



THE FREE STREAMING PLATFORM FOR PREMIUM LIVE SPORTS, DOCUMENTARIES AND MORE

ServusTV On is ServusTV's free streaming platform with exclusive premium content such as over 700 live sports events per year, in-house produced fiction and a variety of unique 24-hour themed streams. In addition to around 45 sports rights, ServusTV's digital home includes more than 5,000 permanently available video-on-demand contents from the areas of information, entertainment, knowledge, documentaries, home and nature. ServusTV On can be accessed free of charge via the mobile and smart TV app on all end devices.



Page Impressions (GA, mtl. Ø 2024)

9,708,000



Sessions (GA, mtl. Ø 2024)

5,355,000



Video Views (Datazoom, Google Analytics, AppFigures*)

84,800,000



Highlights 2024

month
month
month
month

Januar
Februar
März
März

on
on
on
on

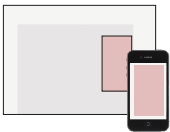
ServusTV On
ServusTV On
ServusTV On
ServusTV On

Highlight
Highlight
Highlight
Highlight

Australian Open 2025
K.o.-Phase UEFA Europa League
Start Formel 1 Saison
Start MotoGP Saison



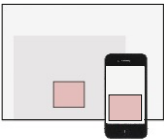
CLASSIC DISPLAY



Halfpage Ad

300 x 600 px
Desktop/Mobile
ROS TKP

50.–



MPU

300 x 250 px
Desktop/Mobile
ROS TKP

30.–



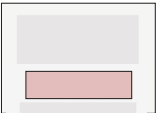
Newsletter
Integration

- 19,500 Subscriptions
- Weekly dispatch
(AT: on thursdays, DE: on fridays)

Integration options:

- Content Teaser
 - Image (857x580 px)
 - Title (35 characters incl. spaces)
 - Text (120 characters incl. spaces)
- Or Banner
 - MPU (300x250 px)
- Target URL

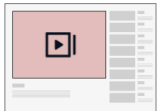
price 1,990.–



Billboard

970 x 250 px
Desktop
ROS TKP

50.–



PRE- & MID-
ROLL SPOT

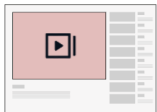
- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legal labeling as advertising incl. countdown
- Frequency Capping max. 5 per week

TKP ROS
5-10 sec
11-15 sec
16-20 sec
21-30 sec

45.–
55.–
65.–
90.–

TKP SPORT
5-10 sec
11-15 sec
16-20 sec
21-30 sec

55.–
65.–
75.–
105.–



PRE-ROLL
SPOT

- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legal labeling as advertising incl. countdown
- Frequency Capping max. 5 per week

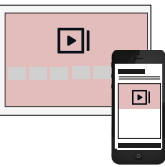
TKP ROS
5-10 sec
11-15 sec
16-20 sec
21-30 sec

50.–
60.–
70.–
95.–

TKP SPORT
5-10 sec
11-15 sec
16-20 sec
21-30 sec

60.–
70.–
80.–
110.–

SPECIAL ADVERTISING FORMATS



„Brandship“

The special form of advertising in a class of its own:

- We make the servustv.com homepage appear in your layout: By means of header placement and your video as well as billboard, halfpage ad, MPU you achieve maximum attention for your advertising message.
- In addition, you can emotionalize your message with your videos and related content in your own brandroom channel.

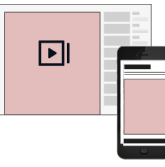
Duration: Homepage 1 day / Own channel: 4 weeks

Guaranteed Services:

- **Home page:** Tile and header image - 1st position
- Sticky navigation
- 3 fixed advertising formats (BB, HPA, MPU)
- **Own channel:** with individual background
- Fixed placement of advertising media in coordination
- Arrangement of videos and number in coordination
- Integration of related content ServusTV On in coordination

price

on request



Native Video Story

Use our digital reach for your message:

- Publication of a 4-minute contribution¹ on ServusTV On
- Design of the contribution in the style/quality of a "Servus am Abend" contribution incl. legal labeling as advertising within the video
- Posting of the contribution on Facebook
- Production and licensing of the contribution in customer CI with certain rights of use

Running time: 4 weeks

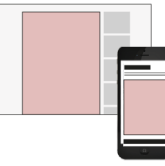
Guaranteed Services:

- 2,000 Video views
- 100,000 Social impressions

price

from 9,800.–
Design costs included

PRICE GAME



Price game

The online price game on servustv.com:

You choose the price.

- Prepared and placed in the form of an advertorial
- (product presentation & direct link)

Duration: Minimum 7 days | Maximum 14 days

Services:

- Promotion of the post with a content teaser
- Social media activation (Facebook posting)
- 1x Integration of the article teaser in the newsletter (if the runtime allows it)

price

4,500.–
Design costs included

Extension module:

- Online for 7 additional days
- 1x social media activity (Instagram/Facebook)

price

500.–

¹ Promotional web article. Content is agreed with the customer in advance.
Last update April 2025