

## ITV BRAND AND COMMERCIAL

### GLOSSARY

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### AIRTIME CONTRACT TERMS

#### Introduction:

The terms defined in this Glossary of Contract Terms ("Glossary") shall be deemed incorporated into the Deal Arrangements, the Deal Conditions at the following URL:

[http://www.itvmedia.co.uk/deal\\_conditions\\_2010.pdf](http://www.itvmedia.co.uk/deal_conditions_2010.pdf) and the Broadcasters Terms and Conditions at the following URL: [http://www.itvmedia.co.uk/broadcasters\\_terms\\_and\\_conditions\\_2010.pdf](http://www.itvmedia.co.uk/broadcasters_terms_and_conditions_2010.pdf).

All demographic grouping abbreviations (ABC1, HWCH etc.) shall have the meaning applied to them by BARB. Such definitions are hereby incorporated into this Glossary and the agreements and terms and conditions referred to above for airtime sales entered into by ITV Brand and Commercial or a Broadcaster.

#### Defined Terms:

**Aberdeen:** means the north geographical transmission Part Area of STV North designated "aberdeen";

**Act:** means the Broadcasting Acts 1990 and 1996, the Communications Act 2003 and any amendments thereto or any superseding legislation;

**Actual Delivery:** means the actual TVRs delivered by the relevant Broadcasters under a Booking Agreement as reported by BARB;

**Adjudicator:** means the adjudicator appointed pursuant to the Undertakings;

**Advance Booking Deadline or ABD:** means the relevant date from the list of dates published by ITV Brand and Commercial from time to time on its website at [www.itvmedia.co.uk](http://www.itvmedia.co.uk), (or such other deadline as is agreed between an Advertiser or Agency on the one hand and a Broadcaster on the other hand), by which the Agency or Advertiser is required to make its Booking;

**Advertisement:** means any item of Advertising intended for broadcast incorporating Advertisement Copy in respect of which Airtime has been sold and which has been accepted for transmission in accordance with the Broadcaster Terms and Conditions;

**Advertisement Copy:** means any material for an Advertisement provided by or on behalf of the Advertiser or Agency and intended for transmission by the Broadcaster;

**Advertiser:** means a person, firm or company wishing to advertise;

**Advertising:** shall have the same meaning as it has for the purposes of the codes and regulations from time to time of Ofcom;

**Adults:** means "Adults" as defined by BARB;

**Adults 16-24:** means all Adults between the ages of 16 and 24 inclusive;

**Adults 16-34:** means all Adults between the ages of 16 and 34 inclusive;

**Adults ABC1:** means all Adults that fall within the socio-economic grade "ABC1";

**Agency:** means an advertising agent or agency, being a person, firm or company carrying on business involving the selection and purchase of Airtime for an Advertiser;

**Airtime:** means Advertising airtime on Television (excluding any interactive element and sponsorship element);

**Airtime Credits:** means Buyer Airtime Credits and/or Broadcaster Airtime Credits;

**Anglia:** means Anglia Television Limited (Co. No: 955957) or such other entity which may hold the ITV1 Anglia television broadcast licence;

**Anglia Area:** means the geographical transmission Area of Anglia;

**Anglia East:** means the east geographical transmission Part Area of Anglia;

**Anglia West:** means the west geographical transmission Part Area of Anglia;

**Anglia North East:** means the north east geographical transmission Part Area of Anglia;

**Anglia South East:** means the south east geographical transmission Part Area of Anglia;

**Approved Buyer:** means a Buyer approved for credit by the Broadcaster (subject to any conditions which may be imposed by the Broadcaster) and **Non-approved Buyer** shall be interpreted accordingly;

**Area:** means any geographical transmission area of any of the Broadcasters;

**ASA:** means the Advertising Standards Association or any superseding body;

**BARB:** means the Broadcaster's Audience Research Board Limited or any superseding body;

**Barter:** means any Airtime or advertising space on Inhouse Channel which Broadcasters agree may be paid for otherwise than in cash or Contra;

**Belmont:** means the geographical transmission Part Area of Yorkshire designated "belmont";

**Bilsdale:** means the geographical transmission Part Area of Tyne Tees designated "bilsdale";

**Booking:** means an offer from a Buyer set out in a Booking Form for the purchase of Airtime for Advertising from a Broadcaster;

**Booking Agreement:** shall have the meaning set out in clause 2.1 of the Broadcaster Terms and Conditions;

**Booking Form:** means the applicable standard form or such other means as determined by ITV Brand and Commercial to be used to make a Booking;

**Booking Spend:** means the amount of money due from a Buyer under a Booking Agreement;

**Border:** means Border Television Limited (Co. No. 654206) or such other entity which may hold the ITV1 border television broadcast licence;

**Border Area:** means the geographical transmission Area of Border;

**Broad Demographs:** means Adults, Housewives, Men and Women;

**Broadcaster(s):** means any of the following as specified in the Deal Arrangements or Booking Form (as appropriate) for whom ITV Brand and Commercial is the authorised sales agent: Anglia, Border, Channel, London Weekday, Central, STV North, Granada, London Weekend, Wales and West, Meridian, STV Central, Tyne Tees, Yorkshire, UTV and Westcountry and any cable, satellite or digital broadcaster for which ITV Brand and Commercial is the authorised agent for the sale of Airtime (including without limitation ITV2 Limited and ITV DC);

**Broadcaster Airtime Credits:** means the value of the number of TVRs (expressed as Station Price less any relevant discount or plus any relevant premium as appropriate) by which Actual Delivery to an Approved Buyer exceeds Deal Delivery;

**Broadcast Revenue:** means all actual expenditure (whether direct or indirect) in any form (whether in cash or in kind) by Included Clients or a Named Client or the Buyer (as specified in the Deal Arrangements) on Airtime and advertising space on Inhouse Channel during the Term other than expenditure relating to any of the following: Excluded Clients, Excluded Brands, Excluded Business or new business which may be refused pursuant to Section 3 of the Deal Arrangements;

**Broadcaster Terms and Conditions:** means a Broadcaster's standard airtime sales terms and conditions for Bookings as set out at the following URL:

[http://www.itvmedia.co.uk/broadcasters\\_terms\\_and\\_conditions\\_2010.pdf](http://www.itvmedia.co.uk/broadcasters_terms_and_conditions_2010.pdf);

**Buyer:** means the person (which expression includes the firm or company) identified in the Deal Arrangements or the Booking Form (as appropriate);

**Buyer Airtime Credits:** means the value of the number of TVRs (expressed as Station Price less any relevant discount or plus any relevant premium as appropriate) by which Actual Delivery to an Approved Buyer is less than Deal Delivery;

**Buyer Commission:** means the discount applied to an invoice under the Broadcaster Terms and Conditions where the Buyer is a Registered Buyer;

**Buyer Commitments:** means the minimum commitments made by the Buyer in relation to Share of Broadcast Revenue and/or Volume Commitment as set out in the Deal Arrangements;

**Buyer Spend:** means the amount(s) in cash (less any Late Copy Surcharges, Late Booking Fees and late payment charges) actually paid by a Buyer (less any VAT applicable) to ITV Brand and Commercial (received on behalf of the Broadcasters) for Airtime during the Term;

**Calendar Year:** means any period of 12 months commencing on 1<sup>st</sup> January;

**Campaign:** means all or part of the Airtime within a Booking which relates to a single burst of activity for a single product or service for a single promotional purpose;

**Cancellation:** means a cancellation of Airtime booked under any Booking Agreement following a request for the same by the Buyer;

**Carlton:** means Carlton Television Limited (Co. Reg. No. 2937518) or such other entity which may hold the ITV1 carlton television broadcast licence;

**Carlton Broadcasting:** means Carlton Broadcasting Limited (Co. Reg. No. 2455642) or such other entity which may hold the ITV1 london weekday television broadcast licence;

**Carlton Broadcasters:** means London Weekday, Central, Wales and West and Westcountry;

**Central:** means Central Independent Television Limited (Co. No. 1490357) or such other entity which may hold the ITV1 central television broadcast licence;

**Central Area:** means the geographical transmission Area of Central;

**Central East:** means the east geographical transmission Part Area of Central;

**Central South:** means the south geographical transmission Part Area of Central;

**Central West:** means the west geographical transmission Part Area of Central;

**Centre Break:** means an Advertising break within a TV programme;

**Channel:** means Channel Television Limited (Co. No. FC025063);

**Channel Area:** means the geographical transmission Area of Channel;

**Children:** means "Children" as defined by BARB;

**CITV:** means the digital channel of that name owned and operated by ITV DC;

**Clearcast:** means Clearcast Limited (Co. Reg. No. 06290241) or any superseding body;

**Client and Clients:** shall mean the advertising client and clients, as appropriate, of an Agency;

**Competitive Media:** means any competing TV channel and/or any other media;

**Confidential Information:** includes any information marked as such and any other information which might reasonably be assumed to be confidential in any form emanating from either party at any time and shall include any compilation of otherwise public information in a form not publicly known and the existence and contents of any agreement in respect of Airtime to which a Broadcaster or ITV Brand and Commercial is a

party and any information, materials or data in any form produced by, for or on behalf of either party during the term of or pursuant to such an agreement but shall not include:

(a) information which at the time of disclosure is publicly known or information which after disclosure becomes publicly known other than as a result of any breach of such agreement;

(b) information which can be shown to be known to the other party, other than under a subsisting obligation of confidentiality, or restricted use, prior to the disclosure;

(c) information made available to the other party by a third party having a right to do so and who has not imposed on that party any subsisting obligation of confidentiality or restricted use in respect thereof;

**Contra:** means advertising value as sold by other media owners (including but not limited to radio advertising airtime, print advertising space and online advertising space);

**Copy Rotation:** means where a campaign consists of two or more separate Advertisements (or variations of the same) the agreed order for transmission and any changes thereto;

**CPT or Cost per Thousand:** means the price of Airtime which is sufficient to achieve 1,000 Impacts within a Target Audience calculated by Station Price;

**CRRA Rules:** means the Contracts Rights Renewal Adjudication Rules as referred to in the Undertakings;

**CRRA Scheme:** means the Contracts Rights Renewal Adjudication Scheme as referred to in the Undertakings;

**Day Parts:** means the segment times as specified from time to time by the Broadcaster or as set out in the Deal Arrangements;

**Day Part Profile:** means the allocation of TVR delivery by Day Part as set out in the Deal Arrangements;

**Daytime:** means 06:00 to 17:14 inclusive;

**Deal Agreement:** means, together, the Deal Arrangements and Deal Conditions;

**Deal Arrangements:** means the specific commercial terms agreed between ITV Brand and Commercial and a Buyer for the procurement of Airtime during the Term;

**Deal Conditions:** means ITV Brand and Commercial' standard terms and conditions for the procurement of Airtime during the Term as set out at the following URL: [http://www.itvmedia.co.uk/deal\\_conditions\\_2010.pdf](http://www.itvmedia.co.uk/deal_conditions_2010.pdf);

**Deal Delivery:** means the TVRs which were agreed to be delivered under a Booking Agreement calculated by applying the Booking Spend to the discounted/premium prices agreed by the parties as set out in the Booking Agreement;

**Demograph:** means an audience type defined by age or social classification or a combination thereof as defined by BARB;

**DRTV:** means Advertisement(s) which include a direct call to action to the viewer and transmitted in Daytime programming;

**Dundee:** means the south geographical transmission Part Area of STV North designated "dundee";

**Duration Equivalent Impacts:** means Impacts weighted in accordance with the following factors:

Time Length	Weighting Factor
10 seconds	$\frac{1}{3}$
20 seconds	$\frac{2}{3}$
30 seconds	1
40 seconds	$1\frac{1}{3}$
50 seconds	$1\frac{2}{3}$
60 seconds	2

**Duration Weighted Station Price (otherwise known as "DWSP"):** means the price calculated using the following formula:

DWSP = 
$$\frac{\text{Total Net Advertising Spot Revenue for Area} \div 0.85 \text{ (Buyer Commission)}}{(\text{Duration Equivalent Impacts}_{(\text{for the relevant Target Audience})} \div 1000)}$$

**Early Peak:** means 17:15 to 19:59 inclusive;

**Edinburgh:** means the geographical transmission Part Area of STV Central designated "edinburgh";

**Emley/Sheffield:** means the geographical transmission Part Area of Yorkshire designated "emley/sheffield";

**End Break:** means an Advertising break between two distinct TV programmes;

**Event Specials:** means programmes relating to major events which are determined by ITV Brand and Commercial;

**Excluded Brands:** means any excluded brands of any Client of the Buyer which are identified as such in the Deal Arrangements;

**Excluded Business:** means any excluded type of business of any Client of the Buyer which is identified as such in the Deal Arrangements;

**Excluded Clients:** means any excluded Clients of the Buyer which are identified as such in the Deal Arrangements;

**First in Break / FIB / 1<sup>st</sup> in Break, Second in Break / 2<sup>nd</sup> in Break and Last in Break / LIB:** mean respectively the first, second and last Advertisement in an Advertising break;

**Force Majeure:** means an event, inability or delay which is caused by circumstances beyond the relevant party's reasonable control and which cannot be cured by measures which might reasonably be taken in the course of that relevant party's business, including, without limitation, war or other action of military forces, terrorism, riot, civil commotion, sabotage, vandalism, accident, breakdown or damage to machinery or equipment or technology, fire, flood, acts of God, regulatory, legislative or administrative interference, ruling or decision PROVIDED THAT no circumstance or cause shall be considered to be beyond the control of a party if it arises as a result of that party's failure to take reasonable care. For the avoidance of doubt, the loss of a Client or a Client's brand (including, without limitation, by virtue of insolvency or by virtue of a win by a third party Agency) by an Agency will not be deemed to be an event of Force Majeure;

**Frequency:** the number of times the Target Audience has an opportunity to see an Advertisement or Campaign;

**Glasgow:** means the geographical transmission Part Area of STV Central designated "glasgow";

**Granada:** means Granada Television Limited (Co. No: 840590) or such other entity which may hold the ITV1 Granada television broadcast licence;

**Granada Area:** means the geographical transmission Area of Granada;

**Granada Broadcasters:** means Anglia, Border, Granada, London Weekend, Meridian, Tyne Tees, and Yorkshire;

**Gross Station Price (otherwise known as "GSP"):** means the price calculated using the following formula:

GSP = 
$$\frac{(\text{Net Advertising Spot Revenue} \div \text{Carlton gross up})}{(\text{Ratecard Equivalent Impacts}_{(\text{for the relevant Target Audience})} \div 1000)}$$

**Hampshire:** means the geographical transmission Part Area of Meridian designated "hampshire";

**Housewife:** means "Housewife" as defined by BARB;

**Housewives 16-54:** means all Housewives between the ages of 16 and 54 inclusive;

**Housewives ABC1:** means all Housewives that fall within the socio-economic grade "ABC1";

**Housewives with Children:** means "Housewives with Children" as defined by BARB;

**Impacts:** means single viewings of Advertisements as reported by BARB;

**Included Clients:** shall have the meaning set out in the Deal Arrangements;

**Individuals:** means "Individuals" as defined by BARB;

**Inhouse Channel:** means any television service which includes advertisements for products and/or services, which is available to the public in the UK and which is not broadcast under a licence issued by the Independent Television Commission or Ofcom (including but not limited to the Pub Channel);

**ITV or ITV1:** means the regional Channel 3 service defined in the Act;

**ITV Broadcasters:** means Carlton Broadcasters, Granada Broadcasters, STV Broadcasters, Channel and UTV;

**ITV plc Broadcasters:** means Carlton Broadcasters and Granada Broadcasters;

**ITV2:** means the digital channel of that name owned and operated by ITV2 Limited;

**ITV2 Limited:** means ITV2 Limited (Co. No 1867871);

**ITV3:** means the digital channel of that name owned and operated by ITV DC;

**ITV4:** means the digital channel of that name owned and operated by ITV2 Limited;

**ITV Brand and Commercial:** means a division of ITV Broadcasting Limited (Co. No. 955957);

**ITV DC:** means ITV Digital Channels Limited (Co. No. 3101815);

**ITV Family:** means the ITV Broadcasters, ITV2 Limited (in respect of ITV2/ITV4) and ITVDC (in respect of ITV3);

**ITV Group:** means the group (as such term is defined in section 53 of the Companies Act 1989) from time to time whose holding company is ITV plc;

**ITV London:** means London Weekday and London Weekend;

**ITV London Area:** means London Area Weekday and London Area Weekend;

**ITV Network:** means ITV Network Limited (Co. No. 603893);

**ITV Plc:** means ITV Plc (Co. No. 4967001);

**Kent:** means the geographical transmission Part Area of Meridian designated "kent";

**Kick Off Spot:** means the first Spot in a Campaign;

**Late Booking Fee:** means the additional fee applicable to any Booking accepted after the ABD as set out in the Deal Arrangements or Booking Form (as appropriate);

**Late Copy:** means Advertisement Copy that is received two Working Days or less before transmission;

**Late Copy Surcharge:** means the cost set out in the Booking Agreement payable by the Buyer for Late Copy;

**Late Night:** means 24:30 to 29:59 inclusive;

**Late Peak:** means 20:00 to 22:59 inclusive;

**London Area Weekday:** means the geographical transmission Area of Carlton Broadcasting;

**London Area Weekend:** means the geographical transmission Area of LWT;

**London Macro:** means London Area Weekday and London Area Weekend;

**London Weekday:** means Carlton Broadcasting or such other company that holds the broadcasting licence to broadcast on the Channel 3 service in the london region from 09:25 to 06:00 Monday to Thursday and 09:25 to 16:59 on Fridays;

**London Weekend:** means LWT or such other company that holds the broadcasting licence to broadcast on the Channel 3 service in the London region between 17:00 Friday to 05:59 Monday excluding Saturday and Sunday 06:00 to 09:25;

**LWT:** means LWT (Holdings) Limited (Co. No: 2431623) or such other entity which may hold the ITV1 London weekend television broadcasting licence;

**Macro Area:** means a combination of Areas;

**Market Rate:** means a fair sum reasonably determined by the Broadcaster with reference to comparable situations, the trading position of the Broadcaster at the relevant point in time and the ability of the Broadcaster to accommodate the Buyer's campaign requirements;

**Men:** means all male Adults;

**Men 16-24:** means all Men between the ages of 16 and 24 inclusive;

**Men 16-34:** means all Men between the ages of 16 and 34 inclusive;

**Men ABC1:** means all Men that fall within the socio-economic grade "ABC1";

**Men and Motors:** means the digital channel owned and operated by ITV DC;

**Meridian:** means Meridian Broadcasting Limited (Co. No.02519552) or such other entity which may hold the ITV1 Meridian television broadcast licence;

**Meridian Area:** means the geographical transmission Area of Meridian;

**Meridian East:** means the east geographical transmission Part Area of Meridian;

**Meridian South:** means the south geographical transmission Part Area of Meridian;

**Midwest Macro:** means Wales and West Area, Westcountry Area and Central Area;

**Multiplex Service:** means a time shifted version of ITV1, ITV2, ITV3, ITV4 and/or Men & Motors where the output is broadcast one hour (or more) later than the output on the original service and which, in limited circumstances, may be broadcast at the same time as the original service;

**Named Client:** shall have the meaning set out in the Deal Arrangements;

**Natural Delivery:** means delivery of Advertisements on an even-handed basis (by reference to information published by BARB) when compared to the delivery of all Advertisements;

**Net Advertising Spot Revenue:** means monthly Spot Advertising revenue less any applicable Buyer Commission as declared by individual Broadcasters to Ofcom;

**Non-approved Buyer:** refer to definition of Approved Buyer;

**Non-pre-emptible:** means guaranteed to be shown at the agreed time and not capable of being transferred to any other time except by agreement with the Buyer or because of Optimisation; and **Pre-emptible** shall be interpreted accordingly;

**Non-Sport Specials:** means unique programmes including but not limited to movie premieres, first run dramas and one-off programmes which are determined by ITV Brand and Commercial;

**North Macro:** means Border Area, Granada Area, Tyne Tees Area and Yorkshire Area;

**Ofcom:** means the Office of Communications or its successor, and in the case of S4C, the Welsh Authority as defined in the Act;

**Off Peak:** refer to definition of Peak;

**Optimal and Optimisation:** means the most efficient manner in the reasonable opinion of the Broadcaster or ITV Brand and Commercial, using non-discriminatory and objective criteria, of matching demand and supply of Advertising and Airtime across all Buyers and of delivering the agreed audiences;

**Part Area:** means a part of a Broadcaster's Area or part of a Macro Area;

**Partworks:** means a weekly or other periodic themed publication;

**Peak:** means the agreed segments of prime time viewing; and **Off Peak** shall be interpreted accordingly;

**Platinum Specials:** means premium programmes which are determined by ITV Brand and Commercial;

**Pontop:** means the geographical transmission Part Area of Tyne Tees designated "pontop";

**Position in Break:** means any specific position within an Advertising break;

**Post Peak:** means 23:00 to 24:29 inclusive;

**Postponement:** means a postponement of Airtime booked under any Booking Agreement following a request for the same by the Buyer;

**Pre-emptible:** refer to definition of Non-pre-emptible;

**Price(s):** means the discounts and/or premiums set out in Schedule 1 of the Deal Arrangements;

**Programme Select or PYO:** means the percentage of TVR delivery by Day Part for which ITV Brand and Commercial shall procure Spots in or around such programmes as the Buyer may select in writing by the Advance Booking Deadline;

**Protected Contract:** shall have the meaning set out in the Undertakings;

**Pure Station Price (otherwise known as "PSP" or "Ratecard Weighted Price"):** means the price calculated using the following formula:

$$\text{PSP} = \frac{\text{Total Net Advertising Spot Revenue for Area} \div 0.85 \text{ (Buyer Commission)}}{(\text{Ratecard Equivalent Impacts}_{\text{(for the relevant Target Audience)}} \div 1000);}$$

**Ratecard Equivalent Impacts:** means Impacts weighted in accordance with the following factors:

Time-Length	Weighting Factor (Granada Broadcasters and UTV, Channel)	Weighting Factor (Carlton Broadcasters and SMG Broadcasters)	Weighting Factor (ITV2, ITV3 and ITV4)	Weighting Factor (ITV News Channel)
10 Seconds	0.600	0.500	0.500	0.600
20 Seconds	0.800	0.830	0.830	0.800
30 Seconds	1.000	1.000	1.000	1.000
40 Seconds	1.333	1.333	1.330	1.333
50 Seconds	1.667	1.660	1.660	1.666
60 Seconds	2.000	2.000	2.000	2.000

Any Spot over 60 seconds will be weighted pro rata to the 60 second factor and when calculating PSP for all Broadcasters (excluding Channel, Carlton Broadcasters, ITV2, ITV3 and ITV4) such weighting will be discounted by 2.5%;

**Regional Package(s):** means the regional bronze, silver, gold and platinum Spot packages sold by the ITV Broadcasters as set out in regional advertising rate cards issued by the ITV Broadcasters from time to time;

**Registered Buyer:** means a Buyer which is considered by a Broadcaster (in its reasonable opinion) to be an advertising agency with sufficient financial standing and client base to warrant the granting of a discount on invoices;

**Share of Broadcast Revenue:** means the minimum share of Broadcast Revenue which a Buyer agrees to spend or agrees to procure its Clients (except Excluded Clients) will spend with the Broadcasters during the Term as set out in the Deal Arrangements;



**Simulcast:** means simultaneous or substantially simultaneous transmission or re-transmission of any ITV Broadcasters', ITV2 Limited or ITV DC channel by cable, satellite, mobile and broadband;

**South East Macro:** means Anglia Area and Meridian Area;

**Specials:** means Platinum Specials and/or Non-Sport Specials and/or Sport Specials;

**Split Month Price:** means any month where there is a different demand for Airtime across the month such that demand is at a significantly different level and price from the start to the end of the month, as determined at the Broadcaster's discretion, (e.g. December);

**Split Time-length Campaigns:** means Advertising campaigns with more than one time length;

**Spot(s):** means one specific portion of Airtime identified as available for purchase by a Broadcaster for Advertising;

**Sport Specials:** means major sporting event programmes which are determined by ITV Brand and Commercial;

**Standard Day Parts:** means Daytime, Early Peak, Late Peak, Post Peak and Late Night;

**Standard Time-lengths:** 10 seconds or a multiple of 10 seconds;

**Station Price(s):** means the Duration Weighted Station Price, Pure Station Price or Gross Station Price;

**Strike Weight:** means the amount of TVR's by day, week, month or other pre-determined duration;

**Strike Weight Tolerance:** means any maximum agreed deviation from the Strike Weight;

**STV Broadcasters:** means STV Central and STV North;

**STV Central:** means STV Central Limited (Co. No. SC172149);

**STV Central Area:** means the geographical transmission Area of STV Central;

**STV North:** means STV North Limited (Co. No. SC35733);

**STV North Area:** means the geographical transmission Area of STV North;

**Sub Demographics:** means sub-divisions of Broad Demographics;

**Sussex:** means the geographical transmission Part Area of Meridian designated "sussex";

**Tagged:** means the situation where two or more Advertisements are joined back-to-back as if they were one Advertisement;

**Target Audience:** means a Demograph within a particular Area;

**Television:** means any service broadcast under a licence issued by the Independent Television Commission or Ofcom and includes (i) any Multiplex Service of the same; and (ii) any Simulcast of the same;

**Term:** shall have the meaning set out in Section 2 of the Deal Arrangements;

**Time-Length:** means the duration of a Spot;

**Thames Valley:** means the geographical transmission Part Area of Meridian designated "thames valley";

**TVR:** means one percent of the Target Audience purchased by the Buyer and **TVR's** (or parts thereof) shall be interpreted accordingly;

**Tyne Tees:** means Tyne Tees Television Limited (Co. No: 598781) or such other entity which may hold the ITV1 tyne tees television broadcast licence;

**Tyne Tees Area:** means the geographical transmission Area of Tyne Tees;

**UTV:** means Ulster Television plc (Co. No.NI004230);

**UTV Area:** means the geographical transmission Area of UTV;

**Universe:** means the total number of individuals for a given target audience able to view television within a given licence region;

**Underspend:** means the situation where the Buyer Spend is less than the Buyer Commitments as set out in the Deal Arrangements at the end of the Term;

**Undertakings:** means the undertakings given by Carlton Communications Plc and Granada Plc to the Secretary of State for Trade and Industry dated 14 November 2003;

**Volume Commitment:** means the commitment by the Buyer to spend or to procure that its Clients (except Excluded Clients) spend at least the amount (in cash) with the Broadcaster(s) as set out in the Deal Arrangements;

**Wales and West:** means HTV Group Limited (Co. No. 121260) or such other entity which may hold the ITV1 wales and west television broadcast licence;

**Wales and West Area:** means the geographical transmission Area of Wales and West;

**Westcountry:** means Westcountry Television Limited (Co. No. 2495073) or such other entity which may hold the ITV1 westcountry television broadcast licence;

**Westcountry Area:** means the geographical transmission Area of Westcountry;

**West Macro:** means Wales and West Area and Westcountry Area;

**Women:** means all female Adults;

**Women 16-24:** means all Women between the ages of 16 and 24 inclusive;

**Women 16-34:** means all Women between the ages of 16 and 34 inclusive;

**Women ABC1:** means all Women that fall within the socio-economic grade "ABC1";

**Working Day:** means any day other than a Saturday or Sunday or any other day which is a public or bank holiday in England;

**Yorkshire:** means Yorkshire Television Ltd (Co. No: 0899713) or such other entity which may hold the ITV1 yorkshire television broadcast licence;

**Yorkshire Area:** means the geographical transmission Area of Yorkshire.