

Schedule

TVC Duration = 20 seconds																			
Europe				mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue
Daypart	CET	Days	FCT	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
Day Time	0930 - 1100	Mon - Fri	900	2	2	2	2	2		2	2	2	2	2		2	2	2	2
Day Time	1100 - 1700	Mon - Fri	900	2	2	2	2	2		2	2	2	2	2		2	2	2	2
Evening	1700 - 2400	Mon - Fri	700	2	1	2	1	2		1	2	1	2	1		2	1	2	1
Weekends	0630 - 2400	Sat - Sun	800					5	5						5	5			
Total FCT				3300	6	5	6	5	6	5	5	5	6	5	6	5	5	6	5
TVC Duration = 10 seconds																			
Europe				mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue
Daypart	CET	Days	FCT	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
Day Time	0930 - 1100	Mon - Fri	600	3	3	3	3	3		2	3	2	3	2		3	2	3	2
Day Time	1100 - 1700	Mon - Fri	600	3	3	3	3	3		2	3	2	3	2		3	2	3	2
Evening	1700 - 2400	Mon - Fri	350	2	2	2	2	1		2	1	2	1	2		1	2	1	2
Weekends	0630 - 2400	Sat - Sun	550					7	8						7	7			
Total FCT				2100	8	8	8	8	7	8	6	7	6	7	6	7	7	6	7
TVC Duration = 20 seconds																			
Middle East-North Africa				mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue
Daypart	EST	Days	FCT	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
Day Time	0930 - 1100	Mon - Fri	900	2	2	2	2	2		2	2	2	2	2		2	2	2	2
Day Time	1100 - 1700	Mon - Fri	900	2	2	2	2	2		2	2	2	2	2		2	2	2	2
Evening	1700 - 2400	Mon - Fri	700	2	1	2	1	2		1	2	1	2	1		2	1	2	1
Weekends	0630 - 2400	Sat - Sun	800					5	5						5	5			
Total FCT				3300	6	5	6	5	6	5	5	5	6	5	6	5	5	6	5
TVC Duration = 10 seconds																			
Middle East-North Africa				mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue
Daypart	UAE	Days	FCT	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
Day Time	0930 - 1100	Mon - Fri	600	3	3	3	3	3		2	3	2	3	2		3	2	3	2
Day Time	1100 - 1700	Mon - Fri	600	3	3	3	3	3		2	3	2	3	2		3	2	3	2
Evening	1700 - 2400	Mon - Fri	350	2	2	2	2	1		2	1	2	1	2		1	2	1	2
Weekends	0630 - 2400	Sat - Sun	550					7	8						7	7			
Total FCT				2100	8	8	8	8	7	8	6	7	6	7	6	7	7	6	7
TVC Duration = 20 seconds																			
North America				mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue
Daypart	EST	Days	FCT	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
Day Time	0930 - 1100	Mon - Fri	900	2	2	2	2	2		2	2	2	2	2		2	2	2	2
Day Time	1100 - 1700	Mon - Fri	900	2	2	2	2	2		2	2	2	2	2		2	2	2	2
Evening	1700 - 2400	Mon - Fri	700	2	1	2	1	2		1	2	1	2	1		2	1	2	1
Weekends	0630 - 2400	Sat - Sun	800					5	5						5	5			
Total FCT				3300	6	5	6	5	6	5	5	5	6	5	6	5	5	6	5
TVC Duration = 10 seconds																			
North America				mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue
Daypart	EST	Days	FCT	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
Day Time	0930 - 1100	Mon - Fri	600	3	3	3	3	3		2	3	2	3	2		3	2	3	2
Day Time	1100 - 1700	Mon - Fri	600	3	3	3	3	3		2	3	2	3	2		3	2	3	2
Evening	1700 - 2400	Mon - Fri	350	2	2	2	2	1		2	1	2	1	2		1	2	1	2
Weekends	0630 - 2400	Sat - Sun	550					7	8						7	7			
Total FCT				2100	8	8	8	8	7	8	6	7	6	7	6	7	7	6	7