

A man dressed as a cowboy in a red hat, purple shirt, and cow-print vest stands in a green field. He is holding a large carrot in his right hand and giving a thumbs-up with his left. The background shows a blue sky with clouds and a line of trees.

MEDIA ²⁰²² INFORMATION



Parasta seuraav

Cooperation agreement 2022

MTV Oy's TV channels and digital ad products

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

- TV advertising on channels MTV3, Sub and AVA
- MTV's digital ad products
- MTV's special sales (RBS program sponsorship)

The agreement may cover all the companies within a group (minimum ownership 50 %).

Special advertising solutions for TV and digital media (e.g. program sponsorship and native advertising) accrue the total sum of the cooperation agreement, but no cooperation discount is granted for them (excl. native advertising CPM).

A customer-specific cooperation agreement benefit is also applicable in programmatic private deals of MTV's digital services. When buying programmatically, only impressions purchased through private deals accrue the total sum of the cooperation agreement.

In case the level of investment remains less than estimated in the cooperation agreement, general MTV Oy terms of sale valid at that time will apply. In such cases, MTV Oy will send a balancing invoice to the customer for the excess discount granted, or to the media agency used by the customer in accordance with the agreement between MTV Oy and the media agency. In case the customer's cooperation agreement level is not filled during the cooperation period, MTV Oy holds the right not to compensate possible debt originating from campaign shortfalls.

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

Net price

Buying method-specific gross price

- seasonal index
- possible other benefit
- cooperation commission or direct invoicing discount
- customer's cooperation agreement benefit

= net price

+ VAT (currently valid %)

= net price including tax

Net investment table MTV's channels

| NET € | BENEFIT | NET € | BENEFIT |
|---------|---------|-----------|---------|
| 10 000 | 1 % | 800 000 | 10 % |
| 20 000 | 2 % | 1 000 000 | 11 % |
| 40 000 | 2,5 % | 1 200 000 | 12 % |
| 80 000 | 3 % | 1 400 000 | 13 % |
| 120 000 | 3,5 % | 1 700 000 | 14 % |
| 170 000 | 4 % | 2 100 000 | 15 % |
| 240 000 | 5 % | 2 500 000 | 16 % |
| 320 000 | 6 % | 2 900 000 | 17 % |
| 400 000 | 7 % | 3 300 000 | 18 % |
| 500 000 | 8 % | 4 100 000 | 19 % |
| 650 000 | 9 % | 5 000 000 | 21 % |