

6.5.4 Territorial Price Change

If a message sender wishes to permanently change the price within one or more territories they have granted to the message recipient for a [Release](#) and its related content it shall issue a price change Deal for the territory with an open period starting on the date the price change should be applied. The message recipient shall apply the price change on the start date provided. A Deal covering the existing prices shall also be supplied with an end date equal to a day before the new price start date.

Note: if such a territorial price change is communicated on the date the new deal comes into effect, no "bridging" Deal needs to be communicated.