



SIMPLY GOOD TELEVISION

As the country's widest-reaching private broadcaster, ServusTV offers its viewers a unique variety of content: from live sport, home and unique weather, to atmospheric popular culture, news and current affairs. And all of this in the highest quality, with award-winning presenters, in one of the most modern TV studios in Europe



Viewers per day (AGTT/GFK Teletest 01.01.-31.12.2024)

2.3 Mio



Viewers per month (AGTT/GFK Teletest 01.01.-31.12.2024)

6.2 Mio



Share of in-house production

~ 70 %



reach

HIGHEST REACH IN AUSTRIAN PRIVATE TELEVISION



Highlights 2026

Month	January	on	ServusTV On	Highlight	Australian Open 2026
Monht	January	on	ServusTV On	Highlight	K.O.-stage UEFA Europa League & UEFA Europa Conference League
Month	March	on	ServusTV On	Highlight	Start of the Formula 1 Saison
Month	March	on	ServusTV On	Highlight	Start of the MotoGP Saison
Month	May	on	ServusTV On	Highlight	French Open 2026
Month	June	on	ServusTV On	Highlight	FIFA World Cup 2026
Month	July	on	ServusTV On	Highlight	Generali Open 2026, Kitzbühel
Month	September	on	ServusTV On	Highlight	Start of the group stage of the UEFA Europa League 26/27 & the UEFA Europa Conference League 26/27
Month	October	on	ServusTV On	Highlight	Erste Bank Open 2026, Wien

All figures rounded  
Source: From 1.9.24: AGTT TELETTEST 2.0, until 31.8.24: AGTT / GfK TELETTEST; Evogenius Reporting; 01.01.2016-31.12.2024; person-weighted; including VOSDAL/Timeshift; Standard  
Last updated: November 2025

## SURCHARGES, RATES & DEADLINES 2026



First, second, second-last and last placement	40%
Pre Split, Single Spot, Single Split	50%
Compound surcharge	No surcharge
Contributions in the service of the general public & socials*	50% discount < 4 weeks before the broadcast date 30% of the corresponding advertising price (i.e. without deduction of discounts; agency commission and discounts = gross order amount) plus VAT
Cancellation period	

## DISCOUNT TABLE 2026



Discount	Revenue / client
3%	from 25,000.–
4%	from 35,000.–
5%	from 45,000.–
6%	from 55,000.–
7%	from 70,000.–
8%	from 85,000.–
9%	from 100,000.–
10%	from 125,000.–
11%	from 165,000.–
12%	from 210,000.–
13%	from 260,000.–
14%	from 330,000.–
15%	from 420,000.–

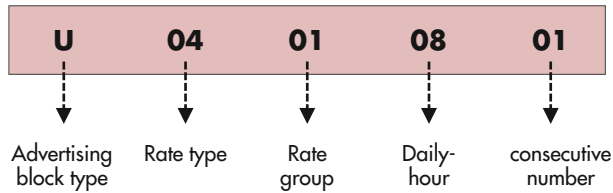
\*No further deduction possible. Valid from 01.01.2026.

Sales volumes from traditional special forms of advertising are eligible for discount and generate volume. Sales volumes from sponsorships are neither discountable nor volume-generating.

Subject to changes and printing errors.

Last updated: November 2025

## INFORMATION ADVERTISING BLOCK SCHEDULE



The ad break coding system is as follows: The standardized eight-digit commercial break coding across all stations ensures the clear identification of commercial breaks in the course of a broadcasting day.

- U 04 01 08 01  
**U = Advertising block types :**  
 This is additional information for the advertising block.
- U 04 01 08 01  
**04 = Rate types :**  
 The first and second digits of the eight-digit code stand for the tariff type, which provides information about the type of advertising block (related to advertising form or environment).
- U 04 01 08 01  
**01 = Rate group:**  
 The third and fourth digits stand for the price group of the advertising block. This can be found in the first column of the price list.
- U 04 01 08 01  
**08 = Daily hour:**  
 Positions five and six provide information about the scheduled hour in which the commercial break is broadcast.
- U 04 01 08 01  
**01 = consecutive number:**  
 Digits seven and eight stand for the number of the advertising block within the price group on a given day

**Advertising block types:**  
 U = Breaker advertising block  
 S = Scharnierwerbeblock  
 EVENT = Event advertising block  
 SPORT = Sport advertising block

**Rate types**  
 01 = Scharnier  
 04 = breaker  
 21 = Event Sport  
 22 = Event general  
 90 = Pre-Split  
 91 = Format-Sponsoring  
 95 = exclusive positioning  
 99 = other special advertising formats