

goldvertise

Media & *Pricing* Overview

gox

Goldvertise Media

Video in all its dimensions

Driven by technology and innovation, we place video advertising across all digital and broadcast platforms. Our portfolio covers everything from online video and connected TV to a wide array of linear TV opportunities.

Partner & Brand Portfolio

PORTFOLIO SPECIAL ADS PRICING TECH SPECS CONTACT

CTV | ONLINE VIDEO

View more partners

Reach streamers on the *Big Screen!*

Goldvertise Connected TV Portfolio

PORTFOLIO	SPECIAL ADS	PRICING	TECH SPECS	CONTACT
CTV	ONLINE VIDEO			

Premium inventory in top-tier media quality ensures maximum reach and brand safety, delivering powerful visibility in relevant environments.

9 Mrd.	~97%*	100%	400+*
Ad requests per month	View-Through Rate	Brand Safety	Channels

Source: Springserve, average Sep 2025–Jan 2026, Germany

CONTENT CLUSTER TARGETING	AD FORMATS
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High-reach and *efficient* for your target audience!

Goldvertise Online Video Portfolio

PORTFOLIO	SPECIAL ADS	PRICING	TECH SPECS	CONTACT
CTV	ONLINE VIDEO			

We rely on efficient audience targeting through exclusive placements in trusted, high-quality environments. Our multi-SSP approach combines rapid reach building with data-driven targeting options and seamless multiscreen delivery to maximize brand impact.

3 Mrd.

Ad requests per month

~86%*

View-Through Rate

250+

Multiscreen Platforms

Source: Springserve, average Sep 2025–Jan 2026, Germany



Branding Boost

Attention-grabbing special ads in premium environments!

PORTFOLIO	SPECIAL ADS	PRICING	TECH SPECS	CONTACT
VEVO	CTV HOMESCREEN ADS			LOOLOO KIDS



Use the powerful impact of music videos to effectively reach your target audience.

Artist in Cycle
Most influential artists

Genre
12+ music genres

Playlists e.g. Cultural
Exclusive, curated playlists such as Afro Pulse for thematic and cultural relevance

Takeover Moments
Produkt Launch, Event, Release, Premiere

Mood
Inhalte nach Stimmungen von Empowering bis Calm

Audience Intelligence
AI-based targeting based on viewer behavior and interests



Your brand appears directly when the TV is turned on on TiVo & TitanOS operating systems.

61% Users start their TV experience via their provider's home screen

70Mio. Homepage Impressions/month

1/3 Advertising space on the start screen

Static visuals and video formats are available; the call-to-action can be flexibly linked according to individual campaign goals.

Broadcast on

PHILIPS

TELEFUNKEN

SHARP

JVC

Techwood

Panasonic

BUSH



CUSTOM SOLUTIONS

Individual short formats
15–30 sec.

Long storytelling formats
up to 2 min.

Personalized song

Shorts sponsorship

Break bumper sponsorship

Banner sponsorship

109Min.

Daily viewing time among women aged 25-45

22Min.

Ø monatl. Ad Requests on YouTube & Samsung TV+

TOP-2

Kids Channel on Samsung TV+

27%

Smart TV (Views)

68%

Mobile (Views)



Pricing | Targeting

PORTFOLIO	SPECIAL ADS	PRICING	TECH SPECS	CONTACT
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CONNECTED TV					CPM in €
	Spot length	Run on Network	Run on Categories	Targeting Fee	>30"
CTV Spots					
Pre- MidRoll	up to 30"	90	95	5	10*
Bumper Ad Pre- MidRoll	6"	70	75	5	
Homescreen Ads					
Video	up to 30"	90 ¹		5	
					*per 5"

MULTISCREEN					CPM in €
	Spot length	Run on Network	Run on Categories	Targeting Fee	>30"
Pre- MidRoll	bis 30"	80	85	5	10*
Bumper Ad	6"	60	65	5	
TARGETING		Tech Targeting	Geo Targeting	Contextual Targeting	
* Tech-, Geo- und Contextual-Targetings sind individuell buchbar und auf Anfrage verfügbar.					

SPECIAL ADS		
VEVO	Loo Loo Kids - Custom Solutions	Homescreen Takeover
Targetingoptionen		
Artist in Cycle	Individuelle Kurzformate 15 bis 30"	Statische Visuals
Genre	Lange Storytelling-Formate <2 Min.	Video-Format
Playlists	Personalisierter Song	
Takeover Moments	Shorts Sponsorship	
Stimmung	Break Bumper Sponsorship	
Audience Intelligence	Banner Sponsorship	
* Alle Special-Ad-Formate und Targetings sind individuell buchbar und auf Anfrage verfügbar.		

Tech Specs

PORTFOLIO	SPECIAL ADS	PRICING	TECH SPECS	CONTACT
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CONNECTED TV

Format	VAST 2.0 & 3.0; support for multiple file formats.
Technical Requirement	All creatives and tracking tags must be SSL/HTTPS compatible.
Aspect Ratio	16:9
Duration	Min. 5 sec – max. 30 sec (recommended: 20 sec)
Video Resolution	HD (1920×1080, 1280×720) SD (1024×576, 854×480, 640×360, 480×270)
Frame Rate	23.98, 24, 25, 29.97 or 30 fps
Video Format	WebM (VP8/Vorbis), MP4 (H.264/AAC), MOV, AVI, MPEGPS, WMV, FLV, HLS
File Size	Max. 512 MB (Hosted) 10 MB (VAST-served)
Audio	Min. Bitrate 192 Kbps

ONLINE VIDEO

Format	VAST 2.0 & 3.0; support for multiple file formats.
Technische Requirement	All creatives and tracking tags must be SSL/HTTPS compatible.
Aspect Ratio	4:3 or 16:9
Duration	Max. 89 sec (recommended: max. 30 sec) Bumper Ads: 15 sec Skippable: 16–30 sec
Video Resolution	HD (1920×1080, 1280×720) SD (1024×576, 854×480, 640×360, 480×270)
Frame Rate	23.98, 24, 25, 29.97 or 30 fps
Video Format	WebM (VP8/Vorbis), MP4 (H.264/AAC), MOV, AVI, MPEGPS, WMV, FLV, HLS
File Size	Max. 512 MB (Hosted) 10 MB (VAST-served)
Audio	Min. Bitrate 192 Kbps
Click-Through URL	Clickable video required. Redirects must support HTTPS.

SPECIAL ADS

VEVO	Technical specifications vary depending on the booking option and are available upon request.
CTV Homescreen Ads	
LooLoo Kids	



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