

RTÉ Television Sales

Glossary of Airtime Terms

Introduction:

The terms defined in this Glossary of Airtime Terms ("Glossary") shall be deemed incorporated into the Deal Memorandum.

All demographic grouping abbreviations (ABC1, HWCH etc.) shall have the meaning applied to them by AGB NIELSEN MEDIA RESEARCH. Such definitions are hereby incorporated into this Glossary and the Agreements and Terms and Conditions referred to above for airtime sales entered into by RTÉ Sales.

Defined Terms:

Actual Delivery: means the actual TVR's delivered by the relevant Broadcasters under a booking Agreement as reported by AGB NIELSEN MEDIA RESEARCH;

Advertisement: means any item of Advertising including sponsorship stings intended for broadcast incorporating Advertisement Copy in respect of which Airtime has been sold and which has been accepted for transmission in accordance with RTÉ's General Terms and Conditions;

Adults: means "Adults" as defined by AGB NIELSEN MEDIA RESEARCH;

Adults 15-24: means all Adults between the ages of 15 and 24 inclusive;

Adults 15-34: means all Adults between the ages of 15 and 34 inclusive;

Adults 18-34: means all Adults between the ages of 18 and 34 inclusive;

Adults ABC1: means all Adults that fall within the socio-economic grade "ABC1";

AGB NIELSEN MEDIA RESEARCH: means the contractor appointed by the Irish Broadcasters to measure television viewing in the Republic of Ireland, or any superseding contractor appointed by the Irish Broadcasters;

Agency shall have the meaning set out in clause 1.4 of RTÉ General Terms and Conditions;

Airtime: means Advertising airtime on Republic of Ireland or Island of Ireland Television (excluding any interactive element and sponsorship element);

Approved Buyer: means a Buyer approved for credit by RTÉ (subject to any conditions which may be imposed by RTÉ) and **Non-approved Buyer** shall be interpreted accordingly; (see Recognised Agency)

Booking: means an offer for the purchase of Airtime for Advertising accepted by RTÉ;

Broad Demographics: means Adults, Housekeepers, Men and Women;

Calendar Year: means any period of 12 months commencing on 1st January;

Centre Break: means an Advertising break within a TV programme;

Children: means "Children" as defined by AGB NIELSEN MEDIA RESEARCH;

Competitive Media: means any competing TV channel and/or any other media;

Confidential Information: includes any information marked as such and any other information which might reasonably be assumed to be confidential in any form emanating from either party at any time and shall include any compilation of otherwise public information in a form not publicly known and the existence and contents of any agreement in respect of Airtime to which a Broadcaster or RTÉ Sales is a party and any information, materials or data in any form produced by, for or on behalf of either party during the term of or pursuant to such an agreement but shall not include:

(a) information which at the time of disclosure is publicly known or information which after disclosure becomes publicly known other than as a result of any breach of such agreement;

(b) information which can be shown to be known to the other party, other than under a subsisting obligation of confidentiality, or restricted use, prior to the disclosure;

(c) information made available to the other party by a third party having a right to do so and who has not imposed on that party any subsisting obligation of confidentiality or restricted use in respect thereof;

Contra: means advertising value as sold by other media owners (including but not limited to radio advertising airtime, print advertising space and online advertising space);

Copy Rotation: means where a campaign consists of two or more separate Advertisements (or variations of the same) the agreed order for transmission and any changes thereto;

Day Part Profile: means the allocation of TVR delivery by Day Part as set out in the Deal Memorandum;

Daytime: means 03:00 to 17:59 inclusive;

Deal Conditions: means RTÉ Sales' General Terms and Conditions for the procurement of Airtime during the Term;

Deal Delivery: means the TVRs which were agreed to be delivered under a Deal Agreement calculated by applying the Booking Spend to the discounted/premium prices agreed by the parties as set out in the Deal Memorandum;

Demograph: means an audience type defined by age or social classification or a combination thereof as defined by AGB NIELSEN MEDIA RESEARCH;

Early Peak: means 18:00 to 20:59 inclusive;

End Break: means an Advertising break between two distinct TV programmes;

Event Specials: means programmes relating to major events which are determined by RTÉ Sales;

First in Break / FIB and **Last in Break / LIB:** mean respectively the first Advertisement in an Advertising break and the last Advertisement in an Advertising break;

Frequency: the number of times the Target Audience has an opportunity to see a commercial or campaign;

Housekeepers ABC1: means all Housekeepers that fall within the socio-economic grade "ABC1" as defined by ABG NIELSEN MEDIA RESEARCH;

Housekeepers with Children: means "Housekeepers with Children" as defined by AGB NIELSEN MEDIA RESEARCH;

Individuals: means "Individuals" as defined by AGB NIELSEN MEDIA RESEARCH;

Island of Ireland Broadcast Revenue: means all actual expenditure (whether direct or indirect) in any form (whether in cash or in kind) by Clients (as specified in the Deal Agreement) on Airtime and advertising space that is targeting viewers in The Ireland of Ireland, or is using the Northern Ireland and or the Republic of Ireland opt out advertising facilities offered by some broadcasters during the Term.

Irish Broadcasters: means RTÉ, TV3 & TG4;

RTÉ Television Sales: means the department within RTÉ responsible for selling advertising time for RTE television stations

Late Night: means 23:30 to 26:59 inclusive;

Late Peak: means 21:00 to 23:29 inclusive;

Market Rate: means a fair sum reasonably determined by RTÉ with reference to comparable situations, the trading position of RTÉ at the relevant point in time and the ability of the RTÉ to accommodate the Buyer's campaign requirements;

Men: means all male Adults;

Men 15-24: means all Men between the ages of 15 and 24 inclusive;

Men 15-34: means all Men between the ages of 15 and 34 inclusive;

Men 18-34: means all Men between the ages of 18 and 34 inclusive;

Men ABC1: means all Men that fall within the socio-economic grade "ABC1";

Natural Delivery: means delivery of Advertisements on an even-handed basis (by reference to information published by AGB NIELSEN MEDIA RESEARCH) when compared to the delivery of all Advertisements;

Non-approved Buyer: refer to definition of Approved Buyer;

Non-pre-emptible: means guaranteed to be shown at the agreed time and not capable of being transferred to any other time except by agreement with the Buyer or because of Optimisation; and **Pre-emptible** shall be interpreted accordingly;

Non-Sport Specials: means unique programmes including but not to movie premieres, first run dramas and one-off programmes which are determined by RTÉ Sales;

Off Peak: refer to definition of Peak;

Optimal and **Optimisation:** means the most efficient manner in the reasonable opinion of RTÉ or RTÉ Sales, using non-discriminatory and objective criteria, of matching demand and supply of Advertising and Airtime across all Buyers and of delivering the agreed audiences;

Partworks: means a weekly or other periodic themed publication;

Peak: means the agreed segments of prime time viewing; and **Off Peak** shall be interpreted accordingly;

Position in Break: means any specific position within an Advertising break;

Postponement: means a postponement of Airtime booked under any Deal Agreement following a request for the same by the Buyer;

Pre-emptible: refer to definition of Non-pre-emptible;

Price(s): means the discounts and/or premiums set out in the Deal Memorandum;

Programme Select or PYO: means the percentage of TVR delivery by Day Part for which RTÉ Sales shall procure Spots in or around such programmes as the Buyer may select in writing by the Advance Booking Deadline;

Ratecard Equivalent Impacts: means Impacts weighted in accordance with the following factors:

Time Length	Weighting Factor
5 seconds	.50
10 seconds	.50
15 seconds	.67
20 seconds	.80
25 seconds	1.00
30 seconds	1.00
40 seconds	1.33
45 seconds	1.5
50 seconds	1.67
60 seconds	2

Any Spot over 60 seconds will be weighted pro rata to the 60 second factor and when calculating GSP for RTÉ stations

Republic of Ireland Broadcast Revenue: means all actual expenditure (whether direct or indirect) in any form (whether in cash or in kind) by Clients (as specified in the Deal Agreement) on Airtime and advertising space that is primarily targeting viewers in The Republic of Ireland, or is using the Republic of Ireland opt out advertising facilities offered by some broadcasters during the Term

Specials: Non-Sport Specials and/or Sport Specials;

Split Month Price: means any month where there is a different demand for Airtime across the month such that demand is at a significantly different level and price from the start to the end of the month, as determined at RTÉ's discretion, (e.g. December);

Split Time-length Campaigns: means Advertising campaigns with more than one time length;

Spot(s): means one specific portion of Airtime identified as available for purchase by RTÉ for Advertising;

Sport Specials: means major sporting event programmes which are determined by RTÉ Sales;

Standard Day Parts: means Daytime, Early Peak, Late Peak, and Late Night;

Standard Time-lengths: 10 seconds or a multiple of 10 seconds;

Station Price(s): means the Gross Station Price;

Strike Weight Tolerance: means any maximum agreed deviation from the Strike Weight;

Sub Demographics: means sub-divisions of Broad Demographics;

Tagged: means the situation where two or more Advertisements are joined back-to-back as if they were one Advertisement;

Target Audience: means a Demograph within RTÉ

Time-Length: means the duration of a Spot;

UTV: means Ulster Television plc

Universe: means the total number of individuals for a given target audience able to view television within ROI

Underspend: means the situation where the Buyer Spend is less than the Buyer Commitments as set out in the Deal Memorandum at the end of the Term;

Women: means all female Adults;

Women 15-24: means all Women between the ages of 15 and 24 inclusive;

Women 15-34: means all Women between the ages of 15 and 34 inclusive;

Women 18-34: means all Women between the ages of 18 and 34 inclusive;

Women ABC1: means all Women that fall within the socio-economic grade "ABC1";

Working Day: shall have the meaning set out in clause 1.6 of RTÉ General Terms and Conditions;