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

20SC. = exposure time visible min.