

NOVA GROUP

SALES POLICY

2017



Prague, October 2016

This presentation about 2017 sales policy is for informative purpose only, it is not concrete offer. Binding conditions for each client's contract follow General terms and price conditions of TV Nova s.r.o. for 2017.

Table of Contents



Section	Page
GRP Sales	4
Sponsorship	18
Product Placement	26
Internet	29
Cable Channels	35
Teleshopping	41



Products and Services in 2017

Measured TV channels *

- Nova
- Nova Cinema
- Nova 2
- Nova Action
- Nova Gold

Other media channels

- Sponsorship
- Product Placement
- Internet (websites)
- TV cable channels

* Target Group: **Adults 15-54**





GRP Sales

CPP Volume Discount



CPP grid		Quantification of the final av. ref. CPP at the edges of the interval	
Volume interval (CZK)	Auxiliary quantity of CPP within the interval *	The final average ref. CPP of the client at the start of interval	The final average ref. CPP of the client at the end of interval
0 mio. – 1 999 999	22 354	22 354	22 354
2 mio. – 4 999 999	21 230	22 354	21 666
5 mio. – 9 999 999	20 767	21 666	21 207
10 mio. – 19 999 999	20 092	21 207	20 634
20 mio. – 29 999 999	19 005	20 634	20 061
30 mio. – 39 999 999	18 345	20 061	19 603
40 mio. – 49 999 999	17 995	19 603	19 259
50 mio. – 59 999 999	16 800	19 259	18 800
60 mio. – 69 999 999	16 000	18 800	18 341
70 mio. – 79 999 999	15 219	18 341	17 883
80 mio. – 89 999 999	14 458	17 883	17 424
90 mio. – 109 999 999	13 768	17 424	16 622

* The Average Ref. CPP will be calculated based on each client's exact volume committed.

Early Signature Discount



Early signature discount	
COMMITMENT SIGNED BY	
December 1 st , 2016	January 13 th , 2017
CPP discount	CPP discount
10%	5%

OMCH Discount



Other media channels investment

6% OMCH investment with split being specified	10% OMCH investment into at least to 3 channels & at least 2% in each
CPP discount	CPP discount
4%	6%

New Client Discount



New client discount

The client did not invest
in GRP campaign
on Nova Group
last 24 months

The client did not invest
in GRP campaign
on TV market
last 24 months

CPP discount

CPP discount

10%

15%

Prepayment Discount



Optional prepayment discount

% of prepaid volume	Net reference CPP discount
20%	4%
40%	5%
60%	6%

The prepayment discount rate to be applied pro rata in relation to the number of months of the binding order (from the start of communication till the end of communication).

Nova Group Split



Nova Group GRP split

TV Nova	Nova Cinema	Nova 2 + Nova Action + Nova Gold
77%	14%	9%

The Channel split can be adjusted during the year based on the performance of measured channels offered by Nova Group.

TV Day Parts



TV day parts

TV channels	OFF PT	PT	Super PT
TV Nova	23:01 – 17:59	18:00 – 19:29 21:31 – 23:00	19:30- 21:30
Other measured TV channels	23:01 – 17:59	18:00 – 23:00	
Coefficients	0,8	1,0	1,2

Monthly Coefficients



Monthly coefficients (GRP sales)	
Month	Coefficient
January	0,70
February	0,80
March	1,05
April	1,25
May	1,25
June	1,15
July	0,80
August	0,85
September	1,20
October	1,35
November	1,35
December A*	1,15
December B*	0,80

*Dec A = 1.12. – 22.12.

*Dec B = 23.12. – 31.12.

Spot Length Coefficients



Spot length indexing (GRP sales)

Spot length	Coefficient
10 s	0,50
15 s	0,75
20 s	0,90
25 s	0,95
30 s	1,00
35 s	1,20
40 s	1,35
45 s	1,50
50 s	1,65
55 s	1,85
60 s	2,00

Tandem Coefficients



Tandem spot (GRP sales)	
Spot length	Coefficient
15 s	0,85
20 s	0,90
25 s	1,10
30 s	1,25
35 s	1,35
40 s	1,50
45 s	1,60
50 s	1,70
55 s	1,85
60 s	2,00

Surcharges



Other possibilities of cooperation *

Surcharges	%
Increase of TV Nova split within TV channels	15%
Promotion of every other product or client in advertising spot	15%
Active pop –up in commercial spots	15%
Placement of the advertising spot at requested position	10%

*Any new products introduced during 2017 will be priced separately upon its introduction to the market

Performance Trading



Product features

- **Full planning services for small and medium clients**
- **Guarantee of reach/frequency delivery in a particular client target audience**
- **Volume contracting based on Nova optimisation linking guaranteed reach/frequency**
- **100% Nova planning**



OTHER MEDIA CHANNELS (OMCH)

Sponsorship

Product Placement

Internet

Cable channels



Sponsorship

Sponsorship Products and Services



- Sponsor of TV channel
- Sponsor of program
- Sponsor of TV guide
- Sponsor of program teasers
- Sponsor message integrated into program teasers
- Pop – ups
- Pop – ups in local production

Sponsorship Discounts & Surcharges



Sponsorship policy 2017

Discount policy

Signing the sponsorship binding order	5%
Early signature discount	5% resp. 10%
Sponsoring volume discount	6 – 20%
New client discount *	15%

**The client did not invest in sponsorship in last 12 months. A new client discount in Snídaně s Novou can be applied in case of a minimum investment of 100 000 CZK.*

Surcharge policy

Surcharge for another brand	15%
-----------------------------	-----

Price calculation:

Price list

- x monthly coefficient
- x sum of basic discounts or surcharges
- x new client discount

Sponsorship Volume Discount



Sponsorship volume discount	
Volume (CZK)	Discount
0,5 – 0,99 mio. CZK	6%
1,0 – 1,99 mio. CZK	8%
2,0 – 2,99 mio. CZK	10%
3,0 – 3,99 mio. CZK	12%
4,0 – 4,99 mio. CZK	14%
5,0 – 5,99 mio. CZK	16%
6,0 – 6,99 mio. CZK	18%
7,0 mio. CZK and more	20%

Sponsorship Monthly Coefficients



Sponsorship monthly coefficients	
Month	Coefficient
January	0,70
February	0,70
March	1,00
April	1,30
May	1,30
June	1,10
July	0,70
August	0,75
September	1,20
October	1,35
November	1,35
December	1,20



Price list of selected formats in Sponsorship

TV Nova	Basic price for sponsorship messages	
„Ordinace v růžové zahradě 2“	360 000 CZK	2 x 10''
Re-run „Ordinace v růžové zahradě 2“	55 000 CZK	2 x 10''
„Ulice“	200 000 CZK	2 x 10''
Re-run „Ulice“	40 000 CZK	2 x 10''
Sponsor before main TV News	120 000 CZK	1 x 10''
Sponsor between main TV News and Sport News	150 000 CZK	1 x 10''
Sponsor after Sport News	130 000 CZK	1 x 10''
Sponsor before main programme	120 000 CZK	1 x 10''
Sponsor of time info before main TV News	125 000 CZK	1 x 10''
Sponsor of Weather after main TV News	210 000 CZK	2 x 10''
Sponsor of Weather before main TV News	90 000 CZK	2 x 10''
Movies from 20:20 to 22:00 h.	260 000 CZK	2 x 10''
Movies from 22:01 to 23:00 h.	150 000 CZK	2 x 10''
Movies at weekend from 17:30 h.	90 000 CZK	2 x 10''

Note: The price list of all available sponsorship formats for 2017 available on <http://www.novagroup.cz/obchod/sponzoring>

Breakfast with Nova: Products and Services



- Pre-recorded reportage
- Professions: „Try it yourself“
- Thematic window
- Weekly contest
- Breakfast with Nova on the road
- Behind the scenes
- PP Breakfast menu

Price list of Breakfast with Nova



Format of communication	Region Bohemia	Region Moravia
PP Breakfast menu	50 000 CZK	50 000 CZK
Pre-recorded reportage	64 000 CZK	74 000 CZK
Professions: „Try it yourself“	84 000 CZK	94 000 CZK
Behind the scenes	74 000 CZK	84 000 CZK
Thematic window with 1 day contest	70 000 CZK	70 000 CZK
Thematic window with Sponsorship Messages	70 000 CZK	70 000 CZK
Weekly contest	150 000 CZK	150 000 CZK
Breakfast with Nova on the road	350 000 CZK	350 000 CZK



Product Placement

Product Placement Policy



Product placement policy 2017

Conditions	Discount
100% prepayment	3%
Signing the PP binding order	5%
Volume discount (below)	5 – 14%
Early signature discount	5 % resp. 10%
New client discount *	15 %

Volume	Discount
0,5 – 1,49 mil. CZK	5%
1,5 – 2,49 mil. CZK	8%
2,5 – 3,49 mil. CZK	11%
3,5 mil. CZK and more	14%

Price calculation:

Price list

- x prepayment discount
- x BO discount
- x volume discount
- x early signature discount
- x new client discount

* The client did not invest in product placement in last 24 months.

Product Placement Price list



Format	Active PP	Passive PP	Contest
Series			
„Ordinace v růžové zahradě 2“	220 000 CZK	110 000 CZK	
„Ulice“	180 000 CZK	90 000 CZK	
Magazines			
„Rady ptáka Loskutáka“	130 000 CZK for rep.	50 000 CZK	70 000 CZK
„Tescoma s chutí“	35 000 CZK for 3 ep.		
„PRÁSK!“	110 000 CZK for rep.		80 000 CZK
TSH			
„Tipy ptáka Loskutáka“	295 000 CZK		



Internet

Internet Coefficients



Internet policy 2017

Time period	Coefficient
Low season coefficient for calculation in period 26.12. 2016 – 26.2. 2017	0,85
Coefficient for calculation in period other than defined above or below	1,00
High season coefficient in period 17.4. – 25.6. 2017, 2.10. 2017 – 17.12. 2017	1,15



Internet Discounts

Internet discount policy

Volume	Discount	
100% prepayment	3%	
Signing the internet binding order	or	5% (up to 1 mio CZK)
		10% (above 1 mio CZK)
Y/Y increase of investment in internet	or	5% (up to 1 mio CZK)
		8% (above 1 mio CZK)
New client (did not invest on Nova Group last 12 months)	or	10% (up to 1 mio CZK)
		15% (above 1 mio CZK)
Early signature discount	or	10% (till 1 st Dec 2016)
		5% (till 13 th Jan 2017)
Volume discount	3% – 35%	

Internet Price list



Format	Size	Gross price/ Price for period (week)	Impressions (guarantee)	CPT	Users per week (estimation)
VIDEO ADVERTISING					
Overlayer	8 sec.	100 000 CZK	1 000 000	100	475 000
Videospots (within portfolio)	10/15 sec. (coef 0,65)	260 000 CZK	1 000 000	260	475 000
	20/25 sec. (coef 0,95)	380 000 CZK	1 000 000	380	475 000
	30 sec. (basic length)	400 000 CZK	1 000 000	400	475 000
FLOATING					
Leaderboard	745x100 - 970x210	200 000 CZK	2 000 000	100	850 000
Rectangle	300x250	120 000 CZK	2 000 000	60	1 250 000
PR tip	100x60 + 70 characters	12 000 CZK	1 000 000	12	850 000
NEWS					
Leaderboard	745x100 - 970x210	150 000 CZK	1 000 000	150	550 000
Rectangle	300x250 - 300x600	100 000 CZK	1 000 000	100	550 000
Board	970x300	37 500 CZK	750 000	50	550 000
PR article	text, photo, video	25 000 CZK			
Gate (branding)	according specification	175 000 CZK	500 000	350	500 000
Interstitial		150 000 CZK	300 000	500	300 000
NOVA.cz /NOVA PLUS					
Leaderboard	745x100 - 970x210	75 000 CZK	500 000	150	200 000
Rectangle	300x250 - 300x600	50 000 CZK	500 000	100	200 000
Board	970 x 300	25 000 CZK	500 000	50	200 000
PR tip	100 x 60 + 70 characters	4 500 CZK	300 000	15	200 000
PR article	text, photo, video	175 000 CZK	500 000	350	200 000
Gate (branding)	according specification	125 000 CZK	500 000	250	200 000
Interstitial		40 000 CZK	80 000	500	100 000

Internet Volume Discount



Discount according Net volume amount to the Internet

From	To	Discount
15 000 CZK	29 999 CZK	3%
30 000 CZK	59 999 CZK	7%
60 000 CZK	99 999 CZK	10%
100 000 CZK	149 999 CZK	13%
150 000 CZK	199 999 CZK	14%
200 000 CZK	299 999 CZK	16%
300 000 CZK	399 999 CZK	18%
400 000 CZK	499 999 CZK	19%
500 000 CZK	649 999 CZK	20%
650 000 CZK	849 999 CZK	21%
850 000 CZK	999 999 CZK	22%
1 000 000 CZK	1 499 999 CZK	25%
1 500 000 CZK	1 999 999 CZK	28%
2 000 000 CZK	2 499 999 CZK	30%
2 500 000 CZK	2 999 999 CZK	32%
3 000 000 CZK	3 999 999 CZK	33%
4 000 000 CZK	and more	35%

Internet Surcharges



Other cooperation in Internet

Surcharges

High season (17.4. – 25.6. 2017; 2.10. 2017 – 17.12. 2017)	Coefficient 1,15
+ sound	Coefficient 1,1
+ videobanner	Coefficient 1,25
Targeting to section or region	Coefficient 1,3
Frequency cut	Coefficient 1,3
Replacement or modification of materials during the campaign	Coefficient 1,1
Data size exceeded	Proportionate to %
Promote multiple brands in one campaign	Coefficient 1,3 for brand
Placement more than 2 banners in a campaign	Coefficient 1,1



Cable Channels

Cable Channels Policy



Cable channels 2017	
Policy	Discount
Basic discount	
Volume discount	10% – 35%
Early signature discount for multimedia BO *	5% resp. 10%
BO discount just for NS 1,2 **	5%
Additional discount	
New client discount NS 1,2 ***	15%

* Signature of MBO till 1.12. 2016 = 10% discount; signature of MBO till 13.1. 2017 = 5% discount.

** Signature of BO to Nova Sport 1,2 min. 2 months before campaign. It is not possible to combine with early signature discount for MBO.

*** In case that client did not invest on Nova Sport 1,2 last 24 months & volume investment min. 50 000 CZK excl. VAT. This discount applicable just for the volume guaranteed in binding order.

Cable Channels Volume discount



Cable channels volume discount

Volume	Discount
20 000 – 49 999 CZK	10%
50 000 – 99 999 CZK	15%
100 000 – 199 999 CZK	20%
200 000 – 299 999 CZK	25%
300 000 – 499 999 CZK	30%
500 000 – 999 999 CZK	35%

Cable Channels Price list of TV spots



TV spots on cable channels	
Floating – time slot	Price /30"
Floating slot I. Mon-Fri: 24:00 – 17:00, Sat-Sun: 24:00 – 12:00	1 900 Kč
Floating slot II. Mon-Fri: 17:00 – 24:00, Sat-Sun: 12:00 – 24:00	3 800 Kč
Floating slot III. for 3. 7. 2017 – 16. 7. 2017 Mon-Fri: 13:00 – 23:00, Sat-Sun: 13:00 – 23:00	4 800 Kč
Selection of program formats	Price /30"
Placing of spots only by the selected programs	5 600 CZK

Note: Price excl. VAT

Cable Channels Coefficients



Monthly coefficients for TV spots

Month	Coefficient
January	0,80
February	0,80
March	1,00
April	1,10
May	1,10
June	1,10
July	0,80
August	0,80
September	1,00
October	1,10
November	1,10
December	1,00

Spot length indexing

Length	Coefficient
10 s	0,50
15 s	0,75
20 s	0,90
25 s	0,95
30 s	1,00
35 s	1,20
40 s	1,35
45 s	1,50
50 s	1,65
55 s	1,85
60 s	2,00



Other formats of communication on Cable Channels

Sponsorship price list		Other commercial formats	
Sponsorship	Price for 1x10" sponsor. message	Pop - ups	Price for 1x7" pop-up
Wimbledon	4 300 CZK	Price list of static/animated pop-up	2 000 CZK
UEFA	3 600 CZK		2 000 CZK
Moto GP	3 100 CZK	Production of static/animated pop-up	2 000 CZK
Football (FA Cup, ...)	3 000 CZK		2 000 CZK
NHL, NBA	2 800 CZK	Mini shows	Price for 1 minute
Sponsor of other sport event	2 500 CZK	Mini show including 2x10" sponsorship message before and after mini show	7 000 CZK
Sponsor of program (timer)	2 500 CZK		
Sport magazines	2 000 CZK		
<ul style="list-style-type: none"> ➤ Min. number of sponsorship messages by 1 program is 2x10". ➤ For sponsorship there are no monthly coefficients to be applied (monthly coefficients are applied only by TV spots). 		<ul style="list-style-type: none"> ➤ Min. length of 1 mini show is 1 minute without 2x10" spons. messages (i.e. 1 min and 20 seconds including 2x10" sp. m.) The price of mini show includes 2x10" sponsorship messages. ➤ Min. volume for mini show is 50.000 CZK. 	

Note:
 Any new products for sponsorship and pop-ups introduced during 2017 will be priced separately at the moment of the launch. There is necessary to combine the pop-ups with the sponsorship of the same program. Price list of all formats excl. VAT.



Teleshopping

Teleshopping Price list



Price list of TSH spots

TV CHANNEL	01:30 - 02:30	5:00 - 6:00	6:00- 7:00	6:30 - 7:00	8:00- 09:00	9:00- 09:30	11:00- 12:00	12:00 - 13:00	13:00 - 14:00	15:00- 16:00	17:00 - 18:00
Nova	850 CZK	1 100 CZK									
Nova Cinema	550 CZK		850 CZK				1 600 CZK				
Nova 2				550 CZK				650 CZK			
Nova Gold						650 CZK			750 CZK	750 CZK	
Nova Action					650 CZK			750 CZK		850 CZK	
Nova Sport							600 CZK		600 CZK		600 CZK

Price for 1 TSH min

