

Information on media agency compensation.

There are potentially a large number of parties involved in every advertising campaign and therefore a number of different contracts and fee arrangements between those parties. Each campaign is different and may involve, amongst others, some or all of an advertiser, advertising agency, poster specialist and outdoor advertising company. These contract covers different types of arrangements regarding commissions and discounts.

Governing the relationships between these parties will be a number of contracts and arrangements which describe the individual relationship. The commissions may differ between the parties and are often defined by spending, service levels or special initiatives that are defined by the individual relationship. As a matter of industry practice, such commissions are granted as a discount off the total advertising spend. Clear Channel Norway AS will typically grant these types of discounts to advertising agencies.

We are committed to ensuring that the outdoor advertising industry has transparency of commissions, discounts, rebates, fee arrangements and payments. For more information, we recommend that you contact your advertising agency.

In addition to the above, we have in place policies and procedures that are designed to ensure compliance with the Bribery Act 2010 and we conduct our business fully in-line with industry best practice.