

TRP Codex

2021 Ratecard



daily granular measurement
of UK SVOD viewing



2021 RATECARD OVERVIEW

The TRP Codex Ratecard is split into two sections:

1. Subscription Costs
2. Data Access and Reporting Costs

Each participant will pay a Subscription Cost based on organisation type and scale and a Data Access and Reporting Fee based on the depth and granularity of data required.

PART 1: TRP CODEX SVOD SUBSCRIPTION COST

Category 1: Pay-TV Subs Platform / Content Aggregator

Number of UK Subscribers	TRP Codex Fee £ Per year
<1 Million	25,000
1-5 Million	50,000
5-10 Million	150,000
10+ Million	200,000

Category 2: Commercial or Licence funded TV Broadcaster Group

Jan - Sept 2020, Ads 16+ BARB Share	TRP Codex Fee £ Per year
0.00 - 0.10	On Request
0.10 - 2.49	20,000
2.50 - 4.99	25,000
5.00 - 7.49	30,000
7.50 - 10.0	35,000
10.1 - 14.9	75,000
15.0+	150,000

Category 3: Other

Other Organisation Type	TRP Codex Fee £ Per year
Industry Regulator	15,000
Industry/Trade Association	15,000
Programme Producer and/or Distributor	15,000
Other	On Request

Each participant will be categorised into one category only, in order of category. So, for example if an organisation falls into the definition of Category 1 and 2, they are classified as Category 1.

PART 2: DATA ACCESS AND REPORTING

Daily Content Reporting

A Daily Excel file delivered at 10:30 am giving details on each piece of SVOD content viewed the day before yesterday (One record for each episode of each available series and movie) launched since December 2019 showing:

- All Viewing Since Launch
- Viewing that took place on the previous reporting day
- Viewing on All Devices
- Viewing on TV Sets
- Breakdown for Launch Day, 1-7 Days, 28 Days and lifetime consumption

Topline SVOD & Unmatched Reporting

Periodic reporting will be tailored for each client based on need with a maximum granularity of Weekly (So monthly, quarterly, and/or annual reporting could also be delivered). Reporting will draw on the same base dataset, with trends including:

- Service Level Reach and Consumption (hh:mm) for measured SVOD services and YouTube
- SVOD Series Data (At the Brand, Episode and Series Level)
- SVOD Movies, One-off and Live Sports Data
- Recent Launch Highlights (Content level reporting by episode and time)
- Viewing Split by Device
- Demographic Splits and HH Splits according to need
- Unmatched breakdown (SVOD + Other Activity)

SVOD Content Viewing File

A file containing a complete record of Respondent Level Panel responses where one record represents one panel member reporting viewing about one piece of SVOD content with three broad sections:

- Panellist Metadata (Demographics, subscriptions, interests)
- Content Metadata (Information about content viewed: Title, ep & series number, synopsis)
- Viewing Information (Time, location, device, amount of programme viewed)

The file is updated on a daily basis and can be delivered in Excel or txt/csv format

SVOD Catalogue Data

A file containing a complete list of content available on measured SVOD services including: Title, Series & Ep Number, Synopsis, TRP Genre, Platform Genre, Duration, Platform Release Date, Original Status (e.g. Netflix Original), Production Company, Original Language, Year of Original Release (Movies) and Age Certification (Movies). The file is updated on a weekly basis.

Programme Series Report

Programme Series Reports can be run at any time, on any content launched on a measured SVOD service since December 2019. Programme Series Report (a.k.a. Series 360) includes:

- Consumption by episode and time viewed (0, 1-7, 8-14, 15-28, 28+ days post launch)
- Demographic profile: Gender, Age, Social Group
- Device Profile
- Viewing Location
- Time of day and day of week breakdown
- Reach and reach build over time
- Verbatims (Like / Dislike)
- Series viewers top *other* programmes viewed before and after target series
- Comparison to similar programmes

Ad-hoc Surveys

Bespoke Ad-Hoc Surveys containing 10 questions max to be put to the Panel on any subject. Survey results will be delivered in Excel and summarised in PowerPoint. Results will be delivered within 48 hours from a survey being agreed. Data will be cross-tabulatable with previous survey responses including previous SVOD viewership. Sample size will be not lower than 2,000 responses.

Insight Project - £ On Request

Bespoke projects looking at client specific questions. Priced individually.

Data Access and Reporting Fees

Data Access Fees	TRP Codex Fee £ Per year
Daily Content Reporting	50,000
Topline SVOD & Unmatched Reporting	25,000
SVOD Content Viewing File	25,000
SVOD Catalogue Data	10,000

Programme Series Reports	TRP Codex Fee £ Per year
1 * Programme Series Report	1,000
10 * Programme Series Reports	7,500
25 * Programme Series Reports	15,000
50 * Programme Series Reports	25,000
100 * Programme Series Reports	45,000

Ad-Hoc Surveys	TRP Codex Fee £ Per year
1 * Ad-Hoc Survey	3,000
Monthly Ad-Hoc Surveys (12 per year)	25,000



TERMS AND CONDITIONS

- Annual Subscription Agreement - 2021 (Can start from 1 Dec 2020 as a one-off incentive for subscription, and expires on 31 Dec 2021)
- All subscribers entitled to Backdata on Data Access and Reporting (Back to Dec 2019)
- Payment, Quarterly in Advance with Invoices as follows:
 - Invoice in Dec for Jan-Mar
 - Invoice in Mar for Apr-Jun
 - Invoice in Jun for Jul-Sep
 - Invoice in Sep for Oct-Dec
- Data for internal use only
- Subscription includes occasional publication of limited excerpts and/or summary information of the data
- Data must not be monetised or sold to third parties