seven.one MEDIA

2024
DIGITAL
RATECARD

SEVEN.ONE MEDIA
WHO WE ARE

OUR MISSION IS TO REINVENT ENTERTAINMENT DAY BY DAY.

DYNAMIC.
DIGITAL.
CONSUMER-ORIENTED.
MULTISCREEN.

Within the Seven.One Entertainment Group, we unite our TV brands as well as all our content and its marketing in one location.
Our built-in structure makes room for more creativity. Our ideas can emerge without any structural restrictions.

We are independent from platforms and create great multiscreen entertainment brands, products and contents that offer a far-reached platform for our advertisers every day.

We create premium entertainment that fascinates people. For every platform. every viewer. every client. And for every situation.

SEVEN.ONE MEDIA
PORTFOLIO

INSTREAM ADVERTISING

MAX AUDIENCE, CORE AUDIENCE & STUDIO71

OUR COMMITMENT TO QUALITY FOR MAXIMUM IMPACT:

- Real InStream Video Ads (100% Pre / Mid / PostRolls)
- User interaction to demand the video by clicking on a video player or video teaser (click2play)
- Audiovisual awareness (sound on)
- Professional content only
- Brand Safety on guaranteed InStream environment (video content)
- Transparent portfolio / Whitelisting

MAX AUDIENCE

- Maximum reach and target group potential
- Unique combination of our premium content with Studio71
- Extensive product types for a variety of campaign approaches
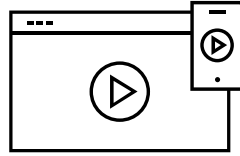
CORE AUDIENCE

- Flexible spot lengths with up to 30 seconds
- SpotOn:Data Targeting
- Modular Audience Extension via Smartstream

STUDIO71

- Premium TV Contents and Influencer, 100% brand safe
- High-reach inventory with very strong user engagement and media quality
- Demographic targeting with high accuracy

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MEDIA

PRICES

DEVICES

Multiscreen
Desktop
InApp
MEW
CTV

MAX AUDIENCE
CPM IN €

Classic spot formats:	spot length		Run of Format Site	Run of TV Brands	Run of Special Interest	Run of Network	Run of Network Extended[4]
PreRoll or MidRoll	up to 20"		90	90	80	70	-
Pre/MidRoll	up to 20"		80	80	70	60	60
Pre/Mid/PostRoll	up to 20"		-	-	-	50	-
Bumper Ad PreRoll	6"		65	65	55	45	-
Bumper Ad Pre/MidRoll	6"		55	55	45	35	35

CORE AUDIENCE
CPM IN €

Classic spot formats:	spot length	Run of Format/ Brand Joyn	Run of Site Joyn	Run of Format Site	Run of TV Brands	Run of Special Interest	Run of Network	Run of Network Extended[4]
PreRoll or MidRoll	up to 20"	120	110	100	100	90	80	-
Pre/MidRoll	up to 20"	110	100	90	90	80	70	65
Pre/Mid/PostRoll	up to 20"	-	-	-	-	-	60	-
Bumper Ad PreRoll	6"	95	85	75	75	65	55	-
Bumper Ad Pre/MidRoll	6"	85	75	65	65	55	45	40
Special formats:								
PreSplit	up to 20"	-	115	105	105	-	85	-
CutIn XXL	10"	-	-	-	-	-	50	-

STUDIO71
CPM IN €

Classic spot formats:	spot length		Run of Channel	Run of TV Brands[1]	Run of Special Interest	Run of Network[1]	
PreRoll or MidRoll	up to 20"		90	90	80	70	
Pre/MidRoll	up to 20"		80	80	70	60	
Bumper Ad PreRoll	6"		65	65	55	45	
Bumper Ad Pre/MidRoll	6"		55	55	45	35	
Special formats:							
100 % Share of Voice	up to 20"		120	-	-	-	

Further conditions (CPM in Euro)

Spotlength Pre/MidRoll up to 30" [2]	**+ 5**
Deviation from multiscreen	**+ 5**
Connected TV only [3]	**+ 10**

[1] booking also possible as Target Group Package: + 5 €
[2] only bookable in the Core Audience
[3] not available on Run of Network
[4] includes additional Smartstream video formats

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ADDRESSABLE TV

MAX AUDIENCE, CORE AUDIENCE

ADDRESSABLE TV SPOT

- The Addressable TV Spot product setup brings fragmented ATV inventories together
- Digital spot on our premium inventories: Live TV (HbbTV), TV-livestream (Digital Ad Insertion) and VoD on the TV-device (Connected TV)
- Various spot lengths 10" / 15" / 20" / 30"

SWITCHIN

- Digital advertising insertion next to the (TV-) program for 10" or 15"
- SwitchIn XXL: "L-Form" well placed over the whole screen, scaling of (TV-)picture
- SwitchIn Zoom: large-format advertisement with up to 40% scaling effect from the linear TV player
- SwitchIn Masthead: SwitchIn Zoom as a fixed daily placement

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PRICES

RATE CARD
DIGITAL 2024

DEVICES

Live TV (HbbTV)
TV Livestream (Multiscreen)
CTV VOD (HbbTV, Apps)
VOD (Multiscreen)

MAX AUDIENCE — CPM IN €

Classic spot formats:	spotlength		Run of TV Brands	Run of Network
ATV Spot	10" | 15" | 20"		75	65

CORE AUDIENCE — CPM IN €

Classic spot formats:	spotlength	Run of TV Brands (Live TV)	Run of TV Brands	Run of Network
ATV Spot	30"	105	95	-
ATV Spot	10" | 15" | 20"	100	90	-
Special formats:	**fade-in time**			
SwitchIn XXL[1]	10"	70	-	60
SwitchIn Zoom[2]	10"	80	-	-
SwitchIn Masthead[2]	10"	on request		-

Further conditions (CMP in Euro)

Big Screen- Targeting	**+ 10**
SwitchIn Extended 15"	**+ 5**

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Live TV (HbbTV)	| **Ad Slots:** Spot, SwitchIn XXL/Zoom	
TV Livestream (Multiscreen)	| **Ad Slots:** MidRoll	
CTV VOD (HbbTV, Apps)	| **Ad Slots:** Pre/MidRoll	[1] TV, Desktop & Tablet
VOD (Multiscreen)	| **Ad Slots:** CutIn XXL	[2] TV

INPAGE ADVERTISING NATIVE VIDEO
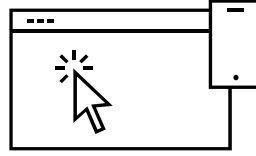
CORE AUDIENCE

INPAGE ADVERTISING

- Broad range portfolio with premium publishers
- Optimized websites for the reduction of AdClutter
- Cross-portfolio measurement according to AGOF
- Device-optimized playout of advertisements
- Site or rotation specific targeting possibilities
- Fixed multiscreen bundles bookable (please contact our sales office)

NATIVE VIDEO

- Native embedding of video advertising
- Far-reaching platforms with commitment to quality (e.g. muted autoplay)
- Brand safety through InArticle Placements on exclusively AGOF certified platforms
- Transparent Portfolio / Whitelisting

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PRICES

CORE AUDIENCE – INPAGE

CPM IN €

Big Ads	Run of Site:		Placements:	
	Tier 1[1]	Tier 2[1]	Run of TV Brands/Special Interest	Run of Network
Billboard – 2:1 / 4:1	43	33	29	25
Halfpage Ad – 1:2	43	33	29	25
Sitebar – 1:3	47	37	33	29
Understitial	50	40	35	30
Interstitial (nur InApp)	50	40	35	30

Ad Bundle	Run of Site:		Placements:	
	Tier 1[1]	Tier 2[1]	Run of TV Brands/Special Interest	Run of Network
Banner – 6:1 / 8:1	16	12	10	8
Skyscraper – 1:4	16	12	10	8
Rectangle – 1:1	14	10	8	6
Ad Bundle – 1:1 / 1:4 / 6:1 / 8:1	14	10	8	6

Viewability	Run of Site:		Placements:	
	Tier 1[1]	Tier 2[1]	Run of TV Brands/Special Interest	Run of Network
Billboard – 2:1 / 1:3	50	40	35	30
Sitebar – 1:3	55	45	40	35

CORE AUDIENCE – NATIVE VIDEO

CPM IN €

Classic spot formats:	spotlength		Run of Network
Native Video Ad	up to 30"		40
Outstream	up to 30"		30

[1] Tier 1: Sport platforms
Tier 2: Other platforms

TARGETING

CORE AUDIENCE

ADDITIVE MARKUPS

Targeting product combinations can be booked with a maximum of <u>three</u> criteria.

The following targeting are bookable:
1. Sociodemographic targeting
2. Demographic & Interest targeting
3. Technical targeting
4. Geographic targeting
5. Individual rotation
6. Sequential targeting

TARGETING

INSTREAM, ADDRESSABLE TV, INPAGE, NATIVE VIDEO		CPM MARKUPS IN €
AUDIENCE		
Sociodemographic & Interest	Logins | Profiles | Content-based | Studio71 Target Group Package	+ 5
Sociodemographic	Studio71 Login Targeting	+ 10
Interest (Factual Data)	SpotOn: Data (Tier 1 | Tier 2)	+ 20 I + 15
CONTENT		
Sites		+ 10
Formats/Studio71 Channels		on request
USAGE & TECHNOLOGY		
Time[1]		+ 5
Technical Targeting	Provider | Year built | Manufacturer | Screensize e.g.	+ 5
Device[2]	Desktop, MEW OR InApp	+ 5
Device	CTV OR Big Screen	+ 10
Geo-Targeting	Country, State, City	No markup
Geo-Targeting	Postal code	+ 5
Retargeting		+ 10
CrossDevice	Incremental, Reminder	+ 3 (programmatic net cpm)
CrossDevice	Audience Transfer	+ 2 (programmatic net cpm)
CUSTOM		
Dynamic data from Data Management Platform (DMP)[3]		+ 5

[1] no markup if legally required
[2] only bookable within the category InStream/InPage/Native Video
[3] Available for SwitchIn campaigns, delivery based on individual/geo-based target group segments via service providers (e.g., weather, traffic, sports results); optional: dynamic creative based on situational data

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PAYMENT, DELIVERY, DISCOUNTS

AGENCY COMPENSATION

To the extent that you can advise your clients or provide evidence of corresponding services, an agency remuneration in the amount of 15 percent of the order value is agreed (after deductions and excluding VAT) subject to payment at Seven.One Media.

DELIVERY OF ADVERTISING MATERIAL

Advertising creative must be delivered in accordance with the guidelines of the OVK in the BVDW (currently the delivery must be before campaign start no later than three working days for standard advertising media, five working days for rich media advertising media). All advertising material deviating from the OVK standard must be delivered at least five working days before the start of the campaign

- Delivery, under consideration of the respective valid technical specifications, to: admanagement@seven.one
- For Addressable TV spots, please use the creative uploader and send the generated upload ID to admanagement@seven.one.

DISCOUNTS

The sum of the transactions is discountable within one calendar year.
No discounts are granted for supplementary technical and graphic services, as well as for offers that are explicitly excluded from the discount.

PRICES

All prices are exclusive of VAT and taxes and are not AC-discountable. Misprints and changes reserved.

- Prices valid from 01. January 2024 – 31. December 2024
- The General Terms and Conditions of Seven.One Media GmbH apply in their currently valid version (published on https://www.seven.one/international)

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