

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/.

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.

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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.

For **Radio Local+**, information required for a new subscription and any changes during a subscription must be submitted at least 6 weeks prior to the first day of the applicable measurement period.

How ♦ In writing to Subscriber's Account Manager

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 December each year.

Deadline: February 15th. In order to avoid a 10% late surcharge, 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: Numeris.Fees@numeris.ca.

b) Who ♦ Publisher-Broadcasters

What ♦ The following information:

- Audited annual revenue per Authorized Affiliate in the previous broadcast year (September 1st to August 31st). Annual revenue components include local sales, national sales, network payments to stations, infomercial and national rep commission as reported on the financial summary page of the station's annual return for the C.R.T.C.

- Annual revenue is based on revenue from Canadian sources only.
 - Annual revenue includes revenue from all repeaters.
 - If requested by Numeris for select stations, station power and/or station license / type.
- When** ♦ Request: Annually, typically in November each year.
Deadline: December 15th. In order to avoid a 10% late surcharge, revenue must be received by Numeris by the deadline.
- How** ♦ Numeris issued Broadcaster Advertising Revenue Report signed by the Chief Financial Officer (or other senior signing officer) and submitted to Numeris via email to: Numeris.Fees@numeris.ca.
- c) 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 December each year.
Deadline: February 15th. In order to avoid a 10% late surcharge, 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: Numeris.Fees@numeris.ca.
- d) 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 December each year.
Deadline: February 15th. In order to avoid a 10% late surcharge, 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: Numeris.Fees@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 Account Manager.

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 Publishers (Broadcaster and Digital)

What ♦ General information for each Authorized Affiliate:

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

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.

For **Radio Local+**, information required for a new subscription and any changes during a subscription must be submitted at least 6 weeks prior to the first day of the applicable measurement period.

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

b) Who ♦ Publishers (Broadcaster and Digital) – Radio and/or Television Meter Subscribers

What ♦ Authorized Affiliate 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.

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 Account Manager.

c) Who ♦ Publisher-Broadcasters – Radio Local+ and/or Radio Meter Subscribers

What ♦ For each Authorized Affiliate:

- Format and format category
- Frequency
- Power
- Contour boundaries, if applicable
- Off air occurrences
- For **Radio Meter**, 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

For **Radio Local+**, refer to the *Numeris Radio Local+ Broadcaster Measurement Requirements* for requirements specific to the service, available online at www.numeris.ca/subscription-terms/.

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).

For **Radio Local+**, information required for a new subscription and any changes during a subscription must be submitted at least 6 weeks prior to the first day of the applicable measurement period.

How ♦ Numeris' Client Forms Website (CFW) for radio stations and/or station's Account Manager.

d) Who ♦ Publishers (Broadcaster and Digital) – 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 is required in Numeris' production system
- PROL (program schedule) contact.

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 National 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 National VAM.

- PROL (program schedule) contact.

When ♦ Daily

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