

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		Discovery	blue		VIACOM	Tele Tino
	RTL / VOX NITRO	TOGGO / RTL SUPER		M6 / W9 / 6ter bis 31.07.	TF1 / TFX / TMC bis 31.07.	AB3 / RTL9 bis 31.07.	CSTAR bis 31.07.		ProSieben bis 30.06.	ProSieben ab 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 bis 31.07.	Nickelodeon	
Zielgruppe																									
3-14 Jahre	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 Jahre	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 Jahre	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%		
15-39 Jahre	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%		
15-39 männlich	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%		
15-39 weiblich	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%		
15-49 Jahre	90%	90%	90%	80%	80%	80%	80%	80%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	80%	80%		
15-49 männlich	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	90%	0%	80%	80%	80%	80%	80%	80%	80%	80%		
15-49 weiblich	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%		
15-59 Jahre	90%	90%	90%	100%	100%	100%	100%	80%	100%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	100%	80%	90%		
15-59 männlich	80%	80%	80%	100%	100%	100%	100%	80%	100%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	100%	80%	80%		
15-59 weiblich	80%	80%	80%	100%	100%	100%	100%	80%	100%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	100%	80%	80%		
HHF 20-49 Jahre	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	90%	80%	80%	80%	80%	80%	80%	80%	80%		
HHF 20-59 Jahre	80%	80%	80%	100%	100%	100%	100%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	100%	80%	80%		
30-49 Jahre	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%		
30-49 männlich	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%		
30-49 weiblich	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	80%	80%	80%		
30-59 Jahre	80%	80%	80%	100%	100%	100%	100%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	100%	80%	80%		
30-59 männlich	80%	80%	80%	100%	100%	100%	100%	80%	100%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	100%	80%	80%		
30-59 weiblich	80%	80%	80%	100%	100%	100%	100%	80%	100%	80%	80%	80%	0%	80%	0%	80%	80%	80%	80%	80%	100%	80%	80%		
HHF 20-49 Jahre modern	80%	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 Jahre modern	80%	80%	80%	100%	100%	100%	100%	80%	100%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	100%	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.