



2025

MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



National advertising: MTV Total TV

MTV Total TV is a buying method in which you choose the desired target group, number of contacts, campaign time, and spot length. In MTV Total TV, one CPP and CPT price is valid for the target group during the whole day. To make buying easier and faster, the product comes packaged with the channels MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo.

Channel-specific shares are defined for each target group, which vary according to the target group's natural viewing patterns. MTV estimates that the ratio of prime time and off-prime time contacts in the package is approximately 60%/40%, with the exception of campaigns targeted at 3–9 year-old children, for which contacts are 100% off-prime due to the program selection. For MTV Katsomo, we employ a frequency control of max. 1 ad/30 min.

A contact guarantee is granted for MTV Total TV when buying at least 100 TRPs and at least 50 TRPs for the 3–9-year-old target group campaign. The guarantee applies within the selected buying target group. The MTV Total TV package product cannot be combined with other buying methods. Ad runs float during the campaign period, which means that the final number of ad runs, their placements, and prime/off split cannot be predetermined for a campaign.

The prices in the price list are gross prices for 30 seconds with a seasonal index of 100.

MTV Total TV is available in the following target groups:

Entire population 3+	Women 3+
25–54	Men 3+
25–64	Women 25–64
35–64	Men 25–64
Children aged 3–9 (MTV3 & MTV Sub)	

Please find the seasonal indexes for national TV advertising on page 17

National advertising: MTV Total TV, price list 2025

A MTV Total TV campaign consists of advertisements that can be run on MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo

30 second
gross prices for
index season
100

MTV TOTAL TV			
TARGET GROUP	SIZE (000)	CPT PRICE € whole day	CPP PRICE € whole day
Entire population 3+	5 434	9,6	520
Women 3+	2 746	17,8	489
Men 3+	2 688	21,9	588
25–54	2 109	36,3	766
25–64	2 824	22,0	622
Women 25–64	1 385	42,1	583
Men 25–64	1 439	43,0	619
35–64	2 106	25,4	534
3-9 yo children wk 1–43*	372	43,0	160
3-9 yo children wk 44–52*	372	51,1	190

*Advertisement runs only on MTV3 and MTV Sub



CPT (cost per thousand) Contact price per thousand viewers
 CPP (cost per point) Contact price per one TRP unit
 TRP (target rating point) Sum of the average minute ratings within the target group for the campaign's commercial breaks.
 TRP refers to the same thing as a contact but expressed as a ratio.

Target group sizes: Statistics Finland, population data December 31, 2023

National advertising: Program-specific buying

MTV sells national advertising time on MTV3, MTV Sub, MTV Ava, STAR Channel and National Geographic channels. In program-specific buying, the desired programs, number of runs and dates are defined in advance. In our system of buying, the programs have fixed 30-second gross prices, with a seasonal index of 100, valid from the time of booking.

A contact guarantee can be obtained for program-specific buying campaigns by buying at least 25 TRP for MTV3, 10 TRP for MTV Sub and 5 TRP for MTV AVA, STAR Channel and National Geographic each. One of the following target groups can be selected as the contact guarantee target group for the campaign:

TARGET GROUPS	
Entire population 3+	*) Not available for National Geographic **) Not available for MTV Ava ***) Only available for MTV3 and MTV Sub
Women 3+*	
Men 3+**	
25–54	The break connection is only used in national campaigns for program-specific buying. The break connection refers to the presentation of two separate advertisements from the same customer in the same commercial break, and the order of presentation can be defined for the advertisements. The normal price according to the price list is paid for the break connection spot, and the advertisements receive a common contact guarantee.
25–64	
Women 25–64*	
Men 25–64 **	
35–64	
3–9 yo children***	Program-specific buying allows you to ensure connection with the desired program, the context in which your advertisement appears. You can also use program-specific buying to ensure the desired weekly structure of your campaign, such as emphasizing the beginning or end of the week.

Please find the seasonal indexes and length factors that impact the prices of program-specific buying on page 17

Specific breaks and placements:

Specific break

In program-specific buying, a specific break can be determined for an advertisement for a 3% extra fee. A specific break can be bought for a selected national commercial break.

Break definitions:

E = start break

S1 = first center break

S2 = second center break etc.

Specific placement

In program-specific buying, a specific placement can be determined for an advertisement for a 6% extra fee. Specific placement is either the first or the last ad placement of a selected national commercial break, except on MTV3, where only the first placement of a break is available.

Regional advertising: MTV3

MTV sells regional advertising time on MTV3 for 17 viewing regions. The maximum spot length for an advertisement in regional advertising is 20 seconds and the length of the advertisement must be divisible by 5 seconds (5 sec, 10 sec, 15 sec or 20 sec).

In regional advertising, you can buy a campaign using either program-specific buying or targeted RBS buying, or a combination of these. Targeted RBS buying is a buying method in which you choose the desired number of contacts, campaign time, and spot length. Ad runs float during the campaign period, which means the final number of ad runs, their placements, and specific days cannot be predetermined for the campaign. A contact guarantee can be obtained by purchasing at least 50 TRP for the campaign. Seasonal indexes and spot length factors affect the gross prices of regional advertising.

In program-specific buying, the pricing factor for the viewing region is used to multiply the currently valid gross price of a national 30-second ad. The regional contacts of the program are obtained by multiplying the national contacts of the entire 3+ population of the program by the population share of the region. CPT and CPP prices per viewing region for targeted RBS buying can be found on the next page. Regional advertising is sold in one target group: the entire population 3+.

The specific break and placement used in national program-specific buying are not a part of the regional advertising product selection

The seasonal indexes and length factors that impact the prices of regional purchasing methods can be found on page 17

Regional advertising, price list 2025



There are tailor-made packages available to regional advertisers. Please find more information in [MTV Spotti!](#)

Regional population shares and program-specific buying pricing factors Targeted RBS buying 30 second gross prices per region, index season 100

REGION	ABBREVIATION	SHARE	PRICING FACTOR
Uusimaa	UM	32,11 %	55,1 %
Pirkanmaa	PM	11,96 %	20,5 %
Varsinais-Suomi	VS.	8,78 %	15,0 %
Pohjanmaa	PO	6,09 %	11,4 %
Oulu	OU	5,61 %	10,5 %
Keski-Suomi	KS	5,18 %	9,7 %
Pohjois-Savo	PS	4,69 %	8,8 %
Satakunta	SA	3,78 %	7,1 %
Päijät-Häme	PH	3,71 %	7,0 %
Keski-Pohjanmaa	KP	3,17 %	6,0 %
Kymenlaakso	KL	3,06 %	5,8 %
Pohjois-Karjala	PK	2,87 %	5,4 %
Lappi	SAT	2,40 %	6,5 %
Etelä-Karjala	EK	2,18 %	5,8 %
Etelä-Savo	ES	2,04 %	5,5 %
Kainuu	KA	1,33 %	3,6 %
Meri-Lappi	ML	1,04 %	2,8 %

REGIONAL TARGETED RBS BUYING 3+				
REGION	ABBREVIATION	SIZE (000)	CPT PRICE EUR whole day	CPP PRICE EUR whole day
Uusimaa	UM	1 745	17,1	299
Pirkanmaa	PM	650	17,1	111
Varsinais-Suomi	VS.	477	17,1	81
Pohjanmaa	PO	331	18,7	62
Oulu	OU	305	18,7	57
Keski-Suomi	KS	281	18,7	53
Pohjois-Savo	PS	255	18,7	48
Satakunta	SA	205	18,8	39
Päijät-Häme	PH	202	18,8	38
Keski-Pohjanmaa	KP	172	18,9	33
Kymenlaakso	KL	166	18,9	31
Pohjois-Karjala	PK	156	18,8	29
Lappi	SAT	131	27,0	35
Etelä-Karjala	EK	119	26,5	31
Etelä-Savo	ES	111	26,9	30
Kainuu	KA	72	27,0	20
Meri-Lappi	ML	56	27,0	15



CPT (cost per thousand) Contact price per thousand viewers

CPP (cost per point) Contact price per one TRP unit

TRP (target rating point) Sum of the average minute ratings within the target group for the campaign's commercial breaks. TRP refers to the same thing as a contact but expressed as a ratio.

Target group sizes: Statistics Finland, population data December 31, 2023

MTV3 viewing regions

MTV Oy does not guarantee in regional TV advertising that all the antennas in every households of the visibility area in question are directed to the Digita's mast from which that visibility area's advertising is distributed.



Municipalities by viewing region

Akaa	Pirkanmaa	Hämeenkyrö	Pirkanmaa	Karkkila	Uusimaa	Kuhmoinen	Pirkanmaa
Alajärvi	Pohjanmaa	Hämeenlinna	Pirkanmaa	Karstula	Keski-Suomi	Kuopio	Pohjois-Savo
Alavieska	Keski-Pohjanmaa	Ii	Oulu	Karvia	Pohjanmaa	Kuortane	Pohjanmaa
Alavus	Pohjanmaa	Iisalmi	Pohjois-Savo	Kaskinen	Pohjanmaa	Kurikka	Pohjanmaa
Asikkala	Päijät-Häme	Iitti	Kymenlaakso	Kauhajoki	Pohjanmaa	Kustavi	Varsinais-Suomi
Askola	Uusimaa	Ikaalinen	Pirkanmaa	Kauhava	Pohjanmaa	Kuusamo	Lappi
Aura	Varsinais-Suomi	Ilmajoki	Pohjanmaa	Kauniainen	Uusimaa	Kyyjärvi	Keski-Suomi
Enonkoski	Etelä-Savo	Ilomantsi	Pohjois-Karjala	Kaustinen	Keski-Pohjanmaa	Kärkölä	Päijät-Häme
Enontekiö	Lappi	Imatra	Etelä-Karjala	Keitele	Pohjois-Savo	Kärsämäki	Keski-Pohjanmaa
Espoo	Uusimaa	Inari	Lappi	Kemi	Meri-Lappi	Köyliö	Satakunta
Eura	Satakunta	Inkoo	Uusimaa	Kemijärvi	Lappi	Lahti	Päijät-Häme
Eurajoki	Satakunta	Isojoki	Pohjanmaa	Keminmaa	Meri-Lappi	Laihia	Pohjanmaa
Evijärvi	Keski-Pohjanmaa	Isokyrö	Pohjanmaa	Kemiönsaari	Varsinais-Suomi	Laitila	Varsinais-Suomi
Forssa	Pirkanmaa	Janakkala	Pirkanmaa	Kempele	Oulu	Lapinjärvi	Uusimaa
Haapajärvi	Keski-Pohjanmaa	Joensuu	Pohjois-Karjala	Kerava	Uusimaa	Lapinlahti	Pohjois-Savo
Haapavesi	Keski-Pohjanmaa	Jokioinen	Pirkanmaa	Keuruu	Keski-Suomi	Lappajärvi	Pohjanmaa
Hailuoto	Oulu	Joroinen	Pohjois-Savo	Kihniö	Pirkanmaa	Lappeenranta	Etelä-Karjala
Halsua	Keski-Pohjanmaa	Joutsa	Keski-Suomi	Kinnula	Keski-Suomi	Lapua	Pohjanmaa
Hamina	Kymenlaakso	Juuka	Pohjois-Karjala	Kirkkonummi	Uusimaa	Laukaa	Keski-Suomi
Hankasalmi	Keski-Suomi	Juupajoki	Pirkanmaa	Kitee	Pohjois-Karjala	Lemi	Etelä-Karjala
Hanko	Uusimaa	Juva	Etelä-Savo	Kittilä	Lappi	Lempäälä	Pirkanmaa
Harjavalta	Satakunta	Jyväskylä	Keski-Suomi	Kiuruvesi	Pohjois-Savo	Leppävirta	Pohjois-Savo
Hartola	Päijät-Häme	Jämijärvi	Pirkanmaa	Kivijärvi	Keski-Suomi	Lestijärvi	Keski-Pohjanmaa
Hattula	Pirkanmaa	Jämsä	Keski-Suomi	Kokemäki	Satakunta	Liekksa	Pohjois-Karjala
Hausjärvi	Päijät-Häme	Järvenpää	Uusimaa	Kokkola	Keski-Pohjanmaa	Lieto	Varsinais-Suomi
Heinola	Päijät-Häme	Kaarina	Varsinais-Suomi	Kolari	Lappi	Liminka	Oulu
Heinävesi	Pohjois-Savo	Kaavi	Pohjois-Savo	Konnevesi	Keski-Suomi	Liperi	Pohjois-Karjala
Helsinki	Uusimaa	Kajaani	Kainuu	Kontiolahti	Pohjois-Karjala	Lohja	Uusimaa
Hirvensalmi	Etelä-Savo	Kalajoki	Keski-Pohjanmaa	Korsnäs	Pohjanmaa	Loimaa	Varsinais-Suomi
Hollola	Päijät-Häme	Kangasala	Pirkanmaa	Koski TI	Varsinais-Suomi	Loppi	Uusimaa
Huittinen	Satakunta	Kangasniemi	Etelä-Savo	Kotka	Kymenlaakso	Loviisa	Uusimaa
Humppila	Pirkanmaa	Kankaanpää	Satakunta	Kouvola	Kymenlaakso	Luhanka	Keski-Suomi
Hyrynsalmi	Kainuu	Kannonkoski	Keski-Suomi	Kristiinankaupunki	Pohjanmaa	Lumijoki	Oulu
Hyvinkää	Uusimaa	Kannus	Keski-Pohjanmaa	Kruunupyy	Keski-Pohjanmaa	Luoto	Keski-Pohjanmaa
Hämeenkoski	Päijät-Häme	Karjoki	Pohjanmaa	Kuhmo	Kainuu	Luumäki	Kymenlaakso

Maalahti	Pohjanmaa	Pello	Lappi	Ruokolahti	Etelä-Karjala	Tohmajärvi	Pohjois-Karjala
Marttila	Varsinais-Suomi	Perho	Keski-Pohjanmaa	Ruovesi	Pirkanmaa	Toholampi	Keski-Pohjanmaa
Masku	Varsinais-Suomi	Petäjävesi	Keski-Suomi	Rusko	Varsinais-Suomi	Toivakka	Keski-Suomi
Merijärvi	Keski-Pohjanmaa	Pieksämäki	Pohjois-Savo	Rääkkylä	Pohjois-Karjala	Tornio	Meri-Lappi
Merikarvia	Satakunta	Pielavesi	Pohjois-Savo	Saarijärvi	Keski-Suomi	Turku	Varsinais-Suomi
Miehikkälä	Kymenlaakso	Pietarsaari	Keski-Pohjanmaa	Salla	Lappi	Tuusniemi	Pohjois-Savo
Mikkeli	Etelä-Savo	Pihtipudas	Keski-Suomi	Salo	Varsinais-Suomi	Tuusula	Uusimaa
Muhos	Oulu	Pirkkala	Pirkanmaa	Sastamala	Pirkanmaa	Tyrnävä	Oulu
Multia	Keski-Suomi	Polvijärvi	Pohjois-Karjala	Sauvo	Varsinais-Suomi	Ulvila	Satakunta
Muonio	Lappi	Pomarkku	Satakunta	Savitaipale	Etelä-Karjala	Urjala	Pirkanmaa
Mustasaari	Pohjanmaa	Pori	Satakunta	Savonlinna	Etelä-Savo	Utajärvi	Oulu
Muurame	Keski-Suomi	Pornainen	Uusimaa	Savukoski	Lappi	Utsjoki	Lappi
Mynämäki	Varsinais-Suomi	Porvoo	Uusimaa	Seinäjoki	Pohjanmaa	Uurainen	Keski-Suomi
Myrskylä	Uusimaa	Posio	Lappi	Sievi	Keski-Pohjanmaa	Uusikaarlepyy	Pohjanmaa
Mäntsälä	Uusimaa	Pudasjärvi	Oulu	Siikainen	Satakunta	Uusikaupunki	Varsinais-Suomi
Mänttä	Pirkanmaa	Pukkila	Uusimaa	Siikajoki	Oulu	Vaala	Oulu
Mäntyharju	Etelä-Savo	Punkalaidun	Pirkanmaa	Siikalatva	Keski-Pohjanmaa	Vaasa	Pohjanmaa
Naantali	Varsinais-Suomi	Puolanka	Kainuu	Siilinjärvi	Pohjois-Savo	Valkeakoski	Pirkanmaa
Nakkila	Satakunta	Puumala	Etelä-Savo	Simo	Meri-Lappi	Valtimo	Pohjois-Karjala
Nivala	Keski-Pohjanmaa	Pyhtää	Kymenlaakso	Sipoo	Uusimaa	Vantaa	Uusimaa
Nokia	Pirkanmaa	Pyhäjoki	Keski-Pohjanmaa	Siuntio	Uusimaa	Varkaus	Pohjois-Savo
Nousiainen	Varsinais-Suomi	Pyhäjärvi	Keski-Suomi	Sodankylä	Lappi	Vehmaa	Varsinais-Suomi
Nurmes	Pohjois-Karjala	Pyhäntä	Keski-Pohjanmaa	Soini	Pohjanmaa	Vesanto	Pohjois-Savo
Nurmijärvi	Uusimaa	Pyhäranta	Satakunta	Somero	Varsinais-Suomi	Vesilahti	Pirkanmaa
Närpiö	Pohjanmaa	Pälkäne	Pirkanmaa	Sonkajärvi	Pohjois-Savo	Veteli	Keski-Pohjanmaa
Orimattila	Päijät-Häme	Pöytyä	Varsinais-Suomi	Sotkamo	Kainuu	Vieremä	Pohjois-Savo
Oripää	Varsinais-Suomi	Raahe	Oulu	Sulkava	Etelä-Savo	Vihti	Uusimaa
Orivesi	Pirkanmaa	Raasepori	Uusimaa	Suomussalmi	Kainuu	Viitasaari	Keski-Suomi
Oulainen	Keski-Pohjanmaa	Raisio	Varsinais-Suomi	Suonenjoki	Pohjois-Savo	Vimpeli	Pohjanmaa
Oulu	Oulu	Rantasalmi	Etelä-Savo	Sysmä	Päijät-Häme	Virolahti	Kymenlaakso
Outokumpu	Pohjois-Karjala	Ranua	Lappi	Säkylä	Satakunta	Virrat	Pirkanmaa
Padasjoki	Päijät-Häme	Rauma	Satakunta	Taipalsaari	Etelä-Karjala	Vöyri-Maksamaa	Pohjanmaa
Paimio	Varsinais-Suomi	Rautalampi	Pohjois-Savo	Taivalkoski	Kainuu	Ylitornio	Meri-Lappi
Paltamo	Kainuu	Rautavaara	Pohjois-Savo	Taivassalo	Varsinais-Suomi	Ylivieska	Keski-Pohjanmaa
Parainen	Varsinais-Suomi	Rautjärvi	Etelä-Karjala	Tammela	Pirkanmaa	Ylöjärvi	Pirkanmaa
Parikkala	Etelä-Savo	Reisjärvi	Keski-Pohjanmaa	Tampere	Pirkanmaa	Ypäjä	Pirkanmaa
Parkano	Pirkanmaa	Riihimäki	Uusimaa	Tervo	Pohjois-Savo	Ähtäri	Pohjanmaa
Pedersöre	Keski-Pohjanmaa	Ristijärvi	Kainuu	Tervola	Meri-Lappi	Äänekoski	Keski-Suomi
Pelkosenniemi	Lappi	Rovaniemi	Lappi	Teuva	Pohjanmaa		

Special sales: RBS program cooperation

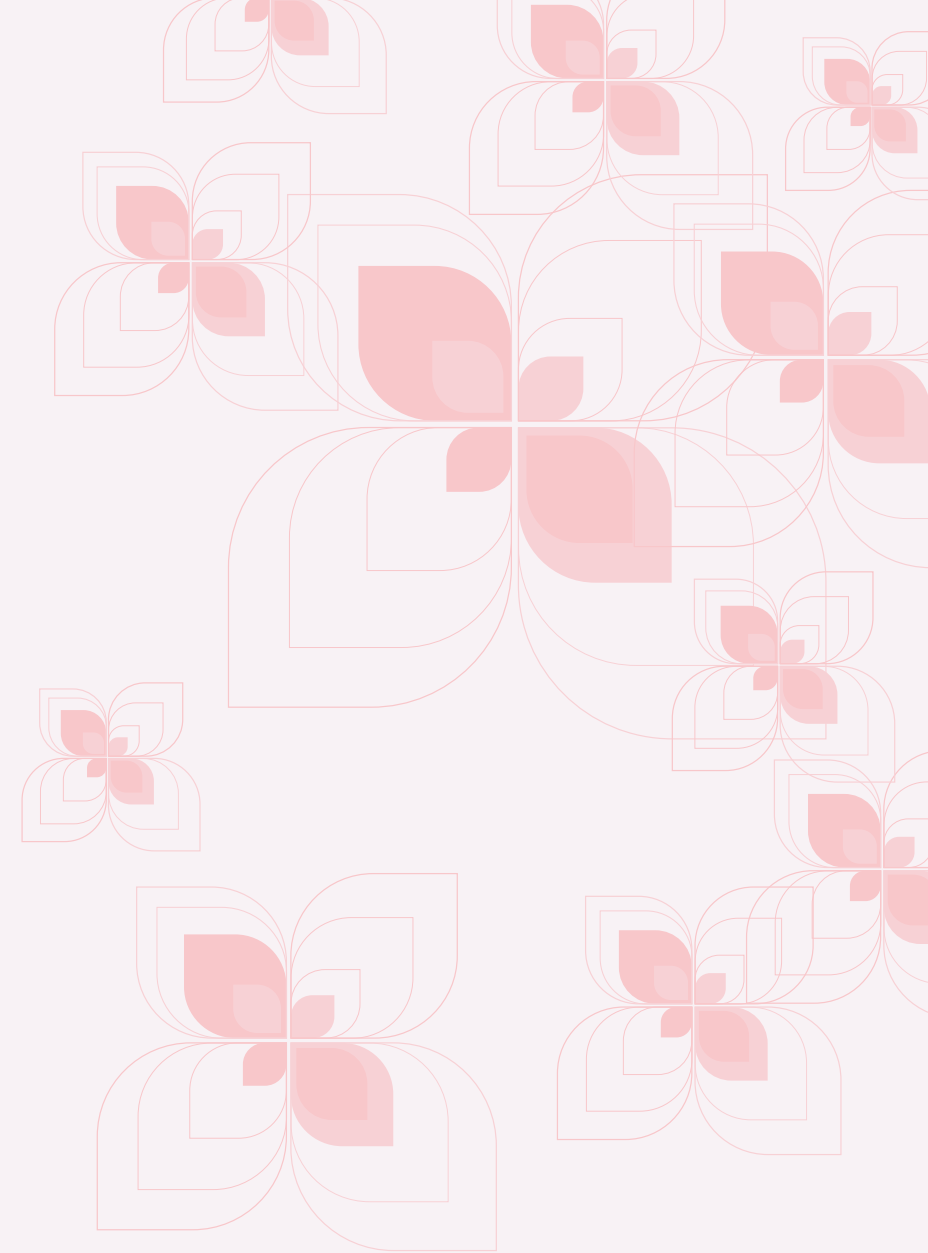
RBS program cooperation is floating billboard visibility in connection with several different programs on selected channels and during a specified campaign period. The RBS program cooperation is available for the following channels: MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo. For MTV Katsomo, the implementation differs from linear channels.

MTV determines the programs included in RBS program cooperation. As a rule of thumb, the genres include foreign and domestic drama, movies, lifestyle programs, comedy, and reality. Billboards will not be placed in sports, Advertiser Funded Programs (AFP), or programs categorized as a “phenomenon program” by MTV. News, current affairs programs, and children's programs cannot be sponsored. MTV determines the number of sponsors included in RBS program cooperation programs.

The RBS program cooperation is booked for the same campaign for all channels using the same buying target group, if the campaign uses the same billboard material.

The campaign is granted a single shared contact guarantee in the buying target group selected by the customer. Specific granting criteria for contact guarantee can be found in the Terms of Sale

In the price list you will find channel-specific 30-second CPP and CPT gross prices for RBS program cooperation per target group. The prices are daypart specific with a seasonal index of 100. The price is determined by the length factor table for TV ads (5 sec factor 0.3 and 10 sec factor 0.5).



Special sales: RBS program sponsorship, price list 2025

30 second gross prices for index season 100

RBS PROGRAM SPONSORSHIP											
TARGET GROUP	SIZE (000)	CPT PRICE		CPT PRICE		CPT PRICE		CPT PRICE		CPT PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
Entire population 3+	5 434	9,5	6,0	11,0	5,3	9,0	4,0	12,4	6,9	9,1	4,1
25–64	2 824	21,4	14,9	20,3	11,2	18,2	10,0	18,2	10,0	18,2	10,0
Women 25–64	1 385	38,0	28,4	55,6	30,8	28,9	16,5	42,1	24,9	-	-
Men 25–64	1 439	48,5	31,4	31,1	17,2	-	-	32,2	16,6	30,2	15,0

RBS PROGRAM SPONSORSHIP											
TARGET GROUP	SIZE (000)	CPP PRICE		CPP PRICE		CPP PRICE		CPP PRICE		CPP PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
Entire population 3+	5 434	518	327	599	287	489	219	673	375	496	225
25–64	2 824	604	420	574	316	514	282	514	282	514	282
Women 25–64	1 385	526	394	770	427	400	229	583	345	-	-
Men 25–64	1 439	698	452	447	248	-	-	464	239	435	216



CPT (cost per thousand) Contact price per thousand viewers

CPP (cost per point) Contact price per one TRP unit

TRP (target rating point) Sum of the average minute ratings within the target group for the campaign's commercial breaks. TRP refers to the same thing as a contact but expressed as a ratio.

Target group sizes: Tilastokeskus, population data 31.12.2023

Special sales

RBS program cooperation

Media elements and placement templates

Placement of the program cooperation billboard elements in connection with the actual program content enables high reach for sponsorship billboards.

MTV defines the placement templates for a campaign, that is, which billboard combination will be used.

The customer selects the placement template to be used in the campaign, as well as the length to be used for each billboard. A distinct ratio between 10 sec and 5 sec billboards cannot be defined; billboards are run in the same proportion.

Media elements

- starting billboard 5 or 10 sec placement before the program start
- break bumper 1 (jatkuu1), duration 5 sec, attached to program, at the start of a commercial break
- break bumper 2 (jatkuu2), duration 5 sec, attached to program, at the end of a commercial break
- ending billboard 5 or 10 sec, placement after closing credits of the program

Placement templates

- 1) starting billboard + break bumper 1 + break bumper 2 + ending billboard
- 2) starting billboard + ending billboard

Special sales

RBS program sponsorship

Guidelines regarding the content of RBS program sponsorship billboards

The guidelines of sponsorship billboards differ from those concerning commercial break advertising. The billboards must comply with the given instructions. The main points are:

- Billboards may not include a promotional message such as product descriptions or lists of product features, sales statements, references to brand quality or effectiveness, slogans, purchase suggestions or other prompts, prices etc. The product or service itself can be displayed.
- The billboard must be clear in expressing the partner's connection with the program (e.g. "in cooperation with", "sponsored by", "the program is provided by").
- URL addresses are allowed. Phone numbers are not allowed.
- The sponsorship billboard cannot be a TV ad used in normal commercial break advertising. If the sponsorship billboard uses material cut or edited from a TV ad, it must be noted that the TV ad in question cannot be run in a commercial break advertising campaign during the program cooperation.

By sending the content of the billboard to MTV for approval prior to its delivery (via Spotgate service), you can ensure that the content is in accordance with the law.

Approval is done by submitting either the plan, script, raw version, or a completed billboard to video@mtv.fi

Special sales:

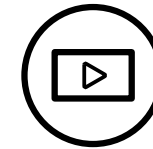
RBS program cooperation: MTV Katsomo



RBS program cooperation is program cooperation sponsorship billboard visibility in MTV Katsomo, that is implemented as floating in connection with several different programs in the billboard placement without frequency control. The programs are primarily foreign and domestic drama, films, lifestyle programs, comedy and reality. The billboard is directly attached to the program in MTV Katsomo on pre- and midroll commercial breaks.

The minimum duration of the campaign is one week, i.e. seven days, the spot length is standard 10 seconds and the number of impressions is 150,000 per week.

RBS program cooperation: MTV Katsomo	CPM PRICE EUR 10s
ROS	33,6



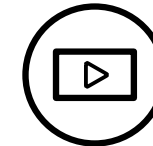
150 000

Impressions per week

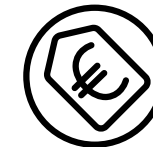


Seven days

Campaign duration



Duration 10"



EUR 5,040/week

Gross price, with a -15% cooperation bonus or a -12% direct invoicing discount and the customer's MTV Katsomo cooperation agreement benefit all applicable



Buying campaigns

Campaign definition

In TV advertising, a campaign refers to a set number of advertisements that are booked at once and used to advertise the same service or product. The total duration of a campaign may not exceed eight (8) weeks. The maximum length of a break during a TV campaign is seven (7) days and the total period can extend to no more than two sales periods. Separate campaigns by the same advertisers are considered a single campaign, if they are no more than seven (7) days apart and they use the same advertisement(s) and/or target group. MTV reserves the right to combine such campaigns into one, which is granted a contact guarantee in accordance with the Terms of Sale.

Dayparts

The channels use two dayparts for program-specific buying: prime time and off-prime. The daypart is used as a guidelines for MTV3, MTV Sub, MTV AVA, STAR Channel and National Geographic and it is determined according to the table shown here, based on the program start time.

DAYPART	MON–SUN
Prime	18:00–23:59
Off-prime	00:00–17:59

At the time of buying, only one daypart, the whole day, is available for the MTV Total TV product and for MTV3 regional advertising.

Sales periods

TV channels are opened for sale per season as follows:

PERIOD (DATE)	WEEKS	OPEN FOR SALES
1.1.–2.3.2025	1–9	18.11.2024
3.3.–4.5.2025	10–18	20.1.2025
5.5.–6.7.2025	19–27	17.3.2025
7.7.–31.8.2025	28–35	26.5.2025
1.9.–2.11.2025	36–44	21.7.2025
3.11.–31.12.2025	45–52 (1)	22.9.2025

Buying campaigns

Contact guarantee and contact guarantee limits

MTV grants a contact guarantee for campaigns that meet the applicable Terms of Sale and the specified TRP guarantee limits. With the contact guarantee, the campaign is guaranteed the number of contacts predicted at the time of buying and the campaign has an overall guarantee. The campaign is granted a contact guarantee in the buying target group selected by the customer. The guarantee limits differ for MTV Total TV, MTV3's regional advertising, campaigns purchased entirely through program-specific buying and RBS program cooperation. Contact guarantee limits are applied to each type of campaign according to the tables shown here.

In RBS program cooperation the entire campaign is granted one shared contact guarantee within the campaign's target group.

PER PACKAGE, TRP	
MTV Total TV*	100

REGIONAL SALES, TRP	
MTV3	50

*)In the target group of children aged 3–9, the minimum limit of the contact guarantee is 10 TRP

CAMPAIGNS PURCHASED SOLELY BY PROGRAMMATIC BUYING, TRP	
MTV3	25
MTV Sub	10
MTV Ava	5
STAR Channel	5
National Geographic	5

RBS PROGRAM COOPERATION, TRP	
MTV3	50
MTV Sub	20
MTV Ava	10
STAR Channel	10
National Geographic	10

Specific granting criteria for contact guarantee can be found in the Terms of Sale

Buying campaigns

Seasonal indexes

The seasonal index of an advertisement run is determined by the program's broadcasting day. The seasonal indexes apply to MTV Total TV, MTV3's regional advertising, program-specific buying and RBS program cooperation solutions, as well as all channels included in the campaigns. The campaigns are subject to seasonal indexes in accordance with the table below

PERIOD (DATE)	PERIOD (WK)	INDEX
1.1.–26.1.2025	1–4	80
27.1.–30.3.2025	5–13	110
31.3.–25.5.2025	14–21	125
26.5.–22.6.2025	22–25	130
23.6.–3.8.2025	26–31	85
4.8.–2.11.2025	32–44	125
3.11.–21.12.2025	45–51	120
22.12.–31.12.2025	52 (1)	80

MTV Oy reserves the right to change the seasonal indexes

Length factors

A national break price of 30 seconds is defined for programs or contacts of all buying methods. The price for other durations is the price of the 30-second spot times spot length factor provided in the table.

The price for a commercial is defined through 5-second gradation, where the price for seconds in between is calculated according to the next five seconds, rounding up. For example, a 16-second spot is priced according to the length factor of 20-second spot.

SECONDS	FACTOR	SECONDS	FACTOR	SECONDS	FACTOR
5	0,3	45	1,5	85	2,8
10	0,5	50	1,7	90	3
15	0,7	55	1,8	95	3,2
20	0,8	60	2	100	3,3
25	0,9	65	2,2	105	3,5
30	1	70	2,3	110	3,7
35	1,2	75	2,5	115	3,8
40	1,3	80	2,7	120	4

Video advertising

Instream video products

Video advertising in the MTV Katsomo and MTVuutiset.fi services offers advertising inventory for different campaigning purposes in a safe environment (brand safety). MTV offers diverse advertising products for instream video environments.

Long-form content (TV shows) available in MTV Katsomo and MTVuutiset.fi has more ad placements, both before the content and on ad breaks during the content. In short video content, in general one ad will be shown before the video clip. The sponsored content on MTV Katsomo may also include a program cooperation sponsorship billboard. The price index for the whole year is 100.

The campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play, within the framework of distribution agreements.

MTV Video Premium enables targeting your messages to a specific demographic target group or GDR segment. We guarantee that your advertisement is viewed until the end. The ad inventory comprises mainly MTV Katsomo long-form content, with all users identified via login. MTV Video Premium has **frequency control** as its product promise: one advertisement is shown to the same user max. **5 times per week**.

MTV Uutiset Short is a product that is a good fit when aiming for direct activation and extensive reach. The video inventory includes the diverse news video content on MTVuutiset.fi that includes high-quality news content produced by our skilled news desk 24/7.

MTV Video Reach has the unique strength of extensive reach in all video environments, as the name suggests. The inventory mainly consists of long and short content of MTV's services (MTV Katsomo and MTVuutiset.fi). MTV Video Reach products also offer a guarantee of the ad being viewed until the end.

MTV Video Premium Pause Ad is a static, full-screen advertisement that is shown to the viewer when they pause the program. It can be targeted, for example, using demographics or regions.

Instream video products, price list 2025

Gross prices, untargeted

CPCV = cost per completed view, €

PRODUCT (UNTARGETED)	6 SEC	10 SEC	15 SEC	20 SEC	25 SEC	30 SEC	35 SEC	40 SEC
MTV Video Premium RON	16,8	28	39,2	44,8	50,4	56	67,2	72,8
MTV Video Reach RON	12,5	25	35	40	–	–	–	–
MTV Uutiset Short ROS	9	15	21	24	–	–	–	–
MTV Video Premium Pause Ad	30*							
MTV Uutiset Pause Ad	25*							

* CPM



MTV Video Premium is device-independent and covers all MTV Katsomo and SkyShowtime apps, browser versions and SmartTV devices.



MTV Uutiset Short is device-independent and covers MTVuutiset.fi browser versions and apps.



MTV Video Reach is device-independent and covers all browser versions and apps of MTV's online services and MTV Katsomo and SkyShowtime apps, browser versions and SmartTV devices.



MMTV Video Premium Pause Ad is device-independent and covers all MTV Katsomo apps, browser versions and SmartTV devices.

- Ad completion guarantee on MTV Video Premium, MTV Video Reach, and MTV Video Short
- Spot lengths of 60–120 seconds also possible for MTV Video Premium
- MTV Video Premium RON and MTV Video Reach RON include, in addition to MTV services, SkyShowtime inventory. The inventories are divided according to the viewing of the campaigns
- The campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play, within the framework of distribution agreements

Targeting options for instream video advertising

Data and targeting possibilities

MTV's own data is based on logins to services with MTV credentials. In addition to our own data, we cooperate with Bisnode and Global Data Resource. This helps us enrich existing user data and develop more diverse targeting options. Demographic and regional targeting data is based on MTV login credentials.

Bisnode data

Bisnode collects high-quality statistical data from official sources, such as Statistics Finland, the Finnish Tax Administration, the Digital and Population Data Services Agency and the National Land Survey of Finland. However, direct personal registry data is not used, but rather Bisnode segments are based prediction and artificial intelligence.

The data provided by MTV Katsomo users is enriched with Bisnode data. Continuous updates keep the data up to date to ensure reliable operation.

GDR data

Global Data Resource data comprises highlights and probabilities based on zip codes. The targeting includes the zip codes for which the sought highlight was found. GDR has segmented Finnish residential areas using resources such as the public registry of the Digital and Population Data Services Agency and Kantar Mind.

Contextual targeting

A campaign can be targeted to the following content categories



Drama
Reality TV

Entertainment
Lifestyle

News and documentaries
Sports

Targeting options for instream video advertising

MTV VIDEO PREMIUM AND MTV VIDEO PREMIUM PAUSE AD		TARGETING COST
Demographics	Men, women 15–24, 25–34, 35–44, 45–54, 55–64, 65–74, 75+	+20% The young 15–24 - 20%
Bisnode targeting	Families with children: families with children, families with children under 10 years, families with children 10–17 years Household/person income level: well-paid, average income, other Household/person's unearned income: significant unearned income, some unearned income, no unearned income Motoring: a car under management, no car under management Company decision maker: a decision maker in a company	+20% Bisnode B2B +30%
Regional targeting (based on zip code)	Region, city, city district (big cities), MTV3's viewing regions	City or city district +25 %
GDR targeting	Interests: traveling domestic/abroad, health and wellbeing, foodies Purchase intent: used car, new car, electronics, take out and fast food, beauty care and cosmetics, fashion and clothing Pets: cat owners, dog owners Home and housing: yard and garden, considers moving, need for insurance	+10 %
CTV and other device-based targeting	CTV (Connected TV) means viewing of MTV's Video Premium and Pause Ad, which takes place on a large screen via the network without an operator operating in between. It includes e.g. smart TVs and TVs connected to the network using MTV Katsomo compatible streaming devices.	+20%
Contextual targeting	Content categories: Drama, Lifestyle, Reality TV, Entertainment, Sports, News and documentaries	+20%

MTV VIDEO REACH		TARGETING COST
Contextual targeting	Content categories: Drama, Lifestyle, Reality TV, Entertainment, Sports, News and documentaries	+10 %
Regional targeting (IP address)	Regional targeting based on IP location, e.g. MTV3's viewing regions	+10 %

MTV UUTISSET SHORT		TARGETING COST
Regional targeting (IP address)	Regional targeting based on IP location, e.g. MTV3's viewing regions	+10 %



- If the different targeting for a campaign's objectives overlap, an extra fee will be charged for each new targeting (excl. gender+age combinations)
- We recommend only using one targeting type at a time (excl. gender+age combinations)
- Targeting is only possible in MTV Video Premium and MTV Video Reach's MTV Katsomo inventory, SkyShowtime is excluded from campaigns containing targeting

MTV Video Premium, targeting price list 2025

TARGETING*	6 sec	10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec
RON	16,8	28	39,2	44,8	50,4	56	67,2	72,8
Global Data Resources +10 %	18,48	30,8	43,1	49,3	55,4	61,6	73,9	80,1
Demographic targeting +20 %	20,16	33,6	47	53,8	60,5	67,2	80,6	87,4
Demographic targeting the young 15–24 yrs -20 %	13,44	22,4	31,4	35,8	40,3	44,8	53,8	58,2
MTV - Bisnode data +20 %	20,16	33,6	47	53,8	60,5	67,2	80,6	87,4
Regional targeting +20 %	20,16	33,6	47	53,8	60,5	67,2	80,6	87,4
Regional targeting – city / city district +25 %	21	35	49	56	63	70	84	91
CTV (and other devices targeting) +20 %	20,16	33,6	47	53,8	60,5	67,2	80,6	87,4
Contextual targeting +20 %	20,16	33,6	47	53,8	60,5	67,2	80,6	87,4
MTV - Bisnode data BtoB, CPM +30 %	21,84	36,4	51	58,2	65,5	72,8	87,4	94,6

*Targeting is only possible in MTV Video Premium and MTV Video Reach's MTV Katsomo inventory, SkyShowtime is excluded from campaigns containing targeting.



MTV Video Reach, MTV Uutiset Short, MTV Video Premium Pause Ad and MTV Pause Ad, targeting price list 2025

MTV Video Reach

TARGETING*	6 sec	10 sec	15 sec	20 sec
RON	12,5	25	35	40
Contextual +10 %	13,8	27,5	38,5	44
Geo targeting (IP) +10 %	13,8	27,5	38,5	44

MTV Uutiset Short

TARGETING	6 sec	10 sec	15 sec	20 sec
ROS	9	15	21	24
Geo targeting (IP) +10 %	9,9	16,5	23,1	26,4

MTV Video Premium Pause Ad and MTV Pause Ad

TARGETING	MTV Video premium pause Ad	MTV Pause Ad
	€ / CPM	€ / CPM
RON	30	25
Geo targeting (IP) +10 %	-	27,5
Global Data Resources +10 %	33	-
Demographic +20 %	36	-
Demographic the young 15–24 yrs. -20 %	24	-
MTV - Bisnode data +20 %	36	-
Regional targeting +20 %	36	-
Regional targeting – city / city district +25 %	37,5	-
CTV (and other device targeting)) +20 %	36	-
MTV - Bisnode data BtoB, CPM +30 %	39	-

*Targeting is only possible in MTV Video Premium and MTV Video Reach's MTV Katsomo inventory, SkyShowtime is excluded from campaigns containing targeting.

