



viaplay
Sport News



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RATE CARD 2025

TV

TARGET GROUPS

	TRP30 Price DKK
Adults 30-69	10.463
Men 30-69	8.261
Women 30-69	9.032

SEASONAL DIFFERENTIATION

Weeks	Seasonal Index
1-4	75
5-8	82
9-11	92
12-17	105
18-24	115
25-26	95
27-31	76
32-34	95
35-48	120
49-50	98
51-52	80

SPOT INDEX

Spot length	Index
5"	45
10"	58
15"	69
20"	80
25"	91
30"	100
35"	113
40"	124
45"	135
50"	146
55"	157
60"	168

TIMELY BOOKING

Month	Weeks	Booking Deadline
January	1-5	December 10
February	6-9	January 14
March	10-13	February 11
April	14-17	March 11
May	18-22	April 8
June	23-26	May 13
July	27-31	June 3
August	32-35	June 24
September	36-39	August 12
October	40-44	September 9
November	45-48	October 7
December	49-52	November 11

STREAMING

PRODUCTS

	CPM 20 sec.
Streaming TV	
Streaming TV All	400
Streaming TV Sport	520
Streaming TV Men	460
Streaming TV Women	460
Streaming Sponsorship	Ad Hoc
Pre-rolls	
Sports Video Network	250
Streaming Reach	
All	340
A15-30	340
A21-50	340
A30+	340
Men	340
Women	340

SPOT INDEX

Spot length	Index
<6"	55
10"	70
15"	85
20"	100
25"	120
30"	140

Viaplay Group is a trusted partner for advertisers seeking to enhance their video advertising.

Streaming TV is the core product in Viaplay Group's streaming offering. Streaming TV is a high-quality viewer experience in a brand safe environment featuring full-screen, sound-on experiences with a high view-through rate and co-viewing, creating a positive, attentive, and impactful ad environment. Apart from running traditional Streaming TV Ad Campaigns it is also possible to run Streaming Sponsorships. This will allow partners to target specific programs and genres, providing the opportunity to exploit synergies between Viaplay content and brand objectives.

Pre-rolls through our curated and trusted Sports Video Network partners has the advantage of reaching an even broader audience with non-skippable pre-rolls on top-tier Viaplay sports clips.

Streaming Reach is a highly attractive product combining Streaming TV and Pre-rolls to ensure reach, frequency and quality impressions in different relevant target groups.

All streaming products can be targeted based on factors such as demographics and geographical segments, ensuring maximum relevance and engagement. Additionally, it is possible to segment towards certain devices on our Streaming TV product.

Overall, Viaplay Group's Streaming ad products provide advertisers with an effective solution to reach their desired audience and achieve their advertising goals.

Viaplay Group offers streaming advertising both as programmatic buying and as insertion orders via our booking platform AdService.

For additional information about definitions and conditions please reach out to Viaplay Group.

Annual Agreements

An annual agreement is a binding agreement between an Advertiser and Viaplay Group concerning the purchase of advertising space in the current year.

By committing to an Annual Agreement one can, as an Advertiser, gain several advantages:

- Guaranteed TRP prices.
- Discount on the total volume, including TRP campaigns, sponsorships and digital advertising.
- Discount on specific program positions (premiums).
- The opportunity to purchase power breaks.

Annual Agreements shall be concluded no later than the 25th of February 2025 at 17h00.

Furthermore, we offer a discount to Advertisers, who is part of a company, that has an Annual Agreement with Viaplay Group. Any other company acquisitions done throughout the year, is not covered by the Annual Agreement, and can therefore not be offered a discount.

Budget share guarantee

Advertisers who guarantee Viaplay Group a budget share of minimum 50% in the Annual Agreement are offered extraordinary benefits:

- Budget share discounts.
- Further discount on premiums.

For information about additional definitions and conditions please contact Viaplay Group.

PUT-regulations

All RBS campaigns are covered by a campaign regulation, which is dependent on developments in the commercial PUT (People Using Television)*.

If the supply in the market changes, the price of the campaign is changed in proportion to the development of the PUT, to a maximum of +/- 3%.

Examples:

- If the PUT drops by 2% the campaign price will be regulated by +2%.
- If the PUT increases by 2% the campaign price will be regulated by -2%.
- If the PUT drops by 3% or more the campaign price will be regulated by +3%.
- If the PUT increases by 3% or more the campaign price will be regulated by -3%.

The development is calculated as a 4-week rolling average. The period will be determined based on the end date of the new campaign and is defined as the 3 previous weeks, as well as the last week of the campaign.

Example:

A campaign ends in week 19, the 4 weeks will therefore be week 16-19.

Specific program positions (premiums)

Specific program positions entail that Advertisers can buy positions during highly engaging programs, e.g. MasterChef, Robinson Ekspeditionen etc. (sport packages excluded). Contact Viaplay Group for further information.

Sport packages

The following formats on our channels are exclusively offered via Sport packages: 3F Superliga, Premier League, UEFA Champions League and Formula 1.

Contact Viaplay Group for further information.

Power breaks

A power break during a football match is run after the players have come onto the pitch, but also immediately before the kick-off or the beginning of the second half.

By featuring in this exclusive break an Advertiser can obtain extra attention.

TRP package

Viaplay Group offers campaigns measured in different target groups, where each target group has a fixed base price. When you purchase advertising time, Viaplay Group plan the campaign (RBS) in the form of a TRP package, so that the placements reach the target group. All of this at a fixed and agreed-upon price.

A TRP package is an effective media purchase. As an Advertiser you only pay for TRPs within the target group you are buying.

Spot packages

Advertisers can buy spot packages in special programs, such as food programs, sports, or other programs with a distinct profile. This way the opportunity to reach the exact target group desired is gained.

Split spot

A split spot consists of at least 2 advertising spots from the same Advertiser, which is to be run in a specific order and/or during the same break.

The extra handling means that the price of a split spot receives a surcharge of 10%.

Short and small campaigns

Campaigns running under 4 days and/or less than 40 TRP, will be added a surcharge of 5%.

* PUT is defined as the number of viewed minutes on commercial channels in P21-50 within the given period

Prime time

Not all Advertisers aim for a balanced TRP distribution across the program schedule. If an Advertiser prefer a specific portion of the TRPs located during prime time, this will incur surcharges, based on individual negotiation.

Commercial Partnerships

Viaplay Group offers Advertiser's a wide range of options to integrate their brands on our platforms. Contact Viaplay Group for further information.

Competitions

In conjunction with competitions held on the TV channels, as well as the corresponding platforms/sites, the Advertiser must register with the appropriate authority and pay any fee associated with the competition. It is the provider of the competition, who is responsible for the entering of a data processor agreement.

Campaigns

A campaign is a total order of advertising space, with a start and end date, in which the Advertiser's product or business is advertised. Campaigns are run as 'Run by Station' (RBS).

This signifies that Viaplay Group decides the advertising spots' placements over the campaign period. Advertisers are not allowed to pool or purchase advertising spots together (multi-spot).

Booking

Booking of advertising space must be made in writing to Viaplay Group by submitting the order by e-mail or via Viaplay Ad Service.

The order MUST include the following:

The name of the Advertiser, product, spot length, spot code, period, budget, target group and any specific broadcasting requirements.

Booking of a TV campaign is honored with a 5% discount if it is received by Viaplay Group no later than midday on the date for timely booking, cf. the booking overview. If a booking is received after the deadline for timely booking, a surcharge of 10% is applied.

Changes

Bookings can be changed free of charge when concerning spot length, target groups, rotation and restrictions, if written notice is submitted to Viaplay Group no later than 2 calendar weeks prior to campaign start. Should Viaplay Group receive written notice of booking changes at the latest 1 week before the campaign start, the Advertiser shall pay a fee of DKK 3,000. Should Viaplay Group receive the above mentioned notice later than 1 week before the campaign start, the Advertiser shall pay a fee of DKK 6,000.

Increasing the budget of a campaign after the date for timely booking is possible, however it being understood that there is no booking discount for the portion of the campaign that is not booked according to timely booking, and surcharge of 10% will be applied.

Moving and cancellation

Moving, reducing and cancelling must be carried out in writing to Viaplay Group. The TV commercial broadcast time is non-transferable.

Terms regarding the movement of campaigns

It is possible to move campaigns free of charge until 7 working days before the campaign start, if it is an identical campaign (i.e. the same budget, the same Advertiser product, etc.). If the movement of campaigns is carried out later than 7 working days before campaign start, a fee of 30% is placed on top of the budget moved.

Example:

A 3 week campaign with a total budget of DKK 300,000. Week 1 budget of DKK 100,000 is requested to be moved. Fee: DKK 30,000. If the whole campaign is to be moved a fee of DKK 90,000 becomes payable.

Conditions relating to cancellation and downgrading of campaigns

Cancellations can be carried out free of charge up to 6 full calendar weeks prior to campaign start. Should Viaplay Group receive the cancellation of a campaign between 3 and 6 full calendar weeks prior to the week in which the campaign should have aired, a fee of 10% of the total agreed price for the campaign shall be paid. Should Viaplay Group receive the cancellation of a campaign later than 3 full calendar weeks prior to on-air date, the full price for the cancelled campaign shall be paid. The contracting entities' notice of reducing the budget for a campaign will be treated as a cancellation.

Example:

Campaign budget of DKK 300,000

- New budget of DKK 200,000 communicated 6 whole calendar weeks before the campaign start. Fee: DKK 0.
- New budget of DKK 200,000 communicated between 3 and 6 full calendar weeks before the campaign start. Fee: DKK 10,000.
- New budget of DKK 200,000 communicated between 20 and 0 days before the campaign start. Fee: DKK 100,000. A campaign cannot be cancelled if it is moved.

Campaign delivery

Any under-deliveries will be delivered on later campaigns, as agreed by the Advertiser. Any receivables that the Advertiser has due will permanently be lost if not utilized for purchase of advertising space before June 30, 2024. When using several spot versions or spot lengths, the under-deliveries of one spot version will be set off in relation to the over-deliveries of a second spot version. Viewings which is live, or time lapsed within 7 days after the day of viewing, will be included in campaign delivery. Viewings with live feed transmissions, e.g., Formula 1, can be run as split-screen and are also included in the total campaign delivery.

The campaign follow-up report is usually generated 10 days after the end of the campaign.

Viaplay Group reserves the right to move part of a campaign (up to 50.000 DKK pr. campaign), to other available products, if the demand exceeds the supply at the point of timely booking. Deadline for de-booking is the subsequent Tuesday at 17h00.

Advertising material

The Advertiser must, at their own expense and risk, deliver advertising material complying to Viaplay Group’s technical specifications for material. See the subparagraph ‘Material delivery’.

If reference is made to the TV station’s website in the commercial, the Advertiser are responsible for referencing correctly. The advertising material should be sent to Viaplay Group via Adstream or Peach within 5 whole business days prior to campaign start on TV and 3 whole working days on digital.

If this deadline is not met, then Viaplay Group are not able to guarantee that the delivery will be in accordance with the booking. Late receipt of the advertising material will equate to moving the campaign start date. At the same time a fee will be conducted from the Make good bank according to the following guidelines: If the advertising material is submitted in good time, but with the wrong spot length, then a fee must be paid for changing the booking, cf. the sub-paragraph regarding this. Viaplay Group cannot guarantee to have the advertising material available for more than 90 day after the first viewing and in some cases the advertising material will need to be reuploaded.

TV – Late Delivery	Correct spot length	Incorrect spot length
5 working days prior to 1st viewing	DKK 0	DKK 5,000
1-4 working days prior to 1st viewing	DKK 3,000	DKK 7,500
Late submission	DKK 7,500	DKK 15,000
Digital – Late Delivery	Correct spot length right specs	
3 working days prior to 1st viewing	DKK 0	
1-2 working days prior to 1st viewing	DKK 3,000	
Later submission	DKK 7,500	

Spot codes

It is the responsibility of the Advertiser/Agency to add tracking and/or spot codes (Nielsen codes), on campaigns booked in Viaplay Adservice. Viaplay Group must have the information by email, no later than 5 whole business days prior to the first agreed upon viewing. If not, then Viaplay Group has the right to postpone the campaign start date and pre-deliver the campaign proportionate to the number of days it was postponed as a result of the lack of information.

In conjunction with the Viewer Survey in Denmark, all commercial spots and sponsorships will in the future be awarded a Nielsen code. A Nielsen code is a unique number that follows each spot, regardless of which TV station or platform it appears on. It is the responsibility of the contracting entity that the Nielsen code is specified in connection with the spot being uploaded and that the Nielsen code may only be used on one specific spot. Viaplay Group reserves the right to reject the spot where the Nielsen code is not communicated. It is possible to obtain a series of Nielsen codes from Nielsen, who is facilitating the Viewer Survey in Denmark.

Material delivery

Viaplay Group will only accept digital files. Delivery of digital files are to be sent to via XR (www.xr.global), or Peach (imdccloud.net). The above services can have their own technical specifications for uploaded video assets. Please check with your selected services for specifications.

Rejection

Viaplay Group is entitled to reject advertising material, if this has not been received in time, does not fulfill the technical specifications or does not comply with applicable legislation. Viaplay Group is not responsible for the losses suffered as a result of rejection.

Payment

Payment of the invoiced amount must be received by Viaplay Group no later than the last business day of the calendar month following the start of the campaign.

Advertisers without an Annual Agreement, and Direct customers will be invoiced in advance of the campaign start.

The Advertiser shall provide continuous and comprehensive security for every order. The provision of security may be done in accordance with Creativity and Communication's security structure or directly to Viaplay Group. For late payments, a default interest of Current-account rate + 8% p.a. is added.

Compensation

For Advertisers that provide security for their payment in the form of participation in Creativity and Communication's security structure, Viaplay Group offers a compensation of 1.0%. Aid may furthermore be provided in cases where the Advertiser meet the conditions for qualifying.

Contact Viaplay Group to learn more of the conditions for acquiring compensation.

The right to compensation is forfeited, upon any breach of the payment terms.

Viaplay Group's General Terms and Conditions for Purchase of Advertising Space

In addition to the above, Viaplay Group's General Terms and Conditions for Purchase of Advertising Space shall apply on all agreements between Viaplay Group and an Advertiser.