



# 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

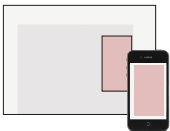
Australian Open 2025  
K.o.-Phase UEFA Europa League  
Start Formel 1 Saison  
Start MotoGP Saison

GA = Google Analytics; \* excl. other countries than AT+DE & excl. Device Category „other“  
All figures rounded

Last updated: July 2025



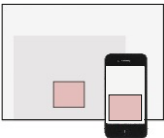
CLASSIC DISPLAY



Halfpage Ad

300 x 600 px  
Desktop/Mobile  
ROS TKP

50.–



MPU

300 x 250 px  
Desktop/Mobile  
ROS TKP

30.–



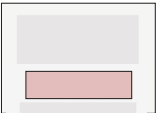
Newsletter  
Integration

- 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

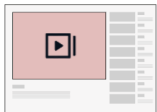
- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legal labeling as advertising incl. countdown
- Frequency Capping max. 5 per week

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

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

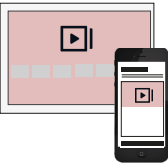
50.–  
60.–  
70.–  
95.–

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

60.–  
70.–  
80.–  
110.–

Social media activities are implemented by the editorial team.  
10% surcharge per filter and frequency capping, other advertising media on request.  
All prices in euros, excluding statutory taxes and duties. Technical specifications: <https://network.redbullmediahouse.com/d/datenanlieferung>  
All information on terms and conditions and data delivery for the online portal at: <https://www.redbullmediahouse.com/agb-digital>.

# SPECIAL ADVERTISING FORMATS



## „Brandship“

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

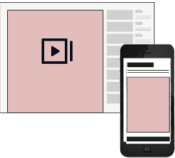
- We make the servustv.com homepage appear in your layout: By means of header placement and your video as well as billboard, halfpage ad, MPU you achieve maximum attention for your advertising message.
- In addition, you can emotionalize your message with your videos and related content in your own brandroom 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 contribution<sup>1</sup> on ServusTV On
- Design of the contribution in the style/quality of a "Servus am Abend" contribution
- Posting of the contribution on Facebook
- Production and licensing of the contribution in customer CI with certain rights of use for your owned media channels

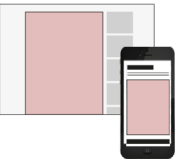
**Running time:** 4 weeks

**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.–

<sup>1</sup> incl. labeling with advertising. Content is agreed with you in advance.