

# SUISA'S contracts, discounts and copyrights

4 July 2016

## 1. VOLUME AND GROUP DISCOUNTS

### 1.1. Volume discounts

As a rule, advertising clients who have broadcast classic television advertising for at least CHF 200.000 (excl. VAT) in SRG SSR television programmes in the current calendar year are entitled to volume and group discounts. Unless Admeira AG and the advertising clients agree otherwise in writing, the entitlement to the volume and group discount will be calculated on the basis of the gross advertising investment (i.e. the official base price excluding VAT) of an advertising client.

Advertising clients who benefit from special conditions with Admeira AG (e.g. charitable organisations, communities and public institutions) are not entitled to a volume discount. (valid until 31 December 2022)

### 1.2. Discount

table CHF gross (valid until 31 December 2022)

200 000	to	499 999	2%	10,5 Mio.	to	11 999 999	12%
500 000	to	999 999	3%	12,0 Mio.	to	13 499 999	13%
1,0 Mio.	to	1 999 999	4%	13,5 Mio.	to	14 999 999	14%
2,0 Mio.	to	2 999 999	5%	15,0 Mio.	to	16 499 999	15%
3,0 Mio.	to	3 999 999	6%	16,5 Mio.	to	17 999 999	16%
4,0 Mio.	to	4 999 999	7%	18,0 Mio.	to	19 499 999	17%
5,0 Mio.	to	5 999 999	8%	19,5 Mio.	to	20 999 999	18%
6,0 Mio.	to	7 499 999	9%	21,0 Mio.	to	22 499 999	19%
7,5 Mio.	to	8 999 999	10%	ab 22,5 Mio.			20%
9,0 Mio.	to	10 499 999	11%				

### 1.3. Consolidated financial statements

The consolidated financial statements are a volume discount agreement between the subsidiary of a group and Admeira AG, which can be cumulated with the agreements of other subsidiaries of the same group. Admeira AG is prepared to enter into such agreements. The prerequisite is that the parent company holds a capital share of more than 50% in its subsidiary. Cooperatives are treated as public limited companies. Thus, they can also benefit from the advantages of a group agreement.

Public corporations and institutions may also conclude a group agreement with Admeira AG for their subsidiaries, provided they hold more than 50 % of their share capital. A parent company that holds an exclusive trademark licence or an exclusive right to distribute a product or service may also conclude a group agreement with Admeira AG, even if it does not hold more than 50 % of the capital of its licensor. The special guidelines for the admission and processing of group agreements as well as corresponding application forms for the conclusion of the agreement can be obtained from Admeira AG.

Charities, communities (authorities such as federal offices) and public institutions which benefit from special conditions with Admeira AG may not conclude group agreements.

### 1.4. Advisory Commission (AC)

Admeira AG grants all advertising clients a consultancy commission of 15% on the net price, which is customary in the Swiss industry. The media and advertising agencies undertake to pass on the consultancy commission granted by Admeira AG to their clients. Advertising clients who wish to pass on the consultancy commission to their media or advertising agency shall give Admeira AG written instructions to this effect.

### 1.5. COMPENSATION FOR COPYRIGHTS - SUISA

Anyone wishing to use music in an advertising programme, hereinafter referred to as TV spot, in SRG's programmes must license the recording or reproduction thereof with the Cooperative Society of Authors and Publishers SUISA. The advertising client (or its media or advertising agency or agent) is responsible for the payment of the reproduction rights (tariff "VN"). Admeira AG or SRG is responsible for the payment of the broadcasting rights according to tariff "A".

## 2. SUISA tariff "VN" (Recording of music on audio-visual carriers)

Each TV spot, with or without copyrighted music, requires a licence in accordance with SUISA's "VN" tariff and is assigned a SUISA number for control purposes. The TV spot is identified exclusively by means of this number. Admeira AG cannot broadcast a TV spot without SUISA authorisation. Please note: Every change of picture and/or sound requires a new SUISA number. Different language versions are awarded the same SUISA number, provided the images, duration, music content and music portion are completely identical.

**2.1. SUIISA Tariff "A" (Broadcasting of Commercials with Music)**

The copyright remuneration for the broadcasting of TV spots in SRG's TV programmes is based on SUIISA's tariff "A". This remuneration is included in the Admeira AG insertion rates. The advertising clients (or their media or advertising agency, intermediary) will therefore not receive a separate invoice from SUIISA or Admeira AG for the broadcasting rights of a TV spot with copyright-protected music broadcast on SRG programmes.

**2.2. SUIISA-Tarif «A» (Ausstrahlen von Werbesendungen mit Musik)**

Die Urheberrechtsentschädigung für die Ausstrahlung der TV-Spots in den Fernsehprogrammen der SRG richtet sich nach dem SUIISA-Tarif «A» der SUIISA. Diese Entschädigung ist in den Einschaltpreisen von Admeira AG enthalten. Die Werbeauftraggeber (bzw. ihre Media- oder Werbeagentur, Vermittler) erhalten demnach weder von SUIISA noch von Admeira Broadcast AG eine separate Rechnung für die Senderechte eines in den Programmen der SRG ausgestrahlten TV-Spots mit urheberrechtlich geschützter Musik.

**2.3. Procedure**

All information on how to obtain the SUIISA number can be found under the following link:

<https://www.suisa.ch/de/mitglieder/urheber/werk-anmelden.html>

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