



TOKYO 2020 OLYMPIC GAMES

AS AT: 15.01.2021

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PREFACE

From 23rd July to 8th August 2021, the world's eyes will be on Tokyo, which is hosting the Games of the XXXII Olympiad. 51 different sports will be featured during this period – follow the athletes as they pursue their goals at the greatest sporting event of the year. 339 medals will be thrillingly contested during the 17 days of the Olympic Games. Cheer on Team Austria with us! You'll find all the advertising opportunities with ORF media below.

IOC sponsors benefit from a pre-purchase right 45 (working) days after submission of the offer.

1. ORF 1 – TRADITIONAL ADVERTISING

1.1. Commercial breaks

Traditional commercial breaks are available to book as per the table on page 5.

1.2. Rates

Please see the table on page 5 for rates. All prices are quoted gross per second.

2. ORF 1, ORF SPORT + SPECIAL FORMATS

2.1. Sponsorship

Get all the benefit of having a real connection between your brand/product and an ORF TV format that speaks to your target group. As a presenter you enjoy exclusive positioning before and after the programme.

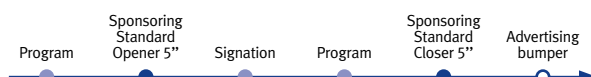
2.1.1. Standard Sponsorship (openers and closers)

"This programme is brought to you by ..." – Position your brand as close as possible to our popular ORF TV formats. Exclusive standard openers and closers immediately before and after the programme ensure you have a compelling presence.

Features:

- shown for 5 seconds before and 5 seconds after the programme
- verbal mention
- integration of logo and/or product
- customer website overlay
- claims and slogans may not be used
- no promotional elements, customer incentives or price quotes
- clear name check (verbal or visual)

Sample sequence:



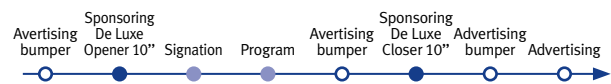
2.1.2. De Luxe Sponsorship (openers and/or closers)

Being a premium presenter entitles you to an integrated slogan. De Luxe Sponsorship advertising can be designed to your specifications.

Features:

- shown for 10 seconds before and/or after the programme
- creative freedom as regards words and images
- promotional elements permitted
- advertising claims can be included
- testimonials can also be integrated as far as possible
- Spot must be clearly recognisable as advertising by use of a jingle or bumper ad
- clear name check (verbal or visual)

Sample sequence:



2.2. Programme Trailer

ORF TV formats are promoted in advance by trailers. Collaborating on a trailer is the perfect complement to your sponsorship of a programme.

2.2.1. Standard Programme Trailer

Programme trailers provide a 20-second teaser of the forthcoming programme. Your involvement comes at the end of the edited trailer in the form of a Standard Sponsorship spot. The trailer is incorporated into the interfaces between segments.

Features:

- 5-second sponsorship spot at the end of the edited trailer
- verbal mention
- integration of logo and/or product
- customer website overlay
- claims and slogans may not be used
- no promotional elements, customer incentives or price quotes
- clear name check (verbal or visual)

Sample sequence:



2.2.2. De Luxe Programme Trailer

Trailers provide a 20-second teaser of the forthcoming programme. Your involvement comes at the end of the edited trailer in the form of a De Luxe Sponsorship spot that can be designed to your specifications. The trailers are incorporated into the interfaces between segments.

Features:

- 10-second sponsorship spot following the trailer (see guidelines)
- creative freedom as regards words and images
- promotional elements permitted
- advertising claims possible
- testimonials can be integrated as far as possible
- bumper ad placed before your De Luxe Sponsorship spot
- clear name check (verbal or visual)

Sample sequence:



2.3. Competitions

... are a win for you! Link your product with a popular ORF programme. Active viewer participation will guarantee active engagement with your brand/product

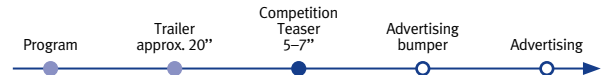
2.3.1. Programme Trailer Competition Teaser

Trailers provide a 20-second teaser of the forthcoming programme. Your involvement comes in the form of a competition teaser at the end of the edited trailer, announcing the competition in the programme. The trailers are incorporated into the interfaces between programme segments.

Features:

- Competition teaser is added to a programme trailer
- Trailers announce the programme and the competition
- 5–7-second feed
- 5–7-second competition/product or standard vouchers overlay
- disclosure of contracting partner (visual and/ or aural, no promotional elements) with “Provided by your brand”
- claims and slogans may not be used
- no promotional elements, customer incentives

Sample sequence:



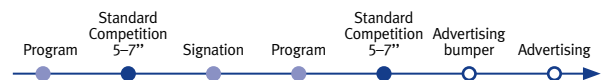
2.3.2. Standard Competition

The Standard Competition is incorporated as feasible before, after or during an ORF programme along with an appropriate question.

Features:

- 5-7-second competition/product or standard vouchers overlay, with feed or live announcement depending on programme
- contracting partner provides ORF with the prize for the winners
- transaction via extra.ORF.at
- bookable exclusively for IOC and ÖOC sponsors. Placement of label-free products by non-sponsors of the IOC/ÖOC is possible.
- Questions with clear link to programme or theme selected by ORF editors
- Organisation, participation and prize draw are the responsibility of ORF
- contracting partner is responsible for communicating with winners and delivering the prize to them free of charge
- claims and slogans may not be used
- no promotional elements, customer incentives or price quotes
- a Standard Sponsorship spot may be placed between the competition and the programme

Sample sequence:



2.3.3. De Luxe Competition

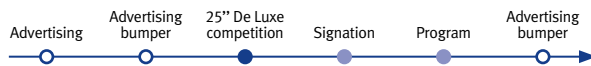
De Luxe competitions are placed in the commercial break before and/ or after the programme. Promotion for the premium variant can be designed according to your specifications.

Features:

- 25-second De Luxe competition in the commercial break before and/or after the programme
- creative freedom for advertising /incorporation in words and images
- option to use traditional ad elements

- promotional elements permitted
- advertising claims can be included
- testimonials can be integrated as far as possible
- bumper ad placed before the De Luxe competition
- transaction via customer home page or extra.ORF.at
- a sponsorship spot can be placed between the competition and the programme

Sample sequence:



2.4. Your investment

Involvement	Price/Tool in EUR
Standard Programme Trailer ORF 1	2,200.00
De Luxe Programme Trailer ORF 1	3,000.00
Programme Trailer Competition Teaser ORF 1	2,200.00
Standard Sponsorship (Opener AND Closer) ORF 1 Farewell & Studio	2,120.00
Standard Sponsorship (Opener AND Closer) LIVE	1,400.00
Standard Sponsorship (Opener AND Closer) ORF 1 Opening & closing ceremony	1,960.00
De Luxe Sponsorship (Opener OR Closer) ORF 1 Farewell & Studio	2,250.00
De Luxe Sponsorship (Opener OR Closer) LIVE	1,630.00
De Luxe Sponsorship (Opener OR Closer) ORF 1 Opening & closing ceremony	3,170.00
Standard Competition (5-7'') ORF 1 *	1,750.00
De Luxe Competition (15'') ORF 1	on request

*settlement via extra.ORF.at within 14 days min. booking EUR 500.00

Spots take account of planning estimates. Partner involvement designed in the context of the legal framework. Production and design can be undertaken by ORF-Enterprise if desired.

3. ONLINE ADVERTISING

Both video and display advertising formats can be booked on the ORF.at-Network during the Olympic Games in Tokyo 2020. This involves bundling inventory from Austria's biggest sports website, sport.ORF.at & the special channel Tokyo 2020, including the mobile versions and apps. The ORF-TVthek is of course also available for video bookings. Pre-rolls play at the start of live streaming or on demand viewing.

The CPMs are staggered according to spot length:

Price in EUR	up to 10 s	up to 15 s	up to 20 s	up to 25 s	up to 30 s
Pre-roll video ad	84.50	107.90	124.80	139.10	154.70

There are display ad possibilities on the sport.ORF.at & the special channel Tokyo 2020 with a fixed amount of ad impressions per day. These ad impressions vary per day depending on the competition.

Price in EUR	CPM front pages
Medium Rectangle Skyscraper	21.60
Half Page Ad	22.80
Sitebar	26.40

In addition, attractive run-over-site placements are available in the above-mentioned environments, which will be placed directly as part of the Tokyo 2020 Olympic Games coverage. The following CPMs are applied for such placements:

Price in EUR	sport.ORF.at ROS
Medium Rectangle Skyscraper	19.20
Half Page Ad	34.80
Sitebar	39.60

We have prepared exemplary offers with the advertising options listed above on page 11.

4. YOUR CONTACT

For further information or an individualised quote, please contact

Christopher Haberlehner

Head of Sales TV and Radio
christopher.haberlehner@orf.at
+43 1 87077-12298

Matthias Seiringer

Head of Sales Online
matthias.seiringer@orf.at
+43 1 87077-15067

Dorit Wolkenstein

Head of Sales Special Advertising
dorit.wolkenstein@orf.at
+43 1 87077-14742

COMMERCIAL BREAK PRICES – TOKYO 2021 – SUMMER OLYMPICS

EVENT	TIME	MO-FR	PRICE / S	SA-SU	MO-FR	SA-SU	CODE
Summer Olympics Tokyo 2020 / 4.07.-09.08.2020 (10.08.)							
OSS 2020 Opening / 23.07.2021	1.00 pm	225			21:40 13 5x		
OSS 2020 / HOUR 01	1.00 am	60		60	21:07 01 5x	21:07 01 5x	
OSS 2020 / HOUR 02	2.00 am	60		60	21:07 02 5x	21:07 02 5x	
OSS 2020 / HOUR 03	3.00 am	60		60	21:07 03 5x	21:07 03 5x	
OSS 2020 / HOUR 04	4.00 am	60		60	21:07 04 5x	21:07 04 5x	
OSS 2020 / HOUR 05	5.00 am	60		60	21:07 05 5x	21:07 05 5x	
OSS 2020 / HOUR 06	6.00 am	90		110	21:13 06 5x	21:17 06 5x	
OSS 2020 / HOUR 07	7.00 am	90		110	21:13 07 5x	21:17 07 5x	
OSS 2020 / HOUR 08	8.00 am	90		110	21:13 08 5x	21:17 08 5x	
OSS 2020 / HOUR 09	9.00 am	115		155	21:18 09 5x	21:26 09 5x	
OSS 2020 / HOUR 10	10.00 am	115		155	21:18 10 5x	21:26 10 5x	
OSS 2020 / HOUR 11	11.00 am	115		155	21:18 11 5x	21:26 11 5x	
OSS 2020 / HOUR 12	12.00 pm	140		175	21:23 12 5x	21:30 12 5x	
OSS 2020 / HOUR 13	1.00 pm	140		175	21:23 13 5x	21:30 13 5x	
OSS 2020 / HOUR 14	2.00 pm	140		175	21:23 14 5x	21:30 14 5x	
OSS 2020 / HOUR 15	3.00 pm	145		185	21:24 15 5x	21:32 15 5x	
OSS 2020 / HOUR 16	4.00 pm	145		185	21:24 16 5x	21:32 16 5x	
OSS 2020 / HOUR 17	5.00 pm	145		185	21:24 17 5x	21:32 17 5x	
OSS 2020 / HOUR 18	6.00 pm	125		155	21:20 18 5x	21:26 18 5x	
OSS 2020 / HOUR 19	7.00 pm	140		165	21:23 19 5x	21:28 19 5x	

Valid from 01.01.2021 / Prices in EUR per second

All bookings for 2021 are governed by the Advertising Terms and Conditions. Current rates and the applicable terms and conditions can be found on the ORF-Enterprise website at enterprise.ORF.at. All advertising prices quoted are Euros per second plus statutory taxes and duties. We accept no liability for printing errors.

PROGRAMME OVERVIEW – TOKYO 2020 – SUMMER OLYMPICS

AIR DATE	START	FINISH	PLACEMENT	FOLLOWING PROGRAMME
07.07.21	6.00 pm	7.25 pm	Vienna/AUS	Tokyo 2020 Olympic Games – Lottery Farewell Party
22.07.21	1.25 am	5.10 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
23.07.21	12.30 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games LIVE – Opening Ceremony
23.07.21	6.20 pm	7.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
23.07.21	1.25 am	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
24.07.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
24.07.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
24.07.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
24.07.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
24.07.21	08.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
24.07.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
24.07.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
24.07.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
24.07.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
24.07.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games LIVE
24.07.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
24.07.21	1.25 am	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
25.07.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
25.07.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
25.07.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
25.07.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
25.07.21	08.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
25.07.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games LIVE
25.07.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
25.07.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
25.07.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
25.07.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
25.07.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
25.07.21	23.25 pm	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
26.07.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
26.07.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
26.07.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
26.07.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
26.07.21	08.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
26.07.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
26.07.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
26.07.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
26.07.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
26.07.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
26.07.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
26.07.21	23.25 pm	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
27.07.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update

PROGRAMME OVERVIEW – TOKYO 2020 – SUMMER OLYMPICS

AIR DATE	START	FINISH	PLACEMENT	FOLLOWING PROGRAMME
27.07.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
27.07.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
27.07.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
27.07.21	08.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
27.07.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
27.07.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
27.07.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
27.07.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
27.07.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
27.07.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
27.07.21	1.25 am	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
28.07.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
28.07.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
28.07.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
28.07.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
28.07.21	8.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
28.07.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
28.07.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
28.07.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
28.07.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
28.07.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
28.07.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
28.07.21	1.25 am	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
29.07.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
29.07.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
29.07.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
29.07.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
29.07.21	8.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
29.07.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
29.07.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
29.07.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
29.07.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
29.07.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
29.07.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
29.07.21	1.25 am	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
30.07.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
30.07.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
30.07.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
30.07.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
30.07.21	8.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
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30.07.21	9:05 am	11:45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
30.07.21	11:45 am	12:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
30.07.21	12:00 pm	2:55 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
30.07.21	6:20 pm	7:10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
30.07.21	12:25 am	6:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
31.07.21	6:01 am	6:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
31.07.21	6:05 am	7:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
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31.07.21	6:20 pm	7:10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
31.07.21	1:25 am	6:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
01.08.21	6:01 am	6:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
01.08.21	6:05 am	7:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
01.08.21	7:00 am	7:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
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01.08.21	6:20 pm	7:10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
01.08.21	1:55 am	6:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
02.08.21	6:01 am	6:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
02.08.21	6:05 am	7:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
02.08.21	7:00 am	7:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
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04.08.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
04.08.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
04.08.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
04.08.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
04.08.21	8.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
04.08.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
04.08.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
04.08.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
04.08.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
04.08.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
04.08.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
04.08.21	1.25 am	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
05.08.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
05.08.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
05.08.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
05.08.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
05.08.21	8.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
05.08.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
05.08.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
05.08.21	9.05 am	11.45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
05.08.21	11.45 am	12.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
05.08.21	12.00 pm	4.00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
05.08.21	6.20 pm	7.10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
05.08.21	1.25 am	6.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
06.08.21	6.01 am	6.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
06.08.21	6.05 am	7.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
06.08.21	7.00 am	7.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
06.08.21	7.05 am	8.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
06.08.21	8.00 am	8.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
06.08.21	8.05 am	9.00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
06.08.21	9.00 am	9.05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update

PROGRAMME OVERVIEW – TOKYO 2020 – SUMMER OLYMPICS

AIR DATE	START	FINISH	PLACEMENT	FOLLOWING PROGRAMME
06.08.21	9:05 am	11:45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
06.08.21	11:45 am	12:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
06.08.21	12:00 pm	4:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
06.08.21	6:20 pm	7:10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
06.08.21	11:55 pm	6:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
07.08.21	6:01 am	6:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
07.08.21	6:05 am	7:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
07.08.21	7:00 am	7:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
07.08.21	7:05 am	8:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
07.08.21	8:00 am	8:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
07.08.21	8:05 am	9:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
07.08.21	9:00 am	9:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
07.08.21	9:05 am	11:45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
07.08.21	11:45 am	12:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
07.08.21	12:00 pm	4:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
07.08.21	6:20 pm	7:10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
07.08.21	11:55 pm	6:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
08.08.21	6:01 am	6:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
08.08.21	6:05 am	7:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
08.08.21	7:00 am	7:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
08.08.21	7:05 am	8:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
08.08.21	8:00 am	8:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
08.08.21	8:05 am	9:00 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
08.08.21	9:00 am	9:05 am	Tokyo/JPN	XXXII Summer Olympic Games – Olympia update
08.08.21	9:05 am	11:45 am	Tokyo/JPN	XXXII Summer Olympic Games – LIVE
08.08.21	11:45 am	12:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
08.08.21	12:30 pm	1:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Summary
08.08.21	1:00 pm	4:00 pm	Tokyo/JPN	XXXII Summer Olympic Games – Closing Ceremony
08.08.21	6:20 pm	7:10 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio
09.08.21	6:40 pm	7:25 pm	Tokyo/JPN	XXXII Summer Olympic Games – Studio

DIGITAL RATES – TOKYO 2020 – SUMMER OLYMPICS

RUNTIME	CHANNELS	PLACEMENT	AD	CPM LIST	AD IMPRESSIONS*	PRICE (GROSS)	CASH-DISCOUNT IN % **	PRICE AFTER CD	PRICE NET/NET	TKP NET/NET
One Day	sport.ORF.at & Special incl. mobile Websites & Apps	fixed Placement Frontpage	Sitebar	26.40	800,000	21,120.00	17.50	17,424.00	14,810.40	18.51
tbd	sport.ORF.at & Special incl. mobile Websites & Apps	ROS	Sitebar	39.60	500,000	19,800.00	17.50	16,335.00	13,884.75	27.77
tbd	sport.ORF.at Specials / tvthek.ORF.at incl. mobile Websites & Apps	ROS	Pre-Roll Spot 15 Sec.	107.90	250,000	26,975.00	17.50	22,254.38	18,916.22	75.66
					1,550,000	67,895.00		56,013.38	47,611.37	

*fixed Ad Impression can vary day by day

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