



# Tariffs Cable Retransmission 2023

General criteria and principles of the tariffication rules for cable retransmission rights.

## 1. DETERMINING THE CLASSIFICATION OF EACH CHANNEL, DEPENDING ON:

- The market share of the channel per language community (Dutch-speaking or French-speaking)
- The extent to which the repertoire of SIMIM and IMAGIA is being used on the channel

First, a weight based on the market share is determined for each channel:

- The market share is determined per language community (Dutch-speaking / French-speaking or North / South as is customary in market share research)
- The weight for each channel is determined based on the table below showing the percentage of the market share:

From (%)	To (%)	Weight
0	1	0
1.01	2	1
2.01	4	2
4.01	8	3
8.01	15	4
15.01	20	5
20.01	100	6

- If the market share of a channel is unknown or smaller than 1%, a weight of 0 will be applied for that channel.

Next, a weight based on the use of SIMIM-repertoire (audio) is determined for each channel. This is done on the basis of a scale ranging from 1 to 5:

- 1: i.e. marginal (ranging from 0% to 5%)
- 2: i.e. limited (ranging from 5.01% to 20%)
- 3: i.e. average (ranging from 20.01% to 40%)
- 4: i.e. large (ranging from 40.01% to 70%)
- 5: i.e. intensive (ranging from 70.01% to 100%)

Then, a weight based on the use of IMAGIA-repertoire (music videos) is determined for each channel. This is done on the basis of a scale ranging from 0 to 5:

- 0: i.e. no broadcasting of music videos
- 1: i.e. marginal (ranging from 1 to 100 music videos / year)
- 2: i.e. limited (ranging from 101 to 1,000 music videos / year)
- 3: i.e. average (ranging from 1,001 to 5,000 music videos / year)
- 4: i.e. large (ranging van 5,001 to 20,000 music videos / year)
- 5: i.e. intensive (i.e. music channels)



After that, a general weight is calculated per channel. This calculation is done in two steps:

Step one: calculation of the general repertoire-weight, i.e. the weight for both repertoires combined (SIMIM and IMAGIA), whereby:

- The weight of the SIMIM-repertoire is taken into account for 75%
- The weight of the IMAGIA-repertoire is taken into account for 25%

Step two: calculation of the actual general weight for the channel, calculated on the basis of the general repertoire-weight and the weight based on the market share, whereby:

- Both weights are taken into account for 50%

This method comes down to the following:

- The weight based on the market share is taken into account for 50%
- The weight based on the use of SIMIM-repertoire is taken into account for 37,5%
- The weight based on the use of IMAGIA-repertoire is taken into account for 12,5%

Finally, a classification per language community is determined using a scale ranging from 1 to 15, whereby:

- The rank of the channel with the highest general weight in each language community is set to 15
- All other channels receive a pro rata rank (e.g.: the channel with the highest score has a general weight of 100 points and receives rank 15; a channel that has a general weight of 60 points, will receive rank 9 (i.e. 60% of 15), and so on)

## 2. DETERMINING THE TOTAL COST PER OFFER, TAKING THE FOLLOWING INTO ACCOUNT:

- a) The rank of the channels
- b) The composition of the packages offered by the service provider

On the basis of the calculated rank a tariff for each channel is calculated, whereby rank 1 corresponds to 1 tariff point per subscriber, while rank 15 corresponds to 15 tariff points per subscriber.

The total amount of tariff points of all channels in a certain package offered by the service provider determines the total cost that has to be paid per subscriber.

## 3. CALCULATING THE TOTAL COST

Finally, the total cost per package is multiplied by the respective number of subscribers per language community.