



2025

# MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



# Cooperation agreement 2025

## MTV Oy's TV channels and digital advertising

The cooperation agreement defines the annual cooperation between the customer and MTV Oy during the agreement period. Within the agreement, the following can be agreed with separate volumes and benefits:

- Television advertising (MTV Total TV, program-specific buying, regional advertising on MTV3, RBS program cooperation)
- Digital advertising

Companies belonging to the same group may be included in the agreement (holding of no less than 50%).

Other non-standard solutions for television and digital media (e.g. program cooperation and native advertising) are included in the cooperation agreement, but they are not subject to cooperation benefit (excluding native advertising CPM).

The customer-specific cooperation agreement benefit can be utilized in MTV Oy's online services in programmatic purchasing deals (so-called private deals). In programmatic purchasing, advertising displays purchased through deals are included in the cooperation agreement.

The agreement and its terms and conditions shall enter into force at the latest when both parties have fulfilled their share of the agreement for the first time.

