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**INSTRUCTIONS FOR COMPLETING THE SECTION: "SALES
HOUSES THAT MANAGE AND SOLD ADVERTISING SPACE
ON TRADITIONAL MEDIA (NEWSPAPERS, MAGAZINES, TV,
RADIO, ...)" [CC]
MODEL "ESERCIZIO"**

Revenues indicated into the sections of the model "Esercizio" are those relating to the values of productions, and shall be consistent with the last annual report or, for parties not obliged to prepare the annual report, with the corresponding values of other accounting records that certify the total value of production. To fill in the IES declaration, the revenues generated in Italy or in any case relating to the national territory shall be considered, even if accounted for in the annual report of companies established abroad.

Furthermore, pursuant to paragraph 2-bis, of article 2 of resolution no. 397/13 / CONS, as amended by art. 1, paragraph 3 of resolution no. 161/21/CONS, the obliged subjects shall produce the accounting documents and information useful for identifying the revenues realized in Italy or related to the Italian territory, even if accounted in the annual reports of companies based or established abroad, concerning the value of production as resulting from such annual report, or, for those subjects not obliged to prepare them, with the corresponding values of other accounting records that certify the total value of production. The aforementioned documents must be attached to the model/form by uploading them in the final part of the compilation, at the bottom of the "Summary Table".

The values indicated must be expressed in euros. In the case the currency used by the companies in annual reports or equivalent accounting records is different, the amounts declared must still be expressed in euros, applying the same exchange rate used in the annual reports or equivalent accounting records.

Item	Instructions
<i>Gross advertising revenues</i>	
97	<p>Gross advertising revenues: (Values consistent with those shown in the annual report or, for parties not required to prepare the annual annual report, in the corresponding item in other accounting records).</p> <p>The amounts are net of discounts and agency fees</p> <p>Automatic sum of the items 98 - 114</p>
98	<p>- <i>Newspaper (including free press) - national advertising</i></p> <p>Revenues from management, negotiation and sale of national advertising spaces in daily newspapers (including free newspapers) delegated by third parties.</p> <p>Revenues from the sale of online advertising space, under item 163 (and following) of the section "Internet: Newspapers, online audiovisual content (including SMA), online advertising, search engines and online intermediary services [IT]" are excluded.</p> <p>The amounts are net of discounts and agency fees.</p>
99	<p>- <i>Newspaper (including free press) - local advertising</i></p> <p>Revenues from management, negotiation and sale of local advertising spaces in daily newspapers (including free daily newspapers) delegated by third parties.</p> <p>Revenues from the sale of online advertising space, under item 163 (and following) of the section "Internet: Newspapers, online audiovisual content (including SMA), online advertising, search engines and online intermediary services [IT]" are excluded.</p> <p>The amounts are net of discounts and agency fees.</p>
100	<p>- <i>Magazine (including free press) - national advertising</i></p> <p>Revenues from management, negotiation and sale of national advertising spaces in magazines (including free magazines) delegated by third parties.</p> <p>Revenues from the sale of online advertising space, under item 163 (and following) of the section "Internet: Newspapers, online audiovisual content (including SMA), online advertising, search engines and online intermediary services [IT]" are excluded.</p> <p>The amounts are net of discounts and agency fees.</p>
101	<p>- <i>Magazine (including free press) - local advertising</i></p> <p>Revenues from management, negotiation and sale of local advertising spaces in magazines (including free magazines) delegated by third parties.</p>

	<p>Revenues from the sale of online advertising space, under item 163 (and following) of the section "Internet: Newspapers, online audiovisual content (including SMA), online advertising, search engines and online intermediary services [IT]" are excluded.</p> <p>The amounts are net of discounts and agency fees.</p>
102	<p>- <i>Yearbook publishing - national advertising</i></p> <p>Revenues from management, negotiation and sale of national advertising spaces in annual publishing activities (including free yearbook) delegated by third parties.</p> <p>Revenues from the sale of online advertising space, under item 163 (and following) of the section "Internet: Newspapers, online audiovisual content (including SMA), online advertising, search engines and online intermediary services [IT]" are excluded.</p> <p>The amounts are net of discounts and agency fees.</p>
103	<p>- <i>Yearbook publishing - local advertising</i></p> <p>Revenues from management, negotiation and sale of local advertising spaces in annual publishing activities (including free yearbook) delegated by third parties.</p> <p>Revenues from the sale of online advertising space, under item 163 (and following) of the section "Internet: Newspapers, online audiovisual content (including SMA), online advertising, search engines and online intermediary services [IT]" are excluded.</p> <p>The amounts are net of discounts and agency fees.</p>
104	<p>- <i>Free television - national advertising</i></p> <p>Revenues from management, negotiation and sale of national advertising spaces in free television delegated by third parties, meaning any form of announcements broadcast (on digital terrestrial and satellite platforms), aimed at promoting the supply of goods or services, regardless of the form and duration (advertising spot, telepromotions, "minispot", etc...).</p> <p>Revenues from telepromotions, teleshopping, sponsorship and <i>product placement</i>, and revenues from the sale of advertising spaces to public entities (institutional advertising) are entered. Revenues from online advertising (item 163 and following) are excluded and shall be entered in the section "<i>Internet: Online Publishing, Online Audiovisual Content, Online Advertising, Online Search Engines and Online Intermediation services [IT]</i>".</p> <p>The amounts are net of discounts and agency fees.</p> <p><u>Revenues from telepromotions:</u> revenues deriving from any form of announcements broadcast, as part of a program, consisting in displaying of products, verbal and visual presentation of goods or services of a producer or a service provider aimed at promoting the supply of goods or services, including immovable property, rights and obligations, in return for payment.</p> <p><u>Revenues from teleshopping:</u> revenues deriving from direct offers broadcast to the public with a view to the supply of goods or services, including immovable property, rights and obligations, in return for payment.</p> <p><u>Revenues from sponsorship:</u> revenues deriving from means any contribution made by public or private</p>

	<p>undertakings or natural persons not engaged in providing audiovisual media services or in the production of audiovisual works, to the financing of audiovisual media services or programmes with a view to promoting their name, trade mark, image, activities or products.</p> <p><u>Product placement</u>: revenues deriving from any form of audiovisual commercial communication consisting of the inclusion of or reference to a product, a service or the trade mark thereof so that it is featured within a programme, in return for payment or for similar consideration.</p>
105	<p>- <i>Free television - local advertising</i></p> <p>Revenues from management, negotiation and sale of local advertising spaces in free television delegated by third parties, meaning any form of announcements broadcast (on digital terrestrial and satellite platforms), aimed at promoting the supply of goods or services, regardless of the form and duration (advertising spot, telepromotions, "minispot", etc...).</p> <p>Revenues from telepromotions, teleshopping, sponsorship and <i>product placement</i>, and revenues from the sale of advertising spaces to public entities (institutional advertising) are entered. (See description under item 104).</p> <p>Revenues from online advertising (item 163 and following) are excluded and shall be entered in the section "<i>Internet: Online Publishing, Online Audiovisual Content, Online Advertising, Online Search Engines and Online Intermediation services [IT]</i>".</p> <p>The amounts are net of discounts and agency fees.</p>
106	<p>- <i>Pay-TV - national advertising</i></p> <p>Revenues from management, negotiation and sale of local advertising spaces in pay-tv delegated by third parties.</p> <p>Revenues from telepromotions, teleshopping, sponsorship and <i>product placement</i>, and revenues from the sale of advertising spaces to public entities (institutional advertising) are entered. (See description under item 104).</p> <p>Revenues from online advertising (item 163 and following) are excluded and shall be entered in the section "<i>Internet: Online Publishing, Online Audiovisual Content, Online Advertising, Online Search Engines and Online Intermediation services [IT]</i>".</p> <p>The amounts are net of discounts and agency fees.</p>
107	<p>- <i>Pay-TV - local advertising</i></p> <p>Revenues from management, negotiation and sale of local advertising spaces in pay-tv delegated by third parties.</p> <p>Revenues from telepromotions, teleshopping, sponsorship and <i>product placement</i>, and revenues from the sale of advertising spaces to public entities (institutional advertising) are entered. (See description under item 104).</p> <p>Revenues from online advertising (item 163 and following) are excluded and shall be entered in the section "<i>Internet: Online Publishing, Online Audiovisual Content, Online Advertising, Online Search Engines and</i></p>

	<p><i>Online Intermediation services [IT]</i>”.</p> <p>The amounts are net of discounts and agency fees.</p>
108	<p>- <i>Radio - national advertising</i></p> <p>Revenues from management, negotiation and sale of radio advertising spaces delegated by third parties (on digital and satellite platforms) aimed at broadcasting national announcements, regardless of the form and duration (spots, promotions, “minispot”, ...).</p> <p>Revenues from radiopromotions, radioshopping, sponsorship and product placement are entered. (See description, <i>mutatis mutandis</i>, under item 104).</p> <p>Revenues from online advertising (163 and following), are excluded and shall be entered in the section “Internet: Online Publishing, Online Audiovisual Content, Online Advertising, Online Search Engines and Online Intermediation services [IT]”.</p> <p>The amounts are net of discounts and agency fees.</p>
109	<p>- <i>Radio - local advertising</i></p> <p>Revenues from management, negotiation and sale of radio advertising spaces delegated by third parties (on digital and satellite platforms) aimed at broadcasting local announcements, regardless of the form and duration (spots, promotions, “minispot”, ...).</p> <p>Revenues from radiopromotions, radioshopping, sponsorship and product placement are entered. (See description, <i>mutatis mutandis</i>, under item 104).</p> <p>Revenues from online advertising (163 and following), are excluded and shall be entered in the section “Internet: Online Publishing, Online Audiovisual Content, Online Advertising, Online Search Engines and Online Intermediation services [IT]”.</p> <p>The amounts are net of discounts and agency fees.</p>
110	<p>- <i>Cinema (including product placement)</i></p> <p>Revenues from management, negotiation and sale of advertising spaces in the cinemas delegated by third parties.</p> <p>Product placement revenues are included.</p> <p>The amounts are net of discounts and agency fees.</p>
111	<p>- <i>Outdoor advertising</i></p> <p>Revenues from management, negotiation and sale of advertising spaces on outdoor media (billboards, road signs, bus signs, etc.) delegated by third parties.</p> <p>The amounts are net of discounts and agency fees.</p>

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112	<ul style="list-style-type: none"> - <i>Sponsorships (excluding TV, Radio)</i> <p>Revenues from management, negotiation and sale, delegated by third parties, of contracts in communication activities related to events, sport, culture, social or entertainment happenings, or organisation, either financially or through the provision of products and services, for commercial purposes.</p> <p>The amounts are net of discounts and agency fees.</p>
113	<ul style="list-style-type: none"> - <i>Product distribution activities carried out at the point of sale with the exclusion of price action</i> <p>Revenues from management, negotiation and sale, delegated by third parties, of contracts for communication activities at the point of sale, such as, for example, special displays, demonstrations by special personnel and any other form of communication taking place at the place where the product is sold, excluding price actions (such as, for example, special offers and price reductions).</p> <p>The amounts are net of discounts and agency fees.</p>
114	<ul style="list-style-type: none"> - <i>The "other" sectors (please specify in the "Notes" box)</i> <p>Revenues from management, negotiation and sale of advertising spaces delegated by third parties on media other than those mentioned under the previous items.</p> <p>The amounts are net of discounts and agency fees.</p>
Advertising revenues paid or recognized to third parties (even if accounted for as costs):	
115	<p><i>Revenues paid on to third parties (even if accounted for as costs)::</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 97), deriving from the sale of advertising spaces related to the media indicated in the following items.</p> <p>Also amounts recognized as costs in the annual reports are included.</p> <p>Automatic sum of the items 116 - 132</p>
116	<ul style="list-style-type: none"> - <i>Newspaper (including free press) - national advertising</i> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 98), deriving from the sale of national advertising spaces in daily newspapers (including free newspapers).</p>
117	<ul style="list-style-type: none"> - <i>Newspaper (including free press) - local advertising</i> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 99), deriving from the sale of local advertising spaces in daily newspapers (including free newspapers).</p>

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<p>118</p>	<p>- <i>Magazine (including free press) - national advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 100), deriving from the sale of national advertising spaces in magazines (including free magazines).</p>
<p>119</p>	<p>- <i>Magazine publishing (including free press) - local advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 101), deriving from the sale of local advertising spaces in magazines (including free magazines).</p>
<p>120</p>	<p>- <i>Yearbook publishing - national advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 102), deriving from the sale of national advertising spaces in annual publishing activities (including free yearbook).</p>
<p>121</p>	<p>- <i>Yearbook publishing - local advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 103), deriving from the sale of local advertising spaces in annual publishing activities (including free yearbook).</p>
<p>122</p>	<p>- <i>Free television - national advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 104), deriving from the sale of national advertising spaces in free television.</p>
<p>123</p>	<p>- <i>Free television - local advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 105), deriving from the sale of local advertising spaces in free television.</p>
<p>124</p>	<p>- <i>Pay-TV - national advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 106), deriving from the sale of national advertising spaces in pay television.</p>
<p>125</p>	<p>- <i>Pay-TV - local advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 107), deriving from the sale of local advertising spaces in pay television.</p>

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<p>126</p>	<p>- <i>Radio - national advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 108), deriving from the sale of national advertising spaces in radio.</p>
<p>127</p>	<p>- <i>Radio - local advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 109), deriving from the sale of local advertising spaces in radio.</p>
<p>128</p>	<p>- <i>Cinema (including product placement)</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 110), deriving from the sale of advertising spaces in cinemas.</p>
<p>129</p>	<p>- <i>Outdoor advertising</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 111), deriving from the sale of advertising spaces on outdoor media (billboards, road signs, bus signs, etc.).</p>
<p>130</p>	<p>- <i>Sponsorships (excluding TV, Radio)</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 112), deriving from the sale of contracts in communication activities related to events, sport, culture, social or entertainment happenings, or organisation, either financially or through the provision of products and services, for commercial purposes.</p>
<p>131</p>	<p>- <i>Product distribution activities carried out at the point of sale with the exclusion of price action</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 113), deriving from the communication activities at the point of sale, such as, for example, special displays, demonstrations by special personnel and any other form of communication taking place at the place where the product is sold, excluding price actions (such as, for example, special offers and price reductions).</p>
<p>132</p>	<p>- <i>The "other" sectors (please specify in the "Notes" box)</i></p> <p>Portion of advertising revenues paid or recognized to third parties on the total revenues (item 114), deriving from the sale of advertising spaces related to the media other than those mentioned under the previous items.</p>

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Net Advertising revenues (difference between gross advertising revenues and revenues paid or recognized to third parties)	
133	<p>Net revenues (difference between gross revenues and corresponding paid revenues)</p> <p>Difference between gross advertising revenues and revenues paid or recognized to third parties, deriving from the sale of advertising spaces on the media indicated in the following items.</p> <p>Automatic difference of the items 97 – 115</p>
134	<p>- <i>Newspaper (including free press) - national advertising</i></p> <p>Difference between gross advertising revenues (item 98) and revenues paid or recognized to third parties (item 116), deriving from the sale of national advertising spaces in daily newspapers (including free newspapers).</p> <p>Automatic difference of the items 98 – 116</p>
135	<p>- <i>Newspaper (including free press) - local advertising</i></p> <p>Difference between gross advertising revenues (item 99) and revenues paid or recognized to third parties (item 117), deriving from the sale of local advertising spaces in daily newspapers (including free newspapers).</p> <p>Automatic difference of the items 99 - 117</p>
136	<p>- <i>Magazine publishing (including free press) - national advertising</i></p> <p>Difference between gross advertising revenues (item 100) and revenues paid or recognized to third parties (item 118), deriving from the sale of national advertising spaces in magazines (including free magazines).</p> <p>Automatic difference of the items 100 - 118</p>
137	<p>- <i>Magazine publishing (including free press) - local advertising</i></p> <p>Difference between gross advertising revenues (item 101) and revenues paid or recognized to third parties (item 119), deriving from the sale of local advertising spaces in magazines (including free magazines).</p> <p>Automatic difference of the items 101 - 119</p>
138	<p>- <i>Yearbook publishing - national advertising</i></p> <p>Difference between gross advertising revenues (item 102) and revenues paid or recognized to third parties (item 120), deriving from the sale of national advertising spaces in annual publishing activities (including free yearbook).</p> <p>Automatic difference of the items 102 - 120</p>
139	<p>- <i>Yearbook publishing - local advertising</i></p>

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	<p>Difference between gross advertising revenues (item 103) and revenues paid or recognized to third parties (item 121), deriving from the sale of national advertising spaces in annual publishing activities (including free yearbook).</p> <p>Automatic difference of the items 103 - 121</p>
140	<p>- <i>Free television - national advertising</i></p> <p>Difference between gross advertising revenues (item 104) and revenues paid or recognized to third parties (item 122), deriving from the sale of national advertising spaces in free television.</p> <p>Automatic difference of the items 104 - 122</p>
141	<p>- <i>Free television - local advertising</i></p> <p>Difference between gross advertising revenues (item 105) and revenues paid or recognized to third parties (item 123), deriving from the sale of local advertising spaces in free television.</p> <p>Automatic difference of the items 105 - 123</p>
142	<p>- <i>Pay-TV - national advertising</i></p> <p>Difference between gross advertising revenues (item 106) and revenues paid or recognized to third parties (item 124), deriving from the sale of national advertising spaces in pay television.</p> <p>Automatic difference of the items 106 - 124</p>
143	<p>- <i>Pay-TV - local advertising</i></p> <p>Difference between gross advertising revenues (item 107) and revenues paid or recognized to third parties (item 125), deriving from the sale of local advertising spaces in pay television.</p> <p>Automatic difference of the items 107 - 125</p>
144	<p>- <i>Radio - national advertising</i></p> <p>Difference between gross advertising revenues (item 108) and revenues paid or recognized to third parties (item 126), deriving from the sale of national advertising spaces in radio.</p> <p>Automatic difference of the items 108 - 126</p>
145	<p>- <i>Radio - local advertising</i></p> <p>Difference between gross advertising revenues (item 109) and revenues paid or recognized to third parties (item 127), deriving from the sale of local advertising spaces in radio.</p> <p>Automatic difference of the items 109 - 127</p>
146	<p>- <i>Cinema (including product placement)</i></p> <p>Difference between gross advertising revenues (item 110) and revenues paid or recognized to third parties (item 128), deriving from the sale of advertising spaces in cinema.</p> <p>Automatic difference of the items 110 – 128</p>

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147	<p>- <i>Outdoor advertising</i></p> <p>Difference between gross advertising revenues (item 111) and revenues paid or recognized to third parties (item 129), deriving from the sale of national advertising spaces on outdoor media.</p> <p>Automatic difference of the items 111 – 129</p>
148	<p>- <i>Sponsorships (excluding TV, Radio)</i></p> <p>Difference between gross advertising revenues (item 112) and revenues paid or recognized to third parties (item 130), deriving from the sale of contracts in communication activities related to events, sport, culture, social or entertainment happenings, or organisation, either financially or through the provision of products and services, for commercial purposes.</p> <p>Automatic difference of the items 112 - 130</p>
149	<p>- <i>Product distribution activities carried out at the point of sale with the exclusion of price action</i></p> <p>Difference between gross advertising revenues (item 113) and revenues paid or recognized to third parties (item 131), deriving from the communication activities at the point of sale, such as, for example, special displays, demonstrations by special personnel and any other form of communication taking place at the place where the product is sold, excluding price actions (such as, for example, special offers and price reductions).</p> <p>Automatic difference of the items 113 - 131</p>
150	<p>- <i>The "other" sectors (please specify in the "Notes" box)</i></p> <p>Difference between gross advertising revenues (item 114) and revenues paid or recognized to third parties (item 132), deriving from the sale of advertising spaces on media other than those mentioned under the previous items.</p> <p>Automatic difference of the items 114 – 132</p>
151	<p>Total costs from sales houses activities</p> <p>Costs from management, negotiation and sale of advertising spaces delegated by third parties</p> <p>If the company operates in more than one business segment, the specific portion for common/joint cost components shall be entered in this item. The amount paid to third parties is not to be included in this item.</p>
	<p>Companies for which advertising spaces are managed and sold</p> <p>Indicate the name, the Italian or foreign tax code/VAT number, the contact person (references of the person qualified to entertain relations including telephone number and email) of the third parties.</p>

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