



## Time line of TV advertising Campaigns

SAMPLE

TV Air time (no. of equivalent 30 sec commercials)

| Advertiser            | Campaign Name                      | JAN.        | FEB.        | MAR.        | APR.        | MAY.        | JUN.        | JUL.        |
|-----------------------|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| AMC                   | Increase Business solutions        |             |             | 7           | 361         | 311         | 118         | 8           |
|                       | Increase cost control              | 309         | 311         | 260         | 256         | 54          |             |             |
|                       | Increase brand awareness           | 1788        | 1788        | 2392        | 762         | 1946        | 1913        | 1822        |
|                       | New offer                          | 377         | 10          | 140         | 298         | 318         | 189         | 306         |
|                       | New service                        | 76          | 19          | 29          | 31          |             |             |             |
|                       | Registration Campaign              |             |             |             | 127         | 457         | 372         | 178         |
|                       | Sponsoring social, sport and music |             | 32          | 30          |             | 52          |             |             |
| Time call transfer    | 19                                 | 136         | 11          |             |             |             |             |             |
| <b>AMC Total</b>      |                                    | <b>2569</b> | <b>2296</b> | <b>2869</b> | <b>1835</b> | <b>3138</b> | <b>2592</b> | <b>2314</b> |
| VODAFONE              | Enhance Business solutions         | 83          | 412         | 229         | 64          | 16          | 3           |             |
|                       | Global Sport Sponsor               |             |             |             |             | 148         | 319         | 221         |
|                       | Increase brand awareness           | 2489        | 2505        | 2797        | 2440        | 2231        | 239         | 2229        |
|                       | Local Sport Sponsor                |             |             |             | 9           | 41          | 194         |             |
|                       | New offer solution                 | 731         | 287         | 194         | 799         | 546         | 16          | 546         |
|                       | POS Registration                   | 276         | 120         | 414         | 648         | 576         | 328         | 178         |
|                       | Social Responsibility              |             |             |             |             |             |             | 36          |
| <b>VODAFONE Total</b> |                                    | <b>3579</b> | <b>3324</b> | <b>3634</b> | <b>3960</b> | <b>3558</b> | <b>1099</b> | <b>3210</b> |

## TV advertising Campaigns data

SAMPLE

TV Air time (no. of equivalent 30 sec commercials)

| Advertiser | Service           | Ads                          | Start Date | End Date | Campaign                           | JAN  | FEB  | MAR  | APR  | MAY  | JUN  |
|------------|-------------------|------------------------------|------------|----------|------------------------------------|------|------|------|------|------|------|
| AMC        | Corporate Image   | Corporate tag                | 1-Jan      |          | Increase brand awareness           | 1788 | 1709 | 1781 | 181  | 1789 | 1742 |
| VODAFONE   | Brand             | Corporate tag                | 1-Jan      |          | Increase brand awareness           | 2229 | 2249 | 2246 | 2202 | 2229 | 239  |
| VODAFONE   | Prepaid           | Bundles November             | 21-Oct     | 5-Jan    | New offer solution                 | 7    |      |      |      |      |      |
| VODAFONE   | Postpaid          | Vodafone Professional        | 10-Nov     | 1-Feb    | Enhance Business solutions         | 29   | 4    |      |      |      |      |
| AMC        | Prepaid+Postpaid  | New Sms Box                  | 13-Nov     | 25-Jan   | New service                        | 76   |      |      |      |      |      |
| AMC        | Prepaid+Postpaid  | Promo you are                | 20-Nov     | 1-Feb    | New offer                          | 332  | 7    |      |      |      |      |
| VODAFONE   | Prepaid           | Messages 4 all December      | 28-Nov     | 4-Feb    | New offer solution                 | 431  | 7    |      |      |      |      |
| VODAFONE   | Postpaid          | Laptop                       | 1-Dec      | 7-Feb    | Enhance Business solutions         | 54   | 10   |      |      |      |      |
| VODAFONE   | Prepaid           | Vodafone Western Union       | 1-Dec      | 4-Feb    | POS Registration                   | 276  | 3    |      |      |      |      |
| AMC        | Prepaid           | Transfer                     | 7-Dec      | 7-Mar    | Time call transfer                 | 19   | 136  | 11   |      |      |      |
| VODAFONE   | Prepaid           | You & Me                     | 10-Dec     | 27-Feb   | New offer solution                 | 293  | 280  |      |      |      |      |
| AMC        | Prepaid+Postpaid  | Friends & Family Promo       | 14-Dec     | 9-Jan    | New offer                          | 46   |      |      |      |      |      |
| AMC        | Postpaid          | Cost Control                 | 20-Dec     | 12-May   | Increase cost control              | 309  | 311  | 260  | 256  | 54   |      |
| AMC        | Corporate Image   | AMC for all                  | 1-Jan      |          | Increase brand awareness           |      |      | 584  | 551  | 126  | 141  |
| VODAFONE   | Brand             | Your moment                  | 1-Jan      | 1-May    | Increase brand awareness           | 260  | 256  | 551  | 238  | 2    |      |
| AMC        | Sponsoring        | Alba Karta D.J               | 2-Feb      | 30-Mar   | Sponsoring social, sport and music |      | 32   | 30   |      |      |      |
| VODAFONE   | Prepaid           | Rregjistrimi i klienteve     | 5-Feb      | 31-Mar   | POS Registration                   |      | 117  | 406  |      |      |      |
| VODAFONE   | Postpaid          | Vodafone Business            | 8-Feb      | 1-Jun    | Enhance Business solutions         |      | 162  | 181  | 64   | 16   | 2    |
| VODAFONE   | Postpaid          | Push E-mail                  | 9-Feb      | 20-Mar   | Enhance Business solutions         |      | 236  | 48   |      |      | 1    |
| AMC        | Prepaid+Postpaid  | SMS Box                      | 10-Feb     | 29-Apr   | New service                        |      | 19   | 29   | 31   |      |      |
| AMC        | Prepaid           | 8 of March                   | 28-Feb     | 10-Mar   | New offer                          |      | 4    | 140  |      |      |      |
| VODAFONE   | Prepaid           | You & me for March           | 2-Mar      | 29-Apr   | New offer solution                 |      |      | 194  | 190  |      |      |
| AMC        | Corporate Image   | Alba logo ora                | 5-Mar      |          | Increase brand awareness           |      |      | 27   | 30   | 31   | 30   |
| AMC        | Postpaid          | Business Solutions           | 18-Mar     | 10-Jun   | Increase Business solutions        |      |      | 6    | 120  | 126  | 18   |
| AMC        | Postpaid          | Business Solutions cut       | 30-Mar     | 3-Jul    | Increase Business solutions        |      |      | 1    | 241  | 185  | 100  |
| VODAFONE   | Prepaid           | Rregjistrimi i klienteve cut | 30-Mar     | 16-Jun   | POS Registration                   |      |      | 8    | 648  | 576  | 324  |
| AMC        | Postpaid          | A.Karta Bonus                | 3-Apr      |          | New offer                          |      |      |      | 298  | 318  | 21   |
| AMC        | Prepaid           | Registration                 | 3-Apr      |          | Registration Campaign              |      |      |      | 127  |      |      |
| VODAFONE   | Lokal Sponsorshi  | Trailer (Kombetarja)         | 19-Apr     | 30-Jun   | Local Sport Sponsor                |      |      |      | 9    | 41   | 194  |
| VODAFONE   | Prepaid           | Super SMS                    | 19-Apr     | 3-Jun    | New offer solution                 |      |      |      | 609  | 546  | 16   |
| VODAFONE   | Global Sponsorshi | MCLaren-Formula 1            | 3-May      | 8-Aug    | Global Sport Sponsor               |      |      |      |      | 109  | 28   |
| AMC        | Prepaid           | New registration             | 10-May     | 1-Jun    | Registration Campaign              |      |      |      |      | 457  | 3    |
| AMC        | Sponsoring        | Moto Race                    | 13-May     | 31-May   | Sponsoring social, sport and music |      |      |      |      | 52   |      |
| VODAFONE   | Global Sponsorshi | MCLaren-Formula 1 cut        | 20-May     | 10-Aug   | Global Sport Sponsor               |      |      |      |      | 39   | 291  |
| AMC        | Prepaid           | June registration            | 2-Jun      | 3-Jun    | Registration Campaign              |      |      |      |      |      | 369  |
| AMC        | Prepaid           | 40 sms Falas                 | 5-Jun      |          | New offer                          |      |      |      |      |      | 168  |
| VODAFONE   | Prepaid           | W.Union & Vodafone           | 30-Jun     |          | POS Registration                   |      |      |      |      |      | 4    |
| AMC        | Prepaid           | July registration 24 sec     | 1-Jul      |          | Registration Campaign              |      |      |      |      |      |      |
| VODAFONE   | Prepaid           | 3000+200                     | 8-Jul      |          | New offer solution                 |      |      |      |      |      |      |
| VODAFONE   | Lokal Sponsorshi  | Fire prevention              | 20-Jul     | 27-Aug   | Social Responsibility              |      |      |      |      |      |      |