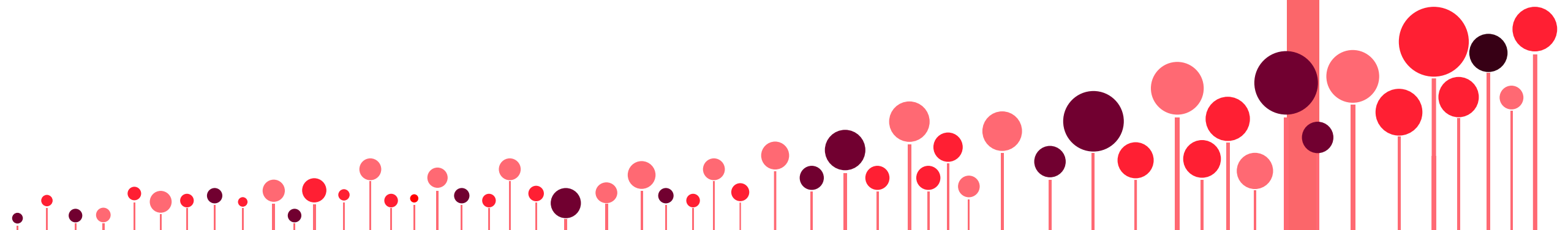
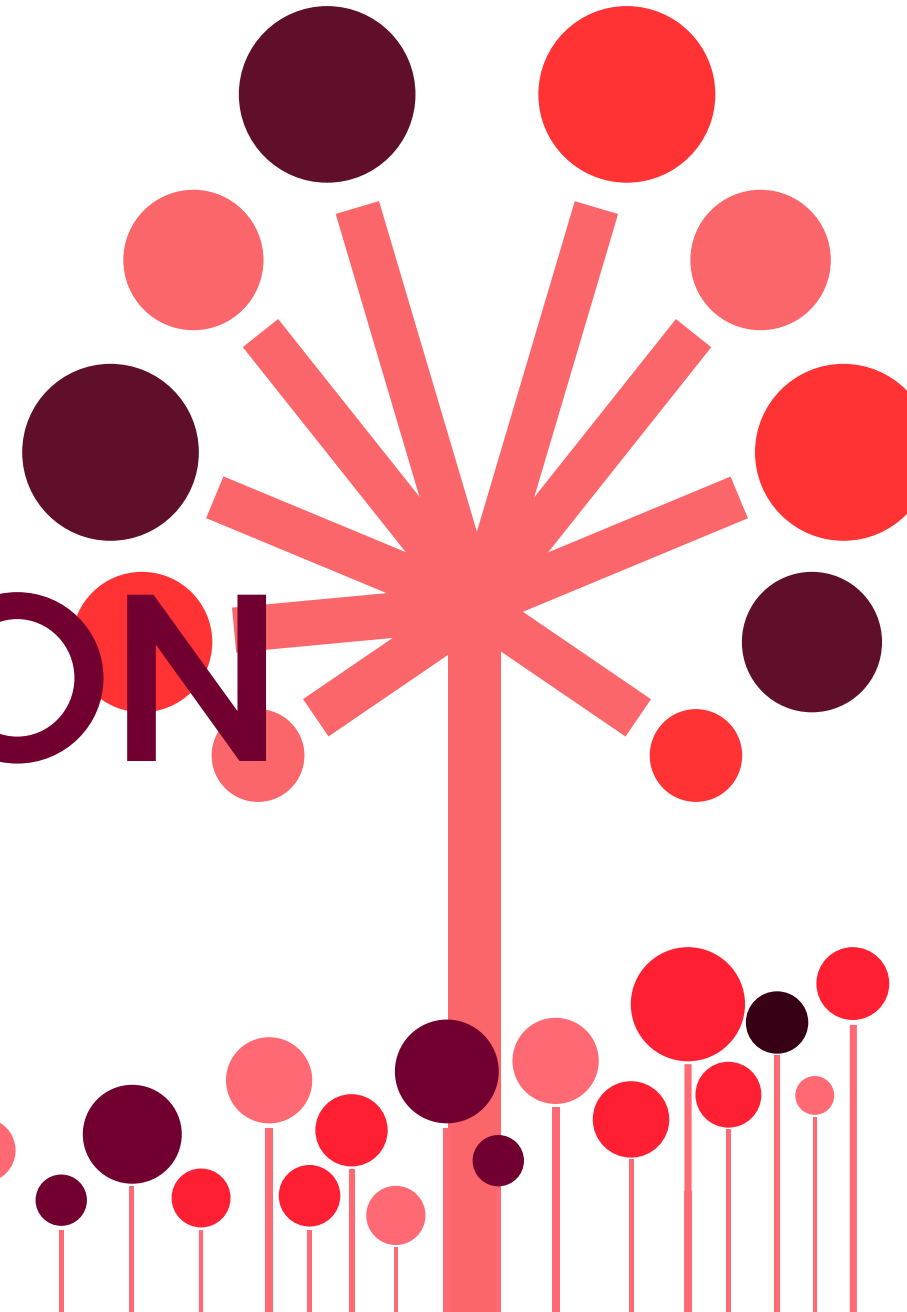




2024

MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



National advertising per channel

Targeted RBS buying, fixed target group buying and program-specific buying

MTV sells national advertising for MTV3, MTV Sub, and MTV Ava channels.

Targeted RBS buying

Targeted RBS buying is a form of purchase, where the desired target group, number of contacts, campaign time, channel(s), prime time/off prime time division, and spot length is defined for a campaign. In targeted RBS buying, **each target group has a national daypart-specific CPT and CPP prices**. Prices in the targeted RBS buying price list are gross prices for 30 seconds with a seasonal index of 100. Ad runs float during the campaign period, which means the final number of ad runs, their placements, or specific days cannot be predetermined for the campaign.

Fixed target group buying

Fixed target group buying is a program purchasing product based on channel-specific target group pricing. All the desired programs, their number and the desired days are specified for the campaign. A key difference with program-specific buying is its more limited selection of programs. In fixed target group buying, each target group has a national daypart-specific CPT and CPP prices. Prices in the price list are gross prices for 30 seconds with a seasonal index of 100. The price is based on targeted RBS buying gross prices +15 %.

Program-specific buying

In program-specific buying, the desired programs, number of runs and dates are defined for a campaign. In MTV3's prime time, there may be certain seasonal programs only available for program-specific buying. The programs have fixed 30-second gross prices (with a seasonal index of 100) valid from the time of booking.

For seasonal indexes and length factors affecting the channel-specific buying methods, see page 23

National advertising by channel, price list 2024



30 second gross prices
for index season 100

TARGET GROUP	SIZE (000)	TARGETED RBS BUYING				FIXED TARGET GROUP BUYING			
		CPT PRICE		CPP PRICE		CPT PRICE		CPP PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+	5 392	10,13	6,55	546	353	11,65	7,53	628	406
women 3+	2 726	17,87	10,86	487	296	20,54	12,49	560	340
men 3+	2 666	24,08	16,43	642	438	27,69	18,89	738	504
25–54	2 086	40,51	28,28	845	590	46,58	32,53	972	679
25–64	2 801	24,17	17,28	677	484	27,80	19,87	779	557
35–64	2 087	27,74	20,41	579	426	31,90	23,47	666	490
POP*	2 802	15,95	9,71	447	272	18,35	11,16	514	313

*household purchase decision-makers



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, 2022

National advertising by channel, price list 2024



30 second gross prices
for index season 100

TARGET GROUP	SIZE (000)	TARGETED RBS BUYING				FIXED TARGET GROUP BUYING			
		CPT PRICE		CPP PRICE		CPT PRICE		CPP PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+	5 392	16,58	6,90	894	372	19,07	7,93	1028	428
women 3+	2 726	39,66	18,75	1081	511	45,60	21,56	1243	588
men 3+	2 666	28,62	10,88	763	290	32,91	12,51	877	334
25–54	2 086	37,87	18,22	790	380	43,55	20,95	909	437
25–64	2 801	24,46	13,03	685	365	28,12	14,99	788	420
35–64	2 087	28,08	15,14	586	316	32,29	17,41	674	363
POP*	2 802	26,41	12,21	740	342	30,37	14,04	851	393

*household purchase decision-makers



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, 2022

National advertising by channel, price list 2024



30 second gross prices
for index season 100

TARGET GROUP	SIZE (000)	TARGETED RBS BUYING				FIXED TARGET GROUP BUYING			
		CPT PRICE		CPP PRICE		CPT PRICE		CPP PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+	5 392	8,49	4,40	458	237	9,77	5,05	527	273
women 3+	2 726	13,68	6,82	373	186	15,74	7,85	429	214
25–54	2 086	31,30	19,75	653	412	36,00	22,71	751	474
25–64	2 801	16,89	9,82	473	275	19,42	11,29	544	316
35–64	2 087	18,54	10,78	387	225	21,32	12,40	445	259
POP*	2 802	13,85	6,14	388	172	15,92	7,06	446	198

*household purchase decision-makers



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, 2022

National advertising by package

MTV Total TV Easy

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

Channel-specific shares are defined for each target group, which vary according to the target group's natural viewing patterns. However, MTV aims to have no less than 50 % of the campaign's contacts to be on MTV3, and no less than 5 % on MTV Katsomo. The aim is that at least 70 % of MTV3 contacts are placed during prime time.

A contact guarantee is granted for MTV Total TV Easy when buying at least 80 TRP. The guarantee applies within the selected purchase target group. Other buying methods cannot be combined with MTV Total TV Easy. 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.

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

MTV Total TV Easy is available for target groups

3+	women 3+
25–54	men 3+
25–64	women 25–64
35–64	men 25–64

For seasonal indexes and length
factors of national TV
advertising, see page 23

National advertising by package, price list 2024

30-second gross prices for index season 100

The package includes MTV3, MTV Sub, MTV Ava, MTV Katsomo

MTV TOTAL TV EASY			
TARGET GROUP	SIZE (000)	CPT PRICE € whole day	CPP PRICE € whole day
3+	5 392	8,90	480
women 3+	2 726	16,43	448
men 3+*	2 666	21,38	570
25–54	2 086	33,56	700
25–64	2 801	20,35	570
women 25–64	1 374	38,06	523
men 25–64*	1 427	42,05	600
35–64	2 087	23,38	488

*target group does not include MTV Ava

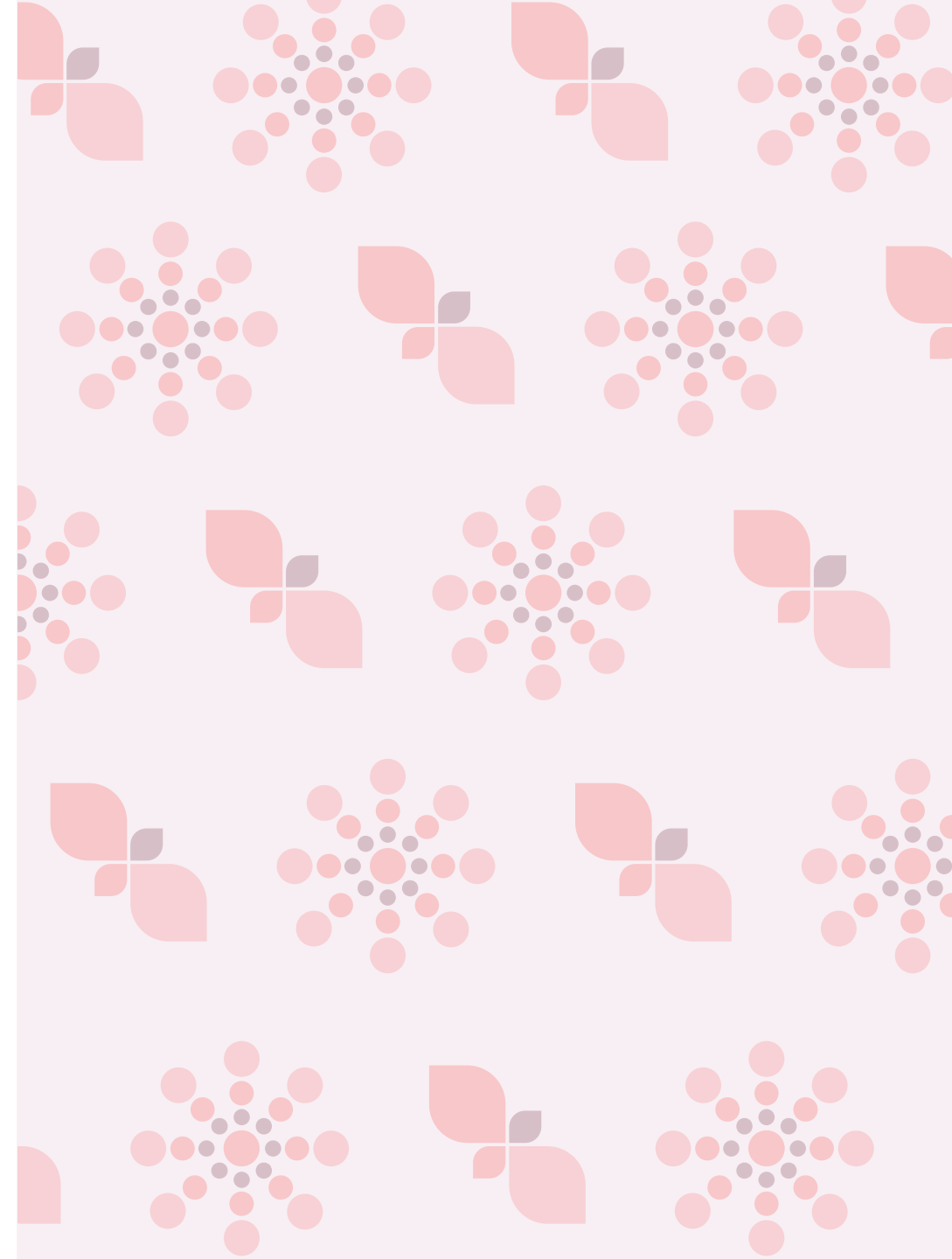


CPT (cost per thousand) Contact price per thousand viewers

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, 2022



National advertising by package

MTV Total TV Flexible

MTV Total TV Flexible is a buying method in which you choose the desired target group, channel split (1-3 TV channels and MTV Katsomo), number of contacts, campaign time, spot length, and daypart distribution. MTV Katsomo's share of the campaign's contacts is at least 10 %. The entire campaign is granted a shared contact guarantee, and the actual channel split may vary +/- 5 percentage points from the booked channel split.

A contact guarantee is granted for MTV Total TV Flexible when buying at least 80 TRP. The guarantee applies within the selected purchase target group. Other buying methods cannot be combined with MTV Total TV Flexible. 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.

The MTV Total TV Flexible product is eligible for a 7 % discount from the gross price of national targeted RBS buying, which is included in the gross price of the buying method. In addition, MTV Katsomo CPM and CPP prices are tailored specifically for this product.

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





MTV Total TV Flexible is available for target groups





3+	women 3+
25–54	men 3+
25–64	women 25–64
35–64	men 25–64

For seasonal indexes and length factors of national TV advertising, see page 23

National advertising by package, price list 2024

30-second gross prices for index season 100

MTV TOTAL TV FLEXIBLE								
TARGET GROUP	SIZE (000)	CPM PRICE €	CPT PRICE		CPT PRICE		CPT PRICE	
			PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+*	5 392	27,82	9,42	6,09	15,42	6,42	7,90	4,09
women 3+	2 726	55,03	16,61	10,10	36,88	17,43	12,73	6,35
men 3+	2 666	56,26	22,40	15,28	26,62	10,12	-	-
25-54	2 086	54,75	37,67	26,30	35,22	16,94	29,11	18,37
25-64	2 801	40,84	22,48	16,07	22,74	12,12	15,70	9,13
women 25-64	1 374	65,79	42,71	29,58	55,77	29,44	25,45	15,03
men 25-64	1 427	65,59	47,12	35,19	39,56	20,27	-	-
35-64	2 087	55,01	25,80	18,98	26,11	14,08	17,25	10,03

MTV TOTAL TV FLEXIBLE								
TARGET GROUP	SIZE (000)	CPP PRICE €	CPP PRICE		CPP PRICE		CPP PRICE	
			PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+*	5 392	1 500	508	328	831	346	426	220
women 3+	2 726	1 500	453	275	1005	475	347	173
men 3+	2 666	1 500	597	407	710	270	-	-
25-54	2 086	1 142	786	549	735	353	607	383
25-64	2 801	1 144	630	450	637	339	440	256
women 25-64	1 374	904	587	406	766	405	350	206
men 25-64	1 427	936	672	502	565	289	-	-
35-64	2 087	1 148	538	396	545	294	360	209

*target group 3+ campaigns are run as ROS in MTV Katsomo

National advertising by package

MTV Easy

MTV Easy is a buying method in which you choose the desired target group, number of contacts, campaign time, spot length, and daypart distribution. MTV Easy has defined CPP and CPT prices for each target group both for prime time and off prime time dayparts. To make buying easier and faster, the product comes packaged with the following channels from our selection: MTV3, MTV Sub and MTV Ava.

Channel-specific shares are defined for each target group, which vary according to the target group's natural viewing patterns. However, MTV aims to have no less than 60 % of the campaign's contacts to be on MTV3 (does not apply to campaigns targeted at 3–9-year-olds).

A contact guarantee is granted for MTV Total TV Easy when buying at least 80 TRP or at least 50 TRP in case of a campaign targeted at 3–9-year-olds. The guarantee applies within the selected purchase target group. Other buying methods cannot be combined with MTV Total TV Easy. 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.

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

MTV Easy is available for target groups

3+	35–64
3–9	women 3+
25–54	men 3+
25–64	POP*

*household purchase decision-makers

For seasonal indexes and length factors of national TV advertising, see page 23

National advertising by package, price list 2024

30-second gross prices for index season 100
The package includes MTV3, MTV Sub, MTV Ava

MTV EASY					
TARGET GROUP	SIZE (000)	CPT PRICE		CPP PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+	5 392	10,39	6,06	560	327
women 3+	2 726	19,04	10,93	519	298
men 3+*	2 666	24,68	14,33	658	382
25–54	2 086	38,02	25,12	793	524
25–64	2 801	22,78	15,42	638	432
35–64	2 087	26,07	17,87	544	373
POP**	2 802	15,77	9,17	442	257
3–9*** weeks 1–43	379	–	39,58	–	150
3–9*** weeks 44–53	379	–	47,49	–	180



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, 2022

* target group does not include MTV Ava

** household purchase decision-makers

*** in addition to MTV Easy package buying, the target group is available only by program-specific buying. Does not include MTV Ava.

Regional advertising on 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.

In regional advertising, program-specific buying, fixed target group buying and targeted RBS buying follow the same principles as in national ad buying. The same seasonal indexes, spot length factors and contact guarantees apply to regional campaigns as national campaigns.

Each viewing region has its own pricing factor, which is used to determine the price for local advertising. In program-specific buying, the pricing factor is used to multiply the currently valid gross price of a national 30-second ad. In targeted RBS buying and fixed target group buying, the gross CPP price of a national 30-second ad for a specific target-group is multiplied by the pricing factor.

The specific placement, specific break, and break connection used in national program-specific buying are not available in the regional advertising product selection.

For seasonal indexes and spot length factors, see page 23.



Regional advertising, price list 2024

The national 30-second gross prices (index season 100) is multiplied by the regional pricing factor

NATIONAL TARGETED RBS BUYING			
TARGET GROUP	SIZE (000)	CPP PRICE PRIME €	CPP PRICE OFF PRIME €
3+	5 392	546	353
women 3+	2 726	487	296
men 3+	2 666	642	438
25–54	2 086	845	590
25–64	2 801	677	484
35–64	2 087	579	426
POP*	2 802	447	272

*household purchase decision-makers



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, 2022

Regional population and pricing factors 2024



REGION	ABBREVIATION	SHARE	PRICING FACTOR
Uusimaa	UM	31,9 %	54,2
Pirkanmaa	PM	11,9 %	20,3
Varsinais-Suomi	VS	8,7 %	14,9
Pohjanmaa	PO	6,1 %	11,6
Oulu	OU	5,6 %	10,6
Keski-Suomi	KS	5,2 %	9,9
Pohjois-Savo	PS	4,7 %	9,0
Satakunta	SA	3,8 %	7,3
Päijät-Häme	PH	3,8 %	7,2
Keski-Pohjanmaa	KP	3,2 %	6,1
Kymenlaakso	KL	3,1 %	5,9
Pohjois-Karjala	PK	2,9 %	5,5
Lappi	LA	2,4 %	6,4
Etelä-Karjala	EK	2,2 %	5,8
Etelä-Savo	ES	2,0 %	5,4
Kainuu	KA	1,4 %	3,6
Meri-Lappi	ML	1,1 %	2,8

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	Ilalmi	Pohjois-Savo	Kaskinen	Pohjanmaa	Kurikka	Pohjanmaa
Asikkala	Päijät-Häme	litti	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	Lieksa	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	Kruunupyö	Keski-Pohjanmaa	Luoto	Keski-Pohjanmaa
Hämeenkoski	Päijät-Häme	Karjoki	Pohjanmaa	Kuhmo	Kainuu	Luumäki	Kymenlaakso

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

Special sales

RBS program sponsorship

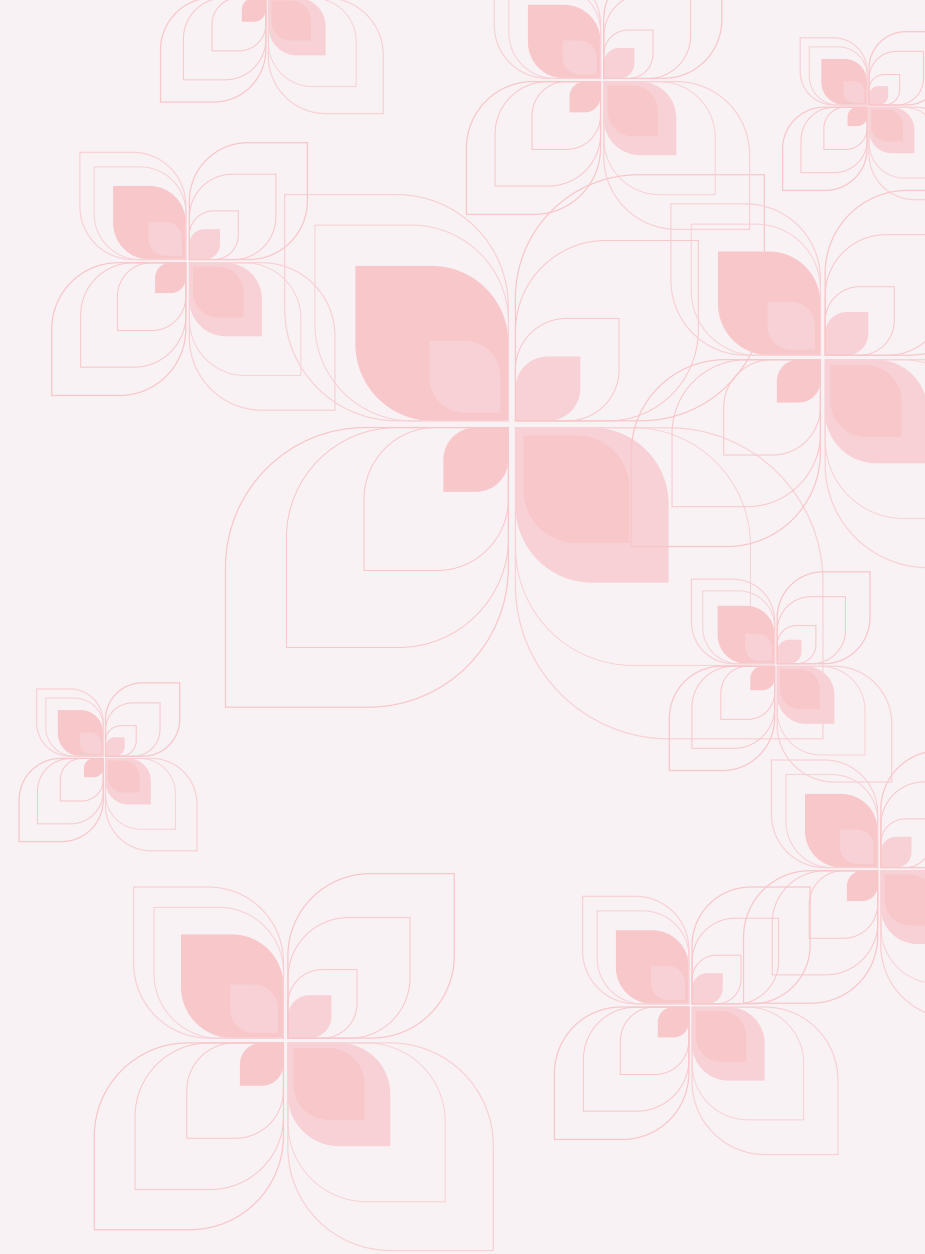
RBS program sponsorship is floating billboard visibility in connection with several different programs on chosen channels and during a specified campaign period. RBS program sponsorship is booked as one campaign for all channels.

MTV determines the programs included in RBS program sponsorship. As a rule of thumb, the genres include foreign and domestic drama, movies, lifestyle programs, comedy, and reality. Billboards will not be placed in programs unavailable for targeted RBS buying, 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 in the programs of RBS program sponsorship.

The campaign is granted a single shared contact guarantee in the target group selected by the customer. The 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 sponsorship per target group. The prices are daypart specific with a seasonal index of 100. The gross prices are based on channel-specific targeted RBS buying gross prices -15 %. The price is determined by the length factor table for TV ads (5 sec factor 0.3 and 10 sec factor 0.5).

For seasonal indexes and length factors of national TV advertising, see page 23.



Special sales

RBS program sponsorship

Media elements and placement templates

Placement of the program sponsorship media 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 a campaign and decides the above-mentioned duration for each billboard. A distinct ratio between 10 sec and 5 sec billboards cannot be defined; billboards are run in the same proportion.

If need be, MTV has the right to utilize all the media elements in both placement templates 1 and 2 in order to reach the contact guarantee.

For an RBS program sponsorship campaign, a maximum of four (4) sets of materials can be submitted.

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, price list 2024

30-second gross prices for index season 100

RBS PROGRAM SPONSORSHIP		mtv3		mtv sub		mtv ava	
TARGET GROUP	SIZE (000)	CPT PRICE		CPT PRICE		CPT PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+	5 392	8,61	5,56	14,09	5,86	7,22	3,74
women 3+	2 726	15,19	9,23	33,71	15,93	11,63	5,80
men 3+	2 666	20,47	13,96	24,33	9,25	-	-
25-54	2 086	34,43	24,04	32,19	15,48	26,61	16,79
25-64	2 801	20,54	14,69	20,79	11,08	14,35	8,35
35-64	2 087	23,58	17,35	23,87	12,87	15,76	9,16
POP*	2 802	13,56	8,25	22,45	10,37	11,77	5,22

RBS PROGRAM SPONSORSHIP		mtv3		mtv sub		mtv ava	
TARGET GROUP	SIZE (000)	CPP PRICE		CPP PRICE		CPP PRICE	
		PRIME €	OFF PRIME €	PRIME €	OFF PRIME €	PRIME €	OFF PRIME €
3+	5 392	464	300	760	316	389	201
women 3+	2 726	414	252	919	434	317	158
men 3+	2 666	546	372	649	247	-	-
25-54	2 086	718	502	672	323	555	350
25-64	2 801	575	411	582	310	402	234
35-64	2 087	492	362	498	269	329	191
POP*	2 802	380	231	629	291	330	146

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.

*household purchase decision-makers



Target group sizes: Statistics Finland, population data December 31, 2022

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

Buying campaigns

Campaign definition

In TV advertising (buying per channel, buying per package and RBS program sponsorship), a campaign refers to an entity that is booked at once and used to advertise the same product or service. The maximum length of a break during a TV campaign is seven (7) days and the total campaign period can extend to no more than two sales periods. Separate campaigns by the same advertiser 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 Oy reserves the right to combine such campaigns into one, which is granted a contact guarantee in accordance with the Terms of Sale.

Break connection

Break connection refers to placing two different commercials from the same customer in the same commercial break. The order of ad runs in the break connection can be defined freely. A normal price in accordance with the valid price list is charged for a break connection spot. The ads of a break connection are granted a shared contact guarantee. Break connection is available only in channel-specific campaigns in all buying methods of national advertising.

Combinations of different buying methods: program-specific buying, fixed target group buying, and targeted RBS buying

The customer can combine program-specific, fixed target group as well as floating targeted RBS buying with their channel-specific campaign, if desired. This enables introducing a specific program environment to the campaign, improving cost effectiveness, and extra assurance on regard to weekly shares. A single guarantee in accordance with the Terms of Sale will be granted for the campaign in available target groups of targeted RBS buying.

Specific breaks and placements

Specific break

In program-specific buying, a specific break can be determined for an advertisement for a 3 % extra fee. The 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 is available.

Buying campaigns

Dayparts

The channels use two dayparts: prime time and off prime time. On MTV3, MTV Sub, and MTV Ava the daypart is advisory, and is determined according to the shown table based on the starting time of the program.

Only one daypart is available for the MTV Total TV Easy product at the time of buying.

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

Contact guarantee and contact guarantee limits

MTV grants a contact guarantee for campaigns that meet the current sales terms and specified TRP guarantee limits. With the contact guarantee, the campaign is ensured the predicted number of contacts at the time of purchase, and the campaign comes with a total guarantee. The campaign is granted a contact guarantee in the target group selected by the customer and available for targeted RBS buying. The contact guarantee limits vary by channel, package, and for campaigns purchased solely by program-specific buying and/or fixed target group buying. The contact guarantee limits specified for each campaign type are applied according to the tables provided.

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

Sales periods

TV channels are opened for sales in periods, as follows:

PERIOD (DATE)	WEEKS	OPEN FOR SALES
1.1.–3.3.2024	1–9	20.11.2023
4.3.–5.5.2024	10–18	22.1.2024
6.5.–30.6.2024	19–26	18.3.2024
1.7.–25.8.2024	27–34	27.5.2024
26.8.–3.11.2024	35–44	22.7.2024
4.11.–31.12.2024	45–52	23.9.2024

PER PACKAGE, TRP	
MTV Total TV Easy	80
MTV Total TV Flexible	80
MTV Easy	80

PER CHANNEL, TRP	
MTV3	50
MTV Sub	20
MTV Ava	10

CAMPAIGNS PURCHASED SOLELY BY FIXED METHODS, TRP	
MTV3	25
MTV Sub	10
MTV Ava	5

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

Buying campaigns

Seasonal indexes

The index of a commercial is determined by the program's broadcasting day. The seasonal indexes provided in the table are applied for campaigning on MTV's TV channels. Seasonal indexes apply to all buying methods in channel-specific and package buying as well as RBS program sponsorship, and all channels included in a campaign.

PERIOD (DATE)	PERIOD (WEEK)	INDEX
1.1.–28.1.2024	1–4	80
29.1.–31.3.2024	5–13	105
1.4.–23.6.2024	14–25	120
24.6.–4.8.2024	26–31	85
5.8.–3.11.2024	32–44	120
4.11.–22.12.2024	45–51	115
23.12.–31.12.2024	52	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 both instream and outstream 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. Sponsored content may also include a program cooperation sponsorship billboard.

Seasonal index for the whole year is 100.

MTV Video Premiumin enables targeting your messages to a specific demographic target group or GDR segment, for example. We guarantee that your advertisement is viewed until the end. The ad inventory is mainly long form content in the MTV Katsomo service, where all users are identified through login.

MTV Video Reachin has the unique strength of extensive reach in all video environments, as the name suggests. The inventory is long and short form content of MTV's services (MTV Katsomo and MTVuutiset.fi). MTV Video Reach products also have a guarantee of 100 % ad completion.

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 in MTVuutiset.fi that includes high-quality news content produced by our skilled news desk 24/7.

MTV Video Premium Pause Ad is a static, full-screen advertisement that is shown to the viewer when they pause the program. Can be targeted for example demographically or per area.

Instream video products, price list 2024

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	14	28	39,2	44,8	50,4	56	67,2	72,8
MTV Video Reach	12,5	25	35	40	–	–	–	–
MTV Uutiset Short	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 apps and browser versions.



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



MTV Video Reach is device-independent and covers all browser versions and apps of MTV's online services.



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

- MTV Video Premium, MTV Video Reach and MTV Uutiset Short have a 100 % view completion guarantee
- Spot lengths of 60–120 seconds also possible for MTV Video Premium

Targeting options for instream video advertising

Data and targeting possibilities

MTV's own data is based on logins through MTV user account. In addition to our own data, we collaborate with Bisnode and Global Data Resource (GDR). Utilizing these we enrich the existing user data and develop more versatile targeting options. Demographic and regional targeting data is based on MTV user accounts.

Bisnode data

Bisnode collects high-quality statistical data from various authority sources, such as Statistics Finland, The Finnish Tax Administration, Digital and Population Data Services Agency, and National Land Survey of Finland. However, direct personal registry information is not used, but Bisnode utilizes forecasting and AI in its segments.

The data given by MTV Katsomo users is enriched with Bisnode data. Thanks to constant updates, the information stays up-to-date, so the usage is reliable.

GDR data

Global Data Resource data is based on concentrations and probabilities on postal code basis. The targeting includes those postal codes, that have the desired concentration. GDR has used for example the public register of Digital and Population Data Services Agency and Kantar Mind in order to segment the neighborhoods in Finland.

Contextual targeting

A campaign can be targeted to following content categories



Drama
Reality TV

Entertainment
Lifestyle

News and documentaries
Sports

Targeting options for instream video advertising

MTV VIDEO PREMIUM AND PAUSE AD	
Demographic targeting	men, women 15–24, 25–34, 35–44, 45–54, 55–64, 65–74, 75+
Bisnode targeting	<p>Families with children: families with children, families with children under 10 yrs., families with children 10–17 yrs.</p> <p>Household's/person's income level: well-paid, average income, other</p> <p>Household's/person's unearned income: significant unearned income, some unearned income, no unearned income</p> <p>Motoring: a car under management, no car under management</p> <p>Company decision-maker: decision-maker in a company</p>
Regional targeting (zip code)	Region, city, zip code, city district (big cities), MTV3's viewing regions
GDR targeting	<p>Interests: traveling domestic/abroad, health and wellbeing, foodies</p> <p>Purchase intent: used car, new car, electronics, take out and fast food, beauty care and cosmetics, fashion and clothing</p> <p>Pets: cat owners, dog owners</p> <p>Home and housing: yard and garden, considers moving, need for insurance</p>

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

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



We recommend only using one targeting option at a time (excl. sex+age combinations)

Instream video products, targeting price list 2024

TARGETING	PRODUCT	TARGETING COST
Contextual	MTV Video Reach	10 %
Regional targeting (IP address)	MTV Video Reach MTV Uutiset Short	10 %
GDR targeting (Global Data Resources)	MTV Video Premium MTV Video Premium Pause Ad	10 %
Demographic targeting	MTV Video Premium MTV Video Premium Pause Ad	20 %
Demographic targeting the young 15–24	MTV Video Premium MTV Video Premium Pause Ad	-20 %
Regional targeting (zip code)	MTV Video Premium MTV Video Premium Pause Ad	20 %
Regional targeting city or district	MTV Video Premium MTV Video Premium Pause Ad	25 %
Bisnode	MTV Video Premium MTV Video Premium Pause Ad	20 %
Bisnode B2B	MTV Video Premium MTV Video Premium Pause Ad	30 %

If a campaign's objectives include several overlapping targeting types, an extra fee in addition to previous price will be charged for each new targeting (excl. sex+age combinations)