

Media information 2021

Cooperation agreement



Cooperation agreement 2021

MTV Oy's TV channels and digital ad products

- Cooperation agreement specifies the annual cooperation between MTV Oy and customer for the agreement period. The agreement period is no more than 12 months. Cooperation agreement can consist of separate volumes and benefits:
 - TV advertising on MTV3, Sub, AVA and pay TV channels
 - MTV's digital ad products
 - MTV's special sales (RBS program sponsorship)
- The agreement may cover all the companies within a group (minimum ownership 50 %).
- Special advertising solutions for TV and digital media (e.g. program sponsorship and native advertising) accrue the total sum of the cooperation agreement, but no cooperation discount is granted for them (excl. native advertising CPM).
- A customer-specific cooperation agreement benefit is also applicable in programmatic private deals of MTV's digital services. When using programmatic buying, only impressions purchased through private deals accrue the total sum of the cooperation agreement.
- The minimum total investment in a cooperation agreement with a national advertiser is 100 000 €. If the investment level is less than 100 000 €, the national net price will be determined using a separate additional index (95-105), which is defined at the time of opening a TV sales period.
- In case the level of investment remains less than agreed in the cooperation agreement, general MTV Oy terms of sale valid at that time will apply. In such cases, MTV Oy will send a balancing invoice for the excess discount granted to the customer, or to the media agency used by the customer in accordance with the agreement between MTV Oy and the media agency. In case the customer's cooperation agreement level is not filled during the cooperation period, MTV Oy holds the right not to compensate possible debt originating from campaign shortfalls.



Net price

Buying method-specific gross price

- index (95-105) for customers with less than 100 000 € cooperation agreement
- seasonal index
- possible other benefit
- cooperation commission or direct invoicing discount
- customer's cooperation agreement benefit

= net price

+ VAT (currently valid %)

= net price incl. tax

MTV's media cooperation agreement is based on the chart above.

Net investment, MTV's channels

NET €	BENEFIT	NET €	BENEFIT
10 000	1 %	800 000	10 %
20 000	2 %	1 000 000	11 %
40 000	2,5 %	1 200 000	12 %
80 000	3 %	1 400 000	13 %
120 000	3,5 %	1 700 000	14 %
170 000	4 %	2 100 000	15 %
240 000	5 %	2 500 000	16 %
320 000	6 %	2 900 000	17 %
400 000	7 %	3 300 000	18 %
500 000	8 %	4 100 000	19 %
650 000	9 %	5 000 000	21 %

