

PRICE INDEX LINEAR TV 2024

RTL, RTLZWEI, VOX, SUPER RTL, NITRO, NTV	
Spot length	Price index (in %)
5-17 seconds	110
18-25 seconds	105
from 26 seconds	100

TF1, TMC, TFX, M6, W9, 6ter, C8, RTL9, AB3, Cartoon Network	
Spot length	Price index (in %)
5-15 seconds	110
16-29 seconds	105
from 30 seconds	100

ProSieben, SAT.1, Kabel Eins, sixx, ProSieben MAXX, SAT.1 GOLD, Puls 8	
Spot length	Price index (in %)
5-15 seconds	110
16-29 seconds	105
from 30 seconds	100

3+, 4+, 5+, 6+, 7+, TV24, TV25, S1, TRC DCH SWISS1, DMAX, TLC, Nickelodeon, blue Zoom d	
Spot length	Price index (in %)
5-15 seconds	110
16-29 seconds	105
from 30 seconds	100

In TV planning, the price index is automatically mapped in the MediaPro and EvoAd planning tools.