



## TVN MEDIA COMMERCIAL POLICY OF TELEVISION PROGRAMS

### 1. INTRODUCTION.

#### 1.1. Recitals.

The Commercial Policy (the Policy) governs the options and conditions for the purchase of airtime and audience and sponsorship of programs, product and service placement in programs on television broadcasts distributed by broadcasters represented by TVN Media Sp. z o.o. (TVN Media) on the basis of relevant powers of attorney or on behalf of which TVN Media acts in its own name, to the extent specified in agreements with media service providers. An up-to-date list of media service providers represented by TVN Media under relevant powers of attorney or on whose behalf TVN Media acts in its own name, along with a list of Programs, is published with the Pricelist for a given sales period.

Commercial Policy does not apply to social adverts, tagged accordingly Advertisements / paid adverts directly related to the activities of the TVN Foundation, paid election adverts / political party adverts, transactions with public sector entities - concluded directly between these entities and TVN Media.

This Commercial Policy is addressed to non-consumers within the meaning of Article 22<sup>1</sup> of the Act of April 23, 1964 - Civil Code. Persons who are consumers within the meaning of the provisions referred to in the preceding sentence and who wish to conclude and execute an agreement with TVN Media are requested to contact TVN Media to this effect.

#### 1.2. Definitions.

**Agency** - an entity acting on behalf of the Counterparty pursuant to a written power of attorney.

**Broadcast** -- a sequence of motion pictures with or without sound (audiovisual broadcast) or a sequence of sounds (radio broadcast) constituting, in terms of content, form, purpose or authorship, a self-contained entity as part of a program or a catalogue of broadcasts made available to the public created by a media service provider.

**Pricelist** - the current pricelist, set by TVN Media, for the emission of Advertisements concerning various purchase options, valid for the period indicated in the Pricelist and subject to changes introduced by TVN Media, announced on the website of the TVN Media Advertising Bureau.

**CPM** - cost per thousand ad impressions on Digital Offer

**CPP** - the cost of one Rating Point, i.e., the cost of reaching 1% of the Target Group with an advertisement.

**Franchise** - premium broadcasts and audiovisual content distributed through media services available on various media platforms from providers in the Warner Bros. Discovery, characterized by unique viewer engagement potential.

**GRP** - the sum of Rating Points earned during a TV Advertising Campaign in a given Target Group.

**Target group** - a group of people defined by socio-demographic parameters, which the Advertiser wants to reach with its Advertisement. The list of Target Groups is created according to the criteria established by TVN Media and published each time in the Pricelist and this Policy.

**Public sector entity** - entities within the meaning of Article 9 of the Act of August 27, 2009, on public finance.

**Advertising Campaign** - broadcasting of Advertisements concerning the Advertiser's goods or services on the basis of separate Broadcast Orders.

**Counterparty** - an entity entering into an agreement or other written agreement (including an agreement by e-mail) with TVN Media, directly or through the Agency, the subject of which, in particular, is Advertisement (Advertiser), sponsorship (Sponsor), Product Placement (Entrepreneur) or production of Advertisement and licensing/transfer of copyrights.

**Control** - the ability to direct an entity's financial and operating policies to achieve economic benefits from

its activities.

**Product Placement** - a commercial message involving the depiction of or reference to a good, service or their trademark in such a way that it is part of the Broadcast itself.

**Independent research institute** - an audience measurement research company selected by TVN Media to provide audience results.

**Children Premium** - Television programs under the product Child Premium, Girl Premium, Boy Premium and Junior Premium distributed by broadcasters represented by TVN Media on the basis of relevant powers of attorney, or on behalf of which TVN Media acts on its own behalf with the exception of the TVN Program, TVN International Extra. Premium children are included in Premium TV. Net Annual Expenses at Children Premium are credited to Net Annual Expenses at Premium TV.

**Digital Offer** - the websites of TVN Media and media or digital service providers represented by TVN Media.

**Program** - media service constituting a scheduled composition of broadcasts, commercial communications or other communications, transmitted in its entirety in a manner that allows simultaneous reception by the general public in a sequence determined by the broadcaster.

**Premium TV Program** - Television programs distributed by broadcasters, represented by TVN Media on the basis of relevant powers of attorney, or for which TVN Media acts on its own behalf, excluding TVN, TVN International, iTVN Extra.

**Rating point** - 1% of the Target Group, representing the audience of the Advertisement, based on the telemetry measurement of an independent research institute from the minute the Advertisement began. In the event that the telemetry measurement methodology changes or more than one telemetry measurement methodology becomes prevalent in the market, TVN Media will indicate the selected methodology to redefine the Rating Point, in particular, include time-shifted audience data in the definition.

**Discount** - any reduction in the price for the broadcast of Advertisement or surcharges for additional broadcast service determined in accordance with the rules of this Commercial Policy, subject to the provisions of item 3.3.

**Advertisement** - any commercial message that constitutes advertisement or telesales within the meaning of the Broadcasting Act.

**Advertiser** - an entity whose goods or services are the subject of an Advertisement.

**TVN Segment** - a segment consisting of the following products: the TVN pricelist purchase, the TVN 7 pricelist purchase, the TVN MAX+ package; in the event that the only product from the TVN segment purchased by the Advertiser is the TVN 7 pricelist purchase, it is permissible, with the consent of TVN Media, to include the TVN 7 pricelist purchase in the Premium TV Segment.

**Premium TV Segment** - a segment consisting of products other than those that constitute the TVN Segment.

**Sponsor** - an entity other than a broadcaster or a broadcast producer who, directly or indirectly, finances, in whole or in part, the creation or distribution of a media service or broadcast with the aim of promoting its name, company, reputation, activities, goods or services, trademark or another distinctive sign.

**Share of Net Annual Expenses in the TV market** - The share of Net Annual Expenses, net of advertising campaign spending in the Digital Offer, in Net Annual Expenses in the TV market. In the event that more than one Counterparty makes / has made a purchase on behalf of the Advertiser, the share is counted for each Counterparty separately.

**Annual Framework Agreement** - an agreement for the service of broadcasting advertising campaigns and/or Sponsorship Indications and/or related to product placement and/or advertising services in the Digital Offer, covering a calendar year in duration, containing significant commercial terms and conditions.

**Sponsorship Indication** - information about the Sponsor's sponsorship of a given media service or Broadcast, recorded in digital form; the Sponsorship Indication may contain only the Sponsor's name, its company name, trademark or other indication individualizing the entrepreneur or its business, a reference to its goods, services or its trademark.

**Net Advertising Campaign Expenses** - amounts invoiced by TVN Media (including corrective invoices resulting from the billing for Advertising Campaigns, subject to item 4.1.10.), i.e. including due discounts and surcharges for Advertisement broadcast services, exclusive of VAT, including expenses for remuneration for the broadcast of advertisements within the non-standard form, except for the fee for delivery of materials for emission, fee for express performance of Advertisement emission services and contractual penalty for withdrawal from the emission of Advertising provided for in the General Terms and Conditions.

**Net Annual Expenses** - Expenses for Advertising Campaigns net and the amounts invoiced for Sponsorship Contribution and/or Product Placement remuneration, including Sponsorship Contribution and Product Placement remuneration, and expenses for advertising services in the Digital Offer, exclusive of VAT, including the amounts resulting from adjustment invoices relating to their settlement in the calendar year. Net Annual

Expenses do not include remuneration for broadcasting materials within the framework of social advertisements, production costs, tagged respectively Advertisements / paid advertisements directly related to the activities of the TVN Foundation, paid election advertisements / political party advertisements. Net Annual Expenses in each category (Advertisement, Sponsorship Indications, Product Placement, Digital Offer campaign expenses) require a separate declaration for the TVN and Premium TV segments by March 15, 2024. Digital Offer advertising services expenses are allocated to the TVN Segment or the Premium TV Segment at the Counterparty's discretion. If a separate declaration for Sponsorship Indications / Product Placement of at least PLN 50,000 in the TVN segment and / or at least PLN 25,000 in the Premium TV segment is not made, and no declaration is made in the Digital Offer, it is assumed that only Advertisements expenses are included in Net Annual Expenses. In the event that the Counterparty declares expenses for Sponsorship Indications and/or Product Placement and/or in the Digital Offer after March 15, 2024, the acceptance of any such declaration is at the discretion of TVN Media.

**Net Annual Expenses in the TV Market** - expenses for Net Advertising Campaigns and amounts invoiced for Sponsorship Contribution and/or Product Placement remuneration, including Sponsorship Contribution and Product Placement remuneration, excluding VAT, incurred in the total TV advertising market in the calendar year. In the event that more than one Counterparty makes / has made a purchase on behalf of the Advertiser, expenses are counted for each Counterparty separately.

**Broadcast Order** - a service agreement concluded separately for each of the available options for the purchase of Advertisement and other services for a calendar month period, the subject of which is the broadcast of Advertisement, Sponsorship Indication, Product Placement and/or provision of services in the Digital Offer concluded between the Counterparty and TVN Media specifying at least its subject matter and the amount of net remuneration and/or sponsorship contribution.

## 2. PURCHASE OPTIONS.

### 2.1. General principles.

- 2.1.1. The currently available options for the purchase of advertising time and other services, prices, Target Groups and times of broadcasting Advertisements are determined by the Commercial Policy and Pricelist published each time on the website of the TVN Media Advertising Bureau.
- 2.1.2. Individual purchase options are available for selected Programs. Notwithstanding the provisions of item 4.3 of the Policy, TVN Media reserves the right to make changes to the accepted purchase options and to limit the availability of the indicated purchase options, including the right to reduce the level of acceptance for package orders.
- 2.1.3. TVN Media reserves the right to exclude from bundling certain bands and advertising blocks. The list of exclusions will be published in the Pricelist each time.
- 2.1.4. One Broadcast Order may not consist of two or more Advertisements combined into one.
- 2.1.5. TVN Media reserves the right to dispose of a pool of up to 15,000 GRPs in 2024, not to exceed 2,000 GRPs per month, on terms other than those specified in the Commercial Policy, provided that GRPs in question will be sold as an integral part of campaigns based on ecommerce solutions.

### 2.2. Advertisement price-to-length index.

- 2.2.1. Advertisement Broadcast Pricelists are published for the Advertisement broadcast time of 30 seconds. If the time of broadcasting the Advertisement is different, the price is calculated using a multiplier determined on the basis of the calculation shown below:

<b>length of the Advertisement (in seconds)</b>	<b>price multiplier</b>
up to 5	0.40
from 6 to 10	0.55
from 11 to 15	0.70
from 16 to 20	0.90
from 21 to 30	1.00
from 31 to 45	1.50
from 46 to 60	2.00

2.2.2. For Advertisements longer than 60 seconds, the price multiplier increases by 0.5 for each 15-second interval of duration.

2.2.3. For Advertisements shorter than 5 seconds or longer than 60 seconds, the possibility of their broadcast will be determined individually.

### **2.3. Pricelist purchase.**

2.3.1. The Advertiser has the right to choose the time and place of broadcasting the Advertisement.

2.3.2. The detailed issuance plan is an integral part of the Broadcast Order.

2.3.3. An Advertisement for which the offset of the actual time of broadcast from that included in the broadcast schedule does not exceed 30 minutes is considered to have been broadcast as scheduled, with the exception of Advertisements broadcast in News Programs and/or at LIVE sports events. For these categories of Advertisements, an Advertisement for which the offset of the actual time of broadcast from that included in the broadcast schedule does not exceed 60 minutes in the case of News Programs and 120 minutes in the case of LIVE sports events is considered to have been broadcast as scheduled.

2.3.4. The value of the Broadcast Order is calculated on the basis of the Pricelist in effect during the issue period.

### **2.4. Auction purchase**

2.4.1. The rules of the Auction Purchase, including pricing, are set forth in the regulations available on the TVN Media Advertising Bureau website.

2.4.2. The net remuneration amounts are credited towards the realization of declared Net Annual Expenses in the TVN segment for TVN and TVN7, and in the Premium TV Segment for the other channels.

### **2.5. Purchase of Addressable TV**

2.5.1. The value of the Broadcast Order is determined on the basis of individual arrangements with the Advertiser and/or Counterparty.

2.5.2. Net remuneration amounts are credited towards the realization of declared Net Annual Expenses in the TVN segment.

### **2.6. Package purchase - issue package - quantity.**

2.6.1. The emission package applies to Advertisements delivered to TVN Media by the Advertiser and/or Advertisements produced by TVN Media on behalf of the Advertiser and aired in specific Programs.

2.6.2. The package includes the number of broadcasts due to the Advertiser within the package. TVN Media selects the advertising blocks in which the Advertisements will be broadcast.

2.6.3. The projected broadcast plan for the volume package is not an integral part of the Broadcast Order, is not guaranteed by TVN Media and may be modified by TVN Media.

2.6.4. A variant of the volume package is the contextual volume package, which allows you to buy in specific Premium TV Programs on broadcasts with specific themes.

2.6.5. The list of packages is published in the Pricelist each time.

### **2.7. Package purchase - GRP package.**

2.7.1. A GRP Package is a purchase option offered by TVN Media, the purpose of which is for the Advertiser to obtain the number of GRPs for an available Target Group, as agreed with TVN Media, within a specified period of time, in accordance with Appendices No. 1 - 3 or the Pricelist.

2.7.2. The expected broadcast schedule and composition of the GRP package are not an integral part of the Broadcast Order, are not guaranteed by TVN Media and may be modified by TVN Media.

2.7.3. The GRP package Pricelist determines the price of one GRP point for a 30-second Advertisement in an available Target Group, on the basis of which the calculation of the prices for the emission of Advertisements is made. The Rating Point value is subject to indexation in the case of other than 30 seconds of Advertisement's length, using the conversion indices specified in item 2.2. of this Policy.

2.7.4. The price of the GRP package is also subject to indexation in accordance with Appendices No. 1 - 3.

### **2.8. Package purchase - TVN MAX+ package**

2.8.1. The TVN MAX+ package is implemented through the broadcast of Advertisements on TVN and TVN 7 and VOD services available on the Digital Offer.

2.8.2. The planned composition of the package from January 1 to February 29, 2024:

TVN MAX+ PACKAGE	% GRP*
TVN	60%
TVN 7	40%

\*Target Group Everyone 20-54

2.8.3. The planned composition of the package from March 1 to December 31, 2024:

TVN MAX+ PACKAGE	% of order value	Program	% GRP*
TV	98%	TVN	60%
		TVN 7	40%
VOD services from Digital Offer	2%		-

\*Target Group Everyone 20-54

- 2.8.4. The TVN MAX+ package in the TV part is a variant of the GRP package, which means that in order to effectively place a Broadcast Order, the Counterparty specifies the total number of GRPs on TV and the number of ad impressions on VOD services. The Counterparty has the right to opt out of the digital part of the TVN MAX+ package, in which case the remuneration specified in the Broadcast Order increases by an amount representing 2% of the remuneration for the emission of Advertisements on TV.
- 2.8.5. The minimum number of GRPs purchased per order is 10 GRPs.
- 2.8.6. The package is subject to surcharges and discounts and is subject to billing rules as other GRP packages, except for the following discount for signing an annual framework agreement, which is not charged to the part of the order carried out in VOD services.
- 2.8.7. Net remuneration amounts for the purchase of the TVN MAX+ package is credited to the declared Net Annual Expenses in the TVN segment.
- 2.8.8. The CPM of Advertisements aired on VOD services in the Digital Offer within the TVN Max+ product is fixed at PLN 35 net in the "Everyone" target group.
- 2.8.9. Settlement of the TVN MAX+ Broadcast Order is carried out separately and independently:  
- for the TV part on the terms described in item 2.10  
- for the digital part under the terms and conditions described in the document "General Terms and Conditions for Online Advertising Services".
- 2.8.10. In a situation where the value of the order in the digital part is less than PLN 1 thousand net, this part is not subject to settlement resulting from incomplete execution.

## 2.9. Package purchase - Premium TV package.

- 2.9.1. The Premium TV package is implemented by broadcasting Advertisements on selected Premium TV Programs and is billed per order.
- 2.9.2. The minimum number of GRPs purchased per order is 3 GRPs.
- 2.9.3. The Premium TV package is a variant of the GRP package, which means that in order to effectively place a Broadcast Order for the Premium TV package, the Advertiser specifies the total number of GRP points and one of the types of packages available in the current offer.
- 2.9.4. The type of Premium TV package determines the Programs included in the package and the approximate proportion between the number of GRP points in each of these Programs.

## **2.10. Rules for selection and billing of GRP packages (items 2.7 - 2.9).**

- 2.10.1. Advertiser determines the total number of GRPs in the available Target Group in a given package and the period for which the Broadcast Order was concluded. The total number of GRPs for a GRP package is calculated by TVN Media based on the results of telemetry surveys provided by an independent research institute selected by TVN Media, which provide the number of GRPs and the Target Audience of the Advertisement in a given minute, and it is billed under the broadcast order.
- 2.10.2. The settlement in one month of two Broadcast Orders for one month, for one Advertiser, concerning the same product or service with the same issue length, but with different monthly seasonal index, can be done together.
- 2.10.3. TVN Media reserves the right to combine into one Order two or more Broadcast Orders for one month, for one Advertiser and product of the same length of advertising material, carried out under the same type of package.
- 2.10.4. For the purpose of settling the Broadcast Order, telemetry data provided after the Advertising Campaign by an Independent research institute selected by TVN Media will be accepted. Settlement of the Broadcast Order will be made within 30 days after the end of the month in which the Broadcast Order was executed.
- 2.10.5. For the purpose of settlement of the Broadcast Order, the following settlement ranges are adopted for the differences in the actual number of GRP points earned from the number of GRP points specified in the Broadcast Order, depending on the issuance period specified in the Broadcast Order:
  - a. Period of up to 7 days of broadcast advertisements - when the number of GRP points actually obtained is less than or equal to 12% of the number of GRP points established in the Broadcast Order, or is higher than it, then the Advertiser is obliged to pay for the equivalent of the number of GRP points established in the Broadcast Order. If the number of GRP points actually obtained is less than the number of GRP points agreed upon in the Broadcast Order by more than 12% then the Advertiser is obliged to pay for the GRP points actually obtained.
  - b. The period from 8 to 14 days of broadcast advertisements - when the number of GRP points actually obtained is less than or equal to 10% of the number of GRP points established in the Broadcast Order, or is higher than it, then the Advertiser is obliged to pay for the equivalent of the number of GRP points established in the Broadcast Order. If the number of GRP points actually obtained is less than the number of GRP points agreed upon in the Broadcast Order by more than 10% then the Advertiser is obliged to pay for the GRP points actually obtained.
  - c. Period of more than 14 days of broadcast advertisements - when the number of GRP points actually obtained is less than or equal to 8% of the number of GRP points established in the Broadcast Order, or is higher than it, then the Advertiser is obliged to pay for the equivalent of the number of GRP points established in the Broadcast Order. In the event that the number of GRP points actually obtained is less than the number agreed upon in the Broadcast Order by more than 8% then the Advertiser is obliged to pay for the GRP points actually obtained.
- 2.10.6. In the case of Advertisers/Counterparties who are units of the public finance sector, Broadcast Orders carried out in the form of GRP packages will be billed according to the GRP points actually obtained in the order. The maximum number of GRP points taken into account for billing may not exceed the number of GRP points established in the Broadcast Order.

## **2.11. Sponsorship of Broadcasts and other communications.**

- 2.11.1. Sponsorship package refers to informing about the financing of the Broadcasts (or other transmission) by broadcasting the Sponsorship Indications at the beginning thereof and at the time of resumption after one of the advertising or telesales breaks or at the end of the sponsored Broadcast or other transmission.
- 2.11.2. The package may optionally include broadcasting the Sponsor's Indications also at the trailers of the sponsored Broadcast (or another broadcast).
- 2.11.3. The indication of the sponsored Broadcast, the term, the number of Sponsorship Indications and the amount of the sponsorship contribution is individually agreed with the Sponsor.

## **2.12. Product placement.**

- 2.12.1. Product placement is possible in selected Broadcasts.
- 2.12.2. The method, term and conditions of Product Placement, including the amount of remuneration due to TVN Media, is determined individually with the Counterparty.



### 2.13. Custom forms.

- 2.13.1. Custom forms are commercial messages created on the basis of individual arrangements with the Advertiser and/or Counterparty in terms of creation, manner, time and place of broadcasting in the Program. The available offer of custom forms is published in the Pricelist.
- 2.13.2. The amount of remuneration due to TVN Media for the broadcast of a custom form is determined individually with the Advertiser/Counterparty based on the Pricelist in force in the month in which the valuation is made.
- 2.13.3. The value of the remuneration for the issuance of a custom form is subject to the surcharges indicated in item 3.2. and may be reduced by Discounts:
- for a share of the pricelist purchase option,
  - for direct purchase,
  - agency purchase,
  - investment purchase
  - for Developing Advertiser
- 2.13.4. The value of the remuneration for the issuance of the custom form is not increased by the operating fee.
- 2.13.5. Credit to Net Annual Expenses for net expenses made for the broadcast of custom forms directly with the broadcaster is possible only subject to the approval of TVN Media.
- 2.13.6. The amount of remuneration due to TVN Media for the broadcast of Advertisements, Sponsorship Indications and/or Product Placement at live sports events and broadcasts related to the Olympic Games is determined individually, with the Advertiser/Sponsor/Counterparty.

## 3. RULES FOR CALCULATING SURCHARGES AND DISCOUNTS.

### 3.1. General principles.

- 3.1.1. In the case of the pricelist purchase option and volume package, the price published in the Pricelist in effect during the period is increased first by the surcharges due. Each subsequent surcharge is calculated on the amount created after the previous surcharge was calculated. The value calculated in this way is reduced by the discounts to which the Counterparty is entitled. Each subsequent discount is calculated on the amount remaining after deducting the preceding discount. The value is then increased by the technical fee specified in item 3.2.7 and the operating fee described in item 3.2.10. The amount calculated in this way is the net value of the Order.
- 3.1.2. In the case of the GRP package purchase option, the GRP purchase cost will be increased by the surcharges due. Each subsequent surcharge is calculated on the amount created after the previous surcharge was calculated. The value so calculated may be reduced by the Discounts indicated in items 3.3.3, 3.3.6, 3.3.7, 3.3.8, 3.3.9, and 3.3.10. Each subsequent discount is calculated on the amount remaining after deducting the preceding discount. The result of the calculation is then increased by the technical fee specified in item 3.2.7 and the operating fee described in item 3.2.10. The amount calculated in this way is the net value of the Order.

### 3.2. Additional payments.

- 3.2.1. The following surcharges shall be added to the prices for the broadcast of Advertisements:
- for placing the Advertisement on the indicated position in the advertising block,
  - for Advertising two or more products/services of the same Advertiser (regardless of whether the products/services are completely different or constitute a single line),
  - for including products/services of other Advertisers in the Advertisement,
  - for placing the mark of a media patron or Sponsor or placing the mark of other media entities,
  - for placing an Advertisement for an alcoholic beverage,
  - the technical fee referred to in item 3.2.7,
  - OTT Advertisement surcharge,
  - for the presence of OTT advertisers in other advertisers' advertisements,
  - for the discontinuity of the advertising Campaign in the package purchase,
  - the operating fee referred to in item 3.2.10.
- 3.2.2. Surcharge for placing an Advertisement on the indicated position in the advertising block:

- a. up to + 25% for the first item in an advertising block,
  - b. up to + 25% for the last item in the advertising block,
  - c. up to + 20% for the first or last item in an advertising block,
  - d. up to + 15% for the second or penultimate item in an advertising block,
  - e. up to + 10% for indicating the position or order of issue of two (so-called "duospot") or more Advertisements  
in one advertising block - surcharge applies to all Advertisements - not guaranteed in Programs: TVN24, TVN24 BIS.
- 3.2.3. Surcharge for advertising two or more products/services of the same Advertiser:
- a. up to + 5% for the second and up to +5% for each subsequent product and/or service from the same Advertiser.
- 3.2.4. Surcharge for including products/services/logos/trademarks of other Advertisers in the Advertisement:
- a. up to + 20% for the first good/service/logotype/trademark of another Advertiser,
  - b. up to + 10% for the second and up to +10% for each subsequent good/service/logotype/trademark of another Advertiser. In the event that the second/next good/service/logotype/trademark is from an OTT Advertiser, the surcharge described in item 3.2.9 shall apply.
- 3.2.5. The surcharge for placement of tagging (e.g., trademark, logo) of a media patron or Sponsor or media entity is subject to individual negotiation and may be up to 5% for each display.
- 3.2.6. The surcharge for the broadcast of an Advertisement (or the broadcast of a message of a similar nature) of a beverage recognized by TVN Media as an alcoholic beverage is 13.5%.
- 3.2.7. TVN Media charges a technical fee of PLN 3.5 for handling the spot's booking. The detailed methodology for calculating the fee is published in the Pricelist.  
In the case of a package purchase, the amount of remuneration charged by TVN Media for this fee is determined once in the Broadcast Order and is not subject to settlement up to the amount resulting from the the actual number of broadcasts.  
In the case of pricelist purchase and volume package, the amount of remuneration charged by TVN Media for this fee is determined once in the Broadcast Order and is subject to settlement up to the amount resulting from the the actual number of broadcasts.
- 3.2.8. The surcharge for OTT Advertisement is up to +40%.
- 3.2.9. The surcharge for OTT advertisers' presence in other advertisers' advertisements is up to + 40%.
- 3.2.10. The operating fee amounts to PLN 50 for each submitted TVN Media Broadcast Order for an Advertising Campaign.
- 3.2.11. The surcharge for discontinuity of the Advertising Campaign at the request of the Advertiser in a package purchase is up to +10%.

### 3.3. Discounts.

- 3.3.1. TVN Media may grant the Advertiser the following discounts:
- investment discount,
  - Developing Advertiser discount,
  - discount for participating in the list price purchase option, discount for participation of purchase in TVN Segment,
  - seasonal discount/special discount,
  - periodic-sale discount,
  - discount for signing an annual framework agreement,
  - discount for direct purchase,
  - agency discount
- 3.3.2. Investment discount.
- a. TVN Media may grant an investment discount to the Advertiser for all Advertisements broadcast in a given calendar year, as long as the Advertiser declares the amount of Net Annual Expenses in this period,
  - b. The amount of investment discounts that are available depending on the declared amount of Net Annual Expenses is set forth in Appendix No. 1,
  - c. The amount of the investment discount depends on the amount of the declared amount of the Advertiser's Net Annual Expenses determined through negotiations with TVN Media and the realized Net Annual Expenses, in accordance with the provisions outlined in item 4.



3.3.3. Discount for Developing Advertiser.

TVN Media may grant a discount in the event that an Advertiser who declares and realizes Net Annual Expenses in the TVN/ Premium TV segment, respectively, of up to 2,499,999.99, declares a minimum share of Net Annual Expense for the TVN Segment in relation to its Net Annual Expenses in the TV market of at least 50%. In this case, this Advertiser will receive a discount of up to 7% of the value of the expenses incurred for the purchase of the pricelist option and package option in TVN Segment. TVN Media reserves the right to require the Advertiser to submit a statement signed by the chief accountant confirming the declared share of expenses.

3.3.4. Discount for participating in the list price purchase option.

An Advertiser who, in a given month, meets the criteria set forth below for the minimum share of expenses in the pricelist purchase and volume package option calculated separately for the TVN Segment and the Premium TV Segment, TVN Media may grant an additional discount to the pricelist purchase and volume package purchase option, up to:

TVN segment PLN million	SHARE OF LIST PRICE PURCHASE OPTION		SHARE OF LIST PRICE PURCHASE OPTION 100%	Premium TV segment PLN million	SHARE OF LIST PRICE PURCHASE OPTION from 70% to 99.99%	SHARE OF LIST PRICE PURCHASE OPTION 100%
0 – 2.5	from 90% to 99.99%	15%	38%	0 – 2.5	20%	30%
2.5 – 5		14%	35%	2.5 – 5	18%	28%
5 – 7.5		13.50%	35%	5 – 7.5	17%	27%
7.5 – 9.5		12.50%	34%	7.5 – 9.5	15%	25%
9.5 – 12	from 70% to 99.99%	15%	33%	9.5 – 12	15%	25%
12– 14.5		15%	32%	12– 14.5	13%	23%
14.5 – 17	not applicable			14.5 – 17	12%	22%
17 - 20				17 - 20	11%	21%
20– 23				20– 23	10%	20%
23 - 29				23 - 29	7%	15%
29 +				29 +	7%	15%

3.3.5. Discount for participation of purchase in TVN Segment

TVN Media may grant a discount in case the Advertiser declares and implements a minimum share of Net Advertising Campaign Expenses in the TVN Segment in relation to its total Net Advertising Campaign Expenses in the TVN Segment and Premium TV Segment of at least 50% per year. In this case, this Advertiser may receive a discount of up to 3% of the value of expenses incurred for the pricelist purchase option in the TVN segment.

3.3.6. Seasonal discount and/or special discount.

- a. Seasonal discounts may be introduced periodically. Their amount is announced in the Pricelist.
- b. Special discounts are occasional. Their amount is announced in the Pricelist.

3.3.7. Periodic-sale discount

- a. Periodic discount - a sale announced periodically on the website of the Advertising Bureau of TVN Media in a fixed amount each time and on a strictly specified date and for specific resources made available for sale, until they are exhausted.
- b. The periodic - sale discount is available to Advertisers who place a confirmed, written order during the sale period.

3.3.8. Discount for signing an annual framework agreement,

- a. The discount is allocated to the Advertiser/Counterparty in a situation where he/she signs an Annual Framework Agreement consisting of individual declarations of

- Advertiser/Counterparties within separate segments of TVN and Premium TV by March 15, 2024, and executes the declaration.
- b. Executing the declarations from the Annual Framework Agreement means realizing the net advertising campaign expenses declared in a given segment (TVN Segment and/or Premium TV Segment, including Premium Children). The discount is assigned in the segment, in which the declaration was made. Failure to execute the declaration in a segment entails the obligation to return the discount issued in that segment. Reimbursement of the discount will be made in the form of invoice adjustments to each discounted Broadcast Order.
  - c. The value of the discount is up to 4%.
  - d. Subject to item 3.3.8.j., the discount shall be allocated up to the maximum of the value of the declaration of the Net Advertising Campaign Expenses specified in the Annual Framework Agreement signed until March 15, 2024, the discount will be in force from January 1, 2024.
  - e. The discount will be allocated to the pricelist purchase and package purchase, excluding the purchase of custom form. For Broadcast Orders in the form of a package purchase, excluding a volume package, the discount will be calculated in the GRP equivalent of that Broadcast Order.
  - f. For broadcast orders in the form of pricelist purchases and volume packages, the value of the discount will reduce the net value of the broadcast order.
  - g. TVN Media reserves the right to issue a discount for signing an annual framework agreement:
    - on an ongoing basis, i.e., the discount will be applied to current broadcast orders and/or
    - in the form of adjustments to broadcast orders.
  - h. TVN Media reserves the right to charge the due value of the discount for signing the annual framework agreement, which arose during the transition period, i.e., from January 1 to March 31, 2024, in the form of GRP equivalent issued under Advertiser's broadcast orders in the segment (TVN or Premium TV) agreed with TVN Media. This settlement shall take place by the deadline of August 31, 2024. In the event that TVN Media, through no fault of TVN Media, fails to settle the value of the discount for signing the Annual Framework Agreement due for the transition period by August 31, 2024, TVN Media's obligation thereunder shall cease.
  - i. The discount for signing the Annual Master Agreement shall not be applied to the turnover made on commercial terms corresponding to the level of investment:
    - not less than PLN 23 million in the TVN Segment
    - not less than PLN 20 million in the Premium TV Segment
    - not less than PLN 38 million in TVN Media (Net annual expenses combined in TVN, Premium TV and Digital segments)
    - not less than PLN 48 million in TVN Media (Net annual expenses combined in TVN, Premium TV and Digital segments)
  - j. In the event that the declaration of Net Advertising Campaign Expenses made in the Annual Master Agreement signed by March 15, 2024 is increased during the term of this agreement so that the Advertiser's Net Advertising Campaign Expenses are in a higher investment level range (cluster) than previously, the Annual Master Agreement Signing Discount will be allocated up to the maximum value of the increased declaration of Net Advertising Campaign Expenses, provided that it is executed.

The accrual of the discount to the amount of the raised declaration is made from the moment the raised declaration is submitted.

If the raised pledge is not realized, but the pledge made in the Annual Framework Agreement signed by March 15 is executed, the Annual Framework Agreement Signing Discount will be allocated up to the maximum value of the pledge Net Advertising Campaign Expenses made in the Annual Framework Agreement.

### 3.3.9. Discount for direct purchase.

In the case where the Advertiser is acting on its own behalf, it can receive a discount up to 15%.

### 3.3.10. Agency discount.

- a. An agency discount of up to 15% may be given in connection with the representation of a Advertiser by the Agency.
- b. On a par with this discount will be treated the discount granted to entities acting

in their own name and on behalf of the Advertiser.

#### 4. GENERAL PROVISIONS.

##### 4.1. Commercial Conditions.

- 4.1.1. The basis and non-exceedable framework for TVN Media's negotiation of commercial terms for each Advertiser is determined by the parameters described in Appendices No. 1 - 3 to the Policy. In the case of declaration of Net Annual Expenses equal to the limit value of a given range, the Counterparty will be granted parameters from the range from which the limit value starts. The declarations submitted by the Counterparty to TVN Media apply to each Advertiser separately, which specifically means that for the purpose of determining the discount of a given Advertiser, the Net Annual Expenses of that Advertiser only will be taken into account.
- 4.1.2. For customers declaring Net Annual Expenses at the highest level provided for in the table in Appendices No. 1 and 2, TVN Media has the right to indicate how the declared expenses will be implemented.
- 4.1.3. For Advertisers declaring total expenses in TVN Media (Expenses for advertising campaigns, amounts invoiced as sponsorship contributions and/or as remuneration for Product Placement services, in total in the TVN, Premium TV and Digital segments) of not less than PLN 38,000,000 or not less than PLN 48,000,000, the following commercial terms and conditions apply:

	Declaration of annual net expenses (PLN)	Package purchase - minimum CPP cost (net)	Pricelist purchase	Additional conditions
4.1.3.1.	≥38 million <48 million	TVN Max+ PLN 1,550 PTV: Collective Package PLN 1,400 Cities Premium: PLN 1,465 Woman Premium: PLN 1,010 Young Premium: PLN 2,150 Reach Adult: PLN 1,575 Reach Family: PLN 1,520 Reach Man: PLN 1,800 Reach Woman+: PLN 1,125 Reach Prime: PLN 2,300 GRP packages in Premium TV programs: cost corresponding to an investment level of PLN 29 + million	Pricelist discount granted by negotiation	1) agreed with TVN Media share of Net Annual Expenses in the TV market, 2) expenses in the Digital Offer of at least 8% of the declaration of Net Annual Expenses
4.1.3.2.	≥ 48 mln	TVN Max+ PLN 1,400 PTV:	Pricelist discount	Digital Offer expenses of at least 8% of the net annual expenses' declaration

	<p>Collective Package PLN 1,250</p> <p>Cities Premium: PLN 1,390</p> <p>Woman Premium: PLN 1,000</p> <p>Young Premium: PLN 2,040</p> <p>Reach Adult: PLN 1,530</p> <p>Reach Family: PLN 1,480</p> <p>Reach Man: PLN 1,750</p> <p>Reach Woman+: PLN 1,100</p> <p>Reach Prime: PLN 2,200</p> <p>GRP packages in Premium TV programs: cost corresponding to an investment level of PLN 29 + million</p>	<p>given by negotiation</p>	
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4.1.3.3. In the case of an Advertiser specified in item 4.1.3.1. who additionally declares and executes a Share of Net Annual Expenses in the TV market, calculated in the period from the month of acceptance of the Declaration of Participation by TVN Media until December 2024 in the amount of at least 90%, the commercial terms and conditions are agreed individually from the moment of acceptance of the Declaration of Participation by TVN Media. TVN Media has the right to indicate how to implement the expenses so declared.

4.1.4. Terms and conditions for the Counterparty and/or participating Agency, TVN Media negotiates and confirms only for a uniquely identified Advertiser.

4.1.5. For Advertisers other than those indicated in item 4.1.3.3., receiving the lowest CPP / highest discount in the investment level range (cluster) depends on a number of factors such as: the selection of preferred purchase options and the planned distribution of expenses between them, the proportional distribution of expenses in TVN Media between the TVN segment and the Premium TV segment, the conclusion of the Annual Framework Agreement and its execution in accordance with its provisions, the submission and execution of the declaration of Net Annual Expenses for Sponsorship Indications, Product Placement, and, above all, on the submission and execution of the declaration in the Digital Offer in an amount not lower than in 2023 and representing at least 10% of Net Annual Expenses.

In the absence of an agreed and executed declaration for Sponsorship Indications, Product Placement and in the Digital Offer in the amount stated above, TVN Media will be entitled to establish a CPP that is at least 10% higher than the minimum CPP in the investment level range (cluster) and an investment discount lower than the highest level in the cluster by at least 4 bps.

Expenses made to the Advertiser by several Counterparties may be included in the above declaration in terms of the Digital Offer.

4.1.6. TVN Media confirms all material business terms with Counterparties in writing or by e-mail. Important conditions include, in particular:

- a. the level of discounts for each purchase option,
- b. CPP levels in the TVN and Premium TV segments
- c. declaration containing the following:
  - annual expenses on Net Advertising Campaigns in the TVN Segment,

- annual expenses on Net Advertising Campaigns in the Premium TV Segment,
- annual expenses on Net Advertising Campaigns in Children Premium,
- annual expenses for Sponsorship Indications and/or Net Product Placement in the TVN Segment,
- annual expenses for Sponsorship Indications and/or Net Product Placement in the Premium TV Segment,
- annual expenses for Sponsorship Indications and/or Net Product Placement in Premium Children,
- annual expenses on Digital Offer Advertisement, net),
- declaration of at least 50% share of Expenses on Advertising Campaigns for the TVN Segment in relation to the Advertiser's total annual net TV advertising expenses,
- declaration of share of Net Advertising Campaign Expenses in the TVN Segment in relation to all Net Advertising Campaign Expenses in the TVN and PTV Segments at a minimum of 50% per year,
- declaration of Pricelist participation in the purchase of the TVN Program.

In the absence of a declaration for any of the above elements, the Counterparty / Advertiser is considered to have waived the declaration in the category.

- 4.1.7. TVN Media may waive the need for a Counterparty to declare its total Net Annual Expenses when that Counterparty receives business terms corresponding to Net Annual Expenses not exceeding PLN 2 499,999.99.
- 4.1.8. All commercial arrangements made in the course of negotiations, as well as the content of the Framework Agreements and agreements concluded by e-mail, and any information or data obtained by the parties in connection with their conclusion constitute a business secret within the meaning of the Act on Combating Unfair Competition of April 16, 1993, and may not be disclosed to any third party without the written consent of the party to which they relate, unless they are generally known, or the obligation to disclose them arises from the provisions of applicable law or a final judgment of a court or administrative authority, or the Parties have agreed otherwise in the Annual Framework Agreement.
- 4.1.9. A change in any of the criteria described in items 4.1.1. - 4.1.6. and, in particular, in the amount of the declared Net Annual Expenses shall be the basis for TVN Media to adjust the material terms of business previously confirmed for the Counterparty referred to in item 4.1.6. throughout their term. TVN Media reserves the right to make the aforementioned adjustment also if, in TVN Media's opinion, the Counterparty's current realized Net Annual Expenses clearly indicate the Counterparty's inability to fulfill the previously submitted Net Annual Expenses declaration. This provision does not apply to the Custom Form.
- 4.1.10. TVN Media shall have the right to treat as equal to the Net Annual Expenses, the net remuneration amounts resulting from the orders/sub-agreements finally agreed upon in writing (i.e., confirmed and signed) by the Counterparty and TVN Media, the execution of which has not occurred solely for reasons attributable to TVN Media and/or the television broadcasters on behalf of and for whose benefit TVN Media is acting, in particular when there is a reinvestment of the adjustment amount in the segment/product indicated by TVN Media.
- 4.1.11. Between 10 days before and 15 days after the end of the first, second and third quarters of a given year, TVN Media shall have the right to make a quarterly verification of the realization of the declared Net Annual Expenses. In the event that circumstances are identified that would jeopardize the performance of the provisions of the Annual Framework Agreement (if concluded), confirmed declarations of Net Annual Expenses, or distribution of expenses between purchase options, TVN Media shall have the right to amend the previously granted commercial terms and conditions (set forth in Appendices No. 1 - 3) by taking as the basis of Net Annual Expenses a value in the range between the expenses estimated in proportion to the ratio of the actual expenses incurred to the declared Net Annual Expenses at the end of a given quarter calculated cumulatively from the beginning of the year and the value resulting from the actual expenses incurred.
- 4.1.12. TVN Media will verify the Net Annual Expenses actually made in a given year and issue corresponding adjustment invoices during the period from November 1, 2024, to February 16, 2025. This provision does not apply to the Custom Form.
- 4.1.13. If the Counterparty makes actual Net Annual Expenses below the amount declared in accordance with items 4.1.1. - 4.1.6. TVN Media will be entitled to claim from the Counterparty the reimbursement of the discounts received and / or the adjustment resulting from the change in CPP, under the following terms:
  - a. TVN Media, on the basis of the actual Net Annual Expenses, will determine the commercial terms to which this Advertiser is entitled in accordance with this Commercial Policy, and on this basis will calculate the amount by which the value of the orders will be adjusted.
  - b. If the amount referred to in item 4.1.13.a. is the amount owed to TVN Media, the Counterparty shall pay this amount to TVN Media within 14 days and under the conditions specified in the

corrective invoices issued to the Counterparty by TVN Media.

- 4.1.14. If the declaration of Net Annual Expenses is increased or Net Annual Expenses are made in excess of the amount declared in accordance with items 4.1.1. - 4.1.6. TVN Media and the Advertiser/Counterparty, at the request of the Advertiser/Counterparty, may re-agree business terms on new terms, however, the negotiated terms may not be more favorable to the Advertiser/Counterparty than would result from Appendices No. 1 - 3, applied to the net annual Expenses actually realized.
- 4.1.15. The Advertiser and/or Counterparty undertakes to pay the supplementary remuneration referred to in item 4.1.13 within 14 days from the date of receipt of the relevant corrective invoice from TVN Media. In the event that, in accordance with the arrangements made pursuant to items 4.1.13 and/or 4.1.14, a discount/refund is due to the Advertiser and/or Counterparty as a result of a change in CPP, settlement will be made on the basis of an adjustment invoice issued by TVN Media.
- 4.1.16. If the Counterparty that purchases advertising campaigns in its own name and on behalf of the Advertiser changes during the calendar year, the value of orders made through the previous Counterparty will not be verified in accordance with items 4.1.11. to 4.1.14. in this Commercial Policy. Advertiser's expenses made through the new Counterparty shall be treated as new from the time of the change of Counterparty, unless the new Counterparty, or Advertiser agrees with TVN Media that the Net Annual Expenses made through the previous Counterparty shall be aggregated with the expenses made through the new Counterparty, provided that the above agreement shall not cause deviations from the rules contained in this Commercial Policy. In particular, if the sum of the expenses made through the previous Counterparty and the declared value of the Net Annual Expenses through the new Counterparty is different from the value of the Net Annual Expenses declared by the previous Counterparty, items 4.1.9. to 4.1.15. shall apply.
- 4.1.17. In the event that the Advertiser acts directly or through one or more Counterparties, TVN Media may treat the statements of Net Annual Expenses together, provided that the Counterparty or Advertiser accepts responsibility for the settlements indicated in items from 4.1.9. to 4.1.15.
- 4.1.18. The commercial terms and conditions set by TVN Media apply to one Advertiser only, which specifically means that for the purpose of determining the discount and/or CPP of a given Advertiser, the Net Annual Expenses of that Advertiser only will be taken into account. Demonstration of the existence of Control to treat two or more Advertisers as a single Advertiser is up to the Advertisers' data. TVN Media reserves the right to require the Advertisers in question to submit documents or statements documenting the existence of Control. Recognition of the existence of Control shall take place on the date on which the Advertiser submits an application for a given year for approval of the existence of Control to TVN Media (together with the relevant documents), subject to a positive evaluation of this application by TVN Media. TVN Media may refuse to recognize the existence of Control.
- 4.1.19. In the case described in Section 4.1.3.1. and 4.1.3.3., the Counterparty, at the request of TVN Media, is required to submit a written statement signed by the person(s) authorized to make reconciliations according to the signed annual agreement / chief accountant / chief financial officer / member of the board of directors about the fulfillment of the declaration of Net Annual Expense Share in the TV market.

In justified cases, TVN Media has the right to verify the statement referred to above. Verification will be conducted through the auditor who audits the Counterparty (and in the event that the Counterparty is not audited or the Counterparty's auditor does not accept such an assignment, TVN Media will identify the auditor). The condition determined by the auditor is considered by the parties to be ultimately binding. The cost of the audit will be borne by the party whose position was untrue.

## **4.2. Applicability of the Commercial Policy.**

- 4.2.1. This Commercial Policy shall become effective as of January 1, 2024.
- 4.2.2. If the provisions of the Commercial Policy conflict with the provisions of the General Terms and Conditions of Contracting, the provisions of the Commercial Policy shall apply.

## **4.3. Amendments of Commercial policy.**

- 4.3.1. TVN Media has the right to change the Commercial Policy in the following cases:
- a. changes in laws that materially affect the ability to broadcast advertisements in TV Programs or otherwise materially change the rules of the media market or introduce new or change existing



- public charges/fees that are levied in connection with the objects of TVN Media, broadcasters or other entities represented by TVN Media, or for which TVN Media acts on its own behalf,
- b. TVN Media's decision,
  - c. changes to the concessions and licenses for broadcasting the TVN Program and/or the Premium TV Program, as well as changes to the broadcasters of the Premium TV Program who are represented by TVN Media under applicable powers of attorney, or for whom TVN Media acts on its own behalf.
- 4.3.2. If these amendments are made public, they shall be effective in their content at all times in the place where the Counterparty may read them, subject to the provisions of items 4.3.3 and 4.3.4.
- 4.3.3. Amendments will also be effective for Counterparties bound to TVN Media by agreements or other written agreements (including an agreement via e-mail) entered into prior to the amendment under the following terms:
- a. TVN Media shall serve the Counterparty with a new version of the Commercial Policy in writing under pain of nullity, together with the reason for the change in writing;
  - b. The Counterparty shall be entitled, within 30 days from the date of delivery to it of the new written version of the Commercial Policy, to terminate with immediate effect the agreement or agreement between it and TVN Media, of which the Commercial Policy was an integral part;
  - c. The Counterparty shall be bound by the new version of the Commercial Policy from the date of submission of a written statement of acceptance thereof or after the ineffective expiration of 30 days for submission of a statement of termination of the agreement or agreement referred to above;
  - d. If the Counterparty submits a notice of termination in accordance with paragraph "b" above, item 4.1.12 does not apply.
- 4.3.4. The changes referred to in item 4.3.3.b. shall not be binding on Counterparties bound to TVN Media by agreements or other written agreements (including agreement by e-mail) entered into prior to the introduction of the change in question.
- 4.3.5. In the event of significant negative changes in the advertising market, TVN Media reserves the right to change the Commercial Policy and to annex the Annual Framework Agreements.

## **5. APPENDICES.**

- 5.1. Appendix No. 1: CPP costs, discounts and monthly seasonal indexes.
- 5.2. Appendix No. 2: Package Costs for Premium TV Programs.

## Appendix No. 1 CPP costs, discounts and monthly seasonal indexes.

The investment in the tables below is understood as the amount of declared Net Annual Expenses.

**TABLE 1: COSTS AND DISCOUNTS IN 2024**

TVN INVESTMENT LEVEL ranges in million PLN	TVN DISCOUNT	TVN 7 DISCOUNT	CPP TVN MAX + IN PLN		PREMIUM TV INVESTMENT LEVEL ranges in million PLN	PREMIUM TV DISCOUNT
	max	max	min	max		max
0 – 2.5	31%	35%	2 910	4 080	0 – 2.5	24%
2.5 – 5	35%	39%	2 795	3 770	2.5 – 5	28%
5 – 7.5	37%	41%	2 720	3 535	5 – 7.5	32%
7.5 – 9.5	39%	43%	2 645	3 435	7.5 – 9.5	36%
9.5 – 12	41%	45%	2 575	3 345	9.5 – 12	39%
12– 14.5	43%	45%	2 475	3 235	12– 14.5	42%
14.5 – 17	negotiable		2 405	3 130	14.5 – 17	45%
17 - 20			2 340	3 035	17 - 20	47%
20– 23			2 210	2 865	20– 23	52%
23 - 29			2 080	2 710	23 - 29	55%
29 +			2 015	2 610	29 +	60%

Target Group: All 20-54

For Advertisers using individually agreed investment discounts for pricelist purchases, discounts do not apply:

- Developing Advertiser discount,
- discount for participating in the list price purchase option,
- pricelist discount for participation in TVN segment
- agency and direct

**SUPPLEMENTARY TABLE TO TABLE 1: COSTS OF THE CHILD PREMIUM PRODUCT IN 2024 AND DISCOUNTS FOR THE PRICELIST PURCHASE OF PROGRAMS AIMED AT CHILDREN**

INVESTMENT LEVEL RANGES IN MILLION PLN	OF CPP CHILD PREMIUM PRODUCT		DISCOUNT ON PRICELIST PURCHASE OF CHILD PREMIUM PRODUCT	
	min	max	min	max
0.0 - 0.4	680	835	0%	27%
0.4 - 1.1	640	760	28%	30%
1.1 - 2.6	600	730	31%	34%
2.6 - 4.6	575	665	35%	39%
4.6 - 6	530	620	40%	45%
6+	negotiable			

Target Group: All 4-12

## TABLE OF MONTHLY SEASONAL INDICES

	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	
												1-22	23-31
TVN MAX	0.85	1.01	1.11	1.13	1.2	1.13	0.9	0.9	1.23	1.27	1.25	1.18	0.5
PREMIUM TV	0.8	0.97	1.05	1.13	1.2	1.13	0.85	0.85	1.22	1.27	1.25	1.18	0.5
PREMIUM CHILDREN	0.6	0.7	1.05	1.1	1.3	1	0.65	0.65	1.15	1.25	1.55	1.45	0.7

## Appendix No. 2: COSTS IN PREMIUM TV PROGRAMS

### COSTS OF PRODUCTS IN PREMIUM TV OFFER IN 2024

PACKAGE	CITIES PREMIUM		WOMAN PREMIUM		YOUNG PREMIUM	
BILLING GROUP	All 20-54, cities 50+ thousand		Women 20-54 cities 50+ thousand		All 13-34 cities 50+ thousand	
RANGES IN MILLION PLN	min	max	min	max	min	max
0 – 2.5	1 780	2 315	1 510	1 960	2 570	3 345
2.5 – 5	1 760	2 285	1 470	1 910	2 535	3 300
5 – 7.5	1 730	2 255	1 430	1 855	2 515	3 265
7.5 – 9.5	1 700	2 210	1 395	1 815	2 480	3 225
9.5 – 12	1 645	2 135	1 335	1 740	2 445	3 175
12– 14.5	1 635	2 125	1 305	1 695	2 390	3 110
14.5 – 17	1 615	2 095	1 290	1 680	2 370	3 080
17 - 20	1 595	2 075	1 260	1 635	2 330	3 040
20– 23	1 565	2 035	1 215	1 580	2 325	3 020
23 - 29	1 555	2 020	1 175	1 530	2 295	2 985
29 +	1 540	1 995	1 145	1 490	2 265	2 940

PACKAGE	REACH ADULT		REACH FAMILY		REACH MAN		REACH WOMAN +		REACH PRIME (18:00-23:00)		COLLECTIVE	
BILLING GROUP	All 25-59, income 3+k		Women 20-59		Men 20-59		Women 40-64		All 20-54		All 20-64	
RANGES IN MILLION PLN	min	max	min	max	min	max	min	max	min	max	min	max
0 – 2.5	2 120	2 755	2 050	2 660	2 035	2 645	1 410	1 830	3 130	4 065	2 425	3 155
2.5 – 5	2 015	2 620	1 955	2 535	1 970	2 560	1 355	1 765	2 975	3 870	2 315	3 015
5 – 7.5	1 940	2 525	1 875	2 440	1 960	2 550	1 320	1 720	2 865	3 725	2 230	2 895
7.5 – 9.5	1 900	2 470	1 845	2 395	1 935	2 520	1 300	1 695	2 805	3 645	2 185	2 835
9.5 – 12	1 875	2 435	1 805	2 345	1 920	2 500	1 270	1 655	2 750	3 580	2 135	2 770
12– 14.5	1 825	2 380	1 765	2 290	1 910	2 485	1 265	1 640	2 700	3 505	2 100	2 730
14.5 – 17	1 815	2 360	1 755	2 280	1 905	2 475	1 240	1 615	2 670	3 475	2 065	2 690
17 - 20	1 775	2 310	1 720	2 240	1 895	2 460	1 235	1 610	2 630	3 420	2 040	2 655
20– 23	1 765	2 300	1 695	2 205	1 875	2 430	1 230	1 600	2 600	3 380	2 015	2 615
23 - 29	1 720	2 235	1 660	2 160	1 850	2 400	1 210	1 575	2 550	3 310	1 970	2 560
29 +	1 710	2 220	1 655	2 155	1 840	2 395	1 205	1 560	2 540	3 295	1 965	2 560

#### COSTS OF GRP PACKAGES IN PREMIUM TV PROGRAMS IN 2024

INVESTMENT LEVEL	PRODUCTS									
RANGES IN MILLION PLN	TVN24		TVN24BiS		TVN Style		TVN Turbo		TVN Fabuła	
	min	max	min	max	min	max	min	max	min	max
0 – 2.5	2 835	3 685	2 835	3 685	3 225	4 195	2 480	3 230	2 835	3 685
2.5 – 5	2 825	3 675	2 825	3 675	3 185	4 145	2 470	3 215	2 825	3 675
5 – 7.5	2 815	3 660	2 815	3 660	3 180	4 130	2 435	3 165	2 815	3 660
7.5 – 9.5	2 740	3 560	2 740	3 560	3 150	4 090	2 365	3 075	2 740	3 560
9.5 – 12	2 655	3 450	2 655	3 450	3 035	3 940	2 355	3 070	2 655	3 450
12– 14.5	2 640	3 435	2 640	3 435	2 975	3 870	2 350	3 055	2 640	3 435
14.5 – 17	2 575	3 350	2 575	3 350	2 925	3 800	2 325	3 020	2 575	3 350
17 - 20	2 525	3 285	2 525	3 285	2 855	3 710	2 255	2 935	2 525	3 285
20– 23	2 450	3 180	2 450	3 180	2 715	3 530	2 140	2 780	2 450	3 180
23 - 29	2 365	3 075	2 365	3 075	2 645	3 435	2 075	2 705	2 365	3 075
29 +	2 330	3 030	2 330	3 030	2 605	3 385	2 065	2 685	2 330	3 030

Target Group: All 20-54

INVESTMENT LEVEL	PRODUCTS											
	Discovery Channel		FOX		HGTV		Comedy Central		National Geographic		Paramount Channel	
	min	max	min	max	min	max	min	max	min	max	min	max
0 – 2.5	2 720	3 545	2 940	3 830	2 835	3 685	3 110	4 045	2 635	3 415	2 970	3 865
2.5 – 5	2 710	3 525	2 905	3 780	2 825	3 675	3 095	4 030	2 620	3 410	2 965	3 850
5 – 7.5	2 670	3 475	2 895	3 765	2 815	3 660	3 085	4 015	2 610	3 395	2 950	3 835
7.5 – 9.5	2 595	3 375	2 870	3 730	2 740	3 560	3 005	3 910	2 540	3 305	2 870	3 735
9.5 – 12	2 580	3 365	2 765	3 595	2 655	3 450	2 910	3 785	2 460	3 200	2 785	3 620
12– 14.5	2 575	3 350	2 715	3 525	2 640	3 435	2 895	3 765	2 450	3 185	2 765	3 595
14.5 – 17	2 545	3 320	2 660	3 465	2 575	3 350	2 825	3 670	2 390	3 110	2 705	3 515
17 - 20	2 470	3 220	2 605	3 385	2 525	3 285	2 765	3 595	2 335	3 045	2 645	3 440
20– 23	2 345	3 050	2 475	3 220	2 450	3 180	2 680	3 485	2 270	2 950	2 565	3 335
23 - 29	2 275	2 965	2 415	3 130	2 365	3 075	2 595	3 370	2 190	2 855	2 480	3 220
29 +	2 260	2 945	2 380	3 085	2 330	3 030	2 550	3 320	2 165	2 805	2 440	3 175

Target Group: All 20-54

#### TABLE OF PRICE INDEXES FOR PRODUCTS IN THE CHILDREN PREMIUM OFFER IN 2024

INVESTMENT LEVEL	PRODUCTS					
	GIRL PREMIUM		BOY PREMIUM		JUNIOR PREMIUM	
	Min	max	min	max	min	Max
0.0 - 0.4	715	875	750	920	785	960
0.4 - 1.1	675	800	705	835	740	875
1.1 - 2.6	630	765	630	765	720	875
2.6 - 4.6	605	700	605	700	690	800
4.6 - 6	560	655	560	655	635	740
6+	negotiable					

Target Group: All 4-12