



## 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 TV



Highlights 2025

month	<b>Januar</b>	on	<b>ServusTV</b>	Highlight	<b>Australian Open 2025</b>
month	<b>Februar</b>	on	<b>ServusTV</b>	Highlight	<b>K.o.-Phase UEFA Europa League</b>
month	<b>März</b>	on	<b>ServusTV</b>	Highlight	<b>Start Formel 1 Saison</b>
month	<b>März</b>	on	<b>ServusTV</b>	Highlight	<b>Start MotoGP Saison</b>

## SURCHARGES, RATES & DEADLINES 2025



<b>First, second, second-last and last placement</b>	40%
<b>Pre Split, Single Spot, Single Split</b>	50%
<b>Compound surcharge</b>	No surcharge
<b>Contributions in the service of the general public &amp; socials*</b>	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
<b>Cancellation period</b>	

## DISCOUNT TABLE 2025

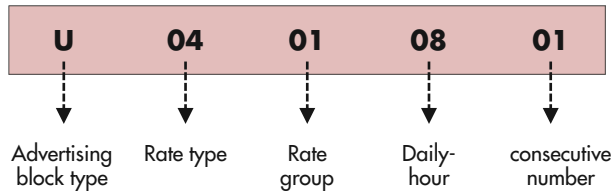


<b>Discount</b>	<b>Revenue / client</b>
3%	from 25,000.-
4%	from 35,000.-
5%	from 45,000.-
6%	from 55,000.-
7%	from 70,000.-
8%	from 85,000.-
9%	from 100,000.-
10%	from 125,000.-
11%	from 165,000.-
12%	from 210,000.-
13%	from 260,000.-
14%	from 330,000.-
15%	from 420,000.-

\*No further deduction possible. Valid from 01.01.2025.

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 update on 10.10.2024.

## 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 = Scharnierwerbblock  
 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