

The background is a dark field filled with a grid of small dots in red and cyan. These dots are arranged to create a 3D perspective, forming a large, rounded rectangular shape that recedes into the distance.

# ADDRESSABLE TV PRODUCTION COSTS

2023

# ADDRESSABLE TV PRODUCTION COSTS

## SwitchIn XXL



Production costs  
plus value added tax, not discountable



**Static**

≈ 400 €



**Animated\***

≈ 800 € / 1.150 €  
without / with  
Creation



**Dynamized\*\***

950 € - 1.750 €  
without / with  
Creation or Animation

## SwitchIn Zoom / Masthead



Production costs  
plus value added tax, not discountable



**Static**

≈ 400 €



**Animated\***

≈ 1.200 € / 1.550 €  
without / with  
Creation



**Dynamized\*\***

950 € - 2.150 €  
without / with  
Creation or Animation

## Others



### Ads customizations

Creation of CutIn XXL from SwitchIn XXL

#### SwitchIn XXL

static

GIF animated / scripted

#### CutIn XXL

› static

› GIF animated

€

for free

250 €

#### SwitchIn Zoom

› SwitchIn Masthead 250 €



### Use of external data

POA




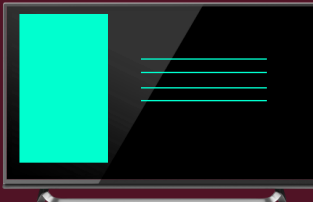
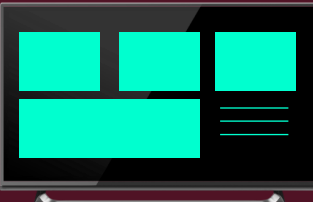



### General

- **External delivery** only permitted for statistical advertising media
- All prices incl. **3 tuning loops** (each additional loop costs extra)
- **Production time:**  
static: min. 5 working days  
animated: min. 10 working days  
beginning after complete delivery and final briefing

# ADDRESSABLE TV MICROSITE OPTIONS

ALL ADVERTISING MEDIA ALSO INCLUDE A CONTENT AD (3:1) WHEN USING A MICROSITE

No Microsite	Click-to-Video Microsite	Branded Video Microsite	Mini Microsite	Standard Microsite	Individual Microsite
					
<ul style="list-style-type: none"><li>• SwitchIn redirects to the media library</li></ul>	<ul style="list-style-type: none"><li>• Customer video starts via "yellow button" in fullscreen mode</li><li>• Lead time: 3 working days</li></ul>	<ul style="list-style-type: none"><li>• Customer video embedded in customer's CD</li><li>• Lead time: 5 working days</li></ul>	<ul style="list-style-type: none"><li>• Microsite with navigation and max. 3 subpages</li><li>• Lead time: 10 working days</li></ul>	<ul style="list-style-type: none"><li>• Microsite with navigation and max. 8 subpages e.g. picture gallery</li><li>• Lead time: 20 working days</li></ul>	<ul style="list-style-type: none"><li>• e.g. dealer search</li><li>• Lead time by agreement</li></ul>
Production costs <b>free of costs</b>	Production costs <b>500€* / free of costs**</b>	Production costs <b>approx. 1.000 €*</b>	Production costs <b>approx. 3.300 €*</b>	Production costs <b>approx. 5.500 €*</b>	Production costs <b>According to KVA</b>

# CONTACT DETAILS EXTERNAL SERVICE PROVIDERS

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