

PRESS RELEASE

Full reach meets maximum attention: Seven.One Media launches the cross-channel advertising format ALL21 Roadblocking

Unterföhring, August 5, 2026. Premiering tomorrow, Thursday, at 9.00 p.m.: For the first time, the exact same advertising spots will be broadcast simultaneously across all ProSiebenSat.1 channels. For advertisers, this means maximum attention thanks to the combined reach of ProSieben, SAT.1, Kabel Eins, sixx, SAT.1 GOLD, Kabel Eins Doku and ProSieben MAXX. The retail group REWE, in collaboration with the media agency PION3ERS, is among those to have secured the premiere of Seven.One Media's new **ALL21 Roadblocking** advertising format.

ALL21 Roadblocking will now be used regularly on Thursdays across the ProSiebenSat.1 channels. It will always air at 9.00 p.m., in a high-visibility slot featuring a maximum of three spots in exclusive 60-second advertising blocks. Seven.One Media is thus introducing an advertising format to Germany that has already been available in Italy and Spain for some time and is in high demand among advertisers.

Markus Messerer, Managing Director and Chief Operating Officer at Seven.One Media: "ALL21 Roadblocking combines the greatest strengths of our advertising offering: maximum reach across all our channels, high-quality prime time programming, and the particularly high impact of attention-grabbing exclusive placements. The initial market feedback for this offering – which is new in Germany but has already proved highly successful internationally amongst our MFE colleagues – has been excellent. I am delighted that we were able to secure a major brand like REWE for the launch, in collaboration with their agency PION3ERS."

The premiere of ALL21 Roadblocking will air on Thursday, August 6, at 9.00 p.m. on ProSieben, SAT.1, Kabel Eins, sixx, SAT.1 GOLD, Kabel Eins Doku and ProSieben MAXX.

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