

File No. 22204/2/2012-AV (Part-2)
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
Soochna Bhawan, Phase-V, C.G.O. Complex, New Delhi – 110003

Dated: 31/08/2017

Subject: Amendment to the Policy Guidelines for the Empanelment of Private C&S TV Channels and fixation of rates for Government advertisements by DAVP notified on 09.06.2017-reg.

In pursuance of M/o I&B's OM No M-24013/142/2016-MUC dated 31.08.2017 (copy enclosed as **Annexure-A**), the Policy Guidelines for the Empanelment of Private C&S TV Channels and fixation of rates for Government advertisements by DAVP notified on 09.06.2017 is hereby amended as below:

(i): The existing Para 4 (ii) (E) of the policy guidelines stands deleted and replaced with the following formulation:

"If a channel does not figure in BARC viewership data of week 1-26 of 2016 or in the zone of consideration as per latest week 1-26 data of BARC adopted by DAVP for calculation of rates, then the channel will be not be considered for DAVP empanelment".

(ii): A new clause 4 (xi) is inserted in the policy guidelines, which reads as under:

"If a channel has zero TVR as per 4 weekly average BARC data in consideration for media planning for the time period 6AM to 11 PM, it will not qualify to get advertisements from DAVP".

2. The channels which were not figuring in BARC's viewership data of week 1-26 of 2016 and which had been offered rates vide DAVP's advisory no. 22204/2/2012-AV (Part-5) dated 25.07.2017 are hereby requested to note that the rates offered to them vide the said advisory stand withdrawn with immediate effect.

3. This issues with the approval of the DG:DAVP.


31/08/2017

Rituraj

Deputy Director (AV)

Enclosure: Annexure-A

Annexure - A

No. M-24013/142/2016-MUC

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

Shastri Bhawan, New Delhi, dated 31 August, 2017

OFFICE MEMORANDUM

Subject: Guidelines for Empanelment and rate fixation of Pvt. C&S Channels - reg.

The undersigned is directed to refer to this Ministry's earlier OMs of even number dated 8th June, 2017 and 20th June, 2017 conveying the approval of this Ministry on the guidelines for Empanelment and fixation of rates for Government Advertisements by DAVP - 2017.

2. In this regard, it is to inform that the above policy has further been examined and the following are decided:

(i) Existing para 4 (E) of the Policy may be deleted and replaced with the following formulation:

"If a channel does not figure in BARC viewership data of week 1-26 of 2016 or in the zone of consideration as per latest week 1-26 data of BARC adopted by DAVP for calculation of rates, then the channel will not be considered for DAVP empanelment".

(ii) A new Clause 4 (xi) be inserted, which reads as under:

"If a Channel has zero TVR as per 4 weekly average BARC data in consideration for media planning for the time period 6 AM to 11 PM, it will not qualify to get advertisements from DAVP."

3. DAVP, is therefore, requested to take necessary action in pursuance to the above decision of this Ministry.

4. This issues with the approval of the Competent Authority.

UNDER SECRETARY TO THE GOVERNMENT OF INDIA

TELE: 2338 5795

To,
Directorate of Advertising and Visual Publicity (DAVP),
(Kind Attention to: Ms. Esther Kar, Director General),
Soohna Bhawan, Lodhi Road,
New Delhi.

Vijay Kaushtik
(Vijay Kaushtik)