

2024

VIDEO PRICE LIST
TVN MEDIA

| PACKAGE | BROADCAST LOCATION | CPM OFFER | | V-CPM net net ² | CPV net net ³ |
|---------------------|--|----------------------------|------------------------------------|-------------------------------|-----------------------------|
| | | Spot (up to 30 sec.) RC | Short Spot net net ¹ | | |
| 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



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|-----------------------|---|----------------------------|------------------------------------|-------------------------------|-----------------------------|
| | | Spot (up to 30 sec.) RC | Short Spot net net ¹ | | |
| ALL PLAYER * | Player, all platforms | 320 zł | x | x | x |
| ALL FAST & LIVE | Channels LIVE ⁴ and FAST ⁵ 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 ⁴ and FAST ⁵ 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 ⁶ | | |
|-----------------------------------|--|-----|
| VIDEO ADVERTISING METHOD | VIDEO SPOT | 0% |
| | INTERACTIVE SPOT 1.0 | 5% |
| | E-COMMERCE SPOT ⁷ | 30% |
| | POWER SPOT ⁸ | 50% |
| | | |
| BREAK PLACE LOCATION | SELECTED LOCATION ⁸ | 10% |
| | | |
| BREAK TYPE | PREROLL ONLY ⁸ | 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. ⁹ | 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 ¹⁰ | 50% |
| | | |
| OTHERS | DAYPART | 10% |
| | BEER TAX | 12% |
| | ADVERTISING 18+ ¹¹ | 0% |
| | CREATION SEQUENCE | 10% |
| | ADDITIONAL ADVERTISER ¹² | 20% |
| | SPOT BROADCAST FROM BROADCAST CODES ¹³ | 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 sur-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 ¹⁴ | 30% |
| HARD DATA NA PLAYER | DATA 1 HD CRITERION | 25% |
| DEMOGRAPHY (GENDER & AGE) ¹⁵ | DATA 2 HD CRITERIA | 50% |
| PREDICTIVE DEMOGRAPHY TARGETING (GENDER & AGE) ¹⁶ | 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