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Commercial Terms & Conditions

Advertising, Sponsorship and Digital

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COMMERCIAL TERMS & CONDITIONS

ADVERTISING
SPONSORSHIP
DIGITAL





COMMERCIAL TERMS AND CONDITIONS FOR ADVERTISING

Broadcasting between January 1, 2023 and December 31, 2023

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1.1 Advertising

Breakdown of 2023 France Télévisions and thematic channels advertising revenue

Initial Revenue

Initial variations

(applied cumulatively to the Initial Rate in the order below):

- Incidents
- Solutions
- Blocks

Corrected Initial Revenue

Rate Adjustments (x% of the Corrected Initial Rate)

All rate adjustments are applied to the same base, the Corrected Initial Rate.

- Rebates
- Preferential placement
- Multi-SECODIP
- Exclusivity
- Co-branding
- Priority Scheduling
- Screen skin
- SOrta

Reference Revenue

Rate reductions (x% of the Reference Rate)

All rate reductions are applied to the same base, the Reference Rate.

- New Advertiser
- New TV entrant
- Small business
- Collective Advertising
- "Food Charter" Collective Advertising
- General Interest Advertising
- Cultural advertising
- Film Industry Advertising
- Advertising after 8pm

NET Revenue Before Discount

- GTCs Rate

NET Revenue

1.1 Advertising

Terminology

France Télévisions (FTV) Channels

France Télévisions (FTV) channels include France 2, the national network of France 3 (hereinafter France 3 National), the regional network of France 3 (hereinafter France 3 Regions) and France 5.

Thematic Channels

Thematic channels include 13ème Rue, Boing, Boomerang, Boomerang+1, Cartoon Network, Disney Channel, Disney Channel+1, Disney Junior, DreamWorks, E! Entertainment, France 24 (Global signal), La Chaîne Météo, Maison & Travaux TV, Melody, MGG TV, Museum TV, MyZen TV, National Geographic, National Geographic Wild, Sport en France, Syfy, Toonami, Trace Vanilla, Trace Ayiti, Trace Caribbean, Trace Urban, TV5 Monde "FBS" and WarnerTV (or any other name that the Thematic Channels may adopt in the future). This list is subject to change at any time.

Channels

France 2, France 3 National, France 3 Regions, France 5 and the Thematic channels are managed by FranceTV Publicité.

Digital

Internet and mobile sites, mobile applications, HbbTV, Smart TV, IPTV and all non-linear digital broadcasting methods.

France Télévisions Revenue

"France Télévisions" revenue corresponds to revenue generated by France Télévisions (FTV) channels.

Classic Revenue

"Classic" revenue corresponds to revenue generated by France Télévisions channels and Thematic channels.

Thematic Revenue

"Thematic" revenue corresponds to revenue generated by Thematic channels.

Initial Rate

The Initial Rate corresponds to the rates in the schedule published by FranceTV Publicité based on the 30-second format.

1.1 Advertising

Terminology

Initial Revenue

Initial Revenue is the sum of the Initial Rate of purchased advertising space after application of the format index (see page 16).

Corrected Initial Rate

The Corrected Initial Rate is the Initial Rate after application of the format index and after deduction of any broadcasting incidents, solution adjustments or blocks.

Corrected Initial revenue

Corrected Initial Revenue is the sum of the Corrected Initial Rate for purchased advertising spaces.

Reference Rate

The Reference Rate is the Corrected Initial Rate after deduction of any rebates or rate adjustments.

Reference Revenue

Reference Revenue is the sum of the Reference Rate for purchased advertising space.

Net Rate Before Discount

The Net Rate Before Discount corresponds to the Reference Rate after application of rate reductions (see page 9).

Net Revenue Before Discount

Net Revenue Before Discount is the sum of the Net Rate Before Discount for purchased advertising space.

Net Rate

The Net Rate is the Net Rate Before Discount after the deduction of the GTCs rate (as defined on page 12).

Net Revenue

Net Revenue is the sum of the Net Rate for purchased advertising spaces.

1.1 Advertising

Rate Conditions

Rates are communicated based on the 30-second format. For any other duration, a conversion table is available on page 16. For France 2, France 3 and France 5. The rate for each advertising spot is determined according to the product's main sector code (Sector 1 rate, Sector 2 rate or Sector 3 rate) based on the rates published by FranceTV Publicité.

Unit Purchase

It is possible to buy advertising spots on all channels on a per unit basis. All advertisers have the possibility to choose among a set of rate conditions.

Rate Markups

Rate markups are calculated based on the Corrected Initial Rate. Their amount is added to the Corrected Initial Rate.

Preferential Placement within a slot

+20% markup on the Corrected Initial Rate for advertising space to reserve preferential placement in position A, B, C, X, Y or Z of an advertising slot.

Multi-SECODIP

+15% markup on the Corrected Initial Rate to present or mention several products or brands of the same advertiser or of another advertiser of the same group and falling under different sector codes within the same advertisement.

+15% markup on the Corrected Initial Rate to attribute an additional sector code to an advertisement.

Slot Exclusivity

+30% markup on the Corrected Initial Rate, per sector code, to reserve sector exclusivity within a slot.

The following are not eligible for this rate condition:

- slots on France 3 Regions ;
- sector family 16: Editing;
- sector family 32, class 01: Toys and games ;
- sector code 32 01 01 06: Video game consoles, software and accessories, online games;
- sector code 33 01 01 01: Radio stations ;
- sector code 49 02 08 01: Phone customization;
- sector code 49 03 01 02: Engines/portals, browsers, no guarantee of exclusivity;
- sector code 49 03 01 03: Web hosts.

Co-branding

+15% markup on the Corrected Initial Rate to present or mention multiple products or advertisers' brands in an advertisement.

Priority Scheduling

+15% markup on the Corrected Initial Rate of each advertising spot booked for priority processing of spot booking requests on schedule openings and for the programming of the advertisement in a preferential position within the requested slot.

Each time there is an opening in the schedule, requests to reserve advertising spots ("priority scheduling") will be given priority within the limits of schedule availability and will give access to a preferential position (A, B, C, X, Y or Z) within the advertising slots requested on France 2, France 3 and France 5. Priority scheduling is only valid for the sector code for which it has been reserved.

1.1 Advertising

Rate Conditions

However, if the advertiser wishes to change the sector code after booking, the new code must be accepted for all of the requested slots, taking into account schedule availability. Otherwise, the offer will be maintained as is or cancelled in accordance with paragraph "modification, cancellation of Orders" of the General Terms and Conditions of Sale of Advertising.

Any reservation of advertising space made within the framework of priority scheduling constitutes a binding and final purchase of advertising space. Notwithstanding the paragraph entitled "modification, cancellation of Orders" in the General Terms and Conditions of Sale of Advertising, cancellation by the buyer of a priority scheduling reservation with FranceTV Publicité will result in full billing for the reserved space thus released.

Screen skin

+ 30% markup on the Corrected Initial Rate for each advertising spot booked (excluding design and production costs) to set up a screen skin, priority access to the schedule and the programming of the advertisement in a guaranteed preferential position.

Screen skin means the creation of a specific transitional advertising screen (dividing seconds) between the channel's jingle and the first image of the advertisement inserted at the beginning of the advertising slot. Each time there is an opening in the schedule, screen skins are given priority in the schedule and guaranteed preferential placement in position A within the advertising slots requested on the channels France 2, France 3 National and France 5, subject to schedule availability.

Screen skins are accessible to all the advertising slots for the aforementioned channels. FranceTV Publicité Conseil is responsible for the design and production of the screen skin (the seconds between the channel's jingle and the advertisement). It is specified that the dividing seconds are to be reserved in addition to the format of the initial advertising message.

Any reservation of advertising space made within the framework of the Screen Trim constitutes a binding and final purchase of advertising space.

Notwithstanding the paragraph entitled "Modification, cancellation of Orders" in the General Terms and Conditions of Sale of Advertising, cancellation by the purchaser of a screen skin reservation with FranceTV Publicité will result in full billing for the reserved space thus released.

For any radical change in the program context or for any change in the rate resulting in a markup of more than 15% compared to the Corrected Initial Rate, the advertiser may cancel the package without penalty or keep it.

SORta

+ 30% markup on the Corrected Initial Rate of each advertising spot reserved for the broadcast of the advertiser's updated advertisement, priority access to the schedule and the programming of said advertisement in a preferential position. The technical costs of updating will be invoiced separately.

Within the framework of the SORta solution, the advertiser benefits from:

- FranceTV Publicité involvement in the advertisement before, during or after the broadcast of the program;
- priority access to the schedule;
- guaranteed preferential placement at schedule openings within the advertising slots requested on the channels France 2, France 3 National and France 5 within the limits of the availability of the schedule.

Any reservation of advertising space made within the framework of the SORta solution constitutes a binding and final purchase of advertising space. Notwithstanding the paragraph entitled "Modification, cancellation of Orders" in the General Terms and Conditions of Sale of Advertising, the cancellation by the buyer of a SORta reservation with FranceTV Publicité will result in full billing for the reserved space thus released.

1.1 Advertising

Rate Conditions

Rate Reductions

Rate reductions are calculated based on the Reference Rate. Their amount is deducted from the Reference Rate.

New Advertiser

Any advertisers who have not advertised on all of the media marketed by FranceTV Publicité, in 2021 and 2022 (excluding prizes), are eligible for a discount of -5% on the Reference Rate. However, advertisers who have benefited, in 2021 and/or 2022, from an exclusive non-profit ad spot on the "Grandes Causes" (Great Causes) channels are also entitled to the discount. Advertisers who change their legal or business names in 2023 are not considered new advertisers. Advertisers who market for a brand, in 2023, that has already been marketed for in 2021 and 2022 through another advertiser are not considered new advertisers. This discount cannot be combined with the new TV entrant discount.

New TV entrant

Any advertisers who have not advertised on a television service between 01/01/2020 and 31/12/2022, regardless of the publisher, are entitled to a discount of -7 % on the Reference Rate. Advertisers who change their legal or business names in 2023 will not be considered new TV entrants. This discount cannot be combined with the new advertiser discount.

Small business

Any group of advertisers whose national multi-media advertising budget for the year 2022 is less than 1,000,000 euros gross excluding taxes* will benefit from a 15% discount on the Reference Rate.

The qualification of small business is attributed by FranceTV Publicité after verification of the national multi-media advertising budget realized over the year 2022 by a group of advertisers thanks to the media-explorer software. This discount cannot be combined with other discounts except for the new advertiser and TV entrant discounts.

Collective Advertising

Any advertisers eligible for collective advertising are entitled to a -5% discount on the Reference Rate.

Collective advertising is used to promote a sector of activity, a group of professionals, or a category of products or services presented under their generic designation (example: dairy products). The qualification of collective campaign is attributed by FranceTV Publicité after studying the client file (see Collective Advertising sheet). This discount cannot be combined with other discounts except for the new advertiser and new TV entrant discounts.

"Food Charter" Collective Advertising

Any advertisers eligible for "Food Charter" Collective Advertising are entitled to a -7% discount on the Reference Rate.

"Food Charter" Collective Advertising is used to promote a category of food products or services other than beverages with added sugars, salt or synthetic sweeteners and manufactured food products. The qualification of "Food Charter" collective campaign is attributed by FranceTV Publicité after studying the client file. This discount cannot be combined with other discounts except for the new advertiser and new TV entrant discounts.

* budget in euros gross excluding taxes, excluding Internet display and regional press (source Kantar Media - Pluri Explorer processing - data as of January 31, 2023)

1.1 Advertising

Rate Conditions

General Interest Advertising

Those entitled to a -5% discount on the Reference Rate include:

- campaigns for charitable and humanitarian organizations;
- information campaigns by administrations or ministries;
- government information campaigns, i.e., Government Information Service (SIG) campaigns.

This discount cannot be combined with other discounts except for the new advertiser and new TV entrant discounts.

Cultural advertising

Campaigns aimed at promoting a cultural or social activity with educational content, excluding activities with a primarily commercial purpose, benefit from a -5% discount on the Reference Rate. The qualification of cultural campaign is attributed by FranceTV Publicité after studying the client file. The presence of logos or the mention of partners is authorized provided that it is discreet (less than 3 seconds and less than 1/6 of the screen size) and that the partners concerned do not belong to sectors prohibited from television advertising. This discount cannot be combined with other discounts except for the new advertiser and new TV entrant discounts.

Film Industry Advertising

Campaigns to promote a film are eligible for a discount on the Reference Rate. The qualification of Film Industry campaign is attributed by FranceTV Publicité after studying the client file (see Film Industry Advertising Certificate).

This discount cannot be combined with rate reductions or the GTCs rate.

Film Production Budget	FTV channels		Thematic Channels
	Schedule openings	At 2 weeks	No scheduling constraints
< €5M	-67%	-72%	-82%
between €5M and €7M	-57%	-67%	-72%
> = €7M	-52%	-62%	-67%

Advertising after 8pm

Those entitled to a -5% discount on the Reference Rate include advertisers who meet both of the following conditions:

- Weight of 2023 net revenue from classic advertising after 8pm greater than or equal to 50%;
- 2023 net revenue from classic advertising less than or equal to €200,000.

1.1 Advertising

Rate Conditions

Solution Purchases

Solutions are unique to the client and cannot be recreated. Their compositions are the exclusive responsibility of FranceTV Publicité, which reserves the right to modify solutions at any point over the course of the year. No purchases made in the form of a solution can be modified after the fact.

Programmatic.tv offers marketed on a CPM basis (...) do not qualify for the GTCs rate and rate conditions.

Exclusive Offers

These offers allow advertisers to purchase national classic TV slots commercialized in Net, with a rate per slot and per day and exclusively on the online purchase platform ADspace.

These offers do not benefit from any rate reductions, nor from the GTCs rate and do not participate in the calculation of the GTCs rate.

1.1 Advertising

GTCs Rate

The GTCs Rate is made up of 5 sliding scale discounts that are added together to determine the GTCs Rate that applies to Net Revenue before discounting classic TV space of the France Télévisions channels and the Theme channels.



Excluded from the scope of application of the GTCs rate are purchases benefiting from the "Film Industry advertising" discount, purchases of Garanty and Garanty+ solutions, purchases of programmatic.tv, adressable.tv, exclusive offers and offers published in Net excluding tax.

However, purchases of Garanty, Garanty+, programmatic.tv and adressable.tv solutions are included in the calculation of the GTCs rate.

Volume Sliding Scale

Any advertiser investing a volume of Net Revenue in 2023 on all media marketed by FranceTV Publicité (excluding prizes) is entitled to a sliding scale discount, according to the following:

NET REVENUE 2023 - IN EUROS CLASSIC TV SPACE - SPONSORSHIP - DIGITAL (EXCLUDING PRIZES)	VOLUME SLIDING SCALE
From 0 to 39,999	0.00%
From 40,000 to 99,999	-1.00%
From 100,000 to 199,999	-2.00%
From 200,000 to 299,999	-3.50%
From 300,000 to 499,999	-4.50%
From 500,000 to 899,999	-6.00%
From 900,000 to 1,499,999	-7.50%
From 1,500,000 to 2,499,999	-9.00%
From 2,500,000 to 3,999,999	-10.00%
From 4,000,000 to 5,499,999	-11.50%
From 5,500,000 to 6,999,999	-12.50%
From 7,000,000 to 8,499,999	-13.50%
From 8,500,000 to 9,999,999	-15.00%
10,000,000 and above	-18.00%

1.1 Advertising

GTCs Rate

Off-Peak Sliding Scale

Any advertiser investing a volume of Net Revenue in classic TV space in 2023 in off-peak periods (January, February, May, July and from 1 to 20 August) on France Télévisions' channels is entitled to a sliding scale discount, according to the following:

NET REVENUE OFF-PEAK PERIODS 2023 ON FTV CHANNELS IN CLASSIC TV SPACE IN EUROS	OFF-PEAK SLIDING SCALE
From 0 to 29,999	0.00%
From 30,000 to 69,999	-0.80%
From 70,000 to 99,999	-0.90%
From 100,000 to 149,999	-1.10%
From 150,000 to 199,999	-1.30%
From 200,000 to 249,999	-1.50%
From 250,000 to 349,999	-1.80%
From 350,000 to 449,999	-2.00%
From 450,000 to 599,999	-2.20%
From 600,000 to 999,999	-2.80%
From 1,000,000 to 1,299,999	-3.20%
From 1,300,000 to 1,749,999	-3.50%
From 1,750,000 to 2,249,999	-3.80%
From 2,250,000 to 2,999,999	-4.30%
3,000,000 and above	-4.80%

France 3 Regions Sliding Scale

Any advertiser investing Net Revenue in classic TV space in 2023 on France 3 Regions - excluding investment in Local Prime Slots - is entitled to a sliding scale discount, according to the following:

2023 NET REVENUE ON FRANCE 3 REGIONS (EXCLUDING SOPRIME) INVESTED IN CLASSIC TV SPACE VS. 2023 NET REVENUE ON FTV AND THEMATIC CHANNELS INVESTED IN CLASSIC TV SPACE AS A % OF NET REVENUE	FRANCE 3 REGIONS SLIDING SCALE
From 0.00% to 1.99%	0.00%
From 2.00% to 4.99%	-2.00%
From 5.00% to 9.99%	-2.50%
From 10.00% to 19.99%	-3.00%
From 20.00% to 49.99%	-4.00%
From 50.00% to 69.99%	-5.00%
From 70.00% to 89.99%	-8.00%
From 90.00% to 100.00%	-10.00%

1.1 Advertising

GTCs Rate

Thematic Channels Sliding Scale

Any advertiser investing Net Revenue in classic TV space in 2023 on the Thematic Channels is entitled to a sliding scale discount, according to the following:

2023 NET REVENUE ON THEMATIC CHANNELS INVESTED IN CLASSIC TV SPACE VS. 2023 NET REVENUE ON FTV AND THEMATIC CHANNELS INVESTED IN CLASSIC TV SPACE IN %	THEMATIC CHANNELS SLIDING SCALE
From 0.00% to 0.99%	0.00%
From 1.00% to 1.99%	-1.00%
From 2.00% to 2.99%	-1.20%
From 3.00% to 3.99%	-1.30%
From 4.00% to 5.99%	-1.40%
From 6.00% to 7.99%	-2.50%
From 8.00% to 8.99%	-3.00%
From 9.00% to 10.99%	-3.70%
From 11.00% to 11.99%	-4.50%
From 12.00% to 13.99%	-5.00%
From 14.00% to 15.99%	-5.50%
From 16.00% to 17.99%	-6.00%
From 18.00% to 19.99%	-6.50%
20.00% and above	-7.00%

Digital Sliding Scale

Any advertiser investing a Net Digital Revenue* of €10,000 or more in 2023 is entitled to a sliding scale discount according to the following:

2023 NET DIGITAL REVENUE* VS. NET CLASSIC REVENUE 2023 + NET DIGITAL REVENUE* 2023 IN %	DIGITAL SLIDING SCALE
From 0.00% to 3.99%	0.00%
From 4.00% to 6.99%	-0.50%
From 7.00% to 9.99%	-1.50%
From 10.00% to 14.99%	-2.50%
From 15.00% to 19.99%	-3.50%
20.00% and above	-3.80%

* Excluding Net Digital Revenue from sponsorships

1.1 Advertising

Programming information and timeframes

Schedule openings for unit purchases on France Télévisions Channels:

BROADCASTING PERIODS	RATE PUBLICATION	SCHEDULE OPENING	
		OPENING	RESPONSE
January – February 2023	October 18, 2023	November 15, 2022	November 29, 2022
March – April 2023	December 6, 2023	January 13, 2023	January 30, 2023
May – August 20, 2023	February 14, 2023	March 17, 2023	April 3, 2023
August 21– November 5, 2023	May 9, 2023	June 2, 2023	June 19, 2023
November 6 – December 2023	June 27, 2023	September 8, 2023	September 25, 2023

Programming Timeframes:

UNIT PURCHASE	Programming at schedule openings
Garanty	Between T-2 Weeks and T-4 weeks of wave start
Garanty+	Programming at schedule openings

1.1 Advertising

Programming information and timeframes

Editing Time

This schedule is given as an indication only. FranceTV Publicité reserves the right to modify programming and editing timeframes (long weekends, holidays, etc.).

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Editing time	National Editing	+2	+2 / +3	+3 / +4	+4	+4
	Regional / Thematic channel Editing	+4 / +5	+5	+5 / +6	+6	+6

2023 Rate indices by format

SECONDS		2	3	4	5	6	7	8	9	10	11	12	13	14	15
INDEX		29	35	39	43	48	53	56	58	61	64	68	73	76	80
SECONDS	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
INDEX	81	86	88	89	92	93	93	94	95	96	97	97	98	99	100
SECONDS	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
INDEX	118	122	128	136	141	146	151	156	162	168	173	178	182	186	191
SECONDS	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
INDEX	195	198	202	205	216	220	222	227	235	243	246	251	259	268	275

For formats larger than 60", add 5 to the index for each additional second.

1.2

COMMERCIAL TERMS AND CONDITIONS FOR SPONSORSHIP

Broadcasting between January 1, 2023 and December 31, 2023

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1.2 Sponsorship

Breakdown of 2023 Revenue from sponsorship on France Télévisions

Initial Revenue

Initial variations

(applied cumulatively to the Initial Rate in the order below):

- Incidents
- Rebates
- Game module
- Solutions

Reference revenue

Rate Conditions (x% of the Reference Rate)

Rate Increases

- Multi-brand
- Multi-advertiser
- Seasonal Sept-Dec
- Soreach Priority Scheduling
- Sector Exclusivity
- Preferential Placement

Rate Reductions

- New Advertiser
- Seasonal Summer
- Coupling Discount

All rate conditions apply to the same base, the Reference Rate.

NET Revenue Before Discount

- GTCs Rate

NET Revenue

1.2 Sponsorship

Terminology

France Télévisions (FTV) Channels

France Télévisions (FTV) Channels include France 2, France 3 National, France 3 Regions, France 4 and France 5.

Thematic Channels

Thematic channels include 13ème Rue, Boing, Boomerang, Boomerang+1, Cartoon Network, Disney Channel, Disney Channel +1, Disney Junior, DreamWorks, E! Entertainment, France 24 (Global signal), La Chaîne Météo, Melody, MGG TV, Museum TV, MyZen TV, National Geographic Wild, National Geographic, Syfy, TCM Cinéma, Toonami, TV5 Monde "FBS" and WarnerTV (or any other name that the Thematic Channels may adopt in the future). This list is subject to change at any time.

Channels

France 2, France 3 National, France 3 Régions, France 4, France 5 and the Thematic Channels are managed by FranceTV Publicité.

Digital

Internet and mobile sites, mobile applications, HbbTV, smart TV, IPTV and all non-linear digital broadcasting methods.

Solutions consist of a set of sponsorship campaigns.

France Télévisions Revenue

"France Télévisions" revenue corresponds to revenue generated by France Télévisions (FTV) channels.

Thematic Revenue

"Thematic" revenue corresponds to revenue generated by the Thematic Channels.

Initial Rate

The Initial Rate corresponds to the rates in the offer published by FranceTV Publicité.

Initial Revenue

Initial Revenue is the sum of the Initial Rate of the purchased sponsorship offers.

Reference Rate

The Reference Rate corresponds to the Initial Rate after the deduction of any broadcasting incidents, rebates or solution adjustments.

Reference Revenue

Reference Revenue is the sum of the Reference Rate of the purchased sponsorship offers.

Net Rate Before Discount

The Net Rate Before Discount corresponds to the Reference Rate after the application of the Rate conditions.

Net Revenue Before Discount

The Net Revenue Before Discount is the sum of the Net Rate Before Discount of the purchased sponsorship offers.

Net Rate

The Net Rate is the Invoiced Rate after deduction of the GTCs Rate, as defined on page 22.

Net Revenue

Net revenue is the sum of the Net Rate of the purchased sponsorship offers.

1.2 Sponsorship

Rate Conditions

Unit Purchase

All advertisers have the possibility of choosing from a set of products called rate conditions calculated based on the Reference Rate. The amount of the corresponding markups or discounts is added to or deducted from the Reference Rate.

Rate Markups

Multi-brand

+35% markup to present or mention several brands of the same advertiser in the same Sponsorship Operation.

Multi-advertiser

+35% markup to present or mention several advertisers in the same Sponsorship Operation.

Seasonal Sept-Dec

+10% markup for all sponsorship programs carried out on France Télévisions channels during the September/December period.

Soreach Priority Scheduling

+20% markup for priority processing of Soreach solution reservation requests at schedule openings. Any Soreach reservation made within the framework of Soreach Priority Scheduling constitutes a binding and final sponsorship purchase. Notwithstanding the paragraph entitled "Modification, cancellation of Orders" in the General Terms and Conditions of Sale of Advertising, cancellation by the buyer of a Soreach Priority Scheduling reservation with FranceTV Publicité will result in full billing for the reserved

solution thus released.

Sector Exclusivity

+30% markup to exclude other varieties of the same sector (corresponding to the last two digits of the secodip code) on a co-partnership offer.

Preferential Placement

FranceTV Publicité retains control over the programming and running order of sponsors. Preferential placement allows the advertiser to choose the positioning of its campaign. +15% markup to choose the placement of a co-partnership sponsorship campaign (excluding Soreach Offers).

1.2 Sponsorship

Rate Conditions

Rate Reductions

New Advertiser

Any advertisers who have not advertised on media marketed by FranceTV Publicité, in 2021 and 2022 (excluding prizes), are entitled to a discount of -5% on the Reference Rate. Advertisers who change their legal or business names in 2023 are not considered new advertisers. Advertisers who market for a brand, in 2023, that has already been marketed for in 2021 and 2022 through another advertiser are not considered new advertisers.

Seasonal Summer

-10% discount for all sponsorship programs carried out on France Télévisions channels in July and August.

Coupling Discount

Advertisers who make a combined purchase under the following conditions are entitled to a -5% discount on the Reference Rate:

- Any advertiser who has entered into a Sponsorship Operation is entitled to this discount on the purchase of a Prize Operation within the same program. The discount is applied only to the prize part.
- Any advertiser who has entered into a Prize Operation is entitled to this discount on the purchase of Sponsorship space within the same program.

Solution Purchases

Solutions consist of a set of sponsorship campaigns that are offered at a single price. Any purchases made in the form of solutions cannot be modified after the fact. Solution purchases are eligible for a rate adjustment to reach the solution price. They benefit from the GTCs rate but cannot benefit from any other pricing conditions offered by FranceTV Publicité.

ADspace Sponsorship Offers

These offers allow you to buy Soreach offers as well as Sponsorship packages marketed in Net, and exclusively on the ADspace online purchase platform.

These offers do not benefit from any rate reductions, nor from the GTCs rate and do not figure in the calculation of the GTCs rate.

1.2 Sponsorship

GTCs Rate

The GTCs rate is composed of a sliding scale discount: the Volume Sliding Scale Discount.
The sliding scale rate obtained applies to France Televisions Channels and Thematic Channels Net Revenue Before Discount.

Exclusive offers do not figure in the calculation of the GTCs Rate and are excluded from its scope of application.

Volume Sliding Scale

Any advertiser investing a volume of 2023 Net Revenue on all media marketed by FranceTV Publicité (excluding prizes) will benefit from a sliding scale discount, according to the following:

2023 NET REVENUE - IN EUROS CLASSIC TV SPACE - SPONSORSHIP - DIGITAL (EXCLUDING PRIZES)	VOLUME SLIDING SCALE
From 0 to 39,999	0.00%
From 40,000 to 99,999	-1.00%
From 100,000 to 199,999	-2.00%
From 200,000 to 299,999	-3.50%
From 300,000 to 499,999	-4.50%
From 500,000 to 899,999	-6.00%
From 900,000 to 1,499,999	-7.50%
From 1,500,000 to 2,499,999	-9.00%
From 2,500,000 to 3,999,999	-10.00%
From 4,000,000 to 5,499,999	-11.50%
From 5,500,000 to 6,999,999	-12.50%
From 7,000,000 to 8,499,999	-13.50%
From 8,500,000 to 9,999,999	-15.00%
10,000,000 and above	-18.00%

1.3

COMMERCIAL TERMS AND CONDITIONS FOR DIGITAL

Broadcasting between January 1, 2023 and December 31, 2023

• Breakdown of 2023 revenue	24
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1.3 Digital

Breakdown of 2023 Revenue for digital

Initial Revenue

Initial variations

(applied cumulatively to the Initial Rate in the order below):

- Incidents
- Rebates
- Solutions

Reference Revenue

Rate Conditions (x% of the Reference Rate)

Rate Markups

- Format Exclusivity
- Targeting
- Formats
- Co-branding
- IPTV exclusion
- First Look

Rate Reductions

- New Advertiser
- New digital partner

Net Revenue Before Discount

- GTCs Rate

Net Revenue

1.3 Digital Terminology

Mobile Sites and Applications *

france.tv (including Francetvslash); francetvinfo.fr (including france3-regions.francetvinfo.fr; la1ere.francetvinfo.fr; francetvinfo.fr/sports); lamaisondesmaternelles.fr; allodocteurs.fr, Brut.media, Radio France (for video formats only: radiofrance.fr; francebleu.fr, franciculture.fr, franceinter.fr); ina.fr (for video formats only); meteofrance.com; meteofrance.gp; meteofrance.gf; meteofrance.mq, meteofrance.pm, meteofrance.re, meteofrance.yt, meteo.pf, tv5monde.com, afrique.tv5monde.com, revoir.tv5monde, tv5mondeplus.com, france24.com, mc-doualiya.com, mytaratata.com, 13emerue.fr, syfy.fr, fr.eonline.com, gp.trace.fm, gy.trace.fm, mq.trace.fm, re.trace.fm, athletics.eurovisionports.tv

Digital

Internet and mobile sites, mobile applications, HbbTV, connected TV (smart TV), IPTV and all methods of non-linear digital broadcasting.

Cost Per Thousand (CPM) means the cost of purchasing advertising space on the Digital Network on the basis of one thousand (1,000) Page Views with Advertising as defined below, or in practice one thousand (1,000) impressions.

Page Viewed With Advertising (PAP) refers to the number of web pages of a Digital medium that are fully downloaded by a user and on which one or more advertisements appear.

Cost Per View (CPV) is the cost of purchasing digital advertising space on a per impression basis.

Cost Per Visible Hour (CPHV) is an advertising billing method whereby digital advertising space is billed to the advertiser based on cumulative visible exposure time in hours (with a video ad exposure time ≥ 20 seconds).

VCPM refers to Visible CPM, a CPM-based billing method where only visible ads are charged.

Cost Per Click (CPC) refers to the cost of purchasing advertising space on the Digital market, based on the number of clicks on an ad.

General Rotation (RG) is a broadcasting method used for digital advertising content which consists of broadcasting or displaying the content randomly on all digital platforms.

*This list is subject to change at any time.

1.3 Digital Terminology

Digital Revenue

Digital Revenue corresponds to Revenue realized on Digital platforms.

Initial Rate

The Initial Rate corresponds to the rates in the offer published by FranceTV Publicité.

Initial revenue

Initial Revenue is the sum of the Initial Rate of the purchased advertising space and sponsorships.

Reference Rate

The Reference Rate corresponds to the Initial Rate after the deduction of any broadcasting incidents, rebates or Solutions adjustments.

Reference revenue

Reference Revenue is the sum of the Reference Rates for purchased advertising space and sponsorships.

Net Rate Before Discount

The Net Rate Before Discount corresponds to the Reference Rate after the application of the Rate conditions.

Net Revenue Before Discount

Net Revenue Before Discount is the sum of the Net Rate Before Discount for purchased advertising space and sponsorships.

Net Rate

The Net Rate is the Net Rate Before Discount after the application of the GTCs Rate.

Net Revenue

Net Revenue is the sum of the Net Rate for purchased advertising spaces and sponsorships.

*These lists are subject to change at any time.

1.3 Digital

Rate Conditions

Rates are subject to seasonal adjustments and may be revised to reflect changes in audience data. FranceTV Publicité reserves the right to modify the rate schedule on the occasion of exceptional events and the right to grant discounts on rates after broadcasting due to exceptional circumstances. Rates are available on our website www.francetvpub.fr. A conversion table for the duration rate indices applicable to video streams is available on page 30.

Our marketing methods

FranceTV Publicité offers several marketing methods:

- based on CPM (cost per thousand);
- based on CPV (cost per view) ;
- based on VCPM (visible CPM);
- based on CPHV (cost per Visible Hour) ;
- based on CPC (cost per click);
- as part of a Package.

Unit Purchase

All advertisers have the possibility of choosing from among a set of rate conditions calculated based on the Reference Rate. The amount of the corresponding markups or discounts is added to or deducted from the Reference Rate.

Rate Markups

Format Exclusivity

A markup will be applied for a 100% share of voice (PDV) on a format. Pages viewed with advertisements (PAPs) distributed under Format Exclusivity may not be spread out over the period specified in the Insertion Order.

Format Exclusivity on share of voice is guaranteed until all PAPs are consumed. In the event that the PAPs are fully consumed before the end of the period covered by the Format Exclusivity, the advertiser may be entitled, subject to investing an additional budget, to an extension of the Format Exclusivity until the end of said period. (Please contact us for more information).

Targeting

TARGETING CRITERIA		APPLICABLE MARKUP
Time/day/address targeting IP – geolocation, browsers, FAI, Operating System, platform (PC/IPTV/mobile/TVC)	1 to 2 targeting criteria	+15 %
	Starting at 3 targeting criteria	+40 %
PREDICTIVE BEHAVIORAL TARGETING		+20 %

Formats

+20% markup to broadcast rich media formats (expand, HTML 5, enhanced spot).

Co-branding

+15% markup to present or mention several products or advertisers' brands in a video format (pre-roll and/or billboard).

IPTV exclusion

+20% markup to exclude IPTV devices from a campaign.

First Look

+15% markup to be featured in First Look.

1.3 Digital

Rate Conditions

Rate Reductions

Rate reductions are calculated based on the Reference Rate. Their amount is deducted from the Reference Rate.

New Advertiser

Any advertisers who have not advertised on all media marketed by FranceTV Publicité in 2021 and 2022 (excluding prizes), are eligible for a discount of -8% on the Reference Rate.

Advertisers who change their legal or business names in 2023 are not considered new advertisers. Advertisers who market for a brand, in 2023, that has already been marketed for in 2021 and 2022 through another advertiser are not considered new advertisers. This discount cannot be combined with the "New Digital Partner" discount.

New Digital Partner

Any advertisers who have not advertised on digital platforms marketed by FranceTV Publicité in 2021 and 2022 (via private contract) are entitled to a -8% discount on the Reference Rate. Advertisers who change their legal or business names in 2023 will not be considered new digital partners. Advertisers who market for a brand, in 2023, that has already been marketed for in 2021 and 2022 through another advertiser are not considered new digital partners. This discount cannot be combined with the "New Advertiser" discount.

Solution Purchases

Solutions consist of a set of digital campaigns that are offered at a single price (Reference Rate). Any purchases made in the form of solutions cannot be modified after the fact. Solution purchases are eligible for rate reductions in order to reach the solution price. They are eligible for the GTCs rate but are not eligible for any rate conditions offered by FranceTV Publicité.

1.3 Digital

GTCs Rate

The GTCs rate is composed of a sliding scale: the Volume Sliding Scale Discount per insertion order.
The sliding scale discount obtained is applied to the Invoiced Digital Revenue.

Volume Sliding Scale

Any advertiser investing a volume of Net Digital Revenue (including addressable.tv) in 2023 per insertion order is eligible for a sliding scale discount, according to the following:

2023 NET DIGITAL REVENUE PER INSERTION ORDER IN EUROS	VOLUME SLIDING SCALE
From 0 to 4,999	0%
From 5,000 to 9,999	-5%
From 10,000 to 19,999	-10%
From 20,000 to 39,999	-15%
From 40,000 to 69,999	-25%
From 70,000 to 99,999	-30%
From 100,000 to 149,999	-35%
150,000 and above	-40%

1.3 Digital Information

The duration rate indices applicable to video streams for 2023 are as follows:

DURATION IN SECONDS	FORMAT INDEX
15	90
16	92
17	94
18	98
19	99
20	100
21	102
22	104
23	106
24	109
25	110
26	112
27	114
28	116
29	119
30	120

DURATION IN SECONDS	FORMAT INDEX
31	143
32	149
33	155
34	161
35	168
36	175
37	182
38	188
39	195
40	201
41	206
42	211
43	216
44	221
45	226

DURATION IN SECONDS	FORMAT INDEX
46	231
47	236
48	243
49	248
50	253
51	258
52	265
53	271
54	278
55	284
56	292
57	300
58	308
59	315
60	323

For format indices > 60 sec.: Contact Us

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ADDITIONAL INFORMATION



Additional information

To be noted

Certificate of mandate

Any advertiser or group of advertisers using the services of an agent will be required to provide a certificate of mandate prior to booking:

- Electronically, with digital signature, once it has been registered with and communicated by the MyMandat platform, published by EDIPUB;
- according to the model published by FranceTV Publicité (published on the www.francetvpub.fr website), duly completed and signed, on the advertiser's letterhead. An original copy of this document must be sent via e-mail to mandat@francetvpub.fr and by mail to France Télévisions Publicité (ADV), 64-70 avenue Jean-Baptiste Clément - 92641 Boulogne-Billancourt Cedex.

Since the certificate of mandate is established for a period of one year, it is necessary to produce a new certificate of mandate for the current year, even if the mandate is unchanged from the prior year.

Scope

Advertising investments made by companies belonging to the same group may be retained within the scope of the application of FranceTV Publicité's Commercial Terms and Conditions, subject to the provisions of this Article. A group of advertisers can only be formed between a parent company and its controlled subsidiaries within the meaning of Article L 233-3 I - 1 of the French Commercial Code and provided that the accounts of the controlled companies are fully consolidated with those of the parent company. Any request to form a group of advertisers must be sent to the sales administration department of France Télévisions Publicité, 64-70 avenue Jean-Baptiste Clément- 92641 Boulogne-Billancourt, before January 1 of the current year or at the latest one month before the date of the first broadcast of an advertisement on behalf of a company belonging to the group of advertisers making the request.

The application must be signed by the legal representative of the parent company or by any person expressly authorized by them. The application must include:

- a detailed list of the entities of the group of advertisers: legal name, corporate form, head office, SIREN and RCS and VAT numbers;
- intracommunity, legal representative, billing address, list of products, services or brands concerned;
- a copy of the group's consolidated accounts and accounting notes;
- a document (organization chart) presenting the group as a whole and summarizing the capital links between the companies of the group of advertisers and their parent company;
- a declaration by the parent company under the terms of which it guarantees the acceptance of the consolidation and its consequences by all of its subsidiaries and releases FranceTV Publicité from any responsibility to claim or dispute in this respect.

Approval for the total or partial consolidation of investments will be accorded by FranceTV Publicité taking into account the client file presented.

Advertiser groups formed for the previous year are automatically renewed unless their scope has changed, or they are terminated before December 31 of the previous year. Any change in the scope of consolidation of an advertiser group must be notified to France Télévisions Publicité without delay by the legal representative or any person authorized to make such a change.

All the entities of the group of advertisers remain advertisers and continue to receive invoices for their purchases. Consolidation only takes place when calculating and settling commercial discounts. Discounts are allocated in proportion to each subsidiary's contribution to the group's revenue.

Additional information

To be noted

Application of the rate conditions

Rate conditions will be applied to each advertisement.

Special conditions

In return for the advertiser's subscription to a binding and final contractual commitment for the calendar year concerning its advertising investments, FranceTV Publicité will apply the GTCs Rate to each advertisement. In the event of the Advertiser's failure to comply with the payment deadlines mentioned on FranceTV Publicité's invoices, or if the Advertiser's fulfillment of its commitments proves to be manifestly impossible, FranceTV Publicité may suspend application of the discount resulting from the GTCs Rate without prior notice, and demand immediate reimbursement of the benefits unduly paid, plus a 15% penalty.

Digital invoicing

Invoices and credit notes shall be drawn up electronically, within the meaning of Article 289 VII 2° of the French General Tax Code, by FranceTV Publicité on behalf of the advertiser. The Buyer's signature of the contracts for the sale of advertising space subscribed to by the Buyer shall constitute its agreement to electronic invoicing in the absence of opposition formulated by the Buyer. It is reminded that the advertiser and/or the Agent remain solely responsible for (1) verifying the electronic signature affixed to the invoices by means of the verification data contained in the electronic certificate, (2) verifying the authenticity and validity of the certificate attached to the electronic signature and, finally, (3) storing and archiving the invoice and the signature and certificate attached to it.

Financial Extranet

This tool provides duplicate invoices online. To obtain access codes, please send the access request form (available at www.francetvpub.fr) via e-mail to the following address:

facturation@francetvpub.fr



Contacts

Tél. : +33 (0)1 56 22 62 00
www.francetvpub.fr

FRANCE TÉLÉVISIONS PUBLICITÉ
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