Credibility In Media

Centre for Information about the Media

Not for profit organisation

English clarification

of the appendix 'Financing rules' of the CIM Internal regulations

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Attachment 1. Financing Rules CIM TV survey (media contribution)

(last update 03/2026)

Financing principles

- Each television channel or sales house wishing to participate in the CIM surveys has to be a member of the CIM and pay the CIM membership fee - today € 922 a year (2026 rate, indexed annually).
- All amounts are exclusive of VAT and on a yearly basis.
- The amounts listed are applicable from 01/01/2026 and are annually indexed (base 2026 = 100).
- For new subscribers, the contribution for the first year will commonly be calculated pro rata temporis.

1. Full access to the results of the survey for national TV channels and their sales houses

The TV channels that cover the full North or the full South of Belgium, and their sales houses, which choose full access to the data of the survey, have access to the daily ATA file containing information per second for all TV channels that are measured in CIM TV survey.

Each subscriber to CIM TV survey contributes to the financing of:

- Tactical TV audience surveys, minus the contribution from the Intermediaries and any third-party revenue. Currently, this represents the GfK TV panel, the Time Logging/Horodatage (40% of the costs), the Establishment Survey (in 2026 57,18% of the costs, to be adapted each year according to the percentage of the media in the questions, in the budget of the survey and in MDB), and eventually the Other Screen measurement;
- The strategic costs (the sum of the costs of the Permanent Structure and strategic surveys). Currently, the strategic studies are : the Target Group Monitor (or TGM) and the Time Logging/Horodatage (60% of the costs).

The list of tactical surveys of the CIM and the level of the tactical and strategic costs may be revised each year by the Board of Directors.

The General Meeting of the CIM is the only body that may approve or modify the budget of the CIM as proposed by the Board of Directors.

The **allocation key** of costs between the media is as follows:

- 70% of the total cost (the so-called “fixed fees”) is equally distributed over all subscribing sales houses.
- 30% of the total cost (the so-called “variable costs”) is shared according to the number of subscribed channels and distributed over the sales houses according to the number of channels that they represent. TV Channels with a short open program cycle are counted partially.

From 1 January 2026, the TV channel can choose between two options:
-Time Logging, carried out completely by GfK (manually, based on images), with two levels of coding from which the channel can choose:

- Normal: coding of programs, advertising and autopromo;
- Light: coding of advertising.

- Time Logging, with program identification based on the channel's As Run files. These files must undergo a validation process and meet the prescribed specifications, as described in the 'Format As run files' document.

The tariffs are applicable for 2026 and are indexed annually:
- Full verification by GfK, Normal: €15 000
- Full verification by GfK, Light: € 13 000
- Verification via As Runs: € 6 000

A sales house is only recognized as a representative of a TV channel when it declares on its honour to invoice at least 66% of the spots broadcasted in the commercial breaks of the channel, which is good for the largest turnover of all commercial representatives. CIM may, in case of doubt, ask to perform an audit on the accounting documents related to advertising sales of a disputed TV channel.

Costs are **invoiced** in three terms:
- A first invoice (35%) in November of the previous year.
- A second invoice (35%) in May of that year.
- The balance (30%) during the summer of that year.

In case of exceptional additional costs during the year, an additional invoice can exceptionally be sent.

2. Full access to the results of the survey for regional TV channels and their sales house

There is one exception to the general financing rules mentioned in 1.
- For regional TV channels because of their geographical specificity (the audience of all regional channels together concerns the French speaking or the Dutch speaking community, but individually they have a geographically limited audience),
- if **only one** sales house commercialises **all** regional TV channels from **1 community**,
- and if all regional TV channels choose for a « light » Time Logging (only identification of spots).

In this case, the following allocation key will be applied <u>per region</u>:

- the distribution of the fixed fees between sales houses (always 70% of the total costs) will no longer equally be divided. The number of sales houses will be increased with 0.15 and the sales house of the regional TV channels will contribute for 1,15.
- the variable costs will be assimilated to the costs of 1 "national" TV channel (see 1.)

The contribution to the fixed fees will be added to the fixed base fees paid by the sales house for national TV channels (see 1), except if the gross value of the portfolio of the sales house (according to the MDB Nielsen) is created mainly by the regional TV channels.

In case a sales house commercialises only part of the regional TV channels in the North or in the South, the tariffs explained in 2. will not be applied and the financing will be calculated according to the allocation key mentioned in 1.

3. Limited access to the results of the survey

For TV channels and sales houses that do not wish to subscribe for full access to the CIM TV survey, it is possible to ask for Monthly Channel Reports (MCR), for their own channel and/or a competitor channel, for a target group and a time slot of its choice.

The MCR contains the average daily reach, weekly reach, monthly reach for the requested TV channel and the market share of all subscribing TV channels in the region (North or South). The monthly reports are available to all subscribers of the CIM TV survey. Channels that subscribe to the Monthly Channel Reports can purchase , upon request, an additional report for a specific day and a specific time slot, e.g., in case of an event.

The **rate** for a MCR consists of:

a. A contribution to the strategic costs. A company that does not contribute through another tactical CIM survey to the strategic costs, shall pay a fixed contribution of € 12 161.

b. A contribution for the MCR for the first channel
   - Universe 4 years and older + 1 extra target group: € 22 871
   - Additional target group or additional hour block: € 6 856
   - Special ad hoc file: € 1 903

c. The contribution for the MCR for an additional channel
   - Universe 4 years and older + 1 extra target group: € 6 856
   - Additional target group or additional hour block: € 3 359
   - Special ad hoc file: € 476

d. Technical cost
   The calculations and reports are created at the request of the CIM by a certified software house that will charge additional technical costs and invoice these directly to the applicant.

The contribution will be **invoiced** once a year in January.

Attachment 2 . Financing Rules CIM Radio survey (media contribution)

(last update 01/2026)

Financing principles

- Each radio station or sales house wishing to participate in the CIM surveys has to be a member of the CIM and pay the CIM membership fee, today € 922 a year (2026 rate, indexed annually).
- All amounts are exclusive of VAT and on a yearly basis.
- The amounts listed are applicable from 01/01/2023 and are annually indexed (base 2023 = 100).
- For new subscribers, the contribution for the first year will be commonly calculated pro rata temporis.

1. Full access to the results of the survey

Currently, the fieldwork takes place three times a year (three waves). Each wave leads to a publication. The company choosing for a full access to the data of the survey will have access to the entire database

(data by quarters per published radio) and have the right to use this information with a certified software.

Each subscriber of the radio survey contributes to the financing of:

- The tactical radio studies, minus the contribution of the Intermediaries and any third-party revenue. The tactical radio studies are : the RAM currency study, the Radio over IP study and the Establishment Survey (in 2025 (est.): 23,56% of the costs, to be adapted each year according to the percentage of the media in the questions, in the budget of the survey and in the MDB).
- The strategic costs. This is the sum of the costs of the Permanent Structure and strategic surveys. Currently, the strategic surveys are : the Target Group Monitor (TGM) and the Time Logging/Horodatage (60% of the costs).

The list of tactical surveys and tactical and strategic costs may be revised annually by the Board of Directors.

The General Meeting of the CIM is the only body that may approve or modify the budget of the CIM as proposed by the Board of Directors.

The **allocation key** of the costs of the Radio survey is simple: the total cost will be shared equally among all subscribers (regardless of the number of radio stations they represent, their scope or their advertising revenues).

The **invoicing** of costs is done in three terms:

- A first invoice (35%) in November of the previous year.
- A second invoice (35%) in May of that year.
- The balance (30%) in the summer of that year.

In case of exceptional additional costs during the year, an additional invoice can exceptionally be sent.

2. Limited access to the results of the survey

The radio stations that are not interested in full access to the survey, may obtain a limited access to the results, int the form of reports.

They pay a fixed contribution of € 8 847 for the strategic costs and a contribution to the costs of the tactical radio survey depending on the results they want:

- Scenario 1. One result for a set of radio stations (e.g. at network level).
    - Basic rate for report 12 + (one sheet per wave): € 29 406
    - Report for additional target group: € 3 812

- Scenario 2. Separate results for each individual radio station (that is part of a group of radio stations)
    - Basic rate for report 12 + (one sheet per wave): € 33 763
    - Total sheet additional target group: € 3 812
    - Report for 12 + subset of stations: € 8 713
    - Report for additional target group for subset of stations: € 3 812

Costs will be **invoiced** once a year in January.

Attachment 3. Financing rules Audio on Demand and Radio Streaming Monitor

(03/2026)

The financing of the Audio On Demand (AOD) and Radio Streaming Monitor (RSM) studies for radio stations represented by sales houses participating in the financing of the Radio study is included in the overall cost of the Radio study.
For all other parties and brands, the financing rules described in this document apply.

1. Financing principles

There are two conditions for participating in AOD and/or RSM:

- Membership of CIM
  - Each subscriber to the AOD and/or RSM study must be a member of CIM and pay the annual membership fee.
- Financial contribution
  - All fixed and variable contributions are indexed annually based on a comparison between December of the current year and December of the previous year.
  - The amounts mentioned in this document are based on the December 2025 rates.

Billing is carried out on a quarterly basis.

2. Fixed contribution (see table)

The annual fixed contribution is invoiced with the first quarterly invoice.

3. Variable contribution (see table)

An average monthly volume is calculated per quarter based on the available months of the current year.

If participation begins during the calendar year, the variable contribution is invoiced on a pro rata temporis basis.

This average is linked to the pricing grid, which determines the corresponding annual fee.

- First quarter (Q1)
  - The average monthly volume is calculated based on the first three months of the year.
  - This average determines the estimated annual fee according to the pricing grid.
  - For Q1, 3/12 of this annual fee is invoiced.

- Second quarter (Q2)
  - The average monthly volume is calculated based on the first six months of the year.
  - For Q2, 3/12 of the annual fee is invoiced.
- Third quarter (Q3)
  - The average monthly volume is calculated based on the first nine months of the year.
  - For Q3, 3/12 of the annual fee is invoiced.
- Fourth quarter (Q4) and adjustment
  - The average monthly volume is calculated based on the twelve months of the year.
  - This average determines the final annual fee according to the pricing grid.
  - For Q4, the following elements are invoiced:
    - 3/12 of the final annual fee,
    - increased or decreased by an adjustment corresponding to the difference between:
      - the final annual fee based on the 12-month average volume, and
      - the total amount already invoiced for Q1, Q2 and Q3.

Radio Streaming Monitor (RSM) table

- The variable contribution is determined based on the number of monthly active sessions worldwide for the brand.

RSM	Lower Bound average monthly active sessions	Upper Bound average monthly active sessions	Fee
Yearly Fixed Fee per owner			€ 1.000
Variable fee per brand*	-	24.999	€ 750
	25.000	99.999	€ 1.000
	100.000	249.999	€ 1.500
	250.000	499.999	€ 2.500
	500.000	999.999	€ 3.500
	1.000.000	2.499.999	€ 5.000
	2.500.000	+	€ 7.500

*Brand = niveau subradio RSM

Audio On Demand (AOD) table

- The variable contribution is determined based on the number of unique streams and unique on-demand downloads worldwide per month for the brand.

AOD	Lower Bound Avg. monthly unique streams & downloads	Upper Bound Avg. monthly unique streams & downloads	Fee
Yearly Fixed Fee per owner			€ 1.000
Variable fee per brand	-	9.999	€ 500
	10.000	24.999	€ 750
	25.000	49.999	€ 1.000
	50.000	99.999	€ 1.500
	100.000	249.999	€ 2.500
	250.000	499.999	€ 3.500
	500.000	+	€ 5.000

Attachment 4. Financing rules CIM Internet (media contribution - Belgium)

(last update 05/2026)

1.Object of the financing

Each subscriber of the CIM Internet survey contributes to the financing of:

a. The tactical Internet surveys, minus the contribution of the Intermediaries and any third-party revenue: Gemius traffic measurement, Gemius audience surveys and the Establishment Survey (in 2026 22,87% of the costs, to be adapted each year according to the percentage of the media in the questions, in the budget of the survey and in the MDB).
b. The strategic costs, this is the sum of the costs of the Permanent Structure and strategic surveys: the Target Group Monitor (TGM) and the TV Ads Certification (i.e., 60% of the Time Logging costs).

The list of tactical surveys and the tactical and strategic costs may be revised annually by the Board of Directors.

The General Meeting of the CIM is the only body that may approve or modify the budget of the CIM as proposed by the Board of Directors.

2.Financing principles

1. Each subscriber must be a member of the CIM and pay the annual membership fee (922 € for individual members, 531 € for associated members – 2026 rate, indexed annually).
2. Each publisher pays for each subscribed website, app and player a variable cost depending on the number of visits measured by quarter.

3. External sales houses, selling advertising spaces for third parties, pay an annual flat rate.

The rates hereunder are without VAT and will be indexed each year.

3.Rates for websites, applications and players

The variable costs are calculated according to the number of visits during the previous quarter, separately for the websites, the apps and the players and compiled into a total cost per publisher. The calculation rate in the formula below is reviewed each year according to the evolution of internet traffic. For 2026, this rate is 0,5943 €.

The calculation for 1 site/app/player is different from the calculation for 2 sites/apps/players or more:

- 1 site/app/player: € 0,5943 $* \sqrt{Visits}(Quarter)$ * 1,15
- 2 sites/apps/players or more: € 0,5943 $* \sqrt{Visits}(Quarter) * \sqrt{Nr\ of\ Sites/Apps/Player}$

Examples of calculation for 1 SITE or 1 APP or 1 PLAYER

Visits/quarter	1 site/app/player
5.000	48,32 €
10.000	68,34 €
20.000	96,65 €
50.000	152,81 €
100.000	216,11 €
200.000	305,63 €
500.000	483,24 €

Visits/quarter	1 site/app/player
1.000.000	683,41 €
2.000.000	966,49 €
5.000.000	1.528,15 €
10.000.000	2.161,13 €
20.000.000	3.056,30 €
50.000.000	4.832,43 €
100.000.000	6.834,09 €

Examples of calculation for 2 SITES or 2 APPS or 2 PLAYERS

Visits/quarter	2 sites/apps/players
5.000	59,43 €
10.000	84,04 €
20.000	118,85 €
50.000	187,92 €
100.000	265,76 €
200.000	375,85 €
500.000	594,27 €

Visits/quarter	2 sites/apps/players
1.000.000	840,42 €
2.000.000	1.188,54 €
5.000.000	1.879,24 €
10.000.000	2.657,65 €
20.000.000	3.758,48 €
50.000.000	5.942,69 €
100.000.000	8.404,23 €

For invoicing, the Facebook Instant Articles (IA) and the Google Accelerated Mobile Pages (AMP) are equated to websites.

4.Rate for external sales houses

External sales houses that sell advertising spaces for websites and sections of third parties pay an annual flat fee of € 4 341,24.

5.Billing schedule

Quarter 1: variable cost 1st quarter;
Quarter 2: annual membership fee; variable cost 2nd quarter;
Quarter 3: variable cost 3rd quarter;
Quarter 4: variable cost 4th quarter.

Attachment 5. Financing Rules CIM Press Audience (media contribution)

(last update 01/2026)

1.Object of the financing

Each subscriber of the CIM Press Audience survey contributes to the financing of:

a. The costs of the tactical press audience survey, minus the contribution of the Intermediaries and any third-party revenue.
b. The strategic costs, this is the sum of the costs of the Permanent Structure and of the strategic surveys (such as the Target Group Monitor).

The list of tactical surveys and the tactical and strategic costs may be revised annually by the Board of Directors.

The General Meeting of the CIM is the only body that may approve or modify the budget of the CIM as proposed by the Board of Directors.

2.Financing principles

1. Each subscriber has to be a member of the CIM and to pay the annual membership fee (922 € for the individual members and 531 € for the associated members – 2026 rate, indexed annually).
2. Each subscriber pays a flat rate of 2 500 € a year per published individual report.
3. Each subscriber pays a flat rate of 750 € a year per published group report.
4. Each subscriber pays a variable cost according to its market share in the total audience of all the published titles.
   The total audience of all the published titles is defined as the sum of the audience « Reading last period » of the paper and digital editions of all the published titles.
   To calculate the variable amount, the market share is applied on the remaining cost of the press, namely the total costs minus the sum of all the fixed contributions and the sum of all the group reports.
5. New titles pay a fixed amount of 2 500 € when they subscribe for the 1st time. The variable cost and, eventually, the group reports will be invoiced after the first publication.
6. A title that leaves the survey, remains liable for the payment of the fixed and variable costs of the ongoing field.

3. Billing schedule when publications in 1st and 3rd quarters

Quarter 1
Half of the amount of the annual flat rate (1 250 €),

+ an advance on the variable cost (= the market share according to the publication in quarter 3 of the previous work year applied on 25% of the total of the variable costs of the previous work year).

Quarter 2
Membership fee,
+ flat rate of the group reports in the publication of quarter 1 (375 €),
+ the balance of the variable cost (= the new market share according to the publication in quarter 1 applied on 50% of the total of the variable costs for the current work year minus the advance invoiced in quarter 1).

Quarter 3
Half of the annual flat rate (1 250 €),
+ an advance on the variable cost (= the market share in the publication in quarter 1 applied on 25% of the total of the variable amounts for the current work year).

Quarter 4
The flat costs of the group reports in the publication of quarter 3 (375 €),
+ the balance of the variable contribution (= the market share in the publication in quarter 3 applied on 50% of the total of the variable amounts for the current work year minus the advance invoiced in quarter 3).

Attachment 6. Financing Rules CIM Out of Home survey (media contribution)

(last update 01/2026)

1.Object of the financing

Each owner of Out-of-home boards measured by the CIM contributes to the financing of:

a. The costs of the tactical Out-of-Home surveys, minus the contribution of the Intermediaries and any third-party revenue: this is the traffic survey(s), the modelling of the audience results for the out-of-home networks, and the implantation and exploitation software.
b. The strategic costs, this is the sum of the costs of the Permanent Structure and the strategic surveys (such as the Target Group Monitor).

The list of tactical surveys, and the tactical and strategic costs, may be revised annually by the Board of Directors.

The General Meeting of the CIM is the only body that may approve or modify the budget of the CIM as proposed by the Board of Directors.

2.Financing principles

1. Each subscriber has to be a member of the CIM and to pay the annual membership fee (922 € for the individual members and 531 € for the associated members – 2026 rate – indexed annually).
2. Each subscriber contributes to the tactical costs of the OOH in function of the market share of all his Out-of-Home products, the formats that are measured (completely or part of it) by the CIM, in the total gross turnover of all the subscribers of the OOH survey according to the MDB of the year before for all those formats. New subscribers pay a contribution to the development costs of the study.
3. Each subscriber contributes to the strategic costs for the Out-of-Home in function of its market share in the total turnover according to the Nielsen MDB in the year before of all his Out-of-Home products, measured or not by the CIM.
4. The declaration of the gross turnovers to the Nielsen MDB of all the Out-of-Home products, except the long-term boards and the actions considered as an event, which are commercialized by a subscriber, is one essential condition to participate to the CIM Out-of-Home surveys.
5. Those calculation rules are the same for all the subscribers and the repartition is determined for a full calendar year. This repartition can only be changed if one of the subscribers wins or loses an important contract, with a significant expected influence on the market shares. In this case the concerned subscribers agree on the new estimated market shares.

6. Each subscriber who stops its participation to the CIM survey commits himself to continue to contribute to the costs for the duration of the survey in progress according to the current calculation rules. If the gross turnovers declared to the Nielsen MDB are not available, the last known market share will be used.

7. 100% of the variable costs for the measurement of a product specific to one subscriber will be paid by this subscriber.

2. Annual billing schedule

Quarter 2
Membership fee
+ 2nd advance for the current year calculated according to the market share for the period January-December of the year before.

Quarter 3
Variable costs for the current year calculated according to the market share for the period January-December of the year before.

Quarter 4
1st advance for the following year, calculated according to the market share for the period January-December of the year before.

Attachment 7. Intermediaries : financing rules for the CIM studies

(last update 01/2025)

1.Definitions

The Intermediaries' family, such as defined in article 6 of the Statutes of CIM, includes:

a. Agencies providing advice in media planning and/or in media strategy, which purchase media space invoiced by the media to the agency, that they re-invoiced to the advertisers,
b. Creative agencies, agencies providing advice in media planning and/or in media strategy that are not invoiced by the media.

The number of staff members working within an Intermediary company is determined by the number of Full Time Equivalent (FTEs) registered during the previous calendar year.

As far as these financing rules are concerned, the local or international companies providing advice and making audit media performances are considered as agencies with maximum 8 FTEs, that deliver services that are not invoiced by the media, (see article 2.4).

2.Financing principles

2.1. Each Intermediary that wants to have access to CIM data has to be a member of the CIM (see article 8.1 of the by-laws) and to respect the obligations mentioned in article 9.3 of the by-laws.

2.2. The UMA guarantees the financial participation of the Intermediaries in the total costs of the CIM (see article 8.1 of the by-laws).

2.3. Each Intermediary with more than 8 FTEs will contribute to the financing of the CIM studies according to the internal repartition rules of the UMA:
   a. Each Intermediary has to make an annual declaration on honour of:
      - the amounts invoiced for media space purchases (according to the UMA criteria),
      - or the rate card value of the planned campaigns (advice, planning of campaign for advertisers).
        In this case: a discount of 35% will be applied on these rate card values (corresponding to the average rate card discount in order to equal the participation to the invoicing of declared media purchase according to the UMA criteria on negotiated value).
   b. The total of the invoicing declared by all the Intermediaries of more than 8 FTEs will be considered as the new "Total 100%".

c. CIM costs for the Intermediaries, after deduction of the contribution from the Intermediaries of "maximum 8 FTEs" (see 2.4.), will be divided pro rata the percentage of each Intermediary in the "Total 100%" as calculated in the previous points, with a minimum amount of 43 019,22 €.

2.4. Each Intermediary with maximum 8 FTEs, or an assimilated company (see 1), will contribute to the financing of the CIM studies according to the following conditions:

a. Cost for access to the 1st CIM study + TGM study (Target Group Monitor) = 24 582,41 €
b. Cost for access to each additional CIM study = 3 687,36 €/study with a maximum amount of 43 019,22 € for all studies.

All amounts are valid for 2023. Afterwards they will be adapted each year to the indexation applied by CIM for the total amount of the participation of the Intermediaries.