

TV rough planning

Campaign example

CHF 100,000

Zurich, september 2024

AD
MEIRA

Simulation TV – New customer September 2024 100k

Campaign details

Language regions	national
TV channels	SRF 1, SRF zwei, SRF info, RTS 1, RTS 2, RSI LA 1, RSI LA 2
TV advert length	20 seconds
Time period	Monday, 2. September 2024 - Sunday, 29. September 2024 / 3 weeks /OFF weeks 38

Channel group	Net-net customer investment	Net-net Freespace	Freespace net-net in %
SRG SSR	CHF 100'030.55	CHF 30'772.21	30.8
Invest/Freespace TOTAL	CHF 100'030.55	CHF 30'772.21	

Net-net media value

CHF 130'802.76

Source: EvoAd

All listed prices are exclusive of VAT.

Simulation TV – New customer September 2024 100k



Target group German-speaking Switzerland



German-speaking Switzerland	Customer target group 15-59 years	Reference group 15+ years
Reach in %	20.4	32.5
Gross contacts	1'948'977	6'719'402
GRP inkl. Freespace	59.4	141.3
Ø OTS	2.9	4.3
Cost per Mille (CPM)	CHF 35.95	CHF 10.43
Number of broadcasts	242	242

Source: EvoAd

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Target group French-speaking Switzerland



French-speaking Switzerland	Customer target group 15-59 years	Reference group 15+ years
Reach in %	26.6	35.6
Gross contacts	758'127	1'967'740
GRP inkl. Freespace	64.7	119.9
Ø OTS	2.4	3.4
Cost per Mille (CPM)	CHF 34.29	CHF 13.21
Number of broadcasts	120	120

Source EvoAd

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Target group Italian-speaking Switzerland



Italian-speaking Switzerland	Customer target group 15-59 years	Reference group 15+ years
Reach in %	27.6	35.8
Gross contacts	134'629	344'233
GRP inkl. Freespace	68.3	113.6
Ø OTS	2.5	3.2
Cost per Mille (CPM)	CHF 29.45	CHF 11.52
Number of broadcasts	57	57

Quelle: EvoAd

Quantitative success factors

Net contacts
TG: 15-59 years

Freespace

**Performance
guarantee**

Timeline

German-sp. Switzerland:

659'208 persons

French- sp. Switzerland:

310'256 persons

Italian- sp. Switzerland:

54'081 persons

CHF 30'772.- n/n

Performance reliability
thanks to 100%
performance
guarantee on Paid **and**
Freespace

66% of your
Investment is used in
pre- und primetime

More information and answers directly from:

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