

Frequently asked questions about the @media box

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1. What is a PowerKey and how can I pair it with the @media box to activate it?

A PowerKey is a 36-digit digital code that you can pair with a customer's @media box, inside or outside your Organization, to take advantage of the PowerKey Incentive. The activation is done in the @media Overview in the logged-in area on lyconet.com by assigning the PowerKey to the serial number of an active @media box. Only one PowerKey per @media box can be activated by pairing. Lyconet Marketers who have several PowerKeys must therefore pair each of these PowerKeys with a separate @media box in order to activate the PowerKeys and benefit from them.

2. Can I undo the activation of a PowerKey?

No. Each PowerKey is unique: Once a PowerKey has been paired with an @media box, this activation cannot be undone.

3. What are the benefits of activating a PowerKey for me as a Lyconet Marketer?

PowerKeys are a free incentive for Lyconet Marketers. After activating a PowerKey on lyconet.com you will have the opportunity to redeem your available Shopping Points and receive an @media Commission for them. The number of Shopping Points you can redeem in this way corresponds to the number of Shopping Points generated by the @media box paired to the respective PowerKey. Please note that for the PowerKey Incentive, only Shopping Points resulting from the active viewing of advertisements placed by third parties via the respective @media box will be counted.

The @media Commission amounts to 1 EUR per redeemed Shopping Point. It will be credited to you monthly and – depending on the settings you have in place on lyconet.com – accumulated or transferred to your private bank account.

Example:

You have 1,200 Shopping Points at your disposal and pair a PowerKey with a customer's @media box. The customer receives 30 Shopping Points for active viewing of advertising placed by third parties in a given month. You can therefore redeem the same number of your own Shopping Points and receive an @media Commission of 30 EUR. Consequently, the number of Shopping Points you can still redeem is reduced to 1,170.

4. Where in my profile on lyconet.com can I find the PowerKeys for the @media box?

You can find the PowerKeys for the @media box in your profile in the sub-item "My Purchases" under "Activation codes".



5. How can I collect PowerKeys?

With every Monthly SP Pack order, you receive one or more PowerKeys as an additional incentive. You can activate PowerKeys by pairing them with the @media boxes of interested customers inside or outside your Organisation.

6. I have placed a Monthly SP Pack order, but I have not received PowerKeys for the @media box. What can I do?

If you did not receive PowerKeys for the @media box when placing a Monthly SP Pack order, please contact your national Lyconet Service Team.

7. Can I purchase PowerKeys?

No, PowerKey are an incentive for active Lyconet Marketers and cannot be purchased.

8. When I purchased a Benefit Voucher, I received the @media box as a free incentive. Do I also receive PowerKeys for this?

Yes, in this case you will of course also receive PowerKeys. You can find them in your profile in the sub-item "My Purchases" under "Activation codes".

9. Can I gift my PowerKeys or transfer them to other Lyconet Marketers?

No, PowerKeys cannot be transferred to other people. As soon as the Lyconet Marketer is no longer active – for whatever reason – the PowerKey expires.

10. Is the validity of a PowerKey limited in time?

The validity of a PowerKey is directly linked to the @media box the PowerKey was paired with. The PowerKey is valid as long as the @media box paired with it is active and functional.

11. In which countries will the @media box be available?

For the time being, the @media box will only be delivered within Europe.

12. How can I find out in which country the @media box has already started or will start soon?

On <https://www.lyconet.com/mediabox>, you can find out in which country the @media box has already started. Here you will also find an overview of the number of currently active @media boxes in each country.

13. I have not placed a Monthly SP Pack order yet, but would like to use the @media box. How can I get an @media box?

You can purchase the @media box on [lyconet.com](https://www.lyconet.com).

14. Will the @media box also be available in physical and online electrical retailers?

In the initial phase, the @media box's target audience will be limited to the myWorld community. An expansion of marketing activities to include physical and online electrical retailers is being planned.

15. What are the benefits of the @media box for me as a Lyconet Marketer?

When you share your @media boxes with customers in your Organization, you can earn even more Career Points. The principle behind this is simple: As soon as a customer views or selects a commercial that has been placed by a third party, Career Points are generated that count towards your Career. The more customers in your Organization that use an @media box, the more Career Points you can earn.

16. How many benefits in the form of Cashback and Shopping Points and how much @media Commission can be generated on average each month with an @media box?

The amount of benefits that can be collected through the active consumption of advertising via an @media box depends directly on the activity of the individual user. The more adverts an @media user consumes that were placed by third parties via their respective @media box, the more benefits are generated and the higher the @media Commission that is paid out as part of the PowerKey Incentive.

17. When does the assessment period for the @media Deal begin?

Delivery of the @media box and activation of the @media network also marks the start of the assessment period for the exclusive @media Deal. Further processing of the Deal takes place under the conditions set out in the relevant factsheet.

18. What are the benefits for myWorld Shoppers who use the @media box?

With the @media box, myWorld Shoppers not only get access to the streaming providers of their choice, they also get benefits for consuming targeted ads while watching TV, playing a video game or streaming a movie. For every advertisement they view, they receive Shopping Points. Those who are interested in the displayed advertisements and open them by clicking on them in full-screen mode will receive respectively more Shopping Points and additional Cashback. To take advantage of these benefits, myWorld Shoppers only need to connect the @media box to their TV or gaming console and log in to the @media box with their personal myWorld credentials. As soon as it is connected to a myWorld account, it is considered activated.

Another benefit of the @media box is that the advertisements can be adjusted to one's preferences. Users decide for themselves which advertisements they want to see. The interval can also be freely selected (between 360 seconds and 15 minutes). Additionally, it is possible to buy the product directly via the screen – conveniently with just one click on the @media box remote control. The TV program is not interrupted at any stage of this process. Due to its versatility, the @media box acts as a modern home entertainment hub that takes the TV experience to the next level.



19. How can myWorld Partners benefit from the use of the @media box?

The @media box opens up another sales channel for companies in the field of addressable TV, the advertising market of the future. The @media box makes every smart TV device “addressable”. More specifically, TV advertising via the @media box is characterised by considerable flexibility and reach: It is visible on all channels, streaming portals and even when gaming on the big screen, can be directed to specific target groups – regionally or internationally, by small companies as well as large media booking agencies – and its success is fully measurable. This offers companies a completely new advertising market that draws on a – very soon to be – global media network and makes TV advertising affordable even for SMEs.

20. What type of advertising will be shown via the @media box?

With the @media box, both static and moving image advertisements can be featured.

21. How can myWorld Partners set up their advertisements via the @media box?

The focal point for companies that want to advertise via the @media box is the @media B2Bpanel on panel.mediaworld.com. Both SMEs and media booking agencies can choose the solution that best suits their marketing strategy and budget from a variety of CreditPacks on this advertising platform. They then have the opportunity to upload their advertising to the B2Bpanel in a few simple steps. A sophisticated algorithm ensures that the desired advertising reaches a selected TV audience. Advertisement costs are only incurred if the ads are actually watched.

22. How do I get an overview of the benefits I have already collected with the @media box in the current month?

You can view the benefits you have generated with your @media box in the logged-in area on lyconet.com. The amount of benefits that have already been collected in the current month depends on how much advertising placed by third parties via your @media box has actually been consumed by you.

23. I was gifted an @media box and require help. Is there special support available for the @media box?

There is an online support channel just for the @media box, which is accessible directly from your TV. If you have any questions, you can also send an email to hello@atmedia.digital.

24. Who should I contact if my @media box does not work or if I have problems connecting to my TV?

There is an online support channel just for the @media box, which is accessible directly from your TV. If you have any questions, you can also send an email to hello@atmedia.digital.

25. What are the technical requirements for the device to which I want to connect my @media box?

For the @media box to work successfully, the TV or the gaming console must have a HDMI input. A working internet connection is also required.

26. I cannot connect my TV to the @media box – what could the reason be?

Please follow the enclosed instruction manual to connect the @media box to your TV or your gaming console. If you still have any difficulties setting up the @media box, please send an email to hello@atmedia.digital.

27. Are there regular updates for the @media box and how long will it be usable or compatible with older electronic products?

Of course, necessary changes and improvements are made to the @media box hardware in the course of regular updates, but these have no effect on the software. Backward compatibility of the @media box is guaranteed for five years.

28. I bought a new TV. What do I need to be aware of if I want to connect my @media box with my new device?

The @media box is a plug-and-play device. All that is required for a successful set-up is a TV set or a gaming console with a HDMI input and a functioning internet connection.

29. Can I give away or sell my @media boxes?

You can freely use your @media boxes as soon as you receive them, allowing you to gift or sell them to customers and Marketers inside and outside your Organization. A PowerKey paired with an @media box remains activated in this case.

30. Can I have the @media box sent to an address other than the one stored on my Lyconet account?

Of course, it is possible to have the @media box sent to an address of your choice. Please contact hello@atmedia.digital by email and indicate the desired delivery address.

31. Can I return my @media boxes?

If required, the @media box can of course be returned. You must bear the costs of return yourself.

32. What happens to my @media box if I want to swap country?

If you as a Lyconet Marketer move to another country where the @media box has not yet been launched (e.g. outside Europe), there is no regional advertising from third parties that could be viewed specifically via the @media box. Therefore, it is not possible to generate Shopping Points or Career Points in this country via the @media box. However, the @media box can of course still be used as a streaming box.

33. Can only myWorld Shoppers receive Shopping Points with the @media box?

To use the benefits of the @media box to its full potential, you need to be a myWorld Shopper. Users who are not myWorld Shoppers yet can register for free at myWorld directly via the TV after the @media box has been set up.