

**F.No DD(NM)/EAC/DC/1718**  
**GOVERNMENT OF INDIA**  
**(MINISTRY OF INFORMATION & BROADCASTING)**  
**BUREAU OF OUTREACH AND COMMUNICATION**  
**SOOCHANA BHAWAN, C.G.O COMPLEX, NEW DELHI-110003**

**Date: 04.01.2019**

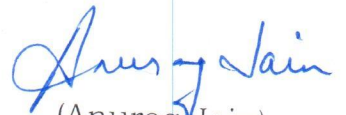
**Subject:** Policy Guidelines for empanelment of Digital Cinema Agencies/Owners.

In pursuance of M/0 I&B's OM No M-24013/80/2016-MUC-I dated 14.12.2018 the Policy Guidelines for empanelment of Digital Cinema Agencies/Owners have been revised and a new Para (Para 2 under Section I) has been inserted which reads as follows:-

“ For the operation of these guidelines, PSA films are films which are so declared by the Ministry of I&B under section 12(4) of the Cinematograph Act, 1952 and necessary certificate as PSA films issued by Central Board of Films Certification.”

2. The Policy guidelines as per approval of M/o I&B vide OM No. M-24013/80/2016-MUC-I dated 28.09.2018 and amended as per the para above are at Appendix A.

This issues with the approval of DG, BOC.

  
(Anurag Jain)  
Deputy Director

**POLICY GUIDELINES ON EMPANELMENT OF DIGITAL CINEMA AGENCIES/OWNERS**

Bureau of Outreach and Communication (BOC) shall be the nodal agency for empanelment of Digital Cinema agencies/owners as well as for release of campaigns through Digital Cinema screens. These policy-guidelines comprise the criterion and process for empanelment and prescribe the rates to be offered to the Digital Cinema agencies/owners. The guidelines will come into effect from the date on which BOC notifies these guidelines. The policy guidelines will be valid for a period of 3 years from the date of notification of these guidelines.

**A. Criterion and Processes for Empanelment of Digital Cinema Agencies/Owners**

1. Digital Cinema Agency/Owner must be compliant with Digital Cinema Technology which is defined as 'the use of digital technology for distribution, projection, and generation of logs of motion picture in a cinema hall'. It must have fool-proof verification mechanism of logs of Government advertisements played during pre-show and interval so as to enable BOC to confirm the compliance of release orders before payment. The Digital Cinema Agency has to provide logs in XML format or any other format stipulated by BOC for consumption of the BOC application software.

2. Digital Cinema Agencies and Cinema Screen owners having one or more Digital Cinema Screen(s) can apply for empanelment. They should either own the cinema screens or have agreement with owners of cinema screens and provide the necessary documentary evidence substantiating their claim at the time of seeking BOC empanelment.

3. The empanelment process will be opened twice in a calendar year i.e. from 1<sup>st</sup>-31<sup>st</sup>January and from 1<sup>st</sup>-31<sup>st</sup>July every year. The period of empanelment shall be coterminous with these guidelines.

**B. Duties and Obligations of Digital Cinema Agencies/Owners**

1. The empanelled agency should inform BOC the details of delisting of cinema screens which are shut down for renovation or are closed down on the first day of every month so that BOC can delete these cinema screens from its list and the Release Orders do not include these screens. Digital Cinema Agencies have to intimate on their own the modified list of Digital Cinema Screens immediately as and when such modifications take place.

2. BOC reserves the right of physical verification of the cinema halls/screens on its own or through its authorized Third Party Agencies.

3. In order to ensure that Government spots reach maximum audience, the agencies/owners should run the spots in Prime Screen Time which has been defined in the para C.

4. The agencies should adhere to the mechanisms of monitoring mentioned in para F below or any such mechanism prescribed by BOC from time to time.

**C. Screening of Spots in Prime Slots – Prime Screen Time**

1. Out of the 10 minutes pre-show period and 10 minutes interval period, the last 5 minutes of the pre-show period before the start of the movie package, and the last 5 minutes of the interval period before the start of second half of movie package, shall be treated as Prime Screen Time (PST) in digital cinema.

2. The Government spots should be exhibited in the PST period of screening to ensure that maximum audiences watch the social message.

**D. Rates/Pricing and Deductions**

1. The Unit Price (gross) for 10 second spot per show per cinema screen shall be as follows:

(i) Screens having capacity equal to or more than 500: Rs 18/- per 10 second spot per show per cinema screen

(ii) Screens having capacity less than 500: Rs 15.6/- per 10 second spot per show per cinema screen

2. The GST will be reimbursed by BOC at applicable rates as extra.

3. Agency commission @ 15% will be deducted by BOC on the rates mentioned at (i) and (ii) above. The net rates will be as follows:

(i) Screens having capacity equal to or more than 500: Rs 15.30/- per 10 second spot per show per cinema screen

(ii) Screens having capacity less than 500: Rs 13.26/- per 10 second spot per show per cinema screen

4. If any spot is placed beyond the PST and up until 10 minutes before the start of movie package, then a deduction of 30% on gross rate and net rate as mentioned in para (D 1 and 3) above would be applicable. However, in no case should the advertisement run prior to more than 10 minutes before the commencement of the show.

#### **F. Assignment of Jobs**

1. The assignment of jobs to the Digital Cinema Agencies and distribution of work to any of the agencies will be decided by BOC as per requirement of the client Ministry/Department/Organization, availability of funds and target audience. BOC will allocate the screens in a media plan, as far as possible, to all agencies in the ratio of the screens that each agency has. Any exception to the above will be made only with reasons recorded in writing.

#### **G. Monitoring and Processing of Bills**

1. The agencies will provide logs to BOC in XML format or other format compatible with BOC software as specified in para A in order to enable processing of bills. All bills will be processed online. There shall be no manual processing of bills.

2. In order to validate the logs, BOC can utilize the services of a Third Party agency that will audit the digitally signed logs by authorized signatory or physically inspect the theatres as a form of validation.

#### **H. Securing CBFC certificate**

1. Securing CBFC certification under Section 5(A) of the Cinematograph Act, 1952 for the spots shall be the responsibility of the Ministry/ Department/Organization that gets the spot produced and not of the Digital Cinema Agency.

#### **I. Public Service Awareness Films**

1. Digital Cinema Agencies insisting to screen Public Service Awareness (PSA) films only on payment basis shall not be allocated any advertisement work through BOC. The authentication of whether a Digital Cinema Agency is screening PSA films or not shall be done by Films Division, M/o I&B.
2. For the operation of these guidelines, PSA films are films which are so declared by the Ministry of I&B under section 12(4) of the Cinematograph Act, 1952 and necessary certificate as PSA films issued by Central Board of Films Certification.

#### **J. Grounds for Cancellation of Empanelment**

1. The agencies/owners should ensure that at least 85% of the spots allocated to them over 6 months are consumed as per Release Order instructions failing which the agency/owner is liable to be suspended for a period of one

month. If an agency/Owner fails to run at least 85% of the spots allocated to them over 6 months three times during the empanelment period of three years, it is liable to be suspended for remaining period of empanelment. The agencies/owners will be given reasonable opportunities to be heard before such action.

2. If an agency makes false claim to BOC with regards to number of screens or suppresses material information with regards to closing down of screens or claims payment based on incorrect documentary evidence, the agency is liable to be permanently blacklisted by BOC. This is without prejudice to further punitive action initiated on the matter by BOC.

3. If an agency does not provide logs in the manner stipulated by BOC as specified in para F(1) above, the empanelment of the agency is liable to be cancelled and the payment due to them is liable to be withheld. The agency/owner will be given reasonable opportunities to be heard before such action.

#### **K. Dispute Resolution**

1. The competent authority for resolution of any grievances arising out of these guidelines will be DG, BOC. All disputes will lie in the jurisdiction of Courts in New Delhi only.

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