

MEDIA 2023 INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



Cooperation agreement 2023

MTV Oy's TV channels and digital ad products

The cooperation agreement specifies the annual cooperation between MTV Oy and the customer for the agreement period. The cooperation agreement can consist of separate volumes and benefits for:

- TV advertising on MTV3, Sub and AVA
- Advertising by packages MTV Total TV Easy and MTV Total TV Flexible
- 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 buying programmatically, only impressions purchased through private deals accrue the total sum of the cooperation agreement.

MTV's media cooperation agreement is based on the enclosed table.

Net investment table, MTV's media

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 %

Net price of a campaign

Campaign-specific gross price (incl. seasonal index)

potential other benefit
 cooperation commission or direct invoicing discount
 customer's cooperation agreement benefit

= net price

+ currently valid VAT %

= net price including tax