TV Media Schedule

Client:	
Brand:	
Campaign:	**TV Placement, RM**
Target:	**Age 18-30 U** **354,048**
Period:	**16/01/2012 - 12/02/2012**

Legend:		
	Symbol	**Length**
Main copy	**A**	**30**
Cut	**B**	**10**

TV7-HTB

Time Slot	AFF	Time	Week 3 Mo 16	Tu 17	W 18	Th 19	Fr 20	Sa 21	Su 22	Week 4 Mo 23	Tu 24	W 25	Th 26	Fr 27	Sa 28	Su 29	Week 5 Mo 30	Tu 31	W 1	Th 2	Fr 3	Sa 4	Su 5	Week 6 Mo 6	Tu 7	W 8	Th 9	Fr 10	Sa 11	Su 12	Insertions A 30	Insertions B 10	Planning Unit TRP	Planning Total TRPs	Buying: 18+ U Unit GRP	AFF	Total GRPs	Total GRP30	SOV30	Rate-Card Cost Gross CPP30	Discount	Net CPP30	Total Cost	SOS
Day Time	55	07:00:00-07:29:59	10		10		10			10		10		10			10		10		10			10		10		10			0	12	0.3	3.2	0.5	55	5.9	2.0		33 €	68%	10.33 €	20.24 €	
	47	07:30:00-07:59:59																												0	0	0.4	0.0	0.8	47	0.0	0.0		33 €	-	-	0.00 €	
	21	08:00:00-08:29:59																												0	0	0.1	0.0	0.6	21	0.0	0.0		33 €	-	-	0.00 €	
	38	08:30:00-08:59:59																												0	0	0.2	0.0	0.5	38	0.0	0.0		33 €	-	-	0.00 €	
	36	09:00:00-09:29:59																												0	0	0.2	0.0	0.7	36	0.0	0.0		33 €	-	-	0.00 €	
	48	09:30:00-09:59:59																												0	0	0.4	0.0	0.9	48	0.0	0.0		33 €	-	-	0.00 €	
	58	10:00:00-10:29:59		10		10					10		10					10		10					10		10				0	8	0.4	3.0	0.7	58	5.3	1.8		33 €	69%	10.21 €	17.97 €	
	45	10:30:00-10:59:59																												0	0	0.7	0.0	1.6	45	0.0	0.0		33 €	-	-	0.00 €	
	38	11:00:00-11:29:59																												0	0	0.6	0.0	1.5	38	0.0	0.0		33 €	-	-	0.00 €	
	41	11:30:00-11:59:59																												0	0	0.6	0.0	1.5	41	0.0	0.0		33 €	-	-	0.00 €	
	41	12:00:00-12:29:59																												0	0	0.4	0.0	1.0	41	0.0	0.0	31%	33 €	-	-	0.00 €	18%
	32	12:30:00-12:59:59																												0	0	0.2	0.0	0.5	32	0.0	0.0		33 €	-	-	0.00 €	
	50	13:00:00-13:29:59																												0	0	0.6	0.0	1.2	50	0.0	0.0		33 €	-	-	0.00 €	
	53	13:30:00-13:59:59																												0	0	0.6	0.0	1.1	53	0.0	0.0		33 €	-	-	0.00 €	
	44	14:00:00-14:29:59																												0	0	0.4	0.0	0.8	44	0.0	0.0		33 €	-	-	0.00 €	
	47	14:30:00-14:59:59																												0	0	0.4	0.0	0.8	47	0.0	0.0		33 €	-	-	0.00 €	
	40	15:00:00-15:29:59																												0	0	0.3	0.0	0.9	40	0.0	0.0		33 €	-	-	0.00 €	
	44	15:30:00-15:59:59																												0	0	0.4	0.0	0.8	44	0.0	0.0		33 €	-	-	0.00 €	
	48	16:00:00-16:29:59									10		10												10		10				0	4	1.0	4.0	2.1	48	8.3	2.8		33 €	67%	10.56 €	29.30 €	
	48	16:30:00-16:59:59	10		10		10			10		10		10			10		10		10										0	6	1.1	6.8	2.4	48	14.2	4.7		33 €	69%	10.09 €	47.85 €	
	33	17:00:00-17:29:59																												0	0	0.8	0.0	2.3	33	0.0	0.0		33 €	-	-	0.00 €	
	43	17:30:00-17:59:59																												0	0	1.1	0.0	2.5	43	0.0	0.0		33 €	-	-	0.00 €	
Prime Time	50	18:00:00-18:29:59																												0	0	1.2	0.0	2.4	50	0.0	0.0		65 €	-	-	0.00 €	
	56	18:30:00-18:59:59																												0	0	1.6	0.0	2.8	56	0.0	0.0		65 €	-	-	0.00 €	
	59	19:00:00-19:29:59																												0	0	2.1	0.0	3.6	59	0.0	0.0		65 €	-	-	0.00 €	
	62	19:30:00-19:59:59																												0	0	2.6	0.0	4.2	62	0.0	0.0		65 €	-	-	0.00 €	
	63	20:00:00-20:29:59		10		10					10		10					10		10					10		10				0	8	2.4	19.4	3.8	63	30.6	10.2		65 €	69%	20.42 €	208.59 €	
	57	20:30:00-20:59:59																												0	0	1.9	0.0	3.4	57	0.0	0.0		65 €	-	-	0.00 €	
	49	21:00:00-21:29:59																												0	0	1.1	0.0	2.2	49	0.0	0.0		65 €	-	-	0.00 €	
	45	21:30:00-21:59:59																												0	0	1.1	0.0	2.4	45	0.0	0.0		65 €	-	-	0.00 €	
	40	22:00:00-22:29:59																												0	0	0.9	0.0	2.2	40	0.0	0.0		65 €	-	-	0.00 €	
	65	22:30:00-22:59:59	10		10		10			10		10		10			10		10		10			10		10		10			0	12	0.9	10.4	1.3	65	16.0	5.3		65 €	68%	20.66 €	109.90 €	
	63	23:00:00-23:29:59		10		10												10		10											0	4	0.7	2.6	1.1	63	4.2	1.4		65 €	70%	19.72 €	27.61 €	
	47	23:30:00-23:59:59																												0	0	0.5	0.0	1.0	47	0.0	0.0		65 €	-	-	0.00 €	
	62	07:00:00-07:29:59																												0	0	0.3	0.0	0.4	62	0.0	0.0		65 €	-	-	0.00 €	
	58	07:30:00-07:59:59																												0	0	0.4	0.0	0.7	58	0.0	0.0		65 €	-	-	0.00 €	
	51	08:00:00-08:29:59																												0	0	0.4	0.0	0.7	51	0.0	0.0		65 €	-	-	0.00 €	
	63	08:30:00-08:59:59																												0	0	0.6	0.0	0.9	63	0.0	0.0		65 €	-	-	0.00 €	
	61	09:00:00-09:29:59																												0	0	0.6	0.0	1.0	61	0.0	0.0		65 €	-	-	0.00 €	
	57	09:30:00-09:59:59																												0	0	0.7	0.0	1.2	57	0.0	0.0		65 €	-	-	0.00 €	
	40	10:00:00-10:29:59																												0	0	0.6	0.0	1.5	40	0.0	0.0		65 €	-	-	0.00 €	
	41	10:30:00-10:59:59																												0	0	0.6	0.0	1.4	41	0.0	0.0		65 €	-	-	0.00 €	
	69	11:00:00-11:29:59																												0	0	1.2	0.0	1.8	69	0.0	0.0		65 €	-	-	0.00 €	
	65	11:30:00-11:59:59																												0	0	1.6	0.0	2.4	65	0.0	0.0		65 €	-	-	0.00 €	
	84	12:00:00-12:29:59																												0	0	1.4	0.0	1.6	84	0.0	0.0	69%	65 €	-	-	0.00 €	82%
	81	12:30:00-12:59:59																												0	0	0.8	0.0	1.0	81	0.0	0.0		65 €	-	-	0.00 €	
	65	13:00:00-13:29:59																												0	0	0.9	0.0	1.4	65	0.0	0.0		65 €	-	-	0.00 €	
	69	13:30:00-13:59:59																												0	0	1.3	0.0	1.9	69	0.0	0.0		65 €	-	-	0.00 €	
	69	14:00:00-14:29:59																												0	0	1.5	0.0	2.2	69	0.0	0.0		65 €	-	-	0.00 €	
	60	14:30:00-14:59:59																												0	0	1.0	0.0	1.7	60	0.0	0.0		65 €	-	-	0.00 €	
	60	15:00:00-15:29:59																												0	0	1.1	0.0	1.8	60	0.0	0.0		65 €	-	-	0.00 €	
	47	15:30:00-15:59:59																												0	0	1.2	0.0	2.5	47	0.0	0.0		65 €	-	-	0.00 €	
	58	16:00:00-16:29:59																												0	0	1.4	0.0	2.4	58	0.0	0.0		65 €	-	-	0.00 €	
	61	16:30:00-16:59:59																												0	0	1.6	0.0	2.6	61	0.0	0.0		65 €	-	-	0.00 €	
	60	17:00:00-17:29:59																												0	0	1.6	0.0	2.6	60	0.0	0.0		65 €	-	-	0.00 €	
	54	17:30:00-17:59:59																												0	0	1.4	0.0	2.5	54	0.0	0.0		65 €	-	-	0.00 €	
	35	18:00:00-18:29:59																												0	0	0.7	0.0	2.1	35	0.0	0.0		65 €	-	-	0.00 €	
	33	18:30:00-18:59:59																												0	0	0.7	0.0	2.2	33	0.0	0.0		65 €	-	-	0.00 €	
	47	19:00:00-19:29:59																												0	0	1.4	0.0	3.0	47	0.0	0.0		65 €	-	-	0.00 €	
	43	19:30:00-19:59:59																												0	0	1.3	0.0	2.9	43	0.0	0.0		65 €	-	-	0.00 €	
	46	20:00:00-20:29:59																												0	0	1.4	0.0	3.0	46	0.0	0.0		65 €	-	-	0.00 €	
	53	20:30:00-20:59:59							10							10							10						10	0	4	1.7	6.9	3.3	53	13.0	4.3		65 €	67%	21.13 €	91.55 €	
	55	21:00:00-21:29:59						10							10							10						10		0	4	1.6	6.4	2.9	55	11.6	3.9		65 €	67%	21.13 €	81.41 €	
	53	21:30:00-21:59:59																												0	0	1.9	0.0	3.6	53	0.0	0.0		65 €	-	-	0.00 €	
	35	22:00:00-22:29:59																												0	0	0.9	0.0	2.6	35	0.0	0.0		65 €	-	-	0.00 €	
	30	22:30:00-22:59:59																												0	0	0.5	0.0	1.6	30	0.0	0.0		65 €	-	-	0.00 €	
	41	23:00:00-23:29:59																												0	0	0.6	0.0	1.4	41	0.0	0.0		65 €	-	-	0.00 €	
	56	23:30:00-23:59:59																												0	0	0.7	0.0	1.2	56	0.0	0.0		65 €	-	-	0.00 €	
																														0	**62**		**63**		**58**	**109**	**36**	**100%**				**634.42 €**	**100%**
																														62													**17.45 €**	

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