

## **Appendix 1. Technical Description of the Boost System**

### **1 Instructions for Conclusion of the Campaign Agreement for Sponsorship on Television Channels in the Electronic System of the Supplier**

The Campaign Agreement, the subject of which is Sponsorship on Television Channels, is concluded in the Electronic System as follows:

- 1.1 In the Electronic System, the Orderer reserves the scheduling of Sponsorship Spots in the *"Sponsoring Reservation"* tab, where, in the first step, it fills in the following basic mandatory data:
  - a) Name of the Client,
  - b) Specification of the Subject of the Commercial Communication,
  - c) The Target Group that the Sponsorship Spot wants to focus on, and
  - d) The Campaign period.
- 1.2 If the selection of any mandatory data is not available on the tab, the Orderer enters these data using the *"Own client"* (*"Vlastní klient"*), *"Own product"* (*"Vlastní product"*) or *"Own target group"* (*"Vlastní cílová skupina"*) fields. After filling in all these data, the Orderer presses the *"Continue reservation"* (*"Pokračovat v rezervaci"*) button.
- 1.3 In the next step, the Orderer fills in the mandatory data:
  - a) Television Channel,
  - b) Format,
  - c) Number of Sponsorship Spots,
  - d) The time length of the Sponsorship Spot or the type of display (injection) in accordance with the selected format.
- 1.4 After filling in all the specified data, the Orderer selects particular times in the *"Time Zone"* (*"Časové pásmo"*) section using the calendar with the specification of the programme (Television Channel), where it is interested in Sponsorship and its reservation.
- 1.5 The calendar displays free time zones (pink), the maximum number of Clients that can be included in the given time, the number of already included Clients, already sold out or fully reserved time zones (grey). The reserved time zones just selected by the Orderer are displayed in orange (may be cancelled by clicking on the given place again). To facilitate the process of creating a reservation, a filter for days may be used.
- 1.6 As regards the sold-out and fully reserved zones (grey), the Orderer may start the *"Watchdog"* (*"Hlídací pes"*) function (bell icon), which monitors whether the desired time zone becomes available for reservation. By pressing the *"Yes"* (*"Ano"*) button, the Orderer confirms its interest in monitoring this time zone (the Orderer will receive an e-mail

notification about inclusion on the waiting list for the given time zone) or by pressing the “No” (“Ne”) button if it does not want to use this function. In the event that the given time zone becomes available, the Orderer will receive an e-mail notification with information about the release. The Orderer may then modify the already created reservation or use the released time zone for a modified or new reservation of Sponsorship Spots. The “Watchdog” (“Hlídací pes”) function may be activated by several orderers, and the Supplier therefore does not provide any guarantee to the Orderer that the time zone will be reserved for it by activating the “Watchdog” (“Hlídací pes”) function.

- 1.7 The selected time zones may be viewed in detail in the bottom part of the reservation window.
- 1.8 Some time zones require special approval by the Supplier for reservation, they are marked with the symbol “X” in the calendar. The time zone marked in this way is reserved only after the Supplier has approved the reservation by sending an e-mail confirming the reservation.
- 1.9 As a part of the reservation, the default amount of the discount is indicated, which may only be changed by the Supplier at a later stage of the reservation.
- 1.10 The Orderer may add any additional information in the reservation using the “Note to reservation” (“Poznámka k rezervaci”) field. This data is only informative and supplementary in its nature and the Supplier is not bound by it in any way.
- 1.11 For selected Sponsorship Spot formats, the Orderer may propose a different time length of the Spot (footage) of the Sponsorship Spot (via the “Custom footage” (“Vlastní stopáž”) field) than that indicated in the selection of the number of Sponsorship Spots (The electronic system then adjusts the offered time zones according to the selection of the own time length of the Spot), the preferred position of the Sponsorship Spot (subsequently it selects the time zones corresponding to this preferred position). The Orderer may also reserve an Alliance Spot for a certain time zone (see the relevant part of this article), then it marks this option in the reservation and proposes a time zones to place the Alliance Spot). In the summary of the reservation, an asterisk will appear next to the total number of Sponsorship Spots, if the Orderer proposes its own time length, preferred position, Alliance Spot, or their combination for specific time zone.
- 1.12 In the reservation summary, the Orderer has an overview of the selected time zones, and may cancel the time zones. For each time zone, the following will be displayed:
  - a) Date and time
  - b) Format
  - c) Number of programs
  - d) The total number of Sponsorship Spots
  - e) The Seasonal Coefficient
  - f) The total price according to the Price List for the distribution of Sponsorship Spots
  - g) The amount of discount
  - h) The Resulting Price

- 1.13 Before completing the reservation of Sponsorship Spots, the Orderer may cancel the creation of the reservation (thereby returning to the beginning of the procedure), modify the first step of the reservation (only in the data on the Subject of the Commercial Communication and the Target Group, change the information about the Client or the time period is only possible through a new reservation), save the reservation in progress (the entry in the overview of the reservations of the Orderer moves to the *"In progress"* (*"Rozpracované"*) status).
- 1.14 The reservation is completed by the Orderer clicking the *"Request reservation"* (*"Poptat rezervaci"*) button, which will request the reservation and send it to the Supplier, provided that the reservation is thereby moved in the *"Awaiting Approval"* (*"Čeká na schválení"*) status. The Supplier may:
- a) Reject the reservation completely, whereby the reservation moves to the *"Cancelled"* (*"Zrušeno"*) status and may subsequently be deleted in the Electronic System.
  - b) Modify the requested reservation in the Electronic System, which will move it to the *"Negotiation in Progress"* (*"Probíhá vyjednávání"*) status, about which the Orderer will be informed by e-mail. According to the outcome of the negotiation, the Supplier proceeds similarly according to the relevant bullet point of this point.
  - c) Register the reservation without changes, whereby it moves to the status *"Registered"* (*"Zaevidováno"*) in the Electronic System. As of the moment of registration of the reservation without changes, the period for the binding confirmation of the reservation begins to run for the Orderer (hereinafter referred to as the *"Term for the Binding Confirmation of the Reservation by the Orderer"*). The registered reservation may be downloaded by the Orderer in form of a .pdf or .xls file. The Supplier has the right to unilaterally reject the registered reservation at any time without giving a reason, without the Orderer having any claims.
- 1.15 The Term for the Binding Confirmation of the Reservation by the Orderer is a time period in which the Orderer has the right to confirm its reservation by pressing the button *"Make binding order"* (*"Závazně objednat"*). By confirming the reservation in the Term for the Binding Confirmation of the Reservation by the Orderer according to the previous sentence, the Campaign Agreement is concluded, the subject of which is the dissemination of the Commercial Communications according to the reservation. The conclusion of the Campaign Agreement is indicated in the Electronic System. The length of the Term for the Binding Confirmation of the Reservation by the Orderer depends on the length of the time interval between the registration of the reservation by the Supplier and the day specified in the reservation, when the dissemination of Commercial Communications should begin (hereinafter referred to as the *"Campaign Start"* (*"Start kampaně"*)):
- a) A reservation for which the Term for the Binding Confirmation of the Reservation by the Orderer has expired is automatically cancelled.
  - b) As regards a reservation, where the time interval of its registration by the Supplier and the Campaign Start falls in the same calendar month, the Term for the Binding Confirmation of the Reservation by the Orderer is 3 working days. As regards a reservation, where the time interval between its registration by the Supplier and

the start of the campaign is 2 months or more, the Term for the Binding Confirmation of the Reservation by the Orderer is 6 weeks. As regards a reservation, where the time interval between its registration by the Supplier and the start of the campaign does not fall into any previous category, the Term for the Binding Confirmation of the Reservation by the Orderer is 14 days.

- 1.16 The Orderer is informed of the approaching end of the Term for the Binding Confirmation of the Reservation by the Orderer by sending a notification from the Electronic System to the Authorized E-mail Address, 5 days and 2 hours before the end of the Term for the Binding Confirmation of the Reservation by the Orderer.
- 1.17 After conclusion of the Campaign Agreement, the final specification of the audio-visual recordings, where the Sponsorship Spot will be placed (the so-called final reservation or "booking"), takes place. After the final specification, the Campaign Agreement is marked as "Booked" in the Electronic System.
- 1.18 The Orderer may exceptionally request the Supplier to modify the Campaign Agreement, with the exception of the Resulting Price and time zone modification requirements, less than 3 working days before the start of distribution of the Sponsorship Spots. The Supplier may discuss such modification with the Orderer at its discretion, but is not obliged to comply with such a request.
- 1.19 The Electronic System displays the statuses of particular Reservations: "*In progress*" "*Rozpracované*" (not sent to the Supplier for approval), "*Awaiting approval*" ("*Čeká na schválení*") (waiting for a response from the Supplier), "*Cancelled*" ("*Zrušené*") (cancelled by one of the parties).

## **2 Instructions for Specifying the Preferred Deployment of Advertising Spots on Television Channels in the Electronic System**

- 2.1 These instructions regulate the possibility of specifying the preferred broadcast of Advertising Spots on Television Channels. The information that the Orderer provides to the Supplier in this way is only informative for the Supplier and the Supplier is not bound by them for the final deployment of the Advertising Spots.
- 2.2 In the Electronic System, an interface is implemented at the level of Orders, where the Orderer may specify the preferred deployment of the Advertising Campaign as of the moment the Campaign Agreement is reserved (i. e. it is already known in which Advertising Blocks the Advertising Spots will be broadcast).
- 2.3 The Orderer enters the time period, AKA code(s) and possible rotation of the Advertising Spots, either according to the rules or by sending an overview of the location of the Advertising Spots in the list of Advertising Blocks, where the Advertising Spots will be broadcast.
- 2.4 The Supplier (i.e. relevant traffic administrators) shall be informed of these steps by the Orderer, who can reject the requested deployment with specification of reasons (which the Orderer will be immediately informed of) or approve it.
- 2.5 In case of approval, the Supplier will verify the availability of the entered AKA codes in its systems. In case of verified available AKA codes, the process of automatic establishment

in the systems of the Supplier shall take place after the automatic technical and visual inspection of the Supplier.

- 2.6 The Spots are then automatically assigned to empty positions in the Campaign Agreement according to the specified rules. This process will be repeated with optimization to cover also additional Advertising Spots.
- 2.7 If the Orderer does not specify the deployment or if the deployment is incomplete, the Supplier will first inform it about the possibility of a proposal for the specification of the deployment of the Advertising Spots, firstly 5 days and then 3 days before the start of the broadcast.
- 2.8 At the same time, the Orderer will be asked if it is necessary to supply a statement about a Czech food product, about the competition, and will also be informed in case of charging the Alliance Surcharge (the Orderer will also be informed about these facts after ticking the relevant checkboxes in Prima Delivery and subsequent entry into the Electronic System).
- 2.9 In case of replacements and adjustments to the deployment of Advertising Spots, the Orderer will follow the pre-closing calendar, which will allow it to make changes only where this is still possible, urgent cases will be dealt with individually with the Supplier.