

TABLEAU FINANCIER

	BELGIUM	TOTAL MEDIA		TV		RADIO		DAILIES & LOCAL		MAGAZINES		OUTDOOR OTHERS		DIGITAL	
		%	€	%	€	%	€	%	€	%	€	%	€	%	€
(a)	Gross incl. additional value														
(b)	- Valorisation														
(c)	= Gross MDB														
(d)	- Official ratecard advantages														
(e)	- Additional negotiations														
(f)	= Net (100%)	100		100		100		100		100		100		100	
(g)	- Agency Commission														
(h)	= Net/Net (% ou €)														
(i)	+ Taxes/Technical Costs														
(j)	+ Fee Media Agency														
(k)	= Out of pocket														
(l)	- Agency Volume Bonification														
(m)	= Final OOP														
(n)	vs Gross incl. Add, value														
(o)	vs Gross MDB														



UNION BELGE
DES ANNONCEURS

