

## World Cup 2022 Pricing Terms and Conditions (**World Cup Pricing Terms**)

Subject to and in accordance with ITV's Airtime Terms and Conditions, available at <https://www.itvmedia.co.uk/trading-terms-conditions/itv-airtime-terms-and-conditions> (the **Terms**):

- ITV shall apply a 20% discount to all World Cup audience CPTs (as defined in the Terms), such discount to be applied to CPTs in addition to applying advertisers' traded deal discounts in existing agreements with ITV (the **Discount**).
- The Discount will apply to Airtime purchased by advertisers during commercial breaks in all live World Cup football coverage shown on ITV's main channel (excluding ITV Hub or ITVX, any commercial breaks within highlights programmes or end breaks).
- Relevant premiums will apply based on any specific campaign requirements agreed.
- The Discount shall not apply to sportsbook advertisers or in respect of any advertising relating to ITV's competitors.
- The Discount shall be subject to contract, and to any laws, regulations, codes, rules, guidance or similar which are applicable to ITV and/or advertisers.
- As a one-off promotion, the Discount shall for the avoidance of doubt sit outside of any protected position in any deal arrangements with ITV.
- Nothing in this offer or these World Cup Pricing Terms shall be deemed to constitute a legal offer.
- Capitalised terms used but not defined within these World Cup Pricing Terms shall have the meaning ascribed to them in the Terms.

Illustration:

Existing deal discount converted to index	WC discount index	Premium v deal	New price (WC deal index + premium v's deal)	WC price
0.95 (-5 vs BSP)	0.8	0	$(0.95 \times 0.8) + 0 = 0.76$	-24 v BSP

For premium spots/matches charged versus Broadcast Station Price, where for instance a price of +50 vs station is agreed

Existing deal discount converted to index	WC discount index	Premium v deal	New price (WC deal index + premium v's deal)	WC price
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0.95 (-5 vs BSP)	0.8	0.55 (normal premium 1.5 vs BSP)	$(0.95 \times 0.8) + 0.55 = 1.31$	+31 v BSP
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