



Sales Model 2012

MARKÍZA – SLOVAKIA, spol. s r.o.

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Sales Model 2012

- **Markíza Group**

Multi-media communications provider for TV channels TV Markiza a DOMA

- **Sales Group 12-54**

- **Markíza group GRP (MG GRP)** GRP sold through TV Markíza and DOMA

- Rate Card (calculation based on the audience (GRP))

MG GRP	Base CPP 400 EUR
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- **TV Markíza a DOMA – Day Parts**

Prime Time	18.00 – 22.59	PT
Off Prime Time	23.00 – 17.59	OFF

Explanation of terms:

CPP (Cost per Point) - the price for 1% of addressed viewers in purchasing target group.
It is the price of 1 GRP – the price for 1 percentage of rating point.

GRP (Gross rating Point) - audience of viewers in purchasing target group.



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Commitments

- Based on calendar year period (January – December)
- Minimum client volume guarantee
- Recalculation formula in case of commitment unfulfilment

Recalculation as % from missing amount to commitment

- in delivery 90% of committed volume and more 35%
- in delivery under 90% of committed volume 45%

Volume Grid

- CPP conditions related to the commitment before the start of booking process
- All amounts are Net Net Prices (wo 15% agency discount) in EUR wo VAT

Commitment	CPP Base
150 000	380
300 000	360
400 000	340
500 000	320
600 000	300
700 000	290
800 000	280
900 000	270
1 000 000	260
1 200 000	250
1 400 000	240
1 600 000	230
2 000 000	220
2 400 000	210

General Table For CPP Calculation

Month	Index (applied on Base CPP)	TV Markíza a DOMA	
		*PT Index	OFF Index (applied on PT CPP)
I	0,60	1,00	0,60
II	0,65	1,00	0,60
III	0,90	1,00	0,60
IV	1,00	1,00	0,60
V	1,00	1,00	0,60
VI	0,90	1,00	0,60
VII	0,65	1,00	0,60
VIII	0,70	1,00	0,60
IX	1,00	1,00	0,60
X	1,15	1,00	0,60
XI	1,15	1,00	0,60
XII	1,00	1,00	0,60

* PT index - valid for purchase Markíza GRP group.

If the client's commitment is executed in only one particular TV channel, then a surcharge of 15% will be applied on the level of PT CPP.

▪ Spot Indexes

Spot Length	Index
10" and less	50%
15"	75%
20"	90%
25"	95%
30"	100%
35"	125%
40"	145%
45"	160%
50"	180%
55"	190%
60"	200%

▪ Tandem Spot Indexes

Cummulative Length	Index
15"	85%
20"	95%
25"	110%
30"	125%
35"	135%
40"	150%
45"	160%
50"	180%
55"	190%
60"	200%

Superbreaks

Superbreak	
Category	Surcharge
A	10%

Superbreak	
Category	Break Type
A	TV News
	Special Event
	Local production
	Blockbusters

MARKÍZA - SLOVAKIA will announce Superbreak categorisation at the booking opening.
Maximum number of Superbreaks is 4 per day.

Other Conditions

■ Positions

First / Last	20% surcharge
Second / BeforeLast	15% surcharge
Other position	15% surcharge

■ **Sponsorship** 30% surcharge

■ **Split Screen** 35% surcharge

■ **Injection** 40% surcharge

■ **Product Placement** Individual calculation based on the program type and rating

Method of purchase

Markíza group GRP (MG GRP)

GRP sold through TV Markíza, DOMA and other potential TV channels with audience measurement, reflecting the share of available GRP on every single TV channel of Markiza group.

% Split GRP

- as of 01 January 2012 share of MG GRP on TV Markiza is 90% and on DOMA is 10%,
- in the case of launching a new TV channel, share of MG GRP will be adjusted as follows: 89% GRP on TV Markiza, 10% on DOMA and 1% on new TV channel,
- Markiza-Slovakia reserves the right to change the % share of GRP max 3 times a year,
- Markiza-Slovakia reserves the right to change the % share of GRP in the case of launching other TV channels, max 3 times a year,
- the ratio of individual TV channels will be announced at least 45 days before the beginning of the month in which new shares will be applied.

Contract Types

- **Combination**

 - 80% GRPs planned by Client, 20% TV

 - Fixed Price, 100% GRPs Delivery Guaranteed

- **Guaranteed**

 - 100% spots planned by Client

 - Delivered GRPs Price

- **Fixed**

 - 100% spots planned by Client

 - Fixed Price

Important Deadlines

▪ Binding orders

MARKÍZA – SLOVAKIA shall accept binding individual orders of campaigns on the monthly base.

▪ Scheduling of a booking process

Year	Month	Opening schedule for planning	Orders collecting Until	Booking process	
				Contracts adjustment and signing	From
2012	January	1.12.2011	8.12.2011		9.12.2011
	February	28.12.2011	4.1.2012		5.1.2012
	March	26.1.2012	2.2.2012		3.2.2012
	April	23.2.2012	1.3.2012		2.3.2012
	May	29.3.2012	5.4.2012		6.4.2012
	June	26.4.2012	3.5.2012		4.5.2012
	July	24.5.2012	31.5.2012		1.6.2012
	August	28.6.2012	5.7.2012		6.7.2012
	September	26.7.2012	2.8.2012		3.8.2012
	October	30.8.2012	6.9.2012		7.9.2012
	November	27.9.2012	4.10.2012		5.10.2012
	December	25.10.2012	2.11.2012		5.11.2011

MARKÍZA - SLOVAKIA reserves the right to change the scheduling mentioned above in accordance with any changes in the program structure.

General Rules Of Booking Process

Sales model (Volume Grid, General Table For CPP Calculation)

- constitutes a basis for preparation of a binding offer of buying conditions and will be applied for all types of clients (committed directly or through the media agency).

Approval of buying conditions

- represents a basis for inclosure of a General contract (buying conditions for a particular client based on the commitment) and for the start of the booking process according to agreed conditions.

Campaign without buying conditions approval

- will be carried out in terms of the ratecard conditions valid for a particular TV station, month and day part.

The contract

- assumption for the conclusion of the Contract in the given MARKÍZA - SLOVAKIA program service between MARKÍZA - SLOVAKIA and submitter is the acceptance of a binding order from the submitter.

Binding order

- has to include information about the ordered GRPs volume, expected the financial budget of campaign, spot length, and the campaign duration.

Draft contract

- will be prepared by MS within 7 business days (in period of booking process) from the acceptance of a binding order.

Reservation period

- commences upon sending the primary draft and shall end on the day of the signing of the Contract, no later than 5 business days upon sending the primary draft to the submitter.

Reservation fee

- If the submitter fails to confirm the Contract during the reservation period, the reservation and the draft Contract shall be automatically cancelled. The submitter shall be obliged to pay a reservation fee to MARKÍZA - SLOVAKIA in the amount of 2.000,- €.



Creativity and Interactivity on Markíza group

Creativity and Interactivity

Markíza group brings a wide range of creative possibilities of communication with maximum efficiency and frequency emphasis. We offer a number of communication platforms such as:

- Sponsorship
- Program trailer with sponsorship tag
- Injection
- Product placement: static and integrated
- Split screen
- Branded prize competition

Special offer

Special offers tailored to the clients shall be provided on the request base.

Base offer

Base offer shall be provided after opening of booking in the individual months.

Internet

Increase synergy effect of client's campaigns through the Internet and connect client's communication with successful projects.

Basic portals in Markíza group - markiza.sk, tvnoviny.sk, doma.sk, but also specialized to better target campaigns - sportovenoviny.sk and myzeny.sk.





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