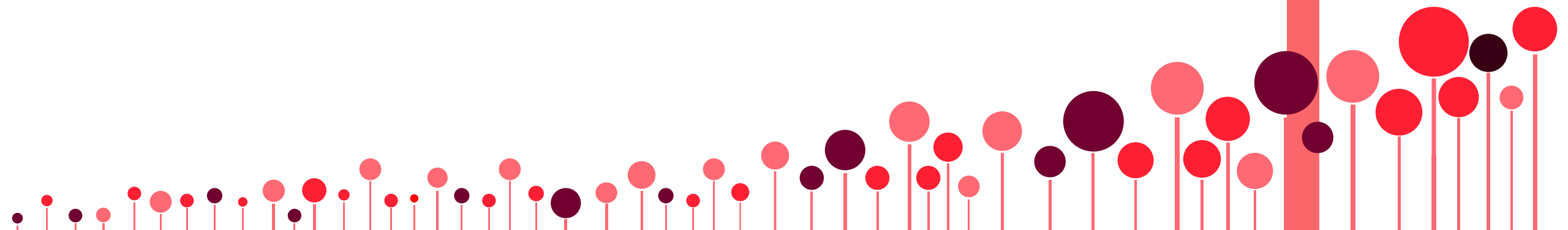
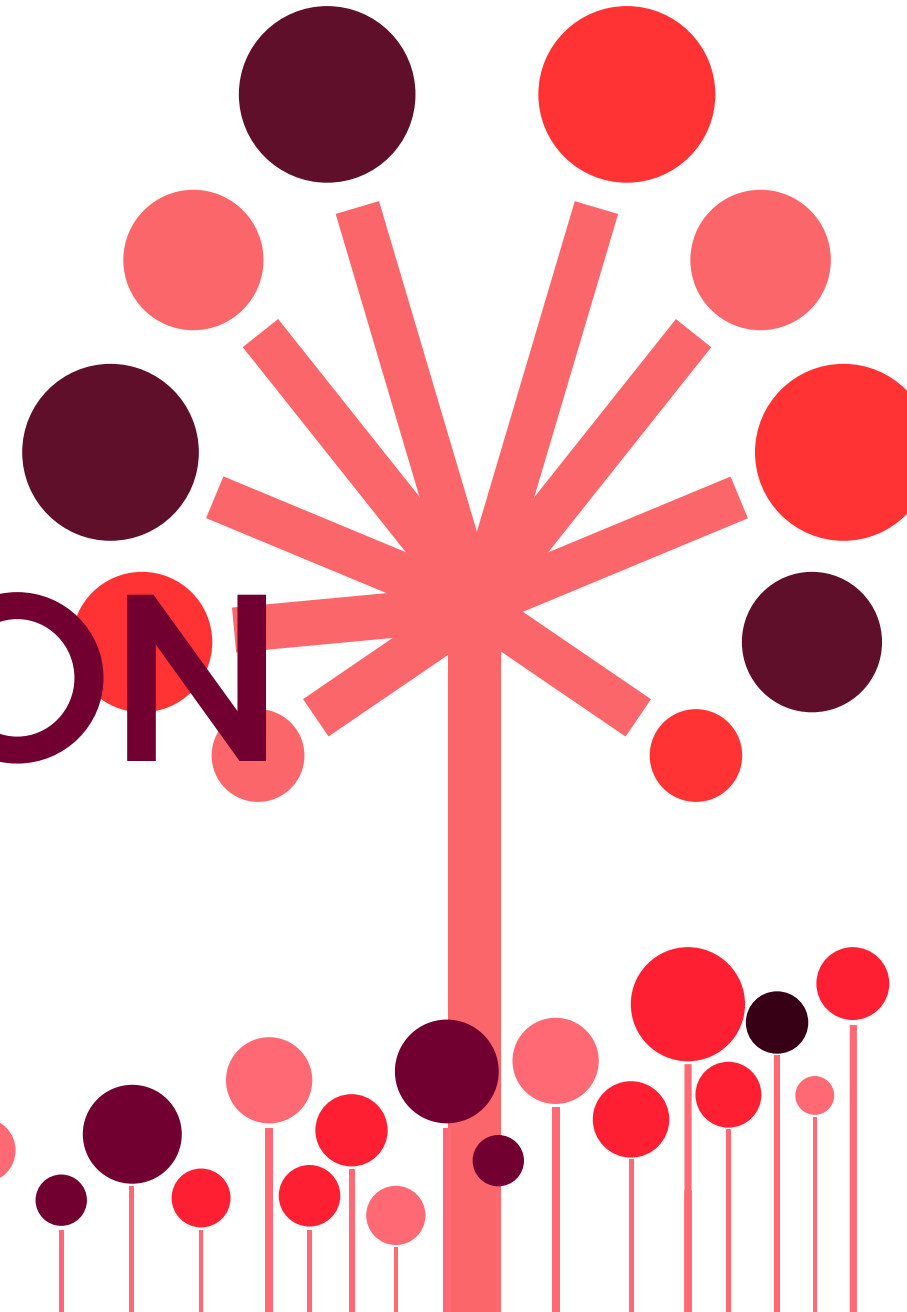




2024

# MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



## Digital products

# Display advertising

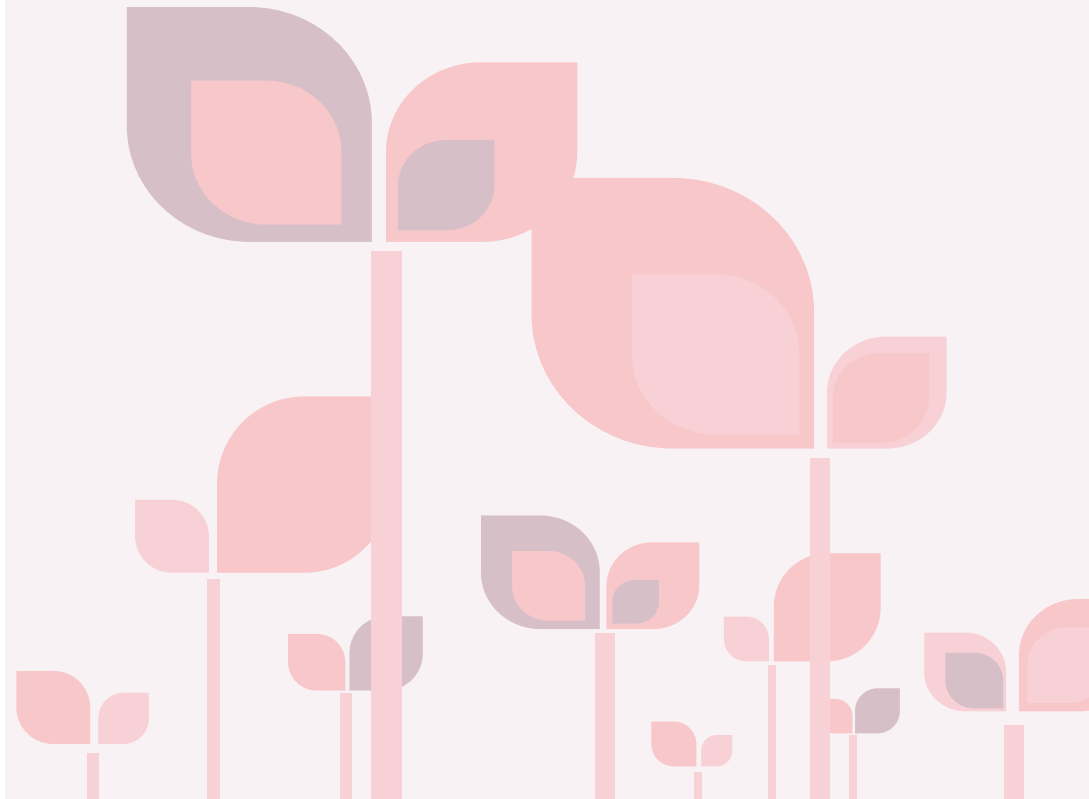
MTV offers diverse solutions for display advertising. MTV's display inventory consists of the site [MTVuutiset.fi](http://MTVuutiset.fi), the MTV Uutiset app, and [Assembly.org](http://Assembly.org).

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

Large ad formats are an exception 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.

Seasonal index for the whole year is 100.



# MTVuutiset.fi display, price list 2024



See live examples of ad placements and size options [here](#)

CPMv = price per thousand viewable impressions

PRODUCT	AD SIZES	CPMv €	DEMOGRAPHICS € CPMv +20 %*	CONTEXTUAL TARGETING € CPMv +20 %	REGIONAL TARGETING (IP ADDRESS) € CPMv +10 %
Cross-device: GIANT PANORAMA	980x400 300x300	21	25,2	25,2	23,1
Cross-device: MEGA PANORAMA	980x552 300x600	22	26,4	26,4	24,2
Cross-device: MEGA RECTANGLE	468x600 300x600	13	15,6	15,6	14,3
Cross-device: GIANT RECTANGLE	468x400 300x300	8	9,6	9,6	8,8
Mobile: FULL PAGE	300x600	18	21,6	21,6	19,8
Mobile: GIANT PANORAMA	300x300	17	20,4	20,4	18,7
Desktop: GIANT PANORAMA and WALLPAPER	980x400 tai 980x552 and wallpaper	31	37,2	37,2	34,1
Desktop: GIANT PANORAMA or MEGA PANORAMA	980x400 / 980x552	27	32,4	32,4	29,7
Desktop: PANORAMA or SKYSCRAPER	980x120 200x600 / 250x600 / 300x600	5	6	6	5,5

A campaign may include max. 10 exclusionary targeting tags without extra cost

\* Some special targeting types CPMv +30 %, e.g. B2B decision-makers and purchase intentions

## Digital products

# Outstream video advertising

MTV Uutiset Article video and MTV Uutiset Vertical video products 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 (6–15 seconds). Since the video starts muted, we recommend using subtitles. Impressions are counted from the start of the video ad.

Seasonal index for the whole year is 100.

**Article video 9:16** 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 at will.

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

MTV UUTISET OUTSTREAM	
Vertical video 9:16 Article video 16:9	CPM €
ROS	13
Regional targeting (IP address) CPM +10 %	14,3
Demographics CPM +20 % age, age+sex, interests, families with children, income level	15,6
Contextual CPM +20 % sections or tag targeting	15,6

# Targeting options for MTVuutiset.fi display and outstream campaigns

DEMOGRAPHICS		INTERESTS		
Sex	Male / Female	For example: Food and wine, Workout and fitness, Fashion and beauty, Outdoors, Gadgets and IT, eSports, Technology, Culture and arts, Cars and motorcycles, Traveling, Environmental friendliness		
Age	18–24 years 25–34 years 35–44 years 45–54 years 55–64 years 65+ years			
		CONTEXTUAL, BY SECTIONS	CONTEXTUAL, BY TAGS	REGIONAL TARGETING
Household income level	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	<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 recipes</li> <li>• Home</li> </ul>	For example: <ul style="list-style-type: none"> <li>• Data security</li> <li>• Football</li> <li>• Ice Hockey Lions</li> <li>• Health and wellbeing</li> <li>• Recipes</li> </ul>	<ul style="list-style-type: none"> <li>• City</li> <li>• Region</li> </ul>
Children in household	Yes / No			



You can also inquire about interest segments according to your need

# Relevant Audience targeting categories



Examples of categories, see full listing [here](#)

DEMOGRAPHICS	PURCHASE INTENT	INTERESTS AND ENTERTAINMENT	FAMILY AND HOME
Age Education Sex Family & marital status Life phase	Family Hobbies Home & garden Music & audio Pets Fashion Shopping Technology Games	Career Events and sights Art Food and drinks Healthy lifestyle Hobbies	Family size Household size Garden Sports
COMPANY AND HOUSEHOLD TOPICS	SPORTS AND HEALTH	TRAVELING	CAR INDUSTRY
B2B decision-makers Personal finances Real estates Career	Healthy lifestyle Hobbies and interests Sports	Purchasing a trip Generic traveling Trip destinations	Car industry Car owners Purchase intent

# Targeting options for display and outstream campaigns

## MTV's own data

The demographic data is based on MTV logins. Interest data is based on article consumption of our visitors on various times. MTV's own data can be utilized in direct-buy display campaigns and programmatic deals.

## Relevant Audience data

MTVuutiset.fi is among the largest data partners of Relevant Audience. Targeting based on Relevant Audience data can be used for targeting display direct buys. Examples of the content of data includes strong B2B and purchasing intention segments as well as segments based on hobbies and interests.

## Regional targeting

IP address-based regional targeting on MTVuutiset.fi is usually done for 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 option that MTV offers. MTVuutiset.fi contextual targeting is usually done within main categories



Front page	Entertainment	Digital topics
News and weather	Lifestyle	Home
Sports	Cars	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 targeting options familiar from other media



time	browser type	operating system
day of the week	phone brand	retargeting
device		

## Digital products

# Performance-based advertising – MTV Click

Performance-based advertising is tactical and has an objective, such as increasing visitor traffic on a website or boost the sales of an online store. The customer is invoiced based only on results, i.e. actual clicks. Brand safety settings in our services guarantee a safe advertising environment regardless of the purchasing method.

With an MTV Click campaign the 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. Contextual targeting is also possible in News, Sports, Entertainment, and Lifestyle.

There are no impression or click guarantees in performance-based advertising. Invoicing is done based on actual clicks during the campaign period. You define a maximum budget, which will not be exceeded. 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 mtvuutiset.fi (website and applications) and Assembly.org.

When planning an  
MTV Click campaign,  
please contact  
[digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi)



## Digital products

# Native advertising and content marketing

Native advertising is one of the forms of content marketing. It refers to content produced from the perspective of commercial needs 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.

Publication of the customer's content in a news media will also increase the credibility of the content, and included hyperlinks together with SEO improve the search engine performance of the customer's content and website. The content is distributed with a reader guarantee and an agreed number of impressions. People who read the article will be retargeted afterwards on MTVuutiset.fi..

In addition to this, also click-based CPC native promotions are available. CPC native advertising looks similar to native article promotion, and it can be used for redirecting the user either to the customer's native article or own content. CPC native promotion can be targeted to different sections of MTVuutiset.fi.

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

Ask more about native advertising from your MTV contact person

## **Specific considerations regarding native advertising**

Native articles are primarily written for the readers of MTVuutiset.fi and they must comply with the laws, regulations, and good manners. A native article cannot be a ready press release, presentation of a product or company, direct marketing material, or an advertisement text. The editor in chief of MTVuutiset.fi is responsible for all of the content published on MTVuutiset.fi and has the right to decline to publish material that does not comply with the laws, regulations, or good manners or that has other shortcomings or problems.

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

Videos or links to the customer's website can be embedded in the article. The link of the article and its content are at the 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 the most.

A maximum of three updates to articles is permitted. Additional updates incur an hourly rate according to MTV's price list. If the customer wishes to change an already approved article, 50 % of the article's price shall be charged for the alteration. If the customer wishes an approved article to be rewritten, 75 % of a new article's price shall be charged.

## **Specific considerations regarding social media posts**

Social media posts are produced lightly using tools of mobile journalism, and they must suit the general content of the account used and address the target group.

A post cannot be simply a customer's advertisement. The customer's own social media account will be tagged in the post according to the regulations of social media native advertising.

The customer must define a contact person if comments require the customer's participation. We recommend the customer to monitor the situation and participate in the discussions in the comment section.

# Native advertising and content marketing, price list 2024

CAMPAIGN	READER GUARANTEE*	ARTICLE GROSS €	NATIVE GAME GROSS €
One article	4 000 readers	5 200	6 000
Three articles	12 000 readers	15 600	18 000
Five articles	20 000 readers	26 000	30 000
12 articles	48 000 readers	62 400	72 000

\* If you wish to publish your own native article without a reader guarantee or native promotion, contact your MTV contact person

A direct invoicing discount of -12 % or a media agency discount -15 % will be granted from the gross prices. Additionally, for a campaign of more than two articles will be granted -20 % extra discount. The extra discount for a 12-article campaign is -40 %. A production fee of 1 000 € net will be added to the net price of a campaign.

Article, readers  
Native game, readers

CPR 1,3 €

CPR 1,5 €



**CPR (cost per reader)**

Price of one reader

## Targeting options

**By sections:** Front page, News and weather, Sports, Entertainment, Lifestyle, Cars, Makuja recipes, Home

**By regions:** such as Helsinki, Espoo, Rovaniemi

Native games are a tool used in content marketing for activating users to participate or providing additional information on products or services.

Examples of native games include quizzes and votes used to enrich a native article. It also offers the opportunity to reward consumers with the customer's products or discount codes.

# Digital products

## Programmatic buying - instream

MTV's video products can be purchased programmatically through deals. The prices of deals are affected by the ad length and desired targeting. More information from [programmatic@mtv.fi](mailto:programmatic@mtv.fi).

### MTV Video Premium

MTV Video Premium ads are shown on MTV Katsomo in connection with long and short form content, in preroll and midroll placements. Users are identified through login, enabling us to provide programmatically implemented campaigns with versatile first-party targeting options across different devices.

### MTV Video Reach

MTV Video Reach offers extensive reach also for campaigns carried out programmatically. The ads are shown on short and long form content of MTV's own digital services (MTV Katsomo, MTVuutiset.fi, and the browser-based MTV Uutiset application) in preroll and midroll placements.

### MTV Video Short

In MTV Video Short the ad distribution consists of the video content of MTVuutiset.fi and the MTV Uutiset browser-based app.

Inventory source Premium, Reach and Short deals	FreeWheel
Deal options	Private deals Programmatic guaranteed
Maximum spot lengths	Premium 40 sec, Reach 20 sec, Short 20 sec
Targeting options with additional cost	<b>MTV Video Premium</b> Demographic targeting Bisnode GDR Device targeting  <b>MTV Video Reach</b> Contextual targeting: food, home and living, health and wellbeing, lifestyle, sports, news and documentaries, drama, entertainment, reality TV  Device targeting

## Digital products

# Programmatic buying - outstream and native

With MTV Uutiset outstream, you'll receive cost-effective extra reach for your programmatic video campaigning. This form of video advertising also suits well for running ads with longer durations on MTVuutiset.fi and in the browser-based MTV Uutiset web app.

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

In addition to the video format, the price of outstream deals is determined by the selected targeting options.

Inventory source	Deals Adform Open auction, e.g. Adform, Magnite, Xandr
Auction type	First price auction
Targeting options with additional cost	Demographics, interests, tag and contextual targeting, customer-based brand safety settings

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

Native ad is buyable only through deals. With diverse targeting options, you'll reach just the right target groups.

Inventory source	Deals Adform, Xandr
Auction type	First price auction
Targeting options with additional cost	Demographics, interests, tag and contextual targeting, customer-based brand safety settings

# Digital products

## Programmatic buying - display

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

Please note that the ad formats may have minor differences depending on the sales channel. Please contact [programmatic@mtv.fi](mailto:programmatic@mtv.fi) for further information.

Please also note that kilobyte limits for materials also apply in programmatic buying.

Inventory source	Deals Adform Open auction, e.g. Adform, Magnite, Xandr
Auction type	First price auction
Domains	mtvuutiset.fi, app.mtvuutiset.fi, assembly.org
Targeting options with additional cost	Demographics, interests, tag and contextual targeting, customer-based brand safety settings

### 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	980x552*	250	468x400	250	300x600	250	320x320	250
300x600	250	980x400*	250	300x250	250	250x600	250	300x300	250
320x480	250	980x120	100			160x600	100	300x250	250
300x431	250					140x350	100		

\*Can be combined with background wallpaper. The wallpaper is available only with Adform DSP.