

PRESS RELEASE

Pause button pressed, spotlight on the brand: Seven.One Media launches new streaming ad “Pause Ad” on Joyn – CosmosDirekt is the first mover

Unterföhring, May 18, 2026. Seven.One Media is continuing to expand its digital offerings in the streaming environment and is introducing a new form of advertising – the **Pause Ad** – to the ProSiebenSat.1 streaming platform Joyn. **CosmosDirekt** is the first brand to use this new form of advertising directly for its current campaign.

The Pause Ad starts as soon as users actively press the pause button: Four seconds after pausing a VoD program on Joyn, the ad appears as a static full-screen image and remains visible until playback resumes. There are no additional ad breaks. The result: an exclusive full-screen presence at a moment of high attention, integrated into the user experience – and without interrupting the viewing moment.

Markus Messerer, Managing Director and Chief Operating Officer Seven.One Media: “Our goal is to offer brands solutions that intelligently combine content and advertising in a high-quality streaming environment. With the Pause Ad, we’re achieving exactly that: We’re expanding our CTV advertising options on Joyn to include another attention-grabbing form of advertising that gives brands visibility within our diverse portfolio of high-quality content - and does so in a particularly natural and user-friendly way. We are delighted that CosmosDirekt is supporting the launch as first mover, which demonstrates the significant role streaming advertising nowadays plays in the media mix of major brands.”

The Pause Ad is part of the CosmosDirekt campaign “Immer schön direkt” (Always Nice and Direct), which has been running since May 18 and will continue through June 5, 2026, promoting various insurance offerings from the direct insurer.

Frank Färber, Chief Sales and Marketing Officer on the Executive Board of CosmosDirekt: “We want to further strengthen our brand in the digital space and reach younger target groups in particular. With Seven.One Media, we have a strong partner at our side that offers us a high-quality streaming environment with broad digital reach through Joyn. As an innovative digital component, the Pause Ad is therefore the perfect addition to our media mix in the current ‘Immer schön direkt’ campaign.”

Initially, the ad break can be booked using sociodemographic targeting. Additional options, including geo- and CTV-targeting, are already in the works. The campaign is being implemented in collaboration with dentsu X, part of the dentsu Group, as agency partner.

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