

**IRF**  
**DISTRIBUTION RULES**  
**DOMESTIC SHARE**

**1. Generic distribution I**

The available annual distributable amount arising from the exploitation of copyright and neighbouring (related) rights according to the IRF balance of accounts shall be split into a domestic share of 30% and a foreign share of 70%.

**2. Generic distribution II**

2.1 Of the domestic share within the available distributable amount, 10% shall be allocated to radio, and 90% to TV.

2.2 The radio share shall be split in equal parts between private radio broadcasters and the SRG [Swiss National Broadcasting Corporation].

2.3 Of the TV share, 20% shall be distributed to private TV broadcasters, and 80% to the SRG for distribution year 2014; for distribution years 2015, 2016, 2017 and 2018, 25% shall be distributed to private TV broadcasters and 75% to the SRG.

**3. Radio distribution**

3.1 The radio share for private broadcasters shall be split in line with the private radio channels' technical reach.

3.2 Programmes below a technical reach of 3% shall not be included in the distribution.

3.3 Radio channels which do not serve the purpose of transmitting actual radio programmes - such as channels which exclusively broadcast music - shall not be included in the general distribution.

#### **4. TV distribution**

- 4.1 Of the TV share for private broadcasters, an initial distribution of the income generated via CT 12 will be made based on market share. All other income generated shall be distributed based on the average of their reach and market share.
- 4.2 A TV programme that generates remuneration of less than CHF 3'000 per annum shall not be included in the general distribution.
- 4.3 Radio channels which do not serve the purpose of transmitting actual TV programmes - such as channels which exclusively broadcast teleshopping or lotteries - shall not be included in the general distribution.

#### **5. General provisions**

- 5.1 Pursuant to these rules, Swiss and Liechtenstein broadcasters shall be entitled to receive remuneration provided that they hold rights subject to a collective rights management mandate and that they have entered into a rights management agreement with the IRF.
- 5.2 Wherever these rules refer to the broadcasters' reach and/or the market share, the statistics are provided by Mediapulse. Wherever the broadcasters' technical reach is used within these rules, it is based on the results published by Swisscable.
- 5.3 The standard with regard to the reach is the average daily net reach in %, measured in blocks of 30 seconds of consecutive use. The target groups for broadcasters' reach and market share are all cable households including their guests. Time shifted viewing is measured across 24 hours in the last seven days.

#### **6. Validity**

These rules shall be valid from 01 January 2013 and govern the domestic distribution by the IRF for distribution years 2014, 2015, 2016, 2017 and 2018.