

# NATIONAL SALES

## ANNUAL AGREEMENTS



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TV 2 Reklamesalg offers advertisers the possibility to enter into annual agreements. An annual agreement is a written agreement between the advertiser and TV 2 Reklamesalg concerning the advertiser's expected revenue on the purchase of advertising space in a calendar year, across TV 2's platforms. An annual agreement ensures the advertiser enjoys all the benefits associated with the agreed annual revenue already from the first campaign. Advertisers entering an annual agreement with TV 2 Reklamesalg, can include the following as revenue:

- Advertising time on TV 2
- Advertising time on TV 2 Regional
- Advertising time on TV 2 ZULU
- Advertising time on TV 2 CHARLIE
- Advertising time on TV 2 FRI
- Advertising time on TV 2 NEWS
- Advertising time on TV 2 SPORT
- Advertising time on Addressable TV
- Advertising time on Online Video
- tv2.dk and Mobile
- Sponsorship

### ANNUAL AGREEMENT ELEMENTS

2020 offers customers particularly attractive conditions when entering a timely annual agreement with TV 2. These conditions are included in the negotiated CPM prices that will appear in the annual agreement and concern the elements below.

- Pricing on exposure packages
- Extraordinary season fee
- Fee for timely booking of exposures
- 40% Primetime guarantee on exposure packages

The above-mentioned elements are only applicable for agreed revenue stated before the deadline of 25 February 2020 at 5:00pm. Customers who have not entered into a timely annual agreement are not eligible for the above contractual elements.

### ANNUAL AGREEMENTS MUST BE ENTERED INTO BY 5.00PM ON 25 FEBRUARY 2020

Advertisers entering an agreement with TV 2 Reklamesalg by 5.00pm on 25 February 2020, are offered to make all or part of the annual agreement amount irrevocable. On the part of the annual agreement that is made irrevocable, an extraordinary 2% cash discount is offered. The extraordinary remuneration for the irrevocable revenue lapses if the advertiser does not realise the agreed irrevocable amount. If an advertiser thus agrees on an annual agreement of DKK 2.5 million, and they make DKK 2 million irrevocable, this will be remunerated with 2% of DKK 2 million. If the revenue of the DKK 2 million is not achieved, the extraordinary remuneration no longer applies. It is the full extraordinary remuneration of 2% – both the part that is paid as a discount and the unpaid part – which will be post-invoiced to the advertiser if the irrevocable amount is not realised. In 2020, the cash discount will only be paid out on the traditional flow TV products included in a national annual agreement.

### GROUP AGREEMENTS

The prerequisite for entering into a Group agreement is that the Group/parent company owns 51% or more of the group-related companies.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## PRODUCTS AND PRICES

### SPECIFICS TV 2

#### SPECIFICS TV 2

The price of an airing is determined by the expected number of viewers aged 18 + and the expected broadcasting time of the advert block. The price is expressed using a unit price per 1,000 viewer contacts (CPM).

In 2020, it is the number of weeks that an advertiser actively buys SPECIFICS, which determine the net price to be used. An active week is defined as a weekly purchase of min. DKK 1.7 million viewers for 30 sec.

The final prices are determined based on the insertion pattern.

**Example:**

For advertisers who buy SPECIFICS 19 weeks a year, a 30-second spot in an advertising block estimated at 425,000 exposures (18+) in the time frame 6:00pm to 11:00pm in October 2020,  $425,000 \times 101/1,000 = \text{DKK } 42.925,-$ .

**NUMBER OF ACTIVE SPECIFICS WEEKS: 40+ WEEKS**

<b>Specifics TV 2</b>	<b>P18+ Prime</b>	<b>P18+ Off-prime</b>
January	38	26
February	39	27
Marts	53	35
April	67	44
May	74	48
June	59	39
July	35	26
August	58	39
September	70	46
October	74	47
November	74	47
December	51	34

**NUMBER OF ACTIVE SPECIFICS WEEKS: 14-39 WEEKS**

<b>Specifics TV 2</b>	<b>P18+ Prime</b>	<b>P18+ Off-prime</b>
January	52	33
February	56	37
Marts	74	47
April	90	57
May	99	59
June	80	49
July	43	31
August	76	47
September	93	56
October	101	63
November	101	63
December	71	43

**NUMBER OF ACTIVE SPECIFICS WEEKS: 5-13 WEEKS**

<b>Specifics TV 2</b>	<b>P18+ Prime</b>	<b>P18+ Off-prime</b>
January	72	44
February	73	48
Marts	98	61
April	110	76
May	119	77
June	98	67
July	59	44
August	96	64
September	113	75
October	119	77
November	119	77
December	87	57

**ADVERTISING BELOW 1.7M EXPOSURES PER WEEK**

<b>Specifics TV 2</b>	<b>P18+ Prime</b>	<b>P18+ Off-prime</b>
January	85	53
February	86	54
Marts	109	68
April	127	84
May	139	87
June	125	81
July	73	53
August	119	78
September	139	88
October	147	92
November	147	92
December	109	69

TV 2 reserves the right to adjust prices by up to 5%.

### **SPECIFICS PLUS TV 2**

SPECIFICS PLUS is a product intended for advertisers who want to book a quality campaign, which can first be booked after the normal monthly booking deadline. The product is only offered for new campaigns for products that are not already announced in that month. Specific Plus is thus not a tool for buying up on already booked Specific campaigns that have not reached their budget.

A 10% surcharge on the order's total budget will give you the following benefits:

- Late campaign booking, latest 12:00pm on the Tuesday before the week of airing.
- Placement security (against payment of avg. offer)
- Exceptional compensation rules
- Possibility to purchase SPECIFICS Plus in combination with linked Exposure package (3:1)

The offer for SPECIFICS Plus is managed by TV 2 Reklamesalg.

### **OFFER**

When entering requests for monthly and weekly plans, individuals spots can be assigned an offer of your choice. The size of the offer may determine whether the spot gets a space in the desired block. If an offer is required for the advertising block, the spots are prioritised according to the size of the offer.

### **REQUEST SURCHARGE/DEDUCTION**

A surcharge/deduction can be added/deducted from the basic price of certain advertising blocks. The size of any such surcharge/deduction will be stated in TV 2 Reklamesalg's monthly plan/weekly plan and will be determined by TV 2 Analysis.

### **PLACEMENT IN BLOCK**

Airings can be booked first, second, second to last or last in a advertising block against a surcharge. The surcharge comprises 5% first in the block and 3% last in the block (basic price +/- surcharge/deduction). The surcharge is also 3% for being no. 2 in the block and 1% for being second to last in the block.

### **MONTHLY VOLUME ON SPECIFIC PURCHASE**

A monthly discount is given based on the realised SPECIFIC revenue per month. This is the total revenue per advertiser per month on SPECIFIC isolated purchases that activate a discount, see table below.

<b>NET BUDGET 2020</b>	<b>CASH DISCOUNT</b>
0 – 99.999	6,00%
100.000 – 199.999	6,30%
200.000 – 299.999	6,70%
300.000 – 399.999	7,00%
400.000 – 499.999	7,30%
500.000 – 599.999	7,60%
600.000 – 699.999	8,00%
700.000 – 799.999	8,30%
800.000 – 899.999	8,60%
900.000 – 999.999	8,90%
1.000.000 – 1.099.999	9,20%
1.100.000 – 1.199.999	9,50%
1.200.000 – 1.299.999	9,80%
1.300.000 – 1.399.999	10,10%
1.400.000 – 1.499.999	10,40%
1.500.000 – 1.599.999	10,70%
1.600.000 -	11,00%

With a revenue over DKK 1.6 million per month, a discount of 11.0% is given. The discounts are deducted at spot level.

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

# EXPOSURE PACKAGES & CONTACT PRICES

## EXPOSURE PACKAGES & CONTACT PRICES

The price for 1,000 views in 2020 is considered as a negotiated offer that is agreed with TV 2 in accordance with the annual agreement. For advertisers who do not have a timely annual agreement in place, a negotiated offer for 1,000 views (CPM price) is made ad-hoc before the start of the campaign.

### CPM PRICE MODEL

The price that a given campaign is purchased for depends on which channel delivery is requested, which month the campaign is to be run in, and which TV 2 exposure product has been selected.

The CPM price agreed for 2020 thus forms the basis for the final CPM price at campaign level.

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*CPM offer x Delivery index (Zulu/Charlie) x Monthly index x Product index x Spot index = Final CPM*

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The negotiated offer (CPM) is multiplied by 4 different indexes, depending on the choice of delivery, the month of advertising, the selected product and selected spot length.

### DELIVERY SELECTION

<b>ZULU / CHARLIE</b>	<b>INDEX 2020</b>
TV 2 w. TV 2 Charlie	94
TV 2 w. TV 2 Zulu	115

### MONTHLY INDEX

<b>MONTH</b>	<b>INDEX 2020</b>	<b>START WEEK 2020</b>
January	73	1
February	78	6
Marts	89	10
April	110	14
May	120	19
June	105	23
July	67	27
August	103	32
September	120	36
October	124	40
November	122	45
December	93	49

### PRODUKT INDEX

<b>PRODUCT</b>	<b>2020 Index</b>
TV 2 Exposure	121
TV 2 Exposure 3:1	101
TV 2 Classic	95
TV 2 Exposure Off-prime	79
TV 2 Exposure 3:1 Off-prime	71

*TV 2 reserves the right to adjust the above index by up to 10 index points.*

### STACKING PROCESS

After the monthly booking deadline, all exposure campaigns are stacked according to contact price. If the offers are less than the demand, the campaigns purchased at the lowest CPM prices will not have a place in that month.

For campaigns that have not initially been given a place due to high demand and low contact price, other TV 2 alternative products (refer to product index) that are not sold out can be selected.

In the case that all TV 2's exposure products are sold out in a given month, in many cases it will be possible to purchase SPECIFICS.

### THE BANK, TV

In 2020, the bank is only used for the value of any underdeliveries and adjustments. For the transfer of underdeliveries to the bank, a minimum amount of DKK 2,000 applies and receivables of less than DKK 2,000 lapses. Any banks deposits must be spent no later than 30 November 2020, and only any underdeliveries from December 2020 can be transferred to 2021.

Deposits in the TV Bank can not be transferred to TV 2s Digital Bank.

All bank deposits that are used on campaigns in 2020 will be deducted from the invoice.

## OTHER OFFERS

TV 2 also offers other possibilities to meet the individual advertiser's requirements. Contact TV 2 Reklamesalg to hear more about:

- Performance agreements
- National and regional advertising
- Charitable and humanitarian associations, etc.
- Unconventional/limited distribution
- Programme packages
- Ongoing partnerships

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

# SPECIFICS ZULU / CHARLIE / FRI

## SPECIFICS ZULU / CHARLIE / FRI

TV 2 offers TV 2 SPECIFICS for advertisers who only wish to be present on **TV 2 ZULU**, **TV 2 CHARLIE** and **TV 2 FRI**. The SPECIFICS purchase allows advertisers to choose exactly on which channel, day and in which advertising block they would like to place their advertising spots. SPECIFICS on TV 2's niche channels is offered as a purchase of a place in an advertising block of your choice, without a guaranteed number of viewers. The price for a placement in a given block is calculated in net prices for a 30-second slot, without further discount. SPECIFICS can be booked via TV 2 Medialink.

In 2020 - with a surcharge - it is possible to make an additional purchase for placement in block when an advertisement spot is booked on TV 2 ZULU, TV 2 CHARLIE or TV 2 FRI.

### TV 2 ZULU SPECIFICS PRICES 2020

<b>TV 2 ZULU</b>	<b>LOW SEASON*</b>	<b>HIGH SEASON</b>
Daytime (6-18)	560	880
Primetime (18-23)	1.950	3.000
Nighttime (23-06)	750	975

\*Low season: Weeks include seasonal booking for January, February and July.

### TV 2 CHARLIE SPECIFICS PRICES 2020

<b>TV 2 CHARLIE</b>	<b>LOW SEASON*</b>	<b>HIGH SEASON</b>
Daytime (6-18)	440	660
Primetime (18-23)	1.560	2.400
Nighttime (23-06)	595	935

\*Low season: Weeks include seasonal booking for January, February and July.

### TV 2 FRI SPECIFICS PRICES 2020

<b>TV 2 FRI</b>	<b>LOW SEASON*</b>	<b>HIGH SEASON</b>
Daytime (6-18)	210	280
Primetime (18-23)	500	750
Nighttime (23-06)	180	270

\*Low season: Weeks include seasonal booking for January, February and July

**OBS! NB!** All SPECIFICS block prices are net prices, i.e. no further discount is available. Prices per block can be changed without warning on the weekly plan.

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# TV 2 SPORT & TV 2 SPORT X

## TV 2 SPORT & TV 2 SPORT X

In January 2020, we launched TV 2 SPORT X with unique rights and focus on the biggest international stars - with football from La Liga and Serie A, lots of tennis, cycling, handball and more. In combination with Denmark's largest pure sports channel TV 2 SPORT, we now offer unique commercial partnerships that is targeted attractive target groups.

**In 2020, we offer the following Sports packages on TV 2 SPORT and TV 2 SPORT X:**

- Handball EC, Men
- Tennis
- Cycling
- Sports Package
- Football
- X Games
- NBA

## Handball EC, Men

<b>Handball EC, Men</b>	<b>2020</b>
Target group	P 18+
Package type	January package
Number of exposures per package	5.000.000
Lowest bid per package	DKK 250.000
Placement of spot	Exposures are placed exclusively in blocks before / after Handball EC on TV 2 Sport.
Rights	Handball EC, Men

## TENNIS

<b>TENNIS</b>	<b>2020</b>
Target group	P 18+
Package type	Quarterly package (flexible over the year)
Number of exposures per package	4.000.000
Lowest bid per package	DKK 250.000
Placement of spot	Exposures are placed exclusively in blocks before / after Tennis on TV 2 Sport & TV 2 Sport X
Rights	Among others Wimbledon, ATP and WTA

## CYCLING

<b>CYCLING</b>	<b>2020</b>
Target group	P 18+
Package type	Quarterly package (flexible over the year)
Number of exposures per package	8.000.000
Lowest bid per package	DKK 500.000
Placement of spot	Exposures are placed exclusively in blocks before / after Cycling on TV 2 Sport & TV 2 Sport X
Rights	Among other things. Paris-Nice, World Cup track, Flanders Round, Amstel Gold Race, DM, European Championship and World Cup road as well as Vuelta a España

## SPORTS PACKAGE

<b>SPORTSPAKKE</b>	<b>2020</b>
Target group	P 18+
Package type	Monthly packages
Number of exposures per package	3.000.000
Lowest bid per package	DKK 165.000 (high season) DKK 120.000 (Jan./Feb./July)
Placement of spot	Exposure campaign with delivery exclusively on TV 2 Sport & TV 2 Sport X
Rights	All rights

## Football

<b>Football</b>	<b>2020</b>
Target group	M 20-60
Package type	January-June package
Number of exposures per package	4.000.000
Lowest bid per package	DKK 880.000
Placement of spot	Exposures are placed exclusively in blocks before / after Football on TV 2 Sport X
Rights	La Liga, Serie A and MLS

## X GAMES

<b>X GAMES</b>	<b>2020</b>
Target group	M 20-60
Package type	Annual package
Number of exposures per package	135.000
Lowest bid per package	DKK 25.000
Placement of spot	Exposures are placed exclusively in blocks before / after X Games on TV 2 Sport X
Rights	X Games

## NBA

<b>NBA</b>	<b>2020</b>
<b>Target group</b>	M 20-60
<b>Package type</b>	Annual package
<b>Number of exposures per package</b>	270.000
<b>Lowest bid per package</b>	DKK 50.000
<b>Placement of spot</b>	Exposures are placed exclusively in blocks before / after the NBA on TV 2 Sport X
<b>Rights</b>	NBA

## PRICE

The sports packages are offered at a minimum price – see details above.

## TERMS

- A maximum of two advertisers per trade/category per package in the same period. Do not apply for the Sports Package (Monthly package)
- Spots are placed exclusively in ads before/after the requested sport/right. The Sports Package (Monthly package) will be delivered across all rights on TV 2 SPORT and TV 2 SPORT X.
- Exposure guarantee - i.e. no guarantee of being in all the blocks around the right during the period. Opportunity to purchase additional exposures if the exposures are delivered faster than estimated
- Exposures are delivered across viewing on TV (flow) and live streaming on TV 2 PLAY.
- The packages are calculated with a 30 sec spot. In case of another spot length the TV 2 Spot Index apply. In case of spot lengths below 30 sec the price will maintain and the number of exposures will be revised upwards.
- Handball, Tennis, Cycling and the Sports Package are offered in the target group P18+. Football, X Games and NBA are offered in the target group M20-60.

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

# SPONSORSHIPS

## SPONSORSHIPS

TV 2 Reklamesalg also offer programme sponsorships on TV 2. The channel is continuously developing its programme interface, and the range of programme sponsorships varies. Sponsorships cannot be paid from bank balances.

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# SPOT INDEX

## SPOT INDEX

### DIFFERENT SPOT LENGTHS

<b>SPOT LENGTH</b>	<b>PRICE INDEX</b>
5	45
10	58
15	69
20	80
25	91
30	100
35	113
40	124
45	135
50	146
55	157
60	168
65	179
70	190
75	201
80	212
85	223
90	234

Spots are only accepted that are divisible by 5 sec. See remuneration, payment terms and general conditions under the menu item General terms and conditions. [General terms.](#)

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

# **SPLIT- AND MULTISPOT**

## **SPLIT-SPOT**

SPLIT-SPOT consists of two spots that are related to each other in their creative design, and must be placed in the same advertising block. The total price for SPLIT-SPOT is calculated using the price for each of the spots, plus a 5% surcharge (basic price +/- surcharge/deduction). The surcharge will be added to the price of all SPLIT-SPOT airings in a campaign.

## **MULTISPOT**

MULTISPOT is characterised by two or more advertisers appearing in the same spot, and that there is no natural connection in the spot. The price of this type of spot is calculated using a surcharge of 15% of the basic price of the individual spot. TV 2 Reklamesalg determines whether this is a case of MULTISPOT. For more information, please contact TV 2 Reklamesalg.

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# **BOOKING**

## **BOOKING TERMS**

### **BOOKING TERMS**

#### **ONLINE BOOKING**

Media agencies have direct access to TV 2 Medialink, which gives them the possibility to make online requests, bookings and amendments. TV 2 Advertising Planning acts on behalf of non-online agencies. Therefore, in the following description of ordering advertising time, there will be options for both online and non-online agencies. Agencies that book online, are liable for their bookings and are responsible for continuously checking that the campaigns have been correctly booked. Agencies also have a separate responsibility for always checking Medialink that TV 2 has put the correct commercial films on the booked airings.

If you would like further information about TV 2 Medialink, please address any enquiries to TV 2 Advertising Planning.

#### **MONTHLY PLAN, SPECIFICS PURCHASE TV 2**

The Advertising Planning publishes monthly plans (usually for a 4 or 5-week period) specifying fixed programmes and expected number of exposures (P18+) on the advertising blocks. It may also show any request surcharges/deductions. These surcharges/deductions do not change on the weekly plan.

#### **WEEKLY PLAN, SPECIFICS PURCHASE TV 2**

The Advertising Planning publishes the weekly plans every Tuesday. The plans contain an overview showing TV 2's programme interface, including the expected final Exposures (P18+) on all blocks as well as other relevant information.

#### **BOOKING OF SPECIFICS TV 2, SPECIAL PLACEMENT AND CLEANING UP**

Booking of advertising time, whether it is by Medialink or via mail - is a booking and thus binding for the order giver. Medialink agencies retrieve their own campaign overviews in the system as confirmation. Agencies that do not book via Medialink, will receive a campaign overview by mail. Campaign listings that are broadcast/retrieved in connection with bookings on monthly plans only contain the preliminary prices, as the final block price is first determined based on the final expectation for Exposures (18+). Placements can be booked in the advertising blocks that can be seen in the monthly and weekly plans.

When booking a new monthly plan/special placement on a weekly plan, an alternative placement (2nd priority) can be specified for each booking (1st priority).

The bookings/requests can be applied to offers of your choice. The maximum campaign budget must be stated on the individual order. Based on this maximum budget, requests corresponding to a value of 150% of this can be entered. The maximum campaign budget must be equal to the maximum budget actually charged on the order and the campaign budget cannot subsequently be reduced. Once the incoming requests have been sorted, the agencies are required, within a maximum of 24 hours, to remove any unwanted viewings that exceed the stated maximum budget.

TV 2 Advertising planning reserves the right to delete the spot so that the actual budget of the campaign matches the maximum budget. All bookings from non-online agencies can be made within the following deadlines by email.

#### **CAMPAIGN MANAGEMENT IN PRACTICE, SPECIFICS PURCHASE TV 2**

Orders cannot run over monthly bookings. The monthly booking period is defined by the weeks that comprise a monthly booking. If a campaign/order runs over several monthly bookings, a new order number is created when the following month is booked.

It is important for TV 2 that the booked campaigns do not take up more place than actually intended, and therefore a weekly check needs to be conducted to ensure that campaigns do not run over budget. If a campaign's booked budget exceeds the max. budget with +10% or DKK 25,000, a weekly fee of DKK 5,000 will be added. This means that a campaign's booked budget can only be (up to) +10% above the campaign's max. budget if the amount in DKK that is booked over the campaign's max. budget, at the same time is below DKK 25,000. The fee is automatically deducted from the bank and the fee is deducted on a weekly basis as long as the campaign remains over budget.

#### **BOOKING DEADLINES, SPECIFICS TV 2**

Special placement by monthly plan can be made two to three weeks before the deadline, until Tuesday at 12.00pm, approx. two weeks before the monthly plan is implemented.

Extra purchases by monthly plan can be made from the following day (Wednesday) at 2.00pm until Friday at 5.00pm in the week before the current weekly plan is published.

Special placement by weekly plan can usually be made from Wednesday at 9.00am until Thursday at 12.00pm. Extra purchases by monthly plan must be completed no later than Monday at 2.00pm the following week, i.e. the Monday before the week of airing.



## **WAITING LISTS - SPECIFICS PURCHASE TV 2**

If there is no available advertising time for the requested placement, it is possible to be put on the waiting list. 1st priority can always come on the waiting list. 2nd priority(s) can only come on the waiting list if 1st priority is on the waiting list. The priority lapses when the requests are sorted, and in the case of having too much on the waiting list in relation to what is permissible, any excess must be removed in accordance with the above-mentioned sorting under Booking and Special Placement.

A maximum of 10 airings per block is allowed on the waiting list for the monthly plan and five per block for the weekly plan.

## **TIMELY BOOKING OF EXPOSURE CAMPAIGNS**

Exposure campaigns booked at the same time as SPECIFICScampaigns - before the monthly booking deadline - are entitled to a timely booking index of 99.5. (index 98 for timely annual agreements).

Exposure campaign orders cannot run over monthly bookings. The monthly booking period is defined by the weeks that comprise a monthly booking. If a campaign/order runs over several monthly bookings, a new order number is created when the following month is booked.

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# **MOVING AND CANCELLATION**

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### **MOVING AND CANCELLATION**

Any moving, reductions and cancellations must be made in writing. TV advertising airing time cannot be transferred.

### **RULES FOR MOVING CAMPAIGNS**

It is possible to move campaigns freely up to four working days before the week of the airing – as long as it involves an identical campaign (i.e. the same budget, same advertised product, etc.). If the transfer is requested later than four working days before the week of the airing, a fee of 30% of the revenue being moved must be paid. Moving campaigns in the same week is considered as a cancellation.

### **RULES CONCERNING CANCELLATION/REDUCING CAMPAIGNS**

It is not possible to cancel/reduce any booked campaigns without an extra charge. If the cancellation/reduction is made up to four business days prior to the week or airing, a fee of 20% of the campaign budget/reduced budget must be paid. If the cancellation/reduction is made later than four days prior to the week of airing, a fee of 70% of the campaign budget/reduced budget must be paid. If cancellation/reduction occurs on the same day or the following days, the entire value of the cancelled/reduced budget must be paid.

### **CANCELLATION RULES FOR SPONSORSHIPS**

- If cancellation occurs after the start of the programme sponsorship, the full price of the sponsorship must be paid.
- If cancellation occurs earlier than 60 days before the start of the programme, the contract will be cancelled without any charge.
- If cancellation occurs between 60 days and 30 days before the start of the programme, an extra fee of 20% will be charged.
- If cancellation occurs later than 30 days before the start of the programme, an extra fee of 50% will be charged.
- If there is a request for the sponsorship budget to be moved (not cancelled) and another sponsor can be found, the contract will be cancelled without extra charge.

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# **NATIONAL TERMS**

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### **GUARANTEES**

When SPECIFICS or Exposure Campaigns are bought on TV 2 the advertisers are given a guarantee for that individual campaign. On the SPECIFICS purchase, the expected Exposures (18+), of a given spot, are closely linked to the pricing, and the guarantee ensures the advertiser the delivery of the number of exposures ordered. If the campaign does not achieve the expected number of exposures, TV 2 Advertising Planning will place the remaining exposures guaranteed by the guarantee in direct connection with the campaign. If different spot lengths have been used in the campaign, the compensation is calculated using the spot price index. If the campaign is unable to continue after a certain weekday, it will be indicated in the comment box in TV 2 Medialink, also for the purpose of placing any compensation spots at the end of the campaign.

### **ADDITIONAL COMPENSATION WITH UNDERDELIVERY**

If an order consists of a minimum of DKK 2 million exposures, and runs over a minimum of 14 days while the advertiser still experiences an underdelivery of more than 250,000 exposures, a 100% compensation is offered on the exposures that exceed 250,000 (SPECIFICS Plus though 200%).

For example, an order that has an underdelivery of 430,000 exposures will have the value of the first 250,000 exposures set in the bank 1: 1. The remaining 180,000 exposures will be compensated by 100% and therefore redeem a value of 360,000 exposures. An underdelivery of 430,000 will thus redeem 610,000 exposures in total. However, total compensation for underdelivery that exceeds the value of the order can never be paid.

These compensation rules apply only to the timely conclusion of the annual agreement and do not include Classic or Split Risc products. As a consequence of a new legislation per July 1st 2020, the extraordinary compensation will NOT be offered to advertisers who advertise for games/gambling business or for consumer loan/consumer loan business.

### **EXPOSURE CAMPAIGNS**

For Exposure campaigns that run three whole days or less, all extraordinary compensation in connection with underdeliveries will lapse.

**For exposure campaigns on TV 2's channels, the following purchasing rules apply if the campaign is 3 days or shorter:**

- A minimum of 250,000 unindexed exposures per order line per day (minimum 250,000 per day means that an order line which is time-limited to e.g. 40 hours, must contain at least  $250,000 * (40/24) = 416,666$  exp total)
- A maximum of 4,500,000 unindexed exposures per order line per day

**For longer exposure campaigns on TV 2's channels, the following purchasing rules apply:**

- For campaigns that last longer than 3 days, a minimum of 750,000 unindexed exposures per week must be ordered.

**CAMPAIGN DEFINITION**

If a campaign is running continuously for the same company TV 2 it is considered as one campaign, regardless of whether multiple products have to be advertised or different commercials are used. In the case that campaigns are not setup under these guidelines TV 2 Medialink, reserves TV 2 the right to merge the campaigns. If there is a break in the campaign of over 21 days, TV 2 this is defined as a new campaign with a new campaign number.

**CALCULATING EXPOSURES**

Exposures are calculated on the basis of the viewings that have been made live or time-shifted in up to 7 days after the date of broadcasting. As a rule, campaigns will be calculated 8 working days after the campaign has ended and include live and time-shifted viewings until this day. Views on other platforms than TV also count as TV.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

# TV 2 NEWS



## TV 2 NEWS COMMERCIAL PARTNERSHIPS

In 2020, four different package types are available TV 2 NEWS:

- TV 2 NEWS ANNUAL PACKAGE
- TV 2 NEWS FLEX ANNUAL PACKAGE
- TV 2 NEWS QUARTERLY PACKAGE
- TV 2 NEWS MONTHLY PACKAGE

### TV 2 NEWS ANNUAL PACKAGE

<b>TV 2 NEWS ANNUAL PACKAGE</b>	<b>EXPOSURES</b>
TV (TV 2 NEWS P18+)	125.000.000
ADDRESSABLE TV (TV 2 NEWS P20-50)	1.400.000
<b>TOTAL PRICE*</b>	<b>3.495.000</b>

\* All prices are based on 30-second spots.

### TV 2 NEWS FLEX PACKAGE

<b>TV 2 NEWS FLEX PACKAGE 2020</b>	<b>EXPOSURES</b>
TV (TV 2 NEWS P18+)	61.000.000
ADDRESSABLE TV (TV 2 NEWS P20-50)	1.400.000
<b>TOTAL PRICE*</b>	<b>1.995.000</b>

\* All prices are based on 30-second spots.

### TV 2 NEWS QUARTERLY PACKAGE

<b>TV 2 NEWS QUARTERLY PACKAGE 2020</b>	<b>EXPOSURES</b>
TV (TV 2 NEWS P18+)	23.750.000
ADDRESSABLE TV (TV 2 NEWS P20-50)	400.000
<b>TOTAL PRICE*</b>	<b>895.000</b>

\* All prices are based on 30-second spots.

### TV 2 NEWS MONTHLY PACKAGE

<b>TV 2 NEWS MONTHLY PACKAGE 2020</b>	<b>EXPOSURES</b>
TV (TV 2 NEWS P18+)	7.000.000
ADDRESSABLE TV (TV 2 NEWS P20-50)	130.000
<b>TOTAL PRICE*</b>	<b>295.000</b>

\* All prices are based on 30-second spots.

IN 2020 TV 2 DANMARK A/S PARTNERSHIPS TV 2 NEWS ARE OFFERED TO THE FOLLOWING INDUSTRIES:

Law	Energy sector	Airlines/Transport
Unemployment insurance funds	Publishing	Media
General banking private	Insurance	Trade fairs/exhibitions
General banking corporate	Hotels/Hotel chains	Pension
Cars	Investment	Building societies
Car hire	IT	Recruitment
Industry associations	Consultancy/auditing	Telecom sector
Property	Long-lasting consumer goods	

TV 2 NEWS can also be purchased exclusively as Addressable TV on [TV 2 Play](#).

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

# TV 2 REGIONS

## GENEREL

# ANNUAL AGREEMENT

## ANNUAL AGREEMENT

### ANNUAL AGREEMENT

TV 2 Reklamesalg offers regional advertisers the possibility to enter an annual agreement. An annual agreement is a written agreement between the advertiser and TV 2 Reklamesalg concerning the advertiser's expected revenue at TV 2 Reklamesalg during the booking of a calendar year. The annual agreement includes the expected revenue of:

- Advertising time on TV 2 (regional)
- Advertising time on Addressable TV (regional)
- Advertising time on Online Video (regional)
- Advertising time on tv2.dk and Mobile (regional)

### ANNUAL AGREEMENT ELEMENTS 2020

In 2020 customers entering a regional annual agreement with TV 2, are offered particularly attractive conditions

The deadline for entering this annual agreement is 25 February 2020 5.00pm.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## PRICES

### PRICES

Prices are divided into the individual regions and are all based on the fact that the advertiser is a regional advertiser.

### GROSS BASIC PRICE

REGION	GROSS BASIC PRICE 2020*
Bornholm	1.300
Fyn	7.500
Lorry	23.570
Midtvest	8.760
Nord	7.500
Syd	12.140
Østjylland	10.080
Øst	7.500

\*Normal 7:30pm airing

### BLOCK PRICES ON INDIVIDUAL REGIONS

Under the menu [BLOCK PRICE](#) it is possible to calculate block prices on the various Regions for each regional block when you are a regional advertiser. As the regions are all different sizes, our prices vary according to the population of each region. All prices are excl. VAT.

### DIFFERENT SPOT LENGTHS

Price calculations are based on a 30-second spot = index 100. Under the menu heading [SPOT INDEX](#), the applicable index for other spot lengths can be found.

### THE BANK, REGIONAL TV

In 2020, the bank is only used for various adjustments of campaign budgets (regardless the circumstances) and the value of any underdeliveries.

For the transfer of underdeliveries to the bank, a minimum amount of DKK 500 applies and receivables of less than DKK 500 lapses. Any banks deposits must be spent no later than 30 November 2020, and only any underdeliveries from December 2020 can be transferred to 2021.

Deposits in the tv Bank can not be transferred to TV 2's Digital Bank.

All bank deposits that are used on campaigns in 2020 will be deducted from the invoice.

### SURCHARGE

### PLACEMENT IN BLOCK

For a surcharge of 5% of the spot price, you can order advertising spots with first or last placement in the advertising block. This does not apply to campaign purchases.

#### **REQUEST SURCHARGE/DEDUCTION**

TV 2 Reklamesalg reserves the right to add/deduct surcharges/deductions on individual blocks. A notification will be sent, and the size of the surcharge will appear in the notification.

#### **National surcharge**

National spot without regional cancellation is subject to a surcharge of 25% of the gross spot price of the spot.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## **SPLIT- AND MULTISPOT**

#### **SPLIT-SPOT**

SPLIT-SPOT consists of two spots that are related to each other in their creative design, and must be placed in the same advertising block. The total price for SPLIT-SPOT is calculated using the price for each of the spots, plus a 5% surcharge (basic price +/- surcharge/deduction). The surcharge will be added to the price of all SPLIT-SPOT airings in a campaign.

#### **MULTISPOT**

MULTISPOT is characterised by two or more advertisers appearing in the same spot, and that there is no natural connection in the spot. The price of this type of spot is calculated using a surcharge of 15% of the basic price of the individual spot. TV 2 Reklamesalg determines whether this is a case of MULTISPOT. For more information, please contact TV 2 Reklamesalg.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## **BOOKING**

#### **BOOKING**

##### **ONLINE BOOKING**

Media agencies have direct access to TV 2 Medialink, which gives them the possibility to book and change online. TV 2's Advertising Planning acts on behalf of non-online agencies. Therefore, in the following description of ordering advertising time, there will be options for both online and non-online agencies.

If you would like further information about TV 2 Medialink, please address any enquiries to TV 2's Advertising Planning (tel. +45 39 75 75 75). Orders made via TV 2 Medialink or email are considered as a booking and thereby binding for the orderer. For non-online agencies, the booking is confirmed in the form of a campaign overview allocated with TV 2 Reklamesalg's campaign number. Online agencies retrieve their own campaign overviews in the system as confirmation. If there is no available time, the advertiser is offered a place on a waiting list, which gives priority should an available time come up. The campaign's max. budget should be stated at the time of booking. The max. budget cannot be subsequently reduced. It is not possible to book above the max. budget without prior rewritten notice.

##### **MOVING AND CANCELLATION**

Moving and cancellation must be made in writing to TV 2 DANMARK A/S. TV advertising airing time cannot be transferred.

It is possible to move campaigns freely until 21 working days before the first airing. If the campaign is moved less than 21 days before the first airing, a fee of 30% of the revenue being moved must be paid.

Moving of campaigns in current week is considered as a cancellation.

##### **RULES CONCERNING CANCELLATION/REDUCTION OF CAMPAIGNS**

**RULES CONCERNING CANCELLATION/REDUCTION OF CAMPAIGNS** Campaigns that have been booked cannot be freely cancelled. If the campaign is cancelled less than 40 business days before the campaign's first airing, 15% of the cancelled revenue must be paid. If the campaign is cancelled between 40 and 21 business days before the campaign's first airing, 30% of the cancelled revenue must be paid. If the campaign is cancelled less than 21 business days before the campaign's first airing, the full price of the campaign must be paid.

## **CAMPAIGN DEFINITION**

If a campaign is running continuously for the same company TV 2 it is considered as one campaign, regardless of whether multiple products have to be advertised or different commercials are used. In the case that campaigns are not setup under these guidelines TV 2 Medialink, reserves TV 2 the right to merge the campaigns. If there is a break in the campaign of over 21 days, TV 2 this is defined as a new campaign with a new campaign number.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## **SIZE**

## SIZE

REGION	SIZE
NORD	376.000
MIDTVEST	366.000
ØSTJYLLAND	600.000
SYD	605.000
FYN	363.000
LORRY	1.789.000
ØST	415.000
BORNHOLM	23.000
<b>Total</b>	<b>4.537.000</b>

Persons 18+

Source: AdvantEdge, 01.09.2019 - 28.10.2019

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

# INDEX

## INDEX

### DIFFERENT SPOT LENGTHS

Udgangspunktet for prisberegningerne er et 30 sekunders spot = indeks 100.

SPOT LENGTHS	PRICE INDEX
5	45
10	58
15	69
20	80
25	91
30	100
35	113
40	124
45	135
50	146
55	157
60	168
65	179
70	190
75	201
80	212
85	223
90	234

### MONTHLY INDEX

MONTHLY INDEX	PRICE INDEX
January	86
February	94
Marts	108
April	108
May	106
June	90
July	56
August	84
September	105
October	117
November	106
December	89

## BLOCK INDEX

### BLOCK PRICE INDEX INDEX

17.15	10
18.15	44
19.30	100
19.55	100
22.00	85

We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.

# BROADCAST PLAN

## BROADCAST PLAN

TV 2 The Regions are aired on TV 2's main channel, which is Denmark's largest commercial TV channel. You can see here the times of the day a regional spot can be placed.

12:00	Nyhederne, Sporten og Vejret
12:25	Regionale nyheder
12:35	Sukkertoppen
13:30	Krejlerkongen
14:20	Krejlerkongen
14:50	Grænsepatruljen
15:20	Grænsepatruljen
15:50	Airport
16:10	Verdens vildeste hoteller
17:00	Nyhederne, Sporten og Vejret
17:10	Regionale nyheder
<b>17:15</b>	<b>REGIONAL SPOT</b>
17:20	Go' aften Danmark
17:55	Vejret
18:00	Nyhederne, Sporten og Vejret
18:10	Regionale nyheder
<b>18:15</b>	<b>REGIONAL SPOT</b>
18:25	Go' aften Danmark
19:00	Nyhederne
<b>19:25</b>	<b>REGIONAL SPOT</b>
19:30	Regionale nyheder
<b>19:55</b>	<b>REGIONAL SPOT</b>
20:00	Badehotellet
20:50	Anders & Torben
21:30	Nyhederne, Sporten og Vejret
<b>22:00</b>	<b>REGIONAL SPOT</b>
22:05	Regionale nyheder
22:30	Natholdet

# FUNEN

## REGIONEN

## DÆKNING & DOMINANSPAKKEN

## UGEPAKKEN

## SERIEPAKKEN



**BRANDINGPAKKEN**

**LORRY**

**REGIONEN**

**DÆKNING & DOMINANSPAKKEN**

**UGEPAKKEN**

**SERIEPAKKEN**

**BRANDINGPAKKEN**

**MIDWEST**

**THE REGION**

**DÆKNING & DOMINANSPAKKEN**

**UGEPAKKEN**

**SERIEPAKKEN**

**BRANDINGPAKKEN**

**NORTH**

**THE REGION**

**DÆKNING & DOMINANSPAKKEN**

**UGEPAKKEN**

**SERIEPAKKEN**

**BRANDINGPAKKEN**

**SYD**

**THE REGION**

**DÆKNING & DOMINANSPAKKEN**

**UGEPAKKEN**

**SERIEPAKKEN**

**BRANDINGPAKKEN**

**EAST**

**THE REGION**

**DÆKNING & DOMINANSPAKKEN**

**UGEPAKKEN**

**SERIEPAKKEN**

**BRANDINGPAKKEN**

**EASTERN JUTLAND**

**THE REGION**

**DÆKNING & DOMINANSPAKKEN**

**UGEPAKKEN**

**SERIEPAKKEN**

**BRANDINGPAKKEN**

**BORNHOLM**

**REGIONEN**

**2-UGERS KAMPAGNE**

**3-UGERS KAMPAGNE**

**5-UGERS KAMPAGNE**

**ÅRSKAMPAGNE**

## ADDRESSABLE TV



### ADDRESSABLE TV

Addressable TV is the hybrid between traditional and digital TV adverts. An advertising format that maintains the TV commercial's high quality coupled with the opportunities of delivering 1:1 communication to individual households, and directly targeting your advertising at whoever is relevant. Addressable TV makes it possible to make unique data-enriching media purchases across TV 2's strong quality content and is an advert format that offers both a high quality and a top-class viewability.

The product Addressable TV is delivered on TV 2 PLAY's live signal in advertising blocks and on-demand content as pre-rolls. Here, TV 2 can offer targeted advertising on any device that can show TV 2 PLAY, including smart TV, Apple TV and smartphones.

#### As an advertiser with Addressable TV, you can target your advert based on:

- Specific target groups defined by classic demographic variables such as gender, age and geography.
- Background of content categories across the whole of TV 2's extensive content catalogue.
- Own or third party data – for example, based on emails from a customer database or the ability to specifically target users who have visited specific pages on the advertiser's website.

Addressable TV is the product that can target the exposure in selected target groups and among people who no longer have a TV package, and are therefore a strong supplement to your TV campaign, or as an independent activity if you want to try the TV medium as a new communication platform in a comprehensible and cost-effective way.

When compared with providers of web TV and video on social media, TV 2 offers Addressable TV a product of high quality in format and delivery. You are guaranteed that your advertising will be shown to real people, that the advertisement will be watched until the end and that the placement will only take place around TV 2's known quality content.

The advert format follows the same [specifications](#) as on TV.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## ADDRESSABLE TV TERMS

### ADDRESSABLE TV TERMS

#### UNDERDELIVERY ON ADDRESSABLE TV

Settlements of Addressable TV campaigns are always calculated according to TV 2's figures.

In the case of underdelivery, the following options are offered:

- Campaign goes online again and is delivered finished as soon as possible.
- The underdelivery is transferred to a future campaign. TV 2 Traffic can approve that airings are converted to another digital product if the stock situation permits it.
- The airings are placed in the bank and used for a future campaign (digital or TV).

#### THE BANK, ADDRESSABLE TV AND DIGITAL

In 2020, the bank is only used for the value of any underdeliveries and adjustments. For the transfer of underdeliveries to the bank, a minimum amount of DKK 2,000 applies and receivables of less than DKK 2,000 lapses. Any bank deposits must be spent no later than 30 November 2020, and only any underdeliveries from December 2020 can be transferred to 2021.

All bank deposits that are used on campaigns in 2020 will be deducted from the invoice.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

# GENERAL TERMS AND CONDITIONS

## GENERELLE BETINGELSER

## PAYMENT TERMS

### PAYMENT TERMS

#### PREPAYING CUSTOMERS

The total amount will be invoiced before the start of the campaign with payment terms of 8 days before the first day of airing. Prepaying customers must be aware that prepayment must be received TV 2 DANMARK A/S in a timely manner before the first week of airing.

#### CONTINUOUS SECURITY

All order givers who provide continuous security will be invoiced on Tuesdays after each booking month, with the payment deadline of the invoice date + 30 days.

#### CONTINUOUS SECURITY CAN BE PROVIDED VIA:

- Participation in Creativity & Communication's 'Guarantee scheme for selected Danish media'
- Demand guarantee
- Blocked account

The collateral amount is calculated on the basis of the two largest consecutive months' turnover (within the last year), though min. DKK 200,000.

#### DISCOUNT WITH EARLY PAYMENT

Order givers who have provided continuous security have the opportunity to enter into an agreement with TV 2 DANMARK A/S's Finance Department to get a discount against early payment.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## GENERAL

### GENERAL

#### TRANSFERRAL OF TV ADVERTISING TIME

TV advertising airing time cannot be transferred.

#### RESPONSIBILITY FOR THE CONTENTS OF THE ADVERTISING

Responsibility for ensuring that an advertisement is not unlawful, including conflicting with the rights of third parties, is the responsibility of the advertiser. This applies regardless of TV 2 DANMARK A/S's acceptance of the advertisement for publication. The advertiser/order giver guarantees that the advertisement is legal, that any necessary permits have been obtained and that all rights in connection with the agreed use of the advertisement have been fully cleared. The advertiser/order giver must indemnify TV 2 DANMARK A/S and any other contributor to the publication of the advertisement against liability for any loss suffered as a result of unlawful advertising. TV 2 DANMARK A/S is obliged at any to refuse advertisements that TV 2 DANMARK A/S finds in conflict with applicable law. TV 2 DANMARK A/S also has the right to refuse adverts that TV 2 DANMARK A/S finds unsuitable for public viewing.

#### COMPLAINTS ABOUT LACK OF PUBLICATION ETC.

In the event of lack of publication, publication of improper advertising, incomplete publication or any other considerable deficiency due to TV 2 DANMARK A/S, the order giver is entitled to a refund of the amount paid for that publication. If image or sound failure occurs in parts of the broadcasting area, a proportionate amount of the amount paid will be repaid. Failure in less than 10 per cent of the broadcasting area does not give the right to repayment. The order giver cannot make any other claims against TV 2 DANMARK A/S. Complaints must be made in writing no later than five days after the date of publication. However, complaints about an advert that is scheduled for re-running/re-airing before the expiry of the five-day deadline must be made immediately.

#### SUSPENSION OF ADVERTS

TV 2 DANMARK A/S is entitled to refuse, limit or suspend the publication of an advert, e.g. in the case of:

1. Intervention from public authorities or legitimate objections to the continuation of marketing.
2. That the advertise is not received in a timely manner or that it does not comply with the technical specifications.
3. That the order giver does not pay on time. If the campaign is suspended due to lack of payment, it will be at full price.

Rejection, limitation or suspension of an advert does not release the advertiser/order giver from the obligation to pay. TV 2 DANMARK A/S is not responsible for any loss suffered by the advertiser/order giver as a result of the rejection, limitation or suspension of the advert.

#### REJECTION OF COMPETITORS' ADVERTS

TV 2 DANMARK A/S rejects competitors' advertisements, which are considered to have a significant negative impact on TV 2 DANMARK A/S in the form of loss of users, and/or loss of revenue. Any decision about rejections will depend on a specific assessment of:

- The extent of the competitive relationship
- The design and content of the specific advert

## FORCE MAJEURE

Neither party shall be liable for failure to fulfill its obligations under this Agreement if the failure to fulfill the agreement is due to force majeure, ie. war, earthquake, uprising, nuclear damage or the like, and if the party should not have taken into consideration the obstruction or later avoided or overcome it by signing the agreement.

### AVAILABILITY OF TV ADVERTS

TV 2 DANMARK A/S has the right to make a TV advert available to third parties after it has been aired for the first time.

### GENERAL RESPONSIBILITY LIMITATION

TV 2 DANMARK A/S's liability to the order giver may never exceed the price of the advertisement.

### JURISDICTION

Any dispute between the client and TV 2 DANMARK A/S, in connection with the parties' agreement, is to be decided by the City Court of Copenhagen.

### FREE LEGAL ADVICE

TV 2 DANMARK A/S is required to ensure that all advertisements displayed on TV 2's channels comply with applicable law. To avoid getting into a situation where an advertisement has to be rejected, TV 2 DANMARK A/S offers to assess the legality of the advertisement already at draft level. However, the responsibility for the legality of the advert rests with the advertiser/order giver regardless of TV 2 DANMARK A/S's assessment. Please contact TV 2 the Legal Department on tel. +45 39 75 75 75 for further information.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

# REMUNERATION AND COMMISSION

## REMUNERATION AND COMMISSION

### REMUNERATION AND COMMISSION

Remuneration and commission are calculated by the campaign price after deduction of order-related discounts and advertising discounts and are deducted from the campaign's invoice.

### ONLINE AND CAMPAIGN HANDLING REMUNERATION, TV

0.5% can be obtained in online and campaign handling remuneration on TV campaigns. The remuneration is given to advertising and media agencies that use TV 2 Medialink.

### AGENCY COMMISSION, REGIONAL TV

5% in agency provision can be obtained on all regional TV campaigns. The commission is given to advertising and media agencies. Regional campaigns at national price are subject to the national rules on the payment of remuneration.

### SECURITY REMUNERATION, TV AND DIGITAL

1% in security remuneration can be obtained on all advertising campaigns on TV 2's channels. The security remuneration is given to order givers who provide security for payment in the form of participation in Creativity & Communication's 'Guarantee scheme for selected Danish media', demand guarantee, blocked account or timely payment before the display week. Against timely payment, prepaying customers receive the remuneration on a separate credit note.

### INFORMATION REMUNERATION, DIGITAL

2% in information remuneration can be obtained on all digital advertising campaigns at TV 2, with the exception of TV products. The remuneration is given to advertising and media agencies insofar as insured:

- Updating of prices, formats, technical requirements, statistics and other standard conditions.
- Notification to advertisers of relevant information.
- Exchange of experiences and results from own research relevant to TV 2 DENMARK A/S.

### TECHNICAL REMUNERATION, DIGITAL

1.4% in technical remuneration can be obtained on all digital advertising campaigns at TV 2, with the exception of TV products. The remuneration is given to advertising and media agencies that live up to TV 2 DANMARK A/S' technical requirements.

- The contracting agency ensures that the finished material is delivered to TV 2 no later than 2 working days before execution.
- Delivery conditions should be realistic so that necessary technical control and implementation are handled properly. Delivery terms also apply to 3rd party ad serving. Finished material is understood to be flawless and well-functioning material that complies with TV 2's standard conditions.
- Contracting agency ensures updating using 3rd party tracking. This means the start-up check that tracking is implemented correctly and data is

transmitted flawlessly.

- The contracting agency ensures that TV 2's technical specifications, technical requirements and other standard conditions are complied with.

2. By adhering to TV 2's delivery terms and specifications as well as formats, technical requirements and other standard conditions, the contracting agency is informed immediately after and no later than 48 hours after respectively receipt of material and subsequent approval of material, whether the material meets the technical requirements, etc.

3. If the requirements set out in cl. 1 and 2, not complied with, TV 2 can subsequently charge the technical allowance for the order.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

## **PURCHASING POLICY**

### **PURCHASING POLICY**

#### **TV 2'S REQUIREMENTS FOR SUPPLIERS AND PARTNER'S SOCIAL RESPONSIBILITY**

TV 2 is aware of its societal responsibilities and aware of the importance of ensuring that TV 2's activities are conducted in a way that meets society's expectations of one of Denmark's leading media groups.

TV 2 follows the principles of the company's social responsibility, and TV 2 pursues a number of initiatives and objectives that support the company's social responsibility and environmental concerns.

TV 2's purchasing policy contains the expectations that TV 2 makes to its suppliers and partners.

TV 2 expects that TV 2's suppliers and partners comply with all applicable laws and regulations and respect human rights conventions.

TV 2 expects that TV 2's suppliers and partners refrain from discriminating when hiring employees in relation to pay and other working conditions, due to race, religion, nationality, ethnic origin, sexual orientation, gender, political attitudes, age or disability.

TV 2 expects that TV 2's suppliers and partners respect their employees' free choice to form associations and make their own organisational choices.

TV 2 expects that TV 2's suppliers and partners comply with current rules and regulations on working environments, and that they prioritise their employees have a healthy and decent working environment.

TV 2 expects that TV 2's suppliers and partners comply with applicable environmental laws and regulations, and that the suppliers and partners focus on their energy consumption and environmental impact.

TV 2 expects that TV 2's suppliers and partners respect national law as well as the Council of Europe Convention on Corruption and the OECD convention on the fight against bribery of officials.

TV 2's suppliers and partners are informed of the content of TV 2's purchasing policy, with an obligation to react if they are unable to adhere to the principles of this, or if they do not fulfil the principles.

TV 2 expects that TV 2's suppliers and partners pass on the contents of TV 2's policy to their employees, just as TV 2 expects that TV 2's suppliers and partners prioritise the principles in relation to their suppliers and partners.

In the event that a supplier or partner has to notify TV 2 that the principles have not been fulfilled, or TV 2 has otherwise obtained this information, TV 2 will start a dialogue with the relevant supplier or partner in order to uncover what is preventing these principles from being fulfilled. If the non-compliance with TV 2's principles is considered as gross, or the supplier or partner shows a lack of interest in working towards compliance, TV 2 reserves the right to seek a termination of the business partnership in question.

#### **TV 2'S OTHER PURCHASING REQUIREMENTS**

##### **DECISION-MAKING COMPETENCY**

The acquisition of programmes, intellectual property rights and rights to sporting events is based on the programme strategy, which is stated in the programme plans. Larger and more principal content purchases are discussed by the executive board and follow the procedure described in the authorisation and certification policy, as described in TV 2's internal control and risk management systems.

As part of the decision to purchase major programme packages or rights to financially heavy and/or comprehensive sporting events, consideration is given to whether the content should be acquired in cooperation with others. This is particularly relevant when the rights are offered for a geographical area that extends beyond Denmark.

Purchases of technology and technical facilities take place within the framework of TV 2 technical budget and the fixed investment budget. Before initiating any fixed investments, they must be proposed in a business case for approval in the investment group. Purchases of technical and technical facilities also follow the procedure described under 'fixed investments' and the authorisation and certification policy described in TV 2's internal control and risk management systems.

##### **Competitive tendering**

As a publicly-owned company, TV 2 must follow the EU tendering rules and the rules in the Public Procurement Act to the extent that the purchases exceeding the threshold values and are otherwise not exempted from the rules.

TV 2 has to advertise EU tenders in the EU Official Journal. Advertising of tenders in accordance with the Tender Act are conducted on [udbud.dk](http://udbud.dk).

TV 2's agreements on the procurement, development, production and co-production of programme material intended for broadcasting are exempt from the rules concerning public procurement.

TV 2 chooses from time to time to expose the content production via tenders, either as a tender for programme ideas (pitching), or by sending larger purchases of programme content, such as morning TV or family Christmas calendar, in tender to a limited group of programme producers.

#### **BUDGET AND ACCOUNTING**

For newly produced programmes, as a starting point programme producers should, draw up a detailed budget of production costs. The budget is critically reviewed before approval. Savings on external budget lines cannot be used to cover excesses on internal budget posts, without agreement with TV 2, unless there are minor deviations. Exceeding the overall production budget is the producers' risk, provided that they are no new requests from TV 2, which have not been included in the budget. Any savings on the total production budget are generally shared equally between the programme producer and TV 2. The auditor-approved accounts for the production must be submitted no later than 3 months after the delivery of ready material. For subsequent seasons, this can be replaced by an internal account if TV 2 finds this is adequate.

## ACQUISITION OF RIGHTS

For each rights and programme purchase, TV 2 seeks to acquire as many rights as possible, partly in relation to TV 2's utilisation on own platforms, and partly in the form of financial rights, when the rights are exercised by others.

## TV 2'S OWN UTILISATION

For enterprise productions where TV 2 completely or predominantly carries the production costs, TV 2 generally acquires exclusive rights to broadcast a Danish-language version of the production on television and to make this available on demand without any time constraints. TV 2 requires as a starting point that the rights of the involved parties must be free for using on TV 2's platforms, with the exception of remuneration to Koda and Gramex. TV 2 accepts however, that actors, singers, musicians, dramatists and instructors will receive repeat payments when used on TV 2 PLAY, that fiction producers receive royalties when the productions are used on TV 2 PLAY in addition to the catch-up periods, and that format right-holders and rights-holders of archive clips have not been released.

For Danish and foreign licensing purchases, as well as for the right to broadcasts from sporting events TV 2's acquisition rights will typically be limited in time and/or limited to a number of broadcasts.

TV 2 as a main rule, acquires exclusive TV rights to the programme content within the licence period.

For Danish licence purchases, TV 2 also seeks to acquire exclusive video-on-demand rights during the same period as the TV rights, but this is not always possible. In particular, the standard agreements that regulate the TV stations' use of the feature films and short and documentary films, which TV 2 is required to engage in under the public service licence, contain a limited acquisition of rights in relation to the on-demand exploitation.

For foreign licence purchases, an attempt is made to acquire catch-up rights for the programmes, and for on-demand rights, moreover, the need and scope are carefully prioritised before these rights are sought for acquisition.

For rights to sporting events, TV 2 also acquires exclusive transmission rights to both TV and on demand, but these rights are usually limited in time. Although TV 2 seeks to acquire non-exclusive clip rights indefinitely.

## OTHERS' USAGE

For enterprise purchases that fully or predominantly finances, the starting point is that TV 2 obtains a share of the income when the productions or related rights are used by others unless the programmes are based on a fully developed format.

Conversely, it is a rare occurrence that TV 2 acquires financial rights for licence purchasing.

*We reserve the right to make immediate changes – including reservations for printing errors, price changes and out of stock items.*

# TV 2 DASHBOARD



## TV 2 DASHBOARD

### DASHBOARD LICENSE FEE

There is the possibility to enter into an agreement with TV 2 Reklamesalg regarding dashboard license fee.

Contact [TV 2 Reklamesalg](mailto:TV2.Reklamesalg) for more information.

### PROGRAMMATIC TECH FEE

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