

Press release

Dyn and ProSiebenSat.1 extend cooperation and further expand partnership

- Seven.One Media remains the central point of contact for reach sales – Dyn Media continues to focus on sponsorships and deep integrations
- Ongoing cooperation also in YouTube sales and competitions
- New forms of advertising to be launched before the end of the current season
- Also new on Joyn since summer 2025: the Dyn FAST channel

Cologne/Unterföhring, February 2, 2026. Dyn Media and ProSiebenSat.1 are extending their partnership, which has been in place since summer 2023, by two years and intensifying their cooperation. ProSiebenSat.1 marketer Seven.One Media will remain the central point of contact for advertising customers and media agencies for classic reach sales of commercials and special forms of advertising on the Dyn streaming platform. In addition, Studio71, ProSiebenSat.1's YouTube marketer, will continue to be responsible for monetizing the content of Dyn's YouTube channels. Cooperation with the ProSiebenSat.1 competition platform Gewinnarena will also continue.

A novelty of the extended partnership is the introduction of two new forms of advertising: pre-rolls and exclusive single spots. These expand the existing portfolio of L-frames and classic advertising blocks for live and VoD content, opening up additional high-visibility advertising space for brands in the premium sports environment. In addition, L-frames will soon also be available for display via Seven.One Media's ad server.

Dyn Media continues to focus on sponsorships and deep integrations with its own in-house expertise in order to attract selected brand partners as presenters for competitions or its own formats. The extension of numerous partnerships and new, in some cases cross-sport collaborations for the current season underscore the continuing high level of interest in sports-related advertising opportunities.

Beyond the marketing partnership, the [“FAST channel “Dyn Sport Mix”](#) has been available on the Joyn streaming platform since summer. Users have free access to a varied sports program around the clock, including handball, basketball, table tennis, hockey and volleyball.

Max Ehrhardt, Chief Revenue & Marketing Officer Dyn Media: "The extension of our partnership with Seven.One Media is a key component of our sales strategy. Together, we create high-quality reach for advertising customers in a dynamic, emotional sports environment and develop innovative advertising formats that effectively anchor brands in live broadcasts and on-



demand content. The partnership underscores Dyn's growing relevance as a sports streaming platform in the German advertising market."

Markus Messerer, Chief Operating Officer and Managing Director of Seven.One Media:
"High-quality sports environments in streaming are more in demand than ever among our advertising customers – which is why Dyn and Seven.One Media are such an excellent team! The extension and expansion of our partnership is a win-win for everyone involved: for advertising customers, who can book high streaming reach in attractive sports environments such as handball, basketball and table tennis in combination with our entertainment environments at Seven.One Media; for Dyn as a platform; and, of course, for us as a marketer!"

About Dyn Media

Dyn Media creates a media home for millions of sports fans in Germany. With high-quality production standards, creative editorial formats and intensive marketing support, the streaming platform increases awareness and appreciation of handball, basketball, volleyball, table tennis and hockey. Dyn was honoured with a SportsPro OTT Award 2024 in the category "Best New Platform". Dyn Media holds a diverse portfolio of rights covering national and international competitions for women and men. Dyn broadcasts more than 3,000 live games per season. The complete offering is available to fans live and on demand with a Dyn subscription via web browser, app and smart TV.

Dyn Move Your Sport

Dyn has set itself the goal of promoting the positive values of sport, such as team spirit, solidarity and fairness, within entities, as no other area conveys these values so directly. Dyn Move Your Sport is an initiative of Dyn Media GmbH and is being activated and implemented in collaboration with partner leagues.

Company website: www.dyn.sport/deinsender

Website for subscribers – subscribe: www.dyn.sport/aktion/willkommen

Dyn Sport: www.dyn.sport

Dyn Move Your Sport: www.moveyour.sport

Content Desk: www.contentdesk.sport

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About ProSiebenSat.1

ProSiebenSat.1 is the home of popular entertainment and infotainment and a leading entertainment player in the German-speaking region. We complement our core Entertainment business with digital consumer brands in the Commerce & Ventures and Dating & Video segments. We offer the best entertainment – whenever, wherever and on any device. We combine our 15 free and pay TV channels and our streaming platform Joyn with our production, distribution and sales business. Our guiding principle is: "Viewers and Users First". We continuously strengthen our reach and monetize it in a variety of ways: In addition to marketing advertising spots in the Entertainment segment, we invest advertising time in young digital companies in our Commerce & Ventures segment and in exchange receive shares in the companies themselves or in their revenues. Our goal is to grow profitably and to create long-term value for all stakeholders: for our viewers, users, advertising customers, shareholders - as well as for our employees.

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