

## **ELECTRONIC MEDIA ADVERTISEMENT POLICY OF THE GOVERNMENT OF INDIA**

1. DAVP is the nodal agency for release of message through TV & Radio spots/jingles/programmes etc. for Ministries/Departments and organizations of the Govt. of India.

2. The primary objective of empanelment of 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 advertisement spots/jingles etc. DAVP does not take into account the political affiliation or editorial policies of radio/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 would be done on the basis of publicity requirement and target audience for that campaign, the empanelment of a Channel would not guarantee assured business.

3. All Central Government publicity releases on private TV/Radio Channels will be routed through DAVP. However, the ministries/Departments (including semi-Govt., autonomous bodies, PSUs etc.) would be free to issue their audio –visual advertisements through NFDC to the channels empanelled with DAVP but only at DAVP approved rates.

4. Foreign Channels not approved by Government shall not be empanelled. No advertisement shall be released to those foreign/Indian Channels where the Government has revoked permission of uplinking or where Government has banned the Channels.

### **5. EMPANELMENT OF SATELLITE TV CHANNELS:**

Channels interested to be empanelled with DAVP must apply in response to DAVP's advertisement, which will be made twice a year, once on 31<sup>st</sup> of March and second time on 30<sup>th</sup> of September. Doordarshan and Lok Sabha Television or any other Government owned Channel would be taken as automatically empanelled. However, if Doordarshan appoint any Agency for space marketing of specific events e.g. sports events, DAVP can call for quotations, from such Agencies, and negotiate the rates, as per rate structure formula provided in this policy.

### **5(1). CRITERIA FOR EMPANELMENT OF SATELLITE TV CHANNELS:**

A Channel should fulfill the following minimum criteria to be eligible to be considered for empanelment:

a) **Minimum telecast period-** the Channel should have completed at least six months of continuous telecast period by 31<sup>st</sup> of March or 30<sup>th</sup> of September, whichever is applicable. Provided, however, that a channel can be considered for empanelment by DG, DAVP, after three months of continuous operation, if it has achieved all India channel share of 0.02%.

b) **Minimum Channel share-** Any Channel to be empanelled must have at least 0.02% all-Channel share in all-India universe in C&S homes (parameters: 15 + age group, both male/female, all SECs, 06.00-23.59 hrs. time band, all week days) as per TAM or any other established TV viewership survey agency approved by Government.

c) **Exemption category-** The following would be exempted from the requirement of minimum Channel share as mentioned in clause 5(1)(b) above:

- (i) Channels catering exclusively to viewers in North-East, J&K, Jharkhand & Bihar, since TAM or any other established TV viewership survey agency approved by Government is not yet covering these States.
- (ii) Channels dominant in backward, border or remote areas or in tribal/minority languages.

**5(2)** The rates of empanelled Channels will be decided by DAVP on the basis of the Cost Per Rating Point(CPRP) formula approved by the Government, vide Ministry of I&B I.D. No.1/50/2006-MUC dated 24.03.2008.

## **6. OTHER CONDITIONS REGARDIING EMPANELMENT/ FIXATION OF RATES:**

a) Channels applying for empanelment will submit a certificate that the information submitted by them is correct and they will abide by the decision of DAVP regarding empanelment. In case the information submitted by the Channels is found to be false and/or incorrect in any manner, the channel can be suspended and/or debarred from empanelment.

b) Empanelment and Advertisement rates will be valid for one year or till such time as new panel & rates are in place, whichever is later. However, in case of more than 15% variation in TAM ratings continuously for 6 month period, DAVP can with prior approval of Government, review advertisement rates, for any channel.

c) Channels will undertake in writing that DAVP approved rates accepted by them are their lowest rates and exclusive to DAVP and cannot be offered to any other agency. DAVP reserves the right to review empanelment rates if this condition is violated.

d) A Channel may be debarred from getting Govt. advertisements from DAVP if at any time it refuses to accept and carry advertisements issued by DAVP on behalf of the Ministries/Departments of Government of India, Public Sector Undertakings and Autonomous Bodies, on more than two occasions.

e) Notwithstanding any of the provisions mentioned above for empanelment of Channels and their rates and other terms and conditions, in case of any disagreement etc., decision of DAVP will be final and binding.

#### **7. RELEASE OF SPOTS ETC.:**

(a) As soon as requisition for release of advertisements are received from various Ministries/Departments, DAVP 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.

(b) After receiving approval of the client Ministry/Deptt. of the media plan, TV/Radio spots will be released on various Channels. DAVP will ensure availability of funds by obtaining Letter of Authority, before the advertisements are released. Total advertisements in monetary terms to any Channel should not be more than 5% of the agreed budget except in cases where a specific request comes from various Ministries for a particular Channel.

(c) DAVP will not take any departmental overhead charges. Besides this, DAVP will pass on to the client Ministries the 15% agency commission it receives from TV/Radio Channels.

#### **8. PAYMENTS OF BILLS:**

Every Channel will be obliged to submit its telecast/broadcast bills complete in all respects along-with telecast/broadcast certificates within 30 days of completion of campaign or last date of monthly telecasts in prescribed format. The telecast/broadcast certificates, submitted by the Channels will be the basic proof of telecast/broadcast. However, third party monitoring viz. TAM (Adex) in case of TV Channels can be subscribed to get additional supporting telecast certificates for the Channels. DAVP will make every effort to release the payment within 45 days of receipt of bills.

**9.** Recovery shall be made in case of excess payments to TV/Radio Channels.

#### **10. EMPANELMENT ADVISORY COMMITTEE :**

This policy may be amended from time to time as and when considered necessary. For this, an Empanelment Advisory Committee will be constituted by the Ministry,

for making recommendations regarding guidelines, empanelment and telecast/broadcast rate structure for spots, programmes, etc., and any other new Electronic Media. The Committee will submit its report to Ministry of Information and Broadcasting for final approval and notification.

**11. DATE OF EFFECT :**

This policy shall come into force with immediate effect.

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**Note:** The recommendations of Empanelment Advisory Committee (EAC) for advertisement rates for Radio Channels are awaited. As such the modified guidelines for empanelment of Private Radio Channel and criteria for fixation of advertisement rates will be issued separately. Till such time the extant policy will apply Mutatis Mutandis.

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