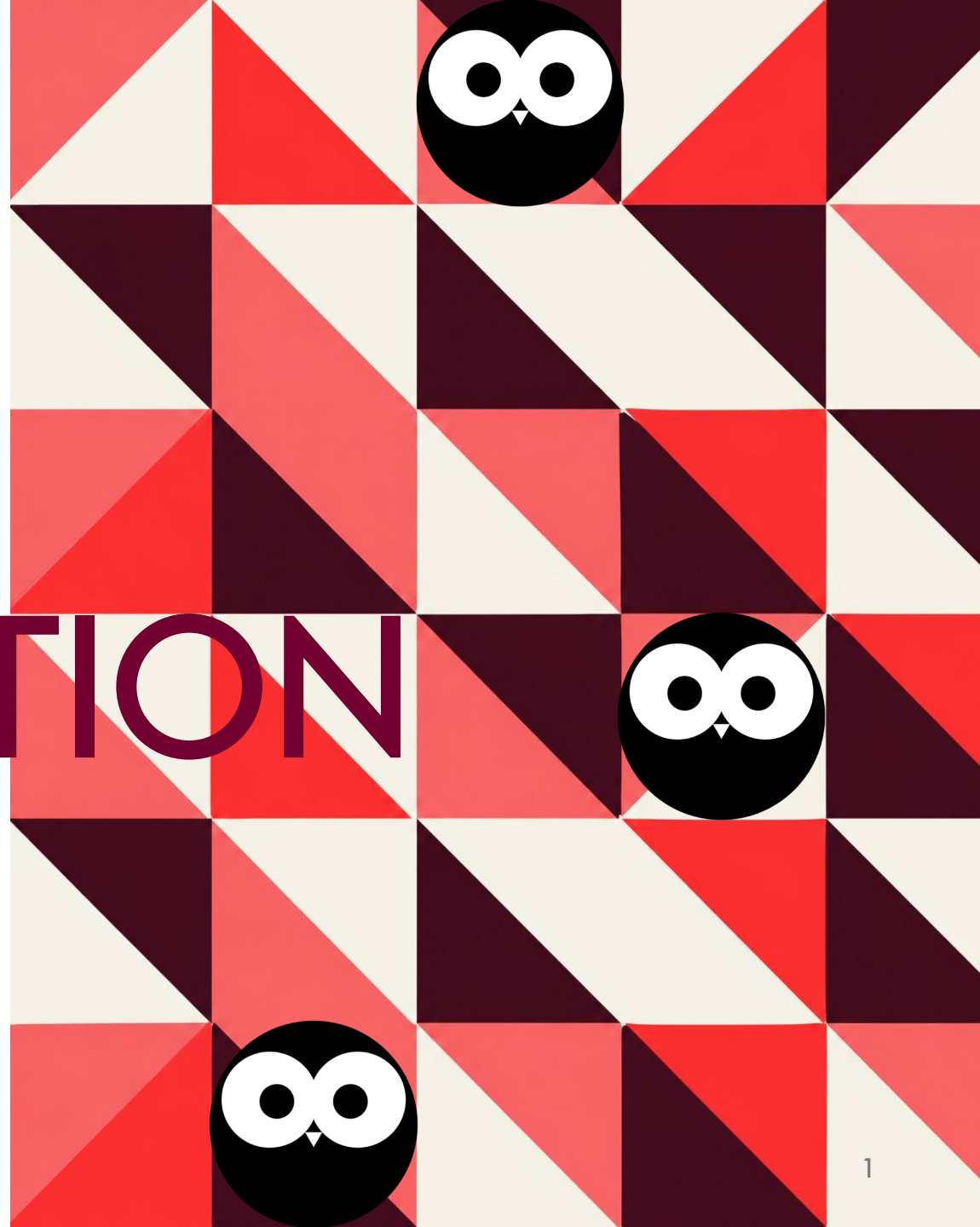
2027

# MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



# Media information 2027

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# Total TV -advertising:
# National advertising: MTV Total TV

MTV Total TV combines the best of TV advertising and video advertising in connection with MTV's and Disney's high-quality and brand-safe content. With Total TV advertising, you reach large audiences quickly, build your brand and awareness, generate purchase interest and grow sales.

To ensure extensive reach, the solution utilizes the channel selection of MTV and Disney: the channels MTV3, MTV Sub, MTV Ava, STAR Channel and National Geographic, as well as MTV Katsomo. The channels and their weightings follow the natural viewing patterns of each target group. In campaigns targeted at children (aged 3–9), the ads are shown only on the MTV3 and MTV Sub channels.

**How to buy**

You define the target group, number of contacts, campaign time and spot length (divisible by 5 seconds) for the campaign, and MTV takes care of the campaign delivery. In MTV Total TV, ads float during the whole campaign period. MTV optimizes the placement of the ads, so the number of ads, the broadcast times or the channel split cannot be predetermined. A contact guarantee is granted for the campaign in the selected target group. Specific criteria for granting the contact guarantee can be found in the Terms of Sale. Other buying methods cannot be combined with an MTV Total TV campaign. You can find the prices valid at the time of booking in our buying system or get them from MTV Media Sales.

MTV Total TV is available in the following target groups:

| TARGET GROUP | TARGET GROUP SIZE(000) |
|---|---|
| Entire population 3+ | 5 488 |
| Women 3+ | 2 773 |
| Men 3+ | 2 715 |
| 25–54 | 2 141 |
| 25–64 | 2 840 |
| Women 25–64 | 1 392 |
| Men 25–64 | 1 448 |
| 35–64 | 2 127 |
| 45+ | 2 711 |
| Children aged 3–9 | 357 |

*Target group sizes: Statistics Finland, population data December 31, 2025*

Total TV advertising:

# National advertising: Program-specific buying

Choose program-specific buying when you want to decide for yourself in connection with which programs your advertisement is shown. A program environment that supports your brand message improves the effectiveness of the advertising message, and you get the high-quality contacts you are aiming for in your selected target group.
With program-specific buying, you can also build the desired weekly structure for your campaign, such as emphasizing the beginning or end of the week. This buying method is available on the MTV3, MTV Sub, MTV Ava, STAR Channel and National Geographic channels.

**How to buy**

You select the programs, the number of ads, the dates, the target group and the spot length (divisible by 5 seconds) for the campaign. In our buying system you will find the fixed prices of the programs, valid from the time of booking. You can also get up-to-date price information from MTV Media Sales. A contact guarantee is granted for the campaign in the buying target group you select. Specific criteria for granting the contact guarantee can be found in the Terms of Sale.

**Additional options for program-specific buying:**

- **Break connection:** Two separate advertisements from the same customer are shown in the same national commercial break, and you can define their order of presentation. For the break connection spot you pay the normal price-list price for program-specific buying, and the advertisements receive a common contact guarantee.
- **Specific break (+3 % extra fee):** You can select precisely in which national commercial break the advertisement is shown. Break definitions: E = break before program, S1 = first center break, S2 = second center break, etc.
- **Specific placement (+6 % extra fee):** You can select either the first or the last placement of the desired break for the advertisement. On the MTV3 channel, only the first placement of a break can be bought.

If you want to expand the reach of your campaign, we recommend a MTV Video Premium campaign targeted at the desired programs on MTV Katsomo alongside the TV campaign. Media information on instream video advertising can be found on pages 16-22.

## Target groups for program-specific buying:

| | |
|---|---|
| Entire population 3+ | Women 3+ |
| 25–54 | Men 3+ |
| 25–64 | Women 25–64 |
| 35–64 | Men 25–64 |
| 45+ | Children aged 3–9 |

Male target groups cannot be selected for MTV Ava, nor female target groups for National Geographic. Ads for the children's target group are shown only on the MTV3 and MTV Sub channels.

# Total TV advertising:
# Regional advertising: MTV3

When you want to target your message locally and reach the target group in your own region extensively in connection with the most-watched content in Finland, choose regional advertising on the MTV3 channel. On MTV3, you can target your advertising message to 17 different viewing regions.

If you want to maximize reach in your region, we recommend a regionally targeted MTV Video Premium campaign on MTV Katsomo alongside the TV campaign. Media information on instream video advertising can be found pages 16-22.

**How to buy**

You can use targeted RBS buying, program-specific buying or a combination of these as the buying method.

- In targeted RBS buying, you define the number of contacts, campaign time and spot length. Ads float during the whole campaign period, and MTV is responsible for their placement, so the number of ads, the broadcast times or the broadcast days cannot be predetermined.
- In program-specific buying, you select the programs, the number of ads, the dates and the spot length.

The maximum length of a regional advertisement is 20 seconds, and the lengths 5, 10, 15 and 20 seconds are available. A regional advertising campaign is bought in the 3+ target group, and the contact guarantee is granted in the same target group. Specific criteria for granting the contact guarantee can be found in the Terms of Sale. You can find the prices valid at the time of booking in our buying system or get them from MTV Media Sales. The break connection, specific break and specific placement of national program-specific buying are not part of the regional advertising product selection.

Tailor-made packages (Kasvupaketit) are also available to direct regional advertisers. Please find more information in MTV Spotti.

| REGION | ABBREVIATION | POPULATION SHARE | POPULATION (000) |
|---|---|---|---|
| Uusimaa | UM | 32,54 % | 1 786 |
| Pirkanmaa | PM | 12,02 % | 660 |
| Varsinais-Suomi | VS | 8,83 % | 485 |
| Pohjanmaa | PO | 6,05 % | 332 |
| Oulu | OU | 5,59 % | 307 |
| Keski-Suomi | KS | 5,13 % | 282 |
| Pohjois-Savo | PS | 4,66 % | 256 |
| Satakunta | SA | 3,72 % | 204 |
| Päijät-Häme | PH | 3,68 % | 202 |
| Keski-Pohjanmaa | KP | 3,11 % | 171 |
| Kymenlaakso | KL | 2,99 % | 164 |
| Pohjois-Karjala | PK | 2,83 % | 156 |
| Lappi | LA | 2,39 % | 131 |
| Etelä-Karjala | EK | 2,15 % | 118 |
| Etelä-Savo | ES | 1,99 % | 109 |
| Kainuu | KA | 1,30 % | 71 |
| Meri-Lappi | ML | 1,02 % | 56 |

*Target group sizes: Statistics Finland, Population data December 31, 2025*

# Municipalities and regional entities by visibility area

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

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

# MTV3 viewing regions




MTV Oy does not guarantee in regional TV advertising that all households within the coverage area have their antennas directed towards the Digita transmitter distributing advertisements for that specific area.

Total TV advertising:
# RBS Total TV sponsorship

RBS Total TV sponsorship brings your brand into view in connection with high-quality drama, movie, lifestyle, comedy and reality content on TV channels and MTV Katsomo. The sponsorship bumpers are shown in their own bumper placements in the immediate vicinity of the program content, which gives them high attention. The solution is excellent for both launches and long-term brand reminding, when you want comprehensive visibility cost-effectively in a brand-safe environment.

To ensure extensive reach, the solution utilizes the channel selection of MTV and Disney: the channels MTV3, MTV Sub, MTV Ava, STAR Channel and National Geographic, following the natural viewing share of each target group, and MTV Katsomo with a percentage share you select. You can also select only the TV channels or only MTV Katsomo for the campaign.

**How to buy**
You define the target group, number of contacts, campaign time and bumper combination (see next page) for the campaign. The maximum length of a campaign is 4 weeks. The bumpers float during the whole campaign period in connection with several different programs, and MTV is responsible for their placement, so individual programs, broadcast times or the channel split cannot be predetermined. A contact guarantee is granted for the campaign in the buying target group you select. Specific criteria for granting the contact guarantee can be found in the Terms of Sale. You can find the prices valid at the time of booking in our buying system or get them from MTV Media Sales.

**Programs**
MTV determines the programs and the number of sponsors included in RBS Total TV sponsorship. Sponsorship visibility is not 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.

**Late night (for advertising with broadcast time restrictions)**
RBS Total TV sponsorship late night is suitable for advertising such as alcohol, K-18 movies and games. On the TV channels, the bumpers are shown between 22.00 and 03.59. On MTV Katsomo, there is no such time restriction.

RBS Total TV sponsorship is available in the following target groups:
3+
25-64
Women 25-64
Men 25-64

RBS Total TV sponsorship late night:
25-64

# Total TV advertising:
# RBS Total TV sponsorship

## Media elements and placement templates

MTV defines the placement templates in use, that is, the bumper combinations. You select the placement template that suits the campaign and the length of each bumper. The 10 sec and 5 sec bumpers are shown in the same proportion by number, so a separate ratio between the bumpers cannot be defined.

### Placement templates, TV:

1) Sponsorship bumper (intro) + break bumper 1 + break bumper 2 + sponsorship bumper (end): 10 sec + 5 sec + 5 sec + 10 sec or 5 sec + 5 sec + 5 sec + 5 sec
2) Sponsorship bumper (intro) + sponsorship bumper (end): 10 sec + 10 sec or 5 sec + 5 sec

### Placement template, MTV Katsomo:

1) Sponsorship bumper (intro) + break bumper: 10 sec + 10 sec or 5 sec + 5 sec

When the campaign includes both TV channels and MTV Katsomo, the bumper length used on MTV Katsomo (10 sec or 5 sec) is determined by the selected TV placement template as follows:
TV 10 sec + 5 sec + 5 sec + 10 sec or 10 sec + 10 sec → MTV Katsomo 10 sec + 10 sec
TV 5 sec + 5 sec + 5 sec + 5 sec or 5 sec + 5 sec → MTV Katsomo 5 sec + 5 sec

### Media elements, TV:

- Sponsorship bumper (intro) (5 sec or 10 sec) is shown before the program starts
- Break bumper 1 (5 sec) is attached to the program, shown just before the program goes to a commercial break
- Break bumper 2 (5 sec) is attached to the program, shown when returning to the program from a commercial break
- Sponsorship bumper (end) (5 sec or 10 sec) is shown after the closing credits when the program ends

### Media elements, MTV Katsomo:

- Sponsorship bumper (intro) (5 sec or 10 sec) is shown at the preroll ad break, just before the program starts
- Break bumper (5 sec or 10 sec) is shown at the midroll ad break, attached to the program, either at the beginning or at the end of the break

# Total TV advertising:
# RBS Total TV sponsorship

## Guidelines regarding the content of RBS Total TV sponsorship bumpers

The guidelines on the content of sponsorship bumpers differ from those concerning commercial break advertising, and the bumpers must comply with the guidelines given for sponsorship bumpers. The main points are:

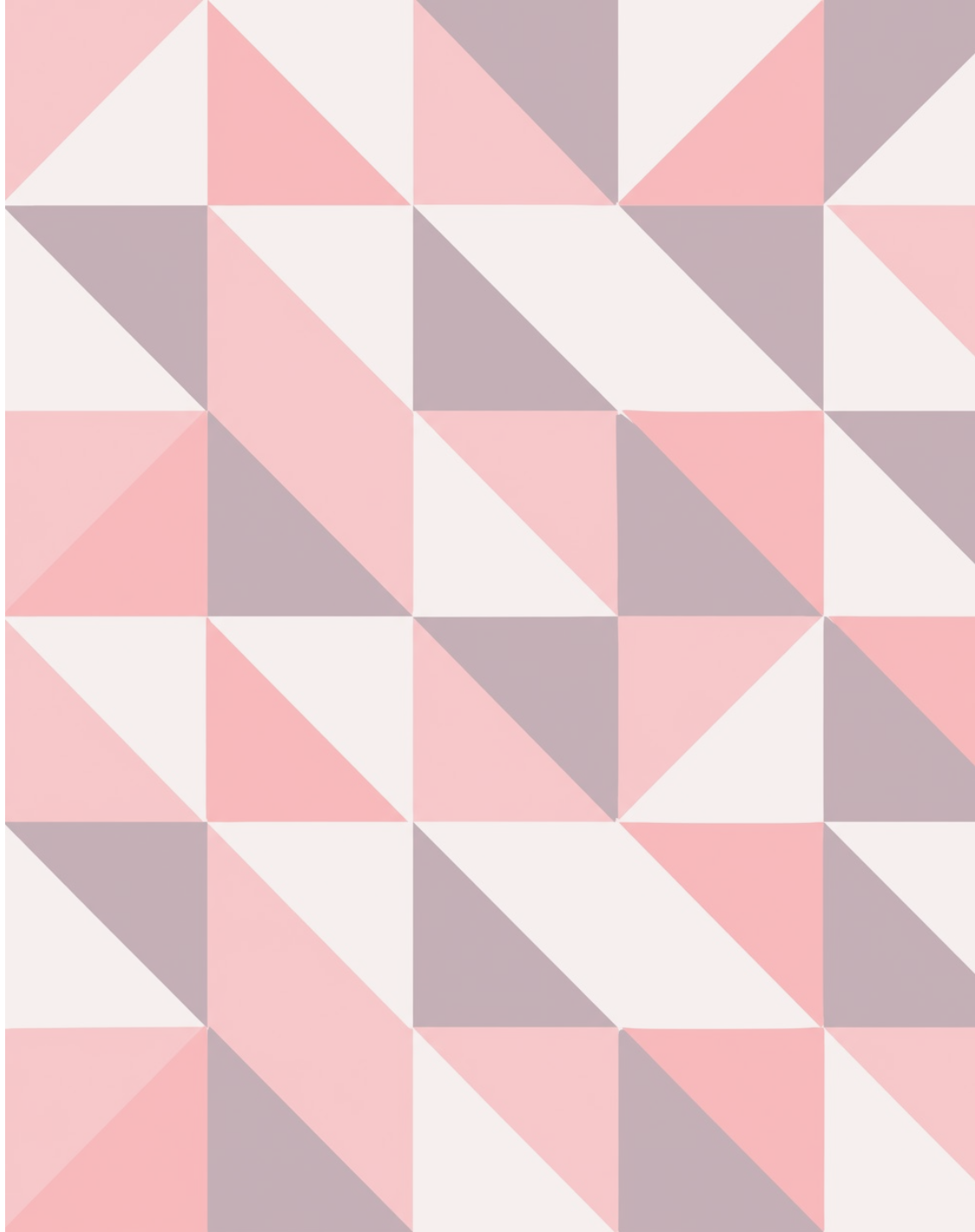
- Sponsorship bumpers may not include promotional expressions such as product descriptions, lists of product features, sales statements, references to brand quality or effectiveness, slogans, purchase suggestions or other activations, or prices. The product or service itself can be displayed.

- The sponsorship bumper must be clear in expressing the sponsor's connection with the program, for example "in cooperation with", "sponsored by", "the program is provided by".

- URL addresses are allowed. Phone numbers may not be displayed.

- The sponsorship bumper cannot be a TV ad spot used in normal commercial break advertising. If the sponsorship bumper uses material cut or edited from a TV ad spot, it must be noted that the TV ad spot in question cannot be run in a commercial break advertising campaign during the program cooperation.





# Total TV advertising:
# Buying campaigns

## Sales periods

Program-specific buying, MTV3's regional advertising and RBS Total TV sponsorship are opened for sale per season as follows:

| PERIOD (DATE) | WEEKS | OPEN FOR SALES |
|---|---|---|
| 1.1.-28.2.2027 | 53-8 | 16.11.2026 |
| 1.3.-2.5.2027 | 9-17 | 18.1.2027 |
| 3.5.-27.6.2027 | 18-25 | 15.3.2027 |
| 28.6.-29.8.2027 | 26-34 | 24.5.2027 |
| 30.8.-31.10.2027 | 35-43 | 2.8.2027 |
| 1.11.-31.12.2027 | 44-52 | 20.9.2027 |

MTV Total TV campaigns are on sale for the whole year 2027 already from 16.11.2026, without a sales period restriction.

# Total TV advertising:
# Buying campaigns

## Contact guarantee

MTV grants a contact guarantee for campaigns that meet the applicable Terms of Sale and contact 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 guarantee is granted in the buying target group selected by the customer. The guarantee limits vary by buying method. In program-specific buying, the guarantee limit is determined per channel and applies to each selected channel separately. The limits are stated as the minimum number of contacts of the campaign in relation to the size of the buying target group. Specific criteria can be found in the Terms of Sale.

| | | GUARANTEE LIMIT IN CONTACTS (000) | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| BUYING METHOD | LIMIT, % OF TARGET GROUP | Entire population 3+ | Women 3+ | Men 3+ | 25–54 | 25–64 | Women 25–64 | Men 25–64 | 35–64 | 45+ | Children aged 3–9 |
| **Target group size (000)** | | **5 488** | **2 773** | **2 715** | **2 141** | **2 840** | **1 392** | **1 448** | **2 127** | **2 711** | **357** |
| MTV Total TV | 50 % (3-9v: 5 %) | 2 744 | 1 387 | 1 358 | 1 071 | 1 420 | 696 | 724 | 1 064 | 1 356 | 18 |
| Program-specific buying: MTV3 | 25 % (3-9v: 5 %) | 1 372 | 693 | 679 | 535 | 710 | 348 | 362 | 532 | 678 | 18 |
| Program-specific buying: MTV Sub, MTV Ava, STAR Channel, National Geographic | 5 % | 274 | 139 | 136 | 107 | 142 | 70 | 72 | 106 | 136 | 18 |
| RBS Total TV sponsorship | 50 % | 2 744 | - | - | - | 1 420 | 696 | 724 | - | - | - |
| RBS Total TV sponsorship late night | 5 % | - | - | - | - | 142 | - | - | - | - | - |
| RBS Total TV sponsorship: MTV Katsomo (when the campaign includes no TV channels) | 5 % | 274 | - | - | - | 142 | 70 | 72 | - | - | - |

*Target group sizes: Statistics Finland, population data December 31, 2025.*

# Total TV advertising: Buying campaigns

## Contact guarantee, MTV3 regional advertising

A contact guarantee in the 3+ target group is granted for an MTV3 regional advertising campaign. The guarantee limit is 50 % of the population of the region.

| REGION | POPULATION (000) | GUARANTEE LIMIT IN CONTACTS (000) |
|---|---|---|
| Uusimaa | 1 786 | 893 |
| Pirkanmaa | 660 | 330 |
| Varsinais-Suomi | 485 | 242 |
| Pohjanmaa | 332 | 166 |
| Oulu | 307 | 153 |
| Keski-Suomi | 282 | 141 |
| Pohjois-Savo | 256 | 128 |
| Satakunta | 204 | 102 |
| Päijät-Häme | 202 | 101 |
| Keski-Pohjanmaa | 171 | 85 |
| Kymenlaakso | 164 | 82 |
| Pohjois-Karjala | 156 | 78 |
| Lappi | 131 | 66 |
| Etelä-Karjala | 118 | 59 |
| Etelä-Savo | 109 | 55 |
| Kainuu | 71 | 36 |
| Meri-Lappi | 56 | 28 |

*Target group sizes: Statistics Finland, population data December 31, 2025.*

# Total TV advertising:
# Buying campaigns

## Length factors

The price of a campaign depends on the length of the spot shown. In our buying system you can see the prices valid at the time of booking for different ad lengths for MTV Total TV, program-specific buying, MTV3 regional advertising and RBS Total TV sponsorship. You can also get up-to-date price information from MTV Media Sales.

The length of an ad must be divisible by 5 seconds (5 sec, 10 sec, 15 sec, etc.). In MTV3 regional advertising, the maximum spot length is 20 sec, and the bumper lengths used in RBS Total TV sponsorship are 5 sec and 10 sec.

Prices for different ad lengths follow the length factor table below, in which the factor for 30 seconds is 1.

| 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 |

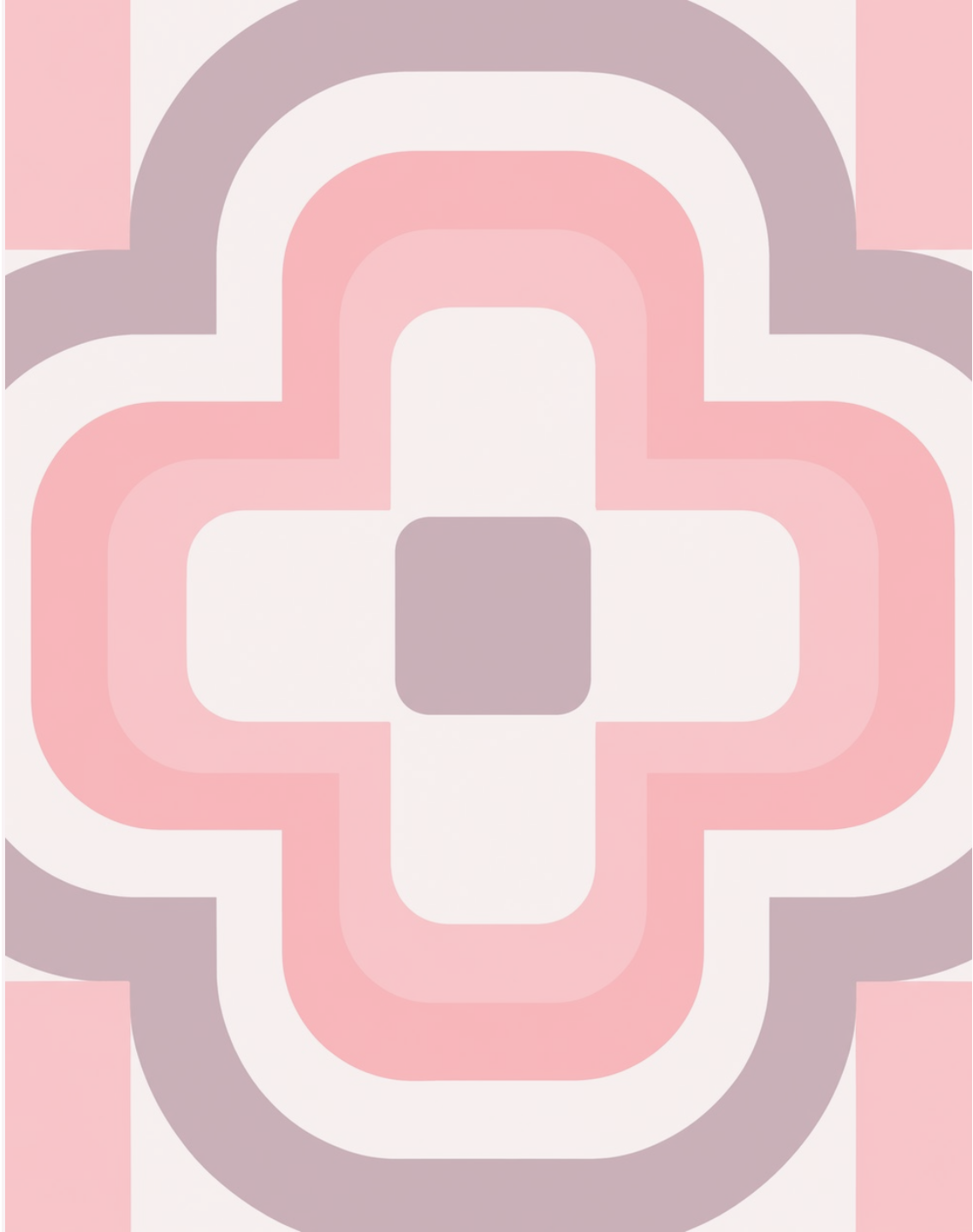
For example, the price of a 20-second advertisement is obtained by multiplying the price of a 30-second advertisement by the factor 0,8.

# Video advertising:
# Instream video advertising

MTV offers versatile advertising products for instream video environments. MTV sells a wide variety of video advertising for its own services MTV Katsomo, MTVuutiset.fi and MTV3's digitalized commercial breaks as well as for the Disney+ and SkyShowtime services. The video advertising inventory managed by MTV in all its services (in-house and resale) offers efficient solutions for different campaign needs in a secure environment (brand safety).

In MTV Katsomo, MTVuutiset.fi, the digitalized commercial breaks of the MTV3 channel, Disney+ and SkyShowtime, longer-form video content, there are several placements for advertisements both before the content and in the middle of it. Short video content, such as clips, will feature one advertisement before the video clip. The sponsored content of the digitalized commercial breaks on MTV Katsomo and MTV3 channels may also feature sponsorship advertisements.

The instream video advertising rates in effect at the time of booking are available in our booking system or by contacting MTV Sales.



Video advertising:

# Instream video advertising: MTV Video CTV and MTV Video All Screens

## MTV Video CTV

- The strengths of the MTV Video CTV solution are the superior impact of large screens, extensive reach and the optimized delivery of advertising impressions using frequency control.
- The MTV Video CTV solution consists of the following big screen premium content: MTV Katsomo, MTV3's digitized ad breaks (Hbbtv), Disney+ and SkyShowtime. The impressions are distributed in the campaign in relation to the inventory of services and taking into account any restrictions. Walt Disney Company reserves the right not to display certain advertisement.
- In MTV Video CTV, the spot lengths can only be divided by 5 seconds, and the recommended maximum length is 20 seconds. Longer lengths can be agreed separately case by case, subject to availability.
- MTV Video CTV guarantees a 100 % completed view and frequency control: max. 5 per user or CTV device/week/service. The frequency control also applies to video advertising during the digitalized breaks of the MTV3 channel.



CTV is a big screen solution for SmartTV devices

## MTV Video All Screens

- The strength of the MTV Video All Screens solution is its extensive reach in premium video environments and, as the name suggests, it includes all devices.
- The MTV Video All Screens solution consists of the premium content from: MTV Katsomo, MTV3's digitalized ad breaks (Hbbtv), Disney+ and SkyShowtime. The impressions are distributed in the campaign in relation to the inventory of services and taking into account any restrictions. Walt Disney Company reserves the right not to display certain advertisement. The solution includes all devices, applications and browser versions.
- In the MTV Video All Screens, the spot lengths can only be divided by 5 seconds, and the recommended maximum length is 20 seconds. Longer lengths can be agreed separately case by case, subject to availability.
- MTV Video All Screens guarantees a 100 % completed view and frequency control: max. 5 per user or device/week/service. The frequency control also applies to video advertising during the digitalized breaks of the MTV3 channel.



MTV Video All Screens covers MTV Katsomo, SkyShowtime and Disney+ apps, MTV3's digital breaks, browser versions and SmartTV devices, regardless of device

Video advertising:

# Instream video advertising: MTV Video Premium RON & MTV Video Premium Bumper Ad RON

## MTV Video Premium RON

- The strengths of the MTV Video Premium solution are the superior impact of moving picture in premium content and the optimized delivery of advertising impressions using frequency control.
- With MTV Video Premium, you can target your messages to your desired demographic target group or GDR segments, for example. The targeted inventory mainly consists of MTV Katsomo's long-form content, in which the user is identified with a log-in. The untargeted inventory also includes Disney+ and SkyShowtime content. These inventories can be bought separately and new incremental audience can be reached.
- MTV Video Premium guarantees 100 % completion rate and frequency control.
- Spot lengths of 60–120 seconds are also possible in MTV Video Premium's MTV Katsomo inventory



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

## MTV Video Premium Bumper Ad RON

- The strength of the MTV Video Premium Bumper Ad solution is capability to spark interest with short and concise ads, in the lenght of 6 seconds.
- For MTV Video Premium Bumber Ad, the inventory mainly consists of long-form content from MTV Katsomo, Disney+ and SkyShowtime.
- Thanks to its short form, the bumper ads are also perfect for mobile devices.
- MTV Video Premium Bumper Ad solution has a 100 % ad completion guarantee.



MTV Video Premium Bumper Ad RON is device-independent and covers all MTV Katsomo and SkyShowtime and Disney+ apps, browser versions, and SmartTV devices.

- MTV Video Premium RON and MTV Video Premium Bumper Ad RON include Disney+ and SkyShowtime inventories in addition to MTV's services. Advertising impressions are divided into campaigns according to the service inventory. Any spot or other restrictions may require excluding Disney+ and/or SkyShowtime from the campaign.
- In our booking system you can buy separately also SkyShowtime and Disney+ and for direct campaigns: please contact MTV Sales if you want to only include the inventory of certain services in a MTV Video Premium RON campaign. We use different frequency controls depending on the inventory.
- The campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play, within the framework of distribution agreements.

Video advertising:

# Instream video advertising: MTV Video Premium Pause Ad and MTV News Short & regional targeting

## MTV Video Premium Pause Ad

- The strength of MTV Video Premium Pause Ad solution is its ability to capture the viewers' full attention and possibility for direct purchase activation.
- MTV Video Premium Pause Ad is a static full-screen advertisement that is displayed when the user pauses the program with the pause button.
- MTV Video Premium Pause Ads can be targeted using demographics and GDR targeting, among other options.
- MTV Video Premium Pause Ad is possible only in MTV Katsomo inventory.



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

## MTV News Short

- The strengths of MTV News Short solution are its ability to drive immediate consumer activation and to give brands ownership of the news environment.
- The video inventory consists of the diverse news video content of the MTVuutiset.fi service, for which a top-class news editorial service provides high-quality journalistic content around the clock.
- MTV News Short is available for regional targeting in MTV3 viewing regions.
- MTV Video All Screens guarantees a 100 % completed view and maximum length is 20 seconds.



MTV Video Short ROS is device-independent and covers all browser versions and apps of MTVuutiset.fi.

| MTV NEWS SHORT | | TARGETING EXTRA |
|---|---|---|
| Regional targeting (IP address) | Regional targeting based on IP location, e.g. division into MTV3 viewing regions | +10 % |

Video advertising:

# Targeting options for instream video advertising

## Data and targeting opportunities

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.

## Dun & Bradstreet (Bisnode) data

Dun & Bradstreet 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 Dun & Bradstreet segments are based prediction and artificial intelligence.

The data provided by MTV Katsomo users is enriched with Dun & Bradstreet 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

The campaign can be targeted to the following content categories



| | | |
|---|---|---|
| Draama | Viihde | Uutiset ja dokumentit |
| Tosi-tv | Lifestyle | Urheilu |

## Program targeting and specific placements

The programs for the campaign can be selected from MTV's programming schedule during the campaign period. You can also buy a specific placement as the first or last of a break.

## Device targeting

The campaign can be targeted at big screen, mobile or desktop devices.

# Video advertising:
# Targeting options for MTV Video Premium, MTV Video Premium Bumper Ad & MTV Video Premium Pause Ad

| MTV VIDEO PREMIUM, MTV VIDEO PREMIUM BUMPER AD AND MTV VIDEO PREMIUM PAUSE AD | | TARGETING EXTRA |
|---|---|---|
| Demographics | Gender+age combinations Men, women<br>15—24, 25—34, 35—44, 45—54, 55—64, 65—74, 75+, 18+ | +20 %<br>(young people 15–24: -20 %) |
| Dun & Bradstreet (Bisnode) targeting | **Families with children:** children in the family, children under the age of 10 yrs in the family, children aged 10-17 yrs in the family<br>**Household/personal income level**: high-income, middle-income, other<br>**Household/personal capital income:** significant capital income, some capital income, no capital income<br>**Corporate decision-makers:** company decision-maker | +20 %<br>B2B +30 % |
| Regional targeting (based on postal code) | MTV3 viewing regions or city | MTV3 viewing regions +20 %<br>City +25 % |
| GDR targeting | **Hobbies and interests:** foodies and food pioneers, outdoor enthusiast and health and wellbeing enthusiasts.<br>**Consumption and purchase intentions:** beauty and cosmetics shoppers, insurance considers, take-away and fast-food shoppers, electronics purchase considers, international travelers, fashion and clothing shoppers, domestic travelers, new-car purchase considers and used-car purchase considers.<br>**Household characteristics:** dog owners, cat owners, households with their own yard or garden and households considering moving | +10 % |
| Contextual targeting | **Content categories:** Drama, Reality TV, Lifestyle, Entertainment, Sports, News and documentaries | +20 % |
| Program targeting | Content in MTV 's programming schedule during the campaign period | +20 % |
| Device targeting | Big Screen, mobile, desktop | +10 % |
| Specific placement | Specific placement as first or last of break | +20 % |

- If the campaign's objectives include several overlapping targeting types, an extra fee will be charged for each new targeting in addition to the price of the previous ones (excl. gender+age combinations)
- We recommend only using one targeting option at a time (excl. gender+age combinations)
- Targeting is only possible in MTV's own services: MTV Katsomo and mtvuutiset.fi. In other words, Disney+ and SkyShowtime are excluded from campaigns with targeting.
- Targeting more granular than city level is available only in Helsinki, Espoo and Vantaa. Available to buy programmatically; for more information, contact MTV Sales.



Note! On MTV Katsomo, Disney+ and SkyShowtime can be bought age restricted advertising (mm. alcohol, movies, games) with a +20 % targeting extra.

Video advertising:

# Targeting options for MTV Video CTV and MTV Video All Screens

| TARGETING | | TARGETING EXTRA |
|---|---|---|
| Global Data Resources | **Hobbies and interests: f**oodies and food pioneers, outdoor enthusiast, health and wellbeing enthusiasts, individuals interested in investing and saving, gamers and streamers.<br>**Consumption and purchase intentions:** beauty and cosmetics shoppers, insurance considers, take-away and fast-food shoppers, electronics purchase considers, international travelers, fashion and clothing shoppers, domestic travelers, people interested in electricity consumption and alternatives, new-car purchase considers and used-car purchase considers.<br>**Household characteristics:** Household income 30-69K, household income +70K, families with children, dog owners, cat owners, household with a mortgage, business decision-makers, households with their own yard or garden and households considering moving. | +10 % |



- All of these GDR-based targeting options are currently available only in MTV Video CTV and MTV Video All Screens products.

# Digital advertising: Display advertising

MTV offers diverse solutions for display advertising. MTV's display inventory consists of the MTVuutiset.fi website and the MTV Uutiset app.

Advertisers only pay for viewable impressions. An inscreen/viewable ad impression complies with IAB Finland's standards: at least 50 % of the banner is on the user's browser for at least one second.

The exception is large ad formats because they cover a large portion of the browser's area due to their size. According to the definition, no less than 30 % of the full size of large ad formats must be visible for at least one second. According to IAB Finland's definition, the size of a large ad format is no less than 242,500 pixels (applies to sizes 980x400px/980x552px/468x600px/620x891px).

File types for display ads are .gif, .jpeg, .png, and HTML5.



# Digital advertising:
# MTVuutiset.fi display products

See live examples of ad placements and size options here

| PRODUCT | AD SIZES | DEMOGRAFIC-TARGETING | CONTEXTUAL TARGETING | REGIONAL TARGETING (IP-ADDRESS) |
|---|---|---|---|---|
| Cross-device: GIANT PANORAMA | 980x400<br>300x300 | CPMv +20 %<br>Some special segements CPMv +30 %, for example B2B-decision makers & purchase intent | CPMv +20 %* | CPMv +10 % |
| Cross-device: MEGA PANORAMA | 980x552<br>300x600 | | | |
| Cross-device: FULL PAGE | 620x891<br>300x600 | | | |
| Cross-device: MEGA RECTANGLE | 468x600<br>300x600 | | | |
| Cross-device: GIANT RECTANGLE | 468x400<br>300x300 | | | |
| ADNAMI Midscrolls (& Reel Expander) Mobile/desktop/cross-device | | | | |
| ADNAMI Topscroll Mobile/desktop/cross-device | | | | |
| Desktop: ADNAMI SKIN FORMATS: Fluid, Pushdown, Seamless, Sliding | | | | |
| Video banner SeenThis | 16:9 or 9:16 | | | |

# Digital advertising:
# Outstream video advertising

MTV Uutiset Artikkelivideo and MTV Uutiset Vertikaalivideo are visible in the article content of MTVuutiset.fi and most of the inventory is browser-based mobile and tablets.

The maximum duration of a video ad is 120 seconds, but we recommend using shorter ones for maximum interest and impact. Since the video starts muted, we recommend using subtitles. Impressions are counted from the start of the video ad.

**Article video 16:9** is a device-independent video ad format in which a muted video starts automatically when a user browses by the ad. The user can unmute the sounds manually if they wish.

**Vertical video 9:16** is a vertical mobile video ad format which starts automatically muted. The user can unmute the sounds manually if they wish. Most mobile consumption occurs when holding the phone vertically, and this ad format utilizes the whole screen of a mobile device

| MTV UUTISET OUTSTREAM<br>Vertical video 9:16<br>Article video 16:9 |
| --- |
| ROS |
| Regional targeting (IP address)<br>CPM +10 % |
| Demographics CPM +20 %<br>age, age+sex, interests, families with children, income level |
| Contextual CPM +20 %<br>sections or target targeting |

Digital advertising:

# Targeting options for MTVuutiset.fi display and outstream campaigns

## Browser and device-independent target groups

<table>
<tr><th colspan="3">DEMOGRAPHICS</th><th colspan="3">INTERESTS</th></tr>
<tr><td>Sex</td><td colspan="2">Men / Women</td><td colspan="3" rowspan="2">For example:<br>Food and wine, Health and wellbeing, Pets, Fashion and beauty, Outdoor lifestyle, Gadgets and IT, Culture and arts, Cars and motorcycles, Traveling</td></tr>
<tr><td>Age</td><td>18–24<br>25–34<br>35–44<br>45–54<br>55–64<br>65+</td><td>Gender & age:<br>W18-44 / M18-44<br>W18+ / M18+<br>W44+ / M44+</td></tr>
<tr><td>Household income level</td><td colspan="2">12,000–20,000/year<br>20,000–45,000/year<br>45,000–70,000/year<br>More than 70,000/year</td><td>CONTEXTUAL, BY SECTIONS</td><td>CONTEXTUAL, BY TAGS</td><td>REGIONAL TARGETING</td></tr>
<tr><td>Children in household</td><td>Yes / No</td><td>Children’s ages: under 2yo, 3-6yo, 7-12yo, 13-17yo</td><td>• Front page<br>• News and weather<br>• Sports<br>• Entertainment<br>• Lifestyle<br>• Makuja –food & recipes</td><td>For example:<br>• Data security<br>• Football<br>• Ice Hockey Lions<br>• Health and wellbeing<br>• Recipes<br>• Vegetarian food<br>• Cars<br>• Home and living<br>• Digital topics</td><td>• City<br>• Region</td></tr>
</table>



You can also inquire about interest segments according to your need, or you can check the available segment list from here

Digital advertising:

# Targeting options for display and outstream campaigns

## MTV's own data

Demographic data is based on logging in with MTV credentials. Interest data is based on article consumption of our visitors on various times. MTV's own data can be utilized in direct-buy campaigns and programmatic deals.

## Justtag data

The Justtag segments are browser and device independent, as they also work without third-party cookies. The segments are implemented by the company Justtag Nordics, that specialize in targeting in a cookie-free environment. MTVuutiset.fi is one of Justtag's largest data partners in Finland. Data targeting can be used for targeting in direct buying. Examples of the content of data include strong B2B and purchasing intention segments as well as segments based on hobbies and interests. Check the segment listing here

## Regional targeting

Regional targeting based on IP addresses on MTVuutiset.fi is usually done using MTV3's viewing regions, but it can also be customized to meet the customer's regional needs.

## Contextual targeting

Contextual targeting is one of the most popular options that MTV offers. MTVuutiset.fi context targeting is usually done within main categories



- Front page
- News and weather
- Sports
- Entertainment
- Lifestyle
- Makuja recipes

For targeting that is more specific than the main content categories, we also offer tag targeting based on various topics. Every article gets tagged under several topics by the news desk, which we can utilize in targeting advertising for any given topic excluding the ones marked under brand safety automation (e.g. homicides, airplane accidents). We can provide tailored tag targeting taking into account every advertiser's target groups.

## Other targeting options

MTVuutiset.fi offers advertisers also these targeting options familiar from other media



- Time
- Day of the week
- Device
- Browser type
- Phone brand
- Operating system
- Retargeting

# Digital advertising:
# Performance-based advertising

Performance-based advertising is tactical and has an objective to increasing visitor traffic on a website or boost the sales of an online store. The campaign is invoiced based on clicks, CPC (cost-per-click). Brand safety settings in our services guarantee a safe advertising environment regardless of the purchasing method.

## MTV Click Display

MTV Click Display campaign can reach our wide range of visitors quickly and effectively, in all devices. If needed, you can target this product to different sections of MTVuutiset.fi, or use geo-targeting

## MTV Click Native

You can lead more readers to your site  or a specific target page with this performance product. The format looks like a native article placement; with a picture, header and an ingress text. If needed, you can target this product to different sections of MTVuutiset.fi, or use geo-targeting

There are no impression or click guarantees in performance-based advertising. Invoicing is done based on campaign clicks during the campaign period. You define the maximum budget, which will not be exceeded. Campaign results are verified with MTV's advertising management system (Adform PPAS). The distribution includes mtvuutiset.fi website and applications.



When planning a campaign, please contact digitrafiikki@mtv.fi

# Digital advertising:
# Programmatic buying – instream

All of MTV's video advertising solutions are available programmatically through deals. The deal can be selected according to the campaign's objectives and requirements.
Deal pricing depends on the service or product being used, the ad length, and targeting options. For more information, please contact: programmatic@mtv.fi.

The available deal types are PMP (Private Marketplace, non-guaranteed) and Programmatic Guaranteed (PG). Programmatic Guaranteed is comparable to direct buying and is suitable for campaigns where a specific volume of impressions needs to be secured.

We recommend service-specific deals, as they provide advertisers with full control and the best opportunities for campaign optimization. In addition, they enable the use of data tailored to the unique characteristics of each service.

Service-specific deals are available for the following environments: :

- MTV Katsomo
- MTV3's digitized ad breaks
- Disney+
- SkyShowtime
- MTV Uutiset instream

In addition to service-specific deals, we offer both pre-built and campaign-specific customized package solutions as an alternative or complementary option.

**Ad lengths:**

**MTV Katsomo, Disney+ ja SkyShowtime:**
Recommended: 5–30 seconds. Longer ad durations of up to 120 seconds are also possible.

**MTV Uutiset Short:**
5–20 seconds

**MTV3's digitalized ad breaks**
Available lengths 5, 10, 15, 20 seconds

# Digital advertising:
# Programmatic buying – instream

## MTV Video Premium

MTV Video Premium includes inventory from MTV Katsomo, Disney+, and SkyShowtime, ads served in both pre-roll and mid-roll placements.

Non-targeted deals and deals targeted using GDR data may also include inventory from Disney+ and SkyShowtime.

As users on MTV Katsomo are authenticated through login, we can offer a wide range of device-independent first-party audience targeting options for programmatic campaigns.

Under existing distribution agreements, campaigns may also include MTV channel content distributed via third-party services outside of MTV Katsomo, such as Telia Play.

Disney+ and/or SkyShowtime inventory can be excluded from deals due to service-specific advertising and product restrictions.

## MTV Video CTV

The strengths of the MTV Video CTV solution are the superior impact of large screens and extensive reach.

The solution includes big TV screens across MTV Katsomo, Disney+, and SkyShowtime.

As part of our CTV offering, you can also programmatically buy inventory from MTV3's digitalized ad breaks.

Targeting options can also be applied to CTV campaigns. Service-specific targeting capabilities are listed on the following page.

## MTV Uutiset Short

MTV Uutiset Shorts inventory consists of video advertising opportunities across the mtvuutiset.fi website and mobile applications, primarily through pre-roll ad placements.

# Digital advertising:
# Programmatic buying – instream targeting options

| DEMOGRAPHIC (available for MTV Katsomo deals) | |
|---|---|
| **Gender** | Male / Female |
| **Age** | +18<br>15–24<br>25–34<br>35–44<br>45-54<br>55-64<br>65-74<br>75+ |

| MTV – DUN & BRADSTREET (available for MTV Katsomo deals) | |
|---|---|
| **Families wih children** | Families with children<br>Children aged <10<br>Children aged 10 -17 |
| **Household / individual income level** | High<br>Middle<br>Others |
| **Household / individual capital income level** | Significant<br>Some<br>No capital income |
| **B2B** | B2B Decision makers |

| MTV – GDR (avalable for all instream deals) | |
|---|---|
| **Hobbies and interests** | Individuals interested in investing and saving<br>Gamers<br>Streamers<br>Foodies and food pioneers<br>Health and wellbeing enthusiasts<br>Outdoor enthusiasts |
| **Consumption and purchase intentions** | Beauty and cosmetics shoppers<br>Take -away and fast -food shoppers<br>Fashion and clothing shoppers<br>Electronics purchase considers<br>Insurance considers<br>International traveler<br>Domestic traveler<br>New -car purchase considers<br>Used -car purchase considers<br>People interested in electricity consumption |
| **Household charasteristics** | Household income 30 – 69K<br>Household income 70K+<br>Families with children<br>Households with a mortgage<br>Business decision -makers<br>Households with their own yard or garden<br>Households considering moving<br>Dog owners<br>Cat owners |

| BASED ON CONTENT CONSUMPTION (available for MTV Katsomo deals) | |
|---|---|
| **Contextual** | Entertainment<br>Lifestyle<br>Sport<br>Reality TV<br>Home and living<br>Food<br>News and docs<br>Drama |
| **Interest** | Sport<br>Ice-Hockey<br>Rally |
| **Position in break** | First in break<br>Last in break |

Digital advertising:

# NEW: Programmatic buying – Pause Ad

MTV Video Premium Pause Ad is a user-friendly advertising format that reaches viewers when an MTV Katsomo user has paused content and their attention is naturally focused on the screen. This creates an uninterrupted, premium advertising moment without competing distractions or advertising.

The ad does not interrupt the viewing experience but instead integrates seamlessly into it. The advertiser's message and brand remain visible for as long as the content is paused.

At present, MTV Pause Ad can only be bought through The Trade Desk (DSP) via PMP and Programmatic Guaranteed deals. Inventory is currently available on MTV Katsomo.

All MTV video advertising targeting options can be applied to Pause Ad deals.



Pause Ad is easy to implement, it requires only a still image in the specified pixel dimensions.

On desktop and mobile devices, the ad is clickable, allowing users to be directed to the advertiser's chosen landing page.

Digital advertising:

# Programmatic buying – outstream and native

MTV Uutiset Outstream provides cost-effective extra reach for your programmatic video campaign. This form of video advertising also suits well for running ads with longer durations on MTVuutiset.fi website and apps.

Formats Artikkelivideo (16:9) and Vertikaalivideo (9:16). Artikkelivideo works in the browser version of MTVuutiset.fi (desktop and mobile), Vertikaalivideo only on mobile browsers.

The price of outstream deals consists of the employed targeting in addition to the video format.

Targeting options: interest, contextual by sections or tags, Justtag-segments see full list here: Justtag

MTV Uutiset native is device independent advertising, where the advertisement directs to a native article on either MTVuutiset.fi or the advertiser's own website.

Native ads can only be bought through deals. Versatile targeting options allow you to reach just the right target groups.

Targeting options: interest, contextual by sections or tags.

# Digital advertising:
# Programmatic buying – display

**MTV** offers a wide range of solutions for programmatic display advertising across the MTVuutiset.fi website and the MTV News app.

The prices for display deals are determined based on used ad formats and targeting options.

Through deals, you can also utilize the Adnami formats, for more information about formats certified for MTV, please contact: programmatic@mtv.fi

Targeting options: interest, contextual by sections or tags, Justtag- segments see full list here: Justtag

## Ad formats available for programmatic buying

| FULL PAGE | | HORIZONTAL PLACEMENTS | | RECTANGLE | | SKYSCRAPERS | | MOBILE | |
|---|---|---|---|---|---|---|---|---|---|
| size px | max kB | size px | max kB | size px | max kB | size px | max kB | size px | max kB |
| 620x891 | 250 | 980x600 | 250 | 468x400 | 250 | 300x600 | 250 | 320x320 | 250 |
| 300x600 | 250 | 980x400 | 250 | 300x250 | 250 | 250x600 | 250 | 300x300 | 250 |
| 320x480 | 250 | 980x120 | 250 | | | 160x600 | 250 | 300x250 | 250 |
| 300x431 | 250 | | | | | 140x350 | 250 | | |

Please also note that kilobyte limits also apply in programmatic buying.
More information programmatic@mtv.fi