



Centre d'Information sur les Médias A.S.B.L.
Centrum voor Informatie over de Media V.Z.W.

MEDIA AUDIT BUREAU'S

ACCESS TO CIM MEDIA AUDIENCE STUDIES

(approved by the Board of Directors on 13/11/2012 and 6/12/2016)

Objective

Advertisers increasingly invite independent audit bureau's to audit their media-investments. To perform a professional media audit, an audit bureau should:

- have access to the best possible, recent media audience figures,
- dispose of a representative benchmark pool of campaign results and conditions of third parties.

Media audience figures are and remain the intellectual property of the CIM.

Only those CIM members subscribing to and co-financing the studies may dispose of these figures. They bind themselves to limit the use of such confidential information to their own needs and to never deal in or transfer it otherwise than for internal purpose. The treatment and analysis of these figures by media agencies within the framework of a paid service to their clients is not considered as an inadmissible commercial use.

The objective of this document is to regulate the access of Media Audit Bureau's to results from CIM media audience studies.

Access conditions

The Board of Directors of the CIM decides autonomously on each access application.

To qualify for access to CIM media audience studies, a Media Audit Bureau must satisfy at least the following conditions.

- To avoid any conflict of interests, the Media Audit Bureau works only for advertisers. Furthermore, it is not engaged in the activities of media buying, media planning or communication advice, and it does not have any participation in a company that does so.



- The Media Audit Bureau will pay for the data each year in advance.

The use of CIM data

The use of CIM data by a Media Audit Bureau and its freelance collaborators is subjected to the following rules:

- Data can only be analyzed with software that is certified by the CIM following the latest exploitation rules. The Media Audit Bureau is required to prove to the CIM the acquisition of this software.
- The Media Audit Bureau will mention clearly in each report the source of the data.
- The Media Audit Bureau will guarantee absolute confidentiality of individual data linked to individual advertisers, unless explicit written agreement by the advertiser.
- The Media Audit Bureau can under no circumstance commercialize or use otherwise CIM data, not on the Belgian market, nor outside the Belgian market.

Any use of CIM data outside this regulatory framework is forbidden, with the sole exception of campaign data for well specified target groups, that are provided by the media agency involved in buying or planning the audited campaign, for the needs of the audit itself.

When a Media Audit Bureau that was previously certified does not respect these rules, the CIM has the right to refuse further use of CIM data by this Bureau, to revoke its certification and to inform the sector about this by a press release or any other means of communication.

Tariff structure

For the purposes of pricing, a Media Audit Bureau is considered “an agency or assimilated company with maximum 8 FTE”, i.e. part of the Intermediaries as listed in the by-laws of the CIM (*“Intermédiaires: répartition du financement des études CIM”* or *“Tussenpersonen: financieringsregels voor de CIM studies”*). The following tariffs are therefore applicable.

Cost for access during 1 year to the 1st CIM study + TGM:	20.000 €
Cost for access during 1 year to each additional CIM study:	3.000 €/CIM study
Cost for access during 1 year to all CIM studies:	35.000 €

All these tariffs are valid for 2017. They will be submitted the following years to the index system applicable by the CIM to the total amount for the financial participation of the intermediaries.

Brussels, 1st January 2017.