

CPA/OSCA USAGE TABLES

SEPTEMBER 2009

TELEVISION

AFRICA

Algeria	84%	Malawi	42%
Angola	42%	Mali	42%
Ascension Island	42%	Mauritania	42%
Benin	42%	Mauritius	42%
Botswana	42%	Mayotte	42%
Burkina Faso	42%	Morocco	84%
Burundi	42%	Mozambique	42%
Cameroon	42%	Namibia	42%
Cape Verde Islands	42%	Niger	42%
Central African Rep.	42%	Nigeria	126%
Chad	42%	Reunion	42%
Comoros	42%	Rwanda	42%
Congo	42%	Sao Tome	42%
Djibouti	42%	Senegal	42%
Egypt	115%	Seychelles	42%
Equatorial Guinea	42%	Sierra Leone	42%
Eritrea	42%	Somalia	42%
Ethiopia	42%	South Africa	200%
Gabon	42%	St Helena	42%
Gambia	42%	Sudan	42%
Ghana	42%	Swaziland	42%
Guinea	42%	Tanzania	42%
Guinea-Bissau	42%	Togo	42%
Ivory Coast	42%	Tristan da Cunha	42%
Kenya	42%	Tunisia	42%
Lesotho	42%	Uganda	42%
Liberia	42%	Zaire	42%
Libya	42%	Zambia	42%
Madagascar	42%	Zimbabwe	42%
Africa (exc SA)			280%
Sub-Saharan Africa (exc SA)			210%

AMERICA (Central & Caribbean)

Anguilla	42%	Honduras	42%
Antigua/Barbuda	42%	Jamaica	42%
Aruba	42%	Martinique	42%
Bahamas	42%	Mexico	210%
Barbados	42%	Montserrat	42%
Belize	42%	Netherlands Antilles	42%
Bermuda	42%	Nicaragua	42%
Cayman Islands	42%	Panama	42%
Costa Rica	42%	Puerto Rico	42%
Cuba	42%	Salvador	42%
Dominica	42%	St. Christopher	42%
Dominican rep.	42%	St. Lucia	42%
El Salvador	42%	St. Vincent	42%
Grenada	42%	Trinidad & Tonga	42%
Guadeloupe	42%	Turks & Caicos	42%
Guatemala	42%	Virgin Islands (British)	42%
Haiti	42%	Virgin Islands (USA)	42%



AMERICA (Central & Caribbean) cont.

Caribbean			140%
Central America			210%
Caribbean & Central America			280%

AMERICA (NORTH)

Canada	140%	St Pierre & Miquelon	42%
Greenland	42%	United States	420%
USA & Canada			463%
USA & Mexico			463%

AMERICA (SOUTH)

Argentina	122%	French Guiana	42%
Bolivia	42%	Guyana	42%
Brazil	210%	Paraguay	42%
Chile	42%	Peru	42%
Colombia	115%	Surinam	42%
Ecuador	42%	Uruguay	42%
Falkland Islands	42%	Venezuela	42%
South America			280%

ASIA

Afghanistan	42%	Malaysia	115%
Bangladesh	42%	Maldives	42%
Bhutan	42%	Mongolia	42%
Brunei	42%	Myanmar	42%
Cambodia	42%	Nepal	42%
China	210%	Pakistan	115%
Hong Kong	84%	Philippines	126%
India	210%	Singapore	84%
Indonesia	240%	Sri Lanka	42%
Japan	210%	Taiwan	126%
Kazakhstan	42%	Tajikistan	42%
Korea (North)	42%	Thailand	240%
Korea (South)	240%	Turkmenistan	42%
Kyrgyz Stan	42%	Uzbekistan	42%
Laos	0%	Vietnam	42%
Macao	42%		
South East Asia			210%
Asia			420%

EUROPE

Albania	42%	Ireland	63%
Andorra	42%	Italy	210%
Armenia	42%	Latvia	42%
Austria	84%	Liechtenstein	42%
Azerbaijan	42%	Lithuania	42%
Azores	42%	Luxemburg	42%
Balearic	42%	Macedonia	42%
Belarus	63%	Madeira	42%
Belgium	84%	Majorca	42%
Bosnia-Herzegovina	42%	Malta	42%
Bulgaria	42%	Moldova	42%

Canaries	42%	Monaco	42%
Croatia	42%	Netherlands	115%
Cyprus	42%	Norway	84%
Czech Republic	84%	Poland	240%
Denmark	84%	Portugal	84%
Estonia	42%	Romania	115%
Faro	42%	Russia	210%
Finland	84%	San Marino	42%
France	210%	Slovakia	42%
France & Dom Tom	280%	Spain	210%
Dom Tom Only	84%	Sweden	84%
Georgia	42%	Switzerland	84%
Germany	210%	Ukraine	240%
Gibraltar	42%	United Kingdom	210%
Greece	84%	Yugoslavia	84%
Hungary	84%		
Iceland	42%		
West Europe	420%	West Europe (inc UK)	463%
West & East Europe	560%	West & East Europe (inc UK)	630%
East Europe, CEE	280%	East Europe, CEE (inc Russia)	350%
CIS (Commonwealth of Independent States)	350%		
Scandinavia	140%		
EAME (Europe, Africa & Middle East)	840%		

NEAR & MIDDLE EAST

Bahrain	42%	Qatar	42%
Iran	42%	Saudi Arabia	84%
Iraq	42%	Syria	42%
Israel	42%	Turkey	168%
Jordan	42%	United Arab Emirates	84%
Kuwait	42%	Yemen	42%
Lebanon	42%		
Oman	42%		
Near & Middle East			210%

PACIFIC

Australia	147%	Norfolk Islands	42%
Cook Islands	42%	Northern Marianas	42%
Easter Islands	42%	Nuie	42%
Fiji	42%	Palau	42%
French Polynesia	42%	Papua New Guinea	42%
Galapagos	42%	Pitcairn Islands	42%
Guam	42%	Samoa Eastern	42%
Kiribati	42%	Samoa Western	42%
Marshal Islands	42%	Tokelau	42%
Micronesia	42%	Tonga	42%
Nauru	42%	Tuvalu	42%
New Caledonia	42%	Vanuatu	42%
New Zealand	63%	Wallis & Futuna	42%
Pacific (exc Australia)			210%
Australasia			280%

WORLD

1120%

OTHER MEDIA

CINEMA

Cinema is calculated at 25% of the TV % in the country concerned.

E.g TV in France = 210%; therefore Cinema in France = 52%

E.g TV in USA = 420%; therefore Cinema in USA = 105%

Please Note: In South Africa, Cinema is calculated at 50%

STILLS

PRESS & MAGAZINE

Press & Magazine is calculated at 50% of the TV rate of the country concerned

E.g. TV in Germany = 210%; therefore Press & Magazine = 105%

E.g. TV in Europe = 420%; therefore Press & Magazine = 210%

BILLBOARDS OR OUTDOOR POSTER

Billboards/Outdoor Poster is calculated at 50% of the TV% of the country concerned

E.g. TV in UK = 210%; therefore billboard/outdoor poster = 105%

POINT OF SALE

POS includes In-Store Posters, Backing Cards, Swing Tags etc as well as Sales Promotions i.e. leaflets, brochures, stickers etc. POS also includes in-store electronic transmission of TVC and/or still images

POS is calculated at 25% of the TV % of the country concerned.

E.g. TV in USA & Canada = 463%; therefore POS = 116%

Please note that POS is calculated PER SHOT PER MEDIA

E.g. If 2 posters and 1 leaflet are displayed, then the rate must be multiplied by 3

PACKAGING

Packaging is calculated at 25% of the TV % of the country concerned.

E.g TV in Italy = 210%; therefore Packaging = 52%

INTERNET

Material broadcast on brand-building trade websites – client/agency/production company/advertising industry websites and electronic newsletters – is included with TV Usage if broadcast concurrently with TV.

Material broadcast on the internet for commercial purposes i.e. paid advertising of the product, is considered to be POS and calculated at 25% of TV Usage.

Internet payment will only be applicable for legal use of the commercial i.e. where the commercial is placed by the entity which owns copyright. In instances where the commercial is used illegally i.e. posted by a third party, then no internet usage is applicable. This would refer to instances where the commercial is posted on sites like YouTube or Facebook without the knowledge or consent of the advertiser/client.

WORLDWIDE ALL MEDIA USAGE (1.5X TV Usage)

World-wide All Media	1680%
Europe All Media	840%
US All Media	630%

USAGE PERIODS

0-3 Months	50% of Usage
4-6 Months	75% of Usage
7 Months – 12 Months	100% of Usage

TERRITORIES

West Europe (Inc UK)	Central & Eastern Europe (Inc Russia)	Commonwealth of Independent States (Inc Russia)	Scandinavia	Sub-Saharan Africa (Exc SA)	Overseas French Territories (Dom Tom)
Andorra Austria Belgium France Germany Greece Iceland Republic of Ireland Italy Liechtenstein Luxemburg Netherlands Portugal Spain Switzerland Malta United Kingdom	Albania Belarus Bosnia & Herzegovina Bulgaria Croatia Czech Republic Estonia Hungary Latvia Lithuania Macedonia Moldova Poland Romania Russia Serbia & Montenegro Slovakia Ukraine	Armenia Azerbaijan Belarus Georgia Kazakhstan Kyrgyzstan Moldova Russia Tajikistan Turkmenistan Ukraine Uzbekistan	Iceland Sweden Finland Norway Denmark	Angola Benin Botswana Cameroon Central African Republic Congo Democratic Republic of Congo Ethiopia Gabon Gambia Ghana Guinea Bissau Guinea Ivory Coast Kenya Lesotho Liberia Madagascar Malawi Mozambique Namibia Nigeria Sierra Leone Senegal Somalia Swaziland Tanzania Togo Uganda Zambia Zimbabwe	French Guiana French Polynesia Guadeloupe Martinique Mayotte New Caledonia Reunion St Barthelemy St Martin St Pierre & Miquelon Wallis and Futuna