

Explanation of the «parent-child» structure

Bundling of the Daytime Ad Offerings across SRF 1, SRF zwei, SRF info, RTS 1, RTS 2, and RSI LA 2

With the «parent-child» structure does not reduce advertising inventory; instead, it is offered as a «bundled» package:

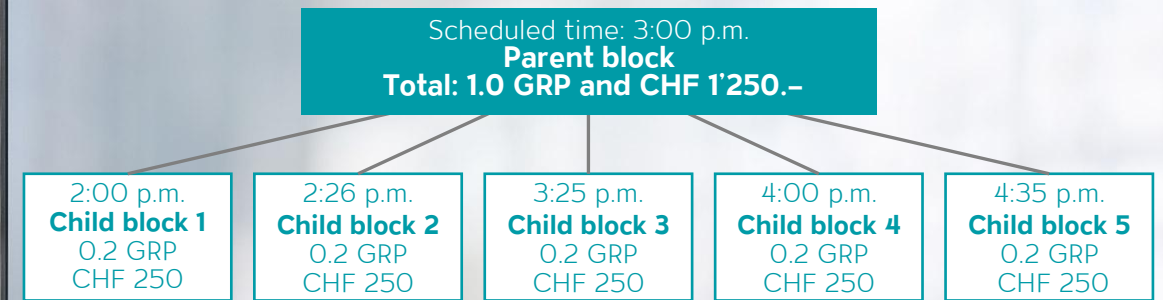
- Between two and five actual advertising blocks («child blocks») are linked to a virtual/fictitious «parent block».
- Only the parent block is scheduled and booked; it reflects the total performance and the total price of the corresponding child blocks.
- Linking is restricted to ad breaks on the same channel and the same broadcast day.

This procedure only affects how the offering is displayed during the planning and booking process:

- As before, each child block is measured individually by Mediapulse AG, and the effective block performance is reported accordingly. The parent block is being disconnected.
- The usual performance guarantee applies to the child blocks.

Example:

Bundling of 5 ad breaks at 0.2 GRP / CHF 250 each
→ only the parent block is planned and booked.



Note on display within program schedules:

Parent and child blocks are color-coded. Child blocks are listed first and linked to the subsequent parent block. In contrast to our online booking tool publiplan, individual child block prices are shown (instead of the total price on the parent block).