

PRICING POLICY

Advertisers & Others
FY2026-27

SUMMARY OF OFFERINGS

Yumi Prime

- Aud View
 - Time Band
 - Program
 - Promos
- Ad View
 - Ad Spots
- Plan View
 - Plan Builder

Yumi Supreme

- Aud View
 - Behavioural TG definition
 - Switching Grid
 - Individual Analysis
- Plan View
 - Optimiser

Other Offerings

- Customised Reports
- RLD
- SpotTrek Certification

- Yumi Supreme is available @ 15% surcharge on BARC Fees for Yumi Prime
- The BARC Historic Data (BHD) is available with Surcharge on Final Yumi Fees .
- The same is as follows: - BHD Surcharge: 15% for 1 yr, 25% for 2 yrs, 30% for +2 yrs of Data
- Additional Yumi Licenses after SOW is available at **INR 65,000** per annum per Yumi licence

Ad View Module

- Viewership analysis across
 - Sectors
 - Categories
 - Brands
- Micro level reporting
 - Sub brand
 - Variant
- Campaign Tracking
 - Spot listing
 - GRPs
 - Reach & Frequency

Aud View Module

- Time-band Analysis
 - Daypart analysis
- Program
 - Ranking & highlights,
- Trends, Average
 - Top : Ascending / descending
 - Break ratings
- Promos
 - Tracking

Plan View Module

- Campaign Planning
- Plan v/s Actual Analysis



YUMI SUPREME



Yumi Prime

- Yumi Prime Ad View
- Yumi Prime Aud View
- Yumi Prime Plan View

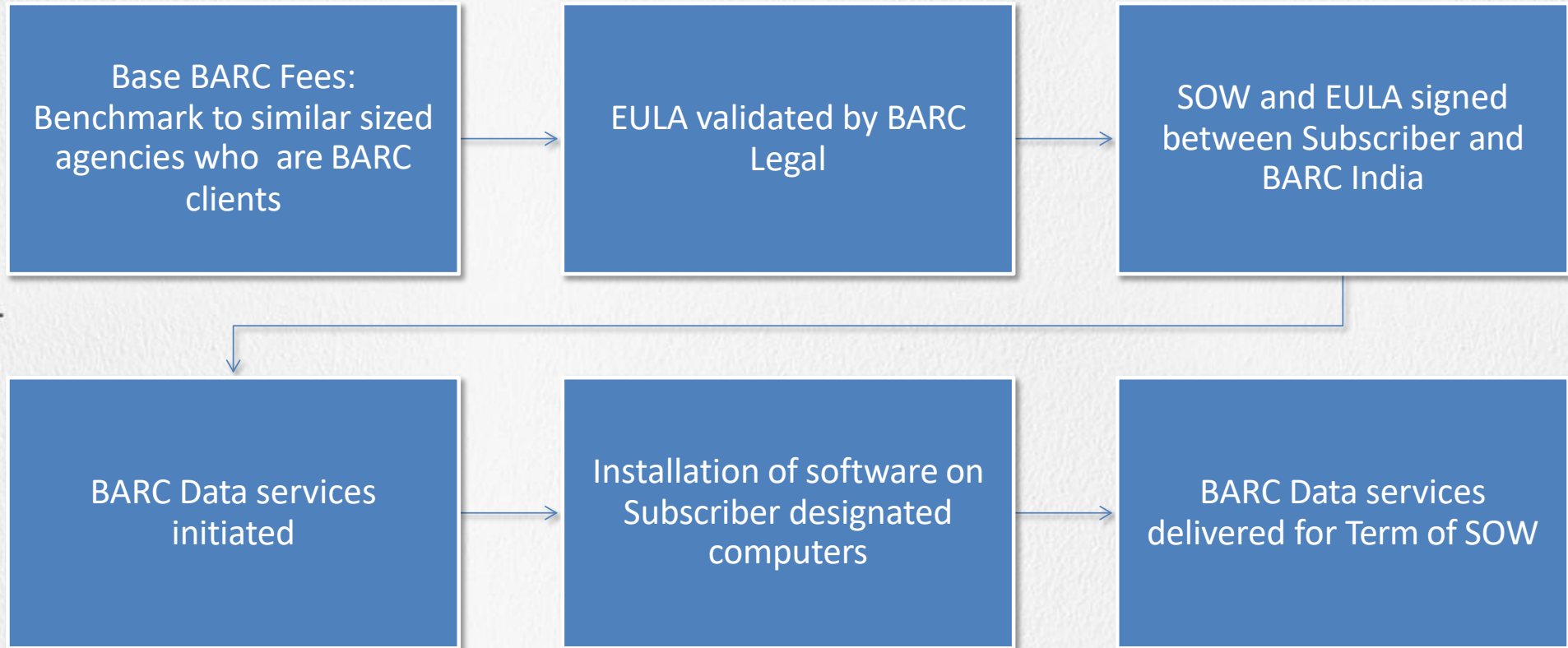
Additional AudView Modules

- Switching Grid
 - In, Out, In & Out analysis
- Individual Analysis
 - SMH, Duplication etc
- Behavioural Target

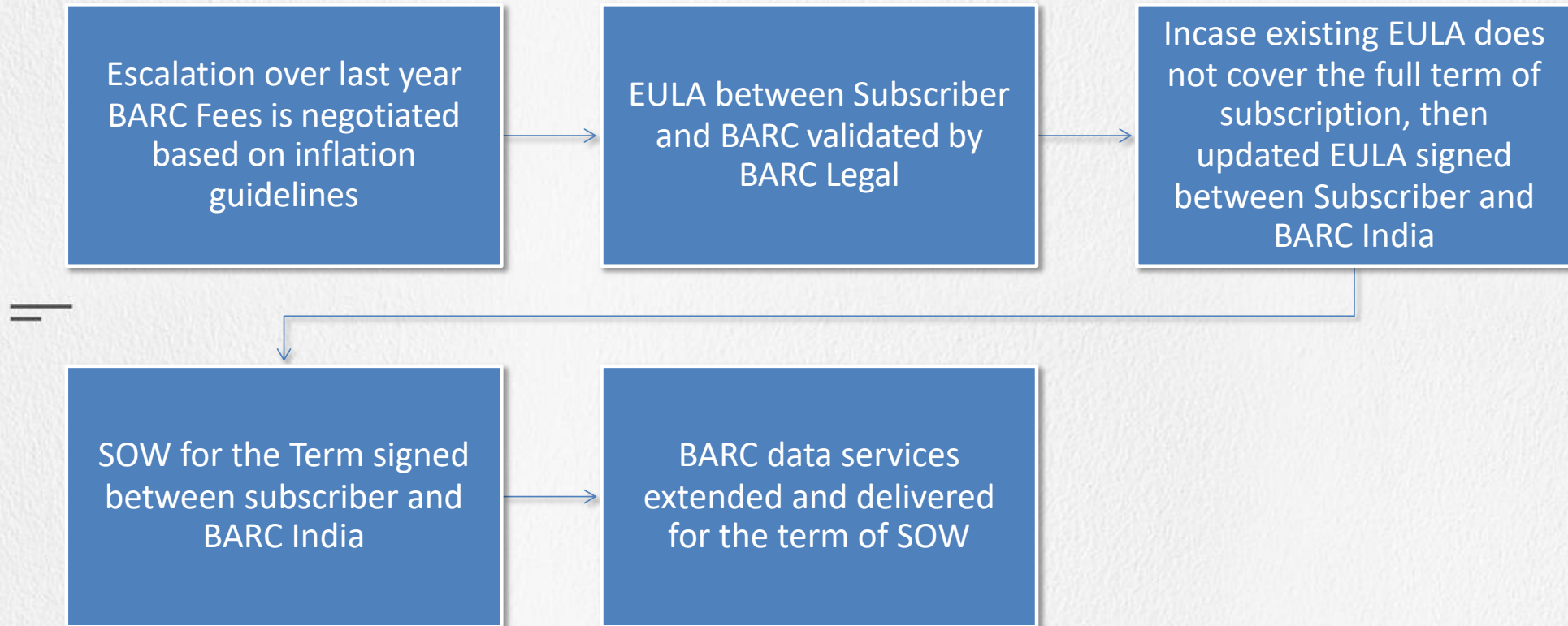
Additional Plan View Modules

- Campaign optimizer at:
 - GRP
 - Reach & Frequency
- Multi-target optimisation

NEW SUBSCRIBER FLOW: SUBSCRIPTION SERVICES



RENEWAL SUBSCRIBER PROCESS FLOW: SUBSCRIPTION SERVICES



PRICING POLICY FOR ADVERTISERS (1/2)



As per para 7.1 and 7.2 of the TV Ratings Policy 2026, issued by the Ministry of Information and Broadcasting on 27th March 2026:

- *The rates for rating data / reports shall be non-discriminatory and transparent and the rate card for sale or use of rating data / reports shall be published in the public domain by the Agency.*
- *The data generated by the Agency shall be made available, on payment basis, to all interested stakeholders in a transparent and equitable manner.*

In compliance with the above sections of the TV Ratings Policy 2026, this document outlines the policy for pricing of TV viewership data / reports generated by BARC for Advertisers.

PRICING POLICY FOR ADVERTISERS (2/2)

Advertisers do not subscribe to the same level of data as subscribed by Broadcasters and Advertising Agencies, as they have very specific requirements.

The requirements of the advertisers may be for:

- National data cuts
- Regional data cuts
- Custom reports etc.

Therefore, same pricing across all advertisers is not possible. However, BARC India ensures that the pricing principles for advertisers are equitably employed. For example, advertisers availing national data cuts will be priced higher than advertisers availing regional data cuts.

In addition, BARC India relies on fair negotiations and previous year benchmark wherever available, to arrive at the subscription amount for advertisers.

Note: Advertisers contribute approx. 10% of BARC's total annual revenue

SPOTTREK RATE CARD FY2026-27

Total Spots	Fixed Fees (INR)	Rate Per Spot (INR)	Remarks
Upto 10,000	-	7.00	7.00 for every spot upto 10,000 spots
10,001 to 25,000	70,000	6.80	6.80 for every spot from 10,001 onwards
25,001 to 50,000	1,72,000	6.60	6.60 for every spot from 25,001 onwards
50,001 to 1,00,000	3,37,000	5.00	5.00 for every spot from 50,001 onwards
1,00,001 to 5,00,000	5,87,000	3.90	3.90 for every spot from 1,00,001 onwards
5,00,001 to 10,00,000	21,47,000	2.50	2.50 for every spot from 5,00,001 onwards
10,00,001 to 25,00,000	33,97,000	2.10	2.10 for every spot from 10,00,001 onwards
25,00,001 to 50,00,000	65,47,000	1.75	1.75 for every spot from 25,00,001 onwards
50,00,001 to 1,00,00,000	1,09,22,000	1.50	1.50 for every spot from 50,00,001 onwards
1,00,00,001 to 1,50,00,000	1,84,22,000	1.05	1.05 for every spot from 1,00,00,001 onwards
1,50,00,001 and above	2,36,72,000	0.70	0.70 for every spot from 1,50,00,001 onwards

Express delivery (spot data shared by 2.30 pm next business day) is at 100% premium of applicable rate

ADDITIONAL DOCUMENTATION NOTES: SUBSCRIPTION SERVICES



- All BARC Subscription Services data remains Intellectual Property of BARC India in perpetuity.
- EULA and its validation by BARC Legal Team for the term of the SOW and BARC India services to Subscriber to be used only after signing of SOW.
- In case Subscriber does not complete renewal process before end of outgoing term, BARC India reserves the right to stop delivering data as well as revoke Subscriber access to data already delivered to Subscriber.
- In case the EULA signed between the Subscriber and BARC India is not valid for full tenure of the renewal SOW, Subscriber will need to sign a fresh EULA to cover for the tenure of the SOW not covered in existing EULA.
- BARC reserves the right to amend EULA from time to time

STAMP DUTY

Article 5(h-A)(iv) enumerates Stamp duty on an agreement creating an obligation, right or interest and having value but not covered under any other article.

- Stamp Duty shall be payable as per Maharashtra Stamp Duty Act, 1956 and amendments made to the same.
- Stamp Duty shall be payable by the Subscriber on Maharashtra stamp papers.
- This cannot be on the stamp papers of the states of the Subscribers because the jurisdiction agreed is Mumbai.
- This has to be either printed on Maharashtra Stamp papers which can be procured from stamp vendors in Maharashtra; or It can be paid online by using below link <https://gras.mahakosh.gov.in/echallan/>
- The stamp duty to be paid for SOW shall be:
 - i) 0.1% of the License Fees if the value of SOW is less than 10 lacs; and
 - ii) 0.2% if the value of SOW is 10 lacs and above
- The stamp duty to be paid for EULA shall be INR *1,000 for main copy and INR *500 for 2nd copy
- Upon submission of the proof of payment, BARC shall reimburse 50% of the stamp duty so paid to the Subscriber for both EULA and SOW

* Rates are subject to change as per Maharashtra Stamp Duty Act, 1956

THANK YOU!

