



2026

MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



Media information 2026

Table of contents

- **Total TV advertising**
 - National advertising
 - Regional advertising
 - MTV3 viewing regions
 - RBS Total TV sponsorship
- **Video advertising**
 - Instream advertising
 - MTV Video Premium and MTV Video Premium Bumper Ad
 - MTV Uutiset Short, MTV Video Premium Pause Ad and MTV Uutiset Pause Ad
- **Digital advertising**
 - Display advertising
 - MTVuutiset.fi display
 - Outstream video advertising
 - Targeting options for MTVuutiset.fi display and outstream campaigns
 - Justtag targeting categories
 - Targeting options for display and outstream campaigns
 - Performance-based advertising
 - Native marketing and content marketing
 - Programmatic buying



Total TV advertising: 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. The spot length must be divisible by 5 seconds. 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 has been packaged with the channels MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo.

MTV Total TV is available in several different target groups. 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 10 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. Ads float during the campaign period, which means that the final number of ads, 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 & MTV Sub)	45+

Please find the seasonal indexes for national TV advertising on page 18

Total TV advertising:

National advertising: MTV Total TV, price list 2026

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 €	CPP PRICE €
Entire population 3+	5 472	10,6	581
Women 3+	2 764	19,0	524
Men 3+	2 708	23,1	626
25–54	2 130	38,5	819
25–64	2 839	23,7	672
Women 25–64	1 391	47,4	659
Men 25–64	1 448	46,0	666
35–64	2 119	27,0	573
45+	2 695	13,0	351
3-9 yo children wk 1–43*	366	47,3	173
3-9 yo children wk 44–52*	366	56,0	205



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, 2024



Total TV advertising: 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 ads and dates are defined in advance. The spot length must be divisible by 5 seconds. In our buying system Live, 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+
Women 3+*
Men 3+**
25–54
25–64
Women 25–64*
Men 25–64 **
35–64
45+
3–9 yo children***

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.

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.

*) Not available for National Geographic

**) Not available for MTV Ava

***) Only available for MTV3 and MTV Sub

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 = break before program

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.

Please find the seasonal indexes and length factors that impact the prices of program-specific buying on page 18

Total TV advertising: 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. Advertisements float during the campaign period, which means the final number of ads, 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 18

Total TV advertising: Regional advertising, price list 2026

mtv3

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

Regional population shares and program-specific buying pricing factors

REGION	ABBREVIATION	SHARE	PRICING FACTOR
Uusimaa	UM	32,33 %	57,00 %
Pirkanmaa	PM	12,00 %	21,10 %
Varsinais-Suomi	VS	8,80 %	15,50 %
Pohjanmaa	PO	6,06 %	11,65 %
Oulu	OU	5,59 %	10,75 %
Keski-Suomi	KS	5,16 %	9,94 %
Pohjois-Savo	PS	4,68 %	9,00 %
Satakunta	SA	3,75 %	7,20 %
Päijät-Häme	PH	3,69 %	7,09 %
Keski-Pohjanmaa	KP	3,14 %	6,03 %
Kymenlaakso	KL	3,02 %	5,82 %
Pohjois-Karjala	PK	2,85 %	5,48 %
Lappi	LA	2,39 %	6,50 %
Etelä-Karjala	EK	2,17 %	5,90 %
Etelä-Savo	ES	2,02 %	5,50 %
Kainuu	KA	1,32 %	3,58 %
Meri-Lappi	ML	1,03 %	2,79 %

Targeted RBS buying 30 second gross prices per region, index season 100

REGIONAL TARGETED RBS BUYING 3+				
REGION	ABBREVIATION	SIZE (000)	CPT PRICE EUR	CPP PRICE EUR
Uusimaa	UM	1 769	18,5	327,47
Pirkanmaa	PM	657	18,5	121,22
Varsinais-Suomi	VS	482	18,5	89,05
Pohjanmaa	PO	332	20,2	66,93
Oulu	OU	306	20,2	61,76
Keski-Suomi	KS	282	20,2	57,11
Pohjois-Savo	PS	256	20,2	51,71
Satakunta	SA	205	20,2	41,36
Päijät-Häme	PH	202	20,2	40,73
Keski-Pohjanmaa	KP	172	20,2	34,64
Kymenlaakso	KL	165	20,2	33,44
Pohjois-Karjala	PK	156	20,2	31,48
Lappi	LA	131	28,5	37,34
Etelä-Karjala	EK	119	28,6	33,90
Etelä-Savo	ES	110	28,6	31,60
Kainuu	KA	72	28,6	20,57
Meri-Lappi	ML	56	28,6	16,03



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, 2024

MTV3 viewing regions

MTV Oy does not guarantee in regional TV advertising that all households within the coverage area have their antennas directed towards the Digita transmitter distributing advertisements for that specific area.



Municipalities and regional entities by visibility area

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

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

Total TV advertising: RBS Total TV sponsorship

RBS Total TV sponsorship is RBS sponsorship visibility in connection with several different programs during a specified campaign period. To make buying easier and faster, the RBS Total TV sponsorship has been packaged with the channels: MTV3, MTV Sub, MTV Ava, STAR Channel, National Geographic and MTV Katsomo. Linear TV channel shares are defined for each target group based on the natural viewing patterns and share of MTV Katsomo is determined by the buyer/advertiser. Alternatively RBS Total TV sponsorship campaign can be booked also as a Linear TV channel campaign only or MTV Katsomo only campaign. The maximum length of a campaign is 4 weeks.

MTV determines the programs and the number of sponsors included in RBS Total TV sponsorship. Primarily the genres include foreign and domestic drama, movies, lifestyle programs, comedy, and reality. Sponsorship visibility is not 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 at all.

The RBS Total TV sponsorship is booked for the same campaign for all channels using the same buying target group. The campaign is granted one contact guarantee in the buying target group selected by the customer. Criteria for contact guarantee can be found in the Terms of Sale.

For the campaigns with restrictions (for example alcohol, K-18 movies and games) is the RBS Total TV sponsorship late night an option. In this RBS Total TV sponsorship campaign the ads are shown between 22.00-03:59 in all TV-channels in a campaign, for MTV Katsomo there is no time limitations.

In the price list you will find channel-specific 30-second CPP and CPT gross prices for RBS Total TV sponsorship per target group with a seasonal index of 100. Prices are stated for Linear TV channels and MTV Katsomo separately and the combination of these two with different %shares. The price is determined by the length factor table for TV ads (5 sec factor 0.3 and 10 sec factor 0.5).

Please find the seasonal indexes for national TV advertising on page 18

RBS Total TV sponsorship is
available in the following
target groups:

3+

25-64

Women 25-64

Men 25-64

RBS Total TV sponsorship late
night:
25-64

The seasonal indexes and length
factors that impact the prices of RBS
Total TV sponsorship can be found
on page 18

Total TV advertising: RBS Total TV sponsorship, price list 2026

30 second gross prices for index season 100

RBS TOTAL TV SPONSORSHIP					
TARGET GROUP	SIZE (000)	TV: CPT PRICE €	TV: CPP PRICE €	MTV KATSOMO: CPT PRICE €	MTV KATSOMO: CPP PRICE €
Entire population 3+	5 472	9,0	494	56,0	3 064
25–64	2 839	20,1	571	67,2	1 908
Women 25–64	1 391	40,3	560	67,2	935
Men 25–64	1 448	39,1	566	67,2	973

RBS Total TV sponsorship campaign can be booked also as a Linear TV channel campaign only or MTV Katsomo only campaign.

RBS TOTAL TV SPONSORSHIP, DIFFERENT TV & VOD COMBINATIONS													
TARGET GROUP	KOKO (000)	TV 95 %, VOD 5 % CPT PRICE €	TV 90 %, VOD 10 % CPT PRICE €	TV 85 %, VOD 15 % CPT PRICE €	TV 80%, VOD 20 % CPT PRICE €	TV 75 %, VOD 25 % CPT PRICE €	TV 70%, VOD 30 % CPT PRICE €	TV 95 %, VOD 5 % CPP PRICE €	TV 90 %, VOD 10 % CPP PRICE €	TV 85 %, VOD 15 % CPP PRICE €	TV 80%, VOD 20 % CPP PRICE €	TV 75 %, VOD 25 % CPP PRICE €	TV 70%, VOD 30 % CPP PRICE €
Entire population 3+	5 472	11,4	13,7	16,1	18,4	20,8	23,1	623	751	880	1 008	1 137	1 265
25–64	2 839	22,5	24,8	27,2	29,5	31,9	34,2	638	705	772	838	905	972
Women 25–64	1 391	41,6	43,0	44,3	45,7	47,0	48,4	579	598	617	635	654	673
Men 25–64	1 448	40,5	41,9	43,3	44,7	46,1	47,5	586	607	627	647	668	688



VOD = MTV Katsomo

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 31.12.2024

Total TV advertising: RBS Total TV sponsorship, late night, price list 2026

30 second gross prices for index season 100.

For the campaigns with restrictions (the ads are shown between 22.00-03:59 in all TV-channels in a campaign, no time limitations for MTV Katsomo)

RBS Total TV sponsorship campaign can be booked also as a Linear TV channel campaign only or MTV Katsomo only campaign.

RBS TOTAL TV SPONSORSHIP, LATE NIGHT					
TARGET GROUP	SIZE (000)	TV: CPT PRICE €	TV: CPP PRICE €	MTV KATSOMO: CPT PRICE €	MTV KATSOMO: CPP PRICE €
25-64	2 839	21,3	605,00	71,2	2 020,24

RBS TOTAL TV SPONSORSHIP, LATE NIGHT, DIFFERENT TV & VOD COMBINATIONS													
TARGET GROUP	SIZE (000)	TV 95 %, VOD 5 % CPT PRICE €	TV 90 %, VOD 10 % CPT PRICE €	TV 85 %, VOD 15 % CPT PRICE €	TV 80%, VOD 20 % CPT PRICE €	TV 75 %, VOD 25 % CPT PRICE €	TV 70%, VOD 30 % CPT PRICE €	TV 95 %, VOD 5 % CPP PRICE €	TV 90 %, VOD 10 % CPP PRICE €	TV 85 %, VOD 15 % CPP PRICE €	TV 80%, VOD 20 % CPP PRICE €	TV 75 %, VOD 25 % CPP PRICE €	TV 70%, VOD 30 % CPP PRICE €
25-64	2 839	23,8	26,3	28,8	31,3	33,7	36,2	675	746	817	888	958	1029



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 31.12.2024

Total TV advertising: RBS Total TV sponsorship

Media elements and placement templates

RBS Total TV sponsorship bumpers in connection with the actual program content enables high attention for sponsorship elements.

MTV defines the placement templates for a campaign, that is, which bumper 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 bumper. A distinct ratio between 10 sec and 5 sec bumpers cannot be defined; bumpers are run in the same proportion.

In RBS Total TV Sponsorship, MTV Katsomo uses the bumpers length (10 sec or 5 sec) determined by selected TV placement template as following:

TV: 10 sec + 5 sec + 5 sec + 10 sec or 10 sec + 10 sec → MTV Katsomo: 10 sec + 10 sec

TV: 5 sec + 5 sec + 5 sec + 5 sec or 5 sec + 5 sec → MTV Katsomo: 5 sec + 5 sec

Media elements TV

- Sponsorship bumper (intro) 5 sec or 10 sec, placement before the program start
- Break bumper 1, duration: 5 sec, attached to the program, at the start of a commercial break
- Break bumper 2, duration: 5 sec, attached to the program, when returning to program from a commercial break
- Sponsorship bumper (end) 5 or 10 sec, placement after closing credits of the program

Media elements MTV Katsomo

- Sponsorship bumper (intro) 5 sec or 10 sec, placement at preroll ad break, last bumper, before the program start
- Break bumper 5 sec or 10 sec, placement at midroll-ad break attached to the program either first or last spot of the break

Placement templates TV

- 1) Sponsorship bumper (intro) + break bumper 1 + break bumper 2 + sponsorship bumper (end):
10 sec + 5 sec + 5 sec + 10 sec or 5 sec + 5 sec + 5 sec + 5 sec
- 2) Sponsorship bumper (intro) + sponsorship bumper (end)
10 sec + 10 sec or 5 sec + 5 sec

Placement templates MTV Katsomo

Sponsorship bumper (intro) + break bumper 1
10 sec + 10 sec or 5 sec + 5 sec

Total TV advertising: RBS Total TV sponsorship

Guidelines regarding the content of RBS Total TV sponsorship bumpers

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

- Sponsorship bumpers 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 activations, prices etc. The product or service itself can be displayed.
- The sponsorship bumper must be clear in expressing the sponsor'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 bumper cannot be a TV ad spot used in normal commercial break advertising. If the sponsorship bumper uses material cut or edited from a TV ad spot, it must be noted that the TV ad spot in question cannot be run in a commercial break advertising campaign during the program cooperation.

By sending the content of the sponsorship bumper 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 sponsorship bumper to video@mtv.fi

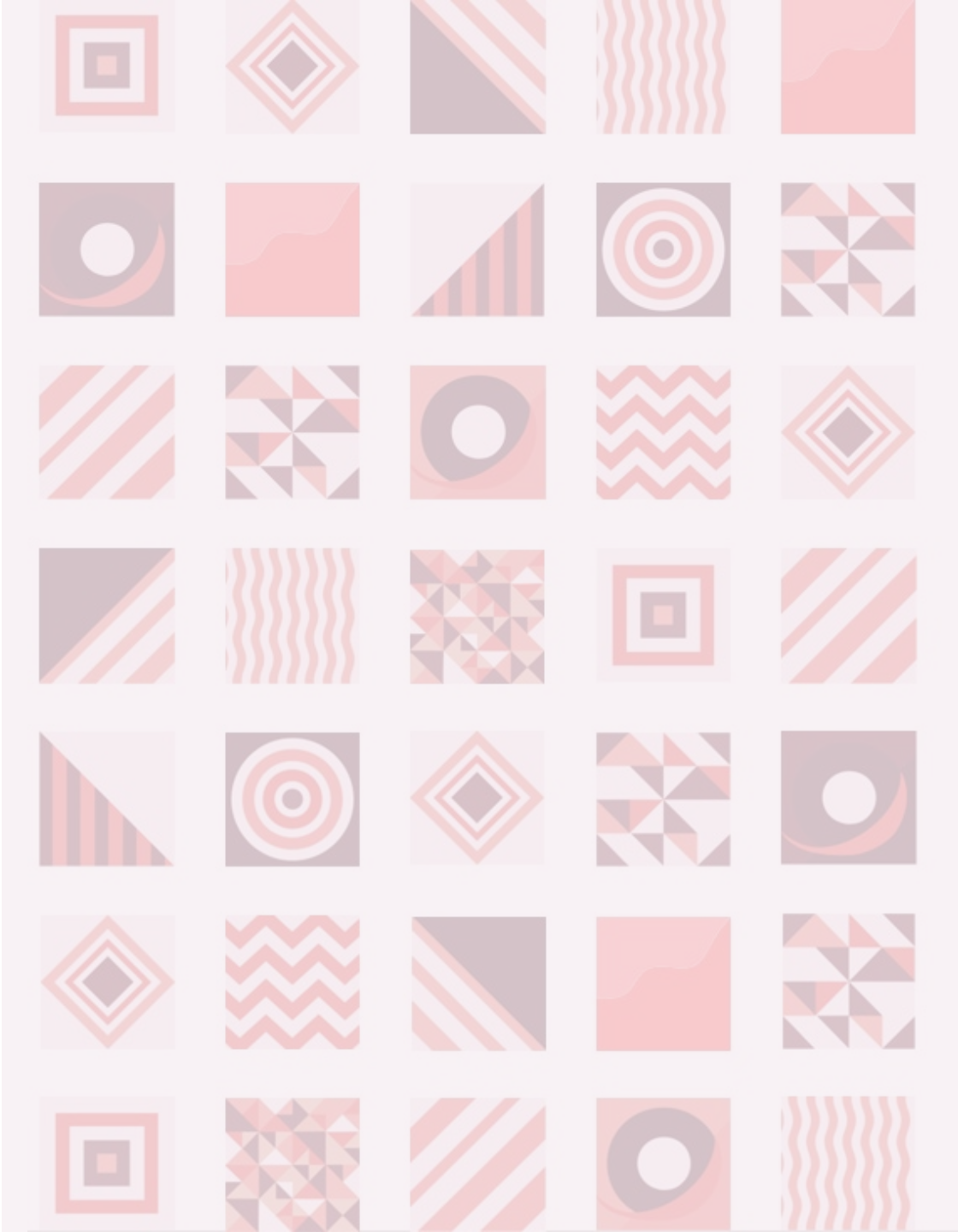
Total TV advertising: Buying campaigns

Sales periods

TV channels are opened for sale: program-specific buying, MTV3's regional and RBS Total TV Sponsorship buying per season as follows:

PERIOD (DATE)	WEEKS	OPEN FOR SALES
1.1.–1.3.2026	1–9	17.11.2025
2.3.–3.5.2026	10–18	19.1.2026
4.5.–19.7.2026	19–29	23.3.2026
20.7.–30.8.2026	30–35	25.5.2026
31.8.–1.11.2026	36–44	27.7.2026
2.11.–31.12.2026	45–53	21.9.2026

The Sales periods mentioned above do not restrict buying of MTV Total TV campaigns. MTV Total TV campaigns are sold from 17.11.2025 for the whole year 2026.



Total TV advertising: 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 contact guarantee limits differ for MTV Total TV, MTV3's regional advertising, campaigns purchased entirely through program-specific buying and RBS Total TV Sponsorship. Contact guarantee limits are applied to each advertising product according to the tables shown here.

PER PACKAGE, TRP		REGIONAL SALES, TRP	
MTV Total TV*	100	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 PROGRAM SPECIFIC BUYING, TRP

MTV3	25
MTV Sub	10
MTV Ava	5
STAR Channel	5
National Geographic	5

RBS TOTAL TV SPONSORSHIP, TRP	
RBS Total TV sponsorship**	80
RBS Total TV sponsorship, late night**	10

**) The campaigns only in VOD (MTV Katsomo) has contact guarantee limit of minimum 10 TRP, late night minimum 5 TRP.

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

Total TV advertising: Buying campaigns

Seasonal indexes

The seasonal index of an advertisement 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 Total TV Sponsorship, 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.–25.1.2026	1–4	80
26.1.–15.3.2026	5–11	110
16.3.–29.3.2026	12–13	100
30.3.–21.6.2026	14–25	130
22.6.–2.8.2026	26–31	85
3.8.–20.12.2026	32–51	125
21.12.–31.12.2026	52–53	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, and the length of the ad must be divisible by 5 seconds (5 sec, 10 sec, 15 sec, etc.).

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, longer-form video content, there are several placements for advertisements both before the content and in the middle of it. 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 sponsorship advertisements.

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.

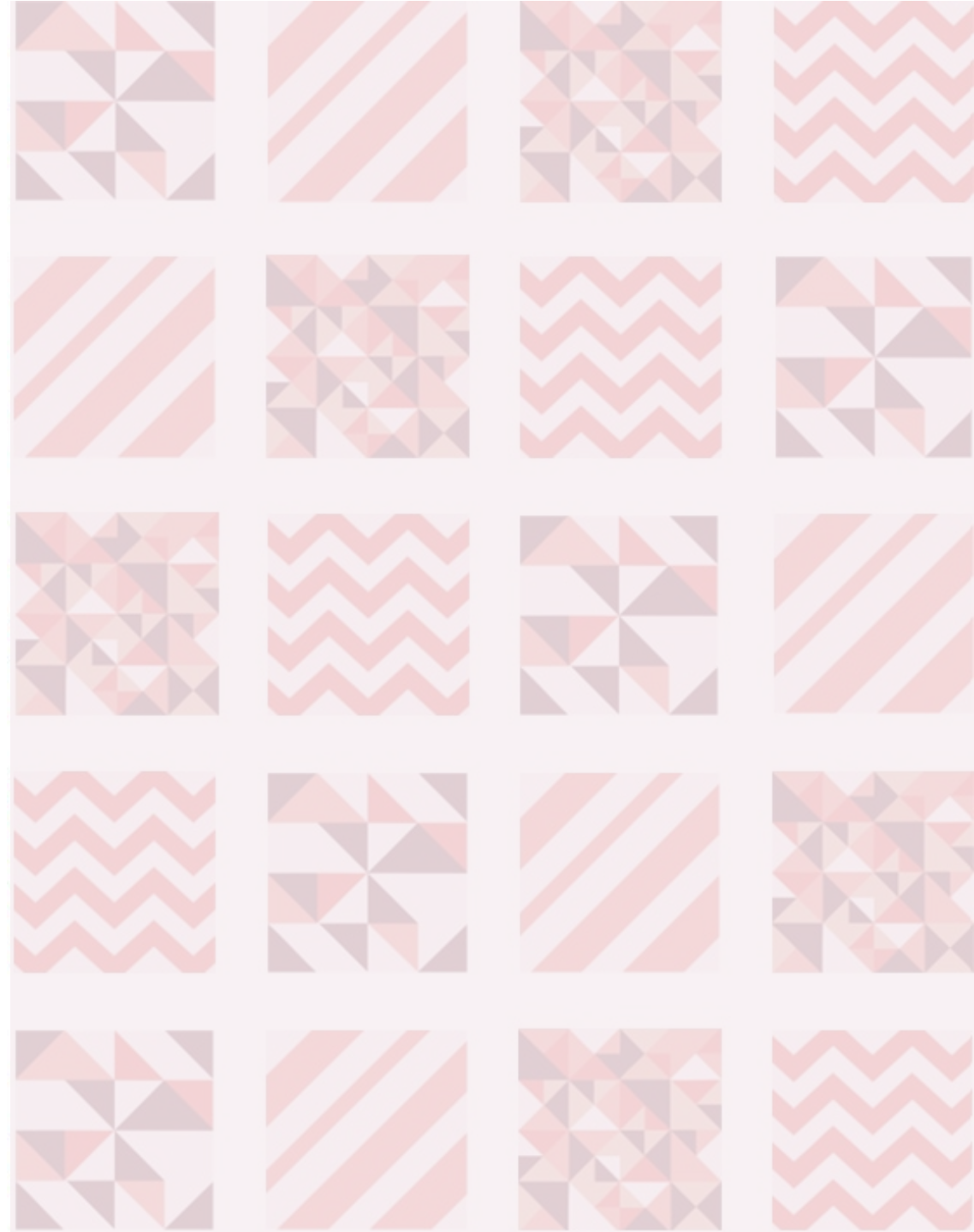
MTV Video Premium inventory includes both untargeted Disney+ and SkyShowtime inventory and targeted MTV Katsomo inventory. These inventories can be bought separately and new incremental audience can be reached.

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. 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 Ads can be targeted using demographics and GDR targeting, among other options. You can target MTV Uutiset Pause Ad regionally.



Video advertising:

Instream video advertising, price list 2026

MTV Video CTV and MTV Video All Screens

Instream video advertising, price list 2026

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

SOLUTION (UNTARGETED)	5 S	10 S	15 S	20 S	25 S
MTV Video CTV RON	18,5	30,8	43,1	49,3	55,4
MTV Video All Screens RON	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 digitalized 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 breaks, browser versions and SmartTV devices, regardless of terminal device.

Video advertising: Instream video advertising, price list 2026

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 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 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, 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 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. We use different frequency controls depending on the inventory.
- The campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play, within the framework of distribution agreements.

Video advertising: 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.

Video advertising: 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 15—24, 25—34, 35—44, 45—54, 55—64, 65—74, 75+, 18+	+20 % (young people 15–24: -20 %)
Bisnode targeting	Families with children: children in the family, children under the age of 10 yrs in the family, children aged 10-17 yrs in the family Household/personal income level: high-income, middle-income, other Household/personal capital income: significant capital income, some capital income, no capital income Car ownership: has a vehicle, does not have a vehicle Corporate decision-makers: company decision-maker	+20% Bisnode B2B +30 %
Regional targeting (based on postal code)	MTV3 viewing regions, province, city, district (large cities)	MTV3 viewing regions +20 % Province, city or district +25 %
GDR targeting	Areas of interest: domestic/foreign travel, health and well-being, food enthusiasts Purchase intent: used car, new car, electronics, takeaway and fast food, beauty and cosmetics, fashion and apparel Pets: cat owners, dog owners Home and living: yard and garden, considering moving, need for insurance	+10 %
Contextual targeting	Content categories: 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 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 Pause Ad is possible only in MTV Katsomo inventory



Note! On MTV Katsomo, Disney+ and SkyShowtime advertising can be targeted to the 18+ audience with a +20% targeting extra

Video advertising:

MTV Video Premium and MTV Video Premium Bumper Ad, targeting price list 2026

Gross prices, CPCV = cost per thousand viewed ads, €

TARGETING*	5 s (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.



Video advertising:

MTV Uutiset Short and MTV Uutiset Pause Ad, targeting price list 2026

MTV Uutiset Short

TARGETING	5 s (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 Uutiset Pause Ad

TARGETING	MTV Uutiset Pause Ad
	EUR/CPM
ROS	25
Geo-targeting (IP) +10%	27,5

Digital advertising: Display advertising

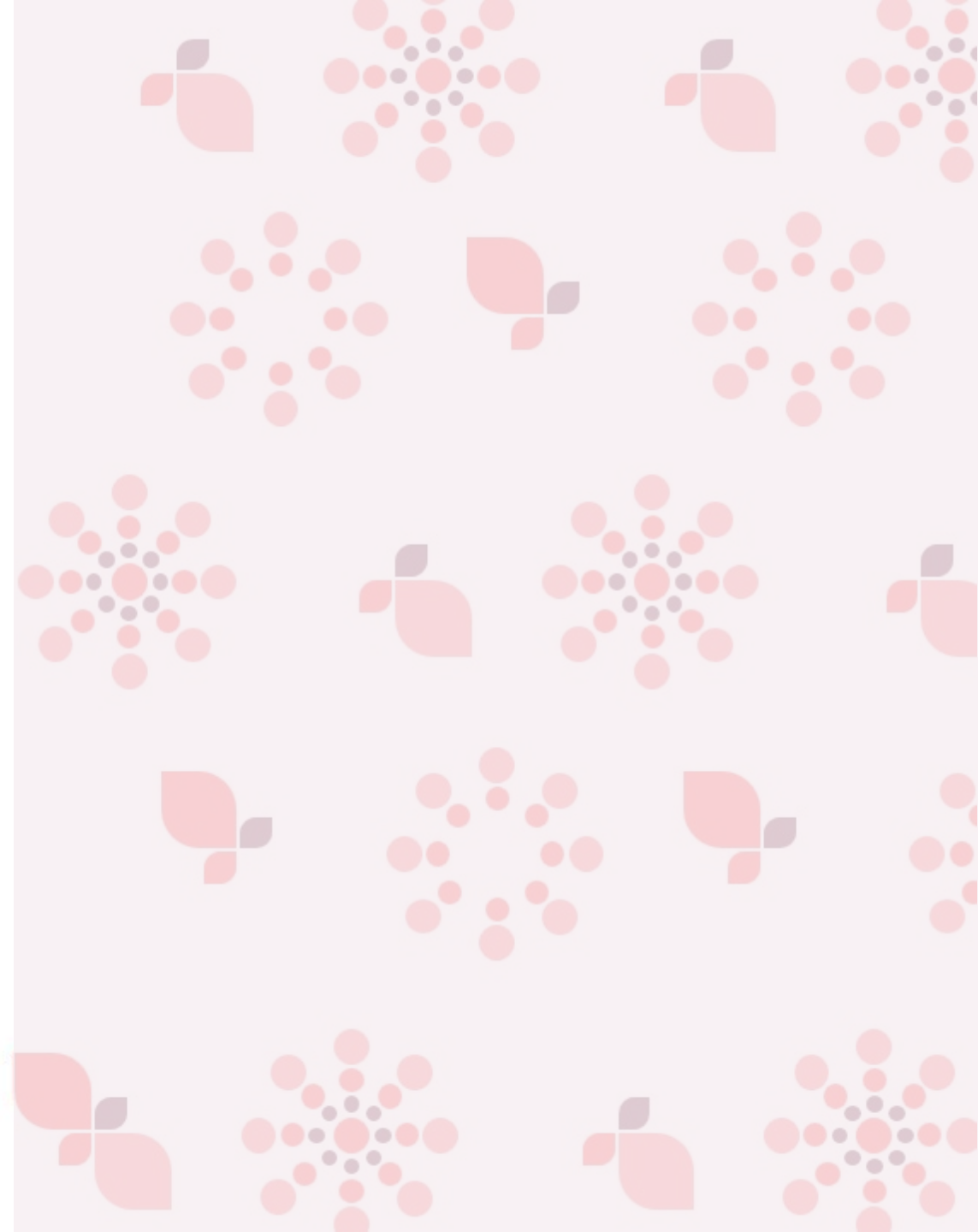
MTV offers diverse solutions for display advertising. MTV's display inventory consists of the MTVuutiset.fi website and the MTV Uutiset app.

Advertisers only pay for viewable impressions. An inscreen/viewable ad impression complies with IAB Finland's standards: at least 50% of the banner is on the user's browser for at least one second.

The exception is large ad formats 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.



Digital advertising: MTVuutiset.fi display, price list 2026

CPMv = price per thousand viewable impressions



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

PRODUCT	AD SIZES	CPMv EUR	DEMOGRAPHICS EUR CPMv +20 %*	CONTEXTUAL TARGETING EUR CPMv +20%	REGIONAL TARGETING (IP ADDRESS) EUR CPMv +10 %
Cross-device: GIANT PANORAMA	980x400 300x300	21	25,2	25,2	23,1
Cross-device: MEGA PANORAMA	980x552 300x600	22	26,4	26,4	24,2
Cross-device: FULL PAGE	620x891 300x600	21	25,2	25,2	23,1
Cross-device: MEGA RECTANGLE	468x600 300x600	18	21,6	21,6	19,8
Cross-device: GIANT RECTANGLE	468x400 300x300	8	9,6	9,6	8,8
ADNAMI Midscrolls (& Reel Expander) Mobile/desktop/cross-device		19,8/29,7/24,2	23,8/35,6/29	23,8/35,6/29	21,8/32,7/26,6
ADNAMI Topscroll Mobile/desktop/cross-device		19,8/29,7/24,2	23,8/35,6/29	23,8/35,6/29	21,8/32,7/26,6
Desktop: ADNAMI SKIN FORMATS: Fluid, Pushdown, Seamless, Sliding		34,1	40,9	40,9	37,5
Video banner SeenThis	16:9 or 9:16	23,1/19,8	27,7/23,8	27,7/23,8	25,4/21,8

Additional price for video banner +10% (excl. Adnami formats and Seen this video banner). * Some special targeting CPMv +30%, e.g. B2B decision makers and purchase intent

Digital advertising: 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 manually if they wish.

Vertical video 9:16 is a vertical mobile video ad format which starts automatically muted. The user can unmute the sounds manually if they wish. 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 Article video 16:9	CPM EUR
ROS	13
Regional targeting (IP address) CPM +10 %	14,3
Demographics CPM +20 % age, age+sex, interests, families with children, income level	15,6
Contextual CPM +20 % sections or tag targeting	15,6

Digital advertising:

Targeting options for MTVuutiset.fi display and outstream campaigns

Browser and device-independent target groups

DEMOGRAPHICS			INTERESTS		
Sex	Men / Women		For example: 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 25–34 35–44 45–54 55–64 65+	Gender & age: W18-44 / M18-44 W18+ / M18+ W44+ / M44+	CONTEXTUAL, BY SECTIONS	CONTEXTUAL, BY TAGS	REGIONAL TARGETING
Household income level	12,000–20,000/year 20,000–45,000/year 45,000–70,000/year More than 70,000/year		<ul style="list-style-type: none">• Front page• News and weather• Sports• Entertainment• Lifestyle• Cars• Digital topics• Makuja recipes• Home	For example: <ul style="list-style-type: none">• Data security• Football• Ice Hockey Lions• Health and wellbeing• Recipes• Vegetarian food	<ul style="list-style-type: none">• City• Region
Children in household	Yes / No	Children's ages: under 2yo, 3-6yo, 7-12yo, 13-17yo			



You can also inquire about interest segments according to your need

Digital advertising: Justtag targeting categories



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

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

Digital advertising: 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 advertising: 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

Digital advertising: 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 article in a news media will also increase the credibility of the content's message. MTV Native Article –product includes hyperlinks, which together with SEO improve the search engine performance of the customer's website. The article is distributed to an agreed number of readers, and the distribution campaign will be continued until the agreed number of readers is reached. Readers will be retargeted with banners afterwards in MTVuutiset.fi.

In addition to the MTV Native Article, we have two native solutions for more specific need:

- If you need more traffic to your site, we have a CPC (cost-per-click) product called MTV Click Native, which leads readers to advertiser's own target page. If needed, you can target this product to different sections of MTVuutiset.fi, or use geo-targeting
- If you just need to acquire more SEO-advantage for your site, you can purchase the publication of your article, and gain the advantage of the hyperlinks included in it

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

Native advertising and content marketing, price list 2026

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 Click Native
MTV Julkaisunatiivi (article
publication)

Ask your MTV contact person or
digitrafiikki@MTV.fi for more
information about native advertising

Digital advertising: 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.

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. Untargeted deals also include SkyShowtime inventory. In MTV Katsomo 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 Short

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

Inventory source Premium, Reach and Short deals	FreeWheel
Deal options	Private deals (non-guaranteed) Programmatic guaranteed
Maximum spot lengths	MTV Video Premium 40 sec MTV Video CTV 25 sec MTV Video Short 20 sec
Targeting options with additional cost	MTV Video Premium Demographic targeting Bisnode GDR Interest (sports, ice hockey, rally) Device targeting

Digital advertising: 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.

MTV Video CTV

The strength of the MTV Video CTV solution is the overwhelming impact and wide reach of big screens. Only big screens are targeted in this product.

With this product, you can buy MTV3's digitized advertising breaks (HbbTV) programmatically. In addition, MTV Katsomo and SkyShowtime's big screen inventories can also be included.

In MTV Katsomo, it is possible to utilize other additional targeting options in addition to big screen targeting.

Inventory source Premium, Reach and Short deals	FreeWheel
Deal options	Private deals (non-guaranteed) Programmatic guaranteed
Maximum spot lengths	MTV Video Premium 40 sec MTV Video CTV 25 sec MTV Video Short 20 sec
Targeting options with additional cost	MTV Video Premium Demographic targeting Bisnode GDR Interest (sports, ice hockey, rally) Device targeting

Digital advertising: 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 Open auction, e.g. Adform, Magnite, Xandr
Huutokauppa	First price auction
Targeting options with additional cost	Demographics, interests, tag and contextual targeting, Justtag data marketplace segments

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 advertising: 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 for further information.

Please also note that kilobyte limits for materials also apply in programmatic buying.

Inventory source	Deals Adform, tai Xandr Open auction, e.g. Adform, Magnite, Xandr and PubMatic
Auction type	First price auction
Targeting options with additional cost	Demographics, interests, tag and contextual targeting, Justtag data marketplace segments

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	980x600	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		

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