



GRP rates for PBK, NTV MIR LITHUANIA, REN LIETUVA CHANNELS

Valid from 2018-01-01 to the next official announcement of rates

1. The price for the clip is calculated by multiplying the clip duration, the time zone rate and the average 15 min. GRP.

2. Less than 5 s clips are calculated as clips of 5 s.

3. Information about time-shift viewing (TSV) ratings:

3.1 Since 12 September 2016, KANTAR TNS TV-meter survey data includes data not only on live viewing audience but also on playback viewing audience. Depending on the playback time, TSV data is divided into:

(1) viewing TV on the same day as live (VOSDAL); (2) viewing with three days delay; i.e. viewing within three days from the day of original content broadcast (3 Days Coded Playback); and (3) viewing with seven days delay, i.e. viewing within seven days from the day of original content broadcast (7 Days Coded Playback).

3.2 Charges for time-shift viewing data in BMA channels as from 1 January 2017:

– Consolidated charged ratings include VOSDAL and 3 Days Coded Playback ratings. 7 Days Coded Playback data provided by KANTAR TNS are not included into the consolidated ratings and are not charged;

– Data is included into the ratings by the time zone of the time-shift viewing of the viewed programme, but only if viewed without fast-forwarding;

– Playback ratings are subject to usual charges applied to live viewing ratings, i.e. by applying the same GRP charges and other indexes.

4. Discount of annual contracts depends on the total amount (excl. VAT):

Net budget for 2018 (EUR)	Discount, %
290.000	40%
230.000	35%
145.000	28%
75.000	13%
30.000	7%
15.000	5%
10.000	3%

5. Coefficient for clip duration:

5 - 9 s	1,35
10 - 19 s	1,25
20 - 29 s	1,15
30 - ... s	1,00

6. Coefficient for position*:

First	1,4
Last, second	1,3
Exact place on the block	1,2

*Clips in exclusive positions may not be shorter than 20 s.

7. Real 0,0 GRP translates to 0.1 GRP.

8. Third parties:

The coefficient of 1.3 applies for advertising clips with third parties. If the third party takes more than 40% clip time, no discounts are applied for the broadcasting of advertising. Information about third parties must be provided in the advertising order.

9. Seasonal coefficient:

Month	Coefficient
January	1,00
February	1,00
March	1,15
April	1,15
May	1,15
June	1,00
July	1,00
August	1,00
September	1,15
October	1,15
November	1,15
December	1,15

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10. Time zone map (prices excl. VAT):

Time	Mo	Tu	Wed	Thr	Fr	Sat	Sun	Time
06:00	DAY TIME 5,00 EUR							06:00
07:00								07:00
08:00								08:00
09:00								09:00
10:00								10:00
11:00								11:00
12:00								12:00
13:00								13:00
14:00	PRE PRIME TIME 7,50 EUR							14:00
15:00								15:00
16:00	PRIME TIME 1 9,00 EUR							16:00
17:00								17:00
18:00	PRIME TIME 2 10,00 EUR							18:00
19:00								19:00
20:00	NIGHT TIME 8,00 EUR							20:00
21:00								21:00
22:00								22:00
23:00								23:00
00:00								00:00
01:00								01:00
Time	Mo	Tu	Wed	Thr	Fr	Sat	Sun	Time