

**Ministry of Information and Broadcasting**  
(Media Unit Cell)

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**Subject: Policy Guidelines for empanelment of Private C&S TV channels for Government Advertisements by DAVP -reg.**

In continuance of this Ministry's I.D. of even number dated 14.5.2012 and 5.9.2012 (Copies enclosed), the following modifications in the existing 'Policy Guidelines for empanelment of Private C&S TV channels for Government Advertisements by DAVP', have been approved by the Competent Authority in this Ministry:

- (i) The existing three time bands for the English/Hindi/Regional News Channels and Business Channels have been revised as under:
    - (a) 06:00 hrs to 11:59 hrs instead of 07:00 hrs to 11:59 hrs
    - (b) 12:00 hrs to 16:59 hrs instead of 17:59 hrs
    - (c) 17:00 hrs to 22:59 hrs instead of 18:00 hrs to 22:00 hrs
  - (ii) All the spots on the channels may be displayed on dispersion basis of one third spots on each time band.
  - (iii) At least three spots may be displayed in 8, 9 and 10 P.M. time bands.
  - (iv) The rates of September, 2012 offered by DAVP will apply for release of AV spots.
2. DAVP is accordingly requested to take further necessary action in the matter.
  3. The modified policy may be uploaded in bilingual on the official website of DAVP.
  4. The above modifications are applicable with effect from 9.5.2013

*Shailish*  
o/c (Shailesh Gautam)  
Under Secretary (MUC)  
Tele No: 2338 4853

**Encl: As above.**

DAVP (Shri G. Mohanty, Director General)

**Min. of I&B I.D. No.1/2/2010-MUC (Pt.-2) dated 12.6.2013**

Copy for information to:

1. PS to MSIB(I/C)
2. PPS to Secretary (I&B)/AS&FA
3. PPS to JS(P&A) / JS(B-1) / JS(B-2) / JS(Films) / Economic Advisor (M/o I&B)
4. PS to Director (IIS)/Director (Finance)

*M. Mohanty*  
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12

Most Immediate

*Ministry of Information & Broadcasting*  
( MEDIA UNIT CELL )

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Subject:- Policy Guidelines for empanelment of Private C&S TV channels for Government Advertisements by DAVP and other duly Authorized Agencies of the Ministry of Information & Broadcasting.

Reference this Ministry's I.D. of even number dated 14<sup>th</sup> May, 2012 on the subject mentioned above.

2. This Ministry has received various representations from a number of Associations/Groups/Channels on the new policy guidelines for empanelment of private C&S channels issued on 14/5/2012. The issues raised in the representations have been examined and it has been decided with the approval of the competent authority to amend clause No. 3(b)(ii), 3 (f), 4(ii) and 4(xii) of the above-mentioned guidelines, as mentioned below:-

3(b) (ii) A Certificate by either EMMC or any other reputed agency that a channel is continuously on air. In the alternative, channels may submit WPC Operational license to certify that they are continuously on air and in addition, NOCC, a Government body under Deptt. of Telecom for Network Operations & Control may be asked to certify/confirm continuity of a channel.

3(f) Empanelled Pvt. TV channels, who accept the terms and condition of DAVP to disseminate information through advertisement, shall be under contractual and social obligation to telecast DAVP/Authorized Agency 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 DAVP for a period of one year out of the total period of 3 years of empanelment. And, if it happens second time, then DAVP should suspend the channel for the remaining period of empanelment.

4(ii) Time Bands - There shall be six time bands - i.e. 7 AM to 9 AM, 9 AM to 12 Noon, 12 Noon to 7 PM, 7 PM to 8 PM, 8 PM to 10 PM and 10 PM to 11 PM. However, there will be 3 time-bands for news channels i.e. 7 AM to 12 Noon, 12 Noon to 6 PM and 6 PM to 11 PM. DG, DAVP will ensure that there is no back to back bunching of spots and

(14)

advertisements are distributed evenly throughout the time-bands and Government advertisements will not be shown after 10.30 PM.

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

Number of channels held	Ceiling per Group/ Company of Annual Ad. Budget
1	2%
2-6	8%
7-16	12%
≥17	15%
Total:	

This will be subject to the rider that DG, DAVP will ensure that all the channels get advertisements proportionate to viewer-ship unless otherwise specified.

Further, DAVP may use latest TVRs, i.e. from the 1<sup>st</sup> week of 2012 to the 26<sup>th</sup> week of 2012 for calculating the TVRs for awarding the rates, for 2012-13.

3. DAVP is accordingly requested to take further necessary action in the matter.
4. The amended policy may be uploaded in bilingual on the official website of DAVP.

( Shailish Gautam )  
Under Secretary(MUC)  
Tel. No. 2338 4853

Encl.: -As above.

DAVP( Shri A.P. F. Noronha, DG)  
M/o I&B I.D.No.1/2/2010-MUC dated 5/9/2012

Copy for information to:-

1. PS/HMIB
2. PPS to Secretary(I&B)/Addl. Secretary(I&B)/AS&FA, M/o I&B
3. PS to JS(P&A)/JS(B)/JS(Films)/Economic Advisor, M/o I&B
4. PS to Director(IP)/Director(Finance).

(13)

Most Immediate

Ministry of Information & Broadcasting  
( MEDIA UNIT CELL )

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Subject:- Policy Guidelines for empanelment of Private C&S TV channels for Government Advertisements by DAVP and other duly Authorized Agencies of the Ministry of Information & Broadcasting.

Reference Report of the Empanelment Advisory Committee (EAC) on Empanelment of Pvt. C&S TV channels with DAVP and fixation of rates for release of Government spots through them.

The Report of the EAC was considered by the Ministry and a fair typed copy of the above-mentioned Policy Guidelines, as approved by the Competent Authority in the Ministry, is enclosed herewith.

DAVP is accordingly requested to take further necessary action in the matter.

The policy may also be uploaded in bilingual on the official website of DAVP.

(Sham Lal)

Under Secretary(MUC)  
Tel. No. 2338 5795

Encl:-As above.

DAVP/ Shri A.P. F. Noronha, DG)

M/o I&B L.D.No.1/2/2010-MUC dated 14/5/2012

Copy for information to:-

PS/HMIB

PPS to Secretary(I&B)/Addl. Secretary(I&B)/AS&FA, M/o I&B  
PS to JS(P&A)/JS(B)/JS(Films)/Economic Advisor, M/o I&B  
PS to Director(IP)/Director(Finance):

POLICY GUIDELINES FOR EMPANELMENT OF PRIVATE C&S TV CHANNELS FOR GOVERNMENT ADVERTISEMENTS BY DAVP AND OTHER DULY AUTHORISED AGENCIES OF THE MINISTRY OF I&B.

1. DAVP shall be the nodal agency for release of advertisements/messages of Ministries/Departments and organizations of the Govt. of India for TV broadcasting in India.

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, DAVP does not take into account the political affiliation or editorial policies of TV Channels. However, DAVP 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 DAVP for Government advertisements: shall be governed by the following:

a) Minimum Telecast Period - The minimum telecast period of one year of commercial broadcast with at least 16 hours telecast per day i.e. 7 AM to 11 PM shall be the criterion for a TV channel to be empanelled with DAVP.

b) DAVP 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 company for up-linking and down-linking and sufficient evidence of such operation;

ii) A certificate by either EMMC or any other reputed agency that a channel is continuously in air.

239 (11)

- iii) The programme scheduling, i.e. Fixed Point Chart (FPC) for the previous 12 months from 7 AM to 11 PM, during which the companies 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) Certificate duly signed by the Auditor/Company Secretary for the prescribed revenue details, latest profit and loss account, balance sheet, and actual tax payment for the previous 12 months.
  - vi) A certificate from the Teleport operator through which the channel uplinks its programmes regarding the average time of operation of the channel.
  - vii) Certificate duly signed by the Auditor/Company Secretary for the prescribed revenue details, latest profit & loss accounts, balance sheet and actual tax payment including service tax for previous financial year and the amount of advertisement revenue generated by the channel during the previous financial year.
- c) The assessment of DAVP 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 DG:DAVP. The other members of the PAC will be Economic Advisor(I&B), three representatives from the Broadcasting Industry Bodies and Director (AV), DAVP as Member Secretary.
- d) A channel, once empanelled shall remain on the panel of DAVP for a period of three years. These channels shall be required to apply afresh only in the last year of their empanelment in response to DAVP's advertisement so that their empanelment continues without any break.
- e) De-Empanelment - In the event of change of nomenclature of the channel, the channel shall be duty bound to inform DAVP in advance. If it is not done well in time and it comes to the notice of DAVP, then the channel will be immediately suspended and thereafter necessary action will be initiated to disqualify the channel at-least for a period of

23/10

one year, so that it is not able to get any business from Government Ministries/Departments.

f) Empanelled Pvt. TV channels, who accept the terms and condition of DAVP to disseminate information through advertisement, shall be under contractual and social obligation to telecast DAVP/Authorised Agency advertisements. Hence, they cannot unilaterally drop Government spots. Thus, a channel's empanelment can be suspended for a period of one year if the channel deviates from its obligation of running a Govt. spot after having accepted the same. Such suspension may be done without any prior notice to the channel.

g) The list of channels empanelled by DAVP shall be circulated to all Authorized Agencies (AA) by DAVP. Neither DAVP nor any AA shall at any time operate from outside this approved list of channels. All orders of DAVP for any channel regarding its eligibility/disqualification/ suspension etc. shall be binding on all AAs without demur or exception at all times.

h) Calendar for Empanelment - the calendar for empanelment will be as under:-

(i)	Issue of Advertisement for inviting applications for empanelment by DAVP	On 1 <sup>st</sup> December
(ii)	Submission of Application by Channels	Latest by 31 <sup>st</sup> December
(iii)	Scrutiny of Applications	By or before 15 <sup>th</sup> February
(iv)	Issue of Offer of Empanelment.	By or before 1 <sup>st</sup> March
(v)	Acceptance of Offer of Empanelment by TV Channels	Latest by 25 <sup>th</sup> March
(vi)	Empanelment becoming effective	Within seven days of communication of acceptance of offer by the channel.

For empanelment of channels for the current year, it is stated that the procedure/process for empanelment may be started within 15 days of the approval of the above-mentioned guidelines.

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(239) 9

i) A regional channel, satisfying the criterion for empanelment at any point of time in the year, can apply to DAVP for empanelment without waiting for the annual schedule, and, DAVP, after scrutinizing the applications and verification of laid down criteria may include the channel in the panel.

4. Rate Structure for Govt. spot shall be governed by the following:

i) Unit Rate - The unit rate for Government Spot shall be for 10 second duration.

ii) Time Bands - There shall be six time bands - i.e. 7 AM to 9 AM, 9 AM to 12 Noon, 12 Noon to 7 PM, 7 PM to 8 PM, 8 PM to 10 PM and 10 PM to 11 PM.

iii) The following formula will be used for determination of the rate for 10 second Government spot:

$$R_{(xij)} = a + \{CPRP \times TVR_{(xij)}\}$$

Where:

$R_{(xij)}$  = Rate in Rs. Per 10 second Government spot for  $X_i$  channel at time band  $j$

$a$  = A constant represented in Rs. term.

CPRP = Cost per Rating Point ie represented in Rs. term for 1% TVR for a channel

$TVR_{(xij)}$  = TVR for  $x_i$  channel at  $j$  time band calculated based upon TAM Media data for the period from 27<sup>th</sup> week to 52<sup>nd</sup> week of previous year

iv) 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.

v) Rs.23000/- shall be adopted as CPRP i.e., cost per one percent rating point and Rs.150/- as constant (a) to calculate the rates in terms of the above formula.

vi) For second year and third year, increase of CPRP and constant element shall be done with the prior approval of the Ministry.



222/8

vii) The rate for cricket matches 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 DAVP rates.

viii) 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 table in the Annexure) that were telecast on DD National in the two years prior to commencement of the matches/series in consideration. However, the TVRs in the case of DD National Channel should pertain to "All 15 years+ Homes" and not just "C&S 15+ Homes".

ix) 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.

x) There shall be no rate for ticker/scroll, as running of scrolls etc. using lower part of the screen apparently contravenes the Rule 10 of the Cable Television Network Rules 1994.

xi) No rate has been fixed for sponsored programmes. However, DAVP 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 DAVP receives quotes from a minimum of four channels. The rate so fixed by DAVP shall apply to DAVP as well as to all AAs.

xii) There shall be a ceiling of 2% on allocation of annual advertisement budget for Groups/Companies owning 1 to 3 channels and 5% for Groups/Companies owning 4 or more channels. This provision shall be scrupulously adhered to by DAVP and the AAs.

xiii) 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.

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5. As soon as requisition for release of advertisements are received from various Ministries/Departments, DAVP/AA 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. DAVP/AA shall have no discretion in this regard.

7. DAVP/AA 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 DAVP and all duly Authorized Agencies (AAs) of the Ministry of Information & Broadcasting.

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

10. The Ministry of Information & Broadcasting reserves the right to review any part of the above-guidelines at any point of time keeping in view the public interest and the interest of the Government.

*Sham Lal*

(6) 24

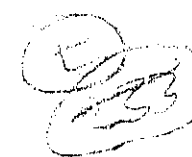
ANNEXURE

**Rate Fixation for International Cricket Matches featuring Indian (Men's) Team**

*(Rates to be offered only if the Matches are played in India)*

Match category	Recommended Rate
Tests/ ODIs /T-20 matches, held in India, in which India is playing against Australia or England or South Africa or Pakistan	<p>Rate per 10 seconds = CPRP of the year (i.e. Rs. 23000/-) X Average TVR of all the Test/ODIs/T-20 matches played by India against Australia, England, South Africa and Pakistan.</p> <p>For calculation of average TVR all matches (of the respective format) that India played against all the above four teams in the last 2 years, prior to the commencement of the series for which rates are to be offered, will be considered. All the Test/ ODI/ T20 matches should be considered for TVR calculation, whether played in India or abroad. However, the TVRs of special tournaments, such as, ODI World Cup, and T20 World Cup would be excluded while calculating average TVR.</p> <p>For offering rate to a C&amp;S TV channel for such matches, the TVRs so calculated should pertain to the matches telecast (in the past 2 years) on a private C&amp;S channel for C&amp;S 15 years + Target Group. Thus TVRs of matches telecast on DD should not be included while calculating such TVRs.</p>
Tests/ ODIs /T-20 matches, held in India, in which India is playing against Sri Lanka or West Indies or New Zealand or Bangladesh	<p>Rate per 10 seconds = CPRP of the year (i.e. Rs. 23000/-) X Average TVR of all the Test /ODIs/T-20 matches played by India against Sri Lanka or West Indies or New Zealand or Bangladesh.</p> <p>For calculation of average TVR, all matches (of the respective format) that India played against all the above four teams in the last 2 years, prior to the commencement of the series for which rates are to be offered, will be considered. All the Test / ODI/ T20 matches should be considered for TVR calculation, whether played in India or abroad. However, the TVRs of</p>

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	<p>special tournaments, such as, ODI World Cup, and T20 World Cup would be excluded while calculating average TVR.</p> <p>For offering rate to a C&amp;S TV channel for such matches, the TVRs so calculated should pertain to the matches telecast (in the past 2 years) on a private C&amp;S channel for C&amp;S 15 years + Target Group. Thus TVRs of matches telecast on DD should not be included while calculating such TVRs</p>
Tests/ ODIs /T-20 matches, held in India, in which India is playing against any other team apart from the eight teams covered above	No Rate is Recommended. These matches are held infrequently and it would be difficult to arrive at a rate for such matches.

#### Illustration (Hypothetical)

##### Remarks

Test Series between India & New Zealand from October 1, 2011	Rate = Rs. 23000/- X Average TVR (Live matches only) of all Test matches that India played against all the Teams i.e. New Zealand, West Indies, Bangladesh & Sri Lanka, in the last 2 years prior to October 1, 2011. All matches whether played in India or abroad to be included for calculation of TVR.	Rate may be offered based on the TAM Sports data which may be subscribed by DAVP  The average TVRs so calculated should be the simple average of the TVRs of different matches irrespective of possible differences in the TAM Universe in different years.
ODI Series between India & Australia from	Rate = Rs. 23000/- X Average TVR (Live matches only) of all ODI matches that India played against all the Teams i.e. Australia,	Rate may be offered based on the TAM Sports data which may be subscribed by DAVP.

*Sham Lal*

4  
232

September 1, 2012.	England, South Africa, Pakistan in the last 2 years prior to September 1, 2012. All matches whether played in India or abroad to be included for calculation of TVR.	The average TVRs so calculated should be the simple average of the TVRs of different matches irrespective of possible differences in the TAM Universe in different years.
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