



TELEVISION

Planning Prices, Trading Terms & Conditions
2020

Table of Contents

Table of Contents	2
Virgin Media Television 2019 Actual Prices & 2020 Planning Prices	3
Late Booking Charges	4
AB Deadlines 2020	5
Length Factor Ratios	6
Cancellation & Deferment Charges.....	7
Payment Terms	8

Virgin Media Television 2019 Actual Prices & 2020 Planning Prices

Final 2019	Final	Final	Final	Final	Final	Final	Final	Final	Final	Final	Final	Final	Final
Trading Audiences	January	February	March	April	May	June	July	August	September	October	November	December	2019 AVG
Adults 15+	€5.02	€5.71	€5.75	€6.14	€7.35	€6.43	€4.42	€5.30	€8.42	€8.91	€9.77	€7.46	€6.72
Adults 15-34	€37.21	€41.11	€41.88	€44.63	€53.62	€37.61	€28.75	€48.43	€64.73	€71.39	€65.92	€53.74	€49.08
Adults 25-44	€24.06	€24.51	€24.60	€27.40	€33.21	€26.44	€19.73	€28.89	€39.44	€44.79	€44.26	€34.45	€30.98
Adults ABC1	€19.98	€20.50	€21.78	€24.77	€29.41	€23.92	€15.19	€21.83	€32.60	€34.61	€34.67	€26.19	€25.45
Men 15+	€13.29	€14.85	€14.78	€16.30	€19.65	€16.89	€12.31	€14.17	€23.00	€23.47	€25.67	€19.26	€17.80
Men 15-34	€108.13	€113.55	€118.83	€136.68	€158.17	€103.13	€82.92	€138.29	€190.63	€208.81	€212.91	€155.61	€143.97
Women 15+	€8.06	€9.29	€9.41	€9.85	€11.74	€10.38	€6.89	€8.46	€13.28	€14.37	€15.78	€12.17	€10.81
Women 15-34	€56.72	€64.45	€64.67	€66.26	€81.11	€59.20	€44.01	€74.53	€98.00	€108.47	€95.49	€82.08	€74.58
Women 25-44	€35.79	€38.99	€39.88	€42.44	€51.56	€40.07	€29.17	€45.45	€60.15	€68.39	€68.01	€55.44	€47.95
*Hskprs	€8.14	€9.34	€9.37	€9.93	€11.81	€10.56	€7.07	€8.50	€13.68	€14.61	€16.48	€12.61	€11.01
*Hskprs w/kids	€37.39	€42.32	€40.05	€44.56	€52.50	€42.36	€30.28	€39.01	€58.30	€65.50	€67.59	€54.35	€47.85

Final	Final
1st-23rd Dec	24th-31st Dec
€8.06	€5.66
€58.11	€40.76
€37.25	€26.13
€28.32	€19.86
€20.83	€14.61
€168.27	€118.03
€13.16	€9.23
€88.76	€62.26
€59.94	€42.05
€13.64	€9.56
€58.77	€41.23

2020 Planning Prices	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Trading Audiences	January	February	March	April	May	June	July	August	September	October	November	December	2020 Avg
Adults 15+	€5.88	€6.65	€6.57	€7.14	€8.41	€7.41	€5.08	€5.68	€9.07	€9.67	€10.28	€8.07	€7.49
Adults 15-34	€42.76	€46.94	€53.17	€57.64	€68.18	€45.61	€35.01	€55.25	€74.22	€82.74	€80.99	€64.30	€58.90
Adults 25-44	€28.21	€28.55	€29.90	€33.89	€40.44	€31.40	€23.49	€32.26	€44.28	€50.48	€50.07	€39.20	€36.01
Adults ABC1	€23.42	€23.88	€24.89	€28.79	€33.66	€27.56	€17.46	€23.41	€35.14	€37.42	€39.10	€30.71	€28.79
Men 15+	€15.58	€17.30	€16.89	€18.95	€22.49	€22.45	€15.40	€17.21	€24.79	€25.39	€27.97	€20.62	€20.42
Men 15-34	€126.77	€132.24	€150.89	€176.55	€201.15	€132.02	€105.75	€156.09	€216.29	€238.98	€250.66	€189.04	€173.04
Women 15+	€9.45	€10.81	€10.75	€11.45	€13.44	€11.06	€7.58	€8.48	€14.31	€15.61	€16.24	€13.25	€11.87
Women 15-34	€64.53	€72.77	€82.11	€85.59	€103.15	€69.69	€52.33	€85.51	€113.00	€126.57	€119.64	€97.44	€89.36
Women 25-44	€44.63	€48.31	€48.48	€52.49	€62.78	€49.11	€34.72	€50.77	€67.54	€77.25	€75.69	€63.41	€56.26
*Hskprs	€9.64	€10.99	€10.81	€11.66	€13.66	€12.29	€8.21	€9.20	€14.89	€16.00	€17.47	€14.03	€12.40
*Hskprs w/kids	€45.20	€50.81	€47.18	€53.41	€61.95	€50.31	€35.75	€43.13	€64.79	€73.19	€73.99	€59.72	€54.95

Forecast	Forecast
1st-23rd Dec	24th-31st Dec
€8.73	€6.11
€69.55	€48.74
€42.40	€29.71
€33.21	€23.28
€22.30	€15.63
€204.49	€143.30
€14.33	€10.04
€105.40	€73.86
€68.59	€48.06
€15.17	€10.63
€64.60	€45.27

Price is calculated as follows: Revenue (net of agency commission * 1.45) / Impacts (Nielsen consolidated for final price)
 Net Revenue = Spot & BVOD revenue (including premiums, penalties and late charges) less standard agency commission
 Short term pricing may apply in certain months to various audiences / categories
 Retail, Motor and Telecoms (broadband, television, mobile, bundle) categories will be +15% in November and December
 Floating prices will be issued weekly to agencies and published monthly on our website
 Any associated premiums, such as PIB, deferrals or cancellations charges are listed on our website

Virgin Media Television Late Booking Charges

Period		Charge
Post Advanced Booking, pre Auto Book	6 weeks before month	10.0 %
Post Auto Book	3 weeks before month	15.0 %
2 weeks prior to month	2 weeks before month	20.0 %
In month	From 1st of month	25.0 %

- Quality parameters will be affected, but we will commit to delivering 90% of natural plus the agreed upweight

Virgin Media Television AB Deadlines 2020

Month	AB Deadline	FOC Adjustments
January	November 14 th 2019	November 20 th 2019
February	December 13 th 2019	December 23 rd 2019
March	January 14 th 2020	January 21 st 2020
April	February 14 th 2020	February 19 th 2020
May	March 13 th 2020	March 20 th 2020
June	April 14 th 2020	April 20 th 2020
July	May 14 th 2020	May 20 th 2020
August	June 14 th 2020	June 22 nd 2020
September	July 14 th 2020	July 21 st 2020
October	August 14 th 2020	August 20 th 2020
November	September 14 th 2020	September 21 st 2020
December	October 14 th 2020	October 20 th 2020

Virgin Media Television Length factors for TV

Virgin Media Television Length Factor Ratios									
Seconds	5	10	15	20	25	30	40	50	60
Factor	0.5	0.5	0.67	0.8	1	1	1.33	1.67	2

Virgin Media Television Cancellation & Deferment Charges

Cancellation Period	Charge
1 week after FOC Adjustments Period	10%
2 weeks after FOC Adjustments Period	20%
3 weeks after FOC Adjustments Period	30%
4 weeks after FOC Adjustments Period	40%
In-month cancellation	100%

Deferment	Charge
Deferred for 1 month, deferral after FOC Adjustments Period	0%
Deferred for 2 months, deferral after FOC Adjustments Period	5%
Deferred for 3 months, deferral after FOC Adjustments Period	10%
Deferred for 4 months+, deferral after FOC Adjustments Period	15%
Deferred for a second time	20%
Deferred for a third time	50%
Deferred, then cancelled	100%

Virgin Media Television 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 pre-pay 2 weeks in advance of transmission date
- All bookings are subject to VAT at the prevailing rate