

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
SOOCHNA BHAWAN, CGO COMPLEX, LODHI ROAD, NEW DELHI-110003

RFP No: AD(NM)/EAC/OTT/2324-NM

Subject: Inviting applications from Over The Top (OTT) Platforms for empanelment with CBC for publicity of Central Government advertisements, reg:

Whereas the Ministry of Information & Broadcasting has notified the Digital advertisement policy vide OM No. M-24013/75/2023-MUC-I dated 6th November 2023. And whereas, the Digital advertisement policy envisages empanelment of Over The Top Platforms under part B of the said policy. Now therefore, Central Bureau of Communication (CBC) invites bids in two bids system from Over The Top (OTT) Platforms for empanelment with CBC for dissemination of messages of Central Government through the platforms. The empanelment would be subject to the terms and conditions enclosed in Annexure A. Empanelment and advertisement rates finalised shall be valid for three years from the date of notification of the panel by CBC and shall be extendable for an additional period of one year with the approval of DG/PrDG, CBC.

2. The bids shall be accepted only in two bid system consisting of Technical Bid and Financial Bid. Applicants who wish to participate can apply online through the website (cbcindia.gov.in/cbc/vendor-login) before the last date. A copy of the duly filled online application form should also be submitted physically along with the technical and financial bids within the stipulated time period as mentioned in Para 4 below. The Technical Bid and Financial Bid should be submitted in separate sealed envelopes clearly mentioning the title, RFP number and Date of Opening of the bids.

The address and contact numbers for sending Bids or seeking clarifications regarding this RFP are given below:

a.	Bids/queries to be addressed to	Sreerag M, Deputy Director, CBC
b.	Postal address for sending the Bids	Central Bureau of Communication, Room No: 158 (1 st Floor) Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi -110003



c.	Name/designation of the contact personnel	Sreerag M, Deputy Director, Digital Media Wing, CBC
d.	Telephone number of the contact personnel	011-24369598
e.	E-mail Address of contact personnel	digitalmediacbc@gmail.com

3. One large envelope super scribed "Application for Empanelment of Over The Top (OTT) Platforms with CBC" should be deposited containing all the documents. There should be no cutting/insertion/addition/modification/deletion, etc in the bid document. Incomplete applications would be summarily rejected. Applicants should also provide signed and stamped copy of the tender document (each page) along with technical bid conveying that they accept the terms and conditions of the tender.

A. The large envelope should contain following four separate envelopes bearing the following superscripting:

- i) Receipt of Non-refundable processing fee of Rs 10,000 paid online
- ii) Technical Bid (with original ink signed Annexures i.e, Report on Unique User Count, 3rd party Ad Server Certificate, Certificate of incorporation, certificate showing operation of atleast one year, PAN card, GST certificate, tender document duly signed on each page etc.)
- iii) Financial Bid
- iv) Printout of the completed online application (duly signed and stamped)

B. This large envelope should also indicate the following on it clearly:

- i) Name of the Over The Top(OTT) platform
- ii) Name of the company
- iii) Name and Contact Number/Email ID of the authorized signatory (contact number and email id should be indicated clearly)
- iv) Address of the company.

C. The tender document contains the following enclosures:

- Annexure A : Criteria for Eligibility and Terms & Conditions of Tender Document
- Annexure B : Format for Technical Bid
- Annexure C: Format for Financial Bid

4. Critical Dates:

Window opening for submission of Applications online	12/03/2024
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Last date for submission of Applications online	02/04/2024
Last date for Submission of Bids Offline	10/04/2024

- The opening of technical and financial proposals will be informed through an advisory.
5. The arrival of LI rate matrix will be as per the scheme outlined in the Annexure A.
 6. The bid should be accompanied with receipt of non-refundable processing fee of Rs10,000 paid online. All applicants must ensure that the bids are accompanied with all the documents mentioned in Para 6 in Annexure A (which are not submitted online) and printout of the online application, failing which their bids are liable to be rejected.
 7. The affidavits mentioned in Annexure A should be on stamp paper of Rs 100/-
 8. CBC reserves the right to reject any bid if it is found to be in contravention of the terms and conditions mentioned in the Annexures.

This issues with the approval of the competent authority.



Sreerag M
Deputy Director(New Media)

Annexure A

Criteria for Eligibility and terms & Conditions of Tender Document

1. Nodal Agency

CBC shall be the nodal agency for all Central Government Ministries/ Departments for advertising through CBC empanelled internet websites.

2. Criteria for Eligibility

- i. A separate panel of OTT video on demand platforms shall be created for video and display advertisements. An OTT platform is an internet-based streaming service that delivers audio-visual content directly to users, without the need for a traditional cable or broadcast TV subscription. They offer a wide range of content, including movies, TV shows, documentaries, and original programming, that can be accessed on a variety of devices, such as smartphones, tablets, smart TVs, etc.
- ii. The OTT application must be at least ONE year old and must be continuously in operation under the same name for a minimum of one year. The period shall be calculated backwards from the date on which the OTT application applies for empanelment with CBC.
- iii. The OTT application shall be categorised as below based on average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment), for all devices taken together.

Category	Average Monthly UU Count
A	2.5 Million +
B	0.5 Million to 2.5 Million

- iv. The OTT application must report their average monthly Unique User (UU) count of the last six months, duly certified by the OTT application's auditors/authorised representative of the entity. CBC will cross-check the UU data submitted by the OTT application through an internationally accepted and credible third-party tool that monitors web traffic in India.



- v. Applicants shall apply for only one category for all the properties mentioned in **Annexure – C** as a package.
- vi. Only the OTT platforms which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, OTT platforms owned by foreign companies or of foreign origin may be eligible if such platform(s) have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para 2 (ii) above.
- vii. Only non-government OTT platforms are required to participate in the bid for empanelment. Government owned platforms if any, will be empanelled directly if they accept the L1 rate matrix offered to other similar category private platforms, provided the number of unique users is as per the criteria for that category.
- viii. OTT applications belonging to one company/group can be empanelled, provided they separately/individually fulfill the UU count criteria. In other words, NO bunching/adding of UU count of the different OTT applications of one group/company would be permitted. Also, such OTT applications will be required to submit separate applications for each OTT application.
- ix. CBC reserves the right to decline empanelment or suspend empanelment of any OTT platform if its content is found to be anti-national/obscene/indecent/anti-social/ violative of communal harmony and national integrity or deemed objectionable or unsuitable in any form or is in violation of Information Technology (Guidelines For Intermediaries And Digital Media Ethics Code) Rules, 2021 and other laws, regulations or guidelines as may be applicable, in force or would be brought into force in India by appropriate authority from time to time. The decision of DG/PrDG at CBC shall be final.
- x. The applications submitted directly by companies owning and operating OTT platform will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of an OTT platform or group of OTT platforms.
- xi. CBC advertisements/messages, released on behalf of Central Government Ministries/Departments/Autonomous Bodies and Public Sector Units, must be displayed prominently for maximum viewership and to obtain the stipulated View Through Rate (VTR).



3. Commercial Bid and Advertisement Properties on OTT Platforms

3.1 Advertisement Properties

- i. **Video Advertisement in the Content:** Video advertisements which are to be published on OTT platforms in the pre-roll, mid-roll positions of the video content that could be consumed by the audience. The spots should be targeted at audience based on geographic, demographic and other targeting parameters as defined by CBC at the time of release and no additional premium would be paid for targeting.
- ii. **Video Advertisement during Live Events in the content being cast LIVE:** Video advertisements which are published on OTT platforms during the Digi cast of live sports events, concerts, programmes etc., in the content being cast LIVE.
- iii. **Masthead:** Fixed display banner advertisement on top of the homepage of the OTT platform's website/mobile application/connected TV app etc.
- iv. **Banner Advertisement:** Display Banner Advertisement of Minimum 300x250 pixels (OTT Platforms may adapt the creative to suit their application's user interface subject to the advertisement size being minimum 300x250 pixels for which no additional premium will be paid).
- v. Any other advertisement properties that may become available/subsequently deemed necessary on OTT platforms may be onboarded through appropriate price discovery mechanism from only amongst the already empanelled entities with the approval of DG/PrDG, CBC subject to GFR.

Based on the above, the matrix for properties for which rates would be invited is at Annexure C.

3.2. Performance Metric

- i. Minimum View Through Rate (VTR) of 80% will be fixed across the categories, which should be reflected in the reports generated through the third-party server. VTR of less than 80% but up to 60% per Release Order will invite a deduction of 20 per cent in the billed amount. VTR of less than 60% but up to 40% per Release Order will invite a deduction of 30 per cent in the billed amount. VTR of less than 40% per Release Order will invite a deduction of 50 per cent in the billed amount.



3.3. Empanelment Scheme

- i. **Video Advertisement in the Content:** A panel of OTT platforms would be formed in each category based on the L1 rate quoted for per 10 second video advertisements on CPTI basis in INR, as baseline property.
- ii. A panel for all the properties on OTT platform in each category (viz., A and B) shall be formed. This will be created on the basis of quotations obtained for the per 10 second video advertisement in the content as a baseline and, the L1 rate quoted in a category for 10 second video advertisement would be utilized for selection of the lowest 75% of the applicants in respective category, selected in ascending order taking L1 as base. In addition, L1 platform for 10 second video advertisement during LIVE events in the content being cast LIVE, L1 platform for masthead property (12 Noon to 6PM) slot, L1 platform for masthead property (6PM to 12 Mid-night) slot, L1 platform for masthead property (24 hours) slot and L1 platform for the display banner advertisement of minimum 300 x 250 pixels each shall also be added to the panel so formed on the basis of 10 second video advertisement property as stated above in each category.
- iii. A matrix of L1 rates so arrived in a particular category for all the specified properties as aforementioned will be formed. The OTT platform panel so formed in Para 3.3 (ii) above shall be offered the matrix of L1 rates as a package. Such applicants would have to accept the matrix of L1 rates as a whole. In case, some OTT platform(s) who are offered the rates do not accept the L1 rate matrix of all the properties in a particular category, they shall not be empaneled and other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate matrix based on the principle of "first offer to the lowest rate offering platform" considering the rates quoted for 10 second video advertisement as baseline property.
- iv. CBC reserves the right to reject the lowest rate quoted in a Category, as the base rate of that Category, if it is apparent that such a rate is higher in comparison with the base rate quoted in a bigger category, or OTT platforms have cartelised and have quoted the same rate for a particular category.
- v. OTT Platform Applicants that bid shall ensure that the rates quoted are in INR, are all inclusive, and no deviation in any of the conditions would be made nor would any increase in rates be allowed during the empanelment period/tenure. However, applicable Goods and Services Tax shall be paid extra by CBC.



3.4. Embedded/In-film Promotion:

- i. OTT Platforms empanelled under this policy would only be eligible to participate in production of embedded/in-film advertisement/promotion/branding activities whenever CBC issues a Letter of Intent (LoI) for such campaigns. In case any other OTT platform advertisement inventory that CBC may deem necessary for a campaign, the rate discovery may take place only amongst OTT platforms empanelled with CBC by inviting limited tender

4. Scrutiny, Compliance and Billing:

- i. All platforms applying for empanelment will submit a notarized certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of CBC empanelment as well as the decision of CBC regarding their empanelment. In case, the information submitted by any entity is found to be false/incorrect in any manner, the entity can be suspended and/or debarred from empanelment or applying for empanelment for next three years.
- ii. The OTT platforms will have to submit bills ONLINE and also PHYSICAL bills within 30 days from the last day of the campaign as per Release Order, along with a campaign report that will mention the number of impressions generated and the VTR.
- iii. OTT platforms will place all CBC released advertisements only through the Third Party-Ad-Server (3-PAS) engaged by CBC. However, in case of CBC deciding to accept reports from a third-party server engaged by the empanelled websites, CBC will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the entity only. The reports, however, will still have to be generated and submitted as mentioned in Para B.4 (ii) above, along with grant of access to dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.
- iv. It will be the responsibility of the platform owner to comply with extant rules and regulations as prescribed by the Government of India Laws.
- v. There will be no change in rates once offered to and accepted by an empanelled platform for the tenure of empanelment except on review of unique user data in April every year as provided in para B.5 (iii).



- vi. The cost of all technical requirements, such as adapting the design format provided by CBC to the platform's format, shall be borne by the platform owner.

5 .Tenure, Revision and Panel:

- i. Empanelment and advertisement rates finalised shall be valid for three years from the date of notification of the panel by CBC and shall be extendable for an additional period of one year with the approval of DG/PrDG, CBC.
- ii. For one year from the day of notification of the OTT platforms panel, empanelment window would be closed. The window for considering fresh applications, as well as for giving another chance to entities that had applied earlier but were not empanelled owing to eligibility criteria or shortlisting methodology as laid down in the policy, shall be opened only after one year from the succeeding quarter viz., January, April, July, October as the case may in the respective category. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified platforms will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC.
- iii. The Unique User Data of each of the empanelled platform will be reviewed in first week of April every year by CBC and accordingly, upwards/downwards revision of category (with corresponding L1 rate matrix) will be considered. DG/PrDG, CBC decision will be final in this regard.
- iv. An empanelled entity may be debarred from Government advertisements from CBC, for the remaining period of the panel tenure, if it refuses to accept and carry advertisements issued by CBC on behalf of any organisation of the Government of India on more than one occasion.
- v. Empanelment doesn't entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organisation on behalf of which CBC is releasing the advertisement and consideration of factors such as nature and needs of the campaign, target audience among others.
- vi. Notwithstanding any of the provisions mentioned above for empanelment of entities and their rates and other terms and conditions, in case of any disagreement, the decision of DG/PrDG, CBC shall be final.



6. Documents to be submitted with the Application

- i. Documents in support of Para 2 (ii)
- ii. The OTT platform must report their average monthly Unique User (UU) count for the last six months, duly certified by the OTT platform's auditors/authorised representative of the entity.
- iii. Certificate of Incorporation as per para 2 (vi)
- iv. Rates in financial bid proforma –Annexure –C as applicable.
- v. Undertaking in the form of a certificate as per Para 4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per para 4 (ii) and para 4 (iii).
- vi. Application fees of Rs. 10,000/- per OTT platform (non-refundable)



Proforma for submission of Technical Bid*

1. Name of the OTT Platform:
2. Category in which the application is made(A/B):

3. Contact details:

Name & Address of the registered office:	
E-mail	
Telephone No:	
Mobile Number:	

Authorised representative:

Contact Person:	
Address	
E-mail:	
Mobile Number	

4. Date of incorporation of the company:
5. Date from which the OTT Platform is in continuous operation:
6. Average number of unique Users per month for last 6 months:
7. Is the OTT Platform India based(Yes/No):
8. If the answer to the above question is no, does the OTT Platform have wholly owned company registered and operating in India, which looks after their Indian advertisement business. If yes, the details thereof.

The applicants are requested to read the para 6 of the tender document carefully with regards to submission of necessary documents along with their bids. Applicants can use the website (cbcindia.gov.in/cbc/vendor-login) to apply for empanelment; however physical bids should also be submitted to CBC. CBC strongly advises against submission of financial bids online.

(Name of authorized signatory)

*To be printed on letter head

Sign,Stamp and Seal



Proforma for financial bid submission by OTT Platforms

ANNEXURE - C: OTT PLATFORMS		
Property	Unit for quoting rate	Rate (in INR) excluding GST
Video Advertisement in the content	CPTI for 10 seconds	
Video Advertisement during LIVE Events in the content being casted live	CPTI per 10 seconds	
Masthead (6PM to 12AM)	Consolidated rate for 6 hours	
Masthead (12PM to 6PM)	Consolidated rate for 6 hours	
Masthead (24 hours)	Consolidated rate for 24 hours	
Banner Advertisement of minimum 300 x 250 pixels	CPTI	

- Applicants are requested to follow the proforma strictly, else the bid will be considered as unresponsive.

