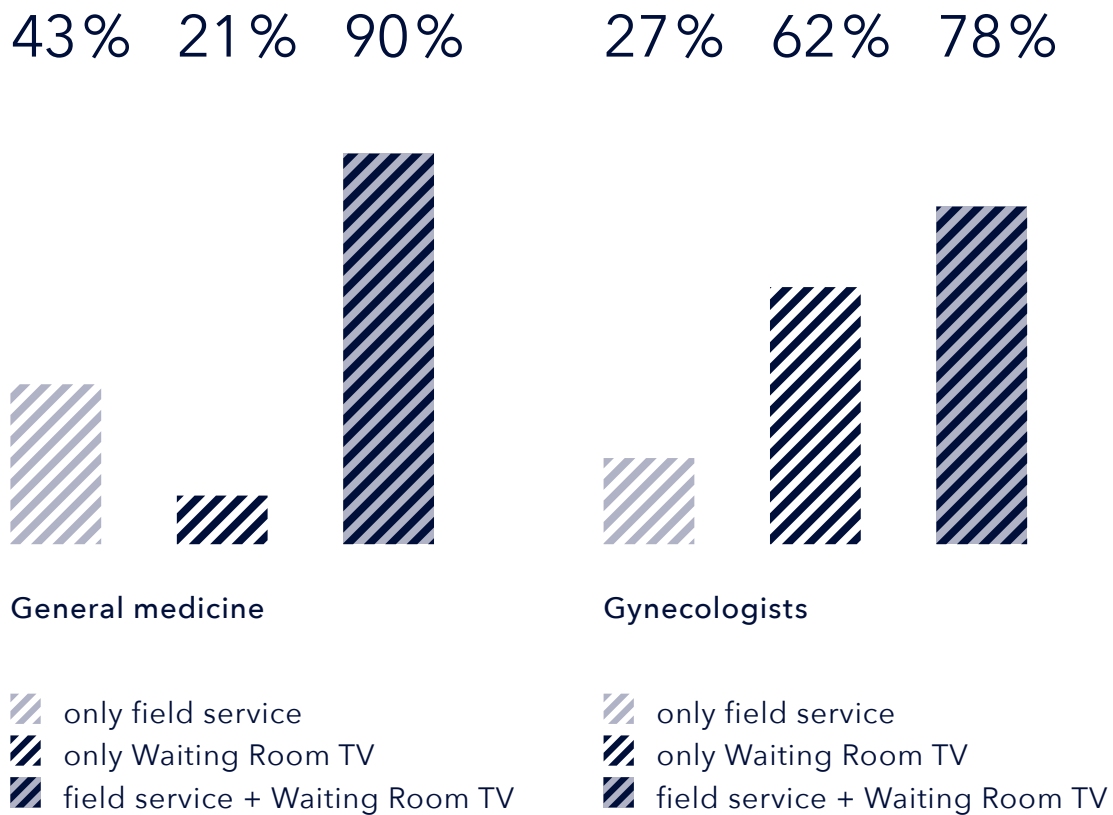


90 % head start

Doctors' tendency to recommend

In the course of the survey (product as nutritional supplement), the success of y-doc was compared with that of field service.

y-doc Waiting Room TV is the optimal supplement to professional pharmafield service.





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	720	1,924,400	14,400	3.74
of which with pharmacy	100	238,000	2,000	4.20
of which without pharmacy	620	1,686,400	12,400	3.68
Anesthesiology	6	7,140	120	8.40
Ophthalmology	94	239,700	1,880	3.92
Surgery	95	129,200	1,900	7.35
Dermatology	78	159,120	1,560	4.90
Gynecology	152	206,720	3,040	7.35
Throat Nose Ear	36	42,840	720	8.40
Internal Medicine	157	213,520	3,140	7.35
Pediatrics	44	59,840	880	7.35
Laboratory	10	51,000	200	1.96
Pulmonary medicin	29	39,440	580	7.35
Neurology	48	48,960	960	9.80
Orthopedics	144	195,840	2,880	7.35
Physical medicine and physiotherapy	25	25,500	500	9.80
Psychiatry/Psychology/Psychotherapy	21	21,420	420	9.80
Radiology	56	285,600	1,120	1.96
Urology	52	61,880	1,040	8.40
Oral and maxillofacial med. and surgery	360	489,600	7,200	7.35
Total doctors (waiting time Ø 40 min.)	2,127	4,201,720		Ø: 5.06 ²⁾

1) incl. screens in hospitals

2) does not include patients seeing Ø 1.5 program loops

As of October 2025, all prices plus statutory levies and taxes, non-binding, non-cartelized indicative prices, subject to printing and typesetting errors.

Contact

Michael Richter
CEO

+43-732-60 27 28-0
m.richter@y-doc.at



Prok. Mag. Sandra Poppenreiter
Media Director
Sales & Marketing

+43-732-60 27 28-12
+43-699-19 65 20 12
s.poppenreiter@y-doc.at



Mag. Julia Six
Media Director
Sales & Marketing

+43-732-60 27 28-13
+43-699-19 65 20 13
j.six@y-doc.at



Corinna Hausleitner, BA
Sales & Marketing

+43-732-60 27 28-19
+43-664-24 19 619
c.hausleitner@y-doc.at



y-doc Wartezimmer TV
Michael F. Richter e.U.
Bürgerstraße 6
A 4020 Linz
+43-732-60 27 28-0
info@y-doc.at
www.y-doc.at

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