

Virgin Media Television

Planning Prices,
Trading Terms &
Conditions

2022



TELEVISION

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Virgin Media Television - 2022 Planning Prices

	January	February	March	April	May	June	July	August	September	October	November	December	Average
Adults 15+	€ 6.39	€ 6.40	€ 5.78	€ 7.16	€ 7.46	€ 8.16	€ 5.80	€ 6.39	€ 10.37	€ 11.71	€ 13.48	€ 10.47	€ 8.30
Adults 15-34	€ 51.20	€ 53.82	€ 50.66	€ 68.47	€ 70.18	€ 75.22	€ 48.93	€ 53.27	€ 109.28	€ 119.15	€ 121.04	€ 94.64	€ 76.32
Adults 25-44	€ 33.49	€ 34.00	€ 32.16	€ 42.89	€ 42.64	€ 49.09	€ 35.82	€ 35.82	€ 66.49	€ 71.09	€ 75.17	€ 60.07	€ 48.23
Adults ABC1	€ 22.82	€ 22.12	€ 20.99	€ 28.69	€ 28.93	€ 34.33	€ 23.05	€ 26.55	€ 40.34	€ 44.70	€ 52.15	€ 40.76	€ 32.12
Men 15+	€ 16.72	€ 16.36	€ 14.57	€ 18.14	€ 19.11	€ 21.45	€ 15.37	€ 16.86	€ 27.04	€ 31.05	€ 38.56	€ 29.61	€ 22.07
Men 15-34	€ 129.57	€ 121.48	€ 112.17	€ 146.66	€ 141.65	€ 163.34	€ 115.74	€ 129.42	€ 234.50	€ 258.87	€ 302.31	€ 236.94	€ 174.39
Women 15+	€ 10.40	€ 10.60	€ 9.65	€ 11.92	€ 12.33	€ 13.27	€ 9.37	€ 10.35	€ 16.94	€ 18.90	€ 20.84	€ 16.29	€ 13.40
Women 15-34	€ 84.92	€ 96.88	€ 92.64	€ 128.72	€ 139.35	€ 139.83	€ 85.10	€ 90.85	€ 205.21	€ 221.26	€ 155.93	€ 158.29	€ 133.25
Women 25-44	€ 52.32	€ 56.38	€ 52.72	€ 72.56	€ 72.19	€ 79.16	€ 51.80	€ 57.21	€ 103.72	€ 109.62	€ 113.26	€ 90.98	€ 75.99
*Hskprs	€ 10.17	€ 10.53	€ 9.34	€ 11.51	€ 11.77	€ 12.84	€ 9.36	€ 10.44	€ 16.98	€ 19.47	€ 22.75	€ 17.63	€ 13.56
*Hskprs w/kids	€ 54.16	€ 56.62	€ 52.26	€ 65.26	€ 63.97	€ 49.73	€ 53.82	€ 53.82	€ 91.65	€ 101.93	€ 109.30	€ 86.98	€ 69.96
Fixed Gambling Price Adults 15+	€ 12.77	€ 12.81	€ 11.56	€ 14.32	€ 14.92	€ 16.33	€ 11.59	€ 12.77	€ 20.74	€ 23.42	€ 26.95	€ 20.94	

*VMS reserves the right to withdraw audiences for trading late bookings for any given month.

VMS will review and reissue pricing on a quarterly basis.

15% premium applies to November and December for Retail (grocery) & Cars.

Dec split month pricing will apply.

Virgin Media Television AB Deadlines 2022

2022 AB Deadlines	8 Week AB	6 Week AB
January	–	19 th November 2021
February	–	4 th January
March	–	18 th January
April	–	18 th February
May	–	21 st March
June	–	20 th April
July	–	20 th May
August	–	20 th June
September	–	21 st July
October	8 th August	22 nd August
November	6 th September	20 th September
December	6 th October	20 th October

6 week AB's will not be available for Supermarkets, Cars, Cable, Satellite & Telecommunications in Oct-Dec.

Bookings are to be received by 17.30 on the stated deadline day – Any bookings received after this time will be subject to late penalties.

Short term pricing may apply in tightly traded months to certain audiences/ categories – This may mean the withdrawal of certain audience or harsh penalties.

There is a 15% premium on Supermarkets, Cars, Cable, Satellite & Telecommunications in Nov-Dec.

Virgin Media Television Late Booking Charges

Period	Charge
Post Advanced Booking, pre Auto Book	6 weeks before month 10%
Post Auto Book	3 weeks before month 15%
2 weeks prior to month	2 weeks before month 20%
In month	From 1st of month* 25%

*If the 1st of the month falls on a Monday/weekend it's the Friday before

VMS commit to delivering 90% of natural plus upweight for post AB booking up to 2 weeks post AB, therefore all other quality delivery will be subject to negotiation.

Virgin Media Television Cancellation & Deferral Charges

Cancellation Penalties		
1 Week post AB	10%	
2 Weeks post AB	20%	
3 Weeks post AB	30%	
4 Weeks post AB	40%	
In Month of Broadcast*	100%	

*If the 1st of the month falls on a Monday/weekend it's the Friday before

Amendment penalties		
Post Auto Book	2 weeks before month	20%
In month	From 1st of month*	25%**

*If the 1st of the month falls on a Monday/weekend it's the Friday before

**This is subject to change

Deferral penalties		
1 Calendar month from original booking	10%	
2 Calendar month from original booking	15%	
3 Calendar month from original booking	20%	

For activity to be deferred it must be cancelled and rebooked into the agreed month immediately. If not this will be deemed a cancellation and standard cancellation fees will apply.

Activity can only be deferred once, subsequent changes will be deemed a cancellation and standard cancellation fees will apply.

Bookings cannot be deferred out of a calendar year and must remain in a quarter.

Deferral as a result of Force Majeure must be cleared by the Head of Trading in advance.

Virgin Media Television Length factors for TV

VIRGIN MEDIA TELEVISION SECOND LENGTH FACTOR RATIOS									
Seconds	5"	10"	15"	20"	25"	30"	40"	50"	60"
Factor	0.35	0.5	0.67	0.8	0.9	1	1.33	1.67	2

Payment Terms

- Without exception, all invoices must be paid within 30 days of issue
- New advertisers without a credit history with Virgin Media Television must prepay 2 weeks in advance of transmission date
- All bookings are subject to VAT at the prevailing rate

2022 Trading Terms

- All deals that are completed and signed by the end of Q1 will receive an incentive
- Quality up-weights to be reviewed across all business – any up-weights must be balanced with comparable down-weights
- A max of 30% spend can be spent against any 1 audience in a month. Should the 30% be exceeded bookings will be rejected and will need to be re-submitted
- If we reach the max audience cap against any audience VMTV reserve the right to remove this audience from trading for any late bookings



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