

# Virgin Media Television

Planning Prices,  
Trading Terms &  
Conditions

**2023**



**TELEVISION**

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## Virgin Media Television - 2023 Planning Prices

Trading Audiences	January	February	March	April	May	June	July	August	September	October	November	December	Average
Adults 15+	€5.78	€6.97	€7.29	€7.97	€7.58	€8.37	€6.14	€6.43	€10.61	€10.82	€13.41	€10.08	€8.45
Adults 15-34	€57.18	€68.02	€71.73	€88.51	€79.81	€64.65	€45.51	€58.43	€103.52	€108.22	€141.20	€111.94	€83.23
Adults 25-44	€33.00	€39.39	€44.43	€44.26	€44.34	€43.38	€30.72	€33.83	€64.70	€55.50	€82.80	€66.72	€48.59
Adults ABC1	€20.49	€24.99	€25.04	€31.24	€28.61	€29.37	€21.19	€22.16	€35.37	€38.38	€51.39	€38.02	€30.52
Men 15+	€14.96	€18.11	€18.35	€20.96	€19.69	€22.32	€16.83	€16.07	€25.88	€26.08	€34.84	€26.17	€21.69
Men 15-34	€144.39	€174.73	€186.84	€204.26	€189.56	€164.15	€139.64	€151.24	€216.56	€208.12	€395.69	€305.30	€206.71
Women 15+	€9.40	€11.34	€12.04	€12.85	€12.33	€13.29	€9.60	€10.53	€17.72	€18.50	€21.81	€16.12	€13.79
Women 15-34	€94.68	€110.66	€130.12	€135.02	€137.86	€104.65	€68.27	€100.43	€200.21	€225.46	€203.24	€201.50	€142.68
Women 25-44	€47.73	€60.62	€68.10	€72.42	€75.07	€66.97	€46.90	€55.89	€101.06	€113.92	€147.41	€110.71	€80.57
*Hskprs	€9.48	€11.08	€11.48	€12.07	€11.58	€13.66	€10.02	€9.89	€17.69	€18.66	€25.31	€20.52	€14.29
*Hskprs w/kids	€50.22	€69.03	€79.21	€78.87	€67.40	€74.75	€59.08	€63.64	€97.35	€108.77	€149.05	€109.51	€83.91
Adults 15-44	€20.93	€24.94	€27.44	€29.50	€28.50	€25.96	€18.34	€21.42	€41.68	€39.63	€48.62	€38.53	€30.46
Grocery shopper With kids	€35.00	€42.25	€45.16	€50.40	€49.69	€54.01	€39.41	€44.33	€68.86	€70.10	€86.55	€64.07	€54.15

FIXED GAMBLING PRICE	January	February	March	April	May	June	July	August	September	October	November	December	Average
Adults 15+	€13.79	€13.83	€12.48	€15.47	€16.11	€17.64	€12.52	€13.79	€22.40	€25.29	€29.11	€22.62	€17.92

\*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 2023

2022 AB Deadlines	8 Week AB	6 Week AB
January	–	25 <sup>th</sup> November
February	–	3 <sup>rd</sup> January
March	–	18 <sup>th</sup> January
April	–	17 <sup>th</sup> February
May	–	20 <sup>th</sup> March
June	–	20 <sup>th</sup> April
July	–	22 <sup>nd</sup> May
August	–	20 <sup>th</sup> June
September	–	20 <sup>th</sup> July
October	4 <sup>th</sup> August	21 <sup>st</sup> August
November	6 <sup>th</sup> September	21 <sup>st</sup> September
December	6 <sup>th</sup> October	20 <sup>th</sup> 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%
3 weeks prior to month	3 weeks before month 15%
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

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

## 2023 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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