

## 2020 TV-VOD Clearance Rate Card

(v1 applicable as of January 2020)

### ARPP service levels (ISO 9001 quality commitment):

|                |   |
|----------------|---|
| <b>Classic</b> | Decision within 48 working hours  |
| <b>Express</b> | Next screening session guaranteed   |
| <b>Premium</b> | Decision within 1 working hour (request acknowledged by Customer Support between 9 am and 5.30 pm – ARPP Decision rendered by 6.30 pm, at the latest) |

### WINNING COMBINATION offer:

As of July 1st 2015, if you are an agency or production company and **both** you and your advertiser are **ARPP members**, you benefit from our **WINNING COMBINATION** offer: **an additional 10% discount** on your clearance requests!\*

### ARPP Member rates (*reduced*)

| Commercial Type  | Classic <sup>(1)</sup>        | <b>WINNING COMBINATION</b> | Express <sup>(1)</sup> | <b>WINNING COMBINATION</b> | Premium <sup>(1)</sup> | <b>WINNING COMBINATION</b> |
|--|-------------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
| Standard   | 34,00 € EXCL. VAT             | <b>30,60 € EXCL. VAT</b>   | 49,50 € EXCL. VAT      | <b>44,55 € EXCL. VAT</b>   | 71,00 € EXCL. VAT      | <b>63,90 € EXCL. VAT</b>   |
| Food & Beverage <sup>(2)</sup>   | 17,00 € EXCL. VAT             | <b>15,30 € EXCL. VAT</b>   | 24,75 € EXCL. VAT      | <b>22,25 € EXCL. VAT</b>   | 35,50 € EXCL. VAT      | <b>31,95 € EXCL. VAT</b>   |
| Gambling <sup>(3)</sup>  | 17,00 € EXCL. VAT             | <b>15,30 € EXCL. VAT</b>   | 24,75 € EXCL. VAT      | <b>22,25 € EXCL. VAT</b>   | 35,50 € EXCL. VAT      | <b>31,95 € EXCL. VAT</b>   |
| Direct Response: tel/sms content providers, call to action (SMAd exclusively) <sup>(4)</sup> | <b>50 % discount per film</b> |                            |                        |                            |                        |                            |
| Option MyARPPVideo Library <sup>(5)</sup>  | 25,00 € EXCL. VAT per film    |                            |                        |                            |                        |                            |
| Music not yet provided <sup>(6)</sup>  | 5,00 € EXCL. VAT per film     |                            |                        |                            |                        |                            |

\*Please contact ARPP.TV Customer Support for further details: ([support@arpp.org](mailto:support@arpp.org), +33 (0)1 40 15 15 40).

### ARPP Non-Member rates

| Commercial Type  | Classic <sup>(1)</sup>        | Express <sup>(1)</sup> | Premium <sup>(1)</sup> |
|--|-------------------------------|------------------------|------------------------|
| Standard   | 203,00 € excl. VAT            | 302,50 € excl. VAT     | 408,00 € excl. VAT     |
| Food & Beverage <sup>(2)</sup>   | 101,50 € excl. VAT            | 151,25 € excl. VAT     | 204,00 € excl. VAT     |
| Gambling <sup>(3)</sup>  | 101,50 € excl. VAT            | 151,25 € excl. VAT     | 204,00 € excl. VAT     |
| Direct Response: tel/sms content providers, Call to action (SMAd exclusively) <sup>(4)</sup> | <b>50 % discount per film</b> |                        |                        |
| Option MyARPPVideoLibrary <sup>(5)</sup>   | 90,00 € EXCL. VAT per film    |                        |                        |
| Music not yet provided <sup>(6)</sup>  | 5,00 € EXCL. VAT per film     |                        |                        |

<sup>(1)</sup> These amounts include the **2 €** contribution per film, or 1 € for “Food and Beverage” and “Gambling” commercials that must legally be submitted in batches of 4 or 3. This contribution is collected for funding PubID, the cross-industry web platform for unique IDs, commissioned by ARPP and the Brands Owners (Union des marques), Agencies (Association des Agences Conseils en Communication) and TV Sales Houses (Syndicat National de la Publicité Télévisée) organizations.

<sup>(2)</sup> According to the order (**Arrêté du 27 février 2007**), food and beverage commercials must legally be submitted in batches of 4, each one containing a specific health-related message. Due to the cost of such submissions, the ARPP Board of Directors has decided to apply a **50% discount to each film, after acceptance by Customer Support**. This discount cannot be accumulated with that granted for films qualifying for the sector **"providers of content, messaging or chat services, telephone customization services"** (cf. <sup>(4)</sup>).

<sup>(3)</sup> According to the decree (**Décret n° 2010-624 du 8 juin 2010**), gambling commercials must legally be submitted in batches of 3, each one containing a specific warning message. Due to the cost of such submissions, the ARPP Board of Directors has decided to apply a **50% discount to each film, after acceptance by Customer Support**. This discount cannot be accumulated with that granted for films qualifying for the sector **"providers of content, messaging or chat services, telephone customization services"** (cf. <sup>(4)</sup>).

<sup>(4)</sup> TV commercials commissioned by advertisers in the sector **"providers of content, messaging or chat services, telephone customization services"** (product varieties **49 02 04 01** and **49 02 08 01** of the [SNPTV TV product classification](#)) and displaying a telephone number for a minimum duration **equivalent to at least 30% of the film's overall duration** with the sole objective of prompting a telephone call or immediate sms for information purposes only **are eligible for 50% discount per film**. The ARPP Board of Directors has decided to apply this discount because such advertisers need to submit numerous variants of a given film with only minor differences between them (e.g. a different telephone number). However, this discount cannot be accumulated with that applied to films requiring “Food and Beverage” or “Gambling” warnings (cf. <sup>(2)</sup> et <sup>(3)</sup>).

**(5)** This option allows you to play and replay your videos online from the security of your ARPP.TV account for a 5 year period (as opposed to 2 months). It can be activated by default for each film entered for ARPP clearance by annual subscription.

**Specific cases:**

- **Long commercials**

As of the 60th second of a commercial, your ARPP.TV account will be debited by a surcharge equivalent to the clearance cost of your Film ID for each additional 60" duration (according to the commercial type and the service level chosen). This additional cost does not include the PubID fee.

For more information, please contact our Customer Support: [support@arpp.org](mailto:support@arpp.org)/+33 (0)1 40 15 15 40

- **Aborted clearance requests**

For each clearance request aborted after being accepted by Customer Support and prior to scheduling for a screening session, your ARPP.TV account will be debited as follows:

- ARPP Members: 9,50 € excl. VAT per Film ID
- ARPP Non-Members: 51,75 € excl. VAT per Film ID

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- **Music not yet provided**

**(6)** If your commercial contains music, but its related information is not provided at the time of entering clearance, your ARPP.TV account will be debited as follows:

- 5 € excl VAT per Film ID