

अशासनापत्रा सं०.....

D.O. No.....



विज्ञापन और दृश्य प्रचार निदेशालय  
DIRECTORATE OF ADVERTISING  
& VISUAL PUBLICITY  
सूचना एवं प्रसारण मंत्रालय  
Ministry of Information & Broadcasting  
भारत सरकार

Government of India  
फेज-IV, सूचना भवन, सी.जी.ओ. कॉम्पलेक्स  
लोधी रोड, नई दिल्ली-110003  
Phase-IV, Soochna Bhawan, C.G.O. Complex,  
Lodhi Road, New Delhi-110003

दिनांक / Dated.....

Date: 09.06.2017

File No. 22204/2/2012-AV(Part-2)

**Subject: Finalization of 'Policy Guidelines for the Empanelment of Private C&S TV channels and Fixation of Rates for Government Advertisement by DAVP-2017'-reg.**

In pursuance of M/o I&B's OM No. M-24013/142/2016-MUC dated 08.06.2017 the *Policy Guidelines for the Empanelment of Private C&S TV channels and Fixation of Rates for Government Advertisement by DAVP-2017* are hereby notified. The Policy Guidelines may be found as **Annexure-A**.

2. Attention is invited to clause 3(i) of the policy guidelines, which are enclosed and which states that, 'The new rates according to rate formula mentioned in para 4 below would be offered to already empanelled Pvt. C&S TV channels **on an interim basis, after they furnish the following documents to DAVP**':

- I) *The Government permission to the channel/company for up-linking and down-linking with sufficient validity.*
- II) *Continuous Airing Certificate from Teleport Operator for the last one year.*
- III) *Acceptance of the new policy guidelines for Pvt. C&S TV channel by the channel.*

3. All the empanelled C&S TV channels are requested to submit above mentioned documents on or **before 21<sup>st</sup> June, 2017** to avail the interim rates. If any channel (or channels) fail(s) to submit the above mentioned documents within stipulated time period, that channel will not be considered for interim rates and Government advertisement. Their empanelment with DAVP would also stand cancelled. The address for correspondence is as follows:

**Postal address:**


**Anurag Jain, Deputy Director (AV),  
Room No 278, 2<sup>nd</sup> Floor, DAVP,  
Soochna Bhawan, CGO Complex,  
Lodhi Road, New Delhi- 110003**

by

Landline No. 011-24369577 / 24369540

E-mail id: [ddavdavp@gmail.com](mailto:ddavdavp@gmail.com)

4. Once already empanelled Pvt. C&S TV channels submit the above mentioned documents, DAVP would notify the fresh rates on an interim basis. The interim rates would come into effect from 1<sup>st</sup> July, 2017. **The new rates on interim basis would be applicable till the time DAVP notifies new panel of Pvt. C&S TV channels. The empanelment on interim basis would stand annulled from the date on which DAVP notifies new panel of Pvt. C&S TV channels.**
5. Further, all the empanelled channels would be required to apply afresh once the window for fresh empanelment is opened by the DAVP as per the calendar mentioned in the clause 3(h) of the policy guidelines. The channels are advised to note this carefully and check DAVP's website from time to time.
6. This issues with the approval of Pr. DG, DAVP.

  
(RC Joshi)  
Director (AV)

**Enclosure: Annexure-A**



No. M-24013/142/2016-MUC  
GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING

Shastri Bhawan, New Delhi, dated ...<sup>8<sup>th</sup></sup> June, 2017

OFFICE MEMORANDUM

**Subject:** Finalisation of 'Policy Guidelines for the Empanelment of Private C&S TV Channels and fixation of rates for Government advertisements by DAVP' - 2017 - reg.

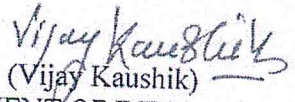
The undersigned is directed to refer to DAVP's ID no. 22204/2/2012-AV(Part 2) dated 12.5.2017, on the subject cited above.

2. In this regard, it is to inform that the 'Policy Guidelines for the Empanelment of Private C&S TV Channels and fixation of rates for Government advertisements by DAVP' -2017, has been approved by this Ministry. A copy of the approved policy is forwarded herewith to DAVP and NFDC for taking necessary action. The policy will be implemented w.e.f. 1<sup>st</sup> July, 2017.

3. The guidelines may accordingly be uploaded bilingually (i.e. in English and Hindi) in the official website of DAVP.

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

Encl: As above.

  
(Vijay Kaushik)  
UNDER SECRETARY TO THE GOVERNMENT OF INDIA  
TELE: 2338 5795

To,

1. Directorate of Advertising and Visual Publicity (DAVP),  
(Kind Attention to: Shri K. Ganesan, Principal Director General),  
Soochna Bhawan, Lodhi Road,  
New Delhi.

2. NFDC

(Kind attention to: Ms. Neena Lath Gupta, Managing Director),  
6<sup>th</sup> Floor, Discovery of India Building, Nehru Centre, Dr. Annie Besant Road, Worli, Mumbai-  
400018, Maharashtra.

Copy for information and necessary action to:

1. Shri Satyendra Prakash, ADG, DAVP.
2. Shri L. Madhu Nag, Director (AV), DAVP.

Copy also for information to:

1. PS to HMIB.
2. PS to HMOSIB.
3. PPS to Secretary (I&B).
4. PPS to AS&FA.
5. PPS to JS (P&A)/JS (B-1)/JS (B-2).
6. PS to Senior Economic Advisor (M/o I&B).
7. US (F-PSU Desk)



**Policy Guidelines for the Empanelment of Private C&S TV Channels and fixation of rates for Government advertisements by DAVP - 2017**

1. DAVP/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 DAVP 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 DAVP 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 C&S 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 channel/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 on air. Alternatively, channels may submit WPC Operational license to certify that they are continuously on air and in addition, NOCC, a Government body under Department of Telecom for Network Operations & Control may be asked to certify/confirm continuity of a channel.
    - 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 & 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.
- 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 Accounts Officer, DAVP as processing fee which would be non-refundable.
- 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 Principal DG:DAVP. The other members of the PAC will be Economic Advisor (I&B), *ADG DAVP*, not more than three representatives from Industry and Director, DAVP as Member Secretary.
- d) A channel, once empanelled shall remain on the panel of DAVP for a period of 10 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 (name & logo etc.) 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 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 DAVP going off air, it will solely be the responsibility of the channel to bring it to the notice of DAVP immediately.
- 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/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 DAVP for a period of one year out of the total period of 10 years of empanelment. And, if it happens second time, then DAVP should suspend the channel for the remaining period of empanelment.
- g) The list of channels empanelled by DAVP shall be shared with NFDC. Neither DAVP nor NFDC 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 NFDC without exception at all times.



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

(i)	Issue of advertisement for inviting applications for empanelment by DAVP	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 DAVP
(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

i) The new rates according to rate formula mentioned in para 4 (iii) below would be offered to already empanelled channels on an interim basis, after they furnish the following documents to DAVP:

- 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 new policy guidelines for Pvt. C&S TV channel by the channel.

Once the already empanelled channels submit the above mentioned documents, DAVP would notify the fresh rates on an interim basis. The new rates on interim basis would be applicable till the time DAVP notifies new panel of Private C&S channels as per the calendar mentioned in the table above. Empanelment on interim basis would stand annulled from the date on which DAVP notifies new panel of Private C&S channels.

j) The empanelment window shall be opened once every year for National channels and once every month for Regional channels. The channels seeking empanelment should fulfill all the criteria mentioned in the Para 3 (b). The window for empanelment of National channels annually would be as follows:



(i)	Window to be opened for online application	1 <sup>st</sup> to 7 <sup>th</sup> April of every year
(ii)	Submission of documents	Within 2 weeks from last date of online submission
(iii)	Scrutiny of applications	By 30 <sup>th</sup> April
(iv)	PAC meeting	By 15 <sup>th</sup> May
(v)	Issue of offer of empanelment and rates	Within 1 week from date of PAC meeting
(vi)	Acceptance of offer of empanelment by TV channels	Within 1 week from date of issue of offer letter
(vii)	Empanelment becoming effective	From 1 <sup>st</sup> June

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

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:

There will be five time bands for News channel. The rate formula for the five time bands for news channel with applicable premium factor is mentioned in the table below.

TIME BAND	CLASSIFICATION	PREMIUM FACTOR	RECOMMENDED RATE FORMULA
06AM-12NOON	NON PRIME TIME	*	$350 + \{(CPRP(30000) * TVR)\}$
12NOON-05PM	MID PRIME TIME	1.2	$350 + \{(CPRP(30000) * TVR) * 1.2\}$
05PM-07PM	NON PRIME TIME	*	$350 + \{(CPRP(30000) * TVR)\}$
07PM-10PM	SUPER PRIME TIME	1.3	$350 + \{(CPRP(30000) * TVR) * 1.3\}$
10PM-11PM	PRIME TIME 1	1.2	$350 + \{(CPRP(30000) * TVR) * 1.2\}$

# TVR is the Average (weighted) as per BARC Data for the period week 1-26 of 2016 up to 4 decimal places without rounding off for the defined time bands in the Target Group: All India (Urban + Rural), NCCS All, 15 + Individuals

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

There will be six time bands for GECs. The rate formula for the six time bands for GEC channel with applicable premium factor is mentioned in the table below.



TIME BAND	CLASSIFICATION	PREMIUM FACTOR	RECOMMENDED RATE FORMULA
7AM-9AM	NON PRIME TIME	*	240+{(CPRP (30000)*TVR)}
9AM-12NOON	NON PRIME TIME	*	240+{(CPRP (30000)*TVR)}
12NOON-7PM	NON PRIME TIME	*	240+{(CPRP (30000)*TVR)}
7PM-8PM	PRIME TIME 2	1.15	240+{(CPRP (30000)*TVR)*1.15}
8PM-10PM	SUPER PRIME TIME	1.3	240+{(CPRP (30000)*TVR)*1.3}
10PM 11PM	PRIME TIME 1	1.2	240+{(CPRP (30000)*TVR)*1.2}

# TVR is the Average (weighted) as per BARC Data for the period week 1-26 of 2016 up to 4 decimal places without rounding off for the defined time bands in the Target Group: All India (Urban + Rural), NCCS All, 15 + Individuals

C. The rates would be applicable till December 2018 and Ministry of I & B may take a view on review of the policy and the rate structure to be adopted after December 2018 at an appropriate date.

D. For New channels which have qualified the eligibility criterion for DAVP empanelment and are seeking empanelment after the implementation of the policy guidelines the rates will be decided on the basis of the BARC ratings of week 1-26 preceding the empanelment. The Validity of the rates of the channels subsequently announced will be coterminous with the initial panel announced after the announcement of the new Policy guidelines.

E. If a channel is not figuring in BARC viewership data of week 1-26 of 2016 or zone of consideration for week 1 – 26 of subsequent years for later empanelment then it would be offered the base rate ( Gross) i.e. Rs 240/- for GEC and Rs 350/- for News Channels.

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.

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 DAVP rates.

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.

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.



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

viii) 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 NFDC.

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: DAVP/NFDC will ensure that all the channels get advertisements proportionate to viewer-ship unless otherwise specified.

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.*

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

7. DAVP/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 telecast in the stipulated time band and for the stipulated duration.

8. The above guidelines will apply in toto to DAVP and NFDC.

9. DAVP 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.

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

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 1-26 week of 2016 (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 1-26 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 proposed rate would be:  
 $\{240 + [(30000 * TVR \text{ of cricket match/ special tournament found in S. N. (ii)} * x)\}$

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 1-26 of 2016 (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 1-26 TAM data of 2015 for which data is available for super prime time band (8PM 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 1-26 of 2016 (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 1-26 week of 2016 (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 recommended rate for special programme would be:

$$[240 + \{(30000 * \text{TVR of special program as found in SNB (II) (b)} * x\}]$$

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