

Government of India
Ministry of Information & Broadcasting
Directorate of Advertising & Visual Publicity
Audio Visual Wing
8th Floor, Sookhana Bhawan, Phase-IV
CGO Complex, Lodhi Road, New Delhi-110003

Subject: Empanelment of Digital Cinema by DAVP.

DETAILED TERMS & CONDITIONS

- i) Digital Cinema refers to the use of digital technology for distribution and projection of motion picture. Therefore, for digital cinema, either a celluloid motion picture is converted to digital format or shooting can be done in digital camera. Once it is in digital format, the movie can be distributed via hard disk, optical disk such as DVD or through satellite to the destination to be stored in a server and then could be projected in cinema hall through digital projector. In India, generally, the 35 mm film is screened and processed to make digital film at 2K (2048x1080) or 4K (4096x2160) resolution through digital intermediate.

- ii) Digital Cinema Technology – Broadly, the digital cinema technology can be put under three categories – Compression Technology, Transmission Technology, and Log Generation Technology. The Compression technology allows the audio and video part of the feature films to be compressed approximately 1 GB per minute files for easy transport or transmission. Different companies use different compression technologies. Transmission Technology is basically helpful for delivery purpose. The digital file can be either delivered physically on a hard Disk or DVD, or transmitted through satellite mode or fibre optics connectivity to the destination. Log generation technology is inherent part of digital cinema technology. Detailed Log reporting capabilities should be built into the digital cinema servers so that the

exact time of play of the movies/ spots in the cinema halls is automatically reported to the server in the central office, where consolidated log is generated for billing purpose.

- iii) It is necessary that operator uses digital cinema technology for distribution and projection of movies and spots are done through digital mode and log is generated automatically through digital mode.
- iv) The empanelment will be effective from 1st April, 2011.
- v) Agency details and list of cinema halls should be submitted in the performa at Annexure. The list so submitted will be frozen up to 30th September, 2011. A soft copy of the details should also be submitted.
- vi) The empanelled agencies may submit revised list, if any, before 25th September, 2011 which will remain frozen for the period from 1st October, 2011 to 31st March, 2012. **DAVP reserves the right of physical verification of the cinema halls.**
- vii) The agency will have to confirm that the rates being offered to DAVP during the period of empanelment are the lowest and exclusive to DAVP. If this condition is violated, DAVP will have the right to remove the agency from the panel.
- viii) The unit price for 10 seconds spot per show per cinema hall shall be ` 15 applicable for all cinema halls having seating capacity equal to or more than 625 across all categories of cinema halls.
- ix) For those cinema halls having seating capacity less than 625, the unit price for 10 seconds spot per show per cinema hall shall be ` 13.

- x) Out of the 10 minutes pre-show and 10 minutes interval show of digital cinema, the last five minutes of the pre-show period only will be treated as Prime Screen Time (PST) in digital cinema.
- xi) If any spot is placed beyond the PST, then a discounted rate of 30% on both the PST rates – ` 15 and Rs. 13, i.e. ` 10.5 and ` 9.10 would be applicable and DAVP will deduct the rate at the time of payment of bills. However, in no case will the advertisement should run more than 10 minutes before the commencement of the show.
- xii) The assignment of job and distribution of work to any of the agencies will be decided by DAVP as per requirement of client Ministry, funds availability and target audience.
- xiii) The agencies will implement the Release Order as per conditions mentioned in the Order.
- xiv) There will be 15% Agency Commission to DAVP. However, the Service Tax will be paid by DAVP, if applicable.
- xv) The agency will be required to submit the bills within 30 days of the last day of the campaign in the format prescribed by DAVP along with Server Log.
- xvi) Empanelment does not guarantee any business from DAVP.
- xvii) The agency will also abide by any further Terms & Conditions laid down by DAVP/ Ministry of Information & Broadcasting in this regard from time to time.

- xviii) DG, DAVP will have the right of removing the empanelled agency from the panel or/ and stop the release of campaign to the agency, if any Terms & Conditions are violated.

- xix) In case the information submitted by the agency is found to be false and /or incorrect in any manner or the agency fails to disclose any information impacting any Terms & Conditions during the empanelment period, the agency can be suspended and / or debarred from empanelment. In case of any dispute, the decision of DG, DAVP shall be final.

- xx) An agency can be debarred from getting Government advertisements from DAVP if at any time it refuses to accept and carry advertisements issued by DAVP on behalf of Ministries/ Departments of the Government, Public Sector Undertakings and Autonomous bodies on more than two occasions.

- xxi) The other documents which are required to be submitted along with application are:
 - a) Certification of incorporation of the Company;
 - b) Audited Annual Financial Statement for financial year 2009-10.
 - c) A certificate that the information submitted by the Agency is correct.