

Lithuanian TV3, TV6, TV8 and TV3 Plus TRP Bundle Rate Card

Valid from 01/07/2024

1. DEFINITION

TV3, TV6, TV8 and TV3 Plus (hereinafter all three TV channels jointly referred as "CHANNEL") bundle rate card according to target groups defines purchasing advertising airtime according to the collected actual ratings (15 min. average) in the selected target group (hereinafter referred as "TRP") included time shifted viewing on all three TV channels followed up via TNS LT TV-meter panel.

2. TARGET GROUPS

It is possible to purchase advertising airtime in the CHANNEL according to program ratings in 9 target groups:

- Children 4 - 15 years old (hereinafter „A4-15“)¹
- All 15 - 45 years olds (hereinafter „A15-45“)
- All 15 - 59 years olds (hereinafter „A15-59“)
- All 20 - 55 years olds (hereinafter „A20-55“)
- All 30 - 60 years olds (hereinafter „A30-60“)
- Women 15 - 49 years olds (hereinafter „W15-49“)
- Women 15 - 59 years olds (hereinafter „W15-59“)
- Women 20 - 55 years olds (hereinafter „W20-55“)
- Men 20 - 55 years olds (hereinafter „M20-55“)

Note1: Target group A4-15 can be bought only for children's products' or services' advertising.

Client has a right to buy several target groups. However, one product or a brand can dispose only two different target groups. Target groups chosen for certain product or brand won't be allowed to be changed after signing the contract. If the target group specified in the order is clearly not relevant to the users of the advertised product / service, the customer must replace the target group with the majority of the target audience of the campaign. In addition, Client has a right to buy GRP along with the chosen target groups.

3. PLANNING OF ADVERTISING CAMPAIGNS

Advertising campaigns are planned by the CHANNEL, taking into account the **main parameters** of the campaign pre-defined by the Client:

- title of advertising campaign
- product or brand name title
- target group
- period of the campaign
- spot length
- TRP amount
- Net value of the campaign (after all indexes and discounts)

CHANNEL guarantees the collection of the defined TRP amount during the period of the campaign. CHANNEL takes no guarantees of the quantity of spots or their placement in the commercial breaks of specific programs.

The shortest period of advertising campaign should be at least 7 calendar days.

CHANNEL guarantees the distribution of TRPs between TV3, TV6, TV8 and TV3 Plus channels and among time zones in each channel during advertising campaign as defined in the table of TRP prices. Apart from the main criteria of advertising campaigns, Client may indicate additional criteria that might be taken into account by the CHANNEL when planning the campaign:

- the proportion of TRPs that should be collected in specific requested positions in a commercial break (the first, second, second last or the last)
- distribution of TRPs along the weeks during the campaign.

If several campaigns are ordered, the margin among them is no more than 3 days, and which broadcast the same advertising material, these campaigns will be treated as one continuous campaign.

Advertising orders or their changes have to be sent at least 3 working days before the campaign/ changes starts.

4. TRP PRICES

Necessary and indispensable parameters defining TRP price of each target (hereinafter referred as CPP) are indication of the target group, distribution of TRPs between the channels and distribution of TRPs among the time zones in each channel. CPP for a specific target group is applied for all time zones in all three channels.

1. Table.

1" CPP prices on TV3, TV6, TV8 and TV3 Plus channels (excluding VAT):

Target groups	TRP split between channels*		TRP split in PT zone		1" CPP price EUR
	TV3	TV6 + TV8 + TV3 Plus	TV3	TV6 + TV8 + TV3 Plus	TV3 + TV6 + TV8 + TV3 Plus
A4-15	85%	15%	0%	20%	3,00
A15-45	75%	25%	55%	60%	19,30
A15-59	72%	28%	60%	55%	14,90
A20-55	73%	27%	60%	60%	15,10
A30-60	72%	28%	65%	65%	13,30
W15-49	78%	22%	55%	55%	15,80
W15-59	74%	26%	55%	60%	14,20
W20-55	75%	25%	60%	60%	14,40
M20-55	72%	28%	65%	60%	20,00

* In case the proportion of the audience of any of the four channels changes for 15% and more in comparison to the cumulative TV3, TV6, TV8 and TV3 Plus audience for 2 month, CHANNEL has a right to reconsider TRP split between the channels.

The boundaries of time zones are defined in a special monthly program schedule.

5. PRICE INDEXES

5.1 Spots with advertising of **third parties** (with exception of logos and announcements no longer than 3 seconds) have a price index of 1.3. Advertising of third parties cannot take more than 40% of the total spot duration. Information about the 3rd party advertising has to be presented in the advertising order and in the video spot name.

5.2 Special position price indexes of a video spot in commercial break:

- as **'the first'** commercial in a break – 1.45;
- as **'the second'** or **'the last'** commercial in a break – 1.3;
- other **special positions** in a break – 1.2.

Do note that video spots broadcasted in special positions should be at least 20 seconds long. Shorter video spots will be charged as 20 seconds long plus price index for special position.

5.3 Early booking index.

Orders placed at least 30 calendar days before 1st day of the month of the campaign (hereinafter Early Booking deadline) have 0.95 price index. This index applies only for those orders that are not changed after the Early Booking deadline (there can't be any kind of amendment after the Early Booking deadline).

5.4 Orders placed later than 7 calendar days after 1st day of the month of campaign (hereinafter Late Booking deadline) have 1.07 price index.

5.5 Seasonal indexes:

January	0.9	May	1.5	September	1.5
February	0.9	June	1.45	October	1.5
March	1.4	July	1.0	November	1.5
April	1.4	August	1.0	December	1.45

5.6 Video length index:

Length from 5 till 9 s	1,3	Length from 20 till 24 s	1,15
Length from 10 till 14 s	1,25	Length from 25 till 30 s	1,1
Length from 15 till 19 s	1,2	Length more than 30 s	1

5.7 Agency index.

Additional 0.95 price index is applied for orders placed by Media agencies having the annual agreements with the CHANNEL

5.8 Additional broadcasting criteria may apply when ordering TRP campaigns. For each of the additional criteria, 1.1 price index will be applied.

5.9 A price index of 1.2 will be applied to advertising that will be broadcast during the Paris Summer Olympic Games period (July 26 - August 11, 2024) on TV3, TV6, TV8 and TV3plus channels.

5.10 After reaching 100% airtime availability, television provides the opportunity to implement client campaigns exclusively at 100% in order of priority by applying an index of 1.25. Such campaigns must be coordinated and agreed with television.

5.11 From 1 July 2024, due to the full occupancy of the total TV advertising airtime, a price index of 1.15 will be applied to the orders of TRP campaigns for the duration of the Advertising

Broadcasting Services Agreement. Such index shall be applied in addition to any other indexes and volume discounts provided for in the Agreement and its Annexes for all advertising ordered.

6. CHANNEL GUARANTEES

- 6.1 Guarantee of the collection of the defined TRP amount.
CHANNEL guarantees the collection of the defined TRP amount during the period of the campaign with the deviation of +/- 5%.
- 6.2 Guarantee of the distribution of TRPs among times zones.
CHANNEL guarantees that the distribution of TRP amount among Prime Time zone in TV3, TV6, TV8 and TV3 Plus channels will correspond to the proportions defined for certain target group in the table of TRP prices with the deviation of +/- 5 percentage points.

In case of underdelivery of TRP share in Prime Time zone for more than 5 percentage points from ordered amount, TRP difference is compensated with additional free of charge Prime Time broadcasts of corresponding value during the next Client's campaign. Compensation is valid for two months after the month of ordered advertising campaign.

In case of underdelivery of TRP share in Prime Time zone for more than 5 percentage points from ordered amount when actual absolute TRP volume in Prime Time zone equals the ordered volume with the deviation of +/- 5%, CHANNEL has no obligations to provide with any compensation.

- 6.3 Guarantee of distribution of TRPs between the channels.
CHANNEL guarantees that the distribution of TRP amount on TV3 channel will correspond to the proportions defined for certain target group in the table of TRP prices with the deviation of +/- 5 percentage points.

In case of underdelivery of TRP share on TV3 channel for more than 5 percentage points from ordered amount, TRP difference is compensated with additional free of charge broadcasts on TV3 channel of corresponding value during the next Client's campaign. Compensation is valid for two months after the month of ordered advertising campaign.

In case of underdelivery of TRP share on TV3 channel for more than 3 percentage points from ordered amount when actual absolute TRP volume on TV3 channel equals the ordered volume with the deviation of +/- 5%, CHANNEL has no obligations to provide with any compensation.

- 6.4 Compensations indicated in the clause 6.1., 6.2. and 6.3. are not summed.

7. ADVERTISING CAMPAIGN VALUE

The value of advertising campaign is estimated on the basis of actual 15 min. average TRP. Video spot broadcasts with actual rating less than 0.1 TRP will be registered as 0.1 TRP.

Advertising campaign value calculation:

$$V = CPP * TRP * D * I_s * I_{lt} * I_1 * \dots * I_n * (I_i * I_e + 1 - I_e) * (1 - VD)$$

where:

V – commercial campaign value,

CPP – particular target group's 1 sec. CCP price,

TRP – actual advertising campaign TRP amount gathered in TV3, TV6, TV8 and TV3 Plus TV channels,

D – duration of video spot (in seconds),

I_s – seasonal index,

I_{lt} – video length index,

l1, ... ln – other price indexes, except for a special position index as it is calculated for concrete spots,
 li – special position price index of a video spot in commercial break;
 le – index of total TRP amount of the campaign gathered in specific special position in commercial break;
 VD – annual volume discount.

In case of TRP underdelivery of more than 5% from ordered amount, the value of the campaign is estimated for ordered TRP amount while TRP difference is compensated with additional free of charge broadcasts of corresponding value during the next Client's campaign. Compensation is valid for two months after the month of ordered advertising campaign.

In case of overdelivery of TRP amount, the value of the campaign is estimated for ordered TRP amount.

8. GUARANTEED ANNUAL INVESTMENT AGREEMENT

Advertisers who conclude Guaranteed Annual Investment Agreement shall be entitled to buy airtime at mutually agreed Cost Per Point prices or will be able to purchase spot rates at a mutually agreed discount.

CHANNEL rate card prices are subject to change and extra price indices may be introduced and applied. CHANNEL reserves the right to change TRP split between TV channels, introducing additional TV channels. In such case, TRP distribution among the channels will be defined according to the distribution of audience among those channels.

9. ADDITIONAL BENEFITS

Clients who choose several channels – not only TV3, TV6, TV8, TV3 Plus but also Power Hit Radio, TV3Play or All Media Digital – for their advertising can sign a single contract and become entitled for additional benefits.

The rate card prices are subject to change and extra costs may be applied.

10. ADDITIONAL INFORMATION ON TIME-SHIFTED VIEWING (TSV) RATINGS

As of 12 September 2016, TNS LT TV-meter survey data include not only the television audience data for linear TV viewing, but also for time-shifted viewing. Depending on the duration of time-shifted viewing, TSV data are broken down into the following categories: (1) time-shifted Viewing On Same Day As Live (VOSDAL); (2) 3-Day time-shifted viewing, i.e. viewing within 3 days after the live transmission (3 Days Coded Playback); and (3) 7-Day time-shifted viewing, i.e. viewing within 7 days after the live transmission (7 Days Coded Playback).

Charges for time-shifted viewing:

- General ratings for which charges are applied include 7 Days Coded Playback ratings;
- Data is included in the ratings calculated by the time zone of the linear broadcast of the watched programme but only if the programming is watched without fast-forwarding;
- Time-shifted viewing ratings are charged at the standard rates that apply to linear (live) viewing ratings, i.e. by applying the same TRP rates, time zone and price indices, etc.