



**CONCEPT**

- **TV Plus** is an offer from SAMSUNG & TV DIGITAL for online video content on **Smart TVs**
- Integrated into the usual TV user guidance, users receive additional special interest channels with TV PLUS
- The video content is available linearly and on demand
- TV Plus is closely intertwined with the classic TV channel usage
- Access to TV PLUS directly from the Samsung TV Smart Hub
- Currently more than 25 channels with the themes cars, entertainment, wellness, food, fashion, health, children, coverage
- Constant expansion of the content offer!
- Possibilities for customers to use their existing online videos, eg. from their Youtube channel, to integrate on TV PLUS:
  - **Branded Channel** (own branded TV channel)
  - **Branded Program** (own broadcast within an already existing channel)
  - **Commercials** (pre- and midrolls)

<b>Range</b>	
User per month	> 704,600 <sup>1</sup>
Videoviews per month	> 15.5 Mio. <sup>1</sup>

Find the technical specifications of the advertisements under the following link: <http://www.mediapilot.de/specs>. Changes and errors excepted.

TV Plus is integrated into the operating system of all Samsung Smart TVs from 2016 onwards/<sup>1</sup> source: Google Analytics December 2017



Branded Channel, Branded Program	Guaranteed videoviews per month	Gross price per month
	<b>Minimum duration: 1 month</b>	
<b>Branded Channel</b>	700.000	28.500 €
<b>Branded Program</b>	200.000	9.000 €

VIDEO	PreRoll, MidRoll, Header Outstream Ad (till incl. 20 sec.) <sup>1</sup>	Category: <b>100 €</b> ROS: <b>90 €</b> TK: <b>90 €</b> ROP: <b>70 €</b>
		Bumper Ads (till incl. 6 sec.)

1) Overlength (21-30 sec.) + € 20 CPM // short spots (≤ 15 sec.) - € 20 CPM // VPAID + € 10 CPM