GOLDBACH

LEISTUNGSGARANTIEUMFANG LINEAR TV 2026

Sendergruppe	RTL Deutschland		RTLZWEI	Groupe M6	TF1 LE GROUPE	MEDIAWAN THEMATICS	Groupe Canal+	Cartoon Network	Seven.One Entertainment Group							CH Media TV	TRC DCH	SWISS1	Discovery	blue	VIACOM	Tele Ticino
Zielgruppe	RTL / VOX NITRO	TOGGO / RTL SUPER		M6 / W9 6ter	TFI / TFX TMC	AB3 / RTL9	CSTAR		ProSieben	SAT.1	Kabel Eins	sixx	ProSieben MAXX	SAT.1 GOLD	Puls 8	TV24 / TV25 S1 / 3+ / 4+ 5+ / 6+ / 7+			DMAX TLC	blue Zoom d blue Zoom f	Nickelodeon	
3-14 Jahre	0%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
6-14 Jahre	0%	100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	80%	0%
15-29 Jahre	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 Jahre	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 männlich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 weiblich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-49 Jahre	90%	90%	90%	80%	80%	80%	100%	80%	90%	90%	90%	90%	90%	90%	90%	90%	80%	90%	90%	90%	80%	80%
15-49 männlich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	0%	90%	0%	80%	80%	80%	80%	80%	80%	80%	80%
15-49 weiblich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	90%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-59 Jahre	90%	90%	90%	80%	80%	80%	100%	80%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	80%	90%
15-59 männlich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
15-59 weiblich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
HHF 20-49 Jahre	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	90%	80%	80%	80%	80%	80%	80%	80%
HHF 20-59 Jahre	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-49 Jahre	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-49 männlich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
30-49 weiblich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-59 Jahre	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-59 männlich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
30-59 weiblich	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
HHF 20-49 Jahre modern	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
HHF 20-59 Jahre modern	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%

Goldbach Media AG kann Minderleistungen gegenüber dem Leistungsgarantieumfang (Leistungsausgleich) während der laufenden Kampagne in Form von Zusatzbuchungen kompensieren. Soweit dies nicht erfolgt, steht dem Kunden ein entsprechender Leistungsausgleichsanspruch (Leistungsguthaben) pro Sendergruppe zu, welcher in brutto CHF ausgewiesen wird. Dieser Leistungsausgleichsanspruch pro Sendergruppe ist vom Kunden bis Ende Jahr zu beziehen, ansonsten verfällt dieser. Es besteht keine Auszahlungsmöglichkeit dieser Leistungsausgleichsansprüche.

Datengrundlage für die Garantieabrechnung im GRP-Monitor des Buchungstools MediaPro von Goldbach Media AG sind die von Mediapulse in der Schweiz erhobenen TV-Nutzungsdaten inkl. der zeitversetzten Nutzung (Fact „Overnight +7 auf Basis Hi-Res TV Boost“) und Gästen. Damit wird zwischen MediaPro und dem TV-Werbetool EvoAd Datengleichheit gewährleistet.

Leistungsgarantie auf Freespace: Auf allen Sendern wird kein Leistungsausgleich auf Freespace gewährt.