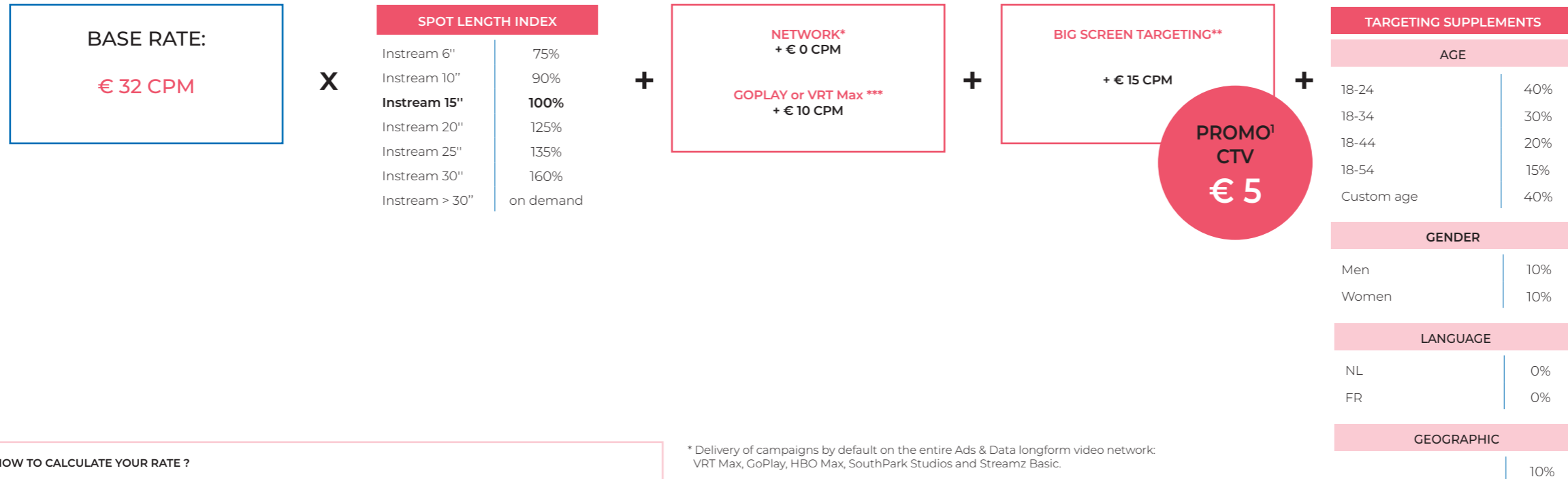


BROADCAST VIDEO ON DEMAND (BVOD) - DIRECT

CPM (Cost Per Thousand Impressions)



HOW TO CALCULATE YOUR RATE ?

For example

1) RON, instream 20", age targeting 18-34:

Base rate € 32 + Spot index 125% = € 40 + 30% supplement Age 18-34 € 12 = **Gross CPM € 52**

2) Site specific VRT Max, instream 15", age targeting 18-44:

Base rate € 32 + Spot index 100% = € 0 + site specific € 10 + 20% supplement Age 18-44 € 8,40 = **Gross CPM € 50,40**

* Delivery of campaigns by default on the entire Ads & Data longform video network: VRT Max, GoPlay, HBO Max, SouthPark Studios and Streamz Basic.

** CTV targeting ensures delivery on video apps and platforms that can only be used on smart TV's or settopboxes.

*** VRT Max ad lengths min 10 sec, max 20 sec.
HBO Max ad lengths min 6 sec, max 30 sec.

¹ **Promo** valid until the end of Q1 - 2025.

Campaigns delivered on:
- Settopbox (Apps, Channel Sin, Recordings / Replay)
- Smart TV

TERMS AND CONDITIONS

All rates are in Euros. VAT excl. General terms and conditions: www.adsanddata.be/algemene-voorwaarden/

TECHNICAL SPECIFICATIONS

All ad units are placed on our mobile sites as well. Please deliver display and mobile (/tablet) formats. See our tech specs for more detail www.adsanddata.be/techspecs.

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