

This chart is a 'Ready Reckoner'. The figures shown in £ Sterling in the columns below are based on a notional Basic Studio Fee (BSF) of £100. Simply multiply this figure by 1.5 for a BSF of £150, by 2 for a BSF of £200, by 2.25 for a BSF of £225 and so on.

Example:

The first 750 TeleVision Ratings (TVR's) on a BSF of £100 = £3065
If the BSF is £250, simply multiply £3065 by 2.5 = £7662.50

Don't forget to add a one-off transmission fee (an amount equivalent to the negotiated BSF)

	Network	To Nearest
	TVR's	£
Band 1	10	74
	20	148
Each TVR	25	185
between	50	371
1 - 200	75	556
is worth	100	741
£7.41	125	926
	150	1112
	175	1297
	200	1482
Band 2	225	1574
	250	1666
Each TVR	275	1758
between	300	1850
201 - 400	325	1942
is worth	350	2034
£3.68	375	2126
	400	2218
Band 3	425	2279
	450	2339
Each TVR	475	2400
between	500	2460
401 - 800	525	2521
is worth	550	2581
£2.42	575	2642
	600	2702
	625	2763
	650	2823
	675	2884
	700	2944
	725	3005
	750	3065
	775	3126
	800	3186
Band 4		
Each TVR		
from 801		
onwards		
is worth		
£1.64		

To work out an EXACT number of TVR's use the following formula.

Based on a notional BSF of £100, each TVR between 1-200 (known as Band 1) is worth £7.41

So 197 TVR's is simply £7.41 x 197 = £1459.77

Remember, these figures are based on the notional BSF of £100, so you need to multiply the above total by:

1.5 for a BSF of £150
1.75 for a BSF of £175
2 for a BSF of £200
2.25 for a BSF of £225
2.5 for a BSF of £250
3 for a BSF of £300
.....and so on

Don't forget to add a one-off transmission fee.

Beyond 200 TVR's the calculation is a bit more complicated.

Each TVR between 201 – 400 is worth £3.68 (Band 2)
Each TVR between 401 – 800 is worth £2.42 (Band 3)
Each TVR over 800 is worth £1.64 (Band 4)

So you will need to do separate sums for each Band and then add them together.

The total worth of each band is as follows:

Band 1 (1 – 200 TVR's) £1482
Band 2 (201 – 400 TVR's) £736
Band 3 (401 – 800 TVR's) £968

The grand total of Bands 1, 2 and 3 is £3186 (on a BSF of £100)

HOWEVER you can use the ready reckoner to help you. See the following example:

You want the value of 695 TVR's. The nearest figure BELOW 695 on the ready reckoner is 675 which is worth £2884. You now need to add 20 TVR's @ £2.42 each (£2.42 because 675 falls within the 401 – 800 Band) = £48.40. Add the two sums together and the total is £2932.40.

Above 800 TVR's is easy. Start with the value of 800 TVR's = £3186. Simply add the desired number of TVR's @ £1.64 each to £3186.

Example for 965 TVR's. 165 TVR's @ £1.64 each = £270.60 + 800 TVR's @ £3186 = £3456.60.

Don't forget ALL figures are based on the notional BSF of £100, so you need to multiply the above total by: (See BSF Chart above).

Don't forget to add a one-off transmission fee (An amount equivalent to the negotiated BSF)

UNITED KINGDOM REPEAT FEE CALCULATOR
(REPEAT FEES CAN BE CALCULATED SIMPLY AND QUICKLY ON www.usefee.tv)

Regional TVR's

Not all commercials are shown throughout the U.K. ("Network"). The Network is broken up into the following regions, with their share of the Network shown in percentages. Note that the total of the following shares exceeds 100% because the area populations are gross i.e. including overlap.

Border: 1.2%	Midlands: 15.6%	South & South East: 9.9%	NB: SKY is a Network TV station and TVR's are calculated on that basis.
Central Scotland: 6%	North East: 4.8%	South West: 3.0%	
East of England: 7.4%	Northern Ireland: 2.8%	Ulster (See N. Ireland)	
London: 20.1%	North Scotland: 2.1%	Wales & West: 8.2%	
	North West: 11.4%	Yorkshire: 10.0%	

You will need to convert regional TVR's into Network TVR's to work out their value.

Example: 300 regional TVR's covering the East of England (@ 7.4% of the Network) only
300 x 7.4% = 22.2 Network TVR's.

Do not attempt to work out the value of Regional TVR's without converting them to Network TVR's first.

For commercials MADE FOR and transmitted ONLY IN a single ITV area with a share value of less than 10% of the Network, the transmission fee is treated as an advance against which use fees are credited.