

Price list No. 40 from 1 January 2011





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2011 Commercial breaks schedule

For the latest information, visit:
www.zdf-werbung.de



ZDF werbe
fernsehen

Approx. time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
15.25						ZDF heute
15.27						01 01 15 01
15.30						ZDF reportage
16.00	heute in Europa	heute in Europa	heute in Europa	heute in Europa	heute in Europa	
16.13	70 25 16 18	70 25 16 18	70 25 16 18	70 25 16 18	70 25 16 18	01 03 16 06
16.15	(1) Telenovela/Lena	(1) Telenovela/Lena	(1) Telenovela/Lena	(1) Telenovela/Lena	(1) Telenovela/Lena	Lafer! Lichter! Lecker!
16.35	01 08 16 08	01 08 16 08	01 08 16 08	01 08 16 08	01 08 16 08	
16.40	(2) Telenovela/Lena	(2) Telenovela/Lena	(2) Telenovela/Lena	(2) Telenovela/Lena	(2) Telenovela/Lena	
16.58	01 06 16 02	01 06 16 02	01 06 16 02	01 06 16 02	01 06 16 02	01 05 16 02
16.59	80 30 16 85	80 30 16 85	80 30 16 85	80 30 16 85	80 30 16 85	80 30 16 85
17.00	ZDF heute	ZDF heute	ZDF heute	ZDF heute	ZDF heute	ZDF heute
17.45	Lh Leute heute	Lh Leute heute	Lh Leute heute	Lh Leute heute	Lh Leute heute	Menschen – das Magazin
17.56	01 10 17 10	01 10 17 10	01 10 17 10	01 10 17 10	01 10 17 10	01 03 17 10
17.50/18.00	(1) SOKO	(1) SOKO	(1) SOKO	(1) SOKO	(1) SOKO	hallo deutschland
18.20/18.30	01 14 18 20	01 14 18 20	01 14 18 20	01 14 18 20	01 14 18 20	01 06 18 20
18.25/18.35	(2) SOKO	(2) SOKO	(2) SOKO	(2) SOKO	(2) SOKO	Lh Leute heute
18.51	60 41 18 21	60 41 18 21	60 41 18 21	60 41 18 21	60 41 18 21	
18.54	01 11 18 30	01 11 18 30	01 11 18 30	01 11 18 30	01 11 18 30	01 06 18 30
18.58	Programme announcement	Programme announcement	Programme announcement	Programme announcement	Programme announcement	Programme announcement
18.59	80 65 18 80	80 65 18 80	80 65 18 80	80 65 18 80	80 65 18 80	80 65 18 80
19.00	ZDF heute	ZDF heute	ZDF heute	ZDF heute	ZDF heute	ZDF heute
19.18	50 53 19 60	50 53 19 60	50 53 19 60	50 53 19 60	50 53 19 60	50 52 19 60
19.20	ZDF wetter	ZDF wetter	ZDF wetter	ZDF wetter	ZDF wetter	ZDF wetter
19.21	70 43 19 61	70 43 19 61	70 43 19 61	70 43 19 61	70 43 19 61	70 40 19 61
19.21	Programme announcement	Programme announcement	Programme announcement	Programme announcement	Programme announcement	Programme announcement
19.22	01 15 19 40	01 16 19 40	01 14 19 40	01 14 19 40	01 14 19 40	01 10 19 40
19.25	ZDF WISO	(1) Die Rosenheim- Cops	(1) Küstenwache	(1) Notruf Hafenkante	(1) Der Landarzt/ Forsthaus Falkenau	(1) Da kommt Kalle/ Neue Serie
19.49	60 46 19 62	60 46 19 62	60 44 19 62	60 44 19 62	60 42 19 62	60 42 19 62
19.50	01 20 19 50	01 20 19 50	01 18 19 50	01 18 19 50	01 17 19 50	01 17 19 50
19.55	ZDF WISO	(2) Die Rosenheim- Cops	(2) Küstenwache	(2) Notruf Hafenkante	(2) Der Landarzt/ Forsthaus Falkenau	(2) Da kommt Kalle/ Neue Serie

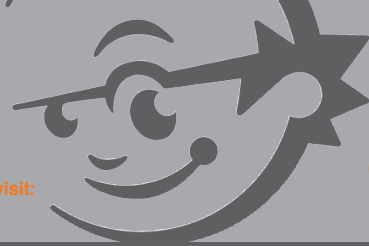
TA 50 = Best Wetter, TA 60 = split-screen, TA 70 = solo commercial, TA 80 = 10 seconds and heute-Uhr

News/Economics/Social affairs

Family entertainment/Infotainment

Thriller/Action

AGF code: Nos. 1 and 2 = tariff type, Nos. 3 and 4 = rate group,
Nos. 5 and 6 = hour, Nos. 7 and 8 = commercial break number.
All times indicated are guide times only.



ZDF Werbefernsehen – your fair partner!

Linear price structure

At ZDF Werbefernsehen, the one-second price applies as the basis of calculation for even short advertising formats (<30 seconds). The average length of a commercial in Germany is 14 seconds. Our competitors with disproportionate price structures charge a surcharge of up to 30% for a commercial that is shorter than 30 seconds. We calculate your advertising rate by multiplying the one-second price by the length of the commercial.

Free mandatory OTC notice

Unlike most of our competitors, we discount the standard four-second mandatory OTC notice by 100% for advertisements for medicinal products. Please see the design guidelines under Article 17 of the General Terms and Conditions.

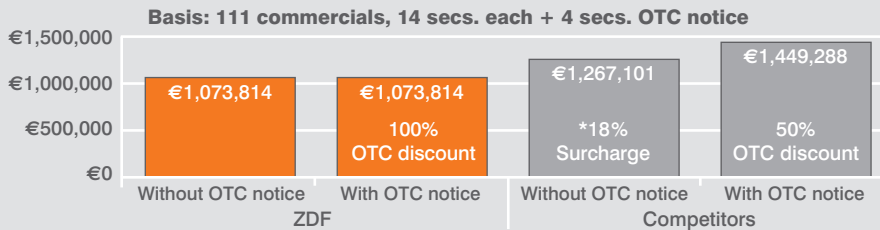
Tariff type (TA)	TA number	Page
Standard tariff	01–10	7
heute-Uhr	80	8–9
10 seconds	80	10
Best Wetter	50	12
Solo commercial	70	13
Split-screen	60	14–15

Customers with commercials which require a mandatory OTC notice save money on ZDF with free transmission of the notice!

Sample calculation:

Gross investment	1,073,814
Booked seconds	1,554
Ø rate per second in €	691
OTC notice in secs.	444
ZDF OTC discount in €	306,816
ZDF OTC discount in % of turnover	28.57

Saving in comparison with a competitor:



*competitor surcharge: commercial <30 seconds = 18%

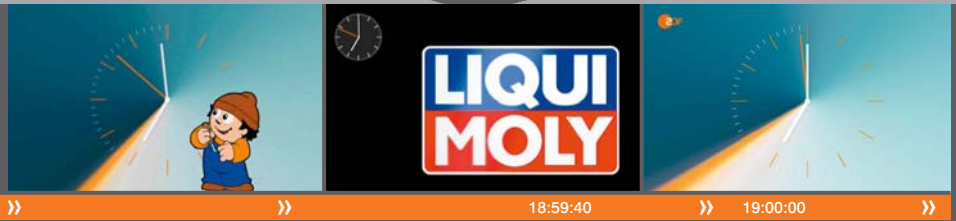
Price group	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
Standard tariff: price per second in €													
01	152	180	180	171	165	114	95	96	138	171	180	159	150
02	192	228	228	217	209	144	120	122	175	217	228	201	190
03	202	240	240	228	220	152	126	128	184	228	240	212	200
04	255	302	302	287	277	192	159	161	232	287	302	267	252
05	278	330	330	314	303	209	173	176	253	314	330	292	275
06	303	360	360	342	330	228	189	192	276	342	360	318	300
07	323	384	384	365	352	243	202	205	294	365	384	339	320
08	343	408	408	388	374	258	214	218	313	388	408	360	340
09	388	461	461	438	422	292	242	246	353	438	461	407	384
10	424	504	504	479	462	319	265	269	386	479	504	445	420
11	445	529	529	503	485	335	278	282	406	503	529	467	441
12	455	540	540	513	495	342	284	288	414	513	540	477	450
13	491	583	583	554	535	369	306	311	447	554	583	515	486
14	527	626	626	595	574	397	329	334	480	595	626	553	522
15	539	641	641	609	587	406	336	342	491	609	641	566	534
16	606	720	720	684	660	456	378	384	552	684	720	636	600
17	646	768	768	730	704	486	403	410	589	730	768	678	640
18	707	840	840	798	770	532	441	448	644	798	840	742	700
19	742	882	882	838	809	559	463	470	676	838	882	779	735
20	773	918	918	872	842	581	482	490	704	872	918	811	765

'heute-Uhr' 19.00 Uhr

Exposure through your individual advertising spot

ZDF 'heute-Uhr'

Unique



The unique platform for your commercial to appear in full-screen format: 'heute-Uhr', at around 18.59, from Monday to Saturday, kicks off the countdown to the 'heute' news programme. Enjoy a full calendar week with an exclusive sole position prior to this powerful programme brand. You will see both quantitative and qualitative benefits: a high degree of audience acceptance and good reach combined with the day's news, respectability and credibility. Your product benefits from a positive image association with our competent news delivery.

The design of your commercial should avoid forms of presentation which resemble news stories.

Benefits

- Completely sole position prior to 'heute' which has very wide audience reach
- Guaranteed attention for a complete calendar week (Monday to Saturday) by appearing right next to the news
- Positive image transfer

Reservation details

The minimum booking for a full week is 120 seconds of paid advertising. Different topics with different commercial lengths can be shown each day. A booking of 5 seconds minimum is permitted. The calendar week may be divided across an agency's different clients by arrangement. Reservations form a firm order.

8

9 'heute-Uhr': 18.59 Uhr code 80 85 18 80

Week No.	Days	Cost/sec.	Weekly price for 20 secs.	
1	03.01.-09.01.	6	€1,212	€145,440
2	10.01.-16.01.	6	€1,212	€145,440
3	17.01.-23.01.	6	€1,212	€145,440
4	24.01.-30.01.	6	€1,212	€145,440
5	31.01.-06.02.	6	€1,440	€172,800
6	07.02.-13.02.	6	€1,440	€172,800
7	14.02.-20.02.	6	€1,440	€172,800
8	21.02.-27.02.	6	€1,440	€172,800
9	28.02.-06.03.	6	€1,440	€172,800
10	07.03.-13.03.	6	€1,440	€172,800
11	14.03.-20.03.	6	€1,440	€172,800
12	21.03.-27.03.	6	€1,440	€172,800
13	28.03.-03.04.	6	€1,440	€172,800
14	04.04.-10.04.	6	€1,368	€164,160
15	11.04.-17.04.	6	€1,368	€164,160
16	18.04.-24.04.	5	€1,368	€136,800
17	25.04.-01.05.	5	€1,368	€136,800
18	02.05.-08.05.	6	€1,320	€158,400
19	09.05.-15.05.	6	€1,320	€158,400
20	16.05.-22.05.	6	€1,320	€158,400
21	23.05.-29.05.	6	€1,320	€158,400
22	30.05.-05.06.	5	€912	€91,200
23	06.06.-12.06.	6	€912	€109,440
24	13.06.-19.06.	5	€912	€91,200
25	20.06.-26.06.	6	€912	€109,440
26	27.06.-03.07.	6	€912	€109,440

Week No.	Days	Cost/sec.	Weekly price for 20 secs.	
27	04.07.-10.07.	6	€756	€90,720
28	11.07.-17.07.	6	€756	€90,720
29	18.07.-24.07.	6	€756	€90,720
30	25.07.-31.07.	6	€756	€90,720
31	01.08.-07.08.	6	€768	€92,160
32	08.08.-14.08.	6	€768	€92,160
33	15.08.-21.08.	6	€768	€92,160
34	22.08.-28.08.	6	€768	€92,160
35	29.08.-04.09.	6	€1,104	€132,480
36	05.09.-11.09.	6	€1,104	€132,480
37	12.09.-18.09.	6	€1,104	€132,480
38	19.09.-25.09.	6	€1,104	€132,480
39	26.09.-02.10.	6	€1,104	€132,480
40	03.10.-09.10.	5	€1,368	€136,800
41	10.10.-16.10.	6	€1,368	€164,160
42	17.10.-23.10.	6	€1,368	€164,160
43	24.10.-30.10.	6	€1,368	€164,160
44	31.10.-06.11.	6	€1,440	€172,800
45	07.11.-13.11.	6	€1,440	€172,800
46	14.11.-20.11.	6	€1,440	€172,800
47	21.11.-27.11.	6	€1,440	€172,800
48	28.11.-04.12.	6	€1,440	€172,800
49	05.12.-11.12.	6	€1,272	€152,640
50	12.12.-18.12.	6	€1,272	€152,640
51	19.12.-25.12.	5	€1,272	€127,200
52	26.12.-01.01.	5	€1,272	€127,200

Linear rates, free mandatory OTC notice

Issue date: July 2010. Valid from 1 January 2011. Subject to amendments; not liable for misprints.

2011 Special ads

For the latest information, visit:
www.zdf-werbung.de



ZDF werbe
fernsehen

'10 seconds' heute 17.00 Uhr

Unique



ZDF '10 seconds'

16:59:50

17:00:00

The first preview news broadcast is as early as 17.00 on ZDF. High-quality reporting – quick, authoritative and informative – brings viewers the first summary of the day's events from across the world, and sport, of course. The '10 seconds' special ad ensures you appear during the **countdown to the 17.00 'heute' programme** exclusively and immediately next to the day's latest news.

The design of your commercial should avoid forms of presentation which resemble news stories.

Reservation details

Booking length: 10 seconds of paid advertising (may differ by arrangement).
Minimum booking: one month.
Reservations form a firm booking.

Benefit

- High level of attention by appearing right next to the 17.00 news programme

Day	Advertising code	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
'10 seconds' in € – commercial length: 10 seconds														
Mon.–Sat.	80 30 16 85	5,400	6,420	6,420	6,100	5,890	4,070	3,370	3,420	4,920	6,100	6,420	5,670	5,350

Linear rates, free mandatory OTC notice

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Split-screen news



The **split-screen news** is available from **Monday to Saturday** at approximately **19.17** immediately following the 19.00 'heute' news programme. This connection benefits your advertising message via optimal image association as the result of an extremely credible and high-quality environment: with the highest level of news competence and the latest events – thoroughly researched every day.

Bookings for the entire year only are accepted. We would be delighted to prepare a tailored proposal for you.

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2011 Special ads

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ZDF werbe
fernsehen

Best Wetter

ZDF Best Wetter

	Reach	CPM 30SDSq
Age 14+:	3.82 million*	€9.77*

Commercial 1/3

19:16:45

Commercial 2/3

19:17:10

Commercial 3/3

19:17:36

ARD Best Minute

	Reach	CPM 30SDSq
Age 14+:	2.69 million*	€19.56*

Das Erste®

Commercial 1

19:58:20

Commercial 2

19:58:40

Commercial 3

19:59:10

Commercial 4

19:59:40

Best seconds

19:59:48

Everyone talks about the weather, and your commercial could sit right at the centre of it. **Best Wetter**, the commercial break at around **19.18** between the news and the daily weather, has been reaching an average of 3.82* million viewers aged 14 and over from **Monday to Saturday**. This well-respected platform with extremely good viewer numbers

guarantees maximum attention for your advertising message. Restricted to 90 seconds or, as a rule, three advertisers, each individual commercial is flanked by topical weather 'Mainzelmännchen' commercial break separators – giving each advert its own premium position.

*Source: AGF/GfK Fernsehforschung; TV SCOPE, Fernsehpanel D+EU, 2.1.-30.6.2010.

Day	Advertising code	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
Best Wetter in € – commercial length: 20 seconds														
Sat.	50 52 19 60	22,480	26,720	26,720	25,380	24,480	16,920	14,020	14,240	20,480	25,380	26,720	23,600	22,260
Mon.–Fri.	50 53 19 60	24,720	29,380	29,380	27,900	26,920	18,600	15,420	15,660	22,520	27,900	29,380	25,940	24,480

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Solo commercial

Commercial 1/1

Unique

16:12:55

16:13:00

16:13:25

Your product appears **alone**: your commercial will run in full-screen format from **Monday to Friday** at around **16.13**. This exclusive solo position outside traditional commercial breaks guarantees maximum attention **before ZDF's new Telenovela show**.

A solo commercial spot can also be booked to follow the latest **ZDF weather report** from **Monday to Saturday** at approximately **19.21** – prominently positioned as always, and flanked by entertaining 'Mainzelmännchen' commercial break separators.

The solo commercial spot guarantees broad reach in highlighted environments with strong programmes. We would be delighted to prepare a tailored proposal for you.

Reservation details

Minimum booking: 20 seconds paid for.
Reservations form a firm order.

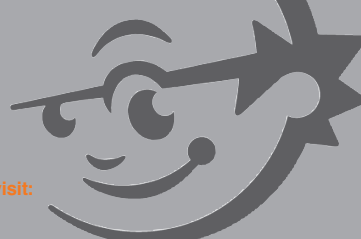
Service

- Single split-screen with special programming
- Special positions during highlighted programmes

Day	Advertising code	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
Solo commercial at 16.13 and 19.21 in € – commercial length: 20 seconds														
Mon.–Fri. 16.13	70 25 16 18	7,760	9,220	9,220	8,760	8,440	5,840	4,840	4,920	7,060	8,760	9,220	8,140	7,680
Mon.–Fri. 19.21	70 43 19 61	18,000	21,380	21,380	20,320	19,600	13,540	11,220	11,400	16,400	20,320	21,380	18,880	17,820
Sat. 19.21	70 40 19 61	13,640	16,200	16,200	15,400	14,860	10,260	8,500	8,640	12,420	15,400	16,200	14,320	13,500

Linear rates, free mandatory OTC notice

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End credits split-screen



ZDF Werbefernsehen offers the **end credits split-screen** from **Monday to Friday** during the end credits of the 18.00 detective series at around **18.51**. Immediately following our police chiefs' investigative success, viewers go straight to your advertising message – the end credits are shown, and you are there alongside them: exclusively close to the programme. Your commercial will attract maximum attention through this programme association. In the first six months of 2010, this special form of advertising reached 17.2% of households with an extremely attractive CPM of €10.26.*

*Source: AGF/GfK Fernsehforschung; TV SCOPE, television panel D+EU, 2.1.–30.6.2010.

Reservation details

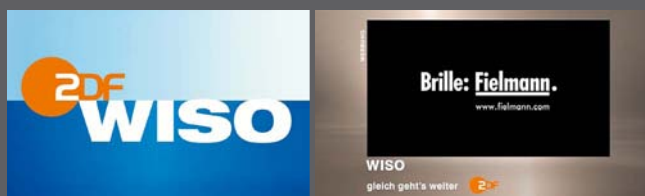
Minimum booking: 20 seconds paid for.
Minimum booking: one month.
Advertising spots may be divided among several clients of one agency.
Reservations form a firm order.

Day	Advertising code	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
End credits split-screen in € – commercial length: 20 seconds														
Mon.–Fri.	60 41 18 21	13,700	16,280	16,280	15,460	14,920	10,300	8,540	8,680	12,480	15,460	16,280	14,380	13,560

Linear rates, free mandatory OTC notice

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Split-screen commercial break



The **split-screen commercial break** can be booked from **Monday to Saturday** at approximately **19.49** following the first part of the 19.25 formats. We also offer the split-screen commercial break **during highlighted programmes**. Your commercial is shown immediately before the standard commercial break – in the transition from the TV programme to the commercial break. On **Mondays**, your commercial appears within the environment of the well-regarded ZDF economics magazine programme **WISO**. From **Tuesday to Saturday**, you have the opportunity to be associated with successful **ZDF TV series**. Maximum attention is guaranteed through an exclusive association of your product with these successful formats!

Reservation details

Minimum booking: 20 seconds paid for.
Reservations form a firm order.

Day	Advertising code	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
Split-screen commercial break in € – commercial length: 20 seconds														
Mon., Tue.	60 46 19 62	20,100	23,880	23,880	22,680	21,900	15,120	12,540	12,740	18,300	22,680	23,880	21,100	19,900
Wed., Thur.	60 44 19 62	18,380	21,840	21,840	20,740	20,020	13,840	11,460	11,640	16,740	20,740	21,840	19,300	18,200
Fri., Sat.	60 42 19 62	16,800	19,960	19,960	18,960	18,300	12,640	10,480	10,640	15,300	18,960	19,960	17,640	16,640

Linear rates, free mandatory OTC notice

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The 2011 year of sport on ZDF



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From January to March, winter sports dominate the ZDF sport programme schedule. In addition to many world cup events in ski jumping as well as in downhill and Nordic skiing, a number of biathlon world cups have again been scheduled. Highlights of winter sport reporting include the Alpine Ski World Championship in Garmisch-Partenkirchen, the Biathlon World Championship in Khanty Mansiysk (Russia) and the Nordic Ski World Championship in Oslo. After a short breather, this is followed by the FIFA Women's World Championship™ in Germany, an absolute programme highlight. Swimming is the featured sport in July. The swimming elite meet for the World Championships in Shanghai. Another top event is the Athletics World Championship in South Korea in August.

This colourful sports schedule is garnished with plenty of football. The German national team is aiming to qualify for the UEFA EURO 2012™ in Poland and Ukraine. There are many qualifying matches to be played along the way which, like the DFB Cup and, of course, international club football, will play an important role in ZDF's 2011 sports schedule.

ZDF sports broadcasts guarantee a unique live environment for your brand identity. They are a sure winner with excellent activity values in terms of advertising reach and cost-effectiveness. We also offer you the opportunity to book commercials that are optimally integrated between live broadcasts.

The average **length of commercial breaks** on ZDF sports platforms in the first six months of 2010 was just **78 seconds***, including the FIFA Football World Cup™ in South Africa.

*Source: AGF/GfK Fernsehforschung; TV SCOPE, television panel D+EU, 2.1.-30.6.2010.

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The most important dates

13.-30.01.2011	Handball: World Championships in Sweden*
January-March	Winter Sport World Cup: biathlon, Nordic ski, downhill ski
7.-20.2.2011	Downhill ski: World Championships in Garmisch-Partenkirchen
23.2.-6.3.2011	Nordic ski: World Championships in Oslo
3.-13.3.2011	Biathlon: World Championships in Khanty Mansiysk (Russia)
26.6.-17.7.2011	Football: FIFA Women's World Championship™ in Germany
16.-31.7.2011	Swimming: World Championships in Shanghai
27.8.-4.9.2011	Athletics: World Championships in Daegu (South Korea)*
February-November	Football: six international matches played by the German national team, including European Championship qualifiers
November-December	Winter Sport World Cup: biathlon, Nordic ski, downhill ski

*Subject to rights being acquired.



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Sponsorship: high level of attention for your brand communication

- Programme sponsorship offers an unmistakable appearance in the direct programme environment: exclusivity, a high level of attention and audience acceptance are guaranteed!
- With a five- to seven-second trailer right at the start and end of the broadcast, reach and effect are magnified to your benefit.
- This established communications tool enables your brand to achieve positive image association and enhance awareness in a unique way.
- You can select from high-quality programmes with a strong reach – including after 8 p.m. and on Sundays and public holidays.

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19 Audience reach and market shares of selected broadcasts



The Saturday crime drama
 8.15 p.m.

5.45 million / 19.2%



The ZDF Sunday film
 8.15 p.m.

5.65 million / 16.0%



SPORTreportage
 Sundays at 5.10 p.m.

1.97 million / 11.0%



Four Hills Tournament

4.59 million / 25.4%



ZDF Werbefernsehen – pioneering work with consumer audiences

How better to measure the market success of an advertising campaign than through sales? Until recently, the media industry had no 1:1 interpretation of consumption by defined marketing target audiences in the AGF/GfK television panel. For example, instead of planning for purchasers of Hohes C fruit juice, advertisers had to fall back, for the most part, on

socio-demographic interpretations such as householders aged 20–49 or sinus environments. For around the past three years, however, it has been possible to minimise the associated wastage. Agencies and clients now have access to a total of three tools which facilitate the 1:1 interpretation of marketing target audiences into TV media planning.

GPS – the global premium purchaser as an alternative to 14–49-year-olds

Together with a company called Gesellschaft für Konsumforschung (GfK), ZDF Werbefernsehen has developed what is known as the **Global Shopper Typology (GPS)**. This typology offers interested parties the perfect start to planning for target audience buyers. It uses barcode measurements to create an image of the purchasing behaviour of TV viewers across 150 product groups. GPS is the result of a regularly updated fusion of buyer target groups from the GfK ConsumerScan with the AGF/GfK television panel. The typology has already been used in advertisers' marketing, and includes not just buyers of premium and brand names, but also buyers of special offers and private labels. AGF data licence holders can obtain the typology free of charge via the ZDF Werbefernsehen standard software for AGF.

* t.o.m. FMCG is a ZDF Werbefernsehen joint project with ARD-Werbung Sales&Services, GfK and the media agencies Mediaplus, m+w media and Initiative Media.

FMCG = fast-moving consumer goods, i.e. consumer goods such as food, personal care products, cleaning products, etc. which consumers frequently buy.

t.o.m. FMCG* – the tool for individual market segments

t.o.m. FMCG ('TV Optimiser for FMCG Markets') is the right tool for anyone who wants more detail than provided by the aggregated image of consumers provided by GPS: media planners can currently access 14 shopping baskets of daily necessities, including Hot Beverages, Chocolates and Chocolate Bars, or Dairy Products. Different target audience variations can be evaluated within these shopping baskets: they can be assessed on the one hand – as with the GPS typology – by buyer type (premium brand/brand name/special offer/private label purchasers). On the other hand, they can be assessed by purchasing frequency (heavy/medium/light user). This means that premium purchasers of the product group Hot Beverages can also be evaluated as purchasers of specific coffee variants, such as roasted coffee or instant coffee, or even as buyers of a specific brand, such as Dallmayr prodomo. Over 800 products can now be evaluated by t.o.m. FMCG. The tool includes all the brands within 14 product groups with at least 5% of customer reach and two acts of purchase within the period of analysis.

t.o.m. pharma – consumer audiences for the OTC market

The third tool is t.o.m. pharma ('TV Optimiser for Pharma Markets'), a joint project in the OTC market for medications which can be sold without a prescription. As with GPS and t.o.m. FMCG, the TV media planner receives target audience buyers for the OTC market which they can request from the AGF/GfK television panel and use for media planning. There are now a total of 12 market areas to choose from, such as flu remedies, headache remedies/painkillers or stomach remedies. Alongside GfK Health Care – the lead organisation – companies participating in the project are ZDF Werbefernsehen, ARD-Werbung Sales&Services, the Mediaplus agency group, m+w media and MW Office. This group of organisations has exclusive rights of use over the new target audiences which were used in media planning for the first time in September 2007.

ZDF – number 1 in the high-end consumer target segment

Analysis shows that ZDF is the most popular channel among premium and brand product purchasers between 17.00 and 20.00. High-end brands in the FMCG and OTC sectors find a quality-conscious environment in ZDF, one that offers – in comparison with age-focused media planning – more targeted appeal and at far lower CPM.

Our teams in Market and Advertising Research and Media Service would be happy to help you with further information or in preparing non-binding sample evaluations.



Commercial break reach January–December 2009, Mon.–Sat., TA 01–30

	GPS premium/ brand purchasers*		t.o.m. Dallmayr prodomo purchasers*		t.o.m. pharma purchasers painkillers*	
	Reach/mil.	CPM/€	Reach/mil.	CPM/€	Reach/mil.	CPM/€
17.00–20.00						
ZDF	1.18	12.71	0.51	29.64	1.05	14.30
ARD	0.75	21.95	0.32	50.36	0.60	27.35
RTL	0.60	34.97	0.27	77.01	0.42	49.80
SAT.1	0.65	23.38	0.27	56.99	0.47	32.46
PRO 7	0.27	57.65	0.09	178.15	0.12	134.32
20.00–23.00						
RTL	1.08	45.83	0.43	115.75	0.67	73.54
SAT.1	0.53	46.26	0.20	123.25	0.34	72.66
PRO 7	0.40	67.97	0.12	225.32	0.18	150.22

Source: AGF/GfK Fernsehforschung; TV SCOPE, television panel D+EU, 2.1.–30.6.2010.
*GPS premium/brand product purchasers: all the people in a GPS household purchasing premium or brand products.
t.o.m. Dallmayr prodomo purchaser: all the people in a household in which (through scanning) Dallmayr prodomo is purchased. t.o.m. pharma painkiller purchasers: Age 20+, who buy painkillers.

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2011 Payment terms/ broadcasting material



Scale of discounts

Where an advertiser buys at least the gross sales volume stated below within one calendar year, the discounts indicated in the scale of discounts are applied to the standard volume. Sponsorship is not eligible for discounts as part of gross sales volume.

From	€0.40 million	1.0%	€2.00 million	5.0%
	€0.50 million	1.5%	€2.50 million	7.0%
	€0.75 million	2.0%	€4.00 million	9.0%
	€1.00 million	3.0%	€5.00 million	by agreement
	€1.50 million	4.0%		

ZDF Werbefernsehen will calculate and grant only the discounts and rates shown in the applicable price list. All rates are in euros. Calculation is based on confirmed bookings. VAT will be invoiced separately.

Group discounts

Group discounts require written confirmation from ZDF Werbefernsehen. Any application relating to being part of a group concern, and proof thereof, must be submitted in writing to ZDF Werbefernsehen by 30 June of each calendar year, as no discounts can otherwise be considered within that year. ZDF Werbefernsehen grants a group discount for several advertisers if the parent company has a capital share in the subsidiary of more than 50% on 1 January of the calendar year. Group discounts are applied only for the duration that the subsidiary forms part of the group; departure from the group must be made known immediately; if a subsidiary leaves the group during the course of a calendar year, a proportional discount is applied as applicable. Limited liability companies must provide evidence of their group status either through confirmation from an accountant or through presentation of their latest annual report; registered partnerships must present a certificate of registration in the trade registry.

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23 Where cheques are submitted as payment, the date of payment is deemed to be the date of receipt by ZDF Werbefernsehen. In the case of electronic transfers, the date of payment is deemed to be date on which the amount is credited to the following bank account:

ZDF Werbefernsehen GmbH
Commerzbank AG
Sort code 550 400 22
Account number 200 360 600

Broadcasting material

Broadcasting material must be available to ZDF Werbefernsehen five days prior to transmission. In certain circumstances, short-term delivery is also possible by prior arrangement. Several topics may be included on one broadcast tape.

Broadcasting material technical requirements

Standard definition (SD):

- Digital Betacam or DVC PRO 50
- Image format: 16:9 (anamorph)
- Mono or stereo on CH1 and CH2
- Optional: multi-channel sound in Dolby E encoded on CH3 and CH4

High definition (HD):

- HDCAM SR, HDCAM and DVC PRO HD
- Scan format: 720p/50
- Mono or stereo on CH1 and CH2
- Optional: multi-channel sound in Dolby E encoded on CH3 and CH4

Please submit broadcasting material to:

ZDF Werbefernsehen GmbH
Scheduling
ZDF-Strasse 1
55127 Mainz

The signatory to the contract undertakes to treat any discounts granted in strict confidence, and not to communicate these to third parties.

Agency payments

ZDF Werbefernsehen applies a 15% agency discount to the net value of all orders received by agencies as long as the agency provides its own client with advertising advice, and is able to provide evidence of corresponding services.

Methods of payment

Advertisements are, as a rule, calculated in the month prior to transmission and invoiced on the fifth of the month of transmission. Invoices are payable in full at the latest 25 days from the date of the invoice. A 2% discount is applied if payment is received within ten days. The payment terms above apply equally to invoices dated after the fifth of the month of transmission. ZDF Werbefernsehen reserves the right to require payment in advance, generally from new contractual partners. In general, an invoice is issued in the month prior to transmission. A 2% discount applies if payment is received within ten days of the date of invoice. Payment must be received at the latest three working days prior to the first transmission date. Payments for the month of transmission are reconciled on the first working day of the following month. Any differences as a result of changes to bookings or amended levels of discount are indicated separately on the invoice, or the amount is credited. Payment must be made within ten days, in which case the discount regulation also applies. Credit notes must be redeemed. If there is no option to redeem a credit note, a payment will be made. If a discount was applied to an invoice settled using a credit note, a corresponding discount will be deducted from the amount of the credit note.

Where an invoice is not paid in time, ZDF Werbefernsehen is entitled not to transmit the commercials, or to withdraw from the order in which case the client has no claim for compensation. The customer is liable to ZDF Werbefernsehen for losses caused by late payment. No discount applies to sponsorship.

Broadcasting material must be prepared and made ready for use in accordance with ZDF's technical guidelines for television production, and supplied with clear VTR cards containing a description. We will be happy to send you the guidelines on request.

Since broadcasting material for sponsorship is subject to special regulations, please consult the relevant contact person directly for details of production and delivery.

Broadcast format 16:9

ZDF has been broadcasting its commercials in 16:9 format since 1 January 2010. If you still wish to use commercials in the 4:3 format, our scheduling team can provide further advice.

Heike Fisseler, telephone number: +49 (0)6131 70-14031, fisseler.h@zdf.de

File-based delivery

You also have the option to supply broadcasting material on a file basis. Our scheduling team can help with more detailed questions regarding the supply of digital commercials.

Heike Fisseler, telephone number: +49 (0)6131 70-14031, fisseler.h@zdf.de

Storage/return of broadcasting material

Broadcasting material may be returned at the customer's expense if requested. Return must be requested in writing within 14 days of receipt of the commercial. After this time, ZDF Werbefernsehen is entitled to destroy broadcasting material or dispose of it in any other way, in which case the customer has no entitlement to claim.

1- The contract

ZDF Werbefernsehen GmbH (hereinafter referred to as ZDF Werbefernsehen) operates exclusively in its own name and on account of ZDF. ZDF Werbefernsehen accepts orders for commercials on ZDF within the context of available broadcasting times on the basis of the valid list of rates and the General Terms and Conditions of Business below. Commercials must comply with legislation and with the National Broadcasting Regulations as well as with the ZDF Advertising and Sponsorship Guidelines.

A contract relating to acceptance of an order comes into existence when the order is confirmed in writing or electronically by ZDF. The contract is valid with the content confirmed by ZDF Werbefernsehen unless the contractual party disagrees with the content of the contract in writing within three working days of receipt.

Any confirmation of contract applies to the advertisers named in the order. The confirmation includes customer and supplier details, details about the advertiser, the total size of the booking, the length of the commercial and, as a rule, the editorial field.

Broadcast slots booked for one advertiser cannot be transferred to another advertiser or another advertising agency. Exceptions may be made with the agreement of ZDF Werbefernsehen. ZDF Werbefernsehen reserves the right, at the customer's request, to forward order confirmations to clients. Orders are completed within a calendar year. The contractual year is the calendar year.

2- Joint advertising

Joint advertising is, in principle, not permitted. Exceptions may be made with the agreement of ZDF Werbefernsehen.

3- Broadcasting material

The customer must, in principle, submit subject plans and broadcasting material to ZDF at least five working days prior to transmission. ZDF will check the usability of such material. Any change to the broadcasting material must be approved unless such change is necessary to comply with broadcasting standards.

The customer is solely liable for the design costs associated with broadcasting material (image and sound). ZDF Werbefernsehen will advise the customer immediately, stating reasons, if broadcasting material cannot be used or does not comply with contractual stipulations.

4- Right of refusal

ZDF Werbefernsehen reserves the right to refuse to transmit commercials because of their content, source or technical format in accordance with factually justified reasons, in particular where the content breaches moral and/or legal provisions or is contrary to the interests of ZDF.

If broadcasting material is rejected for reasons within ZDF's control, the customer may withdraw from the contract. If broadcasting material is rejected for reasons within the customer's control, the customer must ensure alternative material is provided immediately. If alternative material is not available in good time, ZDF Werbefernsehen is nevertheless entitled to claim payment. If the commercial is transmitted despite the initial refusal, ZDF Werbefernsehen's payment claim remains unaffected.

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25 5- Responsibility for content

The customer is responsible for the content of the sound and images provided to ZDF Werbefernsehen, is liable for ensuring that they are legally permissible, and releases ZDF and ZDF Werbefernsehen from all claims by third parties.

6- Rights of use

(1) The customer transfers to ZDF the time-, location- and content-related right to broadcast the commercial passed to ZDF Werbefernsehen by means of broadcasting services of all kinds, as required for implementation of the order in the Federal Republic of Germany. This right includes the transmission of broadcast programmes, including live streaming, by any technical method (including use of the Internet protocol: IP-TV), in particular

- Terrestrially (such as through DVB-T, DVB-H, DMB or the corresponding follow-on technologies, such as DXB),
- Via cable (in any technical process such as broadband, DSL or the corresponding follow-on technologies (X-DSL), including the right to integral cable relaying of the programmes within Germany and internationally),
- And through satellite broadcasting.

(2) The rights to the music in the commercial that are exercised by GEMA and transferred to ZDF are excluded from acquisition by the customer.

(3) The customer guarantees that only broadcasting material for commercials for which they have acquired and satisfied all copyright licences required for use in accordance with item (1) shall be submitted to ZDF Werbefernsehen. The customer must provide ZDF with the following information, in writing, on the musical pieces used in the commercial: title, length of the title used, composer, lyricist, arranger, music publisher, interpreter, label, label code. This information must be provided in the subject plans or broadcasting material.

7- Placement

ZDF Werbefernsehen guarantees no specific placement within a commercial break. The exclusion of competitors is not guaranteed either within a commercial break or for special ads or sponsorship in the vicinity of the commercial break.

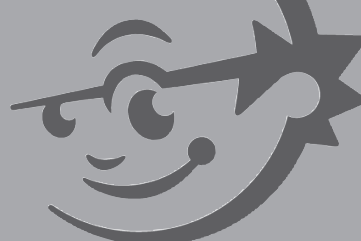
8- Confirmation of broadcast

At the end of the broadcast month, the customer will be sent broadcast confirmation details indicating the actual transmission time, the relevant commercial break and the theme broadcast.

9- Scheduled times/postponement of the advertising broadcast

Where possible, agreed broadcast times will be adhered to. If a commercial cannot be transmitted in the planned commercial break or in the planned editorial environment, ZDF may transmit it under other terms if the customer agrees. Such approval is not required in the case of a minor postponement in time. Postponement of a commercial is minor if the delay is within the same editorial environment and does not result in a commercial break being transmitted more than 15 minutes before or after the time originally proposed. Exceptions to this are delays during live sports transmissions. In this case, the margin of tolerance may exceed 15 minutes.

If no approval can be obtained, or if approval is granted after the event, the customer may demand retransmission under comparable terms depending on availability. If this is not possible, the customer is entitled to a reduction in the rate corresponding to the extent of the poor or reduced service.



10 – Warranty

If ZDF Werbefernsehen supplies a reduced service which is outside its control, the customer's rights under warranty are restricted to a choice of retransmission at a comparable time or a reduction in rate corresponding to the extent of the reduced service. A reduced service occurs, e.g. if more than 10% of the technical reach recorded for the IVW audit is not achieved, or if transmission is of reduced quality. Apart from this, the customer may not assert any claims, in particular due to failure of satellite broadcasting. The relevant cable network operators are responsible for feeding the regionally suitable TV signals into the German cable network. Liability on the part of ZDF Werbefernsehen is excluded in this respect. In the case of minor negligence, ZDF Werbefernsehen accepts liability only in the case of breach of cardinal obligations and only to the amount of normally foreseeable damage. The customer's right to claim under warranty expires after 12 months.

11 – Postponement due to personal identity

ZDF Werbefernsehen reserves the right to postpone transmission of a commercial to a different broadcasting day, if possible at a time of equal value, if the commercial features personalities who appear in the ZDF schedule on the same day. There are some separate conditions which apply to participating players, trainers and advisers in the case of major sporting events; these will be communicated along with the proposal.

12 – Force majeure

Either party may withdraw from the contract with immediate effect in the case of force majeure, unless ZDF Werbefernsehen has already completed its services. ZDF Werbefernsehen is obliged to reimburse the customer the fee charged for missed commercials. The customer is entitled to no additional claim. Force majeure includes specifically revolt, fire, power cut, natural disasters, storm damage, strike, lockout, damage caused by construction work and similar events outside the parties' control.

16 – Reference in other promotional materials

Reference to advertising on ZDF is permitted in other promotional materials only if it is made clear in such materials that the broadcast was not part of general TV programme scheduling but rather part of advertising schedules. Wording which associates commercial broadcasts with ZDF is not permitted. Use of the ZDF Werbefernsehen logo is subject to ZDF Werbefernsehen approval.

17 – Mandatory OTC notice

In the case of advertisements for medicinal products as defined under § 4 (3) of the Drugs Advertising Act (HWG), ZDF will broadcast the mandatory OTC notice free of charge provided it complies with the standard recommended by the OWM advertising association or BAH association of drug manufacturers (grey background, white text, exactly four seconds long, maintains neutrality in the sense of containing no promotional statements). A charge will be made for mandatory OTC notices which deviate from this standard. Please note that the details regarding the minimum booking for special ads in the rate card are exclusive of the free four-second mandatory notice.

18 – Confidentiality

The parties agree to treat all information and data received from the other party in relation to implementation of this contract in confidence and not allow access to third parties. This obligation continues following termination of the contract. Publications of any type which relate to the collaboration are generally permitted only with prior permission from the other party. ZDF Werbefernsehen is, however, entitled to use the customer's name, brand and logo as well as details of the order for reference purposes provided the confidentiality obligation above is observed.

19 – Calculation of activity values

All activity values (rating/CPM) are calculated on the basis of the AGF/GfK Germany + EU Panel.

13 – Cancellation

The customer may withdraw from the contract at no cost provided they cancel the order in full or in part in writing at the latest six weeks prior to the first broadcast date. The legal regulations of § 649 sentence 2 of the Civil Code apply in the case of later cancellation.

The right to cancellation does not apply to bookings in sports environments, special ads (solo commercial, split-screen, etc.) and sponsorship.

14 – Credit note

Where the customer is entitled to claim reimbursement, ZDF Werbefernsehen shall issue a corresponding credit note to the customer. This will be deducted from the next invoice.

15 – Rate changes

Changes to advertising rates in the case of ongoing orders become effective at the earliest one month after the customer has been advised. In such a case, the customer is entitled to withdraw from the contract at the point at which the change becomes effective. In this case, the customer must inform ZDF Werbefernsehen of their withdrawal immediately in writing, and at the latest within two weeks of being advised of the change.

ZDF Werbefernsehen reserves the right to apply a surcharge to published rates for commercials during the transmission of events which are of special public interest.

20 – Liability clause

Unless stipulated otherwise in these General Terms and Conditions of Business, ZDF Werbefernsehen is liable only for damages suffered by the customer under the following circumstances:

- If ZDF Werbefernsehen, its legal representatives or its assistants are charged with wilful or gross negligence,
- In cases of minor negligence where it explicitly takes over a warranty,
- In the case of breach of fundamental obligations which the customer would firmly expect to be fulfilled.

In the case of a slightly negligent breach of fundamental obligations, ZDF Werbefernsehen is liable only to the amount of typically foreseeable damage.

Liability for consequential damages, such as loss of profit, missed savings and other indirect losses, is excluded unless the objective of the contract was compromised as a result.

21 – Final stipulations

The place of fulfilment and court of jurisdiction is Mainz.

Should individual stipulations of these General Terms and Conditions of Business be, or become, ineffective, the effectiveness of all other stipulations of agreements shall not be affected. The parties shall replace the ineffective regulation with the regulation which most closely matches the economic purpose of the ineffective regulation. This applies equally in the case of omissions in the contract.

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