GOLDBACH

SCOPE OF PERFORMANCE GUARANTEE LINEAR TV 2025

TV channel group	RTL Deutschland		RTLZWEI	Groupe M6	TF1 LE GROUPE	MEDIAWAN THEMATICS	C8	Cartoon Network	Seven.One Entertainment Group							CH Media TV	TRC DCH	SWISS1	Discovery	blue Zoom d	VIACOM	TeleTicino *
Target group	RTL / VOX NITRO / ntv	TOGGO / RTL SUPER		M6 / W9 6ter	TFI / TFX TMC	AB3 / RTL9			ProSieben	SAT.1	Kabel Eins	sixx	ProSieben MAXX	SAT.1 GOLD	Puls 8	TV24 / TV25 S1 / 3+ / 4+ 5+ / 6+ / 7+			DMAX TLC		Nickelodeon	
3-14 years	0%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
6-14 years	0%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	80%	0%
15-29 years	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 years	80%	80%	80%	80%	80%	80%	80%	80%	90%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 men	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	90%	0%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 women	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	90%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-49 years	90%	90%	90%	80%	80%	80%	80%	80%	90%	90%	90%	90%	90%	90%	90%	90%	80%	90%	90%	100%	80%	80%
15-49 men	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	100%	80%	80%
15-49 women	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-59 years	80%	80%	80%	80%	80%	80%	80%	80%	80%	90%	80%	80%	80%	80%	80%	80%	90%	80%	80%	80%	80%	90%
HHF 20-49 years	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	90%	80%	80%	80%	80%	80%	80%	80%
HHF 20-59 years	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-49 years	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-49 men	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
30-49 women	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-59 years	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
HHF 20-49 years modern	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
HHF 20-59 years modern	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%

Goldbach Media AG may compensate for reduced performances in relation to the performance guarantee scope by placing additional bookings during an ongoing campaign (performance compensation). If this does not occur, the client shall be entitled to a respective performance compensation claim (performance credit) per TV channel group, which shall be shown in gross CHF. This performance compensation claim must be used by the client by the end of the year, otherwise it expires. There is no payout option for performance compensation claims.

The data used for guarantee billing in the GRP monitor of the MediaPro booking tool from Goldbach Media AG is based on the TV usage data collected by Mediapulse in Switzerland, including time-shifted usage (Fact "Overnight +7 based on Hi-Res TV Boost ") and guests. This ensures data consistency between MediaPro and the TV advertising tool EvoAd.

Performance guarantee on Freespace: No performance compensation is granted on Freespace on any TV channel.
* = from 01.03.2025