



viaplay G R O U P | ad sales

Rate Card 2024



viaplay pluto tv



TARGET GROUPS

SEASONAL DIFFERENTIATION

SPOT INDEX

TIMELY BOOKING

TRP30 Price DKK

Weeks Seasonal Index

Spot length Index

Month Weeks Booking Deadline

Adults 25-67	10.463
Adults 30-60	9.912
Men 25-67	8.261
Men 30-60	7.710
Women 25-67	9.032
Women 30-60	8.591

1-4	75	5"	45
5-8	82	10"	58
9-11	92	15"	69
12-17	105	20"	80
18-24	115	25"	91
25-26	95	30"	100
27-31	76	35"	113
32-34	95	40"	124
35-48	120	45"	135
49-50	98	50"	146
51-52	80	55"	157
		60"	168

January	1-4	December 12
February	5-8	January 9
March	9-13	February 6
April	14-17	March 12
May	18-21	April 9
June	22-26	May 7
July	27-30	June 11
August	31-34	June 25
September	35-39	August 13
October	40-43	September 10
November	44-47	October 8
December	48-52	November 12

TARGET GROUPS

	<u>CPM pr. 20 sec.</u>
All	
A15-30	
A21-50	
A30+	272
Men	
Women	
BVOD All	346
BVOD Sport	438
Sports Video Network	248
Bumper Ads – 6 seconds	195

SPOT INDEX

<u>Spot length</u>	<u>Index</u>
5"	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.

The core focus lies in BVOD (Broadcaster Video on Demand), featuring full-screen, sound-on experiences with high view-through rates and co-viewing.

Sports Video Network offers the advantage of showing non-skippable pre-rolls on top-tier sports clips, reaching a vast audience.

With Target Groups, a combination of BVOD and Sports Video Network, advertisers gain the ability to target specific audiences based on affinity insights from AudienceProject.

All products can be targeted based on factors such as demographics and geographical segments, ensuring maximum relevance and engagement.

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

Viaplay Group offers digital advertising both as programmatic or as insertion orders via our booking platform Adservice.

For information about additional definitions and conditions please contact 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 27th of February 2024 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%.

Example:

- 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, such as Master Chef and Robinson etc. - sports packages excluded. Contact Viaplay Group for further information.

Sports packages

The following formats on TV3+ are exclusively offered via Sports packages: Danish Superliga, Premier League, 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.

The 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 is planning the campaign (RBS) in the form of a TRP package, so that the placements reaches the target group: All of this at a fixed and agreed-upon price. A TRP package is a very 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.

In 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%.

Prime time

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

Creative solutions

Viaplay Group offers Advertisers, 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.

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.

Changing of bookings

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: Campaign period of 3 weeks, total budget of DKK 300,000. Budget week 1 of DKK 100,000 is asked 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 / 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.

Security of delivery and de-booking

If an advertiser has an annual agreement, Viaplay Group offers compensation in the form of a new and free of charge campaign of the same value, if the under delivery exceeds 35% on campaign level. However, the condition is that the campaign will be minimum 100 TRP and run for at least 14 active days.

Viaplay Group reserves the right to de-book part of a campaign, if the demand exceeds the supply at the point of timely booking. Deadline for de-booking is the subsequent Wednesday 17h00 at the latest and will only be applicable if Viaplay Group announce "sold-out / out of inventory" for the booking weeks in question.

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 Makegood 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 subparagraph 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	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
Later submission	DKK 7,500	DKK 15,000
Digital	Correct spot length and right specs	Incorrect spot length or wrong specs
3 working days prior to first viewing	DKK 0	DKK 0
1-2 working days prior to 1st viewing	DKK 3,000	DKK 5,000
Later submission	DKK 7,500	DKK 10,000

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 new 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 Adstream (adstream.com) 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 campaign's viewing month. 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 2% is added of the invoiced amount as of the month commenced. However, Advertiser who are members of Creativity and Communication are only attributed 1% on arrears.

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. For Advertiser, who only buy digital products and provide security for their payment in the form of participation in Creativity and Communication's security structure, Viaplay Group offers a compensation on digital products totaling 7%. Upon breach of the payment terms the right to compensation is forfeited.

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.

