

# TV

## ADVERTISING RATE BOOK

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— mediacorp —

# Spot Buy (Channel 5, Channel 8, Channel U, Suria & Vasantham)

## BUYING SPOTS

Cost per spot = Base Rate x Programme Loading

Base Rates :	
5 seconds	\$175
10 seconds	\$350
15 seconds	\$500
20 seconds	\$700
25 seconds	\$850
30 seconds	\$1,000
35 seconds	\$1,175
40 seconds	\$1,350
45 seconds	\$1,525
50 seconds	\$1,700
55 seconds	\$1,850
60 seconds	\$2,000
120 seconds	\$4,000

**Note:**

- All exceeding commercial duration will be charged at the rate of the next higher 5-second interval.  
~ Example: A 21-second spot will be charged at the 25-second rate.
- For commercials between the duration of 60 and 120 seconds, the base rate is calculated by adding the rate for 60 seconds and the rate of the remaining duration.  
~ Example: Base Rate for 75-sec = Base Rate for 60-sec + Base Rate for 15-sec  
= \$2,000 + \$500  
= \$2,500
- For commercials between the duration of 120 and 180 seconds, the base rate is calculated by adding the rate for 120 seconds and the rate of the remaining duration.  
~ Example: Base Rate for 145-sec = Base Rate for 120-sec + Base Rate for 25-sec  
= \$4,000 + \$850  
= \$4,850
- Commercials beyond the duration of 180 seconds are subject to Mediacorp's approval of the storyboard.

## PROGRAMME LOADING FACTOR

This is the multiplier factor tagged to a programme and differs for every programme. You may check the loadings for each programme on eIBS.

**Normal Spot Buying Example:**

Length of commercial = 30 seconds  
 Programme loading = 3x  
 Cost per spot = (Base Rate) x (Programme Loading)

Therefore, cost per spot = \$1,000 x 3  
 = \$3,000

**Peak Period Loading**

20% Peak period loading is applicable for

- Packages unless otherwise stated
- Peak period loading is pro-rated based on campaign days that fall within MPL identified peak periods:
  - Chinese Lunar New Year, National Day, Year End, Hari Raya Puasa and Deepavali
- Channel 8, Channel U & Channel 5:
  - 4 weeks before, up to the first day of, Chinese Lunar New Year (example: If the first day of Chinese Lunar New Year falls on 1 February, 20% loading is applicable from 4 January to 1 February)
  - 1 week before, up to the actual day of, National Day on 9 August (example: National Day falls on 9 August, 20% loading is applicable from 2 to 9 August)
  - 1 November to 31 December
- Suria:
  - 4 weeks before, up to actual day of, Hari Raya Puasa (example: If Hari Raya Puasa falls on 2 May, 20% loading is applicable from 4 April to 2 May)
- Vasantham:
  - 4 weeks before, up to actual day of, Deepavali (example: If Deepavali falls on 24 October, 20% loading is applicable from 26 September to 24 October)

# Spot Buy (Channel 5, Channel 8, Channel U, Suria & Vasantham)

## AVERAGE SPOT RATE & CPM AT A GLANCE (30 SEC)

Channel	Channel 8	Channel U	Channel 5	Suria	Vasantham
Language	Mandarin	Mandarin	English	Malay	Tamil
Timebelt	Average Spot Rate (Average CPM)				
Prime Time	\$5,100 (\$17.4)	\$2,070 (\$17.5)	\$1,080 (\$20.2)	\$530 (\$20.7)	\$240 (\$21.1)
Off-Prime Time	\$490 (\$8.7)	\$360 (\$7.8)	\$120 (\$11.7)	\$70 (\$7.9)	\$80 (\$10.5)
Whole Day	\$1,540 (\$10.7)	\$1,020 (\$11.6)	\$320 (\$13.5)	\$270 (\$13.3)	\$170 (\$16.2)

**Note:**

- Average CPM is based on P15+ for all channels except for Suria and Vasantham which are based on Malays 15+ and Indians 15+ respectively
- Average CPM is derived from ratings '000 generated by Evogenius based on 1 April 2021 - 31 March 2022 data
- All average spot rates and CPM are estimated across defined timebelts and subject to changes

**Definition of Timebelt:**

Channel 8	:	Prime Time - 6.30pm - 12mn
Channel U	:	Prime Time - 7pm - 12mn
Channel 5	:	Prime Time - 7pm - 12mn
Suria	:	Prime Time - 7pm - 11pm
Vasantham	:	Prime Time - 7pm - 11pm (Monday -Friday), 3pm-12mn (Saturday) & 1pm-11pm (Sunday)
All channels	:	Off-Prime Time - Belts outside Prime Time

# Spot Buy (CNAS & CNAI)

## BUYING SPOTS

### Spot Rate (30 sec)

Timebelt	CNAS		CNAI	
	Weekday	Weekend	Weekday	Weekend
Morning (0600-0959)	S\$950	S\$700	US\$700	US\$500
Day (1000-1859)	S\$500	S\$800	US\$350	US\$600
Evening (1900-2359)	S\$1,350	S\$1,350	US\$1,000	US\$1,000
Late Night (2400-0559)	S\$200	S\$200	US\$150	US\$150

### Pro-Rate Factor

Duration	Pro-Rate Factor (Based on 30 sec rate)
5 seconds	0.175
10 seconds	0.350
15 seconds	0.500
20 seconds	0.700
25 seconds	0.850
30 seconds	1.000
35 seconds	1.175
40 seconds	1.350
45 seconds	1.525
50 seconds	1.700
55 seconds	1.850
60 seconds	2.000
120 seconds	4.000

### Note:

- All exceeding commercial duration will be charged at the rate of the next higher 5-sec interval.  
~ Example: A 21-second spot will be charged at the 25-second rate.
- For commercials between the duration of 60 and 120 seconds, the pro-rate factor is calculated by adding the factor for 60 seconds and the factor of the remaining duration.  
~ Example: Pro-rate factor for 75-sec = Factor for 60-sec + Factor for 15-sec  
= 2 + 0.5  
= 2.5
- For commercials between the duration of 120 and 180 seconds, the pro-rate factor is calculated by adding the factor for 120 seconds and the factor of the remaining duration.  
~ Example: Pro-rate factor for 145-sec = Factor for 120-sec + Factor for 25-sec  
= 4 + 0.85  
= 4.85
- Commercials beyond the duration of 180-sec are subject to Mediacorp's approval of the storyboard.

### Spot Buying Example:

#### Example 1:

Length of commercial = 30 seconds  
 Cost per spot on CNAS at 8pm = Spot Rate x Pro-Rate Factor  
 = \$1,350 x 1  
 = \$1,350

#### Example 2:

Length of commercial = 20 seconds  
 Cost per spot on CNAS at 8pm = Spot Rate x Pro-Rate Factor  
 = \$1,350 x 0.7  
 = \$945



# Spot Buy (CNAS)

## SPOT RATE & AVERAGE CPM AT A GLANCE (30 SEC)

Channel	CNAS	
Language	English	
Timebelt	Weekday Spot Rate	Weekday Spot Rate
	(Average CPM)	
Morning (0600-0959)	\$950 (\$53.1)	\$700 (\$56.8)
Day (1000-1859)	\$500 (\$27.6)	\$800 (\$40.6)
Evening (1900-2359)	\$1,350 (\$56.7)	\$1,350 (\$56.9)
Late Night (2400-0559)	\$200 (\$55.2)	\$200 (\$61.7)

**Note:**

- Average CPM is based on P15+ for CNAS
- Average CPM for CNAS is derived from ratings '000 generated by Evogenius based on 1 April 2021 - 31 March 2022 data
- All average CMP are estimated across defined timebelts and subject to changes

Definition of Timebelt :

CNAS Prime Time: 7pm - 12mn  
Off-Prime Time: Belts outside Prime Time

# Spot Buy - Securing Premium Position

## PREMIUM POSITIONING PRICING

A premium position loading of 10% of a commercial's airtime rate applies for each of the following specifications:

### A Specified Commercial Break

For example:

- First commercial break in the programme, or
- Last commercial break in the programme

### A Specified Position Within The Commercial Break

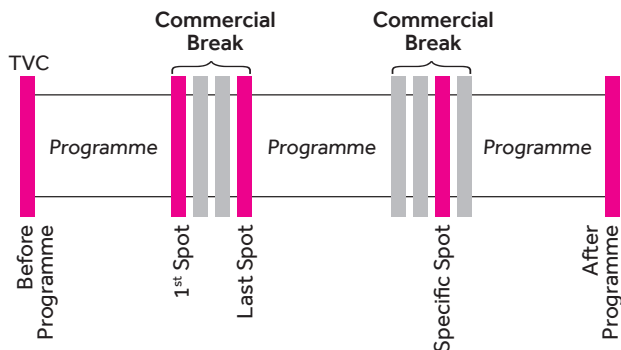
For example:

- First spot in the break, or
- Last spot in the break

If there is more than one specification, then loadings are multiplied by the number of specifications. For example, for the first spot in the first commercial break, a loading of 20% will be charged for the 2 specifications.

Please note that premium positioning is only applicable for fully paid spots.

### Graphic Illustration of Premium Spots



# Sponsorship Guidelines

Ride on the popularity of today's hottest shows and TV icons with Programme Sponsorship. Our wide range of best-selling shows or series can be crafted to associate with your product or brand, making Programme Sponsorship the perfect instrument to strengthen your brand or product image. Plus, you can increase exposure through trailers and special position spots within the programme.

## Credit Acknowledgement

- No selling messages (eg. Price discounts, promotions, etc) are allowed in the visuals or verbal acknowledgements of the sponsor credit acknowledgements.
- Sponsors can either opt for a still visual acknowledgement or a continuous extract from their commercial. Any editing for advertisers/agencies (eg. super-imposing, special effects, etc) can be done by the production house (eg. Mediacorp Creative Services) and production costs are charged to advertisers.
- All materials submitted (with no further editing required) must be 3 weeks before telecast of trailers. All materials submitted are subject to final approval by Mediacorp.
- Upon confirmation of sponsorship investment, sponsors are to submit a ready 5-sec/2.5-sec tag-on (visual only) in digital format, with no further editing required.

## Trailer Scheduling

- Programme trailers will only be aired on the same channel as the sponsored programme. There will be no cross-channel promotion, unless otherwise stated.
- Mediacorp will schedule all trailers and reserve the right to change trailer schedule without prior notice. Trailers are pre-emptable.

## Execution of Trailers

- Mediacorp retains full control of the editorial, including verbal acknowledgement, and creative execution of the trailers.

## Product Exclusivity

- Product exclusivity entitlement is only extended to one product-type per sponsorship package. This is not applicable for the Toys category.

## First Right of Refusal

- First right of refusal will only apply for returning series of the same title, and not for the same timebelt, re-run series or otherwise. However, no rate protection will be accorded and prevailing rates will apply.
- For programmes that run indefinitely, the first right of refusal will only apply to the immediate episode/time-slot after expiry of existing sponsorship contract (for existing sponsors who take up 3 months or more of the sponsorship).
- First right of refusal will only apply for annual events within the proposed validity period.

## Cancellation

- All sponsorship contracts are non-cancellable.

## On-Air or Off-Air Promotion

- Approval must be sought from Mediacorp for all promotions and publicity materials pertaining to the sponsored programme.
- Talent and licensing fees are applicable for the use of artistes (in their character role) and programme title in its exact typeface.

## Pre-emption

- Mediacorp reserves the right to pre-empt any scheduled telecast programme in place of Special Programmes.

## Telecast Date and Time

- Mediacorp reserves the right to change the telecast date and time of all sponsored programmes.

## Positioning

- In the event of a multiple sponsors, premium position for spots will be rotated amongst sponsors on a weekly basis, dependent on sponsorship categories.

## Others

- There is no maximum number of sponsors for any programme sponsorship unless specified by Mediacorp.



# Submission Deadlines & IMDA Advertising Code

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## BOOKING DEADLINE

1. All Booking Requests must be submitted at least 3 full Working Days before the date of telecast, including the day of booking and broadcast.
2. All Booking Requests shall be final and binding upon submission and may not be terminated, cancelled or rescheduled.
3. Sponsorship entitlements shall take precedence over spot bookings and spots with premium positioning.

## COPY DEADLINE

1. All commercial materials and written copy instructions must be given to the Commercial Operations – TV Copy Admin at least 3 full working days (including day of transmission) prior to the telecast date. In the absence of copy instructions, Mediacorp will not be held responsible for wrong versions telecast.
2. Bookings sent to the Commercial Operations – TV Ad Admin cannot be taken as copy instructions. Conversely, copy instructions cannot be taken as bookings.
3. Scripts/storyboards of commercials must be cleared with the Commercial Operations – TV Copy Admin, and where required, approval from the relevant authorities obtained, before production.

## INFOCOMM MEDIA DEVELOPMENT AUTHORITY ADVERTISING CODE

### Television And Radio Advertising And Sponsorship Code

Please refer to IMDA website for the full Code.

# Technical Specifications

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## TECHNICAL SPECIFICATIONS FOR COMMERCIALS

### Audio Specifications For HD TV Commercials

The full mix tracks of the commercial must have an average loudness level of  $-24\text{LKFS} \pm 1$ , as measured using a meter compliant with the latest ITU-R BS.1770 standard. If the commercial has multiple segments, each segment must have an average loudness level of  $-24\text{LKFS} \pm 1$ .

The commercial must also have consistent loudness levels. Short term loudness levels must not rise more than 4 above ( $\leq -20\text{LKFS}$ ) or 4 below ( $\geq -28\text{LKFS}$ ) the average loudness level of the commercial or commercial segment.

Short term loudness levels are derived using a continuous sliding window 3 seconds in duration, as specified in EBU tech 3341. The short term loudness level for each second is derived by calculating the average loudness level of the past 3 seconds, as measured using a meter compliant with the latest ITU-R BS.1770 standard.

Mediacorp will not use "Dialogue Intelligent" meters when evaluating the loudness levels of commercial. Mediacorp will measure the loudness level of the entire commercial, not only the sections containing speech or dialogue.

# Technical Specifications

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## 1. DIGITAL DELIVERY (Peach)

File delivery has now become easier, faster and cost effective in Singapore with Peach  
 From 15th September 2020, IMD Cloud has changed its name to Peach Classic

### High Definition HD 1080/50i

Container : MXF (OP1a)

#### Video

Codec : XDCAM HD422  
 Format Profile : 422P@HighLevel  
 Frame Size : 1920 x 1080  
 Display Aspect Ratio : 16:9  
 Frame Rate : 1080/50i: 25 fps  
 Interlacing : Upper Field First  
 Levels : Standard Video Levels BT.709 (16-235, Not RGB 0-255)  
 Bitrate : 50 Mbps  
 Chroma Subsampling : 4:2:2  
 GOP Length : 1080/50i: 12 (M=3, N=12)

#### Audio

Audio Loudness : -24 LUFS, allowable variance of  $\pm 1$  LU  
 Audio True Peak : Not exceeding -1 dBTP  
 Format : PCM (Little Endian)  
 Channels : 2 (1 channel per stream)  
 Sample Rate : 48 kHz  
 Bit Depth : 16 bits / 24 bits

Submit TVC material digitally to Mediacorp via Peach at [www.peachvideo.com](http://www.peachvideo.com)

Should you require any further information or clarification, please contact [support.sg@peachvideo.com](mailto:support.sg@peachvideo.com)

# Technical Specifications

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## 2. DIGITAL DELIVERY (Adstream)

File delivery has now become easier, faster and cost effective in Singapore with Adstream

### High Definition XDCAM 1080/50

Container : QUICKTIME or MXF OP1a

#### Video

Codec : XDCAM 422  
Profile : MPEG-2 422P@HL  
Bitrate : 50Mb/s CBR  
Chroma Subsample : 4:2:2  
Interlacing : Upper/Top Field First  
GOP Structure : Long GOP  
Frame Size : 1920 x 1080  
Frame Rate : 25 FPS  
Aspect Ratio : 16:9

#### Audio

Codec : Integer (Big/Little Endian) PCM  
Sample Rate : 48 kHz  
Sample Size : 24 bit  
Channels : Stereo  
Audio Loudness : -23 LUFS +/- 1 LU (EBU R128) or -24 LKFS +/- 2 LU (ATSC RP A/85)

Submit TVC material digitally to Mediacorp via Adstream at [www.adstream.com](http://www.adstream.com)  
Should you require any further information or clarification, please contact [Broadcast.Asia@adstream.com](mailto:Broadcast.Asia@adstream.com)

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