

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
BUREAU OF OUTREACH AND COMMUNICATION
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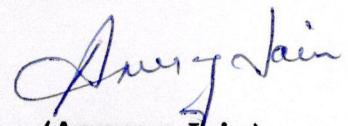
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Dated: 29.05.2019

Subject: Amendments in the Policy guidelines for the empanelment of Pvt. C&S TV channels and fixation of rates for Government advertisement by BOC.

In pursuance of Ministry of I&B's OM No M-24013/2/2018-MUC-I dated 22.03.2019 ***the Policy Guidelines for the empanelment of Pvt. C&S TV channels and fixation of rates for Government advertisement by BOC*** are hereby notified.

2. This issues with the approval of DG, BOC.



(Anurag Jain)

Deputy Director

Enclosed:

Policy Guidelines for Empanelment of Private C&S Channels and Fixation of Rates for Government advertisement by BOC.

POLICY GUIDELINES FOR EMPANELMENT OF PRIVATE C&S CHANNELS AND FIXATION OF RATES FOR GOVERNMENT ADVERTISEMENT BY BOC

1. BOC/NFDC shall be the nodal agency of the Government of India for release of advertisements/messages of Ministries/Departments and organizations of the Government of India for TV broadcasting in India. These policy guidelines supersede all other earlier guidelines for the empanelment of Private Cable and Satellite Television Channels with BOC and shall come into effect from the date on which the Government issues notification in this regard. However, the new rates as per the fresh guidelines for Pvt. C&S TV channels will come into effect as per clause 3(i).

2. The primary objective of empanelment of C&S channels and fixing their telecast/broadcast rates is to obtain the widest possible coverage of the intended content or message for the target audience in a cost effective manner. While releasing such advertisements, Nodal Agency does not take into account the political affiliation or editorial policies of TV Channels. However, Nodal Agency will not release advertisements to such Channels, which incite or tend to incite communal passion, preach violence, offend sovereignty and integrity of India or socially accepted norms of public decency and behavior. Since media planning for a campaign is done on the basis of publicity requirement and target audience for that campaign, the empanelment of a Channel would not guarantee assured business.

3. Empanelment of Private C&S TV channels with BOC for Government advertisements shall be governed by the following:

(a) Minimum Telecast Period - The minimum telecast period of 6 months of commercial broadcast with at least 17 hours telecast per day i.e. 6 AM to 11 PM shall be the criterion for a TV channel to be empanelled with BOC.

(b) BOC shall scrutinize the following documents, which a channel needs to submit at the time of application to ensure their authenticity:

(i) The Government permission to the channel/company for up-linking and down-linking and sufficient evidence of such operation.

(ii) A Certificate from a reputed agency that a channel is continuously on air. Further BOC would cross check the claim made by channel from EMMC and a report on continuous airing would be sought from EMMC by BOC every month.

(iii) The programme scheduling, i.e. Fixed Point Chart (FPC) for the previous 6 months from 6 AM to 11 PM, during which the channel operated.

(iv) A cancelled cheque with company name printed on it with Indian Financial System Code (IFSC) details for National Electronic Fund Transfer (NEFT)/ Electronic Clearing Service (ECS).

(v) A certificate from the Teleport operator through which the channel uplinks its programmes regarding the average time of operation of the channel.

(vi) Certificate duly signed by the Auditor/Company Secretary for the prescribed revenue details, latest profit and loss account, balance sheet, and actual tax payment including Goods & Service Tax for previous financial year and the amount of advertisement revenue generated by the channel during the previous financial year.

(vii) The channels shall either provide the documentary proof of Third Party Monitoring or give an undertaking that they would provide the Third Party Monitoring Reports (TPMR) along with physical bills.

(viii) A Demand Draft of Rs. 10,000/- in favour of PAO, BOC etc. as processing fee which would be non-refundable.

3. (c) The channel would be provisionally empanelled till the ratification by Panel Advisory Committee (PAC), if the channel fulfills all the criteria of empanelment mentioned in clause 3 (b). The assessment of BOC along with all details of applicants shall be placed before a Panel Advisory Committee (PAC) for a final decision. The Chairman of the PAC will be Principal DG/DG (BOC). The other members of the PAC will be Economic Advisor (I&B), ADG (BOC), Director (BOC) as Member Secretary and not more than three representatives from Industry.

3. (d) A channel, once empanelled shall remain on the panel of BOC for a period of 3 years. These channels shall be required to apply afresh only in the last year of their empanelment so that their empanelment continues without any break.

3. (e) De-Empanelment - In the event of change of nomenclature (name & logo etc.), company and group of the channel, the channel shall be duty bound to inform BOC in advance. If it is not done well in time and it comes to the notice of BOC, then the channel will be immediately suspended and thereafter necessary action will be initiated to disqualify the channel at least for a period of one year, so that it is not able to get any business from Government Ministries/Departments. In case of a Private C&S channel empanelled with BOC going off air, it will solely be the responsibility of the channel to bring it to the notice of BOC immediately.

3. (f) Empanelled Pvt. TV channels, who accept the terms and condition of BOC to disseminate information through advertisement shall be under contractual and social obligation to telecast BOC/NFDC advertisements. Hence, they cannot unilaterally drop Government spots. In case a channel utilizes less than 85% of the total FCT, allocated during a quarter (April-June, July-Sept., Oct.-Dec., Jan-Mar), the channel may be de-empanelled by BOC for a period of one year out of the total period of 10 years of empanelment. And, if it happens second time, then BOC should suspend the channel for the remaining period of empanelment.

3. (g) The list of channels empanelled by BOC shall be shared with NFDC. Neither BOC nor NFDC shall at any time operate from outside this approved list of channels. All orders of BOC for any channel regarding its eligibility/disqualification/ suspension etc. shall be binding on NFDC without exception at all times.

3. (h) Calendar for fresh empanelment as per these guidelines will be as follows:-

(i)	Issue of advertisement for inviting applications for empanelment by BOC	Within 2 weeks from the approval of guidelines
(ii)	Submission of application (online and physical) by channels	Within 3 weeks from date of issue of advisory by BOC
(iii)	Scrutiny of applications	Within 3 weeks from the last date of submission of applications
(iv)	PAC meeting	Within 3 weeks of scrutiny
(v)	Issue of offer of empanelment and rates	Within 2 weeks from finalization of recommendations by PAC meeting
(vi)	Acceptance of offer of empanelment by TV channels	Within 2 weeks from date of issue of offer letter
(vii)	Empanelment and New Rates becoming effective	Three weeks from date of issue of offer letter

3. (i) The new rates according to rate formula mentioned in para (4) (ii) below would be offered to the channels (already on panel and the channels which were on the panel of BOC till June 2017) after they furnish the following documents to BOC:

- The Government permission to the channel/company for Up-linking and Down-linking with sufficient validity.
- Continuous airing certificate from Teleport Operator for the last one year.
- Acceptance of the rate structure mentioned in policy guidelines for Pvt. C&S TV channel by the channel.
- Demand Draft of Rs. 10,000/- in favour of PAO, BOC etc. as processing fee which would be non-refundable.

3. (j) The empanelment window shall be opened once every month for channels seeking fresh empanelment. The channel should fulfill all the criteria mentioned in the Para 3 (b). Rate Structure for Govt. spot shall be governed by the following:

4. (i) Unit Rate - The unit rate (Gross rates) for Government Spot shall be for 10 second duration. Net rate would be derived after deduction of 15% agency commission.

(ii) Rate Formula:

A. Rate formula for News channel in different time bands:

I) There will be three time bands for News channels having reach above 2.5 crore (on the basis of BARC data of week 27-52, 2017 (or BARC data of week 27-52 of subsequent years as the case may be as decided by BOC from time to time), Target

Group: All India (Urban + Rural), NCCS All, 15 + Individual). The rate formula for such news channel is mentioned in the table below.

Time Band	Rate Formula (Gross Rate)
06AM-12NOON	$440+ \{(CPRP(45000)*TVR)\}$
12NOON-05PM	$440+ \{(CPRP(45000)*TVR)\}$
5PM- 11PM	$440+ \{(CPRP(45000)*TVR)\}$

II) There will be three time bands for News channels having reach less than 2.5 crore (on the basis of BARC data of week 27-52, 2017 (or BARC data of week 27-52 of subsequent years as the case may be as decided by BOC from time to time), Target Group: All India (Urban + Rural), NCCS All, 15 + Individual). The rate formula for such news channel is mentioned in the table below.

Time Band	Rate Formula (Gross Rate)
06AM-12NOON	$440+ \{(CPRP(30000)*TVR)\}$
12NOON-05PM	$440+ \{(CPRP(30000)*TVR)\}$
5PM- 11PM	$440+ \{(CPRP(30000)*TVR)\}$

III) There will be three time bands for National English News channels. Rate formula for English News channel for ***specific campaigns as determined by BOC*** (Top 5 English National News channels in terms of reach as per BARC data week 27-52, 2017 (or BARC data of week 27-52 of subsequent years as the case may be as decided by BOC from time to time), Target Group: All India (Urban + Rural), NCCS All, 15 + Individual). The rate formula for such channels for specific campaigns is mentioned below:

Time Band	Rate Formula (Gross Rate)
06AM-12NOON	$1000+ \{(CPRP(45000)*TVR)\}$
12NOON-05PM	$1000+ \{(CPRP(45000)*TVR)\}$
5 PM- 11 PM	$1000+ \{(CPRP(45000)*TVR)\}$

Note: For other campaigns the rate formula for top 5 National English News channels will be as mentioned in para 4 (ii) (A) (II) above.

IV) News channel should run at least 25% spots allotted to them for a given day between 7 PM to 10 PM.

V) There will be equal dispersion of the spots across all three time bands in case of the News channel.

B. Rate formula for GEC channels in different time bands:

i) There will be 6 time bands for GEC channels having reach above 5 crore (on the basis of BARC data week 27-52, 2017 (or BARC data of week 27-52 of subsequent years as the case may be as decided by BOC from time to time), Target Group: All India (Urban + Rural), NCCS All, 15 + Individual). The rate formula for such channels along with premium factor is as follows:

Time Band	Classification	Premium Factor	Rate Formula (Gross Rate)
7AM-9AM	Non Prime Time	*	$340+ \{(CPRP (45000)*TVR)\}$
9AM-12NOON	Non Prime Time	*	$340+ \{(CPRP (45000)*TVR)\}$
12NOON-7PM	Non Prime Time	*	$340+ \{(CPRP (45000)*TVR)\}$
7PM-8PM	Prime Time 2	1.15	$340+ \{(CPRP (45000)*TVR)*1.15\}$
8PM-10PM	Super Prime Time	1.3	$340+ \{(CPRP (45000)*TVR)*1.3\}$
10PM - 11PM	Prime Time 1	1.2	$340+ \{(CPRP (45000)*TVR)*1.2\}$

ii) There will be 6 time bands for the GEC channels having reach less than 5 crore (on the basis of BARC data week 27-52, 2017 (or BARC data of week 27-52 of subsequent years as the case may be as decided by BOC from time to time), Target Group: All India (Urban + Rural), NCCS All, 15 + Individual). The rate formula for such channels along with premium factor is as follows:

Time Band	Classification	Premium Factor	Rate Formula (Gross Rate)
7AM-9AM	Non Prime Time	*	$340+ \{(CPRP (30000)*TVR)\}$
9AM-12NOON	Non Prime Time	*	$340+ \{(CPRP (30000)*TVR)\}$
12NOON-7PM	Non Prime Time	*	$340+ \{(CPRP (30000)*TVR)\}$
7PM-8PM	Prime Time 2	1.15	$340+ \{(CPRP (30000)*TVR)*1.15\}$
8PM-10PM	Super Prime Time	1.3	$340+ \{(CPRP (30000)*TVR)*1.3\}$
10PM - 11PM	Prime Time 1	1.2	$340+ \{(CPRP (30000)*TVR)*1.2\}$

TVR is the average (weighted) as per BARC data for the period week 27-52 of 2017 (or BARC data of week 27-52 of subsequent years as the case may be, as decided by BOC from time to time) up to 4 decimal places without rounding off for the defined time bands in the Target Group: All India (Urban + Rural), NCCS All, 15 + Individual)

4 (C) Rate for Public Sector Units (PSUs):

Rates for Maharatna and Navratna PSUs will be 1.5 times of the rates mentioned above. Other PSUs will follow normal BOC rates.

4. (D) The policy guidelines will remain in force for a period of 3 years on completion of which M/o I&B may review them.

4.(E) The empanelment of the channels will be co-terminus with these policy guidelines.

4.(F) If a channel is not figuring in BARC viewership data of week 27-52 of a year as per which the rates have been determined then it would be offered the base rate (Gross rate) i.e. Rs. 340/- for GEC and Rs. 440/- for News Channels.

4.(iii) In case of advertisement of 15, 25, 35, 45 seconds or any other duration which is in multiple of 5 seconds, the same will be payable on proportionate basis.

4.(iv) The rate for cricket matches and Special Programmes will be determined as per the formula given in the Annexure to these guidelines. However, the rates shall be offered only for live cricket matches. Non-live cricket content, such as, repeat matches, highlights, cricket discussions etc., will not be offered BOC rates.

4.(v) In case of same match being telecast on DD National Channel as well as a Private C&S TV channel, the respective TVRs for offering rates to DD will have to be calculated on the basis of the matches featuring India (as per the Annexure) that were telecast on DD National as per the period mentioned in Annexure. The TVRs in the case of DD National Channel should pertain to "**Average (weighted) All India (Urban + Rural), NCCS All, 15 + Individual**". **For Pvt. C & S Channels, BARC Data TVR is the Average (weighted) Target Group: All India (Urban + Rural), NCCS All, 15 + Individuals.**

4.(vi) In case, the same match/series is being telecast by multiple private C&S channels, the TVRs shall be proportionately adjusted. Thus, if a match is being telecast on 2 private C&S Channels, the TVRs, calculated by the method explained above, shall be divided by 2 while calculating the rates.

4.(vii) There shall be no rate for ticker/scroll.

4.(viii) No rate has been fixed for sponsored programmes. However, BOC for any specific requirement will call for rates for a particular time band from the channels having similar TVRs in a given genre. The channel quoting the lowest CPRP may be offered the rate for telecasting the programme. A rate may only be offered provided BOC receives quotes from a minimum of four channels. The rate so fixed by DAVP shall apply to BOC as well as to NFDC.

4.(ix) There will be a group-wise ceiling on annual advertisement budget to channels as per detailed below:-

Numbers of channels held	Ceiling per Group/Company of annual advertisement budget
1	2%
2-6	8%
7-16	12%
>=17	15%

This will be subject to the rider that Pr. DG/DG: BOC/NFDC will ensure that all the channels get advertisements proportionate to viewer-ship unless otherwise specified.

4.(x) Out of the total annual budget allocation for Television Media Campaign, 40% shall be exclusively earmarked for regional channels. While finalizing media planning, it has to be ensured that bottom up approach is adopted, i.e., regional channels in that region should be first widely covered, followed by other mainstream channels.

4.(xi) Only such channels which have non zero TVR (up to 4 decimal) as per the latest 4 week BARC data relied to by BOC/NFDC for media planning may be included in the media plan so as to ensure the visibility of the campaigns.

5. As soon as requisition for release of advertisements are received from various Ministries/Departments, BOC/NFDC will prepare a suitable media plan, keeping in view the contents of message, the target audience and available funds after consideration of requirements of the client. Such media plan must conform to the guidelines in every detail. The guiding objective for preparation of media plan should be that Government advertisement/message not only reach maximum population, but also the population living in far flung and remote areas where the utility of Government message is high.

6. There shall be no departure permitted from the above guidelines irrespective of any specific requests or requisitions from any department. BOC/NFDC shall have no discretion in this regard.

7. BOC/NFDC shall take steps to ensure that payment for all TV spots is made only after sufficient third-party verification that the spots have been actually broadcast in the stipulated time band and for the stipulated duration.

8. The above guidelines will apply in toto to BOC and all duly Authorized Agencies (NFDC) of the Ministry of Information & Broadcasting.

9. BOC/NFDC may circulate these guidelines to all Departments and requisitioning agencies for information and careful compliance.

Annexure as referred to in clause 4 (iv) (v) and (vi) in Policy Guidelines for the Empanelment of Private C&S TV Channels for Government advertisements by BOC.

1. Rates for high viewership Live Cricket matches and GEC/Special programmes:

A. Cricket:

Following methodology should be used for calculation of telecast rates for a cricket match/ series /tournament in all formats to be telecast on Pvt. C&S channel and Doordarshan.

- i) Find out the average viewership of top 5 GECs channels for the period 27-52 week of the year (whose data has been used by BOC for calculations of rates) (based on BARC's TVR data up to 4 decimal places) for the time band 8 PM -10 PM for the Target Group of All India Markets (Urban + Rural) , NCCS All , 15 + Individual.
- ii) Find out the BARC's viewership of live cricket matches for last edition / Series/ Tournament of corresponding format/ series/ special tournaments or team or the past viewership of the special programs. If BARC's TVR data up to 4 decimal is not available then the TAM's data up to 4 decimal (TG: All Markets SEC 15 + All) for the viewership may be used for the respective tournament/series/format.
- iii) Find the ratio between S.N. (ii) and S.N. (i) (The comparison has to be between BARC to BARC or TAM to TAM viewership data as the case may be) (let this be called x)
- iv) In case the BARC's TVR data (up to 4 decimal) of the past cricket edition/ series/tournament is not available and the TAM data (up to 4 decimal) is to be used then the ratio has to be with average viewership of top 5 GECs for the period 27-52 week of 2015 (based on TAM data up to 4 decimal) for the time band 8 PM -10 PM for the Target Group: All Markets SEC 15 + All)
- v) The rate would be:

$$\{340 + [(30000 * \text{TVR of cricket match/ special tournament found in S. N. (ii)}) * x]\}$$

B. GEC special Programmes:

- I) Special rates would be offered to only such programmes which are classified as high viewership programmes if they fulfill the following conditions:
 - (i) The avg. TVR (up to 4 decimal) for last six months of the programme or last season of a program is twice the viewership in comparison to the avg. TVR (up to 4 decimal) of top 5 GEC channels for the week 27-52 of the year (whose data has been used by BOC for calculations of rates) (based on BARC data) for the time band 8 PM -10 PM for the Target Group of All India Markets (Urban + Rural), NCCS All , 15 + Individual.

(ii) If BARC data is not available for calculating average TVR of the last season of a program then the TAM data would be used for the calculation of average viewership for the last season of the program. The comparison in such a case would be between the average viewership of the last season of a program and avg. TVR of top 5 GEC channels for the week 27-52 TAM data of 2015 for which data is available for super prime time band (8 PM to 10 PM). The comparison has to be between BARC to BARC or TAM to TAM viewership data as the case may be).

(iii) If the programme is a new launch then the average TVR of the 8 weeks from the launch of the programme would be calculated and compared against the avg. TVR of top 5 GEC channels for the week 27-52 of the year (whose data has been used by BOC for calculations of rates) (based on BARC data up to 4 decimal) for the time band 8 PM -10 PM, TG: All India (Urban + Rural), NCCS All, 15 + Individual. If the viewership of this new launch programme is twice the avg TVR of the Top 5 GEC channels as mentioned above then it again qualifies for special rates.

II) To calculate the rates of high viewership program following methodology may be used for calculation:

(a) Find out the average TVR of top 5 GECs for the period 27-52 week of the year whose data is being used by BOC for calculation of rates (based on BARC data up to 4 decimal) for the time band 8 PM -10 PM for the All India (Urban + Rural), NCCS All, 15 + Individuals . If BARC data as mentioned at S.No. B (I) (i) for the last season is not available then follow the procedure recommended at S No B (I) (ii).

(b) Find out avg. TVR for last six months of the programme or last season of a program or eight weeks avg. TVR for new launch programme from the date of launch of the programmes classified as high viewership as determined by clause B (I) (ii) and B (I) (iii) as the case may be.

(c) Find the ratio between B (II) (b) and B (II) (a)(let this be called x and x should be 2 or greater than two to qualify for the special programme)

(d) The rate for special programme would be:

$$[340 + \{(30000 * \text{TVR of special program as found in S No B (II) (b)}) * x\}]$$
