

DStv drops agency settlement discounts

DStv Media Sales has amended the settlement discount structure for media agencies that book advertising on DStv platforms in order to address any legal uncertainty regarding its compliance with the Competition Act, effective 1 May 2016.



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The previous structure – where media owners pay a 16.5% commission or early settlement discount to media agencies - is a long established practice in many parts of the world and has been in existence for considerable time, but is currently under investigation by the Competition Commission for allegedly contravening the Competition Act.

DStv Media Sales has been engaging with the Competition Commission with respect to its investigation and will continue to do so with a view to resolving this matter. To avoid any regulatory uncertainty and legal risk, and without any acknowledgement of wrongdoing, DStv Media Sales has revised its policies regarding agency settlement discounts as from 1 May 2016, and thereafter all rates will be published nett of any agency settlement discounts.

For more, visit: <https://www.bizcommunity.com>