

BARB

REGISTRATION & SUBSCRIPTION TARIFF

Effective 1 January 2010

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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.

BARB will from time to time update or amend the contents of this Rate Card. Any amendments to this Rate Card will be communicated to Subscribers via the BARB website at www.barb.co.uk (and via other methods as BARB requires).

Section 1 BARB Registration Fees

1.1 Annual Registration Fee

A non-refundable Registration Fee of £6,840 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.

Where, however, a Subscriber is wholly-owned (whether directly or indirectly) by another Subscriber or a BARB Underwriter, that Subscriber shall not be required to pay a Registration Fee in addition to any Registration Fee payable by its parent company.

Where a Subscriber's ultimate parent companies are all either Subscribers, BARB Underwriters or a combination of BARB Subscribers and BARB Underwriters, that Subscriber shall not be required to pay a Registration Fee in addition to any Registration Fee payable by its parent companies.

A summary of the BARB Establishment Survey is 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 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 £4,600 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 is 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 BARB's 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 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 £230 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 £150 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. A summary of the BARB Establishment Survey is not included in the cost of a Limited Access Registration but is available to purchase (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.

Combined annual expenditure on BARB-Related Services	BARB Registration Fee
Up to £500	£50
Over £500 up to a maximum of £10,000	10% of expenditure
Fee for companies which access only information relating to probabilities based on time segments from static historic data (at least one month old) used in cross media surveys.	£1,500

Section 2

Annual Subscriptions and Licence Fees

Category 1 BARB reported television channels

2.1.1 Annual Registration Fee for each broadcaster Subscriber **£6,840**

2.1.2 Channel Set-Up Fee **£4,750**

This is a non-refundable one-off fee payable in respect of each television channel the Subscriber wishes to have separately reported by BARB. It is payable in full on submission of the completed Subscriber application form and thereafter on each occasion when the Subscriber materially changes the content of an existing channel to the extent that a new unique BARB channel code has to be allocated, in accordance with BARB's procedures. A channel shall not be reported unless and until the Channel Set-Up Fee is paid.

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

Share of Total UK Television Viewing %	Annual Subscription £
under 0.05	28,700
0.05 to 0.49	57,400
0.50 to 0.99	114,800
1.00 to 1.49	172,200
1.50 to 1.99	229,600
2.00 to 2.49	287,000

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

Any Subscriptions, Licence Fees or Electronic Access Fees payable, in relation to any Year shall be payable quarterly in advance on 2 January, 1 April, 1 July and 1 October in each 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.

Reporting of High Definition ("HD") Channels

Broadcasters have the option to have viewing to HD channels separately reported at the fees stated above. Alternatively, upon request to BARB, any viewing on an HD channel to content that is simulcast with a BARB-

reported Standard Definition (SD) channel may be included in the audience reported to the SD channel.

As set out in Clause 2.4 to 2.6 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(s), accurate (to within one second) information about the timing and duration of programmes and commercials included in each channel provided by the Subscriber and, in the case of any channel distributed on a digital platform, the platform(s) on which the channel is carried, such service information code as the platform provider may from time to time use in relation to that channel and the electronic programme guide number ("EPG number") allotted to the channel by the platform provider and such other information as BARB or the Data Processing Contractor(s) may from time to time require for the purposes of reporting the channel. The Subscriber shall provide this information at the times, in the manner and in the computer readable format set out in the Subscriber Agreement. Any errors, changes or amendments to the information referred to in this paragraph must be notified promptly to BARB or BARB's Data Processing Contractor(s) in accordance with the terms of the Subscriber Agreement.

BARB reserves the right to charge the Subscriber a reasonable fee for amending the information referred to in the paragraph above.

Programme and spot amendment services are provided by BARB, intended to correct small numbers of errors that may be discovered subsequent to the original submission of programme and commercial logs. Logs delivered outside the amendment cycles (2 and 6 weeks for programmes and 1 and 3 weeks for spots) will be subject to a late amendment fee of £414 per log (invoiced by the relevant BARB contractor).

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 in accordance with the terms of the Subscriber Agreement.

2.1.4 Programme Attribution and Genre Coding Service

Category 1 Subscribers (BARB reported television channels) must confirm programme titles, to the accepted BARB convention, and assign genres and sub-genres for all transmitted programmes.

Encoding Broadcast Content

In a small number of circumstances it is not possible to ascertain definitively where content which is simulcast emanates from. Encoding content is an option for broadcasters to enable BARB to more accurately determine which is the originating source channel for simulcast or repeat played-back material. For the avoidance of doubt, all viewing in these circumstances is captured and allocated to transmission content but encoding ensures that the originating channel can also be identified definitively. The cost of an encoder is £6,000 per annum (in some cases it may be necessary to deploy more than one encoder). Please refer to the Subscriber reference section of the BARB website, www.barb.co.uk for more information about the encoding system and its implementation.

Category 2 Interactive & television text services

2.2.1 Annual Registration Fee **£6,840**

2.2.2 Channel Set-Up Fee **£4,750**

This is a non-refundable one-off fee payable in respect of each separately reported television service. It is payable in full on submission of the completed Subscriber application form and thereafter on each occasion that a service becomes newly reported by BARB, or when the Subscriber materially changes the content of an existing service to the extent that a new unique BARB code has to be allocated, in accordance with BARB's procedures.

2.2.3 Annual Subscription **£22,200**

As set out in Clause 2.5 of the Subscriber Agreement, it is a prerequisite, for BARB to report viewing to a service separately that, the Subscriber must supply to BARB, or BARB's Data Processing Contractor(s), the platform(s) on which the service is carried, such service information code as the platform provider may from time to time use in relation to that service and the electronic programme guide number ("EPG number") allotted to the service by the platform provider and such other information as BARB or the Data Processing Contractor(s) may from time to time require for the purposes of reporting the service. Any errors, changes or amendments to the information referred to in this paragraph must be notified promptly to BARB or BARB's Data Processing Contractor(s) in accordance with the terms of the Subscriber Agreement. BARB reserves the right to charge the Subscriber a reasonable fee for amending the information referred to in this paragraph.

Category 3 Non IPA advertising agencies & media independents

2.3.1 Annual Registration Fee **£6,840**

2.3.2 Annual Subscription, based on total annual UK Television Billings

Annual total UK Television Billings £m	Annual Subscription £
up to 1.50	3,680
1.51 to 2.00	5,160
2.01 to 3.00	7,340
3.01 to 4.00	10,320
4.01 to 5.00	12,460
5.01 to 7.50	18,300
7.51 to 10.00	24,900
10.01 to 15.00	37,300

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 **£6,840**

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

Total number of Clients to which BARB-Related Services are provided in the calendar year (irrespective of the period of time during the year that those BARB-Related Services were provided)

	Annual Licence £
0 to 4	0
5 to 12	6,520
13 +	13,040

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 BARB's 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

All Data and information derived from it are copyright to BARB, reproduction of which must be credited accordingly. BARB issues licences for the publication of its data as set out below

2.5.1 Annual Registration Fee **£ 6,840**

2.5.2 Annual Licence Fee to publish overnight programme audience data, programme rankings, charts, graphs or tables, as well as data / information from the BARB website limited as stipulated in 2.5.3. **£14,660**

2.5.3 Annual Licence Fee to publish data available on the public access pages of the BARB website but not to the extent of reproducing the pages in their entirety, only reproducing, as a maximum, the equivalent of the results table from one website query on any one website page. **£ 7,340**

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 publishers with a circulation in the year of under 500 copies (irrespective of whether a recipient pays to subscribe to the publication or not) **£15 per recipient, minimum fee £ 3,880**

- 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) **£ 3,880**
- 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 **£ 6,840**
- 2.6.2 Annual Licence Fee to provide BARB-Related Services to Clients for their Internal Purposes. **£ 7,340**
- 2.6.3 A list of Clients to whom BARB-Related Services are provided must be supplied annually to BARB.
- 2.6.4 Companies in this category must register with BARB as individual Subscribers, they may not subscribe via any of the Group Registration schemes.

Category 7 Advertisers

- 2.7.1 Annual Registration Fee **£6,840**
To access Data and/or reports, analyses, information derived from 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 **£6,840**
- 2.2.2 Annual Subscription for Television regulatory authorities which use Data in connection with the allocation and regulation of UK television broadcast licences conducted under statute or regulation. **£538,000**

Category 9 Independent programme producers

- 2.9.1 Annual Registration Fee **£6,840**
- 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	0
10 to 25 million	8,800
25 to 50 million	17,600
50 to 75 million	26,400
Over 75 million	44,000

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

2.10.1 Annual Registration Fee	£6,840
2.10.2 Annual Licence Fee	£3,680

Section 3 Access to BARB Data

All Data is available electronically through Databases. If preferred, Subscribers may access the Data they require from BARB registered bureaux, details of which are available on the BARB website, www.barb.co.uk

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

	Annual Fee
	£
Data Set 1 daily panel viewing file	7,340
Data Set 2 daily consolidated impacts by time (IBT) file & programmes	7,340
Data Set 3 daily consolidated spots & breaks file	7,340

Universe and overnight files, together with the BARB master file and the PAS master file are included in the fee for Data Sets 1, 2, and 3.

Overnights 5 minute file (included in Data Sets 1, 2 and 3)	3,680
Sponsorship File	3,680
Programme Events File	3,180
Commercial Events File	3,180
Lifestyle Insights (Additional Panel Classification) File	1,100
Electronic version of BARB Establishment Survey	
Annual 2010 Data Pack	5,340
Back Data Pack, 2001 to 2009	14,340

The fee for electronic access is payable quarterly in advance.

The following electronic report is 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
	£
Establishment Survey	270

The fee for this report 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 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 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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