

Video prices

2026



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Big Screen

Gross CPM in €

Advertising form (genre)	Spot length	Run of TV Streaming TV	Run of Site
BigScreen Spot (ATV & In-Stream)	10", 15", 20"	100	
	30"	105	
CTV Spot (Pre- AND Mid-Roll) (In-Stream)	10"-20"	100	110
	21"-30"	105	115
ATV Spot (ATV)	10", 15", 20"	110	
Switch In Spot (ATV)	10"	100	
Switch In Bumper (ATV)	6"	75	
Switch In XXL (ATV)	10"	70	

Multiscreen

Gross CPM in €

Advertising form (genre)	Spot length	Run of Gaming	Run of Network	Run of Channel	Run of TV Streaming TV	Run of Site
xMedia Spot (ATV & In-Stream)	10", 15", 20"		65	75	90	
	30"		70	80	95	
Pre – AND Mid-Roll (In-Stream)	10"-20"	40	50	65	80	90
	21"-30"	45	55	70	85	95
Pre- OR Mid-Roll (In-Stream)	10"-20"	45	55	70	85	95
	21"-30"	50	60	75	90	100
xMedia Bumper (ATV & In-Stream)	6"		55	65	80	
Bumper (Pre- AND Mid-Roll) (In-Stream)	6"		40	55		80
xMedia Frame (ATV & In-Stream)	10"			70		
Standard Content Frame (In-Stream)	10"			70		95

Notes:

- Prices under "Multiscreen" always refer to playout on all technically available devices (CTV, desktop, tablet, mobile). Optional: Customised combination of devices + €10, CTV exclusion: free of charge
- The above prices apply up to a spot length of 30 seconds (exception: bumper ad up to 9 seconds). There is a gross CPM surcharge of €5 for every 5 seconds of additional spot length for in-stream.
- Individualised inventory compilations on request.
- Delivery subject to availability - no entitlement to delivery on specific devices or inventories.



Targeting prices 2026

Gross CPM surcharges in €

Profile-based targeting

Sociodemographics / interest	+10
Smart Group/ Behaviour Group	+15
Custom Targeting	On request

Sequential targeting

Reminder/ Incremental	+10
Frequency ¹	+15

Geo targeting²

State, city, postcode area	+5
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¹ Surcharges apply exclusively to cross-genre extensions based on linear TV.

² For ATV spots, localised playout of motifs can only be booked in combination with "Sociodemographics".



General booking conditions

All prices in euros and subject to price adjustments during the year.

Subject to changes and errors.

The minimum booking volume for

ATV & xMedia:

- 15,000 € net invoice amount (national campaigns)
- 7,500 € net invoice amount (regional campaigns)

Digital:

- 7,500 € net invoice amount

- Not all forms of advertising can be booked on all channels or in all environments in all price categories.
- Not all formats can be booked on all sites or in all price categories.
- Delivery subject to availability - no claim to delivery on certain inventories or devices.
- You can find the GTCs at www.ad-alliance.de/agb

Terms of payment:

- Invoice due within 10 days of invoice date.
- A 2% discount will be granted within this period, unless there are still older receivables.



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