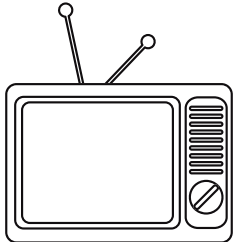


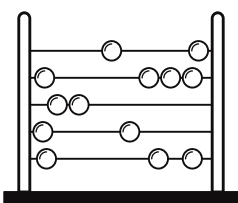
AGGREGATED

ADVERTISING FORMATS

THE VERTICAL BLOCK STRUCTURE



In the Goldbach TV portfolio, aggregated advertising breaks are offered for booking with various broadcasters.



The media performance of several commercial breaks is thus cumulated and the broadcast of the spot in those various breaks takes place automatically.



This allows us to offer you higher advertising pressure and simplified planning.

A FICTITIOUS EXAMPLE

AN EXAMPLE FOR A VERTICAL BREAK
AGGREGATION WITHIN A DAY.

DAYTIME



Planned time	Media performance
14:10	0.2 GRP
14:30	0.2 GRP
15:10	0.3 GRP
15:30	0.3 GRP

Figure of the aggregated commercial breaks in EvoAd/MediaPro

15:00

1.0 GRP*

ACCESS



Planned time	Media performance
17:10	0.3 GRP
17:30	0.4 GRP
18:10	0.4 GRP
18:30	0.4 GRP

Figure of the aggregated commercial breaks in EvoAd/MediaPro

18:00

1.5 GRP*

PRIME



Planned time	Media performance
19:10	0.4 GRP
19:30	0.4 GRP
20:10	0.5 GRP
20:30	0.6 GRP

Figure of the aggregated commercial breaks in EvoAd/MediaPro

20:00

1.9 GRP*

LATE



Planned time	Media performance
23:10	0.5 GRP
23:30	0.5 GRP

Figure of the aggregated commercial breaks in EvoAd/MediaPro

23:00

1.0 GRP*

*cumulated

FOR FURTHER INFORMATION CONTACT:

Thomas Müller

Head of Product Development

T 076 280 59 31

thomas.mueller@goldbach.com