

BO-10/2020-1/2021	SZIF
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Obchodní tajemství TV Nova s.r.o.

Total BO Volume	3 680 000
Calculation Budget	3 680 000

GRID-CPPavg

OMCh Budget (CZK)	0
GRP Budget (CZK)	3 680 000

DISCOUNTS (1)

early sign

OMCh

REF-CPP (1)

DISCOUNTS (2)

new client

REF-CPP (2)

DISCOUNTS (3)

prepayment

limited planning

REF-CPP (3)

	PT	OFF	SPT
index	105%	85%	120%

Daypart REF-CPP

PT% BUDGET

SPT% BUDGET

MONTH	min. SPEND	(%)	coef.	PT-NET	OFF-NET	SPT-NET	CPP-PT	CPP-OFF	CPP-SPT	GRP-PT	GRP-OFF	GRP-SPT
January												
February												
March												
April												
May												
June												
July												
August												
September												
October												
November												
December (A)												
December (B)												
subTOTAL		100%										
TOTAL	3 680 000		OK			3 680 000						

Specifications	Other / Notes
OMCh budget:	
minimum Nova planning:	
prepayment (amount):	
prepayment (period):	months
new client:	NO

Other Media Channels SPLIT
Online (*) Cable TV PP (specific) PP Floating (**)

(*) Online disc. only applies if online YoY investment is min.+10%

(**) Unspecified combination of at least two OMCh, Sponsoring max 2,5%

YoY CPP comparison
ref CPP (3) avgCPP
CPP-2020
CPP-2019
YoY Δ n/a n/a

CALCULATION STATUS: ACCEPTED

CALCULATION APPROVAL DATE: 24.08.2020

CALCULATION ISSUE DATE: 24.07.2020

CALCULATION VALID UNTIL: 24.08.2020

PREPARED BY: Špicl

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