



**TELEWIZJA POLSKA**  
**Advertising Office**

**SALES RULES**  
**in force at the TVP S.A. Advertising Office**

**Warsaw 2024**

## INTRODUCTION

Telewizja Polska S.A. with its registered office in Warsaw, 00-999 Warsaw, ul. J. P. Woronicza 17, entered into the Register of Entrepreneurs of the National Court Register (KRS) kept by the District Court for the capital city of Warsaw, the 13<sup>th</sup> Commercial Division of the National Court Register, under KRS number: 0000100679, NIP (Tax Identification Number): 521-04-12-987, REGON (National Business Registry Number): 010418973, with share capital of PLN 286,596,500.00 paid in full, conducts business activity in the field of distribution of commercial messages and other activities included in the offer of Telewizja Polska. Telewizja Polska S.A. shall hereinafter be referred to as “**TVP**”, whereas the TVP S.A. Advertising Office shall hereinafter referred to as “**TVP AO**”.

The “Rules for the Conclusion of Agreements by the TVP S.A. Advertising Office”, which specify the types of concluded contracts, requirements for the conclusion of contracts by TVP AO, the terms and conditions for broadcasting advertisements on television and in interactive media as well as rules governing the processing of personal data and confidentiality, are an integral part of and a supplementary document to these Rules.

## GENERAL DEFINITIONS

Terms used in the “Sales Rules in force at the TVP S.A. Advertising Office”, hereinafter referred to as “Rules”, have the following meaning:

**ad server of TVP** – an IT system that enables the broadcast and management of online advertising campaigns as well as the reporting and analysis of campaign results;

**CPM Net Net** – the net purchase price per thousand impressions;

**CPM Rate Card (RC)** – the starting price per thousand impressions;

**CPP** – the price of one rating point in the billing group;

**media house (agency)** – an entity acting on its own behalf for the benefit of the advertiser on the basis of a written authorisation or for and on behalf of the advertiser on the basis of a written power of attorney;

**dayparts:**

Prime time: 18:00 - 22:59

Off peak: 00:00 - 17:59 and 23:00 - 23:59

**declaration** – the amount of expenditures for advertising campaigns of the advertiser, declared by the bidder for a given year. As part of the declaration the following shall be also distinguished:

**key declaration** – the declared amount of expenditures not lower than PLN 8,000,000;

**strategic declaration** – the declared amount of expenditures not lower than PLN 21,000,000.

**GRP** – the arithmetic sum of rating points obtained during the advertising campaign within a specific target group;

**target group** – a group of users/viewers defined using socio-demographic or behavioural parameters, which the bidder intends to reach with an advertisement;

**billing group** – the target group of persons on the basis of which TVP AO performs the billing for broadcasts of commercial messages. The **base billing group** are persons aged 7 to 74;

**lubileo** – an online platform run by TVP AO through which the bidder may monitor advertising activities and obtain information on their own orders;

**information campaign** – an undertaking commissioned by entities primarily from the public sphere, consisting in the broadcast of information spots or in the inclusion of themes in programmes (including the production of themes and broadcast of programmes containing specific themes) or in the production and broadcast of programmes containing themes. Themes and information spots shall be related to the performance of public radio and television tasks and shall be of non-promotional nature. Information about conducting a campaign during programmes is included in the final credits of the programme. The campaign is subject to VAT exemption;

**advertising campaign** – broadcast of commercial messages on the basis of concluded contracts;

**non-commercial campaign** – broadcast of spots concerning important non-commercial purposes, broadcast in an advertising block or in a block of paid announcements;

**interactive media** – services and applications of TVP in the desktop, mobile, CTV and HBB TV environment, social media profiles of TVP, and other services and channels supported in the sale of advertising space by TVP AO;

**bidder** – an entity entering into a contract or other agreement with TVP;

**special offer** – the offer of TVP referring to specific billing periods, events, etc., containing non-standard provisions, especially as regards sales prices;

**discount** – each reduction in the price for broadcasting an advertisement as well as each reduction of the fee for an additional broadcast service;

**sub-declaration** – the sum of expenditures for advertising campaigns of the advertiser in interactive media or for sponsorship or campaigns in children's channels, as declared by the bidder for a given year;

**audience measurement** – electronic measurement of the television and online audience specified by TVP AO, with its results serving as the basis for billings between the bidder and TVP AO, carried out in households and out-of-home (OOH). TVP AO has the right to change the adopted measurement method;

**channel** – a media service consisting in a structured set of broadcasts, commercial messages or other messages, distributed in its entirety, in a manner allowing for simultaneous reception by the public in the system established by the broadcaster;

**television channels:**

general channels (TVP1, TVP2),

thematic channels (owned and not owned by TVP, for which TVP AO conducts sales),

children's channels (owned and not owned by TVP, for which TVP AO conducts sales).

**commercial message** – any message intended to be used directly or indirectly to promote goods, services, or the reputation of an entity conducting business or professional activity, accompanying a broadcast or incorporated into it, in exchange for a fee or similar remuneration, in particular advertising, sponsorship, teleshopping, and product placement;

**rating point** – the percentage share of the target group constituting the audience of an advertisement, determined on the basis of an audience measurement, or ad audience expressed as a percentage of a specific target group;

**advertisement** – each commercial message within the meaning of the Broadcasting Act;

**advertiser** – an entity from whom the commercial message originates, including a sponsor, product placer, co-financer, and any other authorised entity;

**information spot** – a spot concerning a social, educational or information campaign related to the performance of public radio and television tasks, of a non-promotional nature, broadcast in an advertising block or in a block of paid announcements. A spot is subject to VAT exemption;

**ad audience** – a value representing the audience viewing the ad live (LIVE), viewing on same day as live (VOSDAL), viewing within the next two days at most (TSV+2), reported by means of audience measurement.

## **ELEMENTS OF PRODUCT PORTFOLIO**

1. TV advertisement
2. Programme sponsorship: financial, prizes, rental
3. Product placement
4. Online video
5. Display online
6. Information and non-commercial campaigns
7. Teletext
8. Teleshopping
9. Custom projects: contests, polls, social media, HBB TV, mini-programme and others.

For the sale of individual elements of the product portfolio, TVP AO uses only the forms of sale in mutual combinations indicated in the table below:

ELEMENT OF PRODUCT PORTFOLIO	ENVIRONMENT	FORMS OF SALE							
		Price List Based (PLB)	CPP	PSpot	Flat Fee	CPM	CPV	vCPM	Individual pricing
Video ad (spot)	<b>TV</b>	•	•	•	•				
	<b>Online</b>					•	•	•	
	<b>Multiscreen</b>					•			
Sponsor reference	<b>TV</b>								•
	<b>Multiscreen</b>				•	•			•
Product placement	<b>TV + Online</b>								•
Teleshopping	<b>TV</b>				•				
Graphic ad (display)	<b>Online</b>				•	•			•
	<b>Hbb TV</b>					•			
	<b>Teletext</b>				•				
Custom projects	<b>TV</b>								•
	<b>Online</b>				•				•
	<b>Teletext</b>								•
Minor announcement	<b>Teletext</b>				•				

Custom projects carried out at the customer's request, including projects based on a combination of aforementioned elements of the product portfolio, exposure in communication channels managed by entities other than TVP and other forms, are priced individually.

The aforementioned elements of the product portfolio can be implemented as:

1. Advertising campaigns
2. Information campaigns
3. Non-commercial campaigns

## FORMS OF SALE

### 1. General sales rules

Information about prices, dates and other relevant information is published each time on the website: [www.brtvp.pl](http://www.brtvp.pl).

TVP AO has the right to introduce Special Offers to which the provisions of these Rules will not apply and which will require a separate agreement.

#### 1.1 General sales rules for TV

TVP AO conducts the sale of TV advertisements on designated sales dates and within designated sales periods.

In the event of limited availability of resources allocated for the sale of CPP packages, TVP reserves the right to accept a part of the bidder's order or to reject it in its entirety.

TVP AO reserves the right to apply separately published restrictions on the availability of selected forms of sale for specific channels, for indicated periods and for indicated types of campaigns.

## 1.2 General sales rules for online

- 1.2.1 TVP AO sells advertisements in interactive media under the direct and programmatic model.
- 1.2.2 In the event of limited availability of resources, TVP reserves the right to accept and perform a part of the bidder's order or to reject it in its entirety.

## 2. Price List Based (PLB) sales

- 2.1 The bidder individually selects the advertising block as well as any additional services. Having approved the Bid, TVP AO sends an agreement to the bidder that contains a detailed broadcasting plan with the net prices stated.
- 2.2 The base price of a single broadcast is determined based on the price list value of a 30-second spot. TVP AO reserves the right to determine the individual price for a given channel and a given sales period.
- 2.3 The base price is subject to length indexation in accordance with **Table 11a**.
- 2.4 A fixed technical fee in the amount of PLN 5.50 shall be added to the price of each broadcast carried out as part of PLB sale, which shall be subject to length indexes as per **Table 11a**.
- 2.5 PLB sales are conducted for all channels.
- 2.6 Bidders with a key declaration who allocate 100% of the price list share for the broadcast of advertising spots on general channels of TVP throughout the year are entitled to a guarantee of an average price list price, excluding bands covered by special offers.
  - 2.6.1 The guarantee of an average price list based price consists in maintaining the average forecasted price for the relevant year (table below) when conducting PLB sales for general channels.

JANUARY	7,800
FEBRUARY	11,460
MARCH	10,760
APRIL	11,100
MAY	10,370
JUNE	9,890
JULY	7,710
AUGUST	8,240
SEPTEMBER	14,470
OCTOBER	18,620
NOVEMBER	19,820
DECEMBER	17,960

- 2.6.2 The amount of the average price list based price as at the date of publication of the price list for the relevant sales period is determined as the arithmetic mean of all prices of time slots in general channels, planned for broadcast between 6:00-25:59.
- 2.6.3 If there is a difference between the projected and published average price list price, TVP AO will apply a discount in an amount that compensates for the difference in the relevant sales period. Its amount is published with the price list.
- 2.6.4 Failure to meet any of the conditions specified above shall result in the withdrawal of the discount granted and conversion of campaigns already carried out since the beginning of the year.
- 2.7** In the case of PLB sales, a budget discount is applied depending on the amount of submitted declaration, in accordance with **Tables 1 and 3**. The amount of the discount is subject to verification based on the value of the actual expenditures made.
- 2.8** In the case of PLB sales, a discount for the share of PLB purchases is applied in accordance with **Tables 4 and 5**. The amount of the discount is subject to verification based on the value of the actual expenditures made in individual billing periods.
  - 2.8.1 The discount for the share of PLB purchases does not apply to expenditures borne for the purchase of special forms of ad broadcasts that may be acquired exclusively through a PLB purchase.
  - 2.8.2 In the absence of a bidder's declaration, PLB sales are subject to a budget discount depending on the amount of the order placed in the relevant billing period, in the monthly option, in accordance with **Table 2**.

### 3. CPP packages

- 3.1** CPP packages are offered in the following options:
  - 3.1.1 TVP MIX – general and thematic channels,
  - 3.1.2 TVP THEMATIC – all thematic channels,
  - 3.1.3 TVP KIDS – all children's channels.
- 3.2** When purchasing CPP packages, the bidder must specify the budget, target group, duration of the campaign and additional services, if any. The guarantee shall not cover the number of GRP delivered or the comprehensive broadcast schedule which may be changed at any time.
- 3.3** CPP is determined on the basis of the values indicated for individual CPP package options in **Tables 6 and 7**.
- 3.4** The base price of a single broadcast is determined based on the number of rating points multiplied by CPP for a 30-second spot
  - 3.4.1  $CPP \text{ for OFF PEAK} = CPP \text{ relevant to the purchase of CPP packages in the base billing group} \times \text{index for the billing period} \times \text{index for a target group other than the base group (if applicable)}$ .
  - 3.4.2  $CPP \text{ for PRIME TIME} = CPP \text{ for OFF PEAK} \times \text{index for broadcasts in PRIME TIME}$ , as per **Table 12**.
  - 3.4.3 The CPP determined as specified above shall be rounded to full figures in PLN.

- 3.5 The base price is subject to indexation depending on the length of the spot, in accordance with **Table 11a**, and surcharges/discounts possible for that form of purchase.
- 3.6 A fixed technical fee in the amount of PLN 5.50 shall be added to the price of each CPP broadcast, to which the length indexes shall apply as per **Table 11a**.
- 3.7 The sales of TVP MIX packages are conducted and billed within the 7 to 74 group. TVP AO offers the option to make a purchase in a group other than the base group, as per **Table 14**.
- 3.8 The sales of TVP THEMATIC packages are conducted and billed only within the 7 to 74 group. TVP AO offers the option to limit the number of channels, as per **Table 15**.
- 3.9 The sales of TVP KIDS packages are conducted and billed only within the 4 to 12 group. TVP AO offers the option to limit the number of channels, as per **Table 16**.

#### 4. Packages – PSpot, online volume

##### 4.1 PSpot packages

- 4.1.1 The base price is determined by the cost of a single broadcast of a 30-second spot, agreed by way of negotiations.
- 4.1.2 The bidder must specify the budget, number of broadcasts, duration of the campaign and additional services, if any.
- 4.1.3 Sales are conducted exclusively for thematic channels and TV Belsat, excluding TVP Sport.
- 4.1.4 The base price is subject to the indexation of length in accordance with **Table 11a** and possible surcharges/discounts.
- 4.1.5 A fixed technical fee in the amount of PLN 5.50 shall be added to the price of each PSpot broadcast, to which the length indexes shall apply, as per **Table 11a**.
- 4.1.6 The minimum PSpot package order value is PLN 1,000.

##### 4.2 Online volume packages

- 4.2.1 TVP AO offers volume packages in the following models: direct, programmatic:
  - 4.2.1.1 In-stream video packages: RON, MALE, FEMALE, SPORTS, VOD, CTV&OTT.
  - 4.2.1.2 In-stream video + TV packages: Multi-screen Video up to 10s.
  - 4.2.1.3 Display package: RON, VOD.
  - 4.2.1.4 Teaser HBB 5s.
- 4.2.2 Volume packages are priced in the Rate Card (RC) or Net Net model according to the interactive media price list available at [www.brtpv.pl](http://www.brtpv.pl).
- 4.2.3 Rate Card (RC) volume packages are subject to discounts. The sale of advertisements in the interactive media is carried out according to the following billing methods:
  - 4.2.3.1 CPM: according to the number of advertisements broadcast.
  - 4.2.3.2 CPV: according to the number of fully broadcast video advertisements.
  - 4.2.3.3 vCPM: according to the number of advertisements broadcast and displayed in 100%.
  - 4.2.3.4 Other models may be agreed individually with the bidder.



## 5. Other

### 5.1 Teletext

- 5.1.1 A service consisting in the display of advertisements on Teletext is rendered via Teletext pages designated for the performance of this type of service, in particular on pages 461 to 899.
- 5.1.2 The rules for the sale and display of announcements have been set out in separate documents: in the “Terms of Service Consisting in the Display of Advertisements on TVP Teletext” and “Terms of Service Consisting in Ordering Classified Advertisements on TVP Teletext via Text Messages”. These Terms of Service are available at [www.brtp.pl](http://www.brtp.pl) and on Teletext page 454.

### 5.2 Teleshopping

- 5.2.1 The teleshopping spot broadcast service is performed in advertising blocks or in separate “teleshopping” blocks.
- 5.2.2 The price for a specific number of spot broadcasts is determined by way of negotiations, taking into account the value of the bidder’s budget, the number of broadcasts, etc.
- 5.2.3 No discounts are granted for teleshopping spot broadcast services.
- 5.2.4 TVP AO reserves the exclusive right to set the time of broadcast of separate “teleshopping” blocks.
- 5.2.5 TVP AO reserves the exclusive right to choose the position within a block for spots broadcast in advertising blocks.

- 5.3 In regard to commercial messages the broadcast of which on channels may result in the bidder obtaining additional benefits in the form an “ambush marketing” advertising campaign, TVP AO reserves the right to apply an individual price to such an advertising message, determined based on at least 5 times the price of the selected broadcasts, indexation of length as per **Table 11a** and non-application of any discounts.

## PRICE AND FACTORS AFFECTING THE PRICE

### 6. Declaration, sub-declarations

#### 6.1 Declaration

- 6.1.1 The declaration must be submitted by the bidder’s authorised representative, in writing or via e-mail, prior to the commencement of the first advertising campaign to which the declaration applies at the latest. The commercial terms and conditions appropriate to the form of sale, as per **Tables 1 and 6**, shall apply to expenditures incurred for advertising campaigns.
- 6.1.2 The declaration shall be deemed performed, if the value of expenditures incurred for the advertising campaign is at least equal to the value of the declaration. In the event of failure to fulfil the declaration, the bidder forfeits the right to received discounts and other commercial terms received in connection with the declaration.

- 6.1.3 The expenditures incurred for the advertising campaign by an entity other than the bidder who has submitted the declaration shall not count towards the said declaration; instead, they shall be treated as a separate declaration, unless the bidder obtains approval of TVP AO to count such expenditures towards the original declaration.
- 6.1.4 If the bidder fails to submit the declaration, the commercial terms and conditions appropriate for the form of sale in the monthly option, as per **Tables 2 and 7**, shall apply to the expenditures incurred for advertising campaigns.

## 6.2 Sub-declarations

### 6.2.1 KIDS sub-declaration

- 6.2.1.1 Only the value of intentional purchases of packages ordered for channels for kids in the 4 to 12 group and the value of PLB purchases for these channels count towards the KIDS sub-declaration.
- 6.2.1.2 The CPP value for the 4 to 12 group is determined on the basis of the value of a separate KIDS sub-declaration made by the bidder and concerning their expenditures on children's channels, as per **Table 8**. The CPP value is subject to verification based on the value of the actual expenditures made.
- 6.2.1.3 In the event of failure to fulfil the sub-declaration, the bidder forfeits the right to received discounts and other commercial terms received in connection with the sub-declaration.

### 6.2.2 Sub-declaration for Online

- 6.2.2.1 The value of expenditures made in interactive media count towards the Online sub-declaration.
- 6.2.2.2 The sub-declaration amount depends on the submitted declaration, as per **Tables 9 and 10**.
- 6.2.2.3 Submitting a sub-declaration grants entitlement to a discount of 3% on PLB, CPP, PSpot orders to be carried out on TV and a discount of 5% in interactive media for advertising products marked as Net Net on the price list.
- 6.2.2.4 Submitting a sub-declaration grants entitlement to apply spot indexation on preferential terms in accordance with **Table 11b** (preferential indexation applies to orders invoiced directly by TVP). If an Online sub-declaration is not submitted, indexation available in the price list for interactive media of TVP shall apply: [www.brtvp.pl](http://www.brtvp.pl).
- 6.2.2.5 In the event of failure to fulfil the sub-declaration, the bidder forfeits the right to received discounts, other commercial terms received in connection with the sub-declaration, and indexation on preferential terms.

### 6.2.3 Sub-declaration for Sponsorship

- 6.2.3.1 The value of expenditures made for sponsorship counts towards the sub-declaration.
- 6.2.3.2 The sub-declaration amount depends on the submitted declaration, as per **Tables 9 and 10**.

- 6.2.3.3 Submitting a sub-declaration grants entitlement to a discount of 3% on PLB, CPP, PSpot orders to be carried out on TV.
- 6.2.3.4 In the event of failure to fulfil the sub-declaration, the bidder forfeits the right to the received discount and other commercial terms received in connection with the submitted sub-declaration.

## 7. Discounts

The base price is reduced by discounts specified below:

- 7.1 Budget discount:** discount for the amount of declared expenditures, as per **Tables 1 and 3.**
- 7.2 Discount for submitting a declaration within a specified period of time** is granted according to the following rules:
  - 7.2.1 3% for PLB, CPP, PSpot orders to be carried out on TV and 3% on interactive media for advertising products designated as Net Net on the price list, provided that the bidder submits a written declaration signed by persons authorised to represent the bidder by 29 March 2024 at the latest.
  - 7.2.2 The discount applies only to expenditures made by the bidder who submitted the declaration. If the declaration is continued by another bidder (directly by the advertiser or any other media house), it is necessary to obtain the consent of TVP AO to apply the discount also in relation to the expenditures made by that bidder.
  - 7.2.3 Increasing expenditure beyond the declaration submitted shall not grant entitlement to a discount in sales periods following the date on which the declaration has been made.
  - 7.2.4 The discount does not apply to bidders whose declaration or sub-declaration is within the "TO BE NEGOTIATED" expenditure threshold.
  - 7.2.5 In the event of failure to fulfil the declaration, the bidder forfeits the right to received discounts.
- 7.3 New Advertiser discount:** a discount of up to 10%. A New Advertiser shall mean an Advertiser who did not enter into any agreements with TVP AO concerning the broadcast of commercial messages over at least the past 12 months. This period runs separately for TV advertising, sponsorship and interactive media. The discount is valid for the first 2 consecutive calendar months and is applied only to PLB broadcasts.
- 7.4 Discount for higher expenditures:** a discount of up to 5% on CPP, TVP MIX and PSpot orders and up to 10% on PLB orders. The discount is granted when all of the conditions specified in items 7.4.1 to 7.4.3 are satisfied:
  - 7.4.1 The bidder increases expenditures by at least 20% compared to the previous year.
  - 7.4.2 The bidder makes expenditures within certain published thresholds.
  - 7.4.3 The bidder submitted a written declaration within the specified period, i.e. by 29 March 2024.

- 7.4.4 The discount applies only to annual expenses (does not apply in the monthly option).
- 7.4.5 In the event of failure to fulfil the declaration and failure to satisfy the conditions referred to in items 7.4.1 to 7.4.3, the bidder forfeits the right to received discounts.
- 7.5 Discount for submitting a sub-declaration** of expenditures is granted according to the following rules:
  - 7.5.1 3% for PLB, CPP, PSpot orders to be carried out on TV and 5% on interactive media for advertising products designated as Net Net on the price list, separately for each sub-declaration, provided that the bidder commits to bear expenditures on the specified elements of TVP's product portfolio pursuant to **Tables 9 and 10**.
  - 7.5.2 To receive the discount, it is required to submit a sub-declaration of expenditures for: sponsorship and/or interactive media.
  - 7.5.3 In the case of orders for the Multiscreen product, the following count towards fulfilment of the sub-declaration: expenditures actually incurred for sponsorship or interactive media, as the case may be.
  - 7.5.4 The sub-declaration may be submitted at any time during the year, with the proviso that discounts due shall be calculated from the month following the month in which the sub-declaration is submitted.
  - 7.5.5 The discount does not apply to bidders whose declaration or sub-declaration is within the "TO BE NEGOTIATED" expenditure threshold.
- 7.6** The 20% discount for the broadcast of advertising spots from 1 to 7 January and from 24 to 31 December 2024 applies only to broadcasts in the form of CPP packages.
- 7.7 Rate Card (RC) online volume packages** may be subject to discounts:
  - 7.7.1 5% discount for ordering a campaign with a minimum value of PLN 50,000, with a minimum advance notice of 1 month.
  - 7.7.2 5% seasonal discount applicable to the months of January, February, July, August.
- 7.8** Discounts granted as a part of Special Offers.
- 7.9** Additional discounts, not specified in the Rules.

Discounts granted to the bidder as part of the sale of advertisement broadcasts do not apply to sponsorship contribution to the financing of a programme.

## **8. Surcharges and additional broadcast services**

The base price is increased by surcharges specified below:

### **8.1 Surcharges for TV**

#### **8.1.1 Selection of position within the block**

- 8.1.1.1 The surcharge amount depends on the selected position within the block.

The fee is charged separately per each broadcast of the advertising spot.

The amount of surcharges (in %) is presented in the table below:

POSITION	FIRST AND LAST	SECOND AND SECOND-TO-LAST	ANY OTHER INDICATED
Prime time surcharge in %	20	10	5
Off peak surcharge in %	15	10	5

8.1.1.2 The selected positions within the block refer to the sequence of advertisements in the block, without reference to the position of the block within the programme.

8.1.1.3 Where the position of the sponsor reference within the sponsorship block is selected, the value of the contribution shall be increased by a surcharge amounting to 10% of the broadcast value of each sponsor reference to which the position selection applies, regardless of the position and daypart.

8.1.1.4 For the selected advertising blocks, indicated each time by the TVP AO at the moment of opening sales for the specific period, the amount of the surcharge for the selection of position within the block may be determined by way of an auction between the bidders.

8.1.2 **Competitive exclusivity within the advertising block:** the surcharge is 40%. The bidder has the option to purchase exclusive rights in the “product” category. As part of this service, TVP AO guarantees to the bidder that no advertising spots of products competitive to the advertiser’s products shall be broadcast in the same advertising blocks. This service may not be used by advertisers to whom the restrictions regarding the broadcasting time of their spots apply. The service is not available for PLB sales.

8.1.3 **Combination of several advertising spots into one advertising spot:** a surcharge of 40% shall be charged if one advertising spot contains separate advertising spots which can be broadcast separately.

8.1.4 **Two or more Advertisers:**

8.1.4.1 In the case of visual or audible presentation, in particular the name, brand, trademark or other element identifying more than one advertiser in one advertising spot, the surcharge amounts to 10%, regardless of the number of elements identifying the next advertiser or advertisers.

8.1.4.2 In the case of a visual or audible presentation of the name, brand, trademark or other element identifying a media patron, a sponsor, or any other entity from the mass media group – the surcharge amounts to 5%, regardless of the number of identifying elements. The surcharges do not apply solely to text address indications referring to a social media domain.

8.1.4.3 Where a single advertising spot presents elements identifying more than one advertiser whose total time of exposure is equal to or exceeds 50% of the length of that advertising spot (dominant advertiser), TVP AO shall have the right to charge the bidder with a

- higher surcharge in the amount determined on a case-by-case basis.
- 8.1.5 **Conditional advertisement:** the surcharge amounts to 50% per broadcast. It applies to the broadcast of one of the previous versions of an advertising spot delivered to TVP AO upon fulfilment of an unambiguous condition specified in detail in the agreement with the bidder. Available only for PLB sales.
  - 8.1.6 **Duospots:** when two advertising spots of the same product from the same advertiser are broadcast in one advertising block, a 10% surcharge is added for each of the spots. The surcharge is not charged when the bidder selected the position within the advertising block or when the bidder made a PLB purchase.
  - 8.1.7 **Opting out of broadcast during night hours:** when the bidder orders the broadcast of advertising spots in the CPP package with the reservation that the broadcasts shall not be aired between 00:01-06:00, a 10% surcharge is added to each spot broadcast outside night time.
  - 8.1.8 **Broadcast during a single daypart:** a 10% surcharge is added to each broadcast during the specified daypart. It is applied when the bidder orders the broadcast of advertising spots in the CPP package during a single, selected daypart. The minimum amount of the order for a single daypart to which no surcharge applies equals not less than 10% of the value of the contract (number of GRPs ordered) for each of the dayparts.
  - 8.1.9 **Separation of various products of the advertiser:** the surcharge amounts to 10% of the value of each order for the broadcast of advertising spots. It is applied when the bidder stipulates in the order that different advertising spots of the same advertiser to whom this restriction applies cannot be broadcast within the same advertising block. It is applicable to PLB or PSpot sales.
  - 8.1.10 **Non-continuity of the campaign:** if the bidder orders the broadcast of advertising spots in the CPP package with the reservation that the broadcast shall not be aired on the indicated days, the surcharge amounts to 15% of the value of the entire order.
    - 8.1.10.1 A reservation stating that the broadcast shall not be aired for a full calendar week (defined as 7 calendar days from Monday to Sunday) or for multiple weeks within the sales period shall not be subject to that surcharge.
    - 8.1.10.2 Different orders for the same product, the same target group and the same sales period may be combined and billed as a single order by TVP AO.
  - 8.1.11 **Limitation of broadcast to selected channels:** if the bidder orders the broadcast of advertising spots in the CPP package on selected TVP channels, the surcharge amounts to:
    - 8.1.11.1 10% or more for the CPP THEMATIC package, according to **Table 15**. TVP AO allows to opt out of more than 3 channels.
    - 8.1.11.2 5% or more for the CPP KIDS package, according to **Table 16**.

- 8.1.11.3 In the case of CPP MIX, it is possible to opt out of no more than any 3 channels for free. It is not possible to opt out from more channels, even with a surcharge.
- 8.1.11.4 Changing the number of channels for which advertisements are sold by TVP AO during the term of these Rules shall not be considered an amendment of these Rules.
- 8.1.12 **Screen compression:** the surcharge amounts to 30% for each broadcast of the advertising spot. This service consists in broadcasting an advertising block containing one advertising spot with a visible “advertisement” bumper at the beginning and at the end of the advertising block or throughout the entire length of the advertising spot. The broadcast of an advertising spot in this form does not require a separate “advertisement” bumper. This service is available only for PLB sales.
- 8.1.13 **Exclusive advertising block:** the surcharge amounts to 40% for each broadcast of the advertising spot and may be increased for the selected programmes, of which TVP AO shall inform prior to the opening of sales for the period in which the programme is to be broadcast. This service consists in broadcasting an advertising block containing a single advertising spot only between a programme and another advertising block or self-promotion. This service is available only for PLB sales for spots with the length of at least 30 seconds.
- 8.1.14 **Super-exclusive advertising block:** the surcharge is determined on a case-by-case basis. This service consists in broadcasting an advertising block containing a single advertising spot only, broadcast as the only advertising block between two programmes (excluding sponsor references). This service is available only for PLB sales for spots with the length of at least 30 seconds, exclusively on the channels and in the programmes indicated by TVP AO.
- 8.1.15 **Bumper:** the surcharge amounts to 40% and applies to each broadcast. This service consists in broadcasting an advertising spot integrated with the advertising block bumper. A minimum duration of the advertising block bumper must be ensured, equal to the duration of such a bumper used by the Channel. This service is available only for PLB sales. The spot length is the total length of the advertising block bumper and the advertising spot, indexed in accordance with **Table 11a**. No surcharge is charged for the selection of a position within the block.
- 8.1.16 **Virtual advertisement** in the form of a split-screen advertisement aired during the broadcast of sports events, during a break resulting from regulations applicable to a particular sports discipline. This service is available only at locations and in the manner indicated by TVP AO and only for PLB sales. The value of the surcharge is determined on a case-by-case basis. The advertisement can be ordered only by an entity pursuing betting activities, who obtained a permit for these activities and who is a sponsor or a sponsor of a team or competitors actively participating in the relevant sports event.
- 8.1.17 **Surcharge for the provision of other broadcasting services** is determined on a case-by-case basis.

- 8.1.18 **Advertisement of an alcoholic beverage:** for the broadcast of an advertising spot or a sponsor reference for which TVP AO is obligated to incur a fee for the provision of services consisting in advertising alcoholic beverages, the surcharge amounts to 11.11%. It is calculated based on the total value of the broadcast of the advertising spots containing alcoholic beverage advertising, including applicable surcharges and discounts, excluding special fees and cancellation fees.
- 8.1.19 Additional surcharges, not specified in the Rules.
- 8.1.20 The **basis** for the calculation of discounts and surcharges is the base price of a spot, indexed according to **Table 11a**.
- 8.2 Online surcharges**
- 8.2.1 **Fixed surcharges**
- 8.2.1.1 **Advertisement of an alcoholic beverage:** for the broadcast of an advertisement in interactive media for which TVP AO is obligated to incur a fee for the provision of services consisting in advertising alcoholic beverages, the surcharge amounts to 11.11%. It is calculated based on the total value of the broadcast containing alcoholic beverage advertising, including applicable surcharges and discounts, excluding special fees and cancellation fees.
- 8.2.1.2 A 25% surcharge is applied to CPM value in the case of reinvesting TV surcharges.
- 8.2.2 Surcharges are published together with the price list for interactive media on the website: [www.brtvp.pl](http://www.brtvp.pl)

## BILLING RULES

### 9. Campaign billing

- 9.1** Payment for the advertising campaign shall be made in the full amount specified in the agreement, at least 3 business days before the commencement of its broadcast, by 12:00. The above does not apply, if the bidder has a good history of cooperation, has passed a positive scoring assessment and is not included on the list of unreliable contractors of TVP and is not listed in the National Register of Debtors, and concludes an agreement with TVP AO containing a declaration of expenditures and a due date set at a later date.
- 9.2** For the purpose of billings, TVP AO adopts the calendar month as the billing period. An advertising campaign must be billed and an invoice must be issued by the 15<sup>th</sup> day of the month following the month when the service was provided. Where necessary, TVP AO shall issue an adjustment invoice.
- 9.3** TVP AO shall add VAT due to the value of the completed campaign, at a rate consistent with applicable law.
- 9.4** Any reservations as to the billing of a campaign may be lodged within 30 calendar days from the advertising campaign end date.



## **10. Billing of GRP TV packages**

- 10.1** The number of GRP achieved is determined based on the size of the audience of the advertising spots broadcast in the relevant target group, according to the advertising spot broadcast time quoted by the audience measurement data provider, with the accuracy of 0.01 GRP.
- 10.2** If the audience size value lower than 0.01 is assigned according to the audience measurement of a single broadcast on general channels, the audience size equal to 0.01 shall be assigned to the broadcast.
- 10.3** The agreement shall be deemed performed in 100% by TVP AO, if the value of all broadcasts under the agreement is greater than or equal to 95% of the value ordered.
- 10.4** Depending on the duration of the campaign, the agreement shall be billed as follows:
  - 10.4.1 Up to 7 full calendar days: according to the value of the actual number of GRPs received by all broadcasts resulting from the agreement, but in any case not more than 110% of the ordered budget value, with a tolerance of +/- 1 (one) PLN net, including the technical fee.
  - 10.4.2 8 calendar days and more: according to the value of the actual number of GRPs received by all broadcasts resulting from the agreement, but in any case not more than 100% of the ordered budget value, with a tolerance of +/-1 (one) PLN net, including the technical fee.
- 10.5** In the case of CPP package sales, the value of technical fee cannot exceed 9% of the final value of the order, provided that the bidder does not opt out of broadcasts:
  - 10.5.1 on more than three channels in the case of TVP MIX and TVP THEMATIC,
  - 10.5.2 on any channel in the case of TVP KIDS.
- 10.6** When calculating the total value of the order, special fees and cancellation fees are not taken into account.

## **11. Online package billing**

- 11.1** In the case of the broadcast of an advertisement in interactive media, data from the ad server of TVP shall be taken into account for the purposes of campaign billing, unless TVP AO and the bidder agree otherwise.
  - 11.1.1 In the case of an advertising campaign billed based on data from the ad server of TVP, the billing is carried out on the basis of the report on completed broadcasts provided by e-mail or access to data from the ad server of TVP.
  - 11.1.2 In the case of an advertising campaign billed on the basis of codes (scripts) added to creatives, the counts of which are recorded in an external analytical system (outside the ad server of TVP), the bidder will grant TVP AO access to this data throughout the campaign. In such case, the basis for the billing will be the data counted by codes (scripts) counting broadcasts or full plays or visible plays or other parameters established at the stage of entering into the advertisement broadcast agreement.
  - 11.1.3 If there are major differences between data on the ad server of TVP and data in the external system of the bidder or if the bidder does not grant access to statistical data, the advertising campaign shall be billed on the basis of data provided by the ad server of TVP.

- 11.1.4 During the broadcast of the advertisement and for a period of 14 business days thereafter,  
the bidder may access detailed statistics concerning the campaign, upon a prior request submitted by e-mail to the following address: [online@tvp.pl](mailto:online@tvp.pl).

## **12. Billing method for declarations and sub-declarations**

- 12.1** The following expenditures shall not count towards the performance of a declaration and sub-declaration:
- 12.1.1 expenditures for cash or non-cash prizes funded;
  - 12.1.2 expenditures for the provision of access to goods or services;
  - 12.1.3 expenditures billed by way of barter;
  - 12.1.4 expenditures for using the “Kliper” service;
  - 12.1.5 expenditures borne as a result of using special offers, unless detailed rules concerning these offers stipulate otherwise;
  - 12.1.6 expenditures borne as part of the implementation of election and referendum campaigns;
  - 12.1.7 expenditures borne in own channels of the Regional Branches of TVP.
  - 12.1.8 expenditures for margins / technological fees charged by external shopping platforms.
- 12.2** The rules of procedure in the event of non-fulfilment or amendment of a declaration and sub-declaration:
- 12.2.1 a bidder who reduces the amount of the declaration or does not fulfil the declaration shall make an additional payment equal to the difference between the value of discounts granted and the CPP/CPM value for the submitted declaration and the value of discounts and CPP/CPM value for the expenditures actually incurred.
  - 12.2.2 a bidder that does not fulfil the Online sub-declaration:
    - 12.2.2.1 shall be under an obligation to make an additional payment equal to the difference between the value of discounts granted and the CPP/CPM value for the submitted declaration and the value of discounts and CPP/CPM value for the expenditures actually incurred online for Net Net products.
    - 12.2.2.2 shall be under an obligation to make an additional payment equal to the difference between indexation resulting from the submitted sub-declaration and price list indexation value according to **Table 11b**.
  - 12.2.3 Unless the agreement signed with the bidder stipulates otherwise, the bidder whose value of expenditures incurred for advertising campaigns is higher than the value stated in the highest expenditure threshold shall be granted a discount appropriate for that (highest published) threshold.
- 12.3** The commercial terms and conditions may be amended during the year at the request of the bidder, upon the submission of another, higher declaration. The new terms and conditions shall cover only expenditures incurred starting from the month following the month in which TVP AO received a new declaration, unless the new declaration is submitted by the end of February 2024, in which case the new terms and conditions

shall also include expenditures incurred in January and February 2024.

- 12.4** If the bidder submits a declaration after the period of the sale of monthly CCP packages in the monthly option (not requiring prior submission of a declaration), the new terms and conditions shall cover only expenditures incurred starting from the month following the month in which TVP AO received the declaration.

### **13. Special and cancellation fees, reinvestments**

- 13.1** The delivery of advertising material or its change within a period shorter than 3 business days (by 12:00) before its planned broadcast date (excluding the broadcast date) shall result in fees being charged. Changes made less than 3 days before the broadcast are not available for broker channels.
- 13.1.1 PLN 500 per broadcast on TVP1 and TVP2, and PLN 50 per broadcast on other TVP channels, if the changes are made within two business days or less before the day of the planned broadcast date, excluding the broadcast date (by 12:00).
- 13.1.2 No less than PLN 3,500 per broadcast on TVP1 and TVP2 and no less than PLN 400 per broadcast on other TVP channels, if the changes are made after 12:00 on the day preceding the broadcast date.
- 13.2** TVP AO may refuse to make any changes reported after 12:00 on the day preceding the broadcast date.
- 13.3** If the advertising campaign is continued, the advertising material already broadcast on the basis of the last broadcast order concerning the same product or service shall be assigned to the new broadcast order, unless the bidder notifies TVP AO, in writing or by e-mail, about any changes to the version of material.
- 13.4** In the case of holidays, “extended weekends” and other additional bank holidays, the schedule for the acceptance of advertising materials will be determined separately and published at [www.brtvp.pl](http://www.brtvp.pl).
- 13.5** Special charges are calculated separately from the surcharges and discounts due and do not affect the base price.
- 13.6** Cancellation fees are charged, if the bidder cancels the agreement on the broadcast of a commercial message or on conducting an information campaign, or amends the agreement, in particular if the bidder changes the time limit for the performance of the agreement, decreases its value, or changes the length of the advertising spot.
- 13.7** If the said cancellation or amendments are made with regard to the broadcast of advertising spots as part of PLB sales and in interactive media, the cancellation fee shall amount to:
- 13.7.1 100% of the value of the cancelled agreement, if the amendment is made after the block has been edited, i.e. at 9:30 a.m. of the second business day preceding the broadcast (not including the date of the broadcast) and afterwards, whereas in the case of interactive media – after the campaign is launched;

- 13.7.2 50% of the value of the cancelled agreement, if the amendment is made within 7 business days prior to the broadcast (not including the date of the broadcast);
- 13.7.3 30% of the value of the cancelled agreement, if the amendment is made more than 7 business days prior to the broadcast (not including the date of the broadcast).
- 13.8** If the said cancellation or amendment is made with regard to the broadcast of advertising spots as part of CPP or PSpot sales, the cancellation fee shall be equal to 30% of the value of the cancelled agreement.
- 13.9** If a campaign or part thereof is cancelled, the bidder is under an obligation to pay 100% of the value of spots already broadcast and edited (i.e. prepared for broadcast in a period of two consecutive business days, not including the agreement amendment date). The value of broadcast advertising spots shall be calculated as at the day when TVP AO was notified about the cancellation or amendment.
- 13.10** Where the **programme sponsorship agreement is cancelled or amended** to the extent of its value and date of performance, the bidder shall pay a cancellation fee amounting to:
  - 13.10.1 100% of the value of the agreement, if any of the said amendments are made within a period shorter than 15 business days prior to the day of the planned broadcast of the programme, excluding the date of the broadcast (by 12:00).
  - 13.10.2 50% of the value of the agreement, if any of the said amendments are made within a period longer than 15 business days prior to the day of the planned broadcast of the programme, excluding the date of the broadcast (by 12:00).
- 13.11** Where the **product placement agreement** or the agreement on **conducting an information campaign during the programme** is cancelled, the bidder shall pay a cancellation fee amounting to:
  - 13.11.1 100% of the value of the agreement in the case of a change in the implementation arrangements up to 3 business days prior to the planned implementation (not including the implementation date) or in the case of production of scenes containing product or information theme placement in accordance with the implementation arrangements or scenario.
  - 13.11.2 50% of the value of the agreement in the case of cancellation after the bidder has accepted the scenario or implementation arrangements for placing products or placing an information theme; the bidder shall have the right to refuse to accept the substance of the scenario or implementation arrangements only when contents thereof are not in compliance with the arrangements made between the parties by e-mail or in another written form,
- 13.12** If the advertisement broadcast order is connected to the production of materials, the bidder who cancels the order related to that product, either in its entirety or in part, is under an obligation to pay production costs.
- 13.13** The cancellation fees must be paid by the bidder by the due date specified on the invoice.
- 13.14** TVP AO may decide not to charge special and cancellation fees in exchange for reinvestment of the amount equivalent to the fees, with the stipulation that the form

and allocation thereof each time requires approval by TVP AO. Reinvestments must be made no later than by the end of the calendar month following the month for which the fee is due.

Reinvestment opportunities:

- 13.14.1 broadcast of sponsor references,
- 13.14.2 broadcast in interactive media, in the direct model. The CPM cost is 25% higher than CPM applicable to the bidder,
- 13.14.3 broadcast of advertising spots in thematic channels according to the price list (PLB).

## **14. BCD**

In order to ensure the transparency of the discount system and out of concern for the compliance of the applicable rules with the law, in particular the Competition and Consumer Protection Act, Telewizja Polska S.A. developed and implemented a policy for granting a Bidder Commitment Discount (BCD). The rules are public and equal for all TVP AO bidders.

**14.1** The BCD may be granted upon the fulfilment of the following conditions:

- 14.1.1 bidder submits a declaration of expenditures for advertising campaigns on channels and in interactive media, to be implemented from 1 January 2024 to 31 December 2024;
- 14.1.2 ordering, planning, and analysing advertising campaigns is performed directly by the bidder, with no need for the TVP Advertising Office's participation in the preparation of communication plans and guarantees of fulfilment of obligations other than those resulting from these Rules;
- 14.1.3 orders are carried out on the basis of standard orders or model agreements adopted in the TVP Advertising Office;
- 14.1.4 the exchange of data concerning the conduction of advertising campaigns takes place via the Iubileo 2.0 website;
- 14.1.5 The TVP AO does not analyse the media parameters achieved in advertising campaigns. Such an analysis may be performed by the bidder on the basis of telemetry data to which he has access on his own;
- 14.1.6 bidder signs a BCD agreement  
by 29 March of the year to which the discount applies.

**14.2** The amount of BCDs granted to the bidder depends on commercial factors, in particular:

- 14.2.1 development of cooperation and increase in total expenditures on advertising campaigns in TVP year on year;
- 14.2.2 the amount of the bidder's expenditures incurred for the price list-based purchases in a given year;
- 14.2.3 the amount of expenditures for individual elements of the product portfolio and their share in the bidder's annual expenditures, including sponsorship, placement, thematic channels and online, including sponsorship, custom projects and display projects;
- 14.2.4 good history of cooperation.

**14.3** Maximum amounts of the OZZO discount for individual sales segments:

**BCD% rates  
by segments of TVP AO product portfolio**

	Base BCD	For price list expenditures
TV ad (strategic declaration)	<b>from 0% to 2%</b>	<b>up to 3%</b>
TV ad (other declarations)	<b>from 0% to 4%</b>	<b>up to 5%</b>
TV sponsorship	<b>from 0% to 4%</b>	<b>up to 5%*</b>
Online	<b>from 0% to 20%</b>	<b>n/a</b>

*BCD rate resulting from the above table may increase by up to 10% upon a minimum 10% increase in the bidder's expenditures compared to the previous year.*

*\* applies to expenditures for sponsorship made as part of the "first" offer (purchase before sales open).*

**14.4** The TVP AO reserves the right not to grant the OZZO discount or reduce its amount if the bidder for whom the value of the discount is calculated is in arrears with the payment to TVP.

**14.5** In the case of agreements on BCD discounts concluded by media houses, TVP agrees to disclose the contents of the agreement to advertisers for whom the media house made expenditures for advertising campaigns covered by the agreement.

## **15. Final provisions**

TVP AO reserves the right to amend the Rules during their period of validity in the current year, in particular the right to amend price lists, sales periods, rules and forms of sale. TVP AO shall provide information about any amendments made on the website at [www.brtvp.pl](http://www.brtvp.pl).

## TABLES (APPENDICES)

The amounts included in these rules are expressed in Polish zloty (PLN).

**Table 1**

Budget discount for PLB sales on main and thematic channels:

Annual expenditure by value	BASE PLB DISCOUNT
0 - 0.49 million	<b>up to 32%</b>
0.5 - 0.99 million	<b>up to 34%</b>
1 - 1.99 million	<b>up to 36%</b>
2 - 2.99 million	<b>up to 38%</b>
3 - 3.99 million	<b>up to 40%</b>
4 - 5.99 million	<b>up to 42%</b>
6 - 7.99 million	<b>up to 44%</b>
8 million and more	<b>TO BE NEGOTIATED</b>

**Table 2**

Budget discount for PLB sales in the monthly option:

Total expenditures in the billing period	BASE PLB DISCOUNT
0 - 0.49 million	<b>up to 33%</b>
0.5 - 0.99 million	<b>up to 35%</b>
1 - 1.99 million	<b>up to 38%</b>
2 - 2.99 million	<b>up to 40%</b>
3.0 million and more	<b>up to 44%</b>

**Table 3**

Budget discount for PLB sales on TVP KIDS children's channels:

Value of annual expenditures	BASE PLB DISCOUNT
0 - 0.49 million	<b>up to 32%</b>
0.5 - 0.99 million	<b>up to 36%</b>
1 - 1.49 million	<b>up to 40%</b>
1.5 million and more	<b>up to 44%</b>

**Table 4**

Discount for share of PLB on general channels (in aggregate):

SHARE OF PLB in the billing period	DISCOUNT FOR SHARE OF PLB
0% - 49.99%	<b>0%</b>
50% - 59.99%	<b>up to 5%</b>
60% - 69.99%	<b>up to 10%</b>
70% - 79.99%	<b>up to 15%</b>
80% - 89.99%	<b>up to 20%</b>
90% - 99.99%	<b>up to 25%</b>
100%	<b>up to 30%</b>

**Table 5**

Discount for share of PLB on thematic channels (in aggregate):

SHARE OF PLB in the billing period	DISCOUNT FOR SHARE OF PLB
0% - 9.99%	<b>0%</b>
10% - 19.99%	<b>up to 10%</b>
20% - 29.99%	<b>up to 20%</b>
30% and more	<b>up to 30%</b>

**Table 6**

Value of CPP for expenditures in the annual option:

Value of annual expenditures	CPP TVP MIX (7-74)	CPP TVP Thematic (7-74)
0 - 0.49 million	<b>1,640</b>	<b>1,320</b>
0.5 - 0.99 million	<b>1,600</b>	<b>1,300</b>
1 - 1.99 million	<b>1,570</b>	<b>1,280</b>
2 - 2.99 million	<b>1,530</b>	<b>1,240</b>
3 - 3.99 million	<b>1,500</b>	<b>1,220</b>
4 - 5.99 million	<b>1,420</b>	<b>1,210</b>
6 - 7.99 million	<b>1,340</b>	<b>1,190</b>
8 - 9.99 million	<b>1,290</b>	<b>1,130</b>
10 - 11.99 million	<b>1,220</b>	<b>1,100</b>
12 - 14.99 million	<b>1,150</b>	<b>1,060</b>
15 - 17.99 million	<b>1,090</b>	<b>1,020</b>
18 - 20.99 million	<b>1,030</b>	<b>TO BE NEGOTIATED</b>
21 million +	<b>TO BE NEGOTIATED</b>	<b>TO BE NEGOTIATED</b>



**Table 7**

Value of CPP for expenditures in the monthly option:

Expenditures in the billing period	CPP TVP MIX (7-74)	CPP TVP Thematic (7-74)
0 - 0.49 million	<b>1,640</b>	<b>1,320</b>
0.5 - 0.99 million	<b>1,600</b>	<b>1,300</b>
1 - 1.99 million	<b>1,530</b>	<b>1,250</b>
2 - 2.99 million	<b>1,430</b>	<b>1,160</b>
3.0 million and more	<b>1,370</b>	<b>1,130</b>

**Table 8**

Value of CPP based on KIDS sub-declaration:

Value of annual expenditures	CPP KIDS (4-12)
0 - 0.49 million	<b>490</b>
0.5 - 0.99 million	<b>420</b>
1 - 1.49 million	<b>390</b>
1.5 million and more	<b>360</b>

**Table 9**

Amount of expenditures under sub-declarations for Sponsorship and Online, in the annual option:

Value of annual expenditures	Sponsorship SUB-DECLARATION	Online SUB-DECLARATION
0 - 0.49 million	<b>50,000</b>	<b>50,000</b>
0.5 - 0.99 million	<b>100,000</b>	<b>80,000</b>
1 - 1.99 million	<b>150,000</b>	<b>125,000</b>
2 - 2.99 million	<b>250,000</b>	<b>250,000</b>
3 - 3.99 million	<b>400,000</b>	<b>350,000</b>
4 - 5.99 million	<b>550,000</b>	<b>500,000</b>
6 - 7.99 million	<b>800,000</b>	<b>600,000</b>
8 - 9.99 million	<b>1,000,000</b>	<b>700,000</b>
10 - 11.99 million	<b>1,300,000</b>	<b>800,000</b>
12 - 14.99 million	<b>1,600,000</b>	<b>900,000</b>
15 - 17.99 million	<b>2,000,000</b>	<b>1,000,000</b>
18 - 20.99 million	<b>2,400,000</b>	<b>1,100,000</b>
21 million and more	<b>TO BE NEGOTIATED</b>	<b>TO BE NEGOTIATED</b>

**Table 10**

Amount of expenditures under sub-declarations for Sponsorship and Online, in the monthly option:

Expenditures in the billing period	Sponsorship SUB-DECLARATION	Online SUB-DECLARATION
0 - 0.49 million	<b>50,000</b>	<b>50,000</b>
0.5 - 0.99 million	<b>100,000</b>	<b>80,000</b>
1 - 1.99 million	<b>150,000</b>	<b>125,000</b>
2 - 2.99 million	<b>250,000</b>	<b>250,000</b>
3.0 million and	<b>400,000</b>	<b>350,000</b>

**Table 11a**

Advertising spot length indexes:

Advertising spot length	INDEX
5"	<b>0.35</b>
6"-10"	<b>0.55</b>
11"-15"	<b>0.7</b>
16"-20"	<b>0.9</b>
21"-25"	<b>0.95</b>
26"-30"	<b>1</b>
31"-35"	<b>1.2</b>
36"-40"	<b>1.4</b>
41"-45"	<b>1.5</b>
46"-60"	<b>2</b>

Where the length of an advertising spot exceeds 60 seconds, the linear conversion index (equal to the ratio between the spot length and 30 seconds) shall apply.

**Table 11b**

Advertising spot length indexes applied for Online:

Advertising spot length	Price list INDEX	INDEX after submitting online sub-declaration
up to 5"	<b>0.9</b>	<b>0.35</b>
6"-10"	<b>0.9</b>	<b>0.55</b>
11"-15"	<b>0.9</b>	<b>0.7</b>
16"-20"	<b>1</b>	
21"-25"	<b>1</b>	
26"-30"	<b>1</b>	
31"-35"	<b>1.5</b>	
36"-45"	<b>1.8</b>	
46"-60"	<b>2</b>	

Applies to RC packages, direct purchase.

Where the length of an advertising spot exceeds 60 seconds, prices are determined on a case-by-case basis.

**Table 12**

Surcharge for broadcast during PRIME TIME:

Package option:	CPP INDEX for broadcast during PRIME TIME
<b>TVP MIX, TVP Thematic, TVP KIDS</b>	<b>1.5</b>

**Table 13**

Monthly indexes of CPP packages:

Period (full calendar month)	TVP MIX and Thematic	TVP KIDS
JANUARY	<b>0.88</b>	<b>0.6</b>
FEBRUARY	<b>0.95</b>	<b>0.6</b>
MARCH	<b>0.97</b>	<b>0.9</b>
APRIL	<b>1.12</b>	<b>1.1</b>
MAY	<b>1.18</b>	<b>1.35</b>
JUNE	<b>1.09</b>	<b>0.6</b>
JULY	<b>0.87</b>	<b>0.6</b>
AUGUST	<b>0.92</b>	<b>0.9</b>
SEPTEMBER	<b>1.27</b>	<b>1.2</b>
OCTOBER	<b>1.28</b>	<b>1.35</b>
NOVEMBER	<b>1.27</b>	<b>1.65</b>
DECEMBER	<b>1.15</b>	<b>1.45</b>

**Table 14**

Other billing groups in the TVP MIX package implemented based on the following indexes:

GROUPS	INDEX TVP MIX
Age 16+	<b>0.87</b>
Women aged 25-59	<b>1.09</b>
Women aged 16-34	<b>3.3</b>
Age 16-34	<b>3.5</b>
Men aged 16-59	<b>1.55</b>
Age 25-59 urban areas	<b>1.38</b>
Age 18-64	<b>1.15</b>
Age 20-49	<b>1.62</b>

**Table 15**

Surcharge for limiting the broadcast on selected thematic channels:

Number of selected channels	SURCHARGE TVP Thematic
1	<b>40%</b>
2	<b>35%</b>
3-5	<b>25%</b>
6-8	<b>20%</b>
9-12	<b>15%</b>
13+	<b>10%</b>
(opting out from max. 3)	<b>0%</b>

**Table 16**

Surcharge for limiting broadcasts on selected TVP KIDS children's channels:

Number of selected channels	SURCHARGE TVP KIDS
1	<b>15%</b>
2	<b>5%</b>
3	<b>no surcharge</b>

**Table 17**  
Order of surcharge and discount application:

Sequence	TITLE	DISCOUNT / SURCHARGE	Price List Based (PLB)	CCP (without TVP MIX)	TVP MIX	PSpot
1	single daypart broadcast	SURCHARGE		•	•	
2	opting out from night hours broadcast	SURCHARGE		•	•	
3	position within the block	SURCHARGE	•	•	•	•
4	combination of several advertising spots into one film	SURCHARGE	•	•	•	•
5	competitive exclusivity	SURCHARGE		•	•	
6	two advertisers	SURCHARGE	•	•	•	•
7	logotype	SURCHARGE	•	•	•	•
8	dominant advertiser	SURCHARGE	•	•	•	•
9	variant spots	SURCHARGE	•			
10	duospots	SURCHARGE		•	•	•
11	screen compression	SURCHARGE	•			
12	exclusive block/super exclusive block	SURCHARGE	•			
13	bumper	SURCHARGE	•			
14	separation of advertiser's various products	SURCHARGE		•	•	•
15	limitation of broadcast to selected channels	SURCHARGE		•		
16	non-continuity of the package	SURCHARGE		•	•	
17	virtual advertisement	SURCHARGE	•			
18	additional surcharges	SURCHARGE	•	•	•	•
19	budget discount	DISCOUNT	•			
20	discount for a sub-declaration online	DISCOUNT	•	•	•	•
21	discount for sponsorship sub-declaration	DISCOUNT	•	•	•	•
22	discount for the guarantee of the average price list-based	DISCOUNT	•			
23	discount for higher expenditures	DISCOUNT	•	•	•	•
24	new advertiser	DISCOUNT	•			
25	special offer	DISCOUNT	•	•	•	•
26	price list share discount	DISCOUNT	•			
27	discount for broadcasts on selected days of January and	DISCOUNT		•	•	
28	discount for submitting a declaration within a specified	DISCOUNT	•	•	•	•
29	additional discounts	DISCOUNT	•	•	•	•
30	alcoholic beverage advertising	SURCHARGE	•	•	•	•

Surcharges and discounts apply accordingly to each form of sale and are charged successively based on the variable basis, in accordance with the order specified in the Table above.

- - discount/surcharge applies