

SCOPE OF PERFORMANCE GUARANTEE LINEAR TV 2026

TV channel group	RTL Deutschland			Groupe M6	TF1 LE GROUPE	MEDIAMAN THEMATICS	Groupe Canal+	Cartoon Network	Seven.One Entertainment Group								CH Media TV			Discovery	blue	VIACOM	
	RTL / VOX NITRO	TOGGO / RTL SUPER	RTLZWEI	M6 / W9 6ter	TF1 / TFX TMC	AB3 / RTL9	CSTAR		ProSieben until 30.06.	ProSieben from 01.07.	SAT.1	Kabel Eins	sixx	ProSieben MAXX	SAT.1 GOLD	Puls 8	TV24 / TV25 S1 / 3+ / 4+ 5+ / 6+ / 7+	TRC DCH	SWISS1	DMAX TLC	blue Zoom d blue Zoom f	Nickelodeon	Tele Ticino
Target group																							
3-14 years	0%	100%	0%	0%	0%	0%	0%	100%	0%	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%	0%	80%	0%
15-29 years	80%	80%	80%	80%	80%	80%	100%	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%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 men	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
15-39 women	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-49 years	90%	90%	90%	80%	80%	80%	100%	80%	90%	90%	90%	90%	90%	90%	90%	90%	90%	80%	90%	90%	90%	80%	80%
15-49 men	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	0%	90%	0%	80%	80%	80%	80%	80%	80%	80%	80%
15-49 women	80%	80%	80%	80%	80%	80%	100%	80%	80%	80%	80%	80%	90%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
15-59 years	90%	90%	90%	80%	80%	80%	100%	80%	100%	90%	90%	90%	90%	90%	90%	90%	90%	80%	90%	90%	90%	80%	90%
15-59 men	80%	80%	80%	80%	80%	80%	100%	80%	100%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
15-59 women	80%	80%	80%	80%	80%	80%	100%	80%	100%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
HHF 20-49 years	80%	80%	80%	80%	80%	80%	100%	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%	100%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-49 years	80%	80%	80%	80%	80%	80%	100%	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%	100%	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%	100%	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%	100%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
30-59 men	80%	80%	80%	80%	80%	80%	100%	80%	100%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%
30-59 women	80%	80%	80%	80%	80%	80%	100%	80%	100%	80%	80%	80%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%	80%
HHF 20-49 years modern	80%	80%	80%	80%	80%	80%	100%	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%	100%	80%	100%	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.