

PŘÍLOHA Č.1 - CENOVÁ KALKULACE K ZÁVAZNÁ OBJEDNÁVKA Č. 001 I. SZIF – MULTIKANÁLOVÁ

BO-2021 SZIF Klas

Obchodní tajemství TV Nova

Pracovní srovnávací

Total BO Value
GRID-CPPavg

OMCh Budget (CZK)
GRP Budget (CZK) 5 400 000

DISCOUNTS (1)

early sign
OMCh

REF-CPP (1)

DISCOUNTS

new client

REF-CPP (2)

DISCOUNTS (3)

prepayment
limited planning

REF-CPP (3)

PT OF SPT
index F 120%

Daypart REF-CPP

PT%
BUDGET %

Specificatio ns	Other / Notes
OMCh budget: 0% minimum Nova planning: 80% prepayment (amount): 0% prepayment (period): 0 months new client: NO	

Other Media Channels SPLIT				
Online (*)	Cable TV	PP	Sponz. (**)	Online

(*) Online min. 6%, disc. applicable only if online YoY investment is min.+10%

(**) Online min. 6%, Sponsoring min. 2%, disc. applicable only if online YoY investment is at least flat

YoY CPP comparison	
CPP-2021	
CPP-	

ACCEPTED

				[A15-54]								
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												
TOTAL												