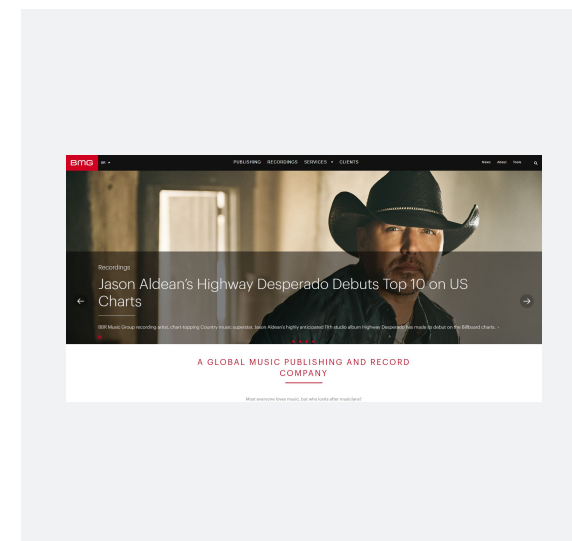


## A broad offer of music online videos

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>	11,676,729
Skippable <sup>1</sup>	11,293,595
Bumper <sup>1</sup>	11,835,818



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