

adionomy

ADIONOMY – INFORMATION FOR RADIO PRODUCERS

Commercial Questions

Last update: 12/22/2011

Prerequisite: This document is purely indicative and has no legal value. Conditions of use, as a creator of radio, are available in the "[Creator Pact](#)".

⇒ **Is it possible to earn money through Adionomy?**

Yes, under definite conditions, you may receive a part of the commercial incomes generated by the broadcasting of advertising on your radio. And a significant percentage fee if you sell your own advertising campaigns via the [Adionomy](#) tool. Please note that, for the moment, you can only sell campaigns in France, Germany and Spain.

⇒ **What are the terms of commercial income sharing?**

Any radio which generates an average daily audience of at least 12 hours is concerned by the broadcasting of advertising.

[Terms of commercial income sharing, from the first of January, 2012](#)

Any creator of radio may receive a part of the commercial incomes generated by the broadcasting of advertising on his radio. The sharing will be made in proportion to the impressions done on his radio, on a basis of 34% of the incomes generated by the campaign, once deducted all charges.

Any seller of advertising campaign is entitled to a commission. The commission will be 35% of the amount of the sold campaign. The advertiser must identify the seller via a referral code ("Producer Code") available in the [Labs](#).

These conditions will apply from the first of January, 2012.

Until December 31, 2011, the former sharing terms will apply. Details are available in the "[Creator Pact](#)".

⇒ **How will I know how much money I'm going to earn?**

At first, a temporary page shall be published as soon as possible on Labs (<http://labs.radionomy.com>) Adionomy section.

Subsequently, a section "Monitoring of Income Sharing" will be available directly on www.adionomy.com.

⇒ **How will Radionomy transfer to me the money I earned?**

The first payments of advertising incomes should be made in January 2012, when the earnings exceed a minimum amount of 100 euros. They include of course the full amount due since March 31, time of Adionomy launch.

⇒ **I know an advertiser who wants to order a campaign to Adionomy, in France, Germany or Spain. What should I do?**

A "Producer Code" is available on Labs (<http://labs.radionomy.com>). All you have to do is to ask the advertiser to specify this code when he orders the campaign on www.adionomy.com. This way, you are identified as the campaign seller and can claim a commission on the sale.

⇒ **Which criteria allow the advertiser to target the audience for his campaigns?**

The criteria are based upon radio, music styles, age, gender and location-based listeners.

⇒ **What is the cost of CPM (cost per thousand impressions) for a campaign ordered via Adionomy?**

The CPM is 12 euros gross. The minimum cost of a campaign is 50 euros. Radionomy is the only one to set the price of CPM. Radionomy can adapt this amount to market conditions, for specific promotions or for any other commercial reasons, without prior notice. Any seller who doesn't directly work for Radionomy cannot sell at a lower price or at a higher price than that set by Radionomy.

⇒ **Can I schedule myself advertising campaigns on my radio?**

Yes you can, via an account you created on www.adionomy.com. Be careful, if you advance the costs of a campaign for an advertiser, Radionomy does not accept any responsibility in case of any conflict between you and the advertiser.

⇒ **Can I schedule free partnerships or self-promotion via Adionomy?**

No, Adionomy is for commercial campaigns only. For scheduling free promotion on your radio, you must use the Radio Manager.

⇒ **Is it possible to select campaigns broadcasted on his radio?**

No, the advertising is necessary to Radionomy to continue to host your radio. You cannot select the advertisers. However, a check will be conducted by Radionomy, a priori, to ensure that advertisements do not violate the law or the terms of use.

⇒ **Can I select the time slots during which advertising spots will be broadcast on the radio?**

No, the advertising is necessary to host your radio for free. You cannot select the time slots.

⇒ **I want to broadcast commercial campaigns on my radio, without using Adionomy. Am I allowed to do that?**

No, as specified in the "[Creator Pact](#)", it is strictly prohibited. Any infringement will lead to the immediate deactivation of the radio.

⇒ **A competitor radio wants to broadcast its promotion on mine, is this possible?**

No, Radionomy checks each campaign and moderates this kind of advertising.

For technical questions, a FAQ is available here:

<http://board.radionomy.com/index.php?/files/file/16-adionomy-technical-information/>

For any additional questions, we are at your disposal here:

<http://board.radionomy.com/index.php?/forum/74-english/>