

# 2024

VIDEO PRICE LIST  
**TVN MEDIA**

Available to 31.08.2024

PACKAGE	BROADCAST LOCATION	CPM OFFER		V-CPM net net <sup>2</sup>	CPV net net <sup>3</sup>
		Spot (up to 30 sec.) RC	Short Spot net net <sup>1</sup>		
REACH MAX +	RON, own sites TVN WBD and Premium Digital Partners, You Tube TVN	206 zł	x	x	x
REACH MAX	RON, own sites TVN WBD and Premium Digital Partners	233 zł	15 zł	37 zł	0,04 zł
REACH ENTERTAINMENT	Own sites TVN WBD and Premium Digital Partners/entertainment sites	238 zł	15 zł	x	x
REACH NEWS	Own sites TVN WBD and Premium Digital Partners/news & business sites	246 zł	15 zł	x	x
REACH SHORT	Own sites TVN WBD and Premium Digital Partners/short video content	207 zł	x	x	x

CONTEXTUAL PACKAGES					
CONTEXT WOMAN	The selected content sites at TVN WBD and Premium Digital Partners	260 zł	x	x	x
CONTEXT MAN		233 zł	x	x	x
CONTEXT MANAGER		261 zł	x	x	x
CONTEXT SPORTS		246 zł	x	x	x
CONTEXT PARENTING		279 zł	x	x	x
CONTEXT BUSINESS AND FINANCE		253 zł	x	x	x
CONTEXT DIET AND FITNESS		242 zł	x	x	x
CONTEXT HOME AND GARDEN		264 zł	x	x	x
CONTEXT ECOLOGY AND ENVIRONMENT		275 zł	x	x	x
CONTEXT GAMES, TECHNOLOGY AND GADGETS		242 zł	x	x	x
CONTEXT KITCHEN		275 zł	x	x	x
CONTEXT CULTURE		259 zł	x	x	x
CONTEXT YOUTH		289 zł	x	x	x
CONTEXT FASHION AND BEAUTY		264 zł	x	x	x
CONTEXT MOTORIZATION		263 zł	x	x	x
CONTEXT TRAVEL		261 zł	x	x	x
CONTEXT HEALTH		264 zł	x	x	x

1. Spot up to 7 sec. The fixed price is not discountable

2. The fixed price is not discountable. Offer settled according to TVN WBD statistics (Ad Ocean). 50% visibility of the video player for at least 2 seconds. In case of settlement of campaign broadcast with external codes, surcharge to the base price of 20%. Price for the spot up to 30 seconds. Campaign only possible in direct purchase

3. The fixed price is not discountable Settlement for 100% if played till the end. In the case of settlement of campaign broadcast with external codes, surcharge to the base price of 20%. Price for the spot up to 30 seconds. Campaign only possible in direct purchase



PACKAGE	BROADCAST LOCATION	CPM OFFER		V-CPM net net <sup>2</sup>	CPV net net <sup>3</sup>
		Spot (up to 30 sec.) RC	Short Spot net net <sup>1</sup>		
ALL PLAYER *	Player, all platforms	320 zł	x	x	x
ALL FAST & LIVE	Channels LIVE <sup>4</sup> and FAST <sup>5</sup> at Player	278 zł	x	x	x
ALL PLAYER SPONSORING	Player, all platforms	180 zł	x	x	x
ALL WWW TVN	Own sites TVN WBD (short video content exclude Player)	227 zł	x	x	x
ALL TVN24 (Agregat)	TVN 24, TVN Meteo, Fakty, Konkret 24, TVN Warszawa, TVN BiŚ, Eurosport	279 zł	x	x	x
ALL PARTNERS	Premium Digital Partners sites	194 zł	x	x	x
ALL BURDA	Burda Media sites	249 zł	x	x	x
ALL ONET/RASP	ONET/RASP sites	197 zł	x	x	x

SELECT PLAYER *	Selected titles at Player	388 zł	X	x	x
SELECT FAST & LIVE	Selected channels LIVE <sup>4</sup> and FAST <sup>5</sup> at Player	337 zł	X	x	x
SELECT PLAYER SPONSORING	Selected titles at Player	220 zł	x	x	x
SELECT ENTERTAINMENT SHORTS	Selected sites from the entertainment category	227 zł	x	x	x
SELECT BURDA	Selected Burda Media websites	287 zł	x	x	x
SELECT NEWS & BIZ	Selected sites from the news & business category	293 zł	x	x	x
SELECT ONET/RASP	Selected Onet/RASP websites	227 zł	x	x	x

\*The product is available until June 30, 2024

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4. Possibility of broadcasting spots with a length that is a multiple of 5 seconds

5. Possibility of broadcasting 15 sec and 30 sec. spots



SURCHARGES <sup>6</sup>		
VIDEO ADVERTISING METHOD	VIDEO SPOT	0%
	INTERACTIVE SPOT 1.0	5%
	E-COMMERCE SPOT <sup>7</sup>	30%
	POWER SPOT <sup>8</sup>	50%
BREAK PLACE LOCATION	SELECTED LOCATION <sup>8</sup>	10%
BREAK TYPE	PREROLL ONLY <sup>8</sup>	15%
CAPPING	CAPP 1/DAY	5%
	CAPP 1-2/WEEK	10%
	CAPP 1-2/CAMPAIGN	20%
	CAPP 2-3/DAY	3%
	CAPP 3 and more/WEEK	5%
	CAPP 3 and more/CAMPAIGN	10%
CAPPING ALL/SELECT PLAYER	CAPPING 1/DAY	5%
	CAPPING 2-3/DAY	3%
	CAPPING 1-2/WEEK	15%
	CAPPING 3 and more/WEEK	10%
	CAPPING 3 and more/CAMPAIGN	15%
	CAPPING 1-2/CAMPAIGN	25%
EXTENDED SPOT LENGHT	EACH ADDITIONAL 15sec. <sup>9</sup>	30%
PLATFORMS (WEB, MOBILE)	BROADCAST ON ONE PLATFORM	20%
	BROADCAST ON TWO SELECTED PLATFORMS	10%
SYSTEMS, APPLICATIONS, DEVICES***	BROADCAST ON THE SELECTED OPERATING SYSTEM/MOBILE APPLICATION/DEVICE	30%
GEOTARGETING	CITIES	30%
	VOIVODESHIPS	10%
	POLAND	30%
	OUTSIDE POLAND <sup>10</sup>	50%
OTHERS	DAYPART	10%
	BEER TAX	12%
	ADVERTISING 18+ <sup>11</sup>	0%
	CREATION SEQUENCE	10%
	ADDITIONAL ADVERTISER <sup>12</sup>	20%
	SPOT BROADCAST FROM BROADCAST CODES <sup>13</sup>	20%

6. Only for DIRECT buying model (excl. programmatic)

7. E-commerce available only on desktop

8. Available at Player

9. Output spot lenght > 30 sec.

10. Not applicable - Reach Max, Reach Entertainment, Context products, Player

11. Not applicable to children's contents

12. For placing products/services/logo/trademarks of another advertiser in the advertisement

13. Video spots in the CPM purchase model, broadcast from the broadcast codes, surcharge to the base price of 20%. This surcharge allows for far-broadcast maximum of 20% of the difference between the Client's statistics and the statistics of the adserver of the TVN WBD



SURCHARGES		
TARGETING	IP BASED TARGETING	50%
	BROWSER TARGETING	30%
	RETARGETING	10%
	BEHAVIOURAL TARGETING <sup>14</sup>	30%
HARD DATA NA PLAYER DEMOGRAPHY (GENDER & AGE) <sup>15</sup>	DATA 1 HD CRITERION	25%
	DATA 2 HD CRITERIA	50%
PREDICTIVE DEMOGRAPHY TARGETING (GENDER & AGE) <sup>16</sup>	1 CRITERION	10%
	2 CRITERIA	20%

14. Reach Max product, availability of behavioural criteria is agreed directly with BR TVN media criteria: business, house and garden, kitchen, fashion, sports, automotive, new technologies, parenting, travel, health and fitness

15. Available at Player

16. Available on websites excluding Player