



**y-doc**

for media

[www.y-doc.at](http://www.y-doc.at)

**Waiting room TV**



2,200  
doctor's  
offices,  
hospitals

40 %  
patient  
reach

32 %  
national  
reach

From € 1  
per doctor's  
office/hospital

y-doc, inventor of  
waiting room TV,  
is No. 1





Advertise

where it works.



Waiting room TV from y-doc  
is the  
ideal digital-out-of-home medium  
in the healthcare sector.

Around 2,200 medical practices and  
hospitals are already using waiting room TV  
to better inform patients and customers.

The best doctors  
are also the  
best recommenders and multipliers.



2,200  
waiting rooms

are waiting for  
your message.



### **Premium Health Media**

y-doc is the effective consumer marketing tool in the healthcare sector and thus your platform for product information, traditional advertising and educational campaigns. y-doc is always there in the right place at the right time.

### **The ideal environment**

Inform and educate in a reputable environment. Because your message deserves unlimited attention.

The pleasant doctor's office program in the y-doc waiting room TV has a calming effect on patients, creates a relaxed atmosphere and thus shortens the waiting time - the ideal setting for your campaign to be noticed.

### **With the best recommendations**

y-doc has recognized that information offered to patients in the personalized waiting room TV program is even perceived as a personal recommendation by the doctor they trust.

Take advantage of the high reach of top physicians selected together with the pharmaceutical industry. In Austria, 80 % of all patients are cared for by the 20 % largest medical practices - y-doc reaches 40 % of all patients with only 15 % of the doctors' offices.

### **Active ingredient combination**

With target group-specific booking according to

- medical specialization and additional subjects,
- main focus of the doctor's office, e.g. sports, nutrition, homeopathy, etc.,
- or geographic, demographic or sociographic characteristics

your campaign in the y-doc waiting room TV achieves even more impact - with minimal investment!

### **Great impact from a single source**

With y-doc you can book the most important health screens in Austria centrally and thus gain a large reach:

# Waiting room TV.

# 40 % patient reach 32 % national reach

31 %  
patient reach

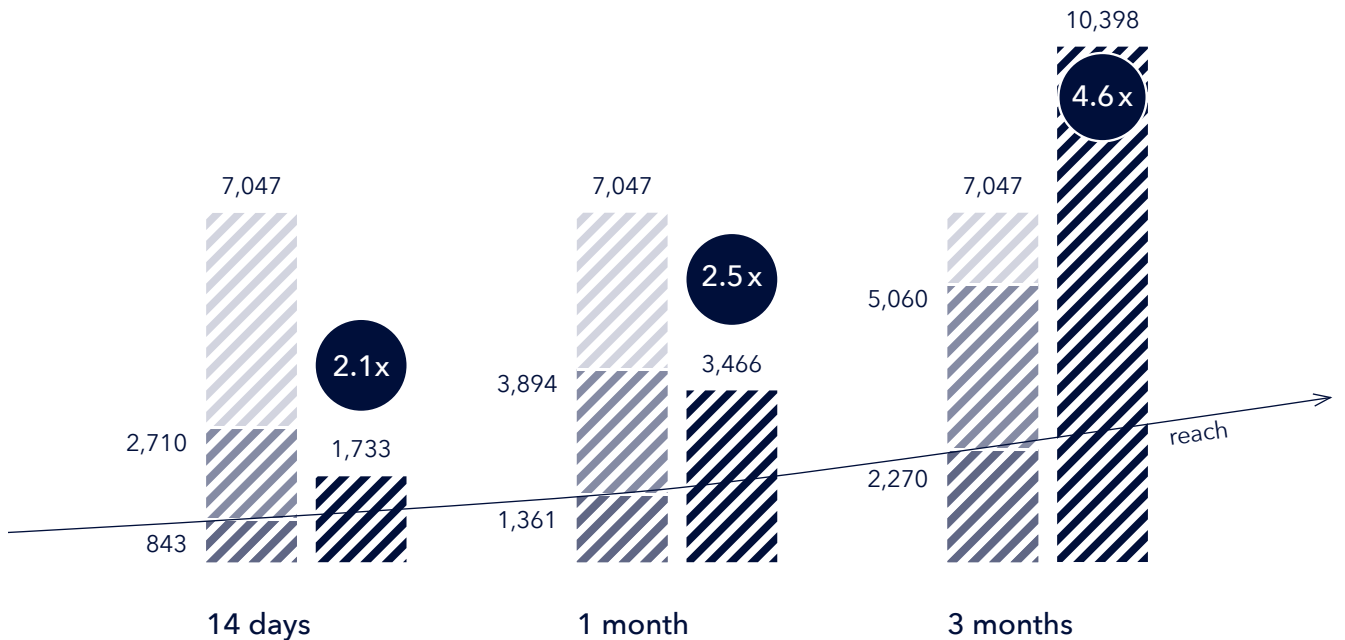
12 %  
national reach

35 %  
patient reach

19 %  
national reach

40 %  
patient reach

32 %  
national reach



population aged:  
14 - 75 years  
 visited doctor

perceived waiting room TV  
(net contacts)  
 gross contacts  
(absolute numbers in thousands)

Ambient Meter 2025 - TMC/marketagent.com; sample size: 5.138 online interviews Austria-wide; Sampling: internet users from marketagent.com's address pool; weighting: province, gender, age (14 - 75 years), education, occupation; survey method: CAWI = Computer Assisted Web Interviews; Field period: 10.03 - 25.03.2025; client & coordination: TMC - The Media Consultants.

The number of patients fluctuates daily between approximately 350,000 and 650,000 people. The Ambient Meter represents a snapshot.

## playout statistics waiting room TV

2,200	doctors (~1,600 screens)
20	playouts per day per screen (17d)
544,000	playouts per month total Austria-wide
8.1	gross contacts per playout per doctor
4.4 million	gross contacts per month
€ 5.00	CPM per 10 seconds commercial
€ 0.59	price per office day
€ 0.03	price per playout



# 90% head start

**Doctors' tendency to recommend**  
 In the course of the survey (product as nutritional supplement), the success of y-doc was compared with that of field service.

y-doc Waiting Room TV is the optimal supplement to professional pharmafield service.

43% 21% 90% 27% 62% 78%



General medicine

Gynecologists

-  only field service
-  only Waiting Room TV
-  field service + Waiting Room TV

-  only field service
-  only Waiting Room TV
-  field service + Waiting Room TV



All-around



care

**We offer**  
consulting  
commercial production  
insertion  
editing  
doctor communication  
dispatch of  
informational material  
for patients  
sampling  
reporting

**A first-class offer also  
requires first-class support.**

**Your added value**

Doctors who use waiting room TV  
receive from y-doc

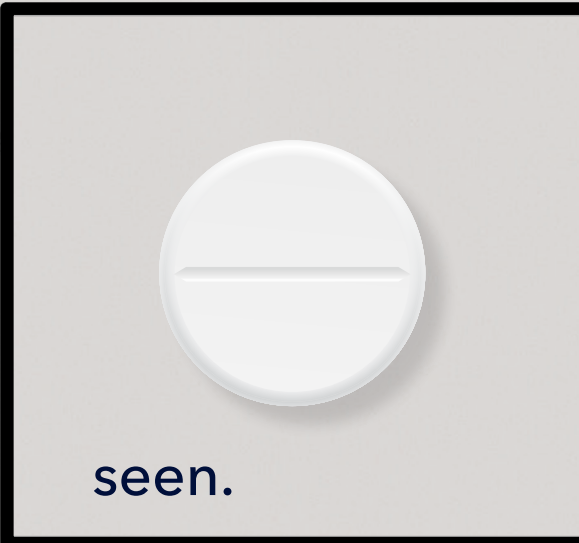
- your product samples, so that questions from patients can be answered even better,
- a free letter with information and benefits of your product.

y-doc takes care of  
packaging, packing and  
shipping for you.






Being



seen.



**The waiting room TV program consists of:**

- individual physician program
- product information
- editorial contributions
- contributions from the Medical Association Vienna (only in Vienna)
- current content (pollen alert service, news, weather report, etc.)

The length of a program loop is adapted to the average waiting time in the respective practice, so that the patients get to see about 1.5 program loops. The program is soundless and therefore does not disturb the relaxed waiting time.

**Editorial office**

y-doc Wartezimmer TV informs with editorial content about health and general topics. The articles are easy to understand and range from preventive care to nutrition, exercise, body care and health in the workplace.

Link the topics to your product!

**Undivided attention  
and high acceptance  
are guaranteed.**

## Monthly rates and media data waiting room TV

National booking  
€ 1 per second per doctor / hospital screen  
when booking an entire medical discipline  
Austria-wide or at least in one federal state.

Selective booking  
€ 1.50 per second per doctor / hospital screen  
+ € 500 one-time flat rate for the selection of  
specific locations or desired practices.

### On request

- shorter/daily placements
- dynamic integration of your content  
via JSON, XML, RSS feed etc.
- branding of the pollen alert service,  
weather, news
- sampling/product sample dispatch
- high rotation/double placement

# from € 1 per second

## 20 seconds commercial

Specialty	Doctors or screens total <sup>1)</sup>	Gross contacts p. m. <sup>2)</sup>	Rate per 20 sec. commercial in € p. m.	CPM per 10 sec. commercial in € <sup>2)</sup>
General medicine	734	1,957,040	14,680	3.75
of which with pharmacy	116	276,080	2,320	4.20
of which without pharmacy	618	1,680,960	12,360	3.68
Anesthesiology	7	8,330	140	8.40
Ophthalmology	99	252,450	1,980	3.92
Surgery	112	152,450	2,240	7.35
Dermatology	74	150,960	1,480	4.90
Gynecology	155	210,800	3,100	7.35
Throat Nose Ear	37	44,030	740	8.40
Internal Medicine	157	213,520	3,140	7.35
Pediatrics	41	55,760	820	7.35
Laboratory	5	25,500	100	1.96
Pulmonary medicine	27	36,720	540	7.35
Neurology	46	46,920	920	9.80
Orthopedics	165	224,400	3,300	7.35
Physical medicine and physiotherapy	21	21,420	420	9.80
Psychiatry/Psychology/Psychotherapy	21	21,420	420	9.80
Radiology	47	239,700	940	1.96
Urology	51	60,690	1,020	8.40
Oral and maxillofacial med. and surgery	417	567,120	8,340	7.35
<b>Total doctors (waiting time Ø 40 min.)</b>	<b>2,216</b>	<b>4,289,100</b>		<b>Ø: 5.17 <sup>2)</sup></b>

1) incl. screens in hospitals

2) does not include patients seeing Ø 1.5 program loops

As of February 2026, all prices plus statutory levies and taxes, non-binding, non-cartelized indicative prices, subject to printing and typesetting errors.

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