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## **Introduction**

This Rate Card sets out the principal financial terms on which persons (usually companies) who are not members of BARB may subscribe to the BARB Television Audience Measurement Service. It is supplemental to BARB's Subscriber Agreement, which sets out the detailed terms applicable to the supply of the Service and which must be entered into, or otherwise accepted, by anyone who wishes to become a Subscriber.

Definitions of the words and expressions which are capitalised in this Rate Card are set out in the Subscriber Agreement. Any capitalised words and expressions in this Rate Card which are not defined in the Subscriber Agreement shall bear their ordinary and natural meaning.

There are a variety of tariffs available, depending on the nature of a Subscriber's business and its intended use of the Data. In some instances a Subscriber may be required to pay fees for more than one category of usage. Please contact BARB to discuss registration and subscription for any category of business not covered herein.

## **Section 1                      BARB Registration Fees**

### **1.1      Annual Registration Fee**

A non-refundable Registration Fee of **£5,910** is payable annually in advance by all Subscribers which are not members of a Group Registration Scheme. Where a person becomes a Subscriber after January in any year, the amount payable is reduced pro rata to the number of months in the year during any part of which the person is a Subscriber.

Where two or more Subscribers are members of the same Corporate Group, they must each pay a separate Registration Fee.

A summary of the BARB Establishment Survey and the BARB weekly reports are included in the Registration Fee, available on request.

## **1.2 Group Registration Schemes**

### **1.2.1 Full Group Registration Scheme**

Subscribers with Clients which are not registered with BARB and to which they wish to provide BARB-Related Services for Internal Purposes only may elect to set up and administer a Full Group Registration Scheme for such Clients.

Clients registered through a Full Group Registration Scheme are treated as Subscribers and therefore eligible for access to BARB Data. They are bound by all the obligations of and terms applicable to those Subscribers who have entered into Subscriber Agreements, except that they may only use BARB-Related Services for Internal Purposes. It is the responsibility of such Subscribers to ensure that their Clients are aware of, and formally agree to be bound by, these obligations and terms. If any Client itself wishes to provide any BARB-Related Services, it must register separately with BARB as an individual Subscriber and enter into a Subscriber Agreement.

Membership of a Full Group Registration Scheme costs **£3,970** per member per annum for a minimum of 15 members, payable annually in advance by the Subscriber who sets up and administers the scheme. A summary of the BARB Establishment Survey and the BARB weekly reports are included in the Registration Fee, available on request. The Registration Fee is non-refundable. Where a Client becomes a member of a Full Group Registration Scheme in the course of any year, the Registration Fee payable for that Client in respect of that year shall be reduced pro rata to the number of months in the year during any part of which the Client is a member of the scheme. A Licence Fee, detailed in 2.4.2, for the provision of BARB-Related Services to the members is payable by the Subscriber who administers the scheme. The scheme administrator is obliged to supply BARB or its solicitors with a list of the members of the scheme in accordance with the Subscriber Agreement.

### **1.2.2 Limited Group Registration Scheme**

Subscribers with Clients which are not registered with BARB and to which they wish to provide BARB-Related Services consisting only of estimates of advertising expenditure derived from BARB Data for Internal Purposes only may elect to set up and administer a Limited Group Registration Scheme for such Clients.

Clients registered through a Limited Group Registration Scheme are not eligible to receive any other BARB-Related Services, are bound by all the obligations of and terms applicable to those Subscribers who have entered into Subscriber Agreements, and may only use such estimates for Internal Purposes. It is the responsibility of Subscribers to ensure that their Clients are aware of, and formally agree to be bound by, these obligations and terms.

Membership of a Limited Group Registration Scheme costs **£200** per member per annum for a minimum of 20 members, payable annually in advance by the Subscriber who sets up and administers the scheme. The registration fee is non-refundable. Where a Client becomes a member of the scheme in the course of any year, the amount for that Client in respect of that year shall be reduced pro rata to the number of months in the year during any part of which the Client is a member of the scheme.

In addition, an annual Licence Fee of **£130** per client for the sale of such advertising expenditure data to the members is payable by the Subscriber who administers the scheme.

### **1.2.3 Limited Access Registration**

This is exclusively for persons which are not otherwise Subscribers and which may wish to purchase a limited amount of BARB-Related Services from a Subscriber in category 4. In return for the appropriate BARB registration fee as set out below, Limited Access is available to a person which has a combined expenditure with all Subscribers in category 4 of no more than **£10,000** on BARB-Related Services in a calendar year. The data and/or information acquired may only be used for Internal Purposes by the purchaser which will be bound by all the obligations of and terms applicable to those Subscribers who have entered into Subscriber Agreements. BARB Establishment Surveys and/or weekly reports are not included in the cost of a Limited Access Registration but are available to purchase (for prices please refer to Section 3). Subscribers which wish to supply BARB-Related Services pursuant to a Limited Access Registration are required to check with BARB whether the Client is eligible for such access before doing so and to inform BARB immediately a Client is registered by this method, stating the name of the Client and the amount payable by the Client for the BARB-Related Services purchased, accompanied by a remittance for the registration fee due. Limited Access Registration is referred to as Ad Hoc Registration in the Subscriber Agreement.

Combined annual expenditure on BARB-Related Services	BARB Registration Fee
Up to £500	<b>£50</b>
Over £500 up to a maximum of £10,000	<b>10% of expenditure</b>

## Section 2 Annual Subscriptions and Licence Fees

### Category 1 BARB reported television channels

2.1.1 Annual Registration Fee for each broadcaster Subscriber: **£5,910**

2.1.2 Channel Set-Up Fee **£4,100**

This is a non-refundable one-off fee payable in respect of each separately reported television channel. It is payable in full on submission of the completed Subscriber application form and thereafter on each occasion that a channel becomes newly reported by BARB.

2.1.3 Annual Subscription for each separately reported television channel, based on share of Total UK Television Viewing (rounded to 2 decimal places), all individuals 4+.

Share of Total UK Television Viewing %	Annual Subscription £
under 0.05	<b>24,800</b>
0.05 to 0.49	<b>49,600</b>
0.50 to 0.99	<b>99,200</b>
1.00 to 1.49	<b>148,800</b>
1.50 to 1.99	<b>198,400</b>
2.00 to 2.49	<b>248,000</b>

Subscriptions for channels with a share of Total UK Television Viewing in excess of 2.49% are available from BARB on request.

Subscriptions are calculated annually in advance and are payable in four equal instalments during the relevant year, the first instalment being due on 1 January in that year.

The Subscription for each channel for each year will be calculated by reference to the average share of Total UK Television Viewing of that channel for the period of 12 months expiring 30 June in the preceding year ("the base period").

Where, however, that calculation is not possible because the channel was not reported by BARB until after the start of the base period, the average share will be calculated quarterly by reference to the most recent figures that are available to BARB (covering a period not exceeding 12 months) and each quarterly instalment will be calculated at the annual rate applicable to that share.

As set out in Clause 2.4 of the Subscriber Agreement, it is a prerequisite, for BARB to report viewing to a channel separately, that the Subscriber must supply to BARB, or BARB's Data Processing Contractor, accurate (to within one second) information about the timing and duration of programmes and commercials included in each channel and, for digital channels, the platform(s) on which the channel is carried, the service information code supplied to the channel by the platform provider and the EPG number.

Programme and commercial logs must be provided in the electronic format and time frame specified by BARB's Data Processing Contractor. Any changes or amendments to the information referred to in this paragraph must be notified promptly to BARB or BARB's Data Processing Contractor.

The programme amendment service provided by BARB is intended to correct small numbers of errors that may be discovered subsequent to the original submission of programme logs. Where a channel repeatedly submits programme logs late, BARB may cease to report that channel separately until such time as the logs are provided in a timely manner. BARB may also make a reasonable charge for excessive numbers of programme amendments.

#### 2.1.4 Programme Attribution and Genre Coding Service

It is a requirement for broadcasters of BARB reported channels to confirm programme titles, to the accepted BARB convention, and assign genres and sub-genres for all transmitted programmes.

### **Category 2 Interactive & television text services**

2.2.1 Annual Registration Fee: **£5,910**

2.2.2 Channel Set-Up Fee **£4,100**

This is a non-refundable one-off fee payable in respect of each separately reported television channel. It is payable in full on submission of the completed Subscriber application form and thereafter on each occasion that a channel becomes newly reported by BARB.

2.2.3 Annual Subscription: **£19,100**

It is a prerequisite, for BARB to report viewing to a channel separately, that the Subscriber must supply to BARB, or BARB's Data Processing Contractor, accurate (to within one second) information about the timing and duration of programmes and commercials included in each channel and, for digital channels, the platform(s) on which the channel is carried, the service information code supplied to the channel by the platform provider and the EPG number. Programme and commercial logs must be provided in the electronic format and time frame specified by BARB's Data Processing Contractor. Any changes or amendments to the information referred to in this paragraph must be notified promptly to BARB or BARB's Data Processing Contractor.

### **Category 3 Non IPA advertising agencies & media independents**

2.3.1 Annual Registration Fee: **£5,910**

2.3.2 Annual Subscription based on total annual UK Television Billings

Annual total UK Television Billings £m	Annual Subscription £
up to 1.50	<b>3,170</b>
1.51 to 2.00	<b>4,450</b>
2.01 to 3.00	<b>6,350</b>
3.01 to 4.00	<b>8,910</b>
4.01 to 5.00	<b>10,770</b>
5.01 to 7.50	<b>15,800</b>
7.51 to 10.00	<b>21,540</b>
10.01 to 15.00	<b>32,230</b>

The Subscription for billings in excess of £15m will be calculated at 0.20% of total annual UK Television Billings.

### **Category 4 Data bureaux, research & media specialists, research & media consultants, media auditors, software systems suppliers, television and video/DVD advertising sales companies and television channel management companies**

2.4.1 Annual Registration Fee: **£5,910**

2.4.2 Annual Licence Fee for the provision of BARB-Related Services to BARB registered Clients (excluding BARB Underwriters)

Number of clients	Annual Licence £
0 to 4	<b>0</b>
5 to 12	<b>5,630</b>
13 +	<b>11,250</b>

2.4.3 Limited Access Registration is available to clients of Category 4 Subscribers as per 1.2.3

Subscribers which provide BARB-Related Services are responsible for ensuring all their Clients are registered, either separately with BARB as an individual Subscriber or as a member of a Group Registration Scheme or are BARB-registered members of the IPA or BARB Underwriters. Client lists must be supplied annually to BARB or its solicitors in accordance with the Subscriber Agreement, indicating how each Client is registered or that it is a BARB Underwriter.

## **Category 5 Publishers, print & electronic**

- |       |   |                          |
|-------|---|--------------------------|
| 2.5.1 | Annual Registration Fee:  | <b>£ 5,910</b>           |
| 2.5.2 | Annual Licence Fee to publish headline programme information:   | <b>£12,680</b>           |
| 2.5.3 | Annual Licence Fee to publish data available on the public access pages of the BARB web site:   | <b>£ 6,350</b>           |
| 2.5.4 | Annual Licence Fee to carry on either or both of the activities described in 2.5.2 and 2.5.3 for print publishers with a circulation in the year of under 500 copies:<br>(irrespective of whether a recipient pays to subscribe to the publication or not, with a minimum fee of <b>£3,350</b> per annum) | <b>£13 per recipient</b> |
| 2.5.5 | Annual Licence Fee to publish headline data of record (i.e. aggregates and other headline figures which are at least 6 months old)  | <b>£ 3,350</b>           |
| 2.5.6 | Annual Licence Fees in this category are payable, in addition to any other fees, by any category of Subscriber that publishes similar information which is available to non BARB subscribers.   |                          |

## **Category 6 Sponsorship agencies, sponsorship consultants, rights management, event marketing, P.R., promotion, merchandising, sports media sales, event media sales and advertising sales companies, excluding television and video/DVD advertising sales companies**

- |       |                          |               |
|-------|--------------------------|---------------|
| 2.6.1 | Annual Registration Fee: | <b>£5,910</b> |
| 2.6.2 | Annual Licence Fee       | <b>£6,350</b> |

Companies in this category must register with BARB as individual Subscribers, they may not subscribe via any of the Group Registration Schemes. They may supply their Clients with BARB-Related Services for Internal Purposes only.

## **Category 7 Advertisers**

- |       |                         |               |
|-------|-------------------------|---------------|
| 2.7.1 | Annual Registration Fee | <b>£5,910</b> |
|-------|-------------------------|---------------|
- To access BARB Data and/or reports, analyses, information derived from BARB Data, other than from Subscribers in Category 3 or Category 6 or from BARB-registered members of the IPA.
- 2.7.2 An annual Subscription, based on total annual UK Television Billings, as per 2.3.2 is payable by advertisers which buy commercial television air-time direct from broadcasters.

## **Category 8 Television regulatory authorities**

2.8.1 Annual Registration Fee **£5,910**

2.8.2 Annual Subscription, per BARB reported UK television channel **£1,760**

The annual Subscription in each year will initially be calculated and paid on the basis of the total number of BARB reported UK television channels on 31 December in the preceding year. The final Subscription for each year will be calculated on the basis of the actual number of channels being reported by BARB on 31 December in that year and an adjustment made for any under- or over-payment.

The total number of BARB reported UK television channels includes BBC1 editorial regions, ITV1 franchise regions, interactive and television text services.

## **Category 9 Independent programme producers**

2.9.1 Annual Registration Fee **£5,910**

2.9.2 Annual Subscription based on revenue arising

during the current year from Programme Sales in the UK

Revenue £	Subscription £
Up to 10 million	<b>0</b>
10 to 25 million	<b>7,610</b>
25 to 50 million	<b>15,220</b>
50 to 75 million	<b>22,850</b>
Over 75 million	<b>38,050</b>

## **Category 10 Market analysts (organisations or individuals not falling into any other Category which utilise a small amount of BARB data to aid their research and analyses involved in advising the telecommunications, media and technology sector)**

2.10.1 Annual Registration Fee **£5,910**

2.10.2 Annual Licence Fee **£3,170**

### **Section 3                      Access to BARB Data**

All BARB Data is available electronically through BARB databases. If preferred, Subscribers may access the data they require from BARB registered bureaux, details of which are available from BARB.

For Subscribers requiring electronic access to the data, the following files are available:

	Annual Fee
	£
Data Set 1                      daily panel viewing file	<b>6,350</b>
Data Set 2                      daily consolidated 15 min or 5 min file & programmes	<b>6,350</b>
Data Set 3                      daily consolidated spots & breaks file	<b>6,350</b>
Data Set 4                      daily live spots file	<b>6,350</b>
Overnights                      5 minute file (included in Data Sets 1, 2 and 3)	<b>3,170</b>
Sponsorship File	<b>3,170</b>
Lifestyle Insights (Additional Panel Classification) File	<b>950</b>
Electronic version of BARB Establishment Survey	
Annual 2008 Data Pack	<b>4,620</b>
Back Data Pack, 2001 to 2007	<b>9,810</b>

The fee for electronic access is payable quarterly in advance.

The following electronic reports are available to purchase (if not already provided under BARB Registration or Full Group Registration Fee – see sections 1.1 and 1.2.1):

	Annual Fee
	£
Terrestrial Establishment Survey	<b>230</b>
Terrestrial Weekly Reports	<b>1,000</b>
Multi-Channel Weekly Reports	<b>1,130</b>

The fee for these reports is payable annually in advance and is non-refundable.

## **Section 4                    General terms & conditions**

Attention is drawn to the terms of the Subscriber Agreement generally and in particular to the following:

- 4.1     BARB may charge interest on any late payment at an annual rate of 3% above BARB's principal banker's normal base rate.
- 4.2     BARB may terminate Subscriber Agreements in the event of any failure to pay or to remedy any other breach.
- 4.3     BARB Data may not be used other than in accordance with the Rate Card and the Subscriber Agreement.
- 4.4     Returns may be subject to audit by BARB or by independent auditors appointed by BARB. Subscribers may be asked to restate their use of BARB data at the end of the year.
- 4.5     All amounts set out in this Rate Card are exclusive of VAT.
- 4.6     References in this Rate Card to "year", "annually", "per annum" etc are references to calendar years.

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