

MEDIA 2023 INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



Digital products

Display advertising

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



Display ad placements 2023

AD FORMAT	SIZE (Kb) LIMIT	BANNER SIZE (px)
Giant panorama Mega panorama	250	980x400 980x552
Panorama	100	980x120
Mobile top placement	250	Mobile giant panorama 300x300 / 320x320 Mobile rectangle 300x250



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

Giant rectangle	250	468x400
Mega rectangle	250	468x600
Mobile rectangle	250	Mobile giant panorama 300x300 / 320x320 Mobile rectangle 300x250



Skyscraper Elongated skyscraper	100	140x350 160x600
Mega skyscraper	250	200x600 / 250x600 / 300x600



Full page desktop	250	620x891
Full page mobile	250	300x431 / 300x600 320x480 / 320x569



Seasonal indexes for display products

PERIOD (DATE)	PERIOD (WEEK)	INDEX
2.–29.1.2023	1–4	70
30.1.–25.6.2023	5–25	100
26.6.–6.8.2023	26–31	80
7.8.–24.12.2023	32–51	100
25.–31.12.2023	52	80

MTV Oy reserves the right to change the seasonal indexes.

MTV Oy reserves the right to change the placements of ad formats on the website.

MTVuutiset.fi display, price list 2023

Cross-device display

PRODUCT CPMv = price per thousand viewable impressions	AD SIZES	ROS	Target group buying	Content targeting	GEO (IP) targeting
		may include sex targeting or max. 10 exclusionary targeting tags without extra cost	CPMv +20 %* age, interests	CPMv +20 % content sections** or tag targeting	CPMv +10 %
GIANT PANORAMA CD frequency 3/week €/CPMv	980x400*** and one of the following: 300x300 / 300x250	21	25,2	25,2	23,1
MEGA PANORAMA CD frequency 5/week €/CPMv	980x552*** and one of the following: 300x431 / 320x480 / 300x600	22	26,4	26,4	24,2
MEGA RECTANGLE CD frequency 5/week €/CPMv	468x600 and one of the following: 300x431 / 320x480 / 300x600	13	15,6	15,6	14,3
GIANT RECTANGLE CD frequency 5/week €/CPMv	468x400 and one of the following: 300x300 / 300x250	8	9,6	9,6	8,8

* defined special targeting types CPMv +30 %, such as B2B decision-makers and purchasing intentions

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

*** wallpaper product separately in device-specific products

MTVuutiset.fi display, price list 2023

Device-dependent display

PRODUCT CPMv = price per thousand viewable impressions	AD SIZES	ROS	Target group buying	Content targeting	GEO (IP) targeting
		may include sex targeting or max. 10 exclusionary targeting tags without extra cost	CPMv +20 %* age, interests	CPMv +20 % content sections** or tag targeting	CPMv +10 %
Mobile: FULL PAGE €/CPMv	One of the following: 300x431 / 320x480 / 300x600	18	21,6	21,6	19,8
Mobile: GIANT PANORAMA €/CPMv	300x300	17	20,4	20,4	18,7
Desktop: GIANT PANORAMA and WALLPAPER €/CPMv	980x400 tai 980x552 and wallpaper	31	37,2	37,2	34,1
Desktop: GIANT PANORAMA or MEGA PANORAMA €/CPMv	One of the following: 980x400 / 980x552	27	32,4	32,4	29,7
Desktop: PANORAMA or SKYSCRAPER €/CPMv	One of the following: 980x120 / 728x90 / 140x350 / 160x600 / 200x600 / 250x600 / 300x600	5	6	6	5,5

* defined special targeting types CPMv +30 %, such as B2B decision-makers and purchasing intentions

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

Allowed, free of charge special effects in campaigns:

Video desktop and mobile (max 3 000 kb, 30 sec), 3D cube (mobile or desktop), Venetian (desktop), Slice box and Scratch (mobile)

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. Content 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

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.

Article video 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 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.

The maximum duration of a video ad is 120 seconds, but we recommend using shorter ones (6–15 seconds) for maximum interest and impact. Since the video starts muted, we recommend using subtitles. Impressions are counted from the start of the video ad, and frequency control is based on browsers/devices (5/week).



Outstream video advertising, price list 2023

	MTV UUTISET ARTICLE VIDEO 16:9 €/CPM*	MTV UUTISET VERTICAL VIDEO, mobile 9:16 €/CPM*
ROS may include sex targeting or max. 10 exclusionary targeting tags without extra cost	13	18
Target group buying CPM +20 % age, age+sex, interests, families with children, income level	15,6	24
Content targeting CPM +20 % Sections or tag targeting**	15,6	24
GEO (IP) targeting CPM +10 %	14,3	22

* Interactive ad formats CPM +15 %

** Content sections: Front page, News and weather, Sports, Entertainment, Lifestyle, Cars, Digital topics, Makuja recipes, Home. Tags e.g.: football, economy, DIY, health, social media hits, parenthood.

Seasonal indexes for outstream video advertising

The index of an ad is determined by the program's broadcasting day.

PERIOD (DATE)	PERIOD (WEEK)	INDEX
2.-29.1.2023	1-4	70
30.1.-25.6.2023	5-25	100
26.6.-6.8.2023	26-31	80
7.8.-24.12.2023	32-51	100
25.-31.12.2023	52	80

MTV Oy reserves the right to change the seasonal indexes

Targeting options for display and outstream campaigns

1. 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.

2. 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.

3. Regional targeting (IP region)

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. Regional targeting is often used when the advertiser wants to reach residents of surrounding neighborhoods, or when a chain store wants to personalize its offers to the clients of their various stores.

4. Content targeting (contextual targeting)

Content targeting is one of the most popular option that MTV offers. MTVuutiset.fi content 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		

Targeting options for MTVuutiset.fi display and outstream campaigns

DEMOGRAPHICS		INTERESTS		
Sex	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, Environmental friendliness		
Age	18–24 years 25–34 years 35–44 years 45–54 years 55–64 years 65+ years	CONTENT TARGETING BY TOPICS		CONTENT TARGETING BY TAGS
		<ul style="list-style-type: none"> ▪ Front page ▪ News and weather ▪ Sports ▪ Entertainment ▪ Lifestyle ▪ Cars ▪ Digital topics ▪ Makuja recipes ▪ Home 	For example: <ul style="list-style-type: none"> • Prime minister • Recipes • Ice Hockey Lions • Apple • “Good and happy news” 	<ul style="list-style-type: none"> ▪ Cyber security ▪ Football ▪ Children ▪ Health and wellness ▪ Alcohol
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			
Children in household	Yes / No			
REGIONAL TARGETING				
MTV3 viewing regions (IP targeting)				



You can also inquire about interest segments according to your needs

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. Reader guarantee (CPR) refers to a browser having stayed in the article for at least 6 seconds. 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.

Native advertising and content marketing, price list 2023

	READERS min. 6 sec in an article	IMPRESSION GUARANTEE	GROSS €	NATIVE GAME GROSS €
1 article	4 000	1 000 000	6 200	7 000
3 articles	12 000	3 000 000	16 600	19 000
5 articles	20 000	5 000 000	27 000	31 000
12 articles	48 000	12 000 000	63 400	73 000

The gross prices include the production of the native article or game.

Native article with reader guarantee CPR 1,30 €

Native game with reader guarantee CPR 1,50 €



CPR (cost per reader)
Price of one reader

Ask for a CPC priced campaign from your MTV contact person

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.

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
- Posts 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.



Ask more about native advertising
from your MTV contact person

Digital products

Programmatic buying - instream video

MTV's 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.

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. We identify the users by their login, which enables us to provide diverse targeting options for all programmatically supported 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 30 sec, Short 20 sec	
Targeting options	MTV Video Premium: Demographic targeting, Bisnode targeting, GDR targeting	
	MTV Video Reach: Content targeting: food, home and living, health and wellness, lifestyle, sports, news and documentaries, drama, entertainment, reality tv	
Auction type	Second price auction	
MTV Katsomo mobile in-apps	iOS	App name MTV Katsomo, ID 778585708
	Android	App name MTV Katsomo, ID fi.mtvkatsomo

Digital products

Programmatic buying - outstream video

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.

Inventory source	Outstream deals Adform
	outstream open auction e.g. Adform, Magnite, Xandr
Auction type	First price auction
Targeting options	Demographic targeting, interests, tag and content targeting

Digital products

Programmatic buying - display

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		

For other ad formats,
please contact
programmatic@mtv.fi

* can be combined with background wallpaper

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	Demographic targeting, interests, tag and content targeting

Please note that the ad formats may have minor differences depending on the sales channel. Please contact programmatic@mtv.fi for further information. Please also note that kilobyte limits for materials also apply in programmatic buying.