

# Numeris

## Subscriber Information Policies

Unless otherwise defined in these policies, capitalized terms will have the meaning given to them in the Numeris Subscription Terms of Use, available online at [www.numeris.ca/subscription-terms/](http://www.numeris.ca/subscription-terms/).

Subscribers are required to provide accurate and complete information to Numeris in connection with their Service subscription. This information includes, but is not limited to, the Subscriber’s and Authorized Affiliates’ names and contact information, as well as other information about the Subscriber and/or Authorized Affiliates that is required for the calculation of fees and/or for the operation of the Service they subscribe to, and any other information requested in the Agreement.

The specific information required by Numeris is outlined below based on the Subscriber Category (as identified in the Order Form) and the Service, where applicable.

### Contents

<b>1. Contact Information</b> .....	<b>2</b>
Who ♦ All Subscribers .....	2
<b>2. Information for the Calculation of Fees</b> .....	<b>2</b>
a) Who ♦ Advertising Agencies .....	2
b) Who ♦ Radio Publisher-Broadcasters .....	2
c) Who ♦ Television Publisher-Broadcasters .....	3
d) Who ♦ Radio Syndicators .....	3
e) Who ♦ Radio Publisher Representatives .....	3
<b>3. Client Information</b> .....	<b>3</b>
a) Who ♦ Publisher Representatives .....	3
<b>4. Publisher Information for the Processing of Data</b> .....	<b>4</b>
a) Who ♦ All Publisher-Broadcasters .....	4
b) Who ♦ Publisher-Broadcasters – Radio and/or Television Meter Subscribers.....	4
c) Who ♦ Publisher-Broadcasters – Radio Diary and/or Meter Subscribers .....	4
d) Who ♦ Publisher-Broadcasters – Television Meter Subscribers .....	5
e) Who ♦ Publisher-Broadcasters – With Live Streaming Content and Reported Cross-Platform Program Audiences for Ontario and French Quebec VAM.....	5

## 1. Contact Information

### Who ♦ All Subscribers

#### What ♦ The following information:

- Name of Subscriber (ownership group)
- List of Authorized Affiliates, if applicable
- Contact information for staff member(s) that Numeris regularly deals with, including a financial contact.
- Accredited representative (Numeris members only)

#### When ♦ Timing is dependent on circumstances:

- New subscription: prior to subscription
- Changes during subscription: prior to implementation of change or as soon as practical.

#### How ♦ In writing to Subscriber's Client Services Executive

## 2. Information for the Calculation of Fees

Numeris requires information from certain Subscribers for the determination of Numeris subscription fees. The specific information required is outlined below based on the Subscriber Category. Consequences of late submission (i.e. after the deadline indicated below) or non-submission of the required information are outlined in the Fee Policy.

### a) Who ♦ Advertising Agencies

#### What ♦ Verified net billings per Authorized Affiliate. Verified net billings are gross billings less agency commission, i.e. value of media planned and/or bought, in the previous calendar year. Note:

- Billings included from all Canadian stations, whether Numeris subscribers or not.
- Billings included from all Canadian markets, whether measured by Numeris or not.
- Billings included whether the agency or client is invoiced.
- The value of contra or exchange arrangements are included in billings.
- Billings are expressed in Canadian dollars.

Radio and television billings are determined separately. Net billings are calculated as the sum of:

- 100% of all net billings for accounts that are planned and bought.
- 50% of all net billings for "plan only" or "buy only" accounts, provided both the "plan only" and "buy only" agencies are Numeris subscribers.
- 100% of all net billings for "plan only" or "buy only" accounts, if one of the agencies on the account is not a Numeris subscriber.

#### When ♦ Request: Annually, typically in March each year.

Deadline: April 15<sup>th</sup>. In order to receive preliminary fees, billings must be received by Numeris by the deadline.

#### How ♦ Numeris issued billing certificate signed by the Chief Financial Officer (or other senior signing officer) and submitted to Numeris via email to: NumerisFees@numeris.ca.

### b) Who ♦ Radio Publisher-Broadcasters

#### What ♦ The following information:

- Audited annual revenue per Authorized Affiliate in the previous broadcast year (September 1<sup>st</sup> to August 31<sup>st</sup>) for station with some commercial content. Annual revenue is defined as gross revenue from local and national sales less national representative commissions, including local and national time sales, network payments to stations, infomercial and national rep commission as reported in boxes 01, 02, 03 and 27 from the financial summary page of the station's annual return for the C.R.T.C.
  - Annual revenue is based on revenue from both Canadian and U.S. sources, including all U.S. revenue for U.S. broadcasters.

- Annual revenue includes revenue from all repeaters.
- CBC & SRC Stations: number of transmitters, if applicable, and hours of original programming associated with each Authorized Affiliate.
- If requested by Numeris for select stations, station power and/or station license / type.

Note: Does not apply to historic radio stations

- When** ♦ Request: Annually, typically in March each year.  
Deadline: April 15<sup>th</sup>. In order to receive preliminary fees, revenue must be received by Numeris by the deadline.
- How** ♦ Audited annual revenue reported in confidence to McCay-Duff and Company LLP. Other information reported on a Numeris issued form or other format acceptable to Numeris and returned to Subscriber's Client Services Executive.

**c) Who ♦ Television Publisher-Broadcasters**

- What** ♦ If requested by Numeris for select stations, station non-commercial and/or third-language program content percentage.  
Note: Does not apply to historic TV stations
- When** ♦ Request: Annually, typically in March each year.  
Deadline: April 15<sup>th</sup>. In order to receive preliminary fees, station information must be received by Numeris by the deadline.
- How** ♦ Numeris issued form or other format acceptable to Numeris and returned to Subscriber's Client Services Executive.

**d) Who ♦ Radio Syndicators**

- What** ♦ Verified net billings per Authorized Affiliate, payable to Canadian radio stations in the previous calendar year.
- When** ♦ Request: Annually, typically in March each year.  
Deadline: April 15<sup>th</sup>. In order to receive preliminary fees, revenue must be received by Numeris by the deadline.
- How** ♦ Numeris issued billing certificate signed by the Chief Financial Officer (or other senior signing officer) and submitted to Numeris via email to: NumerisFees@numeris.ca.

**e) Who ♦ Radio Publisher Representatives**

- What** ♦ Verified net billings per Authorized Affiliate, payable to all Canadian radio stations, regardless of Numeris subscription, in the previous broadcast year.
- When** ♦ Request: Annually, typically in March each year.  
Deadline: April 15<sup>th</sup>. In order to receive preliminary fees, revenue must be received by Numeris by the deadline.
- How** ♦ Numeris issued billing certificate signed by the Chief Financial Officer (or other senior signing officer) and submitted to Numeris via email to: NumerisFees@numeris.ca.

### 3. Client Information

The following Numeris Subscribers are required to provide Numeris with a list of their clients annually and communicate any changes during each term to ensure the Subscriber meets the requirements outlined in Data Use Policy associated with their clients:

**a) Who ♦ Publisher Representatives**

- What** ♦ List of clients, indicating for each client the Service subscribed to by the Subscriber to fulfill the Subscriber's Permitted Purpose as described in the Data Use Policy with respect to the client.

- When** ♦ Client lists are provided to Numeris at the beginning of each term and when requesting to add a new client.
- How** ♦ Numeris issued form or other format acceptable to Numeris, provided to Subscriber's Client Services Executive.

#### 4. Publisher Information for the Processing of Data

Publisher subscribers are required to provide Numeris with up-to-date information on the Authorized Affiliates, i.e. stations included in each subscription, to assist in the accurate operation of Numeris services. Updates are required as information changes. Information includes, but is not limited to:

##### a) **Who** ♦ **All Publisher-Broadcasters**

**What** ♦ General information for each Authorized Affiliate (station):

- Call letter and/or station name
- Launch date, if a new station
- Market, if applicable
- Language of broadcast
- Ownership
- Station license and/or station type, if applicable
- Common Call Ids and/or commonly used station name
- Associated signals such as repeaters, geographic signals, HD signals, etc.
- New or cancelled subscriptions.

Note: Does not apply to historic radio or TV stations

**When** ♦ Timing is dependent on circumstances:

- New subscription: prior to measurement
- Changes during subscription: prior to implementation of change to allow Numeris to implement the change in its production systems.

**How** ♦ Numeris' Client Forms Website (CFW) for radio stations and/or station's Client Services Executive, as applicable.

##### b) **Who** ♦ **Publisher-Broadcasters – Radio and/or Television Meter Subscribers**

**What** ♦ Authorized Affiliate (station) encoding information, as provided in the Encoding Requirements, including but not limited to engineering contact information, encoding location, and technical specifications as required by Numeris' engineer.

Note: Does not apply to historic radio or TV stations

**When** ♦ Timing is dependent on circumstances:

- New subscription: prior to measurement
- Changes during subscription: prior to implementation of change to allow Numeris to implement the change in its production systems.

**How** ♦ Numeris Engineering staff or station's Client Services Executive.

##### c) **Who** ♦ **Publisher-Broadcasters – Radio Diary and/or Meter Subscribers**

**What** ♦ For each Authorized Affiliate (station):

- Format and format category
- Frequency
- Power
- Contour boundaries, if applicable
- Off air occurrences
- Disclosure of any use of DAI (dynamic ad insertion)

- Rate card station timeblocks. Numeris communicates separately the specifications, timelines, means of submitting timeblocks, procedures to make corrections and process to assign task to a publisher representative.
- Publisher representative, if applicable, and contact information
- CFW (Client Forms Website) contact information

Note: Does not apply to historic radio stations

- When** ♦ Timing is dependent on circumstances:
- New subscription: prior to measurement
  - Changes during subscription: prior to implementation of a change, or reporting of a change, to allow Numeris to implement in its production systems. Release specific deadlines are communicated through Numeris' client website(s).

**How** ♦ Numeris' Client Forms Website (CFW) for radio stations and/or station's Client Services Executive.

**d) Who ♦ Publisher-Broadcasters – Television Meter Subscribers**

- What** ♦ Confirmed program schedules for Authorized Affiliates (stations and/or networks) reported with program schedules:
- Confirmed station and / or network program schedule for stations and networks reported with program schedules.
  - Confirmed station program schedule for stations program schedule is required in Numeris' production system
  - PROL (program schedule) contact.

Note: Does not apply to historic TV stations

**When** ♦ Daily

**How** ♦ Numeris provided PROL program schedule system. The PROL program schedule system's specifications and procedures are provided to stations separately.

**e) Who ♦ Publisher-Broadcasters – With Live Streaming Content and Reported Cross-Platform Program Audiences for Ontario and French Quebec VAM**

- What** ♦
- Confirmed program schedules for Authorized Affiliates (stations and/or networks) with live streaming and cross-platform audiences reported at the program level in Ontario and French Quebec VAM.
  - PROL (program schedule) contact.

Note: Does not apply to historic TV stations

**When** ♦ Daily

**How** ♦ Numeris provided PROL program schedule system. The PROL program schedule system's specifications and procedures are provided to stations separately.