

LEISTUNGSGARANTIEUMFANG LINEAR TV 2026

Sendergruppe	RTL Deutschland			Groupe M6	TF1 LE GROUPE	MEDIAWA N THEMATICS	Groupe Canal+		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	Cartoon Network	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	Nickelodeon	Tele Ticino
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%	100%	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%	100%	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%	100%	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%	100%	80%	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%	90%	80%	90%	90%	90%	80%	80%
15-49 männlich	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 weiblich	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 Jahre	90%	90%	90%	90%	90%	90%	100%	80%	100%	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%	100%	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%	100%	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%	80%	90%	80%	80%	80%	80%	80%	80%	80%
HHF 20-59 Jahre	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 Jahre	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 männlich	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 weiblich	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 Jahre	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 männlich	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 weiblich	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 Jahre 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 Jahre 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 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.