

# Virgin Media Television

Planning Prices,  
Trading Terms &  
Conditions

**2024**



**TELEVISION**

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## Virgin Media Television - 2024 Planning Prices

2024	Forecast	Forecast	Forecast	Forecast	Forecast								
Trading Audiences	January	February	March	April	May	June	July	August	September	October	November	December	Average
Adults 15+	€6.48	€7.26	€7.66	€7.24	€6.79	€7.49	€6.35	€5.36	€9.68	€11.00	€10.61	€8.04	€7.83
Adults 15-34	€73.02	€72.32	€80.24	€83.36	€91.54	€89.95	€58.68	€74.59	€135.78	€124.04	€130.82	€106.58	€93.41
Adults 25-44	€42.31	€43.56	€47.05	€51.34	€47.78	€55.42	€39.14	€41.20	€75.62	€70.12	€73.78	€66.71	€54.50
Adults ABC1	€23.50	€26.54	€23.08	€27.08	€27.68	€33.34	€21.29	€21.23	€36.67	€40.46	€39.35	€30.40	€29.22
Men 15+	€17.76	€18.57	€18.42	€18.24	€18.07	€20.20	€17.36	€14.42	€25.77	€29.29	€29.57	€27.68	€21.28
Men 15-34	€224.68	€200.86	€212.64	€236.18	€230.04	€250.83	€191.09	€231.21	€331.16	€332.38	€333.99	€301.44	€256.38
Women 15+	€10.21	€11.92	€12.29	€11.59	€10.87	€11.91	€9.37	€8.54	€15.50	€17.61	€17.22	€13.06	€12.51
Women 15-34	€108.18	€113.00	€123.42	€110.07	€137.59	€128.51	€84.69	€121.87	€230.13	€220.31	€183.60	€151.66	€142.75
Women 25-44	€66.11	€73.32	€79.98	€84.83	€82.88	€86.61	€59.93	€68.89	€135.04	€109.58	€111.02	€101.13	€88.28
*Hskprs	€10.23	€12.06	€11.60	€11.32	€10.93	€12.71	€9.77	€8.82	€15.58	€17.39	€17.75	€13.50	€12.64
*Hskprs w/kids	€57.54	€61.56	€64.03	€67.81	€72.89	€79.90	€58.51	€67.81	€122.61	€107.92	€124.98	€96.82	€81.87
Adults 15-44	€34.33	€35.35	€37.13	€41.63	€43.04	€44.98	€35.17	€38.04	€59.74	€56.91	€50.90	€47.44	€43.72
Grocery shopper With kids	€43.30	€47.24	€45.73	€52.20	€51.70	€57.85	€45.99	€50.54	€72.48	€71.82	€71.71	€50.84	€55.12

2024 Gambling Price	January	February	March	April	May	June	July	August	September	October	November	December	Average
Adults 15+	14.76	14.80	13.35	16.55	17.24	18.87	13.40	14.76	23.97	27.06	31.15	24.20	19.18

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.

20% premium applies to November and December for Retail (Grocery) and Cars.

December split pricing will apply.

## Virgin Media Television AB Deadlines 2024

2024 AB Deadlines	8 Week AB	6 Week AB
January	–	24 <sup>th</sup> November 2023
February	–	5 <sup>th</sup> January
March	–	19 <sup>th</sup> January
April	–	16 <sup>th</sup> February
May	–	15 <sup>th</sup> March
June	–	19 <sup>th</sup> April
July	–	17 <sup>th</sup> May
August	–	14 <sup>th</sup> June
September	–	19 <sup>th</sup> July
October	2 <sup>nd</sup> August	16 <sup>th</sup> August
November	4 <sup>th</sup> September	20 <sup>th</sup> September
December	4 <sup>th</sup> October	18 <sup>th</sup> October

6-week AB's will not be available for Supermarkets & Cars from October to December.

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 20% premium on Supermarkets and Cars in November & December.

## Virgin Media Television Late Booking Charges

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

\*If the 1<sup>st</sup> of the month falls on a Monday/weekend it will be the Friday before.

Quality parameters cannot be guaranteed post Autobook.

## 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	100%

\*If the 1st of the month falls on a Monday/weekend it will be the Friday before.

Amendment Penalties		
Post Autobook	2 Weeks before month	20%
In Month	From 1 <sup>st</sup> of month*	25%**

\*If the 1st of the month falls on a Monday/weekend it will be the Friday before.

\*\*This is subject to change.

Deferral Penalties	
1 Calendar month from original booking	10%
2 Calendar months from original booking	15%
3 Calendar months 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.

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

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

## Virgin Media Policy on Clashing

Clashes only take place at Product Level and not Advertiser level. An example of this would be Coca Cola and Deep River Rock having the same Advertiser in Coca Cola HBC but separate Product clashes of Soft Drink and Water.

In relation to the Telecoms Sector – Broadband clashes with Broadband, Mobile Service clashes with Mobile Service and TV Communications clashes with TV Communications. If the commercial contains more than one of these services, this is considered a Bundle and will only clash with other Bundles.

## Virgin Media Television Length Factors for TV

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.

## 2024 Trading Terms

- Quality up-weights can only be guaranteed at AB.
- A max of 30% spend can be spent against any 1 audience in a month. Should the 30% be exceeded, it will be reviewed and discussed.
- If we reach the max audience cap against any audience VMTV reserve the right to remove this audience from trading for any late bookings.
- Nominated Specials are sold on a first come, first served basis.



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