



BILD-KUNST

## Fact Sheet

# CLAIMS FOR ADVERTISEMENTS

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This fact sheet gives information about the possibility to claim your remuneration as a film author for advertisements and to receive a payout for your contribution.

### General Information

The CMOs VG Bild-Kunst and TWF have entered into a cooperation agreement to jointly collect and distribute royalties for film producers and film authors of advertisements. This relates to “private copying royalties” and claims to remuneration for “cable retransmission”. These remunerations are generally not remunerated via the salary.

Film authors who are members of VG Bild-Kunst keep VG Bild-Kunst as their partner in charge for contract and contact. The distribution will also be made as usual by VG Bild-Kunst.

The collection, receiving and processing of claims as well as the calculation of individual entitlements will be made by TWF, which also represents film producers of advertisements and can guarantee performance-focused billing. The relevant distribution plan of TWF will apply.

### Distribution Plan

The TWF distribution plan 2017 which was approved by the TWF committees and published on the TWF website ([www.twf-gmbh.de](http://www.twf-gmbh.de)) applies.

Each advertisement is allocated a score modified by the following parameters:

- Frequency of broadcasting
- Market share of the broadcasting TV station
- Timing of the broadcast in the course of a day
- Trade share

These parameters determine the value of the broadcast. A film author receives the distribution share in proportion to his/her points to the total points. Distributions are made on an annual basis, i.e. in each case, the total points for one broadcasting year are used as the basis for the distribution of remunerations that were received for this broadcasting year.

We can only give information on the administrative costs once the TWF distribution plan has been adopted. They consist of costs from TWF and VG Bild-Kunst. VG Bild-Kunst only levies a low rate of currently 0.5% for its services.

### Billing Period and Closing Date

The first distribution is expected to take place in summer 2019. It will cover the broadcasting years 2012 to 2017. Future distributions for the years from 2018 will be made annually. The closing date for the first distribution (2012 to 2017) is 31 March 2019.

Claims for the broadcasting year 2018 can probably be made from spring 2019, as the complete data pool of the previous year is only available in the following year.

Reports already submitted will be stored for future claims: Should an advertisement, that was already broadcast, be broadcast again in the following year, the claim is still valid. However, we would advise you to check the portal again, since, e.g. new cutting frames are recognised by the system as new work.

## Accessing the Registration Portal

The registration portal can be accessed from the TWF website at [www.twf-gmbh.de](http://www.twf-gmbh.de). At the bottom of the page you will find a button called “Melde-Portal” (Registration Portal) which will lead you to the login page. Alternatively, you can access the registration portal directly if you enter <http://twf.xad.tv/login> into your browser input field.

The registration portal supports all standard browsers, i.e.: Google Chrome, Microsoft Edge, Microsoft Internet Explorer from version 11, Apple Safari, Firefox.

## Login

VG Bild-Kunst will provide each member with a user name, which is the same as the TWF ID. You will also receive a password. Your details will be required at login. You need to change your password after your first login in the section “Account” (Konto).

Currently, there are no special requirements for a preferred password. However, it is recommended to choose a password with a combination of letters in upper case/lower case and numbers to comply with common security advice.

## Forgetting Access Data

- **Password:** Members can reset their password via “Forgot Your Password?” (Kennwort vergessen?) and request a new password. Within a few seconds, members will then receive an email with a link to define a new password. There is no further confirmation required and the new password is valid immediately.
- **Email Address:** Members who forgot their email address need to contact VG Bild-Kunst. The email address will only be issued if a member can be clearly identified. Please contact [werbefilm@bildkunst.de](mailto:werbefilm@bildkunst.de) only.
- **User Name (TWF ID):** In case of doubt, the ID can be requested in writing (or per email) from VG Bild-Kunst. In that case, please also contact [werbefilm@bildkunst.de](mailto:werbefilm@bildkunst.de) only.

## Using the Registration Portal

After successful login, you will be presented with the start page. From the start page, you can use the search function to search for advertisements that you have participated in. Parameters are “campaign” (Kampagne), “client” (Kunde), “product” (Produkt) and “keyword” (Stichwort). The search can be limited with the use of filters, e.g. by time. The results list shows advertisements with details on client and product, an image and the broadcasting year. You need to click on “Detailansicht” (Detail View) to submit the claim. Film authors need to click on their respective role in this advertisement.

In the registration portal, a film author can indicate for each advertisement which field the own contribution originates from. The following functions are available: Direction, camera, editor (cut), production design/architecture, costume design. It is possible to indicate multiple roles.

## VG Bild-Kunst

TWF provides a user manual in PDF format for the registration portal, which is available at [www.twf-gmbh.de/assets/Uploads/Handbuch-Meldeportal-XAD-2018.pdf](http://www.twf-gmbh.de/assets/Uploads/Handbuch-Meldeportal-XAD-2018.pdf).

## Reportable Advertisements

Accountable advertisements are film works or motion pictures which were produced on behalf of the advertising industry for the purpose of advertising products and services and have been broadcast on TV channels in return for payment.

The following are not considered advertisements: self-promotion for channels (programme information, advertisements for the services of the station, station identifiers, advertising separators), cinema trailers, references to published sound recordings and sponsorship information. In short: Accountable advertisements must have been broadcast during the official ad break.

In addition, reportable advertisements must have been broadcast by an accountable TV channel. In general, it is a condition that the channel could be received in Germany during the broadcasting year and was recorded by the data supplier commissioned by TWF. In December 2018 these were 49 channels. Advertisements on Sky are not accountable.

There are various reasons why an advertisement may not be found on the registration portal:

- It is not an accountable advertisement, but relates to e.g. programme information.
- The advertisement was broadcast on a channel which is not accountable.

General principle: The portal covers almost 100% of all advertisements, as it is also used by the advertising industry. In one of these very seldom exceptional cases, please send an email indicating the following details to [twf@xad.tv](mailto:twf@xad.tv):

- Producer
- Client
- Name of the campaign
- Spot ID
- Start of the campaign
- TWF ID

Most film authors will often work with the same producers. Thus, they usually get relevant information from producers on the start of a campaign and the number of broadcasts. The information on product, client and producer is generally available.

## Further Information

You can find further information on the reporting procedure for advertisements on the website of VG Bild-Kunst ([www.bildkunst.de](http://www.bildkunst.de)). These details are constantly supplemented. Should a problem arise, please consult our website first.

If you cannot find a solution to your problem on our website, please contact [werbefilm@bildkunst.de](mailto:werbefilm@bildkunst.de) via email. We would request you to contact us in writing, because VG Bild-Kunst may need to confer with TWF or the portal provider XAD.