



ADVERTISING EXPERIENCE



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 \geq 20 seconds*

NEW VIDEO FORMAT

100% UX format adapted to CPHv

Pass the pub ▶|

*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