



2025

# MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



# National advertising: MTV Total TV

MTV Total TV is a buying method in which you choose the desired target group, number of contacts, campaign time, and spot length. In MTV Total TV, one CPP and CPT price is valid for the target group during the whole day. To make buying easier and faster, the product comes packaged with the channels MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo.

Channel-specific shares are defined for each target group, which vary according to the target group's natural viewing patterns. MTV estimates that the ratio of prime time and off-prime time contacts in the package is approximately 60%/40%, with the exception of campaigns targeted at 3–9 year-old children, for which contacts are 100% off-prime due to the program selection. For MTV Katsomo, we employ a frequency control of max. 1 ad/30 min.

A contact guarantee is granted for MTV Total TV when buying at least 100 TRPs and at least 50 TRPs for the 3–9-year-old target group campaign. The guarantee applies within the selected buying target group. The MTV Total TV package product cannot be combined with other buying methods. Ad runs float during the campaign period, which means that the final number of ad runs, their placements, and prime/off split cannot be predetermined for a campaign.

The prices in the price list are gross prices for 30 seconds with a seasonal index of 100.

MTV Total TV is available in the following target groups:

|                                       |             |
|---------------------------------------|-------------|
| Entire population 3+                  | Women 3+    |
| 25–54                                 | Men 3+      |
| 25–64                                 | Women 25–64 |
| 35–64                                 | Men 25–64   |
| Children aged 3–9 (MTV3<br>& MTV Sub) |             |

Please find the seasonal indexes for national TV advertising on page 17

# National advertising: MTV Total TV, price list 2025

A MTV Total TV campaign consists of advertisements that can be run on MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo

30 second  
gross prices for  
index season  
100

| MTV TOTAL TV              |            |                          |                          |
|---------------------------|------------|--------------------------|--------------------------|
| TARGET GROUP              | SIZE (000) | CPT PRICE €<br>whole day | CPP PRICE €<br>whole day |
| Entire population 3+      | 5 434      | 9,6                      | 520                      |
| Women 3+                  | 2 746      | 17,8                     | 489                      |
| Men 3+                    | 2 688      | 21,9                     | 588                      |
| 25–54                     | 2 109      | 36,3                     | 766                      |
| 25–64                     | 2 824      | 22,0                     | 622                      |
| Women 25–64               | 1 385      | 42,1                     | 583                      |
| Men 25–64                 | 1 439      | 43,0                     | 619                      |
| 35–64                     | 2 106      | 25,4                     | 534                      |
| 3-9 yo children wk 1–43*  | 372        | 43,0                     | 160                      |
| 3-9 yo children wk 44–52* | 372        | 51,1                     | 190                      |

\*Advertisement runs only on MTV3 and MTV Sub



CPT (cost per thousand) Contact price per thousand viewers  
 CPP (cost per point) Contact price per one TRP unit  
 TRP (target rating point) Sum of the average minute ratings within the target group for the campaign's commercial breaks.  
 TRP refers to the same thing as a contact but expressed as a ratio.

Target group sizes: Statistics Finland, population data December 31, 2023

# National advertising: Program-specific buying

MTV sells national advertising time on MTV3, MTV Sub, MTV Ava, STAR Channel and National Geographic channels. In program-specific buying, the desired programs, number of runs and dates are defined in advance. In our system of buying, the programs have fixed 30-second gross prices, with a seasonal index of 100, valid from the time of booking.

A contact guarantee can be obtained for program-specific buying campaigns by buying at least 25 TRP for MTV3, 10 TRP for MTV Sub and 5 TRP for MTV AVA, STAR Channel and National Geographic each. One of the following target groups can be selected as the contact guarantee target group for the campaign:

| TARGET GROUPS        |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Entire population 3+ | *) Not available for National Geographic<br>**) Not available for MTV Ava<br>***) Only available for MTV3 and MTV Sub                                                                                                                                                                                                                                                                                                                        |
| Women 3+*            |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Men 3+**             |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 25–54                | The break connection is only used in national campaigns for program-specific buying. The break connection refers to the presentation of two separate advertisements from the same customer in the same commercial break, and the order of presentation can be defined for the advertisements. The normal price according to the price list is paid for the break connection spot, and the advertisements receive a common contact guarantee. |
| 25–64                |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Women 25–64*         |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Men 25–64 **         |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 35–64                |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 3–9 yo children***   | Program-specific buying allows you to ensure connection with the desired program, the context in which your advertisement appears. You can also use program-specific buying to ensure the desired weekly structure of your campaign, such as emphasizing the beginning or end of the week.                                                                                                                                                   |

Please find the seasonal indexes and length factors that impact the prices of program-specific buying on page 17

## Specific breaks and placements:

### Specific break

In program-specific buying, a specific break can be determined for an advertisement for a 3% extra fee. A specific break can be bought for a selected national commercial break.

Break definitions:

E = start break

S1 = first center break

S2 = second center break etc.

### Specific placement

In program-specific buying, a specific placement can be determined for an advertisement for a 6% extra fee. Specific placement is either the first or the last ad placement of a selected national commercial break, except on MTV3, where only the first placement of a break is available.

# Regional advertising: MTV3

MTV sells regional advertising time on MTV3 for 17 viewing regions. The maximum spot length for an advertisement in regional advertising is 20 seconds and the length of the advertisement must be divisible by 5 seconds (5 sec, 10 sec, 15 sec or 20 sec).

In regional advertising, you can buy a campaign using either program-specific buying or targeted RBS buying, or a combination of these. Targeted RBS buying is a buying method in which you choose the desired number of contacts, campaign time, and spot length. Ad runs float during the campaign period, which means the final number of ad runs, their placements, and specific days cannot be predetermined for the campaign. A contact guarantee can be obtained by purchasing at least 50 TRP for the campaign. Seasonal indexes and spot length factors affect the gross prices of regional advertising.

In program-specific buying, the pricing factor for the viewing region is used to multiply the currently valid gross price of a national 30-second ad. The regional contacts of the program are obtained by multiplying the national contacts of the entire 3+ population of the program by the population share of the region. CPT and CPP prices per viewing region for targeted RBS buying can be found on the next page. Regional advertising is sold in one target group: the entire population 3+.

The specific break and placement used in national program-specific buying are not a part of the regional advertising product selection

The seasonal indexes and length factors that impact the prices of regional purchasing methods can be found on page 17



# Regional advertising, price list 2025



There are tailor-made packages available to regional advertisers. Please find more information in [MTV Spotti!](#)

Regional population shares and program-specific buying pricing factors Targeted RBS buying 30 second gross prices per region, index season 100

| REGION          | ABBREVIATION | SHARE   | PRICING FACTOR |
|-----------------|--------------|---------|----------------|
| Uusimaa         | UM           | 32,11 % | 55,1 %         |
| Pirkanmaa       | PM           | 11,96 % | 20,5 %         |
| Varsinais-Suomi | VS.          | 8,78 %  | 15,0 %         |
| Pohjanmaa       | PO           | 6,09 %  | 11,4 %         |
| Oulu            | OU           | 5,61 %  | 10,5 %         |
| Keski-Suomi     | KS           | 5,18 %  | 9,7 %          |
| Pohjois-Savo    | PS           | 4,69 %  | 8,8 %          |
| Satakunta       | SA           | 3,78 %  | 7,1 %          |
| Päijät-Häme     | PH           | 3,71 %  | 7,0 %          |
| Keski-Pohjanmaa | KP           | 3,17 %  | 6,0 %          |
| Kymenlaakso     | KL           | 3,06 %  | 5,8 %          |
| Pohjois-Karjala | PK           | 2,87 %  | 5,4 %          |
| Lappi           | SAT          | 2,40 %  | 6,5 %          |
| Etelä-Karjala   | EK           | 2,18 %  | 5,8 %          |
| Etelä-Savo      | ES           | 2,04 %  | 5,5 %          |
| Kainuu          | KA           | 1,33 %  | 3,6 %          |
| Meri-Lappi      | ML           | 1,04 %  | 2,8 %          |

| REGIONAL TARGETED RBS BUYING 3+ |              |            |                         |                         |
|---------------------------------|--------------|------------|-------------------------|-------------------------|
| REGION                          | ABBREVIATION | SIZE (000) | CPT PRICE EUR whole day | CPP PRICE EUR whole day |
| Uusimaa                         | UM           | 1 745      | 17,1                    | 299                     |
| Pirkanmaa                       | PM           | 650        | 17,1                    | 111                     |
| Varsinais-Suomi                 | VS.          | 477        | 17,1                    | 81                      |
| Pohjanmaa                       | PO           | 331        | 18,7                    | 62                      |
| Oulu                            | OU           | 305        | 18,7                    | 57                      |
| Keski-Suomi                     | KS           | 281        | 18,7                    | 53                      |
| Pohjois-Savo                    | PS           | 255        | 18,7                    | 48                      |
| Satakunta                       | SA           | 205        | 18,8                    | 39                      |
| Päijät-Häme                     | PH           | 202        | 18,8                    | 38                      |
| Keski-Pohjanmaa                 | KP           | 172        | 18,9                    | 33                      |
| Kymenlaakso                     | KL           | 166        | 18,9                    | 31                      |
| Pohjois-Karjala                 | PK           | 156        | 18,8                    | 29                      |
| Lappi                           | SAT          | 131        | 27,0                    | 35                      |
| Etelä-Karjala                   | EK           | 119        | 26,5                    | 31                      |
| Etelä-Savo                      | ES           | 111        | 26,9                    | 30                      |
| Kainuu                          | KA           | 72         | 27,0                    | 20                      |
| Meri-Lappi                      | ML           | 56         | 27,0                    | 15                      |



CPT (cost per thousand) Contact price per thousand viewers

CPP (cost per point) Contact price per one TRP unit

TRP (target rating point) Sum of the average minute ratings within the target group for the campaign's commercial breaks. TRP refers to the same thing as a contact but expressed as a ratio.

Target group sizes: Statistics Finland, population data December 31, 2023

## MTV3 viewing regions

MTV Oy does not guarantee in regional TV advertising that all the antennas in every households of the visibility area in question are directed to the Digita's mast from which that visibility area's advertising is distributed.



## Municipalities by viewing region

|             |                 |             |                 |                    |                 |              |                 |
|-------------|-----------------|-------------|-----------------|--------------------|-----------------|--------------|-----------------|
| Akaa        | Pirkanmaa       | Hämeenkyrö  | Pirkanmaa       | Karkkila           | Uusimaa         | Kuhmoinen    | Pirkanmaa       |
| Alajärvi    | Pohjanmaa       | Hämeenlinna | Pirkanmaa       | Karstula           | Keski-Suomi     | Kuopio       | Pohjois-Savo    |
| Alavieska   | Keski-Pohjanmaa | Ii          | Oulu            | Karvia             | Pohjanmaa       | Kuortane     | Pohjanmaa       |
| Alavus      | Pohjanmaa       | Iisalmi     | Pohjois-Savo    | Kaskinen           | Pohjanmaa       | Kurikka      | Pohjanmaa       |
| Asikkala    | Päijät-Häme     | Iitti       | Kymenlaakso     | Kauhajoki          | Pohjanmaa       | Kustavi      | Varsinais-Suomi |
| Askola      | Uusimaa         | Ikaalinen   | Pirkanmaa       | Kauhava            | Pohjanmaa       | Kuusamo      | Lappi           |
| Aura        | Varsinais-Suomi | Ilmajoki    | Pohjanmaa       | Kauniainen         | Uusimaa         | Kyyjärvi     | Keski-Suomi     |
| Enonkoski   | Etelä-Savo      | Ilomantsi   | Pohjois-Karjala | Kaustinen          | Keski-Pohjanmaa | Kärkölä      | Päijät-Häme     |
| Enontekiö   | Lappi           | Imatra      | Etelä-Karjala   | Keitele            | Pohjois-Savo    | Kärsämäki    | Keski-Pohjanmaa |
| Espoo       | Uusimaa         | Inari       | Lappi           | Kemi               | Meri-Lappi      | Köyliö       | Satakunta       |
| Eura        | Satakunta       | Inkoo       | Uusimaa         | Kemijärvi          | Lappi           | Lahti        | Päijät-Häme     |
| Eurajoki    | Satakunta       | Isojoki     | Pohjanmaa       | Keminmaa           | Meri-Lappi      | Laihia       | Pohjanmaa       |
| Evijärvi    | Keski-Pohjanmaa | Isokyrö     | Pohjanmaa       | Kemiönsaari        | Varsinais-Suomi | Laitila      | Varsinais-Suomi |
| Forssa      | Pirkanmaa       | Janakkala   | Pirkanmaa       | Kempele            | Oulu            | Lapinjärvi   | Uusimaa         |
| Haapajärvi  | Keski-Pohjanmaa | Joensuu     | Pohjois-Karjala | Kerava             | Uusimaa         | Lapinlahti   | Pohjois-Savo    |
| Haapavesi   | Keski-Pohjanmaa | Jokioinen   | Pirkanmaa       | Keuruu             | Keski-Suomi     | Lappajärvi   | Pohjanmaa       |
| Hailuoto    | Oulu            | Joroinen    | Pohjois-Savo    | Kihniö             | Pirkanmaa       | Lappeenranta | Etelä-Karjala   |
| Halsua      | Keski-Pohjanmaa | Joutsa      | Keski-Suomi     | Kinnula            | Keski-Suomi     | Lapua        | Pohjanmaa       |
| Hamina      | Kymenlaakso     | Juuka       | Pohjois-Karjala | Kirkkonummi        | Uusimaa         | Laukaa       | Keski-Suomi     |
| Hankasalmi  | Keski-Suomi     | Juupajoki   | Pirkanmaa       | Kitee              | Pohjois-Karjala | Lemi         | Etelä-Karjala   |
| Hanko       | Uusimaa         | Juva        | Etelä-Savo      | Kittilä            | Lappi           | Lempäälä     | Pirkanmaa       |
| Harjavalta  | Satakunta       | Jyväskylä   | Keski-Suomi     | Kiuruvesi          | Pohjois-Savo    | Leppävirta   | Pohjois-Savo    |
| Hartola     | Päijät-Häme     | Jämijärvi   | Pirkanmaa       | Kivijärvi          | Keski-Suomi     | Lestijärvi   | Keski-Pohjanmaa |
| Hattula     | Pirkanmaa       | Jämsä       | Keski-Suomi     | Kokemäki           | Satakunta       | Lieksa       | Pohjois-Karjala |
| Hausjärvi   | Päijät-Häme     | Järvenpää   | Uusimaa         | Kokkola            | Keski-Pohjanmaa | Lieto        | Varsinais-Suomi |
| Heinola     | Päijät-Häme     | Kaarina     | Varsinais-Suomi | Kolari             | Lappi           | Liminka      | Oulu            |
| Heinävesi   | Pohjois-Savo    | Kaavi       | Pohjois-Savo    | Konnevesi          | Keski-Suomi     | Liperi       | Pohjois-Karjala |
| Helsinki    | Uusimaa         | Kajaani     | Kainuu          | Kontiolahti        | Pohjois-Karjala | Lohja        | Uusimaa         |
| Hirvensalmi | Etelä-Savo      | Kalajoki    | Keski-Pohjanmaa | Korsnäs            | Pohjanmaa       | Loimaa       | Varsinais-Suomi |
| Hollola     | Päijät-Häme     | Kangasala   | Pirkanmaa       | Koski TI           | Varsinais-Suomi | Loppi        | Uusimaa         |
| Huittinen   | Satakunta       | Kangasniemi | Etelä-Savo      | Kotka              | Kymenlaakso     | Loviisa      | Uusimaa         |
| Humppila    | Pirkanmaa       | Kankaanpää  | Satakunta       | Kouvola            | Kymenlaakso     | Luhanka      | Keski-Suomi     |
| Hyrynsalmi  | Kainuu          | Kannonkoski | Keski-Suomi     | Kristiinankaupunki | Pohjanmaa       | Lumijoki     | Oulu            |
| Hyvinkää    | Uusimaa         | Kannus      | Keski-Pohjanmaa | Kruunupyy          | Keski-Pohjanmaa | Luoto        | Keski-Pohjanmaa |
| Hämeenkoski | Päijät-Häme     | Karjoki     | Pohjanmaa       | Kuhmo              | Kainuu          | Luumäki      | Kymenlaakso     |



|               |                 |             |                 |             |                 |                |                 |
|---------------|-----------------|-------------|-----------------|-------------|-----------------|----------------|-----------------|
| Maalahti      | Pohjanmaa       | Pello       | Lappi           | Ruokolahti  | Etelä-Karjala   | Tohmajärvi     | Pohjois-Karjala |
| Marttila      | Varsinais-Suomi | Perho       | Keski-Pohjanmaa | Ruovesi     | Pirkanmaa       | Toholampi      | Keski-Pohjanmaa |
| Masku         | Varsinais-Suomi | Petäjävesi  | Keski-Suomi     | Rusko       | Varsinais-Suomi | Toivakka       | Keski-Suomi     |
| Merijärvi     | Keski-Pohjanmaa | Pieksämäki  | Pohjois-Savo    | Rääkkylä    | Pohjois-Karjala | Tornio         | Meri-Lappi      |
| Merikarvia    | Satakunta       | Pielavesi   | Pohjois-Savo    | Saarijärvi  | Keski-Suomi     | Turku          | Varsinais-Suomi |
| Miehikkälä    | Kymenlaakso     | Pietarsaari | Keski-Pohjanmaa | Salla       | Lappi           | Tuusniemi      | Pohjois-Savo    |
| Mikkeli       | Etelä-Savo      | Pihtipudas  | Keski-Suomi     | Salo        | Varsinais-Suomi | Tuusula        | Uusimaa         |
| Muhos         | Oulu            | Pirkkala    | Pirkanmaa       | Sastamala   | Pirkanmaa       | Tyrnävä        | Oulu            |
| Multia        | Keski-Suomi     | Polvijärvi  | Pohjois-Karjala | Sauvo       | Varsinais-Suomi | Ulvila         | Satakunta       |
| Muonio        | Lappi           | Pomarkku    | Satakunta       | Savitaipale | Etelä-Karjala   | Urjala         | Pirkanmaa       |
| Mustasaari    | Pohjanmaa       | Pori        | Satakunta       | Savonlinna  | Etelä-Savo      | Utajärvi       | Oulu            |
| Muurame       | Keski-Suomi     | Pornainen   | Uusimaa         | Savukoski   | Lappi           | Utsjoki        | Lappi           |
| Mynämäki      | Varsinais-Suomi | Porvoo      | Uusimaa         | Seinäjoki   | Pohjanmaa       | Uurainen       | Keski-Suomi     |
| Myrskylä      | Uusimaa         | Posio       | Lappi           | Sievi       | Keski-Pohjanmaa | Uusikaarlepyy  | Pohjanmaa       |
| Mäntsälä      | Uusimaa         | Pudasjärvi  | Oulu            | Siikainen   | Satakunta       | Uusikaupunki   | Varsinais-Suomi |
| Mänttä        | Pirkanmaa       | Pukkila     | Uusimaa         | Siikajoki   | Oulu            | Vaala          | Oulu            |
| Mäntyharju    | Etelä-Savo      | Punkalaidun | Pirkanmaa       | Siikalatva  | Keski-Pohjanmaa | Vaasa          | Pohjanmaa       |
| Naantali      | Varsinais-Suomi | Puolanka    | Kainuu          | Siilinjärvi | Pohjois-Savo    | Valkeakoski    | Pirkanmaa       |
| Nakkila       | Satakunta       | Puumala     | Etelä-Savo      | Simo        | Meri-Lappi      | Valtimo        | Pohjois-Karjala |
| Nivala        | Keski-Pohjanmaa | Pyhtää      | Kymenlaakso     | Sipoo       | Uusimaa         | Vantaa         | Uusimaa         |
| Nokia         | Pirkanmaa       | Pyhäjoki    | Keski-Pohjanmaa | Siuntio     | Uusimaa         | Varkaus        | Pohjois-Savo    |
| Nousiainen    | Varsinais-Suomi | Pyhäjärvi   | Keski-Suomi     | Sodankylä   | Lappi           | Vehmaa         | Varsinais-Suomi |
| Nurmes        | Pohjois-Karjala | Pyhäntä     | Keski-Pohjanmaa | Soini       | Pohjanmaa       | Vesanto        | Pohjois-Savo    |
| Nurmijärvi    | Uusimaa         | Pyhäranta   | Satakunta       | Somero      | Varsinais-Suomi | Vesilahti      | Pirkanmaa       |
| Närpiö        | Pohjanmaa       | Pälkäne     | Pirkanmaa       | Sonkajärvi  | Pohjois-Savo    | Veteli         | Keski-Pohjanmaa |
| Orimattila    | Päijät-Häme     | Pöytyä      | Varsinais-Suomi | Sotkamo     | Kainuu          | Vieremä        | Pohjois-Savo    |
| Oripää        | Varsinais-Suomi | Raahe       | Oulu            | Sulkava     | Etelä-Savo      | Vihti          | Uusimaa         |
| Orivesi       | Pirkanmaa       | Raasepori   | Uusimaa         | Suomussalmi | Kainuu          | Viitasaari     | Keski-Suomi     |
| Oulainen      | Keski-Pohjanmaa | Raisio      | Varsinais-Suomi | Suonenjoki  | Pohjois-Savo    | Vimpeli        | Pohjanmaa       |
| Oulu          | Oulu            | Rantasalmi  | Etelä-Savo      | Sysmä       | Päijät-Häme     | Virolahti      | Kymenlaakso     |
| Outokumpu     | Pohjois-Karjala | Ranua       | Lappi           | Säkylä      | Satakunta       | Virrat         | Pirkanmaa       |
| Padasjoki     | Päijät-Häme     | Rauma       | Satakunta       | Taipalsaari | Etelä-Karjala   | Vöyri-Maksamaa | Pohjanmaa       |
| Paimio        | Varsinais-Suomi | Rautalampi  | Pohjois-Savo    | Taivalkoski | Kainuu          | Ylitornio      | Meri-Lappi      |
| Paltamo       | Kainuu          | Rautavaara  | Pohjois-Savo    | Taivassalo  | Varsinais-Suomi | Ylivieska      | Keski-Pohjanmaa |
| Parainen      | Varsinais-Suomi | Rautjärvi   | Etelä-Karjala   | Tammela     | Pirkanmaa       | Ylöjärvi       | Pirkanmaa       |
| Parikkala     | Etelä-Savo      | Reisjärvi   | Keski-Pohjanmaa | Tampere     | Pirkanmaa       | Ypäjä          | Pirkanmaa       |
| Parkano       | Pirkanmaa       | Riihimäki   | Uusimaa         | Tervo       | Pohjois-Savo    | Ähtäri         | Pohjanmaa       |
| Pedersöre     | Keski-Pohjanmaa | Ristijärvi  | Kainuu          | Tervola     | Meri-Lappi      | Äänekoski      | Keski-Suomi     |
| Pelkosenniemi | Lappi           | Rovaniemi   | Lappi           | Teuva       | Pohjanmaa       |                |                 |

## Special sales: RBS program cooperation

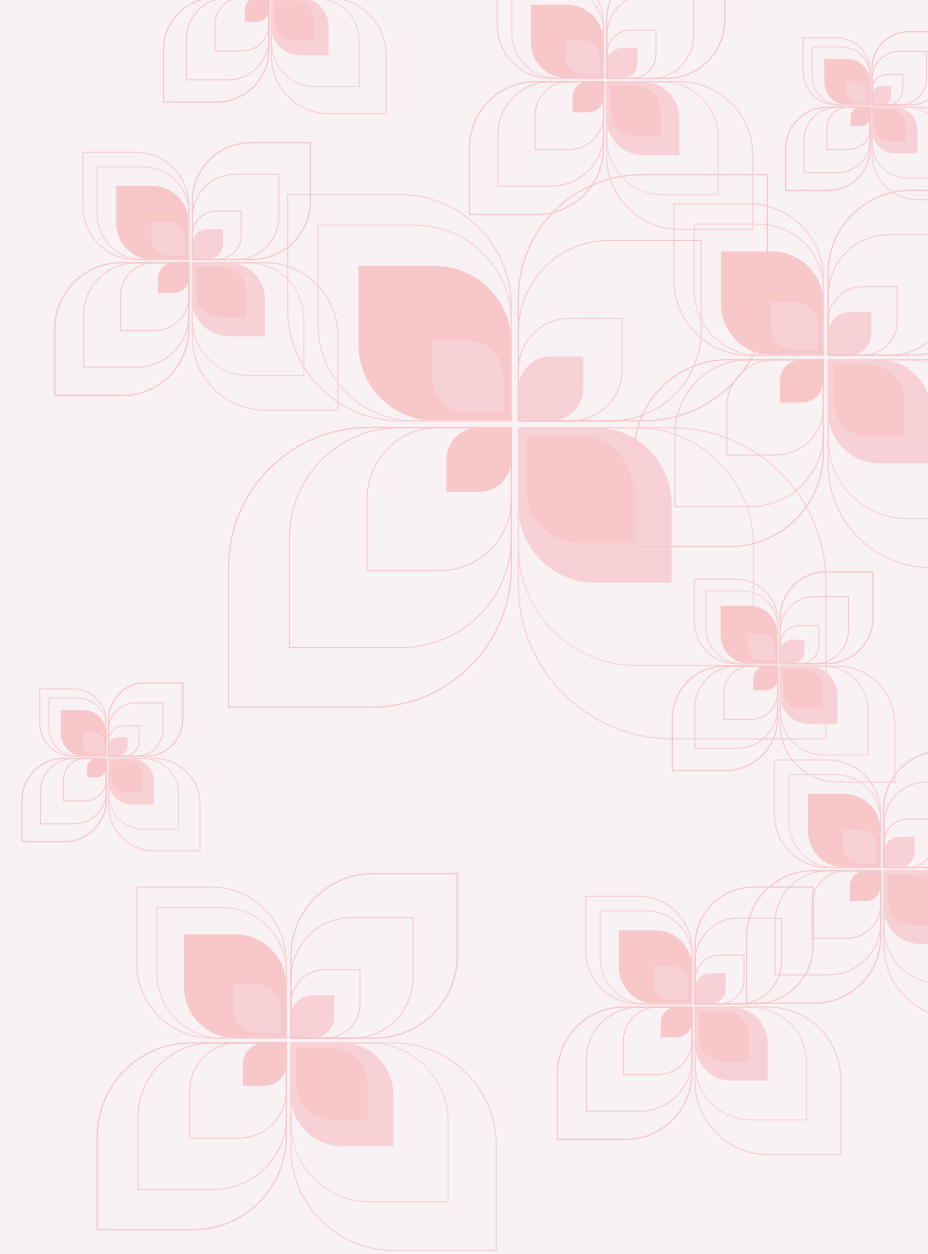
RBS program cooperation is floating billboard visibility in connection with several different programs on selected channels and during a specified campaign period. The RBS program cooperation is available for the following channels: MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo. For MTV Katsomo, the implementation differs from linear channels.

MTV determines the programs included in RBS program cooperation. As a rule of thumb, the genres include foreign and domestic drama, movies, lifestyle programs, comedy, and reality. Billboards will not be placed in sports, Advertiser Funded Programs (AFP), or programs categorized as a “phenomenon program” by MTV. News, current affairs programs, and children's programs cannot be sponsored. MTV determines the number of sponsors included in RBS program cooperation programs.

The RBS program cooperation is booked for the same campaign for all channels using the same buying target group, if the campaign uses the same billboard material.

The campaign is granted a single shared contact guarantee in the buying target group selected by the customer. Specific granting criteria for contact guarantee can be found in the Terms of Sale

In the price list you will find channel-specific 30-second CPP and CPT gross prices for RBS program cooperation per target group. The prices are daypart specific with a seasonal index of 100. The price is determined by the length factor table for TV ads (5 sec factor 0.3 and 10 sec factor 0.5).



# Special sales: RBS program sponsorship, price list 2025

30 second gross prices for index season 100

| RBS PROGRAM SPONSORSHIP |            |  |             |  |             |  |             |  |             |  |             |
|-------------------------|------------|-----------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|
| TARGET GROUP            | SIZE (000) | CPT PRICE                                                                         |             | CPT PRICE                                                                           |             | CPT PRICE                                                                           |             | CPT PRICE                                                                           |             | CPT PRICE                                                                           |             |
|                         |            | PRIME €                                                                           | OFF PRIME € | PRIME €                                                                             | OFF PRIME € | PRIME €                                                                             | OFF PRIME € | PRIME €                                                                             | OFF PRIME € | PRIME €                                                                             | OFF PRIME € |
| Entire population 3+    | 5 434      | 9,5                                                                               | 6,0         | 11,0                                                                                | 5,3         | 9,0                                                                                 | 4,0         | 12,4                                                                                | 6,9         | 9,1                                                                                 | 4,1         |
| 25–64                   | 2 824      | 21,4                                                                              | 14,9        | 20,3                                                                                | 11,2        | 18,2                                                                                | 10,0        | 18,2                                                                                | 10,0        | 18,2                                                                                | 10,0        |
| Women 25–64             | 1 385      | 38,0                                                                              | 28,4        | 55,6                                                                                | 30,8        | 28,9                                                                                | 16,5        | 42,1                                                                                | 24,9        | -                                                                                   | -           |
| Men 25–64               | 1 439      | 48,5                                                                              | 31,4        | 31,1                                                                                | 17,2        | -                                                                                   | -           | 32,2                                                                                | 16,6        | 30,2                                                                                | 15,0        |

| RBS PROGRAM SPONSORSHIP |            |  |             |  |             |  |             |  |             |  |             |
|-------------------------|------------|-----------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|-------------|
| TARGET GROUP            | SIZE (000) | CPP PRICE                                                                         |             | CPP PRICE                                                                           |             | CPP PRICE                                                                           |             | CPP PRICE                                                                           |             | CPP PRICE                                                                           |             |
|                         |            | PRIME €                                                                           | OFF PRIME € | PRIME €                                                                             | OFF PRIME € | PRIME €                                                                             | OFF PRIME € | PRIME €                                                                             | OFF PRIME € | PRIME €                                                                             | OFF PRIME € |
| Entire population 3+    | 5 434      | 518                                                                               | 327         | 599                                                                                 | 287         | 489                                                                                 | 219         | 673                                                                                 | 375         | 496                                                                                 | 225         |
| 25–64                   | 2 824      | 604                                                                               | 420         | 574                                                                                 | 316         | 514                                                                                 | 282         | 514                                                                                 | 282         | 514                                                                                 | 282         |
| Women 25–64             | 1 385      | 526                                                                               | 394         | 770                                                                                 | 427         | 400                                                                                 | 229         | 583                                                                                 | 345         | -                                                                                   | -           |
| Men 25–64               | 1 439      | 698                                                                               | 452         | 447                                                                                 | 248         | -                                                                                   | -           | 464                                                                                 | 239         | 435                                                                                 | 216         |



CPT (cost per thousand) Contact price per thousand viewers

CPP (cost per point) Contact price per one TRP unit

TRP (target rating point) Sum of the average minute ratings within the target group for the campaign's commercial breaks. TRP refers to the same thing as a contact but expressed as a ratio.

Target group sizes: Tilastokeskus, population data 31.12.2023

# Special sales

## RBS program cooperation

### Media elements and placement templates

Placement of the program cooperation billboard elements in connection with the actual program content enables high reach for sponsorship billboards.

MTV defines the placement templates for a campaign, that is, which billboard combination will be used.

The customer selects the placement template to be used in the campaign, as well as the length to be used for each billboard. A distinct ratio between 10 sec and 5 sec billboards cannot be defined; billboards are run in the same proportion.

### Media elements

- starting billboard 5 or 10 sec placement before the program start
- break bumper 1 (jatkuu1), duration 5 sec, attached to program, at the start of a commercial break
- break bumper 2 (jatkuu2), duration 5 sec, attached to program, at the end of a commercial break
- ending billboard 5 or 10 sec, placement after closing credits of the program

### Placement templates

- 1) starting billboard + break bumper 1 + break bumper 2 + ending billboard
- 2) starting billboard + ending billboard

# Special sales

## RBS program sponsorship

### Guidelines regarding the content of RBS program sponsorship billboards

The guidelines of sponsorship billboards differ from those concerning commercial break advertising. The billboards must comply with the given instructions. The main points are:

- Billboards may not include a promotional message such as product descriptions or lists of product features, sales statements, references to brand quality or effectiveness, slogans, purchase suggestions or other prompts, prices etc. The product or service itself can be displayed.
- The billboard must be clear in expressing the partner's connection with the program (e.g. "in cooperation with", "sponsored by", "the program is provided by").
- URL addresses are allowed. Phone numbers are not allowed.
- The sponsorship billboard cannot be a TV ad used in normal commercial break advertising. If the sponsorship billboard uses material cut or edited from a TV ad, it must be noted that the TV ad in question cannot be run in a commercial break advertising campaign during the program cooperation.

By sending the content of the billboard to MTV for approval prior to its delivery (via Spotgate service), you can ensure that the content is in accordance with the law.

Approval is done by submitting either the plan, script, raw version, or a completed billboard to [video@mtv.fi](mailto:video@mtv.fi)



Special sales:

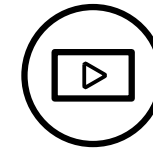
## RBS program cooperation: MTV Katsomo



RBS program cooperation is program cooperation sponsorship billboard visibility in MTV Katsomo, that is implemented as floating in connection with several different programs in the billboard placement without frequency control. The programs are primarily foreign and domestic drama, films, lifestyle programs, comedy and reality. The billboard is directly attached to the program in MTV Katsomo on pre- and midroll commercial breaks.

The minimum duration of the campaign is one week, i.e. seven days, the spot length is standard 10 seconds and the number of impressions is 150,000 per week.

| RBS program cooperation:<br>MTV Katsomo | CPM PRICE EUR<br>10s |
|-----------------------------------------|----------------------|
| ROS                                     | 33,6                 |



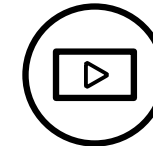
**150 000**

Impressions per week



**Seven days**

Campaign duration



**Duration 10"**



**EUR 5,040/week**

Gross price, with a -15% cooperation bonus or a -12% direct invoicing discount and the customer's MTV Katsomo cooperation agreement benefit all applicable



# Buying campaigns

## Campaign definition

In TV advertising, a campaign refers to a set number of advertisements that are booked at once and used to advertise the same service or product. The total duration of a campaign may not exceed eight (8) weeks. The maximum length of a break during a TV campaign is seven (7) days and the total period can extend to no more than two sales periods. Separate campaigns by the same advertisers are considered a single campaign, if they are no more than seven (7) days apart and they use the same advertisement(s) and/or target group. MTV reserves the right to combine such campaigns into one, which is granted a contact guarantee in accordance with the Terms of Sale.

## Dayparts

The channels use two dayparts for program-specific buying: prime time and off-prime. The daypart is used as a guidelines for MTV3, MTV Sub, MTV AVA, STAR Channel and National Geographic and it is determined according to the table shown here, based on the program start time.

| DAYPART   | MON–SUN     |
|-----------|-------------|
| Prime     | 18:00–23:59 |
| Off-prime | 00:00–17:59 |

At the time of buying, only one daypart, the whole day, is available for the MTV Total TV product and for MTV3 regional advertising.

## Sales periods

TV channels are opened for sale per season as follows:

| PERIOD (DATE)    | WEEKS     | OPEN FOR SALES |
|------------------|-----------|----------------|
| 1.1.–2.3.2025    | 1–9       | 18.11.2024     |
| 3.3.–4.5.2025    | 10–18     | 20.1.2025      |
| 5.5.–6.7.2025    | 19–27     | 17.3.2025      |
| 7.7.–31.8.2025   | 28–35     | 26.5.2025      |
| 1.9.–2.11.2025   | 36–44     | 21.7.2025      |
| 3.11.–31.12.2025 | 45–52 (1) | 22.9.2025      |

# Buying campaigns

## Contact guarantee and contact guarantee limits

MTV grants a contact guarantee for campaigns that meet the applicable Terms of Sale and the specified TRP guarantee limits. With the contact guarantee, the campaign is guaranteed the number of contacts predicted at the time of buying and the campaign has an overall guarantee. The campaign is granted a contact guarantee in the buying target group selected by the customer. The guarantee limits differ for MTV Total TV, MTV3's regional advertising, campaigns purchased entirely through program-specific buying and RBS program cooperation. Contact guarantee limits are applied to each type of campaign according to the tables shown here.

In RBS program cooperation the entire campaign is granted one shared contact guarantee within the campaign's target group.

| PER PACKAGE, TRP |     |
|------------------|-----|
| MTV Total TV*    | 100 |

| REGIONAL SALES, TRP |    |
|---------------------|----|
| MTV3                | 50 |

\*)In the target group of children aged 3–9, the minimum limit of the contact guarantee is 10 TRP

| CAMPAIGNS PURCHASED SOLELY BY PROGRAMMATIC BUYING, TRP |    |
|--------------------------------------------------------|----|
| MTV3                                                   | 25 |
| MTV Sub                                                | 10 |
| MTV Ava                                                | 5  |
| STAR Channel                                           | 5  |
| National Geographic                                    | 5  |

| RBS PROGRAM COOPERATION, TRP |    |
|------------------------------|----|
| MTV3                         | 50 |
| MTV Sub                      | 20 |
| MTV Ava                      | 10 |
| STAR Channel                 | 10 |
| National Geographic          | 10 |

*Specific granting criteria for contact guarantee can be found in the Terms of Sale*

# Buying campaigns

## Seasonal indexes

The seasonal index of an advertisement run is determined by the program's broadcasting day. The seasonal indexes apply to MTV Total TV, MTV3's regional advertising, program-specific buying and RBS program cooperation solutions, as well as all channels included in the campaigns. The campaigns are subject to seasonal indexes in accordance with the table below

| PERIOD (DATE)     | PERIOD (WK) | INDEX |
|-------------------|-------------|-------|
| 1.1.–26.1.2025    | 1–4         | 80    |
| 27.1.–30.3.2025   | 5–13        | 110   |
| 31.3.–25.5.2025   | 14–21       | 125   |
| 26.5.–22.6.2025   | 22–25       | 130   |
| 23.6.–3.8.2025    | 26–31       | 85    |
| 4.8.–2.11.2025    | 32–44       | 125   |
| 3.11.–21.12.2025  | 45–51       | 120   |
| 22.12.–31.12.2025 | 52 (1)      | 80    |

*MTV Oy reserves the right to change the seasonal indexes*

## Length factors

A national break price of 30 seconds is defined for programs or contacts of all buying methods. The price for other durations is the price of the 30-second spot times spot length factor provided in the table.

The price for a commercial is defined through 5-second gradation, where the price for seconds in between is calculated according to the next five seconds, rounding up. For example, a 16-second spot is priced according to the length factor of 20-second spot.

| SECONDS | FACTOR | SECONDS | FACTOR | SECONDS | FACTOR |
|---------|--------|---------|--------|---------|--------|
| 5       | 0,3    | 45      | 1,5    | 85      | 2,8    |
| 10      | 0,5    | 50      | 1,7    | 90      | 3      |
| 15      | 0,7    | 55      | 1,8    | 95      | 3,2    |
| 20      | 0,8    | 60      | 2      | 100     | 3,3    |
| 25      | 0,9    | 65      | 2,2    | 105     | 3,5    |
| 30      | 1      | 70      | 2,3    | 110     | 3,7    |
| 35      | 1,2    | 75      | 2,5    | 115     | 3,8    |
| 40      | 1,3    | 80      | 2,7    | 120     | 4      |

## Video advertising

# Instream video advertising

MTV offers versatile advertising products for instream video environments. MTV sells a wide variety of video advertising for its own services MTV Katsomo, MTVuutiset.fi and MTV3's digitalized commercial breaks as well as for the Disney+ and SkyShowtime services. The video advertising inventory managed by MTV in all its services (in-house and resale) offers efficient solutions for different campaign needs in a secure environment (brand safety).

In MTV Katsomo, MTVuutiset.fi, the digitalized commercial breaks of the MTV3 channel, Disney+ and SkyShowtime, meaning longer-form video content, there are more placements for advertisements both before the content and in the middle of it. As a rule of thumb, short video content, such as clips, will feature one advertisement before the video clip. The sponsored content of the digitalized commercial breaks on MTV Katsomo and MTV3 channels may also feature program cooperation sponsorship billboards.

Within the framework of distribution agreements, the campaigns also include MTV's channel content in services outside of MTV Katsomo, such as Telia Play.

The price index for video advertising is 100 for the entire year.

The strengths of the **MTV Video CTV** solution are the superior impact of large screens, extensive reach and the optimized delivery of advertising impressions using frequency control. Only devices with big screens are included. The inventory consists of premium content from MTV3's digitalized commercial breaks (HbbTV), MTV Katsomo, Disney+ and SkyShowtime. MTV Video CTV guarantees 100% completion rate and frequency control.

The strength of the **MTV Video All Screens** solution is its extensive reach in premium video environments and, as the name suggests, it includes all terminal devices. The inventory consists of high-quality content from MTV3's digitalized commercial breaks (HbbTV), MTV Katsomo, Disney+ and SkyShowtime. MTV Video All Screens comes with an ad completion guarantee and frequency control.

With **MTV Video Premium**, you can target your messages to your desired demographic target group or GDR segments, for example. The targeted inventory mainly consists of MTV Katsomo's long-form content, in which the user is identified with a log-in. The untargeted inventory also includes Disney+ and SkyShowtime content. MTV Video Premium guarantees 100% completion rate and frequency control.

**MTV Video Reach** has the unique strength of extensive reach in all video environments, as the name suggests. The inventory mainly consists of long and short-form content from MTV services (MTV Katsomo and MTVuutiset.fi), Disney+ and SkyShowtime. The MTV Video Reach solution offers an ad completion guarantee and frequency control.

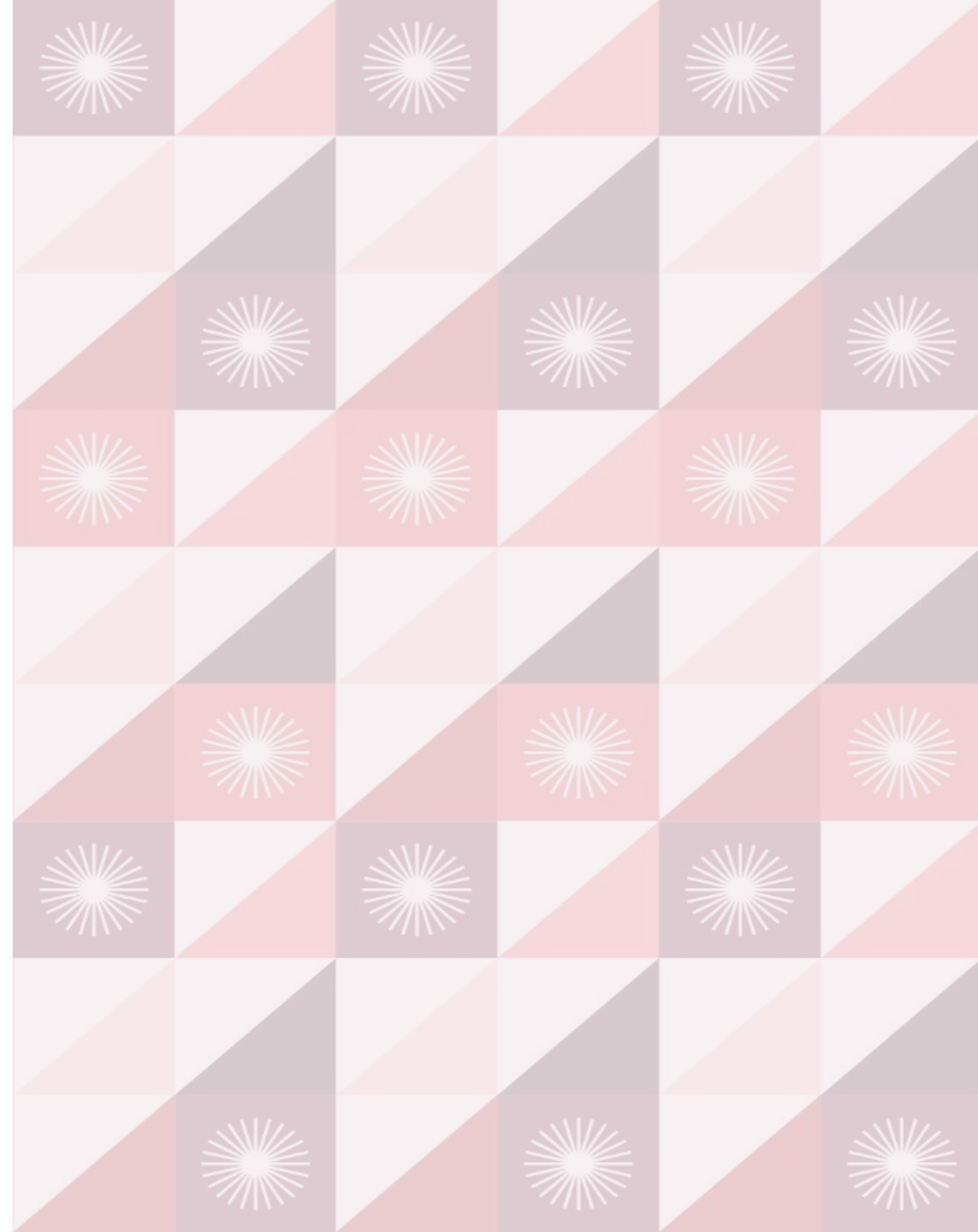
## Video advertising

# Instream video advertising

**MTV Bumper Ads** are short and concise, perfect for sparking interest in the length of 6 seconds. For Premium Bumper Ad, the inventory mainly consists of long-form content from MTV Katsomo, Disney+ and SkyShowtime. Reach Bumper Ad also includes MTVuutiset.fi's instream video inventory. Thanks to its short form, the bumper ads are also perfect for mobile devices.

**MTV News Short** is a suitable solution, for direct activation and taking over the news environment. The video inventory consists of the diverse news video content of the MTVuutiset.fi service, for which a top-class news editorial service provides high-quality journalistic content around the clock.

**MTV Pause Ad** is a static full-screen advertisement that is displayed when the user pauses the program with the pause button. Premium Pause Ad can be targeted using demographics and GDR targeting, among other options. You can target the news Pause Ad regionally.





# Instream video advertising, price list 2025

## new products: MTV Video CTV and MTV Video All Screens

### Instream video advertising, price list 2025

Gross prices, untargeted, CPCV = cost per completed view (1000), EUR

| SOLUTION<br>(UNTARGETED) | 5 S  | 10 S | 15 S | 20 S | 25 S |
|--------------------------|------|------|------|------|------|
| MTV video CTV            | 18,5 | 30,8 | 43,1 | 49,3 | 55,4 |
| MTV Video All Screens    | 16,8 | 28,0 | 39,2 | 44,8 | 50,4 |

- The MTV Video CTV solution consists of the following big screen inventories: MTV Katsomo, MTV3's digitized ad breaks, Disney+ and SkyShowtime. The impressions are distributed in the campaign in relation to the inventory of services and taking into account any restrictions. Walt Disney Company reserves the right not to display any advertising
- In MTV Video CTV, the spot lengths can only be divided by 5 seconds, and the recommended maximum length is 25 seconds. Longer lengths can be agreed separately.
- MTV Video CTV guarantees a 100% completed view and frequency control: max. 5 per user or CTV device/week/service. The frequency control also applies to video advertising during the digitalized breaks of the MTV3 channel.
- The MTV Video All Screens solution consists of the following inventories: MTV Katsomo, MTV3's digitized ad breaks, Disney+ and SkyShowtime. The impressions are distributed in the campaign in relation to the inventory of services and taking into account any restrictions. Walt Disney Company reserves the right not to display any advertising. The solution includes all devices, applications and browser versions.
- In the MTV Video All Screens, the spot lengths can only be divided by 5 seconds, and the recommended maximum length is 25 seconds. Longer lengths can be agreed separately.
- MTV Video All Screens guarantees a 100% completed view and frequency control: max. 5 per user or device/week/service. The frequency control also applies to video advertising during the digitalized breaks of the MTV3 channel.



CTV is a big screen solution for SmartTV devices



MTV Video All Screens covers MTV Katsomo, SkyShowtime and Disney+ apps, MTV3's digital outages, browser versions and SmartTV devices, regardless of terminal device.

# Instream video advertising, price list 2025

Gross prices, untargeted. CPCV = cost per completed view (1000), EUR, €

| SOLUTION (UNTARGETED)           | 5 s   | 6 s  | 10 s | 15 s | 20 s | 25 s | 30 s | 35 s | 40 s | 45 s | 50 s | 55 s  | 60 s  |
|---------------------------------|-------|------|------|------|------|------|------|------|------|------|------|-------|-------|
| MTV Video Premium RON           | 16,8  | -    | 28,0 | 39,2 | 44,8 | 50,4 | 56,0 | 67,2 | 72,8 | 84,0 | 95,2 | 100,8 | 112,0 |
| MTV Video Premium Bumper Ad RON | -     | 16,8 | -    | -    | -    | -    | -    | -    | -    | -    | -    | -     | -     |
| MTV Video Reach RON             | 12,5  | -    | 25,0 | 35,0 | 40,0 | -    | -    | -    | -    | -    | -    | -     | -     |
| MTV Video Reach Bumper Ad RON   | -     | 12,5 | -    | -    | -    | -    | -    | -    | -    | -    | -    | -     | -     |
| MTV Uutiset Short ROS           | 9,0   | 9,0  | 15,0 | 21,0 | 24,0 | -    | -    | -    | -    | -    | -    | -     | -     |
| MTV Video Premium Pause Ad ROS  | 30,0* |      |      |      |      |      |      |      |      |      |      |       |       |
| MTV Uutiset Pause Ad ROS        | 25,0* |      |      |      |      |      |      |      |      |      |      |       |       |

\* CPM



MTV Video Premium RON is device-independent and covers all MTV Katsomo, SkyShowtime and Disney+ apps, browser versions, and SmartTV devices.



MTV Video Premium Bumper Ad RON is device-independent and covers all MTV Katsomo and SkyShowtime and Disney+ apps, browser versions, and SmartTV devices.



MTV Video Short ROS is device-independent and covers all browser versions and apps of MTVuutiset.fi.



MTV Video Reach RON is device-independent and covers all browser versions and apps of MTV's online services, MTV Katsomo, SkyShowtime & Disney+ applications, browser versions and SmartTV devices.



MTV Video Reach Bumper Ad RON is device-independent and covers all browser versions and apps of MTV's online services, MTV Katsomo, SkyShowtime & Disney+ apps, browser versions and SmartTV devices.



MTV Video Premium Pause Ad ROS is device-independent and covers all MTV Katsomo apps, browser versions, and SmartTV devices.



MTV Uutiset Pause Ad ROS is device-independent and covers all browser versions and apps of MTVuutiset.fi.

- MTV Video Premium, MTV Video Reach, the Bumper Ad solutions and MTV Video Short all have a 100% ad completion guarantee
- Spot lengths of 60–120 seconds are also possible in MTV Video Premium's MTV Katsomo inventory
- MTV Video Premium RON, MTV Video Reach RON and Bumper Ad RON include Disney+ and SkyShowtime inventories in addition to MTV's services. Advertising impressions are divided into campaigns according to the service inventory. Any spot or other restrictions may require excluding Disney+ and/or SkyShowtime from the campaign.
- Please contact MTV if you want to only include the inventory of certain services in a MTV Video Premium RON campaign.
- The campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play, within the framework of distribution agreements.

# Targeting options for instream video advertising

## Data and targeting opportunities

MTV's own data is based on logins to services with MTV credentials. In addition to our own data, we cooperate with Bisnode and Global Data Resource. This helps us enrich existing user data and develop more diverse targeting options. Demographic and regional targeting data is based on MTV login credentials.

## Bisnode data

Bisnode collects high-quality statistical data from official sources, such as Statistics Finland, the Finnish Tax Administration, the Digital and Population Data Services Agency and the National Land Survey of Finland. However, direct personal registry data is not used, but rather Bisnode segments are based prediction and artificial intelligence.

The data provided by MTV Katsomo users is enriched with Bisnode data. Continuous updates keep the data up to date to ensure reliable operation.

## GDR data

Global Data Resource data comprises highlights and probabilities based on zip codes. The targeting includes the zip codes for which the sought highlight was found. GDR has segmented Finnish residential areas using resources such as the public registry of the Digital and Population Data Services Agency and Kantar Mind.

## Contextual targeting

The campaign can be targeted to the following content categories



Drama  
Reality TV

Entertainment  
Lifestyle

News and documents  
Sports

## Program targeting and specific placements

The programs for the campaign can be selected from MTV's programming schedule during the campaign period. You can also buy a specific placement as the first or last of a break.

## Device targeting

The campaign can be targeted at big screen, mobile or desktop devices.

# Targeting options for instream video advertising

| MTV VIDEO PREMIUM, MTV VIDEO PREMIUM BUMPER AD AND MTV VIDEO PREMIUM PAUSE AD |                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | TARGETING EXTRA                                                |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| Demographics                                                                  | Gender+age combinations Men, women<br>15—24, 25—34, 35—44, 45—54, 55—64, 65—74, 75+                                                                                                                                                                                                                                                                                                                                                                                   | +20 %<br>(young people 15—24: -20 %)                           |
| Bisnode targeting                                                             | <b>Families with children:</b> children in the family, children under the age of 10 yrs in the family, children aged 10-17 yrs in the family<br><b>Household/personal income level:</b> high-income, middle-income, other<br><b>Household/personal capital income:</b> significant capital income, some capital income, no capital income<br><b>Car ownership:</b> has a vehicle, does not have a vehicle<br><b>Corporate decision-makers:</b> company decision-maker | +20%<br><br><br><br><br><br>Bisnode B2B +30 %                  |
| Regional targeting (based on postal code)                                     | MTV3 viewing regions, province, city, district (large cities)                                                                                                                                                                                                                                                                                                                                                                                                         | MTV3 viewing regions +20 %<br>Province, city or district +25 % |
| GDR targeting                                                                 | <b>Areas of interest:</b> domestic/foreign travel, health and well-being, food enthusiasts<br><b>Purchase intent:</b> used car, new car, electronics, takeaway and fast food, beauty and cosmetics, fashion and apparel<br><b>Pets:</b> cat owners, dog owners<br><b>Home and living:</b> yard and garden, considering moving, need for insurance                                                                                                                     | +10 %                                                          |
| Contextual targeting                                                          | <b>Content categories:</b> Drama, Reality TV, Lifestyle, Entertainment, Sports, News and documentaries                                                                                                                                                                                                                                                                                                                                                                | +20 %                                                          |
| Program targeting                                                             | Content in MTV's programming schedule during the campaign period                                                                                                                                                                                                                                                                                                                                                                                                      | +20 %                                                          |
| Device targeting                                                              | Big Screen, mobile, desktop                                                                                                                                                                                                                                                                                                                                                                                                                                           | +10 %                                                          |
| Specific placement                                                            | Specific placement as first or last of break                                                                                                                                                                                                                                                                                                                                                                                                                          | +20 %                                                          |

| MTV VIDEO REACH, MTV VIDEO REACH BUMPER AD |                                                                                                        | TARGETING EXTRA |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------|
| Contextual targeting                       | <b>Content categories:</b> Drama, Reality TV, Lifestyle, Entertainment, Sports, News and documentaries | +10 %           |
| Regional targeting (IP address)            | Regional targeting based on IP location, e.g. Division into MTV3 viewing regions                       | +10 %           |

| MTV UUTISSET SHORT              |                                                                                  | TARGETING EXTRA |
|---------------------------------|----------------------------------------------------------------------------------|-----------------|
| Regional targeting (IP address) | Regional targeting based on IP location, e.g. Division into MTV3 viewing regions | +10 %           |



- If the campaign's objectives include several overlapping targeting types, an extra fee will be charged for each new targeting in addition to the price of the previous ones (excl. gender+age combinations)
- We recommend only using one targeting type at a time (excl. gender+age combinations)
- Targeting is only possible in MTV's own services. In other words, Disney+ and SkyShowtime are excluded from campaigns with targeting.

# MTV Video Premium and MTV Video Premium Bumper Ad, targeting price list 2025

| TARGETING*                                          | 5 s<br>(Bumper Ad 6 s) | 10 s | 15 s | 20 s | 25 s | 30 s | 35 s | 40 s |
|-----------------------------------------------------|------------------------|------|------|------|------|------|------|------|
| RON                                                 | 16,8                   | 28,0 | 39,2 | 44,8 | 50,4 | 56,0 | 67,2 | 72,8 |
| Global Data Resources +10 %                         | 18,5                   | 30,8 | 43,1 | 49,3 | 55,4 | 61,6 | 73,9 | 80,1 |
| Demographics +20%                                   | 20,2                   | 33,6 | 47,0 | 53,8 | 60,5 | 67,2 | 80,6 | 87,4 |
| Demographics young people 15-24 years -20%          | 13,4                   | 22,4 | 31,4 | 35,8 | 40,3 | 44,8 | 53,8 | 58,2 |
| MTV — Bisnode data +20%                             | 20,2                   | 33,6 | 47,0 | 53,8 | 60,5 | 67,2 | 80,6 | 87,4 |
| MTV — Bisnode data BtoB +30 %                       | 21,8                   | 36,4 | 51,0 | 58,2 | 65,5 | 72,8 | 87,4 | 94,6 |
| Regional targeting — MTV3 viewing region +20 %      | 20,2                   | 33,6 | 47,0 | 53,8 | 60,5 | 67,2 | 80,6 | 87,4 |
| Regional targeting – province/city/district +25 %   | 21,0                   | 35,0 | 49,0 | 56,0 | 63,0 | 70,0 | 84,0 | 91,0 |
| Contextual targeting +20 %                          | 20,2                   | 33,6 | 47,0 | 53,8 | 60,5 | 67,2 | 80,6 | 87,4 |
| Program targeting, MTV content +20 %                | 20,2                   | 33,6 | 47,0 | 53,8 | 60,5 | 67,2 | 80,6 | 87,4 |
| Device targeting — big screen/mobile/desktop +10 %  | 18,5                   | 30,8 | 43,1 | 49,3 | 55,4 | 61,6 | 73,9 | 80,1 |
| Specific placement — first/last spot of break +20 % | 20,2                   | 33,6 | 47,0 | 53,8 | 60,5 | 67,2 | 80,6 | 87,4 |

\*Targeting is only possible in MTV Katsomo's inventory. Disney+ and SkyShowtime will be excluded from targeted campaigns.



# MTV Video Reach, MTV Video Reach Bumper Ad, MTV Uutiset Short, MTV Video Premium Pause Ad and MTV Uutiset Pause Ad, targeting price list 2025

## MTV Video Reach, MTV Video Reach Bumper Ad

| TARGETING*              | 5 s<br>(Bumper Ad 6 s) | 10 s | 15 s | 20 s |
|-------------------------|------------------------|------|------|------|
| RON                     | 12,5                   | 25   | 35   | 40   |
| Contextual +10%         | 13,8                   | 27,5 | 38,5 | 44,0 |
| Geo-targeting (IP) +10% | 13,8                   | 27,5 | 38,5 | 44,0 |

## MTV Uutiset Short

| TARGETING               | 5 s<br>(Bumper Ad 6 s) | 10 s | 15 s | 20 s |
|-------------------------|------------------------|------|------|------|
| ROS                     | 9                      | 15   | 21   | 24   |
| Geo-targeting (IP) +10% | 9,9                    | 16,5 | 23,1 | 26,4 |

## MTV Video Premium Pause Ad and MTV Uutiset Pause Ad

| TARGETING                                                  | MTV Video Premium Pause Ad | MTV Uutiset Pause Ad |
|------------------------------------------------------------|----------------------------|----------------------|
|                                                            | EUR/CPM                    | EUR/CPM              |
| ROS                                                        | 30                         | 25                   |
| Geo-targeting (IP) +10%                                    | -                          | 27,5                 |
| Global Data Resources +10%                                 | 33                         | -                    |
| Demographics +20%                                          | 36                         | -                    |
| Demographics young people 15-24 years -20%                 | 24                         | -                    |
| MTV — Bisnode data +20%                                    | 36                         | -                    |
| MTV — Bisnode data BtoB +30%                               | 39                         | -                    |
| Regional targeting — MTV3 viewing regions +20%             | 36                         | -                    |
| Regional targeting — city/district +25%                    | 37,5                       | -                    |
| Terminal device targeting — big screen/mobile/desktop +10% | 33                         | -                    |

- Targeting is only possible in MTV's own services. In other words, Disney+ and SkyShowtime are excluded from campaigns with targeting.
- Pause Ad is possible only in MTV's own services



# MTV Video Premium, targeting price list 2025

| TARGETING                                       | 6 sec | 10 sec | 15 sec | 20 sec | 25 sec | 30 sec | 35 sec | 40 sec |
|-------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|--------|
| ROS                                             | 14    | 28     | 39,2   | 44,8   | 50,4   | 56     | 67,2   | 72,8   |
| Global Data Resources +10 %                     | 15,4  | 30,8   | 43,1   | 49,3   | 55,4   | 61,6   | 73,9   | 80,1   |
| Demographic targeting +20 %                     | 16,8  | 33,6   | 47     | 53,8   | 60,5   | 67,2   | 80,6   | 87,4   |
| Demographic targeting the young 15–24 yrs -20 % | 11,2  | 22,4   | 31,4   | 35,8   | 40,3   | 44,8   | 53,8   | 58,2   |
| MTV - Bisnode data +20 %                        | 16,8  | 33,6   | 47     | 53,8   | 60,5   | 67,2   | 80,6   | 87,4   |
| Regional targeting +20 %                        | 16,8  | 33,6   | 47     | 53,8   | 60,5   | 67,2   | 80,6   | 87,4   |
| Regional targeting – city / city district +25 % | 17,5  | 35     | 49     | 56     | 63     | 70     | 84     | 91     |
| CTV (and other devices targeting) +20 %         | 16,8  | 33,6   | 47     | 53,8   | 60,5   | 67,2   | 80,6   | 87,4   |
| Contextual targeting +20 %                      | 16,8  | 33,6   | 47     | 53,8   | 60,5   | 67,2   | 80,6   | 87,4   |
| MTV - Bisnode data BtoB, CPM +30 %              | 18,2  | 36,4   | 51     | 58,2   | 65,5   | 72,8   | 87,4   | 94,6   |

# MTV Video Reach, MTV Uutiset Short, MTV Video Premium Pause Ad and MTV Pause Ad, targeting price list 2025

## MTV Video Reach

| TARGETING                | 6 sec | 10 sec | 15 sec | 20 sec |
|--------------------------|-------|--------|--------|--------|
| ROS                      | 12,5  | 25     | 35     | 40     |
| Contextual +10 %         | 13,8  | 27,5   | 38,5   | 44     |
| Geo targeting (IP) +10 % | 13,8  | 27,5   | 38,5   | 44     |

## MTV Uutiset Short

| TARGETING                | 6 sec | 10 sec | 15 sec | 20 sec |
|--------------------------|-------|--------|--------|--------|
| ROS                      | 9     | 15     | 21     | 24     |
| Geo targeting (IP) +10 % | 9,9   | 16,5   | 23,1   | 26,4   |

## MTV Video Premium Pause Ad and MTV Pause Ad

| TARGETING                                       | MTV Video premium pause Ad | MTV Pause Ad |
|-------------------------------------------------|----------------------------|--------------|
|                                                 | € / CPM                    | € / CPM      |
| ROS                                             | 30                         | 25           |
| Geo targeting (IP) +10 %                        | -                          | 27,5         |
| Global Data Resources +10 %                     | 33                         | -            |
| Demographic +20 %                               | 36                         | -            |
| Demographic the young 15–24 yrs. -20 %          | 24                         | -            |
| MTV - Bisnode data +20 %                        | 36                         | -            |
| Regional targeting +20 %                        | 36                         | -            |
| Regional targeting – city / city district +25 % | 37,5                       | -            |
| CTV (and other device targeting)) +20 %         | 36                         | -            |
| MTV - Bisnode data BtoB, CPM +30 %              | 39                         | -            |

## Digital products

# Display advertising

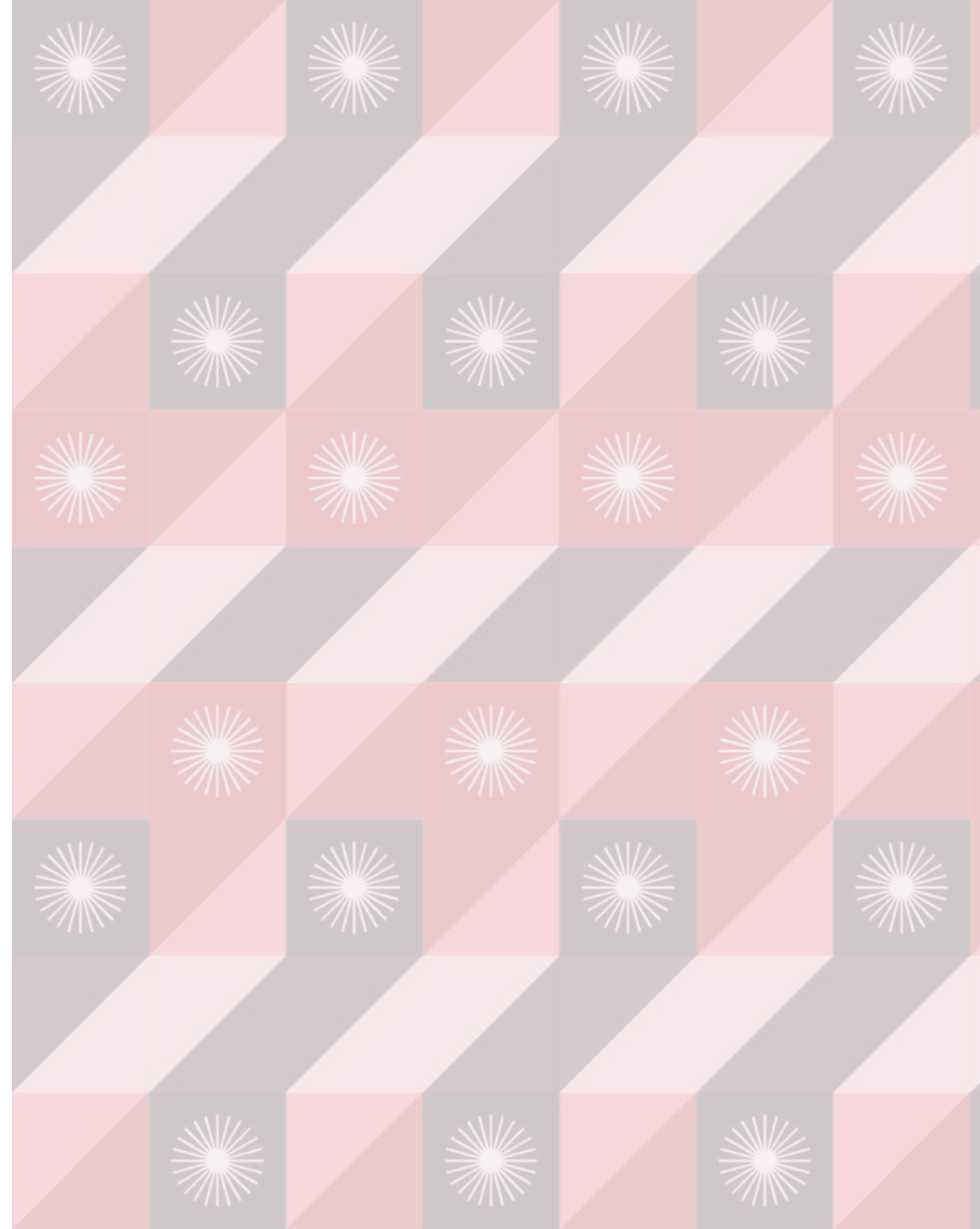
MTV offers diverse solutions for display advertising. MTV's display inventory consists of the MTVuutiset.fi website and the MTV Uutiset app.

Advertisers only pay for viewable impressions. An inscreen/viewable ad impression complies with IAB Finland 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.

The price index for the whole year is 100.



# MTVuutiset.fi display, price list 2025



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

CPMv = price per thousand viewable impressions

| PRODUCT                                                                        | AD SIZES                           | CPMv EUR | DEMOGRAPHICS EUR<br>CPMv +20 %* | CONTEXTUAL<br>TARGETING EUR<br>CPM +20% | REGIONAL TARGETING<br>(IP ADDRESS) EUR<br>CPMv +10 % |
|--------------------------------------------------------------------------------|------------------------------------|----------|---------------------------------|-----------------------------------------|------------------------------------------------------|
| Cross-device: GIANT PANORAMA                                                   | 980x400<br>300x300                 | 21       | 25,2                            | 25,2                                    | 23,1                                                 |
| Cross-device: MEGA PANORAMA                                                    | 980x552<br>300x600                 | 22       | 26,4                            | 26,4                                    | 24,2                                                 |
| Cross-device: FULL PAGE                                                        | 620x891<br>300x600                 | 21       | 25,2                            | 25,2                                    | 23,1                                                 |
| Cross-device: MEGA RECTANGLE                                                   | 468x600<br>300x600                 | 18       | 21,6                            | 21,6                                    | 19,8                                                 |
| Cross-device: GIANT RECTANGLE                                                  | 468x400<br>300x300                 | 8        | 9,6                             | 9,6                                     | 8,8                                                  |
| Mobiili: ADNAMI Midscroll, Elevator<br>scroll, Double midscroll, Reel Expander |                                    | 19,8     | 23,8                            | 23,8                                    | 21,8                                                 |
| Mobiili: ADNAMI Topscroll                                                      |                                    | 18,7     | 22,4                            | 22,4                                    | 20,6                                                 |
| Desktop: GIANT PANORAMA or MEGA<br>PANORAMA                                    | 980x400 / 980x552<br>and wallpaper | 31       | 37,2                            | 37,2                                    | 34,1                                                 |
| Desktop: ADNAMI SKIN FORMATS: Fluid,<br>Pushdown, Seamless, Sliding            |                                    | 34,1     | 40,9                            | 40,9                                    | 37,5                                                 |

Additional price for video banner +10% (excl. Adnami formats).

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

## Digital products

# Outstream video advertising

MTV Uutiset Artikkelivideo and MTV Uutiset Vertikaalivideo 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 for maximum interest and impact. Since the video starts muted, we recommend using subtitles. Impressions are counted from the start of the video ad.

The price index for the whole year is 100.

**Article video 16:9** 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 UUTISSET OUTSTREAM                                                                     |         |
|--------------------------------------------------------------------------------------------|---------|
| Vertical video 9:16<br>Article video 16:9                                                  | CPM EUR |
| ROS                                                                                        | 13      |
| Regional targeting (IP address)<br>CPM +10 %                                               | 14,3    |
| Demographics CPM +20 %<br>age, age+sex, interests, families with<br>children, income level | 15,6    |
| Contextual CPM +20 %<br>sections or tag targeting                                          | 15,6    |

# Targeting options for MTVuutiset.fi display and outstream campaigns

## Browser and device-independent target groups

| DEMOGRAPHICS           |                                                                                                                  | INTERESTS                                                                                                                                                                                                                                      |                                                                                                                                                                                                              |                                                                            |
|------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Sex                    | Men / Women                                                                                                      | For example:<br>Food and wine, Health and wellbeing, Pets, Fashion and beauty, Outdoors, Gadgets and IT, Culture and arts, Cars and motorcycles, Traveling, Environmental friendliness                                                         |                                                                                                                                                                                                              |                                                                            |
| Age                    | 18–24<br>25–34<br>35–44<br>45–54<br>55–64<br>65+                                                                 | CONTEXTUAL, BY SECTIONS                                                                                                                                                                                                                        | CONTEXTUAL, BY TAGS                                                                                                                                                                                          | REGIONAL TARGETING                                                         |
| Household income level | Less than 12,000/year<br>12,000–20,000/year<br>20,000–45,000/year<br>45,000–70,000/year<br>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> <li>• Vegetarian food</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



# Justtag targeting categories



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

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



Justtag data segments work with both first and third party cookies, meaning they are browser and device independent!

This new technology was developed by the company Justtag Nordics, that specialize in cookie-free targeting and combining data from various sources

# Targeting options for display and outstream campaigns

## MTV's own data

Demographic data is based on logging in with MTV credentials. Interest data is based on article consumption of our visitors on various times. MTV's own data can be utilized in direct-buy campaigns and programmatic deals.

## Justtag data

The Justtag segments are browser and device independent, as they also work without third-party cookies. The segments are implemented by the company Justtag Nordics, that specialize in targeting in a cookie-free environment. MTVuutiset.fi is one of Justtag's largest data partners in Finland. Data targeting can be used for targeting in direct buying. Examples of the content of data include strong B2B and purchasing intention segments as well as segments based on hobbies and interests.

## Regional targeting

Regional targeting based on IP addresses on MTVuutiset.fi is usually done using 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 options that MTV offers. MTVuutiset.fi context targeting is usually done within main categories



Front page

News and weather

Sports

Entertainment

Lifestyle

Cars

Digital topics

Home

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 these targeting options familiar from other media



Time

Day of the week

Device

Browser type

Phone brand

Operating system

retargeting

## 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 Klikki 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.

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  
or  
[digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi)

## 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, a 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.

# Native advertising and content marketing, price list 2025

| MTV NATIVE ARTICLE |                   |           |
|--------------------|-------------------|-----------|
| CAMPAIGN           | AMOUNT OF READERS | GROSS EUR |
| One article        | 4,000 readers     | 5 200     |
| Three articles     | 12,000 readers    | 15 600    |
| Five articles      | 20,000 readers    | 26 000    |
| 12 articles        | 48,000 readers    | 62 400    |

A direct customer discount of -12% or a media agency discount of -15% is granted on the gross prices of the MTV Natiiviartikkeli product. In addition, an additional -20% discount will be granted for the campaign on more than two items. In a 12-article campaign, the additional discount is -40%. The production cost of EUR 1,000 net is added to the net price if the content of the article is written by MTV.

Article, readers      CPR EUR 1.3



CPR (cost per reader)  
Price per reader

Other native products:

MTV Klikkinatiivi

MTV Julkaisunatiivi

Ask your MTV contact person or  
[digitrafiikki@MTV.fi](mailto:digitrafiikki@MTV.fi) for more  
information about native advertising

## 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 on MTV Katsomo in pre and midroll placements. Users are identified by login, so we can offer versatile first-party targeting options for programmatically implemented campaigns, regardless of the end device. Within the framework of the distribution agreements, the campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play.

### MTV Video Reach

MTV Video Reach offers extensive reach also for campaigns carried out programmatically. The advertisements are displayed in MTV's own digital services (MTV Katsomo, mtvuutiset.fi website and applications). in connection with long and short content in pre and midroll placements. Within the framework of the distribution agreements, the campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play.

### MTV Video Short

In MTV Video Short the ad distribution consists of the mtvuutiset.fi website and apps.

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



## Digital products

# Programmatic buying - outstream and native

MTV Uutiset Outstream provides cost-effective extra reach for your programmatic video campaign. This form of video advertising also suits well for running ads with longer durations on MTVuutiset.fi website and apps.

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

The price of outstream deals consists of the employed targeting in addition to the video format.

|                                        |                                                                                             |
|----------------------------------------|---------------------------------------------------------------------------------------------|
| Inventory source                       | Deals Adform<br>Open auction, e.g. Adform, Magnite, Xandr                                   |
| Huutokauppmalli                        | 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 advertisement directs to a native article on either MTVuutiset.fi or the advertiser's own website.

Native ads can only be bought through deals. Versatile targeting options allow you to reach just the right target groups.

|                                        |                                                       |
|----------------------------------------|-------------------------------------------------------|
| Inventory source                       | Deals Adform tai Xandr                                |
| Auction type                           | First price auction                                   |
| Targeting options with additional cost | Demographics, interests, tag and contextual targeting |

## Digital products

# Programmatic buying - display

MTV offers versatile solutions for programmatic display advertising. MTV's display inventory consists of the MTVuutiset.fi website and the MTV Uutiset app.

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.

### 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. Wallpaper can only be purchased with Adform DSP.

In programmatic purchasing, you can also utilize, for example, the Adnam and SeenThis formats. For more information about the solutions, please contact [programmatic@mtv.fi](mailto:programmatic@mtv.fi)

|                                        |                                                                      |
|----------------------------------------|----------------------------------------------------------------------|
| Inventory source                       | Deals Adform, tai Xandr<br>Open auction, e.g. Adform, Magnite, Xandr |
| Auction type                           | First price auction                                                  |
| Targeting options with additional cost | Demographics, interests, tag and contextual targeting                |