

## II. Mediebyråforeningen

### STANDARD REMUNERATIONS FOR MEDIA AGENCIES IN NORWAY

Standardized agency commissions in Norway reflect official remunerations for agency-specific services, which ensure efficient trading between Media Agencies and the Media, on behalf of advertisers.

#### DEFINITIONS AND DESCRIPTIONS:

##### ▪ AGENCY COMMISSION / MEDIATION COMMISSION:

The Media Agency must convey advertisements and any material to the Media on behalf of its clients, and must be able to perform the following services:

- Prepare budgets and maintain databases.
- Ensure booking, cancellation, relocation, change etc. in accordance with the Media's deadlines, as well as having ongoing contact with the Media in this regard.
- Endeavor that advertising material is in accordance with the order regarding the correct format and quality, as well as deliver or ensure that it is delivered to the Media within the applicable material deadlines.
- Carry out follow-ups and complaint assessment and client reporting.
- Ensure timely settlements with the media, invoicing, and deviations on behalf of the client.

##### ▪ REMUNERATION FOR INFORMATION

The Media and the Media Agency work together to develop the media expertise of those involved. The Media Agency must meet certain quality conditions:

- Practice media consultancy and media communication as their main occupation.
- Maintain a high level of media competence in a relevant professional environment, including having access to relevant research and to marketing material that is necessary to provide qualified advice on the choice of media to clients.
- Conduct own research on media related issues and commercial use of media.
- Act neutrally in all advisory activities, and under no circumstances regard commissions or remuneration when advising on media strategies and/or choices between media channels and/or individual media.
- Establish and continuously maintain price, terms and condition database, where all relevant information about the Media can be found.
- Make time available to meet the Media's sales representatives. The Media Agency commits to receive, store and actively pass on to its client's relevant information about the media's prices and terms, sales arguments and other media related information.

##### ▪ DEPOSIT COMMISSION / SECURITY REMUNERATION:

The media agencies assume absolute partial responsibility for advertisements ordered by the media agencies in the name of the client. This means that regardless of whether or when the client gives the Media Agency full or partial settlement for the advertisements, the Media Agency must pay the Media in full.

The Media takes out credit insurance at its own expense for its claims on the Media Agency. The media agency must provide the insurance company with all necessary information for credit assessment.

If, based on objective criteria, the insurance company finds that it cannot insure the claim on the Media Agency, the Media may demand that the Media Agency provide satisfactory financial security, or pay an advance. The cost of such financial security is paid by the Media Agency, however, so that the Media pays a share that corresponds to the normal credit insurance premium.

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Some Medias require a payment guarantee to be provided to receive this remuneration. The amount is placed on a secured account. Current industry practice is 1/12 of the expected annual volume.