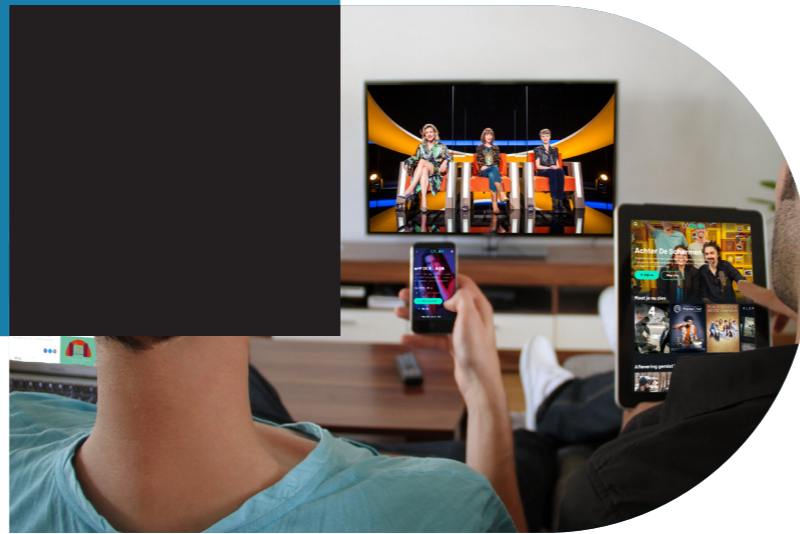


2025

# VIDEO RATES

**Ads & Data**



# SHORTFORM VIDEO ADVERTISING - DIRECT

CPM (Cost Per Thousand Impressions)

RUN OF		+	FORMAT		+	ADS & DATA TARGETING		+	SOCIODEMO TARGETING		+	ADD-ONS	
Run of Network Ads & Data	€ 0		Instream 6" *	€ 14		Interest - standard segment	€ 2		<b>GENDER</b>			Desktop only	€ 1
			Instream 10"	€ 20		Interest - specific segment	€ 5		Men	€ 1		Mobile only	€ 1
			Instream 15" **	€ 25		Intent segment - standard	€ 4		Women	€ 1		Technical targeting	€ 3
			* only on content <= 24"			Intent segment - specific	€ 5		<b>AGE</b>			Custom capping (video)	€ 5
			** Max 24", but skippable after 15"			Custom / Retargeting segment	€ 5		18+, 18-24, 18-34, 35-54	€ 2			
									Active Population (25-64)	€ 2			
									Millenials	€ 2			
									Silver foxes 55+	€ 1			
									Custom age*	€ 3			
									* minimum range 10 years.				

## HOW TO CALCULATE YOUR CPM RATE ?

CPM = Run of + Format + Ads & Data interests + Sociodemo targeting + Add-ons

## WHICH CAPPING IS APPLIED?

Shortform: CAP 1 / 5 minutes

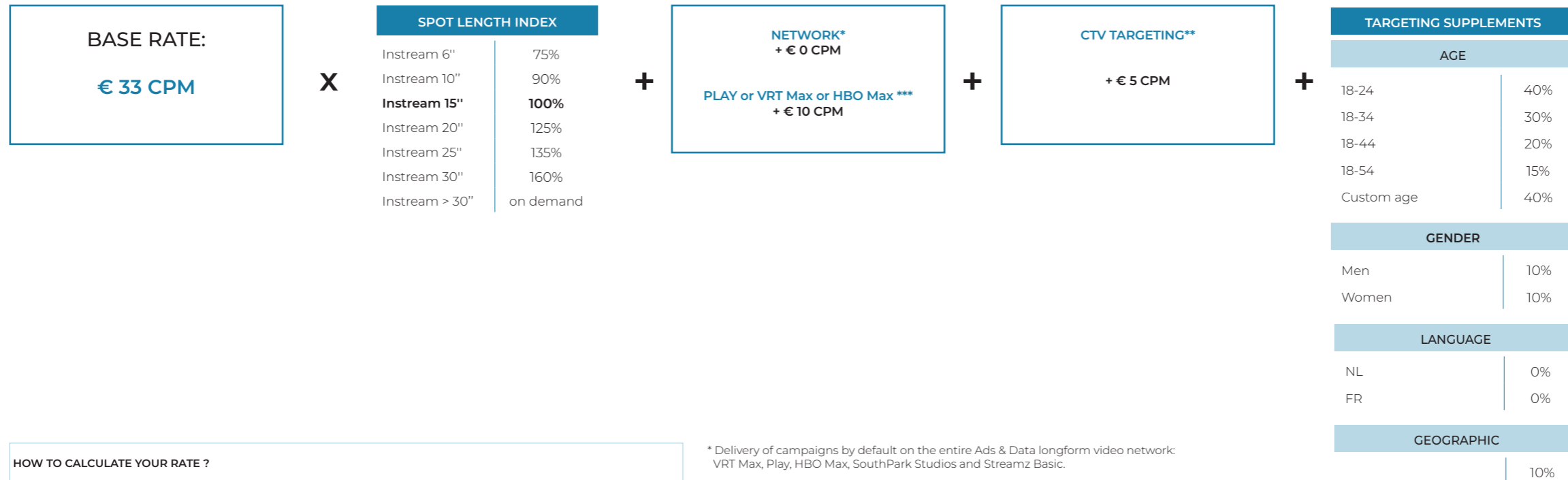
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Google Ad Manager

# 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 € 33 + Spot index 125% = € 41 + 30% supplement Age 18-34 € 12,30 = **Gross CPM € 53,30**

2) **Site specific VRT Max, instream 15", age targeting 18-44:**  
 Base rate € 33 + Spot index 100% = € 0 + site specific € 10 + 20% supplement Age 18-44 € 8,60 = **Gross CPM € 51,60**

\* Delivery of campaigns by default on the entire Ads & Data longform video network: VRT Max, Play, 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.

Standard capping: 1/stream.  
 Custom capping: on demand.

**TERMS AND CONDITIONS**  
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**TECHNICAL SPECIFICATIONS**  
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# SHORTFORM VIDEO ADVERTISING - PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)

RUN OF	+	FORMAT	+	ADS & DATA INTERESTS IN THE SPOTLIGHT	+	SOCIDEMO TARGETING	+	ADD-ONS
Run of Network Ads & Data	€ 0	Instream 6" *	€ 14	Car	€ 2	<b>GENDER</b>	Desktop only	€ 1
		Instream 10"	€ 20	Sport	€ 2	Men	Mobile only	€ 1
		Instream 15" **	€ 25	Travel	€ 2	Women	Technical targeting	€ 3
		* only on content <= 24"		Gardeners	€ 2		Custom capping (video)	€ 5
		** Max 24", but skippable after 15"		Building & Renovation	€ 2	<b>AGE</b>		
				Interior & Decoration	€ 2	18+, 18-24, 18-34, 35-54	€ 2	
				Electric cars	€ 5	Active Population (25-64)	€ 2	
				Personal finance	€ 5	Millenials	€ 2	
						Silver foxes 55+	€ 1	
						Custom age*	€ 3	
				<b>ADS &amp; DATA TARGETING</b>				
				Interest - Standard segment	€ 2			
				Interest - Specific segment	€ 5			
				Intent segment - standard	€ 4			
				Intent segment - specific	€ 5			
				Custom / Retargeting segment	€ 5			

## HOW TO CALCULATE YOUR CPM RATE ?

CPM = Run of + Format + Ads & Data interests + Sociodemo targeting + Add-ons

## WHICH CAPPING IS APPLIED?

· Shortform: CAP 1/5 minutes

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# VIDEO ADVERTISING PROGRAMMATIC - NON-GUARANTEED - PREFERRED DEAL

CPM (Cost Per Thousand Impressions)

SHORTFORM	INSTREAM 6"	INSTREAM 15"	+	ADS & DATA INTERESTS IN THE SPOTLIGHT	OR	ADS & DATA TARGETING	+	SOCIO DEMO
TITLE	PREFERRED DEAL							
Ads & Data Run of Network	€ 10	€ 17		Car € 2 Sport € 2 Travel € 2 Gardeners € 2 Building & Renovation € 2 Interior & Decoration € 2 Electric cars € 5 Personal finance € 5		Interest - Standard segment € 2 Interest - Specific segment € 5 Intent segment - standard € 4 Intent segment - specific € 5 Custom / Retargeting segment € 5		Gender € 1 Age € 1

## BVOD - LONGFORM

Preferred deal only

<b>BASE RATE:</b>  <b>€ 31 CPM</b>	<b>X</b>	<table border="1"> <thead> <tr> <th colspan="2">SPOT LENGTH INDEX</th> </tr> </thead> <tbody> <tr> <td>Instream 6"</td> <td>75%</td> </tr> <tr> <td>Instream 10"</td> <td>90%</td> </tr> <tr> <td><b>Instream 15"</b></td> <td><b>100%</b></td> </tr> <tr> <td>Instream 20"</td> <td>125%</td> </tr> <tr> <td>Instream 25"</td> <td>135%</td> </tr> <tr> <td>Instream 30"</td> <td>160%</td> </tr> <tr> <td>Instream &gt; 30"</td> <td>on demand</td> </tr> </tbody> </table>	SPOT LENGTH INDEX		Instream 6"	75%	Instream 10"	90%	<b>Instream 15"</b>	<b>100%</b>	Instream 20"	125%	Instream 25"	135%	Instream 30"	160%	Instream > 30"	on demand	<b>+</b>	<table border="1"> <thead> <tr> <th>NETWORK*</th> </tr> </thead> <tbody> <tr> <td>+ € 0 CPM</td> </tr> <tr> <td><b>PLAY or VRT Max or HBO Max ***</b></td> </tr> <tr> <td>+ € 10 CPM</td> </tr> </tbody> </table>	NETWORK*	+ € 0 CPM	<b>PLAY or VRT Max or HBO Max ***</b>	+ € 10 CPM	<b>+</b>	<table border="1"> <thead> <tr> <th colspan="2">CTV TARGETING**</th> </tr> </thead> <tbody> <tr> <td colspan="2">+ € 5 CPM</td> </tr> </tbody> </table>	CTV TARGETING**		+ € 5 CPM		<b>+</b>	<table border="1"> <thead> <tr> <th colspan="2">TARGETING SUPPLEMENTS<sup>1</sup></th> </tr> </thead> <tbody> <tr> <th colspan="2">AGE</th> </tr> <tr> <td>18-24</td> <td>20%</td> </tr> <tr> <td>18-34</td> <td>20%</td> </tr> <tr> <td>18-44</td> <td>20%</td> </tr> <tr> <td>18-54</td> <td>20%</td> </tr> <tr> <td>Custom age</td> <td>40%</td> </tr> <tr> <th colspan="2">GENDER</th> </tr> <tr> <td>Men</td> <td>10%</td> </tr> <tr> <td>Women</td> <td>10%</td> </tr> <tr> <th colspan="2">LANGUAGE</th> </tr> <tr> <td>NL</td> <td>0%</td> </tr> <tr> <td>FR</td> <td>0%</td> </tr> <tr> <th colspan="2">GEOGRAPHIC</th> </tr> <tr> <td colspan="2">10%</td> </tr> </tbody> </table>	TARGETING SUPPLEMENTS <sup>1</sup>		AGE		18-24	20%	18-34	20%	18-44	20%	18-54	20%	Custom age	40%	GENDER		Men	10%	Women	10%	LANGUAGE		NL	0%	FR	0%	GEOGRAPHIC		10%	
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<sup>1</sup> cumulative

# VIDEO ADVERTISING PROGRAMMATIC - NON-GUARANTEED - PMP

CPM (Cost Per Thousand Impressions)

## SHORTFORM

	INSTREAM 6"	INSTREAM 15"
TITLE	PMP FLOOR	
Ads & Data Run of Network	€ 8	€ 13
News	€ 10	€ 15,5
Sport	€ 11	€ 16,5
Entertainment	€ 11	€ 16,5

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### TECHNICAL SPECIFICATIONS

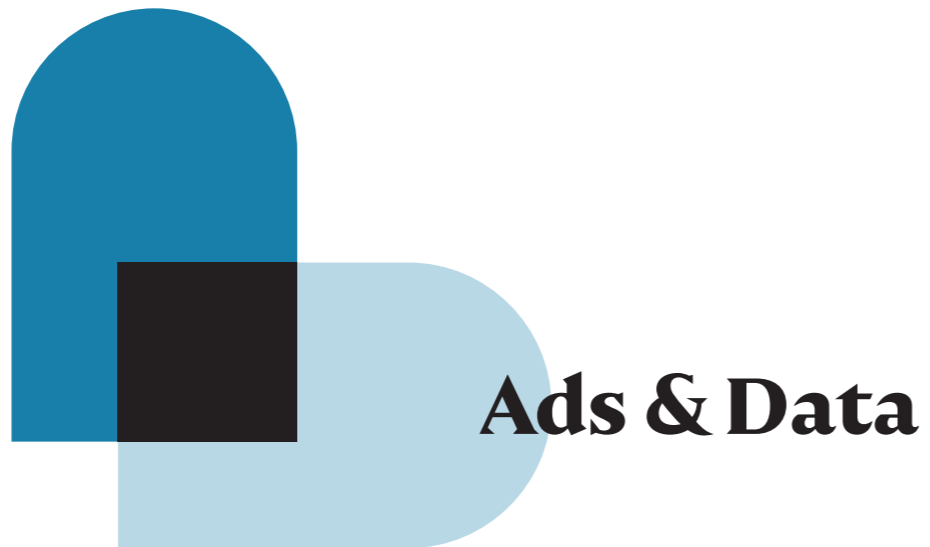
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Magnite xandr

# CONTACT



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