

USAGE TABLES – 2003/2004

AFRICA	%
Algeria	120%
Ascension Island	60%
Botswana	60%
Burundi	60%
Cape Verde Islands	60%
Chad	60%
Congo	60%
Djibouti	60%
Equatorial Guinea	60%
Ethiopia	60%
Gambia	60%
Guinea	60%
Kenya	60%
Liberia	60%
Madagascar	60%
Mali	60%
Mauritius	60%
Morocco	120%
Namibia	60%
Nigeria	180%
Rwanda	60%
Senegal	60%
Sierra Leone	60%
South Africa	200%
Sudan	60%
Tanzania	60%
Tristan da Cunha	60%
Uganda	60%
Zambia	60%

Africa (excluding SA) 400%
Sub-Saharan Africa 300%

AMERICA (Central & Caribbean)

Anguilla	60%
Aruba	60%
Barbados	60%
Bermuda	60%
Costa Rica	60%
Dominica	60%
El Salvador	60%
Guadeloupe	60%
Haiti	60%
Jamaica	60%
Mexico	300%
Netherlands Antilles	60%
Panama	60%
Salvador	60%
St. Lucia	60%
Trinidad & Tonga	60%
Virgin Islands(British)	60%

Caribbean 200%
Caribbean & Central America 400%

AFRICA	%
Angola	60%
Benin	60%
Burkina Faso	60%
Cameroon	60%
Central African Rep.	60%
Comoros	60%
Ivory Coast	60%
Egypt	165%
Eritrea	60%
Gabon	60%
Ghana	60%
Guinea-Bissau	60%
Lesotho	60%
Libya	60%
Malawi	60%
Mauritania	60%
Mayotte	60%
Mozambique	60%
Niger	60%
Reunion	60%
Sao Tome	60%
Seychelles	60%
Somalia	60%
St Helena	60%
Swaziland	60%
Togo	60%
Tunisia	60%
Zaire	60%
Zimbabwe	60%

Antigua/ Barbuda	60%
Bahamas	60%
Belize	60%
Cayman Islands	60%
Cuba	60%
Dominican Rep.	60%
Grenada	60%
Guatemala	60%
Honduras	60%
Martinique	60%
Montserrat	60%
Nicaragua	60%
Puerto Rico	60%
St. Christopher	60%
St. Vincent	60%
Turks & Caicos	60%
Virgin Islands (USA)	60%

AMERICA (North)

Canada	200%	Greenland	60%
United States	600%	St Pierre & Miquelon	60%

USA & Canada 800%**AMERICA (South)**

Argentina	175%	Bolivia	60%
Brazil	300%	Chile	60%
Colombia	165%	Ecuador	60%
Falkland Is.	60%	French Guiana	60%
Guyana	60%	Paraguay	60%
Peru	60%	Surinam	60%
Uruguay	60%	Venezuela	60%

South America 500%**ASIA**

Bangladesh	60%	Bhutan	60%
Brunei	60%	Cambodia	60%
China	300%	Hong Kong	120%
India	300%	Indonesia	240%
Japan	300%	Kazakhstan	60%
Korea (North)	60%	Korea (South)	240%
Kyrgyz Stan	60%	Laos	0%
Macao	60%	Malaysia	165%
Maldives	60%	Mongolia	60%
Myanmar	60%	Nepal	60%
Pakistan	165%	Philippines	180%
Singapore	120%	Sri Lanka	60%
Taiwan	180%	Tajikistan	60%
Thailand	240%	Turkmenistan	60%
Uzbekistan	60%	Vietnam	60%

South East Asia 350%**Asia 700%****EUROPE**

Albania	60%	Andorra	60%
Armenia	60%	Austria	120%
Azerbaijan	60%	Azores	60%
Balearic	60%	Belarus	90%
Belgium	120%	Bosnia-Herzegovina	60%
Bulgaria	60%	Canaries	60%
Croatia	60%	Cyprus	60%
Czech Rep.	120%	Denmark	120%
Estonia	60%	Faro	60%
Finland	120%	France	300%
Georgia	60%	Germany	300%
Gibraltar	60%	Greece	120%
Hungary	120%	Iceland	60%
Ireland	90%	Italy	300%
Latvia	60%	Liechtenstein	60%
Lithuania	60%	Luxemburg	60%
Macedonia	60%	Madeira	60%

Majorca	60%	Malta	60%
Moldova	60%	Monaco	60%
Netherlands	165%	Norway	120%
Poland	240%	Portugal	120%
Romania	165%	Russia	300%
San Marino	60%	Slovakia	60%
Spain	300%	Sweden	120%
Switzerland	120%	Ukraine	240%
United Kingdom	300%	Yugoslavia	120%

Europe 800%

Europe and East Europe 1000%

East Europe 500%

Scandinavia 200%

NEAR & MIDDLE EAST

Afghanistan	60%	Bahrain	60%
Iran	60%	Iraq	60%
Israel	60%	Jordan	60%
Kuwait	60%	Lebanon	60%
Oman	60%	Qatar	60%
Saudi Arabia	120%	Syria	60%
Turkey	240%	United Arab Emirates	60%
Yemen	60%		

Near & Middle East 400%

PACIFIC

Australia	210%	Cook Islands	60%
Easter Islands	60%	Fiji	60%
French Polynesia	60%	Galapagos	60%
Guam	60%	Kiribati	60%
Marshal Islands	60%	Micronesia	60%
Nauru	60%	New Caledonia	60%
New Zealand	90%	Norfolk Islands	60%
Northern Marianas	60%	Nuie	60%
Palau	60%	Papua New Guinea	60%
Pitcairn Islands	60%	Samoa Eastern	60%
Samoa Western	60%	Tokelau	60%
Tonga	60%	Tuvalu	60%
Vanuatu	60%	Wallis & Futuna	60%

Pacific (Ex Australia) 400%

Australisia 500%

WORLD 2000%

OTHER MEDIA

CINEMA

Cinema is calculated at half of the TV% of the country concerned.

e.g. TV – France = 300%, therefore, Cinema – France = 150%

e.g. TV – West Europe = 1000%, therefore, Cinema – West Europe = 500%

e.g. TV – USA = 800%, therefore Cinema – USA = 400% STILLS

PRESS & MAGAZINE (PRINT)

Half the usage fee of the TV rate of the country concerned.

E.g. TV Germany 300% / Press & Mag = 150% of day rate

TV West Europe 1000% / Press & Mag = 500% of day rate.

TV USA 800% / Press & Mag = 400% of day rate.

BILLBOARDS OR OUTDOOR POSTER

Half the usage fee of the TV rate of the country concerned.

E.g. TV Germany 300% / Billboard = 150% of day rate.

POINT OF SALE (POS) DISPLAY

This will include

- In Store Posters, Packaging, Backing Cards, Swing Tags, etc.
- Sales Promotions i.e. Leaflets, Brochures, Stickers etc.

One Quarter (1/4) of the usage fee of the TV rate of the country concerned.

E.g. TV Germany 300% / P.O.S. = 75% of the day rate.

TV West Europe 1000% / P.O.S. = 250% of the day rate.

TV USA 800% / P.O.S. = 200% of the day rate.

Please remember that this is calculated **PER SHOT PER MEDIA**

i.e. If they are doing 3 different Posters, it is X3, if they are doing 2 x posters, 1 x leaflet, and 1x Packaging it would be X4.

INTERNET

A web sight that **sells** the product on-line should be treated as P.O.S. and calculated on the countries the product is available in.

e.g.	Worldwide	500%
	Europe	250%
	USA	200%
	SA	50%

World-wide Image Building (i.e. It is on a sight to promote the company or product but the product is not for sale) 250%

However, should the product only be **available** in 1 country e.g. France then a P.O.S. usage of 75% (1/4 of 300%) should apply.

WORLDWIDE ALL MEDIA USAGE

World-wide All Media	3000%
Europe All Media	1800%
US All Media	1200%