

VTC SOLUTIONS						Direct		Programmatic		
Format	Platform	Placement	Unit	Market	Period	Unit	Gross Rate	Unit	Gross Rate	
Video	Connected TV Mobile & Desktop	In Player	Instream <30 sec	GCC	Non Ramadan	CPV	\$ 0.040	CPM	\$ 36	
					Ramadan		\$ 0.045		\$ 41	
			Instream 31-60 Sec*	UAE if booked alone	All year long		\$ 0.070		\$ 63	
			Instream <30 sec		All year long		\$ 0.045		\$ 41	
			Instream 31-60 Sec*		All year long		\$ 0.070		\$ 63	
			Instream <30 sec	Egypt	Non Ramadan		\$ 0.030		\$ 27	
			Ramadan		\$ 0.050		\$ 45			
			Instream 31-60 Sec*	All year long	\$ 0.070		\$ 63			
			Instream <30 sec	Rest of MENA	Non Ramadan		\$ 0.025		\$ 23	
Ramadan	\$ 0.030	\$ 27								
Instream 31-60 Sec*	All year long	\$ 0.040	\$ 36							
Static	Connected TV Mobile & Desktop	In Player	Pause	GCC	Non Ramadan	CPM	\$ 18	CPM	\$ 18	
					Ramadan		\$ 20		\$ 20	
				UAE if booked alone	All year long		\$ 20		\$ 20	
				Egypt	Non Ramadan		\$ 12		\$ 12	
					Ramadan		\$ 15		\$ 15	
				Rest of MENA	Non Ramadan		\$ 11		\$ 11	
					Ramadan		\$ 14		\$ 14	
				Static	Connected TV Mobile & Desktop		In Player		Full Screen Pause	GCC
Ramadan	\$ 26	\$ 26								
UAE if booked alone	All year long	\$ 26	\$ 26							
Egypt	Non Ramadan	\$ 15	\$ 15							
	Ramadan	\$ 19	\$ 19							
Rest of MENA	Non Ramadan	\$ 14	\$ 14							
	Ramadan	\$ 18	\$ 18							
Video or Static	Connected TV Mobile & Desktop	Home Page & Show Pages	Native Ads Image, Video or Carousel			GCC		Non Ramadan		CPM
				Ramadan	\$ 14		\$ 14			
				UAE if booked alone	All year long	\$ 14	\$ 14			
				Egypt	Non Ramadan	\$ 6	\$ 6			
					Ramadan	\$ 8	\$ 8			
				Rest of MENA	Non Ramadan	\$ 6	\$ 6			
					Ramadan	\$ 8	\$ 8			
				Static	Connected TV Mobile & Desktop	In Player	In Content Banner	GCC	Non Ramadan	
Ramadan	\$ 10	\$ 10								
UAE if booked alone	Non Ramadan	\$ 10	\$ 10							
Egypt	Ramadan	\$ 12	\$ 12							
	Non Ramadan	\$ 15	\$ 15							
Rest of MENA	Non Ramadan	\$ 8	\$ 8							
	Ramadan	\$ 10	\$ 10							
Static	Connected TV Mobile & Desktop	In Player In Content Brand Integration	In Content Banner PLUS+					GCC	Non Ramadan	CPM
				Ramadan	\$ 15	\$ 15				
				UAE if booked alone	Non Ramadan	\$ 14	\$ 14			
				Egypt	Ramadan	\$ 17	\$ 17			
					Non Ramadan	\$ 12	\$ 12			
				Rest of MENA	Ramadan	\$ 15	\$ 15			
					Non Ramadan	\$ 12	\$ 12			
				Static	Connected TV Mobile & Desktop	Home Page	Hero	GCC	Non Ramadan	
Saudi Arabia	\$ 23,400	\$ 23,400								
UAE	\$ 9,100	\$ 9,100								
Egypt	\$ 4,900	\$ 4,900								
MENA	\$ 52,000	\$ 52,000								
Rest of GCC & MENA	\$ 4,550	\$ 4,550								
GCC	Ramadan	\$ 42,000	\$ 42,000							
		Saudi Arabia	\$ 30,000					\$ 30,000		
		UAE	\$ 12,000					\$ 12,000		
		Egypt	\$ 10,000					\$ 10,000		
		MENA	\$ 66,000					\$ 66,000		
		Rest of GCC & MENA	\$ 6,000					\$ 6,000		

SOLUTIONS						Direct	
Format	Platform	Placement	Unit	Market	Period	Unit	Gross Rate
Static	Connected TV Mobile & Desktop	Home Page	Branded Colletion	Saudi Arabia	Non Ramadan	Cost Per Week	\$ 125,000
					Ramadan		\$ 350,000
				UAE	Non Ramadan		\$ 40,000
					Ramadan		\$ 90,000
				Kuwait	Non Ramadan		\$ 22,000
					Ramadan		\$ 60,000
				Oman	Non Ramadan		\$ 18,000
					Ramadan		\$ 35,000
				Qatar	Non Ramadan		\$ 15,000
					Ramadan		\$ 30,000
				Bahrain	Non Ramadan		\$ 15,000
					Ramadan		\$ 30,000
				Iraq	Non Ramadan		\$ 27,000
					Ramadan		\$ 55,000
				Morocco	Non Ramadan		\$ 25,000
					Ramadan		\$ 40,000
GCC	Non Ramadan	\$ 250,000					
	Ramadan	\$ 450,000					
MENA	Non Ramadan	\$ 400,000					
	Ramadan	\$ 600,000					
Static	Connected TV Mobile & Desktop	Home Page	Thematic Bundle	Saudi Arabia	Non Ramadan	Cost Per Week	\$ 150,000
					Ramadan		\$ 195,000
				UAE	Non Ramadan		\$ 78,000
					Ramadan		\$ 101,400
				Kuwait	Non Ramadan		\$ 36,000
					Ramadan		\$ 46,800
				Oman	Non Ramadan		\$ 30,000
					Ramadan		\$ 39,000
				Qatar	Non Ramadan		\$ 24,000
					Ramadan		\$ 31,200
				Bahrain	Non Ramadan		\$ 30,000
					Ramadan		\$ 39,000
				Iraq	Non Ramadan		\$ 30,000
					Ramadan		\$ 39,000
				Morocco	Non Ramadan		\$ 19,200
					Ramadan		\$ 24,960
GCC	Non Ramadan	\$ 360,000					
	Ramadan	\$ 468,000					
MENA	Non Ramadan	\$ 480,000					
	Ramadan	\$ 624,000					
Static	Connected TV	Home Page	Ramadan Timer	Saudi Arabia	Ramadan	Cost Per Week	\$ 100,000
				UAE			\$ 62,500
				Kuwait			\$ 50,000
				Egypt			\$ 50,000
				Iraq			\$ 30,000
				Morocco			\$ 37,500
				Jordan			\$ 12,500
				Lebanon			\$ 6,250
Static	Connected TV	Home Page	Spotlight Banner	Saudi Arabia	Non Ramadan	Cost Per Day	\$ 13,500
				UAE			\$ 7,000
				Kuwait			\$ 7,000
				Oman			\$ 7,000
				Qatar			\$ 7,000
				Bahrain			\$ 7,000
				Iraq			\$ 7,000
				Morocco			\$ 7,000
				GCC			\$ 18,000
MENA	\$ 22,500						