

DD(AV)/Misc-TV Emp/2018
Government of India
Ministry of Information and Broadcasting

Dated: 25.01.2019

ADVISORY

Subject: Amendment in the "Policy Guidelines for the Empanelment of Pvt. C&S TV Channels and fixation of rates for Government Advertisements by BOC - 2017" - reg.

In pursuance of M/o I&B's OM no M-24013/2/142/2018-MUC-1 dated 25.01.2019 the "**Policy Guidelines for the Empanelment of Pvt. C&S TV Channels and fixation of rates for Government Advertisements by BOC - 2017**" have been amended as follows (the OM of M/o I&B is attached as Annexure):

A. RATE FORMULA FOR NEWS CHANNEL IN DIFFERENT TIME BANDS:

There will be three time bands for News channels. However, the News Channels will have differential rate on the basis of their reach. The rate formula for News channels having reach 2.5 crore and above and for those channels having reach less than 2.5 crore as well as Top 5 English channels (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) are as follows:

i. Rate for News Channels having reach 2.5 crore and above

Time Band	Recommended Rate Formula (Gross Rate)
6AM-12NOON	$440 + \{(CPRP(45000) * TVR)\}$
12NOON-5PM	$440 + \{(CPRP(45000) * TVR)\}$
5PM- 11PM	$440 + \{(CPRP(45000) * TVR)\}$

ii. Rate for News Channels having reach less than 2.5 crore

Time Band	Recommended Rate Formula (Gross Rate)
6AM-12NOON	$440 + \{(CPRP(30000) * TVR)\}$
12NOON-5PM	$440 + \{(CPRP(30000) * TVR)\}$
5PM- 11PM	$440 + \{(CPRP(30000) * TVR)\}$

iii. Rate for top five **National English News channels** (in terms of reach as per latest BARC data of week 27-52, 2017 or the subsequent years as the case may be) for **specific campaigns as determined by BOC:**

Time Band	Recommended Rate Formula (Gross Rate)
6AM-12NOON	$1000 + \{(CPRP(45000) * TVR)\}$
12NOON-5PM	$1000 + \{(CPRP(45000) * TVR)\}$
5 PM- 11 PM	$1000 + \{(CPRP(45000) * TVR)\}$

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For other campaigns the rate formula for top 5 National English News channels will be as mentioned in clause (ii) above.

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

There will be six time bands for GEC channels. However, the GEC Channels will have differential rate on the basis of their reach. The rate formula for GEC channels having reach of 5 crore and above and those 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) along with the premium factor is as follows:

- i. Rate for GEC Channels having reach 5 crore and above:

Time Band	Classification	Premium Factor	Recommended 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. Rate for GEC Channels having reach less than 5 crore:

Time Band	Classification	Premium Factor	Recommended 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	$340 + \{(CPRP (30000) * TVR) * 1.2\}$

Note: TVR for both News and GEC channels 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)

C. DIFFERENTIAL RATE FOR ADVERTISEMENTS BY PSUs: Rates for Maharatna and Navratna PSUs will be 1.5 times of the rates mentioned above. Other PSUs will follow normal BOC rates.

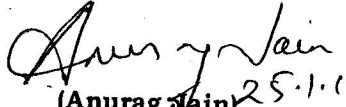
- D. **CURRENCY OF GUIDELINES:** The policy guidelines will remain in force for a period of 3 years from the date of notification by BOC or until further orders.
- E. **CURRENCY OF PANEL:** The empanelment of the channels will be co-terminus with these policy guidelines.
- F. **CHANNELS NOT FIGURING IN BARC VIEWERSHIP DATA ON THE BASIS OF WHICH RATES ARE DETERMINED:** 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. However, only such channels which have non zero TVR (up to 4 decimal) as per the latest 4 week BARC data shall be included in the media plan so as to ensure the visibility of the campaigns.
- G. **PROVISIONAL EMPANELMENT:** A channel would be provisionally empanelled till the ratification by Panel Advisory Committee (PAC), if the channel fulfills all the criteria of empanelment.

2. In accordance with the amendments mentioned above, it has been decided to offer rates as per the amended policy guidelines to the Private C&S channels already on BOC panel with immediate effect. BARC data to be used for rate calculation will be of week 27-52, 2017 upto 4 decimal places without rounding off for the defined time bands in the Target Group: All India (Urban + Rural), NCCS All, 15 + Individual). These channels are advised to convey approval to the amendment in policy guidelines mentioned above as well as to provide valid uplinking/downlinking certificate, continuous airing certificate from teleport operator and a Demand Draft of Rs 10,000/- drawn in favour of "PAO, BOC, etc".

3. The channels which were on BOC panel before the policy guidelines were amended in June 2017 but are not on BOC panel since then may also be empanelled subject to acceptance of the amendment in the policy guidelines and submission of valid uplinking/downlinking certificate, continuous airing certificate from teleport operator and a Demand Draft of Rs 10,000/- drawn in favour of "PAO, BOC, etc".

4. It is further stated that the channels which are not on BOC panel and were not on panel before the announcement of policy guidelines in June 2017 may apply for provisional empanelment as per clause G mentioned above, subject to submission of documents mentioned in para 3(b) of the policy guidelines of Private C&S channels announced in June 2017 which are available on BOC website (www.davp.nic.in). It may be noted that Demand Draft of Rs 10,000/- drawn in favour of "PAO, BOC, etc" must accompany the applications essentially without which the applications will be summarily rejected.

This issues with the approval of DG, BOC.


(Anurag Jain) 25.1.19
Deputy Director

No. M-24013/2/2018-MUC-1
Government of India
Ministry of Information and Broadcasting

Shastri Bhavan, New Delhi

Dated: 25 January, 2019

OFFICE MEMORANDUM

Subject: Amendment in the "Policy Guidelines for the Empanelment of Pvt. C&S TV Channels and fixation of rates for Government Advertisements by BOC - 2017" - reg.

Reference is invited to this Ministry's OM No. M-24013/142/2016-MUC dated 8.6.2017 conveying the approval of the Competent Authority on "**Policy Guidelines for the Empanelment of Pvt. C&S TV Channels and fixation of rates for Government Advertisements by BOC - 2017**" and subsequent OM of even number dated 31.8.2017 conveying amendments to the above policy. On the basis of recommendations of the Review Committee constituted on 25.7.2018, contained in its Report submitted on 01.01.2019, approval of the Competent Authority is hereby conveyed for the following amendments in the above said policy:-

A. RATE FORMULA FOR NEWS CHANNEL IN DIFFERENT TIME BANDS:

There will be three time bands for News channels. However, the News Channels will have differential rate on the basis of their reach. The rate formula for News channels having reach above 2.5 crore and less than 2.5 crore as well as Top 5 English channels (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) are as follows:

i. Rate for News Channels having reach above 2.5 crore

Time Band	Recommended Rate Formula (Gross Rate)
6AM-12NOON	$440 + \{(CPRP(45000) * TVR)\}$
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ii. Rate for News Channels having reach less than 2.5 crore

Time Band	Recommended Rate Formula (Gross Rate)
6AM-12NOON	$440 + \{(CPRP(30000) * TVR)\}$
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- ii. Rate for GEC Channels having reach less than 5 crore:

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G. PROVISIONAL EMPANELMENT: A channel would be provisionally empanelled till the ratification by Panel Advisory Committee (PAC), if the channel fulfills all the criteria of empanelment.

2. BOC is requested to take further necessary action in the matter. The amended policy may be uploaded in bilingual format on the official website of BOC.


(Amarendra Singh)
Under Secretary
☎: 2338 4853

To,

Bureau of Outreach and Communication:
(Kind Attn.: Sh. Satyendra Prakash, DG, BOC)
Soochna Bhawan, New Delhi.