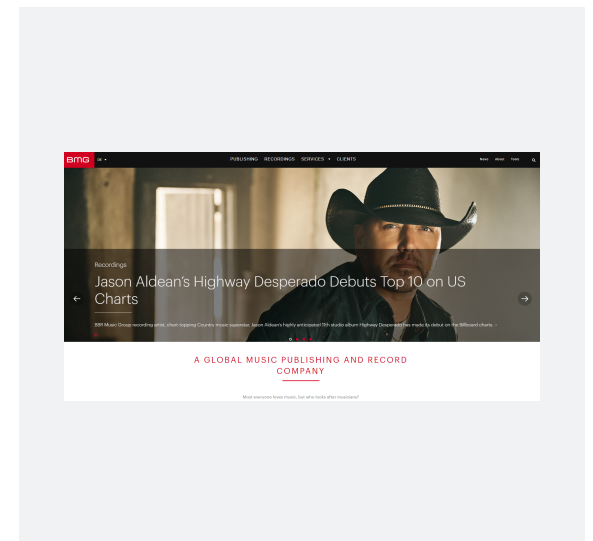


## A broad offer of music online videos

Bertelsmann Music Group has a vast and diverse catalogue of artists and song writers that share their music and videos on YouTube. The O&O content ranges from trending music artists, established musicians and trustworthy creators. The core target is people aged between 15 and 49 years old.

### In-Stream Impressions

Non-skippable <sup>1</sup>	11,267,537
Skippable <sup>1</sup>	10,804,395
Bumper <sup>1</sup>	11,403,468



<sup>1</sup>Google Ad Manager 2023-QIV. BMG is published in Germany.