

# Media information 2021: Digital Products

Display, native and programmatic advertising



# Digital products: Display, native and programmatic

## MTV's display advertising

- > MTV offers versatile solutions for display advertising. MTVuutiset.fi display inventory consists of the sites MTVuutiset.fi, Luukku.com and Suomiareena.fi.
- > Advertiser only pays for viewable impressions. A viewable / inscreen ad complies with IAB standards: at least 50 % of the banner has been on the user's browser for at least one second (exception: large ad formats, because due to their size they cover a large portion of a browser's area). According to the definition regarding large ad formats, at least 30 % of their size must be visible for at least one second. A large ad format size is at least 242 500 pixels and applies to sizes 980x400px / 980x552px / 468x600px / 620x891px (IAB definition).

## Top placement

### Giant panorama / Mega panorama

980x400 px / 980x552 px, 250 Kb

### Panorama

980x120 px, 100 Kb

### Mobile top placement

Mobile giant panorama 300x300 / 320x320 px, 250 Kb

Mobile rectangle 300x250 px, 250 Kb



## Rectangle

### Giant rectangle

468x400 px, 250 Kb

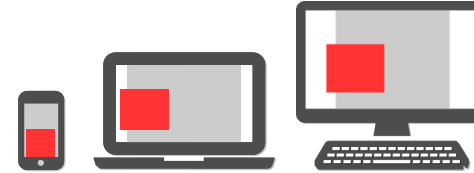
### Mega rectangle

468x600 px, 250 Kb

### Mobile rectangle

Mobile giant panorama 300x300 / 320x320 px, 250 Kb

Mobile rectangle 300x250 px, 250 Kb



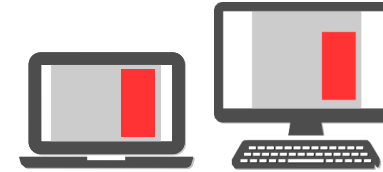
## Skyscrapers

### Skyscraper and elongated skyscraper

140x350 / 160x600, max. 100 Kb

### Mega skyscraper

200x600 / 250x600 / 300x600 px, max. 250 Kb



## Full page

### Full page desktop

620x891 px, max. 250 Kb

### Full page mobile

300x431 / 320x480 / 320x569 / 300x600 px, 250 Kb



We hold the right to modify the placement of ad formats in our websites



Parasta seuraa

# MTVuutiset.fi

## Display prices 2021

### Cross-device display

CPMv = price for thousand viewable impressions

Always top placement ad, excellent reach

Large area with excellent reach

Large area, long visibility, reaches well in all devices

Best price-quality ratio, long visibility and excellent reach

	GIANT PANORAMA CD (frequency 3/week) €/CPMv	MEGA PANORAMA CD (frequency 5/week) €/CPMv	MEGA RECTANGLE CD (frequency 5/week) €/CPMv	GIANT RECTANGLE CD (frequency 5/week) €/CPMv
<b>Ad sizes</b>	<b>980x400 ***</b> and one of the following: <b>300x300 / 300x250</b>	<b>980x552 ***</b> and one of the following: <b>300x431 / 320x480 / 300x600</b>	<b>468x600</b> and one of the following: <b>300x431 / 320x480 / 300x600</b>	<b>468x400</b> and one of the following: <b>300x300 / 300x250</b>
<b>ROS</b> may include gender targeting or max. 10 exclusionary tag targetings without extra cost	21	22	13	8
<b>Target group buying CPMv +20 % **</b> age, interests	25,2	26,4	15,6	9,6
<b>Content targeting CPMv +20 %</b> Frontpage, News and weather, Sports, Entertainment, Lifestyle, Cars, Digital topics, Makuja recipes, Home <b>or tag targeting CPMv +20 %</b>	25,2	26,4	15,6	9,6
<b>GEO (IP) targeting CPMv +10 %</b>	23,1	24,2	14,3	8,8

\*\* Some special targetings CPMv +30 %, e.g. B2B decision makers and purchasing intentions

\*\*\* Wallpaper cannot be used with cross cross-device product

# MTVuutiset.fi

## Display prices 2021

Wide reach of mobile, great advertising awareness

Top placement ad, wide reach

Largest area, but alone has a very low reach

Top placement of a page, desktop alone has a fairly low reach

Affordable, tactical basic visibility, desktop alone has a fairly low reach

### Device-dependent display

CPMv = price for thousand viewable impressions

	MOBILE: FULL PAGE € / CPMv	MOBILE: GIANT PANORAMA € / CPMv	DESKTOP: GIANT PANORAMA & WALLPAPER € / CPMv	DESKTOP: GIANT PANORAMA & MEGA PANORAMA € / CPMv	DESKTOP: PANORAMA, SKYSCRAPERS € / CPMv
<b>Ad sizes</b>	one of the following: 300x431 / 320x480 / 300x600	300x300	980x400 or 980x552 and wallpaper	one of the following: 980x400 / 980x552	one of the following: 980x120 / 728x90 / 140x350 / 160x600 / 200x600 / 250x600 / 300x600
<b>ROS</b> may include gender targeting or max. 10 exclusionary tag targetings without extra cost	18	17	31	27	5
<b>Target group buying</b> CPMv +20 % ** age, interests	21,6	20,4	37,2	32,4	6
<b>Content targeting</b> Frontpage, News and weather, Sports, Entertainment, Lifestyle, Cars, Digital topics, Makuja recipes, Home or tag targeting CPMv +20 %	21,6	20,4	37,2	32,4	6
<b>GEO (IP) targeting</b> CPMv +10 %	19,8	18,7	34,1	29,7	5,5

Allowed, free of charge special effects in campaigns: Video desktop and mobile (max 3000 Kb, 30 s), 3D cube (mobile or desktop), Venetian (desktop), Slice box and Scratch (mobile)

\*\* some special targetings CPMv +30 %, e.g. B2B decision makers and purchasing intentions

## Advertising solutions

- > **Allowed, free of charge special effects in display campaigns:** Video desktop and mobile (max 3000 Kb, 30 s), 3D cube (mobile or desktop), Venetian (desktop), Slice box and Scratch (mobile)
- > MTV's display campaigns are run in sites MTVuutiset.fi, Luukku.com and Suomiareena.fi, as well as in MTV Uutiset applications
- > MTVuutiset.fi device distribution: 25 % desktop / 75 % mobile
- > The prices in the price chart are CPMv, which means for thousand viewable impressions. CPMv is a more affordable way of buying functional visibility compared to a CPM-priced campaign.

### Seasonal indexes

KAUSI (PVM)	KAUSI (VK)	INDEX
4.-31.1.2021	1-4	70
1.2.-27.6.2021	5-25	100
28.6.-8.8.2021	26-31	80
9.8.-26.12.2021	32-51	100
27.12.2021-2.1.2022	52	70



# Targeting options of MTVuutiset.fi display campaigns

DEMOGRAPHIES		INTERESTS	
Gender	Male / Female	For example: Food and wine, Health, Fitness, Fashion and beauty, Outdoors, Environment and ecology, Climate change, Veganism and vegetarianism, Gluten-free diet, Yard and garden, Family and parenthood, Decoration and refurbishing, Gadgets and electronics, eSports, Technology, Culture and arts, Cars and motorcycles, Traveling, Nature friendliness	
Age	18–24 years 25–34 years 35–44 years 45–54 years 55–64 years 65+ years		
Household income	Less than 12 000 / year 12 000–20 000 / year 20 000–45 000 / year 45 000–70 000 / year More than 70 000 / year	<b>CONTENT TARGETING BY TOPICS</b> <ul style="list-style-type: none"> <li>• Front page</li> <li>• News and weather</li> <li>• Sports</li> <li>• Entertainment</li> <li>• Lifestyle</li> <li>• Cars</li> <li>• Digital topics</li> <li>• Makuja (food recipes)</li> <li>• Home</li> </ul>	<b>CONTENT TARGETING BY TAGS</b> <p>For example:</p> <ul style="list-style-type: none"> <li>• Prime Minister</li> <li>• Recipes</li> <li>• Ice Hockey Lions</li> <li>• Apple</li> <li>• Talvivaara</li> <li>• Data security</li> <li>• Football</li> <li>• Children</li> <li>• Donald Trump</li> <li>• Alcohol</li> </ul>
Children in household	Yes / No		
REGIONAL TARGETING			
Channel MTV3's viewing regions (IP targeting)			



We can also tailor interest segments according to your needs

## MTV Display data and targeting options

### 1. MTV's own data

- Interest data is based on article consumption of our visitors in various content and various times
- Demographic segments' (age, gender) seed data is based on logins in our different services
- MTV's own data can be utilized in direct-buy display campaigns and programmatic deals

### 2. Relevant Audience data

- MTVuutiset.fi belongs among biggest data partners of Relevant Audience. Other significant partners are e.g. Tori.fi, Keskisuomalainen, Kaleva, Posti and Asiakastieto.
- Relevant Audience data targeting can be utilized in direct-buy display
- Includes for example strong B2B- and purchasing intension segments, as well as segments related to hobbies and interests

➤ Profiles are browser-specific and based on browser cookies, so targeting and reporting don't work in native application content.





### 3. Content targeting (contextual targeting)

- > Content targeting is one of the most popular option MTV offers.  
MTVuutiset.fi content targetings are usually done within main categories:
  - Frontpage
  - News and weather
  - Sports
  - Entertainment
  - Lifestyle
  - Cars
  - Digital topics
  - Home
  - Makuja (recipes)
- > For more specific targeting, we offer also tag targeting based on various topics. Every article gets tagged under several topics by 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 considering every advertiser's target groups.



#### 4. Regional targeting (IP region targeting)

- In MTVuutiset.fi, regional targeting is usually done according to channel MTV3's viewing regions but can also be tailored to match advertiser's local needs. Regional targeting is often used when advertiser wants to reach residents of surrounding neighborhood, or a chain store wants to personalize its offers to different clientele of its different stores.

#### Other targeting options

- MTVuutiset.fi offers also these familiar targeting options:
  - time
  - weekday
  - device
  - browser type
  - phone brand
  - operating system
  - retargeting



## Display's performance-based advertising: MTV Click

- > Performance-based campaigning is very tactical, and its direct goal is usually e.g. to increase visitor traffic in a website or boost sales in a web store.
- > Performance-based MTV Click campaigning is riskless because the customer is invoiced only for the results, so actual clicks. Brand safety settings in our services guarantee a safe advertising environment regardless of buying method. MTV's online services consist of high-quality, domestic content, and are a reliable media environment.
- > With MTV Click campaign a remarkably wide reach of our websites is gained quickly and device-independently. By targeting locally, you can reach customers more specifically in a desired region. Also content targeting is possible in News, Sports, Entertainment and Lifestyle.
- > Performance-based advertising does not include impression or click guarantee. Invoicing is done based on actual clicks during the campaign period. The defined maximum budget will not be run over. Campaign results are verified with MTV's advertising management system (Adform PPAS). Performance-based advertising utilizes all of MTV's display advertising placements and sites. The distribution includes following sites:
  - o mtvuutiset.fi (website and applications)
  - o luukku.com
- > When planning an MTV Click campaign, please contact [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi)



# Digital products: Native and content marketing

Native advertising is one of the forms of content marketing. It means a type of content that is created from commercial needs perspective, and that fits naturally in its publishing platform. Native advertising utilizes the methods of publishing or distribution media along with its narrative style, making the content a natural part of the media and hence making an impact on consumers. Native advertising can also mean bringing customer's own content to media's distribution channel, so distributing the commercial content to desired target groups.

Native advertising is not hidden advertising. It must always be recognized as an advertisement. Marking the content as an advertisement also serves customer's benefit, since a company profits from being recognized in connection with interesting, high-quality content, which creates positive associations related to the company or the brand.

Council for Mass Media in Finland (CMM) and IAB Finland have created instructions for the media on marking native advertising on the web, and Finnish Transport and Communications Agency (Traficom) has instructed on marking product placement in television.

## **Other possibilities in content marketing**

Contests, different consumer activations and test groups offer versatile ways for communicating with consumers and participate them in addition to entertaining. MTV's social media communities provide new kinds of encounters and solutions to reach consumers and spread your message in a multichannel way.

Game concepts are a tool in content marketing used for activating to participate or providing additional information on products or services. The game concept enables rewarding consumers with customer's products or discount codes.





### **MTV's strength as a partner in native advertising**

- Solutions based on consumer understanding and customer needs
- Content producing and distribution from one place
- MTV Native advertising network reaches big audiences
- All-around campaign reporting
- Long durations spent with the content
- Reader guarantee
- MTV's gamification possibilities



### **More information**

Päivi Kaskia  
Commercial producer,  
Native and content  
marketing  
040 505 8691  
[paivi.kaskia@mtv.fi](mailto:paivi.kaskia@mtv.fi)



## Pricing of native advertising

From MTV, you'll get a high-quality content production and its distribution on MTVuutiset.fi. A customer's article in a top-notch news media increases credibility of the content, and hyperlinks inside the article together with SEO improve locatability of the article itself as well as customer's website. The distribution of the content can be chosen between reader guarantee and CPC or CPM promotion. Reader guarantee (CPR) means, that a browser has stayed in the article for at least 6 seconds. The article readers will be retargeted afterwards on MTVuutiset.fi, giving more effectiveness to the campaign.



### Price:

CPM ROS 7 €

Cooperation commission is granted for CPR and CPC campaigns.

Cooperation commission and cooperation agreement benefit are granted regarding distribution of CPM campaigns.



### Targeting options:

- by sections: Front page, News and weather, Sports, Entertainment, Lifestyle, Cars and digital topics, Makuja (recipes), Home
- by regions, e.g. Helsinki, Espoo, Rovaniemi



## Specific considerations

Native articles are written mainly for the readers of MTVuutiset.fi, and laws, regulation and good practice will be adhered to in their writing. A native article cannot be a ready press release, an introduction of a product/company, a specific marketing material or advertising text. The editor-in-chief is responsible for the content published in MTVuutiset.fi, and they have a right to decline publishing material in case it's against the law, regulations or good practice, or it contains other flaws or problems.

Videos or links to customer's website can be embedded in the article. The link of the article and its content are at customer's disposal unless something else has separately been agreed.

MTV optimizes article promotions, and for this purpose several options for headlining can be used. The headlines are compared to find out which of them attracts readers most.

At most three times of fixing the article are allowed. For fixings more than three times, an hourly rate according to MTV's price list shall be charged. In case customer wishes to change an already approved article, 50 % of article price shall be charged for the alteration. In case customer wishes an approved article to be rewritten, 75 % of article price shall be charged.

## Specific considerations for social media posts

- Social media posts are produced lightly using tools of mobile journalism
- Posts must suit the general content of the account used and address the target group
- A post cannot be a clear advertisement of a customer
- Customer's own social media account will be tagged in the post according to regulations of social media native advertising
- In case the comments require customer's participation, a contact person from customer's behalf must be named. We recommend the customer to follow the situation and participate in the discussions in the comment section.



# Digital products: Programmatic buying, instream video

- MTV's instream video products can be purchased programmatically, through deals.
- For up-to-date information on programmatically supported devices and targeting options, please contact [programmatic@mtv.fi](mailto:programmatic@mtv.fi).

## MTV Video Premium

MTV Video Premium ads are shown in long and short form video content on mtv VOD service. The users are logged in and identified, which enables diverse targeting options for programmatic campaigns.

## MTV Video Reach

According to its name, MTV Video Reach offers a wide reach also for programmatic campaigns. The ads are shown in connection with long and short-form content of MTV's own digital services (mtv VOD service and MTVuutiset.fi).

## MTV Video Short

Versatile news video content of MTVuutiset.fi serve as video inventory. The ads are shown before content (prerolls) in short-form video content of MTVuutiset.fi and MTVuutiset app.

<b>Inventory source Premium, Reach and Short deals</b>	FreeWheel
<b>Maximum spot lengths</b>	Premium 40 s, Reach 30 s, Short 20 s
<b>Inventory source open auction</b>	Adform; only MTV Video Short inventory available
<b>Targeting options MTV Video Premium</b>	Demographic targeting, Bisnode targeting
<b>Auction type</b>	Second Price auction
<b>Programmatically supported devices</b>	Desktop, applications, SmartTV, AppleTV
<b>mtv iOS application</b>	App name mtv Suomi, ID 778585708
<b>mtv Android application</b>	App name mtv Suomi, ID fi.mtvkatsomo



- Please follow these guidelines in programmatic instream campaigns:
  - VAST2 request returns only an MP4 file. Other file formats must be turned off.
  - Recommended material size 1280 x 720 pixels
  - Maximum bitrate 2000 kb/s
  - Tag must be fully SSL (https) compatible
  - In order to user experience not declining due to different sound levels between content and ad, -23 LUFS for loudness must be followed
  - Tag does not contain VPAID creatives
  - For more information: [programmatic@mtv.fi](mailto:programmatic@mtv.fi)



# Digital products: Programmatic buying, outstream video

- > With MTV Uutiset Outstream you'll get extra reach for your programmatic video campaigning cost-effectively. This form of video advertising suits well also for showing longer duration ads on MTVuutiset.fi.
- > Formats Article video (16:9) and Vertical video (9:16). Article video runs in MTVuutiset.fi browser version (desktop and mobile), Vertical video only in mobile browsers.

<b>Inventory source Outstream deals</b>	Adform
<b>Inventory source outstream open auction</b>	Adform, Magnite, Xandr, PubMatic
<b>Auction type</b>	First price auction
<b>Targeting options</b>	Demographic targeting, interests, topic tags, content targeting



# Digital products: Programmatic buying, display

## > Ad formats

Programmatically buyable ad formats:

Full pages	Horizontal placements	Rectangle	Skyscrapers	Mobile
620x891	980x552*	468x400	300x600	300x300
300x431	980x400*		250x600	300x250
320x480	980x120		160x600	320x50
300x600				

\* can be combined with wallpaper

Regarding other ad formats, please contact [programmatic@mtv.fi](mailto:programmatic@mtv.fi)

- > Ad formats may have small differences depending on the sales channel. From [programmatic@mtv.fi](mailto:programmatic@mtv.fi) you'll get more detailed information. Please note, that kilobyte limits for materials also apply in programmatic buying.

<b>Inventory source deals</b>	Adform
<b>Inventory source open auction</b>	Adform, Magnite, Xandr, PubMatic
<b>Auction type</b>	First price auction
<b>Domains</b>	mtvuutiset.fi, luukku, app.mtvuutiset.fi
<b>Targeting</b>	Demographic targeting, interests, topic tags, content targeting

