

2025

VIDEO  
PRICE LIST  
**TVN MEDIA**

Available from 01.03.2025

**PREMIUM STREAMING**

PACKAGE	BROADCAST LOCATION	CPM OFFER RC	CPM NET NET OFFER
ALL HBO MAX	HBO MAX, all platforms	x	66 zł
ALL STREAMING	Streaming services HBO MAX & PLAYER, all platforms	450 zł	x
SELECT STREAMING <sup>1</sup>	Selected thematic content or titles at HBO MAX & PLAYER, all platforms	580 zł	x
ALL STREAMING CTV	Streaming services HBO MAX & PLAYER, CTV platform	x	65 zł
ALL FAST & LIVE	All FAST <sup>2</sup> & LIVE <sup>3</sup> channels – HBO MAX & PLAYER, TVN24+	300 zł	x
SELECT FAST & LIVE	Selected FAST <sup>2</sup> & LIVE <sup>3</sup> channels, HBO MAX & PLAYER, TVN24+, all platforms	360 zł	x
ALL STREAMING SPONSORING <sup>4</sup>	Streaming services HBO MAX & PLAYER, all platforms	200 zł	x
SELECT STREAMING SPONSORING <sup>4</sup>	Selected thematic content or titles at HBO MAX & PLAYER, all platforms	250 zł	x
ALL HBO MAX PAUSE AD	HBO MAX, all platforms, static creation in size 1920x1080	x	38 zł
ALL STREAMING PAUSE AD	Streaming services HBO MAX & PLAYER, all platforms, static creation in size 1920x1080	200 zł	x

1. It does not apply to GLOBAL and HBO MAX ORIGINALS premiere formats.
2. Possibility of broadcasting 15 sec and 30 sec. spots
3. Possibility of broadcasting spots with a length that is a multiple of 5 seconds. LIVE CHANNELS: (TVN, TVN7, TVN24, TTV, TVN Style, TVN Turbo, Metro)
4. Sponsorship Billboard (up to 8 seconds). Broadcast in accordance with television broadcast guidelines.

**REACH PACKAGES\***

PACKAGE	BROADCAST LOCATION	CPM OFFER		CPM NET NET OFFER	
		SPOT (up to 30 sec.) RC	SHORT SPOT NET NET <sup>5</sup>	V-CPM NET NET <sup>6</sup>	CPV NET NET <sup>7</sup>
REACH MAX +	RON, own sites TVN WBD and Premium Digital Partners (exclude HBO MAX), You Tube TVN	220 zł	x	x	x
REACH MAX	RON, own sites TVN WBD and Premium Digital Partners (exclude HBO MAX)	245 zł	17 zł	37 zł	0,04 zł
REACH ENTERTAINMENT	Own sites TVN WBD and Premium Digital Partners/entertainment sites (exclude HBO MAX)	270 zł	17 zł	x	x
REACH NEWS	Own sites TVN WBD and Premium Digital Partners/news & business sites (exclude HBO MAX)	260 zł	17 zł		
REACH SHORT	Own sites TVN WBD and Premium Digital Partners/short video content (exclude HBO MAX)	220 zł	17 zł		

\*The broadcast does not include HBO MAX

5. A spot up to 7 seconds with a fixed price not subject to discounting
6. A fixed price is not subject to discounting. The offer is settled according to TVN WBD (AdOcean) statistics, only for visible impressions (IAB Poland: Visible video ad: at least 50% of pixels remain in the visible area of the browser window for a minimum of 2 continuous seconds). In the case of campaign impressions settled with external codes, a 20% surcharge on the base price applies. The price is for a spot up to 30 seconds. The campaign is only available for direct purchase.
7. 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 OFFER RC
CONTEXT WOMAN	The selected content sites at TVN WBD and Premium Digital Partners, (exclude HBO MAX)	290 zł
CONTEXT MAN		250 zł
CONTEXT MANAGER		280 zł
CONTEXT SPORT		270 zł
CONTEXT PARENTING		300 zł
CONTEXT BIZNES & FINANCES		270 zł
CONTEXT DIET & FITNESS		260 zł
CONTEXT HOME AND GARDEN		280 zł
CONTEXT ECOLOGY AND ENVIRONMENT		300 zł
CONTEXT GAMES, TECHNOLOGY & GADGETS		260 zł
CONTEXT KITCHEN		300 zł
CONTEXT CULTURE		275 zł
CONTEXT YOUTH		310 zł
CONTEXT FASHION & BEAUTY		280 zł
CONTEXT MOTORIZATION		280 zł
CONTEXT TRAVEL		280 zł
CONTEXT HEALTH		290 zł

\*The broadcast does not include HBO MAX

### MONO PACKAGES

PACKAGE	BROADCAST LOCATION	CPM OFFER RC
ALL WWW TVN	TVN WBD sites (short material, exclude HBO MAX & Player)	250 zł
ALL TVN24 (Agregat)	TVN 24, TVN24+, TVN Meteo, Fakty, Konkret 24, TVN Warszawa, TVN BiŚ, Eurosport	295 zł
ALL PARTNERS	Premium Digital Partners sites	220 zł
ALL BURDA	Burda Media sites	260 zł
ALL ONET/RASP	ONET/RASP sites	220 zł

### SELECT PACKAGES

PACKAGE	BROADCAST LOCATION	CPM OFFER RC
SELECT ENTERTAINMENT SHORTS	Selected sites at TVN WBD and Premium Digital Partners, (exclude HBO MAX & Player) entertainment category	250 zł
SELECT BURDA	Selected Burda Media sites	300 zł
SELECT NEWS & BIZ	Selected sites at TVN WBD and Premium Digital Partners from the news & business category	310 zł
SELECT ONET/RASP	Selected ONET/RASP sites	260 zł



SURCHARGES <sup>8</sup>		
VIDEO ADVERTISING METHOD	INTERACTIVE SPOT 1.0 <sup>9</sup>	5%
	SPOT E-COMMERCE <sup>9</sup>	30%
	POWER SPOT <sup>10</sup>	50%
BREAK PLACE LOCATION	SELECTED LOCATION <sup>11</sup>	10%
BREAK TYPE	ONLY PRE ROLL <sup>11</sup>	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/CAPAIGN	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%
CAPPING PREMIUM STREAMING	CAPP 1-2/CAMPAIGN	25%
EXTENDED SPOT LENGHT	EACH ADDITIONAL 15sek. <sup>12</sup>	30%
PLATFORMS	EXCLUDE ONE PLATFORM	10%
	EXCLUDE TWO PLATFORMS*	20%
**No option to select broadcast only on CTV		
SYSYSTEMS, APPLICATIONS, DEVICES	BROADCAST ON THE SELECTED OPERATING SYSTEM/MOBILE APPLICATION/DEVICE	30%
GEOTARGETING	VOIVODESHIPS	10%
	CITIES	30%
	POLAND	30%
	OUTSIDE POLAND <sup>13</sup>	50%
OTHERS	ADVERTISING 18+	0%
	DAYPART	10%
	CREATION SEQUENCE	10%
	BEER TAX	12%
	SPOT BROADCAST FROM BROADCAST CODES <sup>14</sup>	20%
	ADDITIONAL ADVERTISER <sup>15</sup>	20%
TARGETING	IP BASED TARGETING	50%
	BROWSER TARGETING	30%
	RETARGETING	10%
	BEHAVIOURAL TARGETING <sup>16</sup>	30%
	NON-STANDARD BEHAVIOURAL TARGETING <sup>17</sup>	100%
HARD DATA DEMOGRAPHY (GENDER & AGE) <sup>11</sup>	DATA 1 HD CRITERION	25%
	DATA 2 HD CRITERION	50%
PREDICTIVE DEMOGRAPHY TARGETING (GENDER & AGE) <sup>18</sup>	1 CRITERION	10%
	2 CRITERION	20%

8. Only for DIRECT buying model (exclude programmatic)

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

10. Available on Player

11. Available on Player, HBO MAX

12. Output spot lenght >30 sec

13. Not available on HBO MAX

14. Video spots in the CPM purchase model are broadcast using emission codes. This surcharge allows for additional broadcasting of up to 20% difference between the Client's statistics and the TVN WBD ad server statistics. In the ALL STREAMING package, the surcharge will not be applied if materials are also provided for campaigns on platforms where it is technologically impossible to broadcast using codes

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

16. 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

17. Available on Reach MAX, dedicated profile, created at the Client's request

18. Available on REACH MAX

