autorité de régulation professionnelle de la publicité

IDcrea

23, rue Auguste Vacquerie F-75116 Paris
Tél. +33 (0)1 40 15 15 40
support@arpp.org / www.arpp.org

2026 TV-VOD Clearance Rate Card – ARPP.PUB/IDCrea

(V3 – October 2026)

ARPP service levels (ISO 9001 quality commitment):

Classic	Decision within 48 working hours
Express	Next screening session guaranteed
Premium	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)

Attention: any modification made to your film, either by you or following a "to be modified" decision, will result in the creation of a new IDcrea identifier and a new preclearance request.

N° TVA Intracommunautaire FR 72 307 287 193 – Association déclarée le 29 août 1935 (N 172.796)

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ARPP Member rates *(reduced)*

Commercial Type	Classic (1)	Express (1)	Premium (1)
Standard	47 € EXCL. VAT	63 € EXCL. VAT	86 € EXCL. VAT
Food & Beverage (2)	23,50 € EXCL. VAT	31,50 € EXCL. VAT	43 € EXCL. VAT
Motor cars (3)	23,50 € EXCL. VAT	31,50 € EXCL. VAT	43 € EXCL. VAT
Films which are Addressable only SMAd exclusively films displaying Direct Response: tel/sms content providers/ Call to action (4)	**50% discount per film**		
Films which are Addressable only / Films with Major variations (5)	**50% discount per film**		
Films which are Addressable only / Films with Minor variations (6)	**90% discount per film for Variants (-50% for Primary film)**		
Music not yet provided (8)	5,30 € EXCL. VAT per film		

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ARPP Non-Member rates

Commercial Type	Classic (1)	Express (1)	Premium (1)
Standard	224,00 € excl. VAT	328,00 € excl. VAT	440,00 € excl. VAT
Food & Beverage (2)	112,00 € excl. VAT	164,00 € excl. VAT	220,00 € excl. VAT
Motor cars (3)	112,00 € excl. VAT	164,00 € excl. VAT	220,00 € excl. VAT
Films which are Addressable only SMAd exclusively films displaying Direct Response: tel/sms content providers/ Call to action (4)	**50% discount per film**		
Films which are Addressable only / Films with Major variations (5)	**50% discount per film**		
Films which are Addressable only / Films with Minor variations (6)	**90% discount per film for Variants (-50% for Primary film)**		
Music not yet provided (6)	5,30 € EXCL. VAT per film		

(1) These amounts include the **10 €** contribution per film or 5 € for "Food and Beverage" and "Motor cars" commercials that must legally be submitted in batches of 4 or 3. This contribution is set at 6 euros excluding tax (standard films) or 3 euros excluding tax (films with "Health Disclaimers" and "Automotive" content) per IDCrea **generated via the write API.** The contribution is collected for funding IDcrea, the cross-industry web platform for unique IDs, commissioned by ARPP and the Brands Owners (Union des marques), Agencies (Association des Agences Conseil et Création) and TV Sales Houses (Alliance Des Médias TV & Vidéo - ADMTV) organizations.

(2) 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. (4)).

(3) Pursuant to **Article 75 of transport policy law No. 2019-1428 of 24 December 2019**, supplemented by Decree No. 2021-1841 of 28 December 2021 to promote active locomotion, shared means of private transport or public transport in advertising messages for land motor vehicles (relating to the scope of application), and an order of 28 December 2021 issued for the application of Article D. 328-3 of the Highway Code (relating to the presentation of advertising messages), each advertising film **for the sale or long-term rental of passenger vehicles** must be

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produced in three versions, each one containing a specific message relating to active locomotion, shared means of private transport or public transport.
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. (4)).

(4) **Films which are Addressable only, films "SMAd only" with a Call to action function or** 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 ADMTV 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 "Motor cars" warnings (cf. (2) et (3)).

(5) Films which are **ADDRESSABLE ONLY** with a **MAJOR VARIATION**, i.e. not a Minor one (see cases referred to in point 6) will benefit from a **50% discount per film**.
Your film is both addressable only and features sanitary or automotive specifications. Are the discounts applicable to these two characteristics cumulative? No, the discount applicable to addressable films takes precedence over the discount applicable to films with health warnings.

6) Films which are **ADDRESSABLE ONLY** presenting a **MINOR VARIATION**, i.e. a change only in :
- The telephone number only (without rate variation)
- The name of a car dealership
- The name of a town

will benefit from a 90% discount for each of the Variants (not viewed by the legal team, and which will automatically inherit the decision rendered for the Primary film) and a 50% discount for the Primary film (viewed by the legal team).

(7) **Music not yet provided**

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

- 5,30 € excl VAT per Film ID

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Specific cases:

- **Long commercials**

As of the 60th second of a commercial, your ARPP.PUB 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 IDcrea fee.

For more information, please contact our Customer Support: 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.PUB account will be debited as follows:

- ARPP Members: 9,50 € excl. VAT per IDcrea film ID

- ARPP Non-Members: 51,75 € excl. VAT IDcrea per film ID

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