goldvertise

Media & *Pricing* Overview



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Goldvertise *Media*

Video in all its dimensions

As a technology-driven advertising sales house, we combine reach, data, and technology to deliver advertising messages intelligently and at scale across all relevant video-based platforms. Our video advertising portfolio includes Online Video, Connected TV, and Linear TV.

Partner & *Brand* Portfolio

CHANNELS | DISTRIBUTION

- New to our portfolio: Owned & Operated Channels



A selection of our Partners & Brands

Explore our full portfolio ↗

Goldvertise Media GmbH | Beta-Str. 10H | D-85774 Unterföhring
T: +49 (0)89 614 240 400 | info.de@goldvertise.com | www.goldvertise.com

The General Terms and Conditions (GTC) apply: Link
All prices excl. VAT, subject to change.
Minimum spend (IO): €5,000 MN2

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Reach streamers on the *Big Screen*!

Goldvertise Connected TV Portfolio

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

9 Mrd.
Ad requests per month

~97%*
View-Through Rate

100%
Brand Safety

400+*
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

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

CONTENT CLUSTER

- TV & Entertainment
- Sport & Games
- News
- Woman Interest & Influencer
- Travel & Weather
- Computer & Technology
- Lifestyle & Cooking

ONLINE VIDEO SPOTS

- In-Stream Ads
- Out-Stream Ads
- Bumper Ads

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Branding *Boost*

Your Brand in the Spotlight the Moment Viewers Switch On

CTV HOMESCREEN ADS

Your Brand in the Spotlight the Moment Viewers Switch On
CTV Homescreen Ads allow you to reach users directly on the start screen of selected Smart TVs.

61% of users* start their TV experience on their provider's home screen.

70 Million homepage impressions per month.

1/3 of the advertising space on the home screen.



Abbildung: Titan OS CTV Ads auf Philips TVs)

Static visuals and video formats ensure maximum attention. An integrated call-to-action button allows users to access individual campaign objectives directly.

Available on selected Smart TV platforms:
Panasonic | Philips | Telefunken | Blaupunkt | Techwood | JVC | SHARP | Hisense

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Pricing | *Targeting*

CONNECTED TV

CPM (€)

	Ad Duration	Run of **Network**	Run of **Categories**	Targeting Fee	**>30"**
CTV-Spots					
Pre-|MidRoll	up to 30"	90	95	5	10*
Bumper Ad Pre-|MidRoll	6"	70	75	5	

*per 5"

MULTISCREEN

CPM (€)

	Ad Duration	Run of **Network**	Run of **Categories**	Targeting Fee	**>30"**
Pre-|MidRoll	up to 30"	80	85	5	10*
Bumper Ad	6"	60	65	5	

TARGETING	**Technical** Targeting	**Geo** Targeting	**Contextual** Targeting

** Technical, geo and contextual targeting options can be booked individually and are available upon request.*

SPECIAL ADS

CPM (€)

	Ad Duration	Run of **Network**	Run of **Categories**	Targeting Fee	**>30"**
Homescreen Ads					
Video	up to 30"	90		5	

** All special ad formats and targeting options can be booked individually and are available upon request.*

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Tech *Specs*

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

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

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