

BO-2024	ČPZP
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Obchodní tajemství TV Nova s.r.o.

Total BO Volume xx
Calculation Budget

GRID-CPPavg
OMCh Budget (CZK) xx
GRP Budget (CZK) xx

DISCOUNTS (1)
early sign xx
OMCh xx
REF-CPP (1)

DISCOUNTS (2)
new client xx
REF-CPP (2) -

DISCOUNTS (3)
prepayment xx
limited planning xx
REF-CPP (3) -

	PT	OFF	SPT
index	110%	100%	120%
Daypart REF-CPP	xxx	xx	xx

PT% BUDGET xx
SPT% BUDGET xx

MONTH	min. SPEND	(%)	coef.	PT-NET	OFF-NET	SPT-NET	[A15-54]					
							CPP-PT	CPP-OFF	CPP-SPT	GRP-PT	GRP-OFF	GRP-SPT
January	0	0%	70%				-	-	-	0	0	0
February	0	0%	80%				-	-	-	0	0	0
March	0	0%	115%				-	-	-	0	0	0
April	0	0%	140%				-	-	-	0	0	0
May	0	0%	145%				-	-	-	0	0	0
June	0	0%	145%				-	-	-	0	0	0
July	0	0%	85%				-	-	-	0	0	0
August	xx	xx	xx				-	-	-	0	0	0
September	xx	xx	xx				-	-	-	0	0	0
October	0	0%	150%				-	-	-	0	0	0
November	0	0%	145%				-	-	-	0	0	0
December (A)	0	0%	145%				-	-	-	0	0	0
December (B)	0	0%	100%				-	-	-	0	0	0
subTOTAL		0%					n/a	n/a	n/a	0	0	0
TOTAL	0				xx		xx			xx		

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

Other Media Channels SPLIT				
Online (*)	Cable TV	PP	Spons. (**)	Online
0%	0%	0%	0%	xx
0	0	0	0	0

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

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

NOTE: Sponsorship is not included in OMCh except for the combination with online investment specified above

Uvedené cenové parametry jsou garantované pouze do výše objemu potvrzené Závazné objednávky

YoY CPP comparison		
	ref CPP (3)	avgCPP
CPP-2024	xx	xx
CPP-2023		
YoY Δ	n/a	n/a

CALCULATION STATUS:	ACCEPTED
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CALCULATION APPROVAL DATE:	09.07.2024
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CALCULATION ISSUE DATE: 27.06.2024

CALCULATION VALID UNTIL: 09.07.2024

PREPARED BY:	xx
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