TV Nova s.r.o.

TECHNICAL TERMS AND CONDITIONS FOR TAKEOVER AND PUBLICATION OF INTERNET ADVERTISING

October 17, 2025

PREAMBLE

These Technical Terms and Conditions for Takeover and Publication of Internet Advertising provide for the general technical terms and conditions for taking over and publishing Internet Advertisement on the Servers and apply to all Advertisers ordering or placing Internet Advertisement on the Servers (hereinafter the "**Technical Conditions of Internet Advertisement**").

Unless stipulated otherwise, the capitalized terms used herein have the same meaning as ascribed to them in the General and Pricing Terms and Conditions of Internet Advertising.

These Technical Conditions of Internet Advertisement came into effect on October 17, 2025 and replaced all previous technical terms for Internet Advertising governing the conditions for taking over and publishing Internet Advertising on the Servers.

1. Advertising formats and their previews

1.1 Leaderboard DESKTOP

- large format placed above the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 970 x 210 px;
- data capacity: max. 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in response to the user's action.

1.2 Leaderboard DESKTOP 2

- large format placed inside the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 970 x 210 px, optionally up to 970 x 250 px;
- data capacity: max. 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in response to the user's action.

1.3 Board

- large format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 970 x 300 px;
- data capacity: max. 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in response to the user's action.

1.4 Rectangle

- medium-size format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 300 x 300 px;
- data capacity: maximum 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound based at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in reaction to the user's action.

1.5 Wide rectangle

- medium-size format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 480 x 300 px;
- data capacity: maximum 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound based at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in reaction to the user's action.

1.6 Skyscraper

- large format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 300 x 600 px;
- data capacity: maximum 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound based at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in reaction to the user's action.

1.7 Video Advertising

- placement of the advertisement – pre~, mid~ and post~ roll = before, during or after viewing of the requested content;
- advertisement spot duration: 10-30 seconds (depending on the time ordered);
- Nova.cz – video is non-skippable – the VAST code format must not contain a skip button;
- TN.cz – video is skippable – VAST must include skip option after 10 sec;
- required video format:
  MPEG-2 (min 10 Mbps for SD 720x576 (16:9), 25 Mbps for HD 1920x1080)
  MPEG-4 (min 5 Mbps for SD 720x576 (16:9), 12 Mbps for HD 1920x1080)
  wrapper: MPEG PS, MPEG TS, MP4, WMV, MOV, MXF,
  25 fps, progressive.
  Alternatively, Betacam/SP and Digital Betacam are acceptable.
  Sound: 48 kHz – **without artificially amplified sound** (approx. 17 dB);
- **external measuring scripts in URL form only.**

1.8 Outstream

- advertisement spot duration: 10-30 seconds according to the ordered time, longer duration can be ordered, but the maximum is 90 seconds;

- required video format:
  MPEG-2 (min 10 Mbps for SD 720x576 (16:9), 25 Mbps for HD 1920x1080)
  MPEG-4 (min 5 Mbps for SD 720x576 (16:9), 12 Mbps for HD 1920x1080)
  wrapper: MPEG PS, MPEG TS, MP4, WMV, MOV, MXF,
  25 fps, progressive.
  Alternatively, Betacam/SP and Digital Betacam are acceptable.
  Sound: 48 kHz – **without artificially amplified sound** (approx. 17 dB)
- **external measuring scripts in URL form only.**

1.9 PR Article

- maximum number of characters – Title: 50 (including spaces);
- maximum number of characters – Perex: 100 (including spaces);
- maximum number of characters – Article: from 600 to 2500 (including spaces);
- maximum number of words to be clicked through: 5 (preferably placed evenly throughout the whole text, i.e. not concentrated, e.g. in the last paragraph), it is also possible to place a direct link to another web page;
- the main photo must have a horizontal orientation – size: 600 x 338 px (always 16:9), in JPEG, PNG, GIF formats;
- the main photo should be distinct with one key motive without superfluous details so as to be clearly visible even when scaled down;
- external measurement of impressions is impossible in this format; only individual URL tracking for single words can be applied;
- maximum number of photos is 5 – preferred size: 600 x 338 px (horizontal, 16:9), no watermark;
- required video format: MPEG-2 (720 x 576 px, 16:9, 25fps) or Betacam.

1.10 Native advertising

- native advertising is a format that looks like a regular article;
- placed between articles and fits in with the surrounding content;
- maximum number of characters – title: 60 (including spaces);
- recommendation: express yourself clearly, number, superlatives (if appropriate, pose the title as a question);
- image file format: GIF, JPEG, PNG, FLASH (SWF or FLV – that is not larger than 4 MB);
- image dimensions: 400 x 300 px, cannot contain a logo or watermark;
- the margins of the image can get cropped, as the ad always adapts to the site. Therefore, it is advisable to choose images where main subjects is centered, as the edges might not be displayed. The middle point of the image is always centered;
- native advertising campaigns are ordered/served as a bulk total of impressions for the whole length of the campaign (generally several weeks without interruption). The advertising system will optimize the whole total of ordered impressions over the entire campaign period, which might result in uneven distribution of impressions served over discreet periods (days or weeks). If a client prefers a specific distribution of impressions, this needs to be clarified initially before finalizing the order.

1.11 Overlayer

- file type: JPEG, PNG, GIF;
- size: 600 x 100 px (or 600 x 80 px);
- data capacity: max. 100 kB;
- **external measuring scripts in URL form only, the display script cannot be used;**
- **delivered files must have a clipping mask on the whole file (individual elements may not extend beyond the creative work).**

1.12 Leaderboard Pushdown

- large format placed above the content Server page with option for closing by user;
- file type: JPEG, PNG;
- size: 1920 x 400 px;
- data capacity: max. 300 kB;
- animation duration: max. 10 seconds;
- **external measuring scripts only in the URL form.**

1.13 GATE

- large format placed above the content of the Server page;
- file type: JPEG, PNG, GIF;
- size: 1920 x 1100 px – tn.cz, nova.cz;
- data capacity: max. 500 kB;
- appearance requirements: space between the side rails must be 1080 px and size of "leaderboards" in gateway is 1080 x 210 px.

1.14 GATE programmatic advertising

- large format placed above the content of the Server page;
- file type: JPEG, PNG, GIF;
- size: 2000 x 1400 px (information in the leaderboard must be displayed in a 1080x200 cutout) – tn.cz, nova.cz;
- data capacity: max. 200 kB;

1.15 Mobile branding

- medium-size format placed only on mobile devices above the content of the Server page;
- file type: JPEG, PNG, GIF;
- size: 500 x 200 px;
- data capacity: max. 70 kB.

1.16 Interscroller

- large format placed only on mobile devices within the content of the Server page;
- file type: JPEG, PNG, GIF;
- size: 720 x 1280 px; (visible part 700 x 920 – direct the advertising message herein) - tn.cz, nova.cz ;
- external measuring scripts in URL form only, the display script cannot be used;
- data capacity: max. 500 kB.

1.17 Interscroller programmatic advertising

- Interscroller is a mobile banner format that exposes incrementally while scrolling through the content. It is a large format located in mobile web content;
- supported formats: HTML *;
- size: 768 x 1230 px, 720 x 1280 px;
- data capacity: max. 500 kB;
- * for the banner to properly display, it needs to be uploaded into the system as a responsive html structure format, which is compressed into ZIP file.

1.18 HbbTV – Button menu

- a button/tile graphic displayed in the bar of HbbTV application;
- file type: JPEG;
- size: 180 x 180 px;
- data capacity: max. 50 kB;
- the lower 50 px of the tile should not contain any text or distracting features, as the name of the application will display there in white font (maximum text is 14 characters including spaces). Please provide 2 versions of the graphic tile – active (current selection) and inactive. The active tile should be highlighted by inner border in a color of your choice.

1.19 HbbTV – Red button (Max Reach, GRP Synchro)

- a button graphic displayed in the lower right corner of the TV during watching;
- file type: JPEG, GIF, PNG;
- size: 300 x 300 px;
- data capacity: max. 250 kB;
- the button graphic does not need to contain the prompt message "PRESS THE RED BUTTON" NOVA will provide this in its standard format.
- to create a FREE application, please send an e-mail address to which we will grant you access to CREATOR.

1.20 HbbTV – Splash screen

- banner ad format in HbbTV;
- displayed during loading of HbbTV app (TV Nova archive) across the entire TV screen;
- display time minimum 4 seconds;
- file type: JPEG;
- creative size: 1920 x 1080 px;
- CAUTION color gradient: 1920 x 700 px (top 1/3 almost completely black);
- data capacity: max. 350 kB;
- creative graphics without the countdown (automatically supplied by system).

1.21 HbbTV – Question

- a graphic displayed across the entire width of the bottom of the TV during watching;
- file type: PNG;
- adherence to the TV safe zone;

- total size: 1280 x 720 px;
- bottom creative space: 1280 x 180 px;
- the background under the creative must be transparent;
- data limit: 250-300 kB;
- RESPONSES form part of the graphic – are uploaded to CREATOR;
- all materials must be sent in open data format – they are subject to inspection and testing;
- to create a FREE application (RESPONSE), please send an e-mail address to which we will grant you access to CREATOR;
- more detailed technical parameters will be sent to you based on your Binding order.

2. Political Advertising

2.1. The Provider hereby draws the attention of the Advertiser to the provisions of Art. 6.24 to 6.31 of the Terms and Conditions (i.e., the General and Pricing Terms and Conditions of Internet Advertisement issued by the Provider for the period from October 17, 2025), and in particular draws the Advertiser's attention to the Advertiser's obligation to provide the Provider with all information required by the Legal Regulations on Political Advertising, particularly for the purpose of fulfilling the labeling and transparency requirements of Political Advertising, including transparency notice requirements. The Advertiser is, in accordance with the Terms and Conditions, fully responsible for the compliance of the Advertisement, which is Political Advertising, with the Legal Regulations on Political Advertising, and shall ensure compliance of the Advertisement, in particular but not exclusively, with the requirements of Commission Implementing Regulation (EU) 2025/1410 on the format, template and technical specifications of the labels and transparency notices of political advertisements.

3. Final Provisions

2.2. The Provider is authorized to unilaterally amend these Technical Conditions of Internet Advertisement; however, any relations arising from the Specific Orders that have already been concluded remain unaffected by such amendments.

2.3. All relations arising from these Technical Conditions of Internet Advertisement, including those arising from the Binding Orders and/or Specific Orders, are governed by the laws of the Czech Republic.

2.4. These Technical Conditions of Internet Advertisement are issued in Czech and English versions. In the event of any discrepancy between the Czech and English versions, the Czech version prevails.

2.5. The Advertiser shall supply the Provider with the Advertising Documentation in the time period stated in the General and Pricing Terms and Conditions of Internet Advertising, but no later than five (5) working days prior to the contemplated date of publication of the Internet Advertisement to the following address reklamnipodklady@nova.cz or any other address that the Provider notifies to the Advertiser for this purpose in writing. In case of the Non-Standard Advertising, the time period for the provision of the Advertising Documentation pursuant to the previous sentence shall be no more than ten (10) working days.

Internal