

A large, stylized graphic of the year '2024' in white. The numbers are thick and blocky. The '2' has a cyan diagonal bar on its left side. The '0' has a pink diagonal bar on its right side. The '2' has a yellow diagonal bar on its left side. The '4' has a teal diagonal bar on its right side.

VIDEO PRICE LIST
TVN MEDIA

Available 09/2024

PREMIUM STREAMING			
PACKAGE	BROADCAST LOCATION	CPM RC	CPM NET NET
ALL MAX	MAX, all platforms	x	66 zł
ALL STREAMING	Streaming services MAX & PLAYER, all platforms	450 zł	x
SELECT STREAMING ¹	Emission in selected thematic category or by selected title in MAX and PLAYER services, all platforms	550 zł	x
ALL STREAMING CTV	Streaming services TVN WBD, CTV platform	x	60 zł
ALL FAST & LIVE	All FAST ² & LIVE ³ channels at MAX & PLAYER	278 zł	x
SELECT FAST & LIVE	Selected FAST ² & LIVE ³ channels at MAX & PLAYER, all platforms	337 zł	x
ALL STREAMING SPONSORING	Streaming services MAX & PLAYER, all platforms	180 zł	x
SELECT STREAMING SPONSORING	Emission in selected thematic category or by selected title in MAX and PLAYER services, all platforms	220 zł	x

1. Not applicable to GLOBAL and MAX ORIGINALS formats
2. Ability to broadcast 15 sec and 30 sec spots.
3. Ability to broadcast spots with a length that is a multiple of 5 sec. LIVE channels : (TVN, TVN7, TVN24, TTV, TVN Style, TVN Turbo, Metro)

REACH PACKAGES*					
PACKAGE	BROADCAST LOCATION	CPM RC		CPM NET NET	
		SPOT (up to 30 sek.) RC	SHORT SPOT NET NET ⁴	V-CPM NET NET ⁵	CPV NET NET ⁶
REACH MAX +	RON, own sties TVN WBD (exclude MAX) 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 ROZRYWKA	Own sites TVN WBD and Premium Digital Partners/entertainment sites	238 zł	15 zł		
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	15 zł		

*EXCLUDE MAX

4. Spot up to 7 sec. the fixed price is not discountable
5. 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
6. 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



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

*EXCLUDE MAX

MONO PRODUCTS		
PACKAGE	BROADCAST LOCATION	CPM RC
ALL WWW TVN	Own sites TVN WBD (short video content exclude MAX & PLAYER)	227 zł
ALL TVN24 (Aggregate)	TVN 24, TVN Meteo, Fakty, Konkret 24, TVN Warszawa, TVN BiŚ, Eurosport	279 zł
ALL PARTNERS	Premium Digital Partners sites	194 zł
ALL BURDA	Burda Media sites	249 zł
ALL ONET/RASP	ONET/RASP sites	197 zł

SELECT PRODUCTS		
PACKAGE	BROADCAST LOCATION	CPM RC
SELECT ENTERTAINMENT SHORTS	Selected sites from the entertainment category (exclude MAX & PLAYER)	227 zł
SELECT BURDA	Selected Burda Media sites	287 zł
SELECT NEWS & BIZ	Selected sites from the news & business category	293 zł
SELECT ONET/RASP	Selected ONET/RASP sites	227 zł



SURCHARGES ⁷		
VIDEO ADVERTISING FORM (Player)	INTERACTIVE SPOT 1.0	5%
	E-COMMERCE SPOT ⁸	30%
	POWER SPOT ⁹	50%
BREAK PLACE LOCATION	SELECTED LOCATION ⁹	10%
BREAK TYPE	PRE ROLL ONLY ⁹	15%
CAPPING	CAPP 2-3/DAY	3%
	CAPP 1/DAY	5%
	CAPP 3 and more/WEEK	5%
	CAPP 1-2/WEEK	10%
	CAPP 3 and more/CAMPAIGN	10%
CAPP 1-2/CAMPAIGN	20%	
CAPPING PREMIUM STREAMING	CAPP 2-3/DAY	3%
	CAPP 1/DAY	5%
	CAPP 3 and more/WEEK	10%
	CAPP 1-2/WEEK	15%
	CAPP 3 and more/CAMPAIGN	15%
CAPP 1-2/CAMPAIGN	25%	
EXTENDED SPOT LENGTH	EACH ADDITIONAL 15sec. ¹⁰	30%
PLATFORMS	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	VOIVODESHIPS	10%
	CITIES	30%
	POLAND	30%
	OUTSIDE POLAND ¹¹	50%
OTHERS	ADVERTISING 18+	0%
	DAYPART	10%
	CREATION SEQUENCE	10%
	BEER TAX	12%
	SPOT BROADCAST FROM BROADCAST CODES ¹²	20%
ADDITIONAL ADVERTISER ¹³	20%	
TARGETING	IP BASED TARGETING	50%
	BROWSER TARGETING	30%
	RETARGETING	10%
	BEHAVIOURAL TARGETING ¹⁴	30%
HARD DATA ¹⁵	DATA 1 HD CRITERION	25%
DEMOGRAPHY (GENDER & AGE)	DATA 2 HD CRITERIA	50%
PREDICTIVE DEMOGRAPHY TARGETING (GENDER & AGE) ¹⁶	1 CRITERION	10%
	2 CRITERIA	20%

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

8. E-commerce available only on desktop, emission on Player

9. Emission on Player

10. Output spot length > 30 sec.

11. Not available on the Max platform

12. Video spots in the CPM purchase model broadcast from broadcast codes. The surcharge allows for a maximum of 20% of the difference between the client's statistics and the statistics of the TVN WBD adserver. In the ALL STREAMING package, the surcharge will not be charged in the situation of delivering also campaign materials to platforms on which it is technologically impossible to broadcast from emission codes.

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

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. Emission on Player

16. Available as part of the Reach Max product



20
24

CENNIK VIDEO
TVN MEDIA
