



TV rough planning

Campaign example

CHF 50,000

Zurich, september 2024

AD
MEIRA

Simulation TV – New customer September 2024 50k

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, 15. September 2024 / 2 weeks

Channel group	Net-net customer investment	Net-net Freespace	Freespace net-net in %
SRG SSR	CHF 50'051.40	CHF 15'149.55	30.3
Invest/Freespace TOTAL	CHF 50'051.40	CHF 15'149.55	

Net-net media value

CHF 65'200.95

Source: EvoAd

All listed prices are exclusive of VAT.

Simulation TV – New customer September 2024 50k



Target group German-speaking Switzerland



German-speaking Switzerland	Customer target group 15-59 years	Reference group 15+ years
Reach in %	15.1	25.7
Gross contacts	1'031'146	3'604'072
GRP inkl. Freespace	31.4	75.8
Ø OTS	2.1	3.0
Cost per Mille (CPM)	CHF 34.02	CHF 9.73
Number of broadcasts	137	137

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 %	18.9	26.3
Gross contacts	357'351	895'719
GRP inkl. Freespace	30.5	54.6
Ø OTS	1.6	2.1
Cost per Mille (CPM)	CHF 36.35	CHF 14.50
Number of broadcasts	63	63

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 %	19.0	27.3
Gross contacts	71'188	189'569
GRP inkl. Freespace	36.1	62.6
Ø OTS	1.9	2.3
Cost per Mille (CPM)	CHF 27.86	CHF 10.46
Number of broadcasts	29	29

Quelle: EvoAd

Quantitative success factors

Net contacts
TG: 15-59 years

Freespace

**Performance
guarantee**

Timeline

German-sp. Switzerland:

487'663 persons

French- sp. Switzerland:

220'611 persons

Italian- sp. Switzerland:

37'237 persons

CHF 15'150.- n/n

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

68% of your
Investment is used in
pre- und primetime

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