



20SC. = exposure time visible min.

NEW EXCHANGE CURRENCY

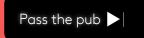
Cost Per Hour Visible (CPHv)



Billing at cumulative visible exposure time (in Hours) Video pub exposure time ≥ 20 seconds

NEW VIDEO FORMAT

100% UX format adapted to CPHv



User's choice of « Pass the pub »
From the 17th second. – If click + 3sc. Packshot CTA

Preferred location (last advertising position before the editorial content)

Offer reserved for the Cinema, Entertainment and Luxury sector