

**NAMA / PMA / SAPAMA - ANNEXURE 1 - LOCAL TVC & STILLS CONTRACTS**

**INDIVIDUAL COUNTRY PERCENTAGES 2015 / 2016 - ON CAMERA / STILLS**

<b>AFRICA</b>	<b>%</b>	<b>AFRICA (CONT)</b>	<b>%</b>	<b>CENTRAL AMERICA &amp; THE CARIBBEAN</b>	<b>%</b>	<b>CENTRAL AMERICA &amp; THE CARIBBEAN (CONT)</b>	<b>%</b>
ALGERIA	120	MALAWI	60	ANGUILLA	60	TRINIDAD & TOBAGO	60
ANGOLA	60	MALI	60	ANTIGUA / BARBUDA	60	TURKS & CAICOS	60
ASCENSION ISLAND	60	MAURITANIA	60	ARUBA	60	VIRGIN ISLANDS - BRITISH	60
BENIN	60	MAURITIUS	60	BAHAMAS	60	VIRGIN ISLANDS - USA	60
BOTSWANA	60	MAYOTTE	60	BARBADOS	60	<b>NORTH AMERICA</b>	%
BURKINA FASO	60	MOROCCO	120	BELIZE	60	CANADA	200
BURUNDI	60	MOZAMBIQUE	60	BERMUDA	60	UNITED STATES	600
CAMEROON	60	NAMIBIA	60	CAYMAN ISLANDS	60	GREENLAND	60
CAPE VERDI ISLANDS	60	NIGER	60	COSTA RICA	60	<b>SOUTH AMERICA</b>	%
CENTRAL AFRICAN REPUBLIC	60	NIGERIA	180	CUBA	60	ARGENTINA	175
CHAD	60	REUNION	60	DOMINICA	60	BOLIVIA	60
COMOROS	60	RWANDA	60	DOMINICAN REP	60	BRAZIL	300
CONGO	60	SAO TOME	60	EL SALVADOR	60	CHILE	60
DEMOCRATIC REP. OF CONGO	60	SENEGAL	60	GRANADA	60	COLOMBIA	165
DJIBOUTI	60	SEYCHELLES	60	GUADELOUPE	60	ECUADOR	60
EGYPT	165	SIERRA LEONE	60	GUATEMALA	60	FALKLAND ISLANDS	60
EQUATORIAL GUINEA	60	SOMALIA	60	HAITI	60	FRENCH GUIANA	60
ERITREA	60	SOUTH AFRICA	200	HONDURAS	60	GUYANA	60
ETHIOPIA	60	ST HELENA	60	JAMAICA	60	PARAGUAY	60
GABON	60	SUDAN	60	MARTINIQUE	60	PERU	60
GAMBIA	60	SWAZILAND	60	MEXICO	300	SURINAM	60
GHANA	60	TANZANIA	60	MONSERRAT	60	URUGUAY	60
GUINEA	60	TOGO	60	NETHERLANDS ANTILLES	60	VENEZUELA	60
GUINEA - BISSAU	60	TRISTAN DA CUNHA	60	NICARAGUA	60	<b>EUROPE</b>	%
IVORY COAST	60	TUNISIA	60	PANAMA	60	ALBANIA	60
KENYA	60	UGANDA	60	PUERTO RICO	60	ANDORRA	60
LESOTHO	60	ZAMBIA	60	SALVADOR	60	ARMENIA	60
LIBERIA	60	ZIMBABWE	60	ST CHRISTOPHER	60	AUSTRIA	120
LIBYA	60			ST LUCIA	60	AZERBAIJAN	60
MADAGASCAR	60			ST VINCENT	60	AZORES	60



**GROUP COUNTRY PERCENTAGES 2015 / 2016 - ON CAMERA / STILLS**

<b>PAN AFRICAN - ALL OF AFRICA EXCLUDING SOUTH AFRICA</b>		<b>400%</b>
<b>SUB SAHARA - ALL COUNTRIES BELOW SAHARA DESERT EXCLUDING SOUTH AFRICA</b>		
ANGOLA	GABON	SOMALIA
BENIN	GAMBIA	SWAZILAND
BOTSWANA	GHANA	TANZANIA
CAMEROON	GUINEA BISSAU	TOGO
CENTRAL AFRICAN REP	GUINEA	UGANDA
CONGO	IVORY COAST	ZAMBIA
DEMOCRATIC REP. OF CONGO	KENYA	ZIMBABWE
ETHIOPIA	LESOTHO	
<b>CENTRAL AMERICA</b>		
COSTA RICA	GUATEMALA	PANAMA
EL SALVADOR	HONDURAS	
<b>CARIBBEAN</b>		
ANGUILLA	BRITISH VIRGIN ISLANDS	PUERTO RICO
ANTIGUA & BARUDA	CAYMAN ISLANDS	SAINT KITTS & NEVIS
ANTILLES	CUBA	SAINT VINCENT & THE GRENADINES
ARUBA	DOMINICA	ST LUCIA
BAHAMAS	DOMINICAN REPUBLIC	TRINIDAD & TOBAGO
BARBADOS	GRENADA	VIRGIN ISLANDS
<b>CARIBBEAN &amp; CENTRAL AMERICA</b>		
		<b>400%</b>
<b>UNITED STATES OF AMERICA &amp; CANADA</b>		
		<b>700%</b>
<b>UNITED STATES OF AMERICA &amp; MEXICO</b>		
		<b>700%</b>
<b>SOUTH AMERICA</b>		
		<b>400%</b>
<b>SCANDANAVIA</b>		
DENMARK	ICELAND	SWEDEN
FINLAND	NORWAY	
		<b>250%</b>

<b>WESTERN EUROPE EXCLUDING UNITED KINGDOM</b>				<b>600%</b>
ANDORRA	GERMANY	ITALY	NETHERLANDS	
AUSTRIA	GREECE	LIECHTENSTEIN	PORTUGAL	
BELGIUM	ICELAND	LUXEMBOURG	SPAIN	
FRANCE	REP. OF IRELAND	MALTA	SWITZERLAND	
<b>WESTERN EUROPE (SEE ABOVE) INCLUDING UNITED KINGDOM</b>				<b>700%</b>
<b>EASTERN EUROPE</b>				<b>400%</b>
ALBANIA	CZECH REPUBLIC	MACEDONIA	SERBIA & MONTENEGRO	
BELARUS	ESTONIA	MOLDOVA	SLOVAKIA	
BOSNIA & HERZEGOVINA	HUNGARY	POLAND	UKRAINE	
BULGARIA	LATVIA	ROMANIA		
CROATIA	LITHUANIA	RUSSIA		
<b>WESTERN &amp; EASTERN EUROPE EXCLUDING UNITED KINGDOM</b>				<b>900%</b>
<b>WESTERN &amp; EASTERN EUROPE INCLUDING UNITED KINGDOM</b>				<b>1000%</b>
<b>CENTRAL EUROPE</b>				<b>350%</b>
ALBANIA	CROATIA	POLAND	SLOVENIA	
ALGERIA	CYPRUS	ROMANIA	TURKEY	
BOSNIA - HERZEGOVINA	HUNGARY	SERBIA	YUGOSLAVIA	
CZECH REPUBLIC	MACEDONIA	SLOVAKIA		
<b>CEE (CENTRAL &amp; EASTERN EUROPE) EXCLUDING RUSSIA</b>				<b>400%</b>
<b>CEE (CENTRAL &amp; EASTERN EUROPE) INCLUDING RUSSIA</b>				<b>500%</b>
<b>CIS - COMMONWEALTH OF INDEPENDENT STATES EXCLUDING RUSSIA</b>				<b>400%</b>
ARMENIA	GEORGIA	MOLDOVA	UKRAINE	
AZERBAIJAN	KAZAKHSTAN	TAJIKISTAN	UZBEKISTAN	
BELARUS	KYRGYZSTAN	TURKMENISTAN		
<b>CIS - COMMONWEALTH OF INDEPENDENT STATES (SEE ABOVE) INCLUDING RUSSIA</b>				<b>500%</b>

<b>ZUG COUNTRIES</b>			<b>300%</b>
ALBANIA			
BOSNIA	CYPRUS	LATVIA	MONTENEGRO
BULGARIA	ESTONIA	LITHUANIA	ROMANIA
CROATIA	ICELAND	MACEDONIA	SLOVENIA
	IRAN	MALTA	
<b>EMEA COUNTRIES</b>			<b>1200%</b>
AUSTRIA	HUNGARY	POLAND	SPAIN
BELGIUM	ISRAEL	PORTUGAL	SWITZERLAND
CZECH REPUBLIC	ITALY	REPUBLIC OF IRELAND	TURKEY
GERMANY	KAZAKHSTAN	RUSSIA	UNITED KINGDOM
GREECE	NETHERLANDS	SOUTH AFRICA	UKRAINE
<b>ASIA</b>			<b>600%</b>
<b>SOUTH EAST ASIA</b>			<b>300%</b>
BRUNE	EAST TIMOR	MALAYSIA	SINGAPORE
BRUMA	INDONESIA	MYANMAR	THAILAND
CAMBODIA	LAOS	PHILIPPINES	VIETNAM
<b>NEAR &amp; MIDDLE EAST</b>			<b>300%</b>
<b>MENA - MIDDLE EAST &amp; NORTH AFRICA</b>			<b>600%</b>
<b>PAN ARABIC</b>			<b>400%</b>
<b>AUSTRALASIA</b>			<b>400%</b>
<b>AUSTRALASIA / PACIFIC EXCLUDING AUSTRALIA</b>			<b>300%</b>
<b>WORLDWIDE</b>			<b>1600%</b>
<b>ALL MEDIA</b>			
WORLDWIDE			2400%
UNITED STATES OF AMERICA			1000%
WESTERN EUROPE EXCLUDING UNITED KINGDOM			900%
WESTERN EUROPE INCLUDING UNITED KINGDOM			1100%
EUROPE EXCLUDING UNITED KINGDOM			1200%
EUROPE INCLUDING UNITED KINGDOM			1500%

ALL OTHER GROUPS AND INDIVIDUAL COUNTRIES ARE CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 300% OF THE TELEVISION PERCENTAGE.	
<b>ALL ELECTRONIC MEDIA PACKAGES – MOVING MEDIA</b>	
WORLDWIDE ALL MOVING MEDIA	2000%
UNITED STATES OF AMERICA ALL MOVING MEDIA	800%
WESTERN EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA	700%
WESTERN EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA	900%
EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA	1000%
EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA	1200%
ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TELEVISION PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TELEVISION PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	
<b>ALL STILLS MEDIA PACKAGES</b>	
WORLDWIDE, USA, WESTERN EUROPE, EUROPE ARE THE SAME PERCENTAGES AS ALL ELECTRONIC MEDIA PACKAGES ABOVE.	
ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TELEVISION PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TELEVISION PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	