

# NATIONAL SALES

## ANNUAL AGREEMENTS

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TV 2 Reklamesalg offers advertisers to conclude annual agreements. An annual agreement is a written agreement between the advertiser and TV 2 Reklamesalg on the advertiser's expected revenue from the purchase of advertising space in a calendar year, across TV 2's platforms. An annual agreement guarantees the advertiser all the benefits associated with the agreed annual turnover from the very first campaign. Advertisers who conclude annual agreement with TV 2 Reklamesalg can include the following turnover:

- Advertising time on TV 2
- Advertising time on TV 2 Echo
- Advertising time on TV 2 Charlie
- Advertising time on TV 2 Fri
- Advertising time on TV 2 News
- Advertising time on TV 2 Sport
- Advertising time on Addressable TV
- Advertising time on Online-Video
- tv2.dk and Mobil
- Sponsorships

### ANNUAL CONTRACT ELEMENTS

In 2023, customers who conclude a timely annual agreement with TV 2 will be offered particularly attractive conditions. These elements are included in the negotiated CPM prices which will be set out in the annual contract and concern the following elements:

- Pricing of exposure packages
- Extraordinary seasonal remuneration
- Remuneration for timely booking of exposures
- 40.00% Primetime guarantee (17:00-23:00) on exposure packages

The above elements are only valid on contract turnover declared before the deadline of Tuesday 28 February 2023 at 17.00. Customers who have not concluded a timely annual contract are not entitled to the above contract elements.

### ANNUAL CONTRACTS CONCLUDED BY 17.00 ON TUESDAY 28. FEBRUARY 2023

Advertisers who conclude an annual contract with TV 2 Reklamesalg by 17:00 on Tuesday 28 February 2023 will be offered the option to make all or part of the annual contract amount non-cancellable. An exceptional 2% cash discount is offered on the non-cancellable part of the annual contract. The extraordinary remuneration is forfeited for the non-cancellable turnover if the advertiser does not realise the agreed non-cancellable amount. Thus, if an advertiser enters into an annual contract of DKK 2.5 million and makes the DKK 2 million non-cancellable, this will be remunerated at 2% of DKK 2 million. If the turnover of DKK 2 million is not reached, the extraordinary remuneration will be forfeited. Thus, the full 2% extraordinary remuneration - both the part paid as a rebate and the part not paid - is charged to the advertiser in case the non-cancellable amount is not realised. The cash rebate will be paid in 2023 only on the traditional flow TV products included in a national annual contract.

### GROUP AGREEMENTS

The precondition for entering into a group agreement is, among other things, that the group/parent company owns 51% or more of the group companies.

*Subject to change without notice - including printing errors, price changes, and out of stock.*

# PRODUCTS AND PRICES

## SPECIFICS TV 2

### SPECIFICS TV 2

On TV 2, the price for one view is determined by the expected number of viewers aged 18+ and the expected viewing time of the advertising block. The price is expressed as a unit price per 1,000 viewer contacts (CPM).

In 2022, the number of weeks an advertiser actively buys Specifics will determine which net price table to use. An active week is defined as a weekly purchase of at least 1.7 million exposures.

The final prices are determined by the advertising pattern.

#### Example:

*For an advertiser buying Specifics 19 weeks a year, a 30 second spot in an advertising block estimated at 425,000 Exposures (18+) in the period from 17:00 to 23:00 in October 2023, costs 425,000 x 108/1,000 = DKK 45,900.*

### NUMBER OF ACTIVE SPECIFICS WEEKS: 40+ WEEKS

Specifics TV 2	P18+ Prime (5.00pm to 11.00pm)	
		P18+ Off-Prime
January	43	30
February	45	31
Marts	56	36
April	69	47
May	77	50
June	67	45
July	39	27
August	67	44
September	76	49
October	79	50
November	79	50
December	56	39

### NUMBER OF ACTIVE SPECIFICS WEEKS: 14-39 WEEKS

Specifics TV 2	P18+ Prime (5.00pm to 11.00pm)	
		P18+ Off-Prime
January	61	37
February	65	42
Marts	78	48
April	95	59
May	104	63
June	90	53
July	50	33
August	87	54
September	101	62
October	108	66
November	108	66
December	77	49

### NUMBER OF ACTIVE SPECIFICS WEEKS: 5-13 WEEKS

Specifics TV 2	P18+ Prime (5.00pm to 11.00pm)	P18+ Off-Prime
January	78	50
February	83	54
Marts	98	62
April	116	78
May	126	82
June	110	73
July	66	46
August	109	71
September	124	82
October	128	84
November	123	84
December	97	64

**ADVERTISING BELOW 1.7M EXPOSURES PER WEEK**

Specifics TV 2	P18+ Prime (5.00pm to 11.00pm)	P18+ Off-Prime
January	94	60
February	99	63
Marts	115	71
April	136	89
May	148	95
June	136	87
July	82	54
August	133	86
September	150	96
October	155	98
November	158	99
December	118	75

TV 2 reserves the right to adjust prices by up to 5%.

**SPECIFICS PLUS TV 2**

Specific Plus is a product designed for advertisers who want to book a quality campaign that can only be booked after the normal monthly booking deadline. The product is only offered for new campaigns for products that are not already advertised in that month. Therefore, Specific Plus is not a tool for buying up already booked Specific campaigns that have not reached their budget.

For a 10% surcharge on the total budget of the order, you can get the following benefits:

- Late booking of the campaign, at the latest by 12:00 on Tuesday before the viewing week
- Placement security (against payment of average bid)
- Option to purchase Specifics Plus combined with coupled Exposure Package (3:1)

The offer of Specifics Plus is managed by TV 2 Reklamesalg.

**BID**

When entering requests on a monthly and weekly plan, a bid of your choice can be added to each spot. The size of the bid may determine whether the spot is placed in the desired block. If offers are required in the advertising block, spots are prioritised according to the bid amount.

**DEMAND SURCHARGE/DEDUCTION**

A surcharge/deduction may be added to/deducted from the basic price of certain advertising blocks. The amount of such surcharge/deduction will be set out in TV 2 Advertising's monthly/weekly plan and determined by TV 2 Data & Insight.

**PLACEMENT IN BLOCK**

Views can be booked first, second, penultimate, or last in an advertising block for a surcharge. The surcharge is 5% first in the block and 3% last in the block (basic price +/- surcharge/deduction). The supplement is also 3% for the second spot in the block and 1% for the penultimate spot in the block.

**PURCHASE OF PLACEMENT ON PLAY**

When purchasing Specifics placements placed in primetime, the corresponding block placement can be purchased on PLAY.

The price is calculated based on a percentage premium of the total spot price. TV 2 determines the percentage surcharge for additional purchases on a monthly basis prior to monthly booking.

**MONTHLY VOLUME DISCOUNT ON PURCHASES OF SPECIFIC**

The monthly discount is given based on the Specific turnover realised per month. It is the total turnover per advertiser per month on Specific purchases in isolation that triggers a discount, cf. the table below.

NET BUDGET 2023	CASH DISCOUNT
0 – 99.999	6,00%
100.000 – 199.999	6,30%
200.000 – 299.999	6,70%
300.000 – 399.999	7,00%
400.000 – 499.999	7,30%
500.000 – 599.999	7,60%
600.000 – 699.999	8,00%
700.000 – 799.999	8,30%
800.000 – 899.999	8,60%
900.000 – 999.999	8,90%
1.000.000 – 1.099.999	9,20%
1.100.000 – 1.199.999	9,50%
1.200.000 – 1.299.999	9,80%
1.300.000 – 1.399.999	10,10%
1.400.000 – 1.499.999	10,40%
1.500.000 – 1.599.999	10,70%
1.600.000 -	11,00%

For turnover exceeding DKK 1.6 million per month, the 11.0% discount continues to apply. Discounts are deducted at spot level.

Subject to change without notice - including printing errors, price changes, and out of stock.

# EXPOSURE PACKAGES & CONTACT PRICES

**EXPOSURE PACKAGES AND CONTACT PRICES**

The price of 1,000 exposures in 2023 is to be considered as a negotiated annual bid, which is agreed with TV 2 when concluding an annual contract. For advertisers who have not concluded an annual contract in a timely manner, a negotiated offer of 1,000 exposures (CPM price) is made ad-hoc before the start of the campaign.

**OPTIONAL BID AT ORDER LEVEL**

In 2023, an additional bid may be submitted for the annual negotiated contact price in the annual contract. The bid, which can optionally be applied to one or more orders in a given month, is included in the final contact price included in the stacking process of that month (see below).

**CPM PRICE MODEL**

The price at which a given campaign is purchased depends on the channel delivery requested, the month in which the campaign is to appear, and the TV 2 exposure product selected.

Thus, the CPM price agreed for 2023 is the starting point for the final CPM price at campaign level.

CPM bid<sub>x</sub> optional bid <sub>x</sub> Product index <sub>x</sub> Monthly index <sub>x</sub> Delivery index (Echo/Charlie) <sub>x</sub> Spot index = Final CPM

**DELIVERY ON EXPOSURE CAMPAIGNS FOR 2023**

Exposure campaigns are delivered across TV 2's channels. The exact delivery depends on the delivery choice. For delivery with either TV 2 with Charlie or TV 2 with Echo, the campaigns will be delivered on TV 2, FRI, Sport, and Sport X as well as either Echo or Charlie. Charlie exposure purchases are only provided on Charlie, and only on pure exposure campaigns (i.e. no 3-1, Off-prime or Classic).

**PRODUCT INDEX**

PRODUCT	2023 Index
TV 2 Exposure	132
TV 2 Exposure 3:1	112
TV 2 Exposure Off-prime	87
TV 2 Exposure 3:1 Off-prime	78

**MONTHLY INDEX**

MONTH	INDEX 2023	START WEEK
January	74	1
February	79	5
March	90	9
April	110	14
May	120	18
June	107	22
July	64	27
August	106	31
September	120	36
October	124	40
November	123	44
December	94	49

TV 2 reserves the right to adjust the index by up to 10 index points.

**DELIVERY SELECTION**

ECHO / CHARLIE	INDEX 2023
TV 2 w. TV 2 Charlie	94
TV 2 w. TV 2 Echo	115
Charlie/Fri	94

**STACKING PROCESS**

After the monthly booking deadline, all exposure campaigns are stacked by contact price. If supply is less than demand, the campaigns purchased at the lowest CPM prices will not be placed in that month.

For campaigns that are not initially available due to high demand and low contact price, other TV 2 products (see product index) that are not sold out can be chosen as an alternative.

In case all TV 2 exposure products are sold out in a given month, it will be possible to buy Specifics in many cases.

**OTHER OFFERS**

TV 2 also offers other options to meet the needs of individual advertisers. Contact TV 2 Reklamesalg to learn more:

- Binding purchase at quarterly level
- Performance agreements
- General charitable and humanitarian associations, etc.
- Program packages, continuous partnerships
- TV 2 Basis

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## SPECIFICS ECHO / CHARLIE / FRI

**SPECIFICS Echo / Charlie / Fri**

For advertisers who want to be present only on TV 2 Echo, TV 2 Charlie, or TV 2 Fri, TV 2 Specifics offers purchase. The Specifics purchase allows advertisers to choose exactly on which channel, which day and in which advertising block they want to place their commercial. Specifics on TV 2's niche channels are offered as a purchase of space in an advertising block of your choice, with no audience guarantee. The price for a placement in a given block is calculated in net prices for 30 seconds, without any further discount. Specifics can only be booked through Medialink.

In 2023 it will be possible - against a surcharge - to purchase a placement in the block when booking a commercial on TV 2 Echo, TV 2 Charlie, or TV 2 Fri

**TV 2 Echo SPECIFICS PRICES 2023**

TV 2 Echo	LOW SEASON*	HIGH SEASON
Daytime (6am - 5pm)	220	340
Primetime (5pm - 11pm)	880	1.350
Nighttime (11pm - 6am)	350	540

\*Low season: weeks include seasonal booking for January, February and July.

**TV 2 Charlie SPECIFICS PRICES 2023**

TV 2 Charlie	LOW SEASON*	HIGH SEASON
Daytime (6am - 5pm)	450	690
Primetime (5pm - 11pm)	1.800	2.750
Nighttime (11pm - 6am)	810	1.240

\*Low season: weeks include seasonal booking for January, February and July.

**TV 2 Fri SPECIFICS PRICES 2023**

TV 2 Fri	LOW SEASON*	HIGH SEASON
Daytime (6am - 5pm)	280	420
Primetime (5pm - 11pm)	920	1.400
Nighttime (11pm - 6am)	460	700

\*Low season: weeks include seasonal booking for January, February and July.

**BEWARE!** All Specifics' block prices are net prices, and no additional discount is granted. Prices per block are subject to change without notice on a weekly basis.

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## SPONSORSHIPS

**SPONSORSHIPS**

TV 2 Reklamesalg also offers programme sponsorships on TV 2. The channel is continually developing its programming and the range of programme sponsorships varies. Sponsorships cannot be paid with bank deposits.

Subject to change without notice - including printing errors, price changes, and out of stock.

## SPOT INDEX

**SPOT INDEX**

**DIFFERENT SPOT LENGTHS**

SPOT LENGTH	PRICE INDEX
5	45
10	58
15	69
20	80
25	91
30	100
35	113
40	124
45	135
50	146
55	157
60	168
65	179
70	190
75	201
80	212
85	223
90	234

Spots are only accepted that are divisible by 5 sec. See remuneration, payment terms and general conditions under the menu item General terms and conditions. [General terms.](#)

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

## SPLIT- AND MULTISPOT

**SPLIT-SPOT**

Split-spot consists of two spots that are related in their creative design and must be placed in the same advertising block. The total price of the split-spot is calculated based on the price of each of the spots, plus a surcharge of 5% (base price +/- surcharge/deduction). The surcharge is applied to the price of all split-spot views in a campaign.

**MULTISPOT**

Multipots are characterised by the appearance of two or more advertisers in the same spot and by the absence of a natural link in the spot. The price of this type of spot is calculated with a surcharge of 15% of the basic price of the individual spot. TV 2 Reklamesalg decides whether it is a multipot. For more information please contact TV 2 Reklamesalg.

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## BOOKING

### BOOKING TERMS

#### ONLINE BOOKING

Media agencies have a direct connection to TV 2 Medialink, which allows them to request, book and change online. TV 2 Traffic acts on behalf of non-online agencies. The following description of advertising time booking will therefore mention both online and non-online agency options. Agencies that book online are responsible for what they book and for checking that campaigns are booked correctly. Agencies have a separate responsibility to always check in Medialink that TV 2 has placed the correct commercials on the booked views.

For more information about TV 2 Medialink, please contact TV 2 Traffic.

#### MONTHLY PLAN, SPECIFIC PURCHASE TV 2

TV 2 publishes monthly schedules (usually for a 4 or 5 week period) indicating fixed programs and expected number of Exposures (P18+) on the advertising blocks. In addition, any demand addition/deduction. These additions/deductions are not changed on the weekly schedule.

#### WEEKLY PLAN, SPECIFIC PURCHASE TV 2

TV 2 publishes weekly schedules every Tuesday. The plans contain an overview showing TV 2's program surface, including final exposures (P18+) expected on all blocks as well as other relevant information.

#### BOOKING OF SPECIFICS TV 2, SPECIAL PLACEMENT AND CLEAN-UP

Advertising time is ordered via Medialink and is binding on the ordering party. Medialink agencies download campaign summaries from the system as confirmation. Campaign summaries sent/received at the time of booking on monthly plans contain only the provisional prices, as the final block price is determined only based on the final expectation for Exposures (P18+). Placement can be booked in the advertising blocks shown in the monthly and weekly plans.

When booking on a new monthly plan, an alternative location (second priority) can be specified for each booking (1st priority).

The bookings/requests can have bids indicated if so chosen. The maximum campaign budget must be indicated on each order. From this maximum budget, requests can be entered for a value of 150% of this. The maximum campaign budget must be equal to the maximum budget actually requested to be invoiced on the order, and the campaign budget cannot be subsequently reduced. Once a sorting of requests has been completed, the agencies are obliged to remove, within a maximum of 24 hours, unwanted views which exceed the maximum budget indicated.

TV 2 Traffic reserves the right to delete the spot so that the campaign's actual budget matches the maximum budget.

#### CAMPAIGN MANAGEMENT IN PRACTICE, SPECIFIC PURCHASE TV 2

Orders cannot continue across monthly bookings. The monthly booking period is defined by the weeks included in a monthly booking. If a campaign/order runs over several monthly bookings, a new order number is created when the following month is booked.

It is important for TV 2 that the booked campaigns do not take up more space than is actually intended, and a weekly check is therefore carried out to ensure that no campaigns are over budget. If a campaign's booked budget exceeds the campaign's maximum budget by +10% or DKK 25,000, a weekly fee of DKK 5,000 will be charged. This means that a campaign's booked budget can only be (up to) +10% more than the campaign's maximum budget if the amount in DKK booked above the campaign's maximum budget is also below DKK 25,000. The fee is automatically deducted in the bank and the fee is deducted weekly as long as the campaign is over budget.

#### BOOKING DEADLINES, SPECIFICS TV 2

Special placement according to the monthly plan can be made 2 to 3 weeks before the deadline, until Tuesday at 12:00, approximately two weeks before the commencement of the monthly plan.

Additional purchases according to the monthly plan can be made from the following day (Wednesday) at 14:00 until Friday at 17:00 in the week before the current weekly plan is published.

Additional purchases according to the monthly plan must be completed by Monday at 14:00 the following week, i.e. the Monday before the viewing week.

#### WAITING LIST - SPECIFIC PURCHASE ON TV 2

If there is no advertising time available at a desired placement, it is possible to get on the waiting list. 1st priority can always get on the waiting list. 2nd priority(ies) will only get on the waiting list if 1st priority is on the waiting list. When sorting requests, the priority is cancelled and in case of too much on the waiting list compared to the allowed, the excess must be removed after the above sorting under Booking and Special Placement.

A maximum of 10 views per block can be accepted on the waiting list on the monthly plan and five per block on the weekly plan.

#### TIMELY BOOKING OF EXPOSURE CAMPAIGNS

Exposure campaigns booked at the same time as Specifics campaigns - before the monthly booking deadline - are eligible for a timely booking index of 99.5 (index 98 for timely annual contract).

Exposure campaign orders cannot continue across monthly bookings. The monthly booking period is defined by the weeks included in a monthly booking. If a campaign/order runs over several monthly bookings, a new order number is created when the following month is booked.

#### GUIDELINES FOR BOOKING EXPOSURE CAMPAIGNS

For exposure campaigns on TV 2 channels, the following buying corridors apply if the campaign is 3 days or shorter:

- Minimum 250,000 non-indexed exposures per order line per day (minimum 250,000 per day means that an order line time-limited to e.g. 40 hours must contain at least  $250,000 \cdot (40 / 24) = 416,666$  exp in total)
- Maximum of 3,500,000 non-indexed exposures per order line per day.

For longer exposure campaigns on TV 2's channels, the following buying corridors apply:

- For campaigns running longer than 3 days, a minimum of 500,000 non-indexed exposures per week must be ordered.
- Maximum of 4,500,000 non-indexed exposures per order line per day

Maximum exposure levels per product per week:

Exposure campaigns: max. 12,000,000 exposures per week

3:1 exposure campaigns: no weekly maximum

Exposure campaigns and 3:1 exposure campaigns **off-prime**: max. 3,500,000 exposures per week

Classic exposure campaigns: max. 8,500,000 exposures per week

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## MOVING AND CANCELLATION

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Moving, downgrading, and cancellations must be made in writing. TV advertising time is not transferable.

#### RULES ON MOVING CAMPAIGNS

It is possible to move campaigns freely up to 10 working days before the display week - as long as it is the identical campaign (i.e. same budget, same advertiser product, etc.). If the move is requested later than 10 working days before the viewing week, a fee of 30% of the turnover that is moved is paid. Moving campaigns in the current week is considered a cancellation.

**Please note** that TV 2 charges a uniform fee for the entire order and that the first day of viewing of the order determines the amount of the fee (on the entire order budget).

#### RULES ON CANCELLATION OF / DOWNSCALING CAMPAIGNS

It is not possible to cancel/downgrade booked campaigns without charge. If the cancellation/downgrade is made up to 10 working days before the display week, a fee of 20% of the campaign budget/downgraded budget will be charged. If cancellation/downgrading occurs later than 10 days before the viewing week, a fee of 70% of the campaign budget/downgraded budget is paid. If the cancellation/downgrade occurs on the same day or the following days, the full value of the canceled/downgraded budget is paid.

**Please note** that TV 2 charges a uniform fee for the entire order and that the first day of viewing of the order determines the amount of the fee (on the entire order budget).

#### CANCELLATION RULES FOR SPONSORSHIPS

A sponsorship with TV 2 cannot be cancelled without cost

- If the cancellation occurs after the start of the programme sponsorship, the full sponsorship price will be charged
- If the cancellation is made later than 60 days before the start of the programme, a 50% cancellation fee will be charged
- If cancellation occurs after concluding the contract but with more than 60 days to program start, a fee of 25% will be charged

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## NATIONAL TERMS

#### NATIONAL CONDITIONS

#### GUARANTEES

When buying Specifics or Exposure campaigns on TV 2, advertisers receive a guarantee on each campaign. On the Specifics buy, the expected Exposures (P18+) on a given spot are closely linked to the pricing, and the guarantee ensures the advertiser the delivery of exposures ordered. If the campaign does not achieve the expected number of exposures, TV 2 Traffic will place the remaining exposures secured by the guarantee in direct connection with the campaign. If different spot durations are used in the campaign, the compensation is calculated using the spot price index. If the campaign is not allowed to continue after a certain day of the week, TV 2 is notified of this. This is for the purpose of placing any compensation

spots at the end of the campaign.

#### **THE BANK, TV**

In 2023, the bank will be used only for the value of any sub-deliveries and adjustments. For sub-deliveries transfers to the bank, a de minimis limit of DKK 2,000 applies and receivables of less than DKK 2,000 are cancelled. Deposits in the bank must be used by 30 November 2023, and only any sub-deliveries from December 2023 can be carried over to 2024.

Deposits in the TV bank cannot be transferred to TV 2's digital bank.

All bank deposits used on campaigns in 2022 will be deducted from the invoice.

#### **CAMPAIGN DEFINITION**

If a campaign runs continuously for the same company, TV 2 considers it as one campaign, regardless of the fact that several products are advertised or different commercials are used. In the event that campaigns are not created according to this guideline in TV 2 Medialink, TV 2 reserves the right to merge the campaigns. If there is a break in the campaign of more than 21 days, TV 2 defines this as a new campaign with a new campaign number.

#### **CALCULATING EXPOSURES**

Exposures are calculated on the basis of live or delayed transmissions up to 7 days after the day of transmission. Campaigns will generally only be calculated 8 working days after the campaign end date and will include live and deferred views until that day. Viewing on platforms other than TV is included as on TV.

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## TV 2 NEWS

In 2023, four different types of purchase will be offered on TV 2 NEWS:

- TV 2 NEWS FLEX PURCHASE, active in 2-4 weeks
- TV 2 NEWS FLEX PURCHASE, active in 5-10 weeks
- TV 2 NEWS FLEX PURCHASE, active in 11-25 weeks
- TV 2 NEWS FLEXPAKKE +26 weeks

The exposures have a distribution key on Flow and Addressable-tv together.

FLEX PURCHASE	CPM
<i>Each week is exposed with 2.000.000 exposures</i>	
Flex purchase, active in 2-4 weeks	46
Flex purchase, active in 5-10 weeks	42
Flex purchase, active in 11-25 weeks	38

FLEX PACKAGE	
Number of exposures	60.017.000
<b>PRICE - based on 30 seconds of spot</b>	<b>2.195.000 KR. / CPM 36,57</b>

Season packages are offered throughout the year. Contact TV 2 for further information.

In 2023 TV 2 DANMARK A/S WILL OFFER PARTNERSHIPS ON TV 2 News FOR THE FOLLOWING INDUSTRIES:

Lawyers	The energy sector	Aviation/Transport
A-Kasse	Publishing business	Media
General private banking	Insurance	Fairs/exhibitions
General banking business	Hotels/Hotel chains	Pension
Cars	Investment	Mortgage institutions
Car rental	IT	Recrutement
Industry associations	Consultant/audit	The telecommunications sector
Real estate trade	Consumer durables	

TV 2 NEWS can also be purchased exclusively as Addressable TV on [TV 2 PLAY](#)

The right to make immediate changes is reserved - including reservations for printing errors, price changes and sold-out stock.

# TV2.DK

## PRICES

### CPM PRODUCTS

Product	CPM
Branding banner	40
Desktop Interscroller	200
Desktop Midscroll	60
DD Wallpaper	150
Mobile Interscroller	85
Mobile Midscroll via Adnami	70
Mobile Run of Site (ROS)	30
Run of site (ROS)	25
ROS Sticky	30
Preroll	210
Preroll - Bumper	105
Skin via Adnami	150
Tablet Interscroller	115

### DAY OWNERSHIP

Product	Price per day
DD Wallpaper - Day ownership	74,000
Desktop Interscroller - Day ownership	80,000
Interscroller 360 (desktop, mobile & tablet)	200,000
Mobile Interscroller - Day ownership (TV2.DK)	42,000
Mobile Interscroller - Day ownership (APP)	38,000
Tablet Interscroller - Day ownership (APP or TV2.dk)	12,000

## PRODUCT AND PRICES

### PRODUCT AND PRICES

#### RUN OF SITE

TV 2 continues to keep few advert formats per page, and will continue working on optimising the placements on the page based on in-screen rate and in-screen time.

PRODUCT	CPM
Run of Site	25

#### ROS Sticky

Analyses show that users are increasingly scrolling down the page faster. To ensure visibility, the possibility for optimising message comprehension and high viewability, the banner follows when scrolling down the site. The product is located on all article pages.

PRODUCT	CPM
ROS Sticky	30

#### DD WALLPAPER (FREQUENCY 3-5)

DD WALLPAPER was launched in 2013, and was a new way of thinking about ownership. The product considers the users' changed behaviour, where the front page is no longer the natural entrance. These days, the entrance to TV 2 is to a greater extent via links on social media or from search engines. At the same time, analyses show that the effect of the first exposure is far greater than any subsequent exposures, measured on parameters such as clicks and knowledge building. This is further documented by the fact that DD WALLPAPER achieves the same campaign response at frequency 1, which traditional ownership achieves at frequency 3. Coverage and Dominance (Frequency 3-5) guarantees you maximum visibility, maximum coverage and maximum impact.

PRODUCT	CPM
DD Wallpaper (FREQUENCY 3-5)	150

Furthermore TV 2 still has the traditional day ownership and First Ownership.

PRODUCT	PRICE
Day ownership, Front page	74,000,-

#### INTERACTIVE VIDEO

The use of online video on TV 2's digital platforms has multiplied in a short time, and the goal is to continue this growth in 2020. TV 2 continuing, of course, to focus on quality, and therefore always only running one pre-roll spot before a content clip. It runs with a skip button after the first 15 seconds.

For the first time in 2017, TV 2 the possibility was introduced for running spots up to 6 seconds at a reduced price. TV 2 will in 2020 continue to focus on interactive video and the opportunities that are available for utilising this medium on the premises of the media.

ONLINE VIDEO	CPM
10+	215
6 sec. spot	105

#### BRANDINGBANNER (930x600)

If you would like plenty of space, then BRANDINGBANNER is ideal for you. With its 930 x 600 px, strategically located on different locations on the site, there is plenty of opportunity for creative expression and great visibility. The format is either sold as 24-hour ownership with 100% SOV, or CPM-based with volume and running period of your choice.

BRANDINGBANNER	PRICE
Front page+all section front pages	DKK 20.000
CPM	40 CPM

Click here to see an example of [Brandingbanner \(930x180\)](#)

#### INTERSCROLLER

INTERSCROLLER the solution is based on how users use TV 2's platforms, and provides a natural integration with greater visibility and greater impact as an advertiser. In this way, the product reports on average 3 times higher viewability and up to 5 times higher CTR than traditional mobile formats, and thus solves the problem of generally low viewability and smaller formats. INTERSCROLLER formats are offered on desktop, mobile and tablet, and are available on both browsers and apps.

INTERSCROLLER	CPM/PRICE
Mobile Interscroller	85 CPM
Run of site (web/app)	
Tablet Interscroller	115 CPM
Run of site (web/app)	
Desktop Interscroller	200 CPM
Run of site (web)	
Mobile Interscroller	DKK 42.000
Day ownership (TV2.DK)	
Tablet Interscroller	DKK 25.000
Day ownership (TV2.DK)	
Mobile Interscroller	DKK 38.000
Day ownership (APPS)	
Tablet Interscroller	DKK 12.000
Day ownership (APP)	

#### TARGET YOUR CAMPAIGN

TV 2 will continue to focus in the coming years on gaining a superior knowledge of our users. A knowledge that can be used to give a more relevant message on an individual, editorial and commercial level. In order to deliver more relevant messages to our users, and to ensure that our advertisers can hit the right users, during the course of 2020 we expect to be able to run your campaign using TV 2's own user data. If you want to hear more about how we work with data, and how data can raise the effect of your investment on TV2.DK, you are welcome to contact your [TV 2 consultant](#).



**The segments:**

- Special placement on TV2.DK (arranged in context according to e.g. news, sports, lifestyle, weather, etc.)
- Demography (gender, age, income, education, children in the household, etc.)
- Geography (Region, town, etc.)
- Interests (Cars, electronics, home, garden, travel, sport, BTB/Business, etc.)

**ENGAGING FORMATS**

Despite the fact that it has been around some years, in many ways, mobile advertising is still an immature product, where we have not yet fully realised how we can make the most of the unique features of a smartphone. In 2020, TV 2 will make it easier by utilising a number of these features, such as the accelerator, touchscreen or the built-in GPS. We have developed a number of formats that make it possible to use the mobile's unique functions, without having to increase the media budget production costs. If these are used for building creative, inspiring and engaging commercial messages, cases have shown that users reward them with more interaction and greater awareness, which results in greater impact.

TV 2 offers, among other things, these 3 creative solutions, which all ensure a high level of user engagement:

- **Accelerator**  
The format can be used if you want to communicate several offers in the same banner, or if you want to display different images, e.g. different perspectives or product variants of a car.
- **Scrape**  
The format can be used if you want to reveal a message. For example, a new car model, where the old one is scraped away and the new design appears. This format is therefore particularly suited to e.g. extending a range, price reductions for sale or Black Friday, etc.
- **Panorama**  
The technique is the same as when TV 2 shows 360 degree videos from the dancefloor in "Vild med dans." The format can be used e.g. if you want to show a view from a travel destination or a specific hotel where the user can then pan around in the view. Or if the advertiser wants a smoother transition between creative processes than the one we know today from the 'Cube Swipe' format.

CREATIVE MOBILE SOLUTIONS	CPM
Accelerator	50
Scrape	40
Panorama	50

**TRADITIONAL MOBILE**

TV 2 still offers traditional mobile advertising with the same high standards as before.

MOBIL/TABLET	CPM
Mobil, Run of Site web/app	30 CPM
Tablet, Run of Site web/app	35 CPM

**DOCUMENTATION**

To address the problem of documenting the full potential of the mobile, TV 2 works continuously on solutions that aim to measure the effect of mobile advertising in better ways than are available today.

Specifications on all digital products can be found [here](#)

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## DIGITAL TERMS

**DIGITAL CONDITIONS**

**SUB-DELIVERY ON DIGITAL CAMPAIGNS**

TV 2 will not credit sub-deliveries on digital campaigns if:

- Sub-delivery is within 10% of the total target/budget. Sub-deliveries are always calculated in proportion to TV 2's numbers.
- The material is not delivered within the deadline of two days before the start of the campaign.
- The material is delivered on time, but there are errors in the material.
- The campaign has been on hold.

If one of the above applies, the following options are offered:

- The campaign goes back online and is delivered as soon as possible.
- Sub-deliveries transferred to a future campaign. Traffic may authorise the conversion of views to another digital product if the stock situation permits.
- The views are banked and used on a future campaign.

**SUB-DELIVERY ON ADDRESSABLE TV**

The execution of addressable TV campaigns is always calculated in proportion to TV 2's numbers.

In case of sub-delivery, the following options are offered:

- The campaign goes back online and is delivered as soon as possible.
- Sub-deliveries transferred to a future campaign. Traffic may authorise the conversion of views to another product if the stock situation permits.
- The views are banked and used on a future campaign (digital or TV).

**THE BANK, ADDRESSABLE TV AND DIGITAL**

In 2022, the bank will be used only for the value of any sub-deliveries and adjustments. For sub-deliveries transferred to the bank, a de minimis limit of DKK 2,000 applies, and receivables of less than DKK 2,000 are cancelled. Deposits in the bank must be used by 30 November 2022, and only any sub-deliveries from December 2022 can be carried over to 2023.

All bank deposits used on campaigns in 2022 will be deducted from the invoice.

Subject to change without notice - including printing errors, price changes, and out of stock.

## ONLINE SPECIFICATIONS

**ONLINE SPECIFICATIONS**

Here you can find information about banner specifications on TV2.DK, mobiles and tablets. You are also very welcome to contact your consultant who will help you and ensure your online advertising is successful. See remuneration, payment terms and general conditions under the menu item [General terms](#).

## ANIMATION AND LOOPS

**ANIMATION AND LOOPS**

- Adverts may loop for a maximum of 3 times. The maximum total of animation time is 45 seconds – regardless of the number of loops.
- Animations before user interaction (in the form of clicks or mouse-over) must be written in CSS3 Transitions, Transforms or Animation – or with GSAP directories hosted on Cloudflare CDN, which are called as:

```
<script src="https://cdnjs.cloudflare.com/ajax/libs/gsap/latest/TweenMax.min.js">
```

</script>

- Non-GSAP JavaScript animations are **not** permitted before user interaction in the form of clicks or mouse-over.
- Frame rate in animations in banners is restricted to max. **18 fs**
- No processor-heavy animations are permitted before user interaction in the form of clicks or mouse-over.
- Banners may not contain long-lasting, fast 'stroboscopic' animations of graphics, text, colours or background elements.

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## APPS



## APPS

### TV 2 Nyheder



**Platforme:** iOS + Android

**Formater:** 320×160, 320×320, 728×90

### TV 2 Sportscenter – sports news and sports results



**Platforme:** iOS + Android

**Formater:** 320×160, 320×320, 728×90

### TVTid



**Platforme:** iOS + Android

**Formater:** 320×160, 320×320, 728×90

### TV 2 Vejret



**Platforme:** iOS + Android

**Formater:** 320×160, 320×320, 728×90

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

## CLICK TRACKING

### CLICK TRACKING

If you choose to code your own banners, you can follow these guidelines:

Clicktags – HTML Delivered HTML banners must either have a clear clickTAG function specified in the material, or an iframe parameter we can send a click-redirect with. If this is not indicated, we cannot guarantee that we can count the clicks in your campaign. If you have any questions regarding this, please address them to [banner@tv2.dk](mailto:banner@tv2.dk).

#### EXAMPLE OF INSERTING A CLICK TAG IN AN HTML BANNER

Insert the following script in <head> tagged by the banner:

```
<script type="text/javascript">
var clickTag = 'paste Click-URL here';
</script>
```

The script indicates an empty clickTag.

Find the function linked to the user's click event.

You can often find it by searching under 'window.open'.

Now change the URL in this click function (window.open-function) with one called clickTAG. This is done as follows:

```
window.open("http://www.toldingsportscenter.dk", "blank");
```

Replaced with: window.open(window.clickTag);

Your banner will now call the URL, with which the media sends when the banner loads – and Google DFP will be able to count the clicks on the banner.

You can read more: [https://support.google.com/dfp\\_sb/answer/7046799#clicktagguideline](https://support.google.com/dfp_sb/answer/7046799#clicktagguideline)

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

## CUSTOM FONTS

### CUSTOM FONTS

We recommend that you refrain from using custom font or only embed the characters that are used in the banner.

**Bemærk:** Please note: If a complete font directory is called, you will quickly reach the 100 KB limit for a banner.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## IFRAMES

### IFRAMES

HTML banners must be tested to make sure they work in frames, as they are often often loaded into the media ad server using one of them.

Banners must not contain scripts that interact with other elements on the page and risk destroying or changing the page's content in any way.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## SCROLLING AND MOBILE BANNERS

### SCROLLING AND MOBILE BANNERS

Mobile banners must not block vertical scrolling, as it often causes error clicks and is annoying for users.

Never use touchstart as an alias for clicks in mobile banners, as touchstart will be launched when the user scrolls.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## SERVER CALL



### SERVER CALL

The number of service calls from a banner is kept to a maximum of **18 calls** at the initial load and a **maximum of 15 further calls with polite loads** in order not to slow down the site's performance unnecessarily.

In this context, it is also recommended that as much content as possible should be placed directly in the banner code and not in files that first have to be downloaded.

To minimise the numbers of server calls, all external graphics should be *sprited* as much as possible.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## SSL

### SSL

Banners must be HTTPS / SSL-compatible banners.

**Please note:** iOS 9 means that you cannot mix HTTP and HTTPS calls in adverts. Moreover, many advert servers now only load adverts via HTTPS, and banners that call content via the HTTP protocol therefore risk being blocked completely or only partially appear.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## VIDEO AND AUDIO

### VIDEO AND AUDIO

Video streaming in banners must use autoplay wherever possible to comply with the rules regarding weight and load procedure - NB: However, autoplay may not be used on mobile/tablets.

Videos that are played must not start with audio on autoplay.

Streaming of audio in banners must be user-activated by mouse-over and must have a one-second delay at the start. Audio should stop at mouse-out. There must be a clear mute button if clicks are used instead.

The media is not responsible for hosting streaming unless otherwise explicitly agreed in advance.

Streaming in banners may fill a maximum of **10 MB** after the user has made an active action.

There must be a clear stop/mute button if the banner contains audio.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## WEIGHT

### WEIGHT

Regardless of format, the banner can download a maximum of **100 KB** with the following exceptions:

- Limitation applies to the initial load. Data downloaded via polite loading is not included in the calculation of the 100 kB.
- If you require a heavier weight than 100 KB, it must be made with polite-load (Max 1 MB). I.e. it must first be loaded at the browser event onload.
- - Loads of directories from the often used CDN services below are not counted in the 100 kB limit. The following directories are permitted:
  - GSAP from Cloudflare
  - The latest two versions: <https://code.jquery.com/jquery/>
- The CDN directories must be downloaded via HTTPS - even if the website or banner is only in HTTP.
- Data that is called after user interaction is not included in the 100 KB limit.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

# ADDRESSABLE TV

## ADRESSABLE TV-PRICES

Fixed, fair and transparent prices depending on supply, length and targeting.

On Addressable TV, the price is based on a 20 sec. spot (basic price). From this, the final price is calculated depending on the campaign's desired spot-length, as well as any additional options for data-based purchasing. The basic price is seasonal and can therefore vary throughout the year.

Per 2023 it is possible to book campaigns on Addressable TV that span different price periods. This is done in practice by TV 2 calculating a weighted price on the basis of how large a proportion of the ordered viewings are in the respective price periods.

The prices below are valid in Q1/2023

LENGTH	PRICE - CPM
≤ 6 sec.	-85
10 sec.	-30
15 sec.	-15
20 sec.	Basic price
25 sec.	+10
30 sec.	+20
35 sec.	+30
40 sec.	+40
45 sec.	+50
50 sec.	+60
55 sec.	+70
60 sec.	+80

### Supplement based on targeting

Supplement	PRICE - CPM	TV 2 CONNECT	CONTACT US
Age & gender	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First / Last in block	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Region	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom Audience - exclusion	20		<input checked="" type="checkbox"/>
Device	20		<input checked="" type="checkbox"/>
Frequency control	20	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Channel	20		<input checked="" type="checkbox"/>
Commune / city	20	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Last in block	20	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Time management	30		<input checked="" type="checkbox"/>
Behavior package	30	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Program package	50		<input checked="" type="checkbox"/>
Cable cutters	50		<input checked="" type="checkbox"/>
Custom audience	50		<input checked="" type="checkbox"/>

# ADDRESSABLE TV TERMS

## ADDRESSABLE TV CONDITIONS

### SUB-DELIVERY ON ADDRESSABLE TV

The execution of Addressable TV campaigns is always calculated in proportion to TV 2's numbers.

In case of sub-delivery, the following options are offered:

- The campaign goes live again and is delivered as soon as possible.
- The sub-delivery is stored in the bank and used for a future digital campaign.

### THE BANK, ADDRESSABLE TV AND DIGITAL

In 2022, the bank will be used only for the value of any sub-deliveries and adjustments. For sub-deliveries transfers to the bank, a de minimis limit of DKK 2,000 applies, and receivables of less than DKK 2,000 are cancelled. Deposits in the bank must be used by 30 November 2022, and only any sub-deliveries from December 2022 can be carried over to 2023.

All bank deposits used on campaigns in 2022 will be deducted from the invoice.

#### **ADDRESSABLE TV - RESERVATIONS, REMOVAL, AND CANCELLATION**

Moving, downgrading, and cancellations must be made in writing. Addressable TV advertising airtime is not transferable.

#### **RULES CONCERNING THE RESERVATION OF ADDRESSABLE TELEVISION CAMPAIGNS**

Reservations of Addressable TV campaigns must be made in writing and can only be made at IO purchases.

Once a reservation has been made, a binding booking must be made within 14 days thereafter.

If a reservation is not converted into a booking by then, TV 2 reserves the right to cancel the reservation and sell the inventory to another party.

#### **RULES ON MOVING ADDRESSABLE TELEVISION CAMPAIGNS**

Campaigns can be moved freely up to four working days before the campaign start date - as long as the campaign is identical (i.e. same budget, same advertiser product, etc.).

If the move is requested later than four working days before the campaign start date, a fee of 20% of the budget will be charged.

#### **RULES ON DOWNSCALING ADDRESSABLE TV CAMPAIGNS**

Booked Addressable TV campaigns can be downscaled until two weeks before the start date. In the case of a downscaling of more than 50% of the original budget, a fee of 20% of the downscaled campaign budget is payable.

If a downscaling is made later than the two weeks and up to four working days before the campaign start date, a fee of 20% of the downscaled campaign budget will be charged.

If the downscaling occurs later than four working days before the start date, a fee of 50% of the downscaled campaign budget will be charged.

If the downscaling occurs on the same day or the day after the start of the campaign, a fee of 70% of the downscaled budget will be charged.

#### **RULES ON CANCELLATION OF ADDRESSABLE TV CAMPAIGNS**

Booked Addressable TV campaigns can be cancelled up to two weeks before the start date for a fee of 20% of the originally booked campaign budget.

If a cancellation is made later than two weeks and up to four working days before the start date, a fee of 30% of the cancelled campaign budget will be charged.

If the cancellation occurs later than four working days before the start date, a fee of 50% of the cancelled campaign budget will be charged.

If the cancellation is made on the same day or the day after, the full value of the cancelled campaign budget will be paid.

Failure to submit material is de facto considered a cancellation.

#### **GUIDELINES FOR PURCHASES VIA PROGRAMMATIC GUARANTEED**

It is not possible to reserve views when purchasing Addressable TV via the Programmatic Guaranteed platform.

Programmatic Guaranteed proposals must be approved within seven days after they are sent for approval to the buyer.

If the proposal is not accepted by the buyer within the seven-day period, TV 2 reserves the right to cancel the proposal and sell the inventory to another party.

The moment a programmatic guaranteed proposal is accepted by the buyer, general prices and conditions apply with regard to moving, downscaling, and cancelling campaigns.

*Subject to change without notice - including printing errors, price changes, and out of stock.*

# GENERAL TERMS AND CONDITIONS

## GENERELLE BETINGELSER

## REMUNERATION AND COMMISSION

### COMPENSATION AND COMMISSIONS

Compensation and commissions are calculated on the campaign price after the deduction of order-related discounts and advertiser discounts and are deducted when invoicing the campaign.

#### ONLINE AND CAMPAIGN MANAGEMENT COMPENSATION, TV

0.5% online and campaign management compensation is available on TV campaigns. The compensation is given to advertising and media agencies that use TV 2 MediaLink.

#### AGENCY COMMISSION, REGIONAL TELEVISION

5% agency commission is available on all regional TV campaigns. The commission is paid to advertising and media agencies. Regional campaigns at national prices are subject to national rules on the payment of compensation.

#### SECURITY COMPENSATION, TELEVISION AND DIGITAL

A 1% security compensation is available on all advertising campaigns on TV 2's channels. The security compensation is granted to orderers who provide security for payment in the form of participation in Kreativitet & Kommunikation's "Garantordning for udvalgte danske medier", on-demand guarantee, blocked account, or timely payment before viewing week. Prepaying customers will receive the compensation on a separate credit note after timely payment.

#### INFORMATION COMPENSATION, DIGITAL

A 2% information compensation is available on all digital advertising campaigns. The information compensation is granted to ordering advertising and media agencies to the extent it is assured that:

- Prices, formats, technical requirements, statistics and other standard conditions are updated.
- Advertisers are notified of relevant information.
- Experiences and results from own research relevant to TV 2 DANMARK A/S are disclosed.

#### TECHNICAL COMPENSATION, DIGITAL

1. A 4% technical compensation is available on all digital advertising campaigns. Technical compensation is granted to ordering advertising and media agencies to the extent that compliance with TV 2 DANMARK A/S's technical specifications is ensured:
  - The ordering agency ensures to deliver the finished material to TV 2 at least 2 working days before execution.
  - Delivery conditions should be realistic so that necessary technical checks and implementation are handled properly. Delivery conditions also apply to 3rd party ad serving. Finished material is understood to mean flawless and well-functioning material that complies with TV 2's standard conditions.
  - The ordering agency ensures updating by use of 3rd party tracking. This means a start-up check that tracking is implemented correctly and data is transferred flawlessly.
  - The ordering agency shall ensure that TV 2's technical specifications, technical requirements, and other standard conditions are complied with.
2. In case of compliance with TV 2's delivery conditions and specifications as well as formats, technical requirements and other standard conditions, the ordering agency shall be notified immediately after and at the latest 48 hours after receipt of the material and subsequent approval of the material, whether the material complies with the technical requirements, etc.
3. If the requirements specified in points 1 and 2 are not met, TV 2 may subsequently charge the technical compensation for the order.

*Subject to change without notice - including printing errors, price changes, and out of stock.*

## REMUNERATION AND COMMISSION

### COMPENSATION AND COMMISSIONS

Compensation and commissions are calculated on the campaign price after the deduction of order-related discounts and advertiser discounts and are deducted when invoicing the campaign.

#### ONLINE AND CAMPAIGN MANAGEMENT COMPENSATION, TV

0.5% online and campaign management compensation is available on TV campaigns. The compensation is given to advertising and media agencies that use TV 2 MediaLink.

#### AGENCY COMMISSION, REGIONAL TELEVISION

5% agency commission is available on all regional TV campaigns. The commission is paid to advertising and media agencies. Regional campaigns at national prices are subject to national rules on the payment of compensation.

#### SECURITY COMPENSATION, TELEVISION AND DIGITAL

A 1% security compensation is available on all advertising campaigns on TV 2's channels. The security compensation is granted to orderers who provide security for payment in the form of participation in Kreativitet & Kommunikation's "Garantordning for udvalgte danske medier", on-demand guarantee, blocked account, or timely payment before viewing week. Prepaying customers will receive the compensation on a separate credit note after timely payment.

#### INFORMATION COMPENSATION, DIGITAL

A 2% information compensation is available on all digital advertising campaigns. The information compensation is granted to ordering advertising and media agencies to the extent it is assured that:

- Prices, formats, technical requirements, statistics and other standard conditions are updated.
- Advertisers are notified of relevant information.
- Experiences and results from own research relevant to TV 2 DANMARK A/S are disclosed.

#### TECHNICAL COMPENSATION, DIGITAL

1. A 4% technical compensation is available on all digital advertising campaigns. Technical compensation is granted to ordering advertising and media agencies to the extent that compliance with TV 2 DANMARK A/S's technical specifications is ensured:
  - The ordering agency ensures to deliver the finished material to TV 2 at least 2 working days before execution.
  - Delivery conditions should be realistic so that necessary technical checks and implementation are handled properly. Delivery conditions also apply to 3rd party ad serving. Finished material is understood to mean flawless and well-functioning material that complies with TV 2's standard conditions.
  - The ordering agency ensures updating by use of 3rd party tracking. This means a start-up check that tracking is implemented correctly and data is transferred flawlessly.
  - The ordering agency shall ensure that TV 2's technical specifications, technical requirements, and other standard conditions are complied with.
2. In case of compliance with TV 2's delivery conditions and specifications as well as formats, technical requirements and other standard conditions, the ordering agency shall be notified immediately after and at the latest 48 hours after receipt of the material and subsequent approval of the material, whether the material complies with the technical requirements, etc.
3. If the requirements specified in points 1 and 2 are not met, TV 2 may subsequently charge the technical compensation for the order.

*Subject to change without notice - including printing errors, price changes, and out of stock.*

## PURCHASING POLICY

### PROCUREMENT POLICY

#### TV 2'S REQUIREMENTS FOR SUPPLIERS AND PARTNERS' SOCIAL RESPONSIBILITY

TV 2 is aware of its responsibility to society and conscious of the importance of ensuring that TV 2's activities are conducted in a manner that meets society's expectations of one of Denmark's leading media groups.

TV 2 adheres to the principles of corporate social responsibility and pursues a number of initiatives and objectives that support its corporate social responsibility and environmental concerns.

TV 2's procurement policy sets out the expectations TV 2 has of its suppliers and partners.

TV 2 expects its suppliers and partners to comply with all applicable laws and regulations and to respect human rights conventions.

TV 2 expects its suppliers and partners to refrain from discriminating when hiring employees in relation to pay and other working conditions on the grounds of race, religion, nationality, ethnic origin, sexual orientation, gender, political opinions, age, or disability.

TV 2 expects its suppliers and partners to respect employees' free choice to form associations and their right to organise.

TV 2 expects its suppliers and partners to comply with applicable rules and regulations on the working environment and to prioritise a healthy and safe working environment for its employees.

TV 2 expects its suppliers and partners to comply with applicable environmental laws and regulations and to focus on their energy consumption and environmental impact.

TV 2 expects its suppliers and partners to respect national legislation as well as the Council of Europe Criminal Law Convention on Corruption and the OECD Convention on Anti-Bribery of Public Officials.

TV 2's suppliers and partners are informed of the content of TV 2's procurement policy and are instructed to react if they do not agree with the principles or do not comply with the principles.

TV 2 expects its suppliers and business partners to communicate the content of TV 2's procurement policy to its employees, and TV 2 expects its suppliers and business partners to prioritise the principles in relation to their suppliers and business partners.

Should a supplier or partner inform TV 2 that the principles are not being fully complied with, or should TV 2 otherwise receive information to the effect that this is the case, TV 2 will enter into dialogue with the supplier or partner concerned to identify the obstacles to compliance with the principles. If TV 2 considers that the non-compliance with the principles gross, or if the supplier or business partner shows a lack of interest in working towards compliance, TV 2 reserves the right to pursue termination of the business relationship in question.

### TV 2'S OTHER PROCUREMENT REQUIREMENTS

## DECISION-MAKING COMPETENCE

The acquisition of programmes, intellectual property rights, and rights to sporting events is based on the programme strategy, as set out in the programme plans. Major and more fundamental content purchases are discussed by the Executive Board and otherwise follow the procedure described in the authorisation and certification policy, described in TV 2's internal control and risk management systems. As part of the decision to acquire major programme packages or rights to financially heavy and/or major sporting events, consideration is given to whether the content should be acquired in cooperation with others. This is particularly relevant where the rights are offered for a geographical area extending beyond Denmark.

Purchases of technical equipment and installations are made within the framework of TV 2 Teknik's budget and the capital investment budget. Before a capital investment is launched, it must be submitted with a business case for approval by the investment team. Purchases of technical and engineering equipment also follow the procedure described under "capital investment" and the authorisation and certification policy described in TV 2's internal control and risk management systems.

## COMPETITIVE PROCUREMENT

As a publicly owned company, TV 2 must follow EU procurement rules and the rules of the Danish Public Procurement Act on the publication of purchases to the extent that purchases exceed the thresholds and are not otherwise exempted from the rules.

TV 2 advertises EU tenders in the Official Journal of the European Union. Announcements of tenders under the Danish Public Procurement Act are made on [udbud.dk](http://udbud.dk).

TV 2's contracts for the acquisition, development, production, and co-production of programme material intended for broadcast are exempt from the rules on public procurement.

However, TV 2 chooses from time to time to put content production out to tender, either by pitching programme ideas or by putting major purchases of programme content, such as morning TV or family Christmas calendars, out to tender with a limited group of programme producers.

## BUDGET AND FINANCIAL REPORTING

For newly produced programmes, programme producers must, as a general rule, draw up a detailed budget of production costs. The budget is thoroughly reviewed before approval. Savings on external budget items cannot be used to cover overruns on internal budget items without the agreement of TV 2, except in the case of minor deviations. Overruns on the total production budget are the producers' risk, provided that there are no new requests from TV 2 that have not been included in the budget. Savings on the total production budget are, as a rule, shared equally between the programme producer and TV 2. Audited accounts for production must be submitted within 3 months of delivery of the ready-to-broadcast material. For subsequent seasons, this may be replaced by an internal account if TV 2 deems it sufficient.

## ACQUISITION OF RIGHTS

For each individual rights and programme acquisition, TV 2 ensures that it acquires as many rights as possible, both in relation to TV 2's exploitation on its own platforms and in the form of economic rights when the rights are exploited by others.

### TV 2'S OWN EXPLOITATION

For corporate productions, where TV 2 bears all or most of the production costs, the starting point is that TV 2 acquires exclusive rights to broadcast a Danish-language version of the production on television and to make it available on-demand without time limits. TV 2 requires as a general rule that the rights of the participants must be redeemed for the exploitation on TV 2's platforms, with the exception of remuneration to Koda and Gramex. However, TV 2 accepts that actors, singers, musicians, playwrights, and directors are entitled to re-broadcast payments and payments when exploited on TV2 PLAY, that fiction producers receive royalties when productions are exploited on TV2 PLAY, beyond the catch-up periods, and that the format rights holders and rights holders to archive clips are not redeemed.

For Danish and foreign licence acquisitions, as well as for the rights to broadcast sports events, TV 2's rights acquisition will typically be limited in time and/or limited to a number of broadcasts.

As a general rule, TV 2 acquires exclusive TV rights to the programme content within the licence period.

For Danish licence acquisitions, TV 2 also seeks to acquire exclusive video-on-demand rights for the same period as the TV rights; however, this is not always possible. In particular, the standard agreements governing the exploitation by broadcasters of the feature films and short and documentary films in which TV 2 is obliged to engage under the public service licence contain a limited acquisition of rights in relation to on-demand exploitation.

For foreign licence acquisitions, efforts are made to acquire catch-up rights to the programmes, and for on-demand rights in general, a careful prioritisation of need and scope is carried out before these rights are sought. For sports events, TV 2 also acquires exclusive broadcasting rights for both TV and on-demand, but these rights are usually limited in time. However, TV 2 seeks to acquire non-exclusive rights for an unlimited period.

## EXPLOITATION BY OTHERS

In the case of contract purchases, which TV 2 fully or predominantly finances, the starting point is that TV 2 receives a share of the revenue when the productions, or rights related to them, are exploited by others unless the programmes are based on a fully developed format.

On the other hand, it is rare for TV 2 to acquire financial rights for licence purchases.

*Subject to change without notice - including printing errors, price changes, and out of stock.*

# PAYMENT TERMS

## PAYMENT TERMS

### PREPAYING CUSTOMERS

The total amount will be invoiced before the start of the campaign with a payment term of 8 days before the first day of viewing. Prepaying orderers should be aware that prepayment must be received by TV 2 DANMARK A/S timely before the first week of viewing.

### CONTINUOUS SECURITY

All orderers providing continuous security are invoiced on the Tuesday following each booking month and have a payment deadline of invoice date + 30 days.

#### CONTINUOUS SECURITY CAN BE PROVIDED VIA:

- Participation in Kreativitet & Kommunikation's "Garantiordning for udvalgte danske medier"
- On-demand guarantee
- Blocked account

The security is calculated based on the two largest consecutive months of turnover (within the last year), with a minimum of DKK 200,000.

#### DISCOUNT FOR EARLY PAYMENT

Orderers who have provided continuous security can conclude an agreement with TV 2 DANMARK A/S's Finance Department for a discount on early payment.

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## TV 2 DASHBOARD

### TV 2 DASHBOARD

#### DASHBOARD LICENSE FEE

There is the possibility to enter into an agreement with TV 2 Reklamesalg regarding dashboard license fee.

Contact [TV 2 Reklamesalg](#) for more information.

#### PROGRAMMATIC TECH FEE

There is the possibility to enter into an agreement with TV 2 Reklamesalg regarding programmatic tech fee.

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## AD DELIVERY

### AD DELIVERY

#### NEWS

In collaboration with the Danish broadcasters, Nielsen is launching Ad-Kode.

From **February 1st, 2023**, all new advertising spots and sponsorships must be assigned an Ad-Kode before they can be sent in Flex, Adstream or Peach. The code will from now on be the market's common advertising ID in the Danish TV market on traditional TV and Streaming.

#### DEADLINES FOR AD-KODE:

- You can create Ad-Kodes for your advertising spots and sponsorships in the Ad-Kode tool from **December 1st, 2022**
- On **February 1st**, the Nielsen Ad-Kode will become mandatory when advertising spots and sponsorships are delivered via Adstream, Peach and Flex.
- It will not be possible to complete the delivery without the Ad-Kode after **February 1st, 2023**

#### What should I do if I want to use a spot that was previously submitted without a Nielsen Ad-Kode?

- Advertising spots and sponsorships submitted without an Ad-Kode will be processed by the broadcasters until the end of **February 2023**
- If your advertising spot or sponsorship is to be terminated after **March 1st, 2023**, it must be resubmitted to Adstream, Peach or Flex with a Nielsen Ad-Kode

If you need help with creating a Nielsen Ad-Kode, click here: [Nielsen Ad-Kode Guide](#)

If you want to know more about Nielsen Ad-Kode, click here: [Nielsen Ad-Kode Information](#)

#### GENERAL INFORMATION

This site will help you with information regarding upload of commercials.

Commercials do not include trailers or sponsor tags. For further information about trailer or sponsor productions please contact Anne Stendys: [ansn@tv2.dk](mailto:ansn@tv2.dk)

#### Contact information

#### Deadline for delivery

Commercials must be in TV 2's possession 4 working days before the first broadcast date. For example if the campaign's starting day is on a Monday, the commercial should be delivered on Tuesday in the previous week. If we do not have the commercial before the deadline, without a prior agreement, we charge a fee. Be aware that the upload of a commercial can last up to two hours. The time of the transfer should be taken into account. Note that there may be tighter deadlines for the holidays.

#### Music rights reporting

You need to report the music information online at <http://kordia.tv2.dk>. You will be registered by sending an email to [mediaman@tv2.dk](mailto:mediaman@tv2.dk)

#### Legal service

TV 2 recommends that you use our legal service to pre-approve commercials (storyboard etc.) before final production.



Legal department is also available if you have questions about advertising law and they check all the uploaded commercials before transmission. For further information please contact TV 2 Legal on phone +45 39 75 75 75.

**New users**

can sign up by sending an email to [tv2trafficlinear@tv2.dk](mailto:tv2trafficlinear@tv2.dk) with the following information:

Registration Form:

- Company Name
- Tax-number
- Telephone number
- Address
- Postal Code
- City
- Country

User Information:

- Name
- Telephone number
- Email

(for all of the users who would like to upload)

# TECHNICAL SPECIFICATIONS

## SPECIFICATIONS

Please note, the technical specifications are identical for spots directed to Flow TV and Addressable TV.

### QUALITY

TV commercials must have the same high technical quality as the TV programs and must therefore meet the same relevant standards (EBU \* SMPTE, etc.). TV commercials which by TV 2's opinion do not meet these requirements will not be transmitted. Among the reasons for rejection of a TV commercial the following can be stated:

- Incorrect audio or video levels
- Poor sound or picture quality
- Lack of synchronization between sound and image
- Abrupt termination of audio and / or image
- Unintelligible speech/text
- No audible sound

TV 2 does not accept creative effects that can be confused with technical errors unless prior approval is obtained

### START, END AND DURATION

The file must contain only the active video and audio content and thus may not start as black or still image or have another kind of pre- and/or post-roll. Duration is calculated from the file's first frame to the last frame and must be an even number of seconds in accordance with the purchased commercial slot. A duration that falls short of, or exceeds the duration with one frame or more, will be rejected. TV 2 only accepts commercials that have a duration which is divisible by 5 seconds. This also applies to split-commercials. Split-commercials of more than 2 splits require prior agreement with TV 2

### SYSTEM FORMAT

The system format is High Definition 1080i/25\* All TV commercials must be delivered in the file format specified on page 7. No other formats are accepted. Content originated in other TV system formats may be converted to 1080i/25 by a very high quality standards converter before delivery. Content originated on Film must be scanned directly onto 1080i/25 (1080PsF/25). Commercials delivered in SD format (before to 2013), will be up-converted to HD through TV2's playback system. TV 2 cannot be held responsible for any loss of quality during this conversion. New commercials can only be delivered in HD. \* 1080i/25 An interlaced video format defined as 50 half frames (known as fields) per second. Each field having 540 lines and 1920 pixels per line.

### SOUND LEVELS

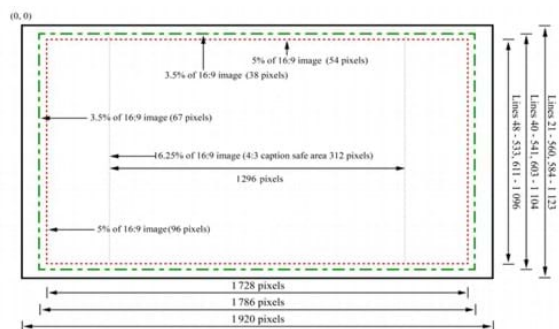
TV 2 wants to achieve a consistent sound level throughout the whole program schedule and therefore follows the EBU Recommendation R128 (loudness). The following sound levels are acceptable:

### Short-Form Content (Adverts, promos, etc.)

Description	Value	Notes
Program Loudness (IL)	0 LU (-23 LUFS) ± 0.5 LU	Measured over the entire program length Accepted tolerance
Maximum True Peak (Max TP)	-3 dBTP	Measured at 4 times over sampling
Maximum Short-term Loudness	+5 LU (-18 LUFS)	

### ACTION AND GRAPHICS SAFE AREA

- Action safe: 3.5%
- Title safe: 5%



### DELIVERY FORMAT

File format  
XDCAM HD 422 MXF OP1a (SMPTE 378M), (This means: FILE MUST BE DELIVERED IN .MXF FORMAT)  
Video  
Codec: MPEG-2 422P@HL Long GOP  
Bit rate: 50 Mb/s (CBR)  
Resolution: 1920 x 1080  
Interfacing: Upper Field First  
Frame rate: 25 fps (50i)  
Audio  
Track 1 (AES1) Stereo Left / Lt  
Track 2 (AES1) Stereo right / Rt  
Code: Uncompressed (PCM)  
Sample Rate: 48 kHz  
Sampling Size: 16 or 24 bit  
AES 2-8 Not used  
TV commercials must be delivered as media files through our portal <https://flex.tv2media.dk/> or via a direct integration to the TV 2 Flex platform.

### DEADLINE AND CORRECTIONS

Deadline  
TV commercials to be broadcasted on TV 2's channels must be in TV 2's possession four working days before the first broadcast date at the latest.

Subsequent delivery of the material requires prior agreement with TV 2 and may involve a fee for late delivery.

Corrections Performed by TV2

TV 2 can exceptionally assist with technical corrections for a fee of DKK 5,000

#### TECHNICAL REFERENCES

SMPTE, EBU, etc.

ITU-R BT.709-6: Parameter values for the HDTV standards for production and international programme exchange

- SMPTE 377M: Material Exchange Format (MXF) - File Format Specification
- SMPTE 378M: Material Exchange Format (MXF) - Operational pattern 1A (Single Item, Single Package)
- SMPTE 379M: Material Exchange Format (MXF) - MXF Generic Container
- SMPTE 381M: Material Exchange Format (MXF) - Mapping MPEG Streams into the MXF Generic Container
- SMPTE 386M: Material Exchange Format (MXF) - Mapping Type D-10 Essence Data to the MXF Generic Container
- SMPTE 382M: Material Exchange Format - Mapping AES3 and Broadcast Wave Audio into the MXF Generic Container
- EBU R 95: Safe area for 16:9 television production
- EBU R 122: Material Exchange Format Timescode Implementation
- EBU R 128: Loudness normalization and permitted maximum level of audio signals
- EBU Tech 3341: 'EBU Mode' metering to supplement EBU R 128 loudness normalisation
- EBU Tech 3342: Loudness range: A measure to supplement EBU R 128 loudness normalisation
- EBU Tech 3343: Practical guidelines for EBU R128 (Loudness)
- EBU R 128S1: Loudness Parameters for Short-Form Content
- General information about R128 loudness: <https://tech.ebu.ch/loudness>

#### Links

[EBU website](#)

[SMPTE website](#)

[ITU website](#)

## NIELSEN AD-KODE INFORMATION

#### Attn.: Notice to all agencies and production companies

In collaboration with the Danish broadcasters, Nielsen is launching Ad-Kode this winter.

From February 1st, 2023, all new advertising spots and sponsorships must be assigned an Ad-Kode before they can be sent in Flex, Adstream or Peach. The code will from now on be the market's common advertising ID in the Danish TV market on traditional TV and Streaming.

#### Why is a common Ad-Kode introduced?

- A common Ad-Kode is introduced to better identify spot variants, and thus enable improved reporting of campaigns, across broadcasters and channels (both traditional TV and streaming).

#### How do I assign an Ad-Kode to my advertising spot and sponsorship?

- You use Nielsen's Ad-Kode tool to generate an Ad-Kode for your advertising spot and sponsorship.

- You can find the Ad-Kode tool at the following URL: <https://adkode.dk/nielsen.com/>

- You will find a manual on how to assign your advertising spot and sponsor an Ad-Kode attached in the email.

#### Does it cost anything to create an Ad-Kode with Nielsen's Ad-Kode tool?

- It is free to create an Ad-Kode in Nielsen's Ad-Kode tool for your advertising spot and sponsorship.

#### When do I have to start giving my advertising spots and sponsorships Ad-Kodes?

- You can create Ad-Kodes for your advertising spots and sponsorships in the Ad-Kode tool from December 1st, 2022.

#### Can you omit to give your advertising spot and sponsorship an Ad-Kode?

- No, on February 1st, the Nielsen Ad-Kode will become mandatory when advertising spots and sponsorships are delivered via Adstream, Peach and Flex.

- It will not be possible to complete the delivery without the Ad-Kode after February 1st, 2023.

#### What should I do if I want to cancel a spot that was previously submitted without a Nielsen Ad-Kode?

- Advertising spots and sponsorships submitted without an Ad-Kode will be processed by the broadcasters until the end of February 2023

- If your advertising spot or sponsorship is to be terminated after March 1st, 2023, it must be resubmitted to Adstream, Peach or Flex with a Nielsen Ad-Kode.

#### Webinar and support

Nielsen holds webinars in December and January, where we will review the information from this announcement and show how to create an Ad-Kode for your commercial and sponsorship.

#### The dates for these webinars are:

- Tuesday 8/12 at 3pm

- Thursday 8/12 at 9am

- Thursday 5/1 at 2pm

Registration required: If you wish to participate in one of these webinars, please register via this [Google Form](#), after which you will receive a calendar invitation with a link to the webinar from Nielsen.

If you need support regarding the allocation of Ad-Kode for your advertising spots and sponsorships, you can contact Nielsen via this helpdesk: [support.dk@nielsen.com](mailto:support.dk@nielsen.com).

## NIELSEN AD-GUIDE

#### Step 1

Go to <https://adkode.dk/nielsen.com/> and sign in.

#### Step 2

Go to 'Code Management' and click on 'Create Code'

#### Step 3

- Click on 'Search for Advertiser and Brand' to search for appropriate advertiser and brands.
- Choose the advertiser/brand by clicking on the brand and fill out the rest of the fields.
- The fields 'Campaign', 'Model', 'Product Code' are not mandatory. They will only make it easier for you to filter and search for specific codes in the 'Code Management' overview.

\*\*Remember, when you search for a brand or advertiser, click 'Exact' to get a more specific search result and find the right brand or advertiser!!! If you can't find the advertiser or brand when searching for it, please register the advertiser/brand by filling out the empty fields.

#### Step 4

\*\*Uploading creative is only mandatory for streaming ads.

For others, feel free to upload if you want to.

#### Step 5

When you are done filling out all the information, click 'Create New Code' and the

code will be added to your table.  
You will also receive an email containing the code.

## CONTACT

#### Contact TV 2 Commercial Planning

You can reach us, on the following telephone numbers:

Birgitte Holst | +45 51 56 3298 | [biho@tv2.dk](mailto:biho@tv2.dk)

Nele Maxen | +45 20 24 38 35 | [nema@tv2.dk](mailto:nema@tv2.dk)

Alternatively our main switchboard: +45 39 75 75 75

**Opening hours:** Monday-Thursday 08.30-16.30, Friday till 16.00

**E-mail:** [tv2trafficlinear@tv2.dk](mailto:tv2trafficlinear@tv2.dk)

## USEFUL LINKS

#### How to upload

This video takes you through how to connect to upload directly.

(Note: audio in Danish) Follow the link on the heading, then you will get the video.

Bureautitel = the title of the commercial

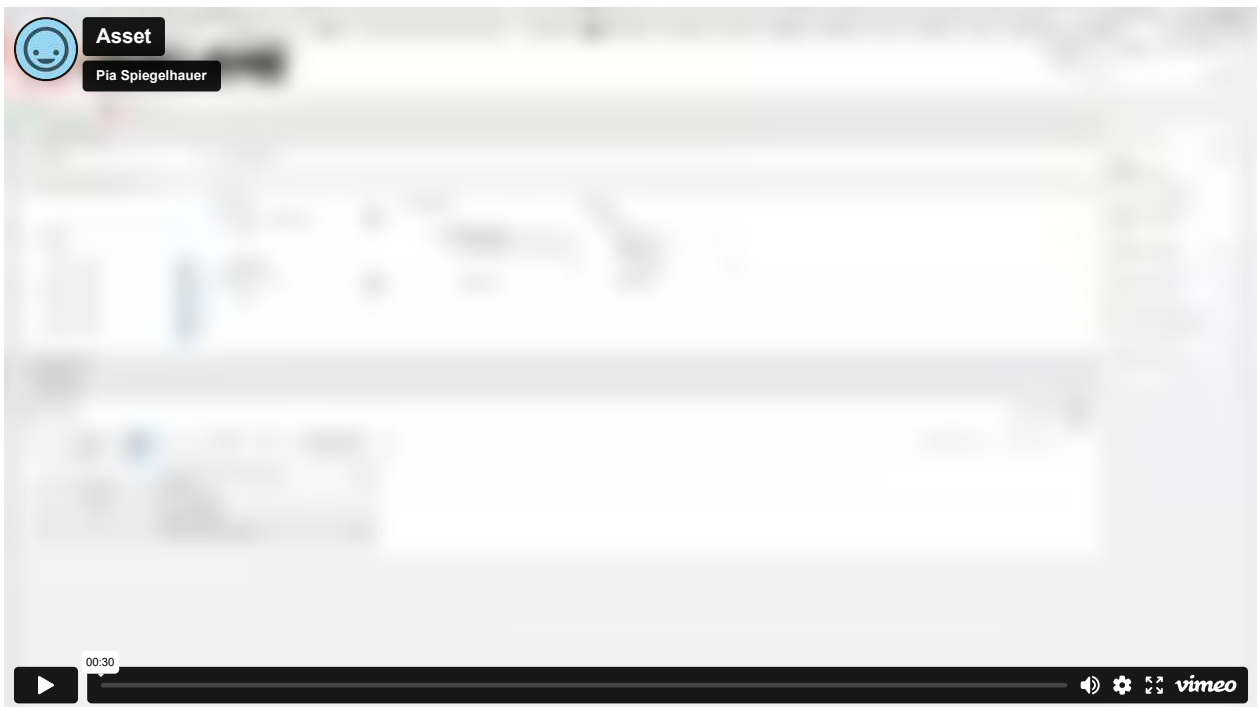


How to connect and upload.mp4



**How to check if you commercial is registered in the system**  
 This video takes you through how to use flex.tv2media.dk find the clips that you have uploaded, in Flex these are referred to as assets.  
 (Note: audio in Danish)

Follow the link on the heading, then you will get the video.



**For other questions**

Please see our FAQ or contact us!

## FAQ

### Frequently Asked Questions

#### Troubleshooting - Supported browsers

The following internet browsers can be used with the Flex system

- Internet Explorer
- Mozilla Firefox
- Safari
- Chrome

#### How do I create MXF files in your format?

Our file format is widely used within broadcast facilities around the world, and the list of software that can create it, grows rapidly.

As long as the files meet our technical requirements, we do not have any preference in what application is used to create the files, and we encourage our customers to use the tools that best suit their needs.

Below are a few examples, but please note that the list is not complete:

- Adobe Media Encoder

- Adobe After Effects
- Avid media Composer
- Telestream Episode

#### Application notes

From time to time we hear about, or discover bugs or anomalies in some of the softwares used to create MXF files in our format.

#### Episode 6.2.2.9.3412 (Mac only):

In this specific version of Episode, the check box "K2 Server Compliant op1a" need to be checked under the encodert settings (as per below screen shot).

If the box is not checked, the files produced by Episode can be rejected by the Flex software client with the error "Duration Mismatch". The above is only relevant for the specified version of Episode.



#### Adobe Media Encoder:

Her er der et preset til Media Encoder som har de rigtige settings til at overholde TV2's specifikationer.

Højreklik på linket her: [Preset](#) og vælg Gem Som. Derefter downloades der en .zip fil til din computer som du kan pakke ud og få en .epr fil til Media Encoder.

Denne .epr fil kan derefter indlæses som Preset i Media Encoder.

Older bulletins:

[MIO FAQ](#)

## COMMERCIAL CHECKER

## TV 2 DASHBOARD

### TV 2 DASHBOARD

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