

**Pricing applicable to Airtime Advertising as of February 1, 2026,
in execution of the Disney Standard Terms & Conditions for Portugal Media Sales, available at
<https://www.disney.pt/standard-terms-and-conditions-disney-en> (the «Terms»).**

1. Price tables.

STAR CHANNEL															
TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
22	02:00 - 03:00	312,14	354,98	443,75	523,73	705,62	819,11	877,90	905,80	1 183,97	1 446,74	1 767,85	2 049,64	2 322,83	2 632,35
6	03:00 - 08:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
7	08:00 - 10:00	62,20	70,74	88,43	104,37	140,62	163,24	174,95	180,51	235,94	288,31	352,30	408,46	462,90	524,58
10	10:00 - 13:00	91,67	104,25	130,32	153,81	207,23	240,56	257,83	266,02	347,71	424,89	519,19	601,95	682,18	773,08
17	13:00 - 18:00	173,75	197,60	247,01	291,53	392,77	455,95	488,67	504,20	659,04	805,31	984,05	1 140,90	1 292,97	1 465,26
28	18:00 - 21:00	471,76	536,52	670,68	791,57	1 066,47	1 238,00	1 326,85	1 369,02	1 789,45	2 186,60	2 671,92	3 097,82	3 510,71	3 978,51
42	21:00 - 24:00	820,24	932,82	1 166,09	1 376,26	1 854,22	2 152,46	2 306,94	2 380,25	3 111,23	3 801,74	4 645,54	5 386,04	6 103,92	6 917,25
40	24:00 - 25:00	743,98	846,10	1 057,67	1 248,31	1 681,83	1 952,35	2 092,46	2 158,96	2 821,98	3 448,29	4 213,64	4 885,29	5 536,44	6 274,15
30	25:00 - 26:00	506,32	575,82	719,81	849,56	1 144,59	1 328,70	1 424,06	1 469,31	1 920,54	2 346,78	2 867,65	3 324,75	3 767,90	4 269,96

STAR LIFE															
TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
22	02:00 - 03:00	312,14	354,98	443,75	523,73	705,62	819,11	877,90	905,80	1 183,97	1 446,74	1 767,85	2 049,64	2 322,83	2 632,35
6	03:00 - 08:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
6	08:00 - 10:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
6	10:00 - 13:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
14	13:00 - 18:00	137,51	156,38	195,48	230,72	310,84	360,84	386,74	399,03	521,57	637,33	778,79	902,93	1 023,27	1 159,62
23	18:00 - 21:00	343,77	390,96	488,72	576,81	777,13	902,13	966,87	997,60	1 303,96	1 593,37	1 947,02	2 257,37	2 558,25	2 899,13
31	21:00 - 24:00	529,22	601,86	752,36	887,97	1 196,35	1 388,78	1 488,45	1 535,75	2 007,38	2 452,90	2 997,32	3 475,10	3 938,28	4 463,04
28	24:00 - 25:00	471,76	536,52	670,68	791,57	1 066,47	1 238,00	1 326,85	1 369,02	1 789,45	2 186,60	2 671,92	3 097,82	3 510,71	3 978,51
28	25:00 - 26:00	471,76	536,52	670,68	791,57	1 066,47	1 238,00	1 326,85	1 369,02	1 789,45	2 186,60	2 671,92	3 097,82	3 510,71	3 978,51

STAR CRIME															
TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
3	02:00 - 03:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
1	03:00 - 08:00	26,19	29,79	37,24	43,95	59,21	68,74	73,67	76,01	99,35	121,40	148,35	172,00	194,92	220,89
3	08:00 - 10:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
3	10:00 - 13:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
13	13:00 - 18:00	122,02	138,77	173,47	204,73	275,84	320,20	343,18	354,09	462,83	565,55	691,08	801,23	908,03	1 029,02
17	18:00 - 21:00	173,75	197,60	247,01	291,53	392,77	455,95	488,67	504,20	659,04	805,31	984,05	1 140,90	1 292,97	1 465,26
21	21:00 - 24:00	280,50	319,01	398,78	470,65	634,11	736,10	788,93	814,00	1 063,98	1 300,12	1 588,68	1 841,92	2 087,42	2 365,57
12	24:00 - 26:00	110,27	125,41	156,77	185,02	249,28	289,38	310,14	320,00	418,27	511,10	624,54	724,10	820,61	929,95



STAR COMEDY

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
10	02:00 - 03:00	91,67	104,25	130,32	153,81	207,23	240,56	257,83	266,02	347,71	424,89	519,19	601,95	682,18	773,08
1	03:00 - 08:00	26,19	29,79	37,24	43,95	59,21	68,74	73,67	76,01	99,35	121,40	148,35	172,00	194,92	220,89
3	08:00 - 10:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
3	10:00 - 13:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
13	13:00 - 18:00	122,02	138,77	173,47	204,73	275,84	320,20	343,18	354,09	462,83	565,55	691,08	801,23	908,03	1 029,02
15	18:00 - 21:00	155,07	176,36	220,46	260,19	350,55	406,94	436,14	450,00	588,20	718,74	878,27	1 018,26	1 153,98	1 307,75
21	21:00 - 24:00	280,50	319,01	398,78	470,65	634,11	736,10	788,93	814,00	1 063,98	1 300,12	1 588,68	1 841,92	2 087,42	2 365,57
15	24:00 - 26:00	155,07	176,36	220,46	260,19	350,55	406,94	436,14	450,00	588,20	718,74	878,27	1 018,26	1 153,98	1 307,75

STAR MOVIES

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
15	02:00 - 03:00	155,07	176,36	220,46	260,19	350,55	406,94	436,14	450,00	588,20	718,74	878,27	1 018,26	1 153,98	1 307,75
1	03:00 - 08:00	26,19	29,79	37,24	43,95	59,21	68,74	73,67	76,01	99,35	121,40	148,35	172,00	194,92	220,89
3	08:00 - 10:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
3	10:00 - 13:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
13	13:00 - 18:00	122,02	138,77	173,47	204,73	275,84	320,20	343,18	354,09	462,83	565,55	691,08	801,23	908,03	1 029,02
18	18:00 - 21:00	201,39	229,04	286,31	337,91	455,27	528,50	566,42	584,43	763,90	933,44	1 140,62	1 322,44	1 498,70	1 698,40
28	21:00 - 24:00	471,76	536,52	670,68	791,57	1 066,47	1 238,00	1 326,85	1 369,02	1 789,45	2 186,60	2 671,92	3 097,82	3 510,71	3 978,51
21	24:00 - 26:00	280,50	319,01	398,78	470,65	634,11	736,10	788,93	814,00	1 063,98	1 300,12	1 588,68	1 841,92	2 087,42	2 365,57

24 Kitchen

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
3	02:30 - 09:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
3	09:00 - 12:30	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
3	12:30 - 14:30	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37
10	14:30 - 16:30	91,67	104,25	130,32	153,81	207,23	240,56	257,83	266,02	347,71	424,89	519,19	601,95	682,18	773,08
10	16:30 - 19:00	91,67	104,25	130,32	153,81	207,23	240,56	257,83	266,02	347,71	424,89	519,19	601,95	682,18	773,08
10	19:00 - 21:00	91,67	104,25	130,32	153,81	207,23	240,56	257,83	266,02	347,71	424,89	519,19	601,95	682,18	773,08
12	21:00 - 24:00	110,27	125,41	156,77	185,02	249,28	289,38	310,14	320,00	418,27	511,10	624,54	724,10	820,61	929,95
7	24:00 - 26:30	62,20	70,74	88,43	104,37	140,62	163,24	174,95	180,51	235,94	288,31	352,30	408,46	462,90	524,58

NATIONAL GEOGRAPHIC

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
6	02:00 - 08:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
6	08:00 - 12:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
9	12:00 - 15:00	81,44	92,62	115,78	136,65	184,11	213,72	229,06	236,34	308,92	377,48	461,26	534,79	606,07	686,83
10	15:00 - 17:00	91,67	104,25	130,32	153,81	207,23	240,56	257,83	266,02	347,71	424,89	519,19	601,95	682,18	773,08
17	17:00 - 19:00	173,75	197,60	247,01	291,53	392,77	455,95	488,67	504,20	659,04	805,31	984,05	1 140,90	1 292,97	1 465,26
17	19:00 - 21:00	173,75	197,60	247,01	291,53	392,77	455,95	488,67	504,20	659,04	805,31	984,05	1 140,90	1 292,97	1 465,26
17	21:00 - 24:00	173,75	197,60	247,01	291,53	392,77	455,95	488,67	504,20	659,04	805,31	984,05	1 140,90	1 292,97	1 465,26
16	24:00 - 26:00	164,11	186,63	233,31	275,36	370,98	430,65	461,56	476,23	622,48	760,63	929,46	1 077,61	1 221,24	1 383,97



Dias úteis

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
10	02:00 - 09:00	91,67	104,25	130,32	153,81	207,23	240,56	257,83	266,02	347,71	424,89	519,19	601,95	682,18	773,08
14	09:00 - 12:00	137,51	156,38	195,48	230,72	310,84	360,84	386,74	399,03	521,57	637,33	778,79	902,93	1 023,27	1 159,62
14	12:00 - 15:00	137,51	156,38	195,48	230,72	310,84	360,84	386,74	399,03	521,57	637,33	778,79	902,93	1 023,27	1 159,62
15	15:00 - 17:00	155,07	176,36	220,46	260,19	350,55	406,94	436,14	450,00	588,20	718,74	878,27	1 018,26	1 153,98	1 307,75
19	17:00 - 19:00	229,04	260,48	325,61	384,30	517,76	601,04	644,18	664,65	868,76	1 061,58	1 297,20	1 503,97	1 704,43	1 931,54
28	19:00 - 22:00	471,76	536,52	670,68	791,57	1 066,47	1 238,00	1 326,85	1 369,02	1 789,45	2 186,60	2 671,92	3 097,82	3 510,71	3 978,51
24	22:00 - 23:00	364,59	414,63	518,32	611,74	824,19	956,76	1 025,42	1 058,01	1 382,92	1 689,85	2 064,92	2 394,07	2 713,16	3 074,68
8	23:00 - 24:00	80,62	91,69	114,62	135,28	182,25	211,57	226,75	233,96	305,81	373,68	456,62	529,40	599,97	679,91
3	24:00 - 26:00	34,79	39,56	49,46	58,37	78,64	91,29	97,84	100,95	131,95	161,24	197,02	228,43	258,88	293,37

Fim de semana

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
5	02:00 - 09:00	47,07	53,53	66,91	78,97	106,40	123,51	132,37	136,58	178,52	218,15	266,56	309,05	350,25	396,92
25	09:00 - 12:00	381,59	433,97	542,49	640,26	862,62	1 001,37	1 073,23	1 107,34	1 447,40	1 768,64	2 161,20	2 505,69	2 839,66	3 218,04
23	12:00 - 15:00	343,77	390,96	488,72	576,81	777,13	902,13	966,87	997,60	1 303,96	1 593,37	1 947,02	2 257,37	2 558,25	2 899,13
19	15:00 - 17:00	229,04	260,48	325,61	384,30	517,76	601,04	644,18	664,65	868,76	1 061,58	1 297,20	1 503,97	1 704,43	1 931,54
18	17:00 - 19:00	201,39	229,04	286,31	337,91	455,27	528,50	566,42	584,43	763,90	933,44	1 140,62	1 322,44	1 498,70	1 698,40
23	19:00 - 22:00	343,77	390,96	488,72	576,81	777,13	902,13	966,87	997,60	1 303,96	1 593,37	1 947,02	2 257,37	2 558,25	2 899,13
19	22:00 - 23:00	229,04	260,48	325,61	384,30	517,76	601,04	644,18	664,65	868,76	1 061,58	1 297,20	1 503,97	1 704,43	1 931,54
5	23:00 - 24:00	47,07	53,53	66,91	78,97	106,40	123,51	132,37	136,58	178,52	218,15	266,56	309,05	350,25	396,92
1	24:00 - 26:00	26,19	29,79	37,24	43,95	59,21	68,74	73,67	76,01	99,35	121,40	148,35	172,00	194,92	220,89



Dias úteis

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
6	02:00 - 09:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
6	09:00 - 12:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
7	12:00 - 15:00	62,20	70,74	88,43	104,37	140,62	163,24	174,95	180,51	235,94	288,31	352,30	408,46	462,90	524,58
8	15:00 - 17:00	80,62	91,69	114,62	135,28	182,25	211,57	226,75	233,96	305,81	373,68	456,62	529,40	599,97	679,91
16	17:00 - 19:00	164,11	186,63	233,31	275,36	370,98	430,65	461,56	476,23	622,48	760,63	929,46	1 077,61	1 221,24	1 383,97
21	19:00 - 22:00	280,50	319,01	398,78	470,65	634,11	736,10	788,93	814,00	1 063,98	1 300,12	1 588,68	1 841,92	2 087,42	2 365,57
17	22:00 - 23:00	173,75	197,60	247,01	291,53	392,77	455,95	488,67	504,20	659,04	805,31	984,05	1 140,90	1 292,97	1 465,26
11	23:00 - 24:00	105,38	119,84	149,81	176,81	238,22	276,53	296,38	305,80	399,71	488,42	596,83	691,96	784,19	888,69
5	24:00 - 26:00	47,07	53,53	66,91	78,97	106,40	123,51	132,37	136,58	178,52	218,15	266,56	309,05	350,25	396,92

Fim de semana

TP	TIME SLOT	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
6	02:00 - 09:00	54,43	61,90	77,38	91,33	123,04	142,83	153,09	157,95	206,46	252,28	308,27	357,41	405,05	459,02
19	09:00 - 12:00	229,04	260,48	325,61	384,30	517,76	601,04	644,18	664,65	868,76	1 061,58	1 297,20	1 503,97	1 704,43	1 931,54
20	12:00 - 15:00	250,05	284,37	355,49	419,56	565,27	656,19	703,28	725,63	948,47	1 158,98	1 416,21	1 641,96	1 860,81	2 108,75
18	15:00 - 17:00	201,39	229,04	286,31	337,91	455,27	528,50	566,42	584,43	763,90	933,44	1 140,62	1 322,44	1 498,70	1 698,40
17	17:00 - 19:00	173,75	197,60	247,01	291,53	392,77	455,95	488,67	504,20	659,04	805,31	984,05	1 140,90	1 292,97	1 465,26
20	19:00 - 22:00	250,05	284,37	355,49	419,56	565,27	656,19	703,28	725,63	948,47	1 158,98	1 416,21	1 641,96	1 860,81	2 108,75
15	22:00 - 23:00	155,07	176,36	220,46	260,19	350,55	406,94	436,14	450,00	588,20	718,74	878,27	1 018,26	1 153,98	1 307,75
8	23:00 - 24:00	80,62	91,69	114,62	135,28	182,25	211,57	226,75	233,96	305,81	373,68	456,62	529,40	599,97	679,91
5	24:00 - 26:00	47,07	53,53	66,91	78,97	106,40	123,51	132,37	136,58	178,52	218,15	266,56	309,05	350,25	396,92

	5"	6"	8"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Index 30"	0,3446	0,3919	0,4899	0,5782	0,7790	0,9043	0,9692	1,0000	1,3071	1,5972	1,9517	2,2628	2,5644	2,9061
Index 20"	0,3811	0,4334	0,5417	0,6394	0,8614	1,0000	1,0718	1,1058	1,4454	1,7662	2,1582	2,5023	2,8358	3,2136

These prices, listed in euros, are subject to VAT at the applicable legal rate, as well as the advertising levy currently set at 4% of the applicable base price.

2. Price modifiers.

2.1. Special placement: Airtime Advertising to be displayed in specific positions of the advertising break will be subject to the following price premiums:

- 2.1.1. **First and last** position on the advertising break: **20% premium** over applicable price;
- 2.1.2. **Second and second-to-last** position on the advertising break: **15% premium** over applicable price;
- 2.1.3. Other specific positions of the advertising break: **10% premium** over applicable price.

Special placements are assessed per reference to the applicable separation bumpers.

2.2. Exclusivity in an advertising break: premium to be discussed on a case-by-case basis.

2.3. Multibrand/multiproduct Advertising: whenever a reference is included in a Campaign Creative to different products/services (these premiums can be applied cumulatively, when appropriate)

2.3.1. From the same Advertiser;

2.3.1.1. More than one reference, even if slight or brief, to a product in the same Campaign Creative: **10% premium** over applicable price, per reference;

2.3.1.2. One reference, even if slight or brief, to two or more products in the same Campaign Creative: **10% premium** over applicable price, per reference;

The duration of the references to different products cannot be longer than 20% of the duration of the Campaign Creative.

2.3.2. From different Advertisers:

2.3.2.1. Direct or indirect advertising of brands from different Advertisers in a Campaign Creative: **50% premium** over applicable price;

2.3.2.2. Verbal or visual reference to brands from different Advertisers in a Campaign Creative (without them being advertised): **20% premium** over applicable price;

The duration of the references to brands belonging Advertisers other than the Client cannot be longer than 20% of the duration of the Campaign Creative.

3. Group purchases of Airtime Advertising.

3.1. The acquisition of Airtime Advertising on Disney Media Platforms by a Client, for an Advertiser Brand which the Advertiser does not directly own or explore is only possible when, cumulatively:

3.1.1. The Advertiser Brand being considered belong to an entity whose share capital and voting rights are controlled in at least 50% by the Advertiser;


3.1.2. All negotiations regarding volume discounts are made with a single point of contact on behalf of involved Advertisers.

4. Media buying agency tenders.

4.1. in the context of media buying agency tender procedure purporting to select a media agency to work for a given Client, Advertiser and/or brand, Disney will provide all media agencies taking part in the tender process a summary of applicable conditions with the said Client and/or Advertiser, so that all said media agencies benefit from the same conditions, regardless of specific conditions agreed with each stakeholder.

Prices applicable to advertising on Disney+ as of June 15, 2025, in execution of the Disney Standard Terms & Conditions for Portugal Media Sales, available at <https://www.disney.pt/standard-terms-and-conditions-disney-en> (the «Terms»).

1. Price table.

	
Format	CPM
Spot	40
Sponsorship spot	50
Sponsorship billboard	12,50

	10"-14"	15"-29"	30"-39"	40"-49"	50"-59"	60"-89"	>90"
Index	0,5	0,85	1	1,33	1,67	2	3

These prices, listed in euros, are subject to VAT at the applicable legal rate, as well the advertising levy currently set at 4% of the applicable base price.