

## PERFORMANCES GARANTIES TV LINÉAIRE 2025

| Les groupes de chaînes       | RTL Deutschland          |                      | RTIZWEI | 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 * |   |             |             |            |        |
|------------------------------|--------------------------|----------------------|---------|-----------|---------------|--------------------|-----|-----------------|-------------------------------|------------------|------------|-----------|-------|------------|------|-----------|-------------|---------|--------|-----------|-------------|--------|--------------|---|-------------|-------------|------------|--------|
|                              | RTL / VOX<br>NITRO / ntv | TOGGO /<br>RTL SUPER |         |           |               |                    |     |                 | M6 / W9<br>6ter               | TF1 / TFX<br>TMC | AB3 / RTL9 | ProSieben | SAT.1 | Kabel Eins | sixx | ProSieben |             |         |        |           |             |        |              | TV24 / TV25<br>S1 / 3+ / 4+<br>5+ / 6+ / 7+ | DMAX<br>TLC | Nickelodeon |            |        |
|                              |                          |                      |         |           |               |                    |     |                 |                               |                  |            |           |       |            |      | MAXX      |             |         |        |           |             |        |              |   |             |             | SAT.1 GOLD | Puls 8 |
| 3-14 ans                     | 0%                       | 100%                 | 0%      | 0%        | 0%            | 0%                 | 0%  | 100%            | 0%                            | 0%               | 0%         | 0%        | 0%    | 0%         | 0%   | 0%        | 0%          | 0%      | 0%     | 0%        | 100%        | 0%     |              |   |             |             |            |        |
| 6-14 ans                     | 0%                       | 100%                 | 0%      | 0%        | 0%            | 0%                 | 0%  | 100%            | 0%                            | 0%               | 0%         | 0%        | 0%    | 0%         | 0%   | 0%        | 0%          | 0%      | 0%     | 0%        | 80%         | 0%     |              |   |             |             |            |        |
| 15-29 ans                    | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 80%   | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| 15-39 ans                    | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 90%                           | 80%              | 80%        | 80%       | 80%   | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Hommes 15-39                 | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 0%        | 90%   | 0%         | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Femmes 15-39                 | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 90%       | 0%    | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| 15-49 ans                    | 90%                      | 90%                  | 90%     | 80%       | 80%           | 80%                | 80% | 80%             | 90%                           | 90%              | 90%        | 90%       | 90%   | 90%        | 90%  | 80%       | 90%         | 90%     | 90%    | 100%      | 80%         | 80%    |              |   |             |             |            |        |
| Hommes 15-49                 | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 0%        | 80%   | 0%         | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Femmes 15-49                 | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 0%    | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| 15-59 ans                    | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 90%              | 80%        | 80%       | 80%   | 80%        | 80%  | 80%       | 90%         | 80%     | 80%    | 80%       | 80%         | 90%    |              |   |             |             |            |        |
| Resp. mén. 20-49 ans         | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 80%   | 80%        | 90%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Resp. mén. 20-59 ans         | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 80%   | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| 30-49 ans                    | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 80%   | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Hommes 30-49                 | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 0%        | 80%   | 0%         | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Femmes 30-49                 | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 0%    | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| 30-59 ans                    | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 80%   | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Resp. mén. 20-59 ans moderne | 80%                      | 80%                  | 80%     | 80%       | 80%           | 80%                | 80% | 80%             | 80%                           | 80%              | 80%        | 80%       | 80%   | 80%        | 80%  | 80%       | 80%         | 80%     | 80%    | 80%       | 80%         | 80%    |              |   |             |             |            |        |
| Resp. mén. 20-49 ans moderne | 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 peut réserver dans une moindre mesure, en fonction de la garantie d'audience, des compensations durant la campagne en cours. Dans la mesure où cela n'est pas réalisable, le client a le droit de récupérer ce manque de performance par groupe de chaînes, ce dernier étant crédité en CHF brut. Cet avoir de compensation par groupe de chaînes doit être utilisé par le client avant la fin de l'année, faute de quoi il le perd. Il n'y a aucune possibilité de paiement de cet avoir de compensation.

Les données de base pour le calcul de la garantie dans le GRP-Monitor de l'outil de réservation MediaPro de Goldbach Media AG sont les chiffres TV d'utilisations de Mediapulse en Suisse, inclus l'utilisation en différé (fait „Overnight + 7 sur la base de Hi-Res TV Boost“) et les invités. De cette manière, une unité entre les données de MediaPro et celles de l'outil de mesure TV EvoAd est assurée.

**Performance garantie sur le Freespace :** Plus aucune compensation des spots de freespace ne sera effectuée sur les chaînes.

\* = à partir du 01.03.2025