

SALES OPERATING PROCEDURE

1. New Business Advertising will receive Added Value on their first burst up to 6 weeks.

Added value to be planned by DStv Media Sales as follows:

- 50% added value on loose spots based on the Rand value of those spots
- 25% added value on packages based on the number of spots per package

2. Post Campaign Analysis can be queried and compensation given up to 3 months after flighting.

Post campaigns older than 3 months will not be analyzed or compensated on.

3. Added value on campaigns to be planned by DStv Media Sales in available inventory.

- Prime time added value on M*Net can only be planned 1 week prior to flighting
- Added Value will be at Rate Card Rate and calculated on Nett spend (after discount)

4. All schedules done by DStv Media Sales will be done using the following criteria:

- Planned against Break ARs
- No Pay TV filter, only DStv filter where necessary (in order to accommodate the move to DTT)
- 10% down weighting across Mnet and DStv when there are no major events in the source period. When major events are in the source period an additional down weight will apply – event specific.