



Product Pricing Policy – Broadcasters FY 2023-24

The Cess/ Base Price Model – Details

- Flat Cess (as a % of net TV advertising billing) to be charged to Broadcasters OR Base Price – whichever is higher
- Formula :
 - 0.8% of net TV advertising billing
 - OR
 - Rs. 18 Lacs per Channel per annum – whichever is higher
- In cases where signatories of EULA form part of a group entity, the pricing of 0.8% of net TV advertising billing shall be applicable to all said entities.
- Payment for all services to be done in advance.





Few examples: Cess/ Base Price Model – Scenario 1

Network A with 2 channels with a combined net advertising revenue of 50 CRs will have an annual subscription fee of 40 lacs (at 0.8%).

Particulars	SOW
No Of Days	365
No. of Channels	2
Channel Price (pro-rated)-- A1	₹ 36,00,000
Previous Channel Count	0
Previous Channel Price (pro-rated) --A2	0
Total Channel Price A=A1+A2	₹ 36,00,000
Revenue -- B1	₹ 50,00,00,000
Old Revenue -- B2	0
Total Revenue B=B1+B2	₹ 50,00,00,000
0.8% of B	₹ 40,00,000
Base License Fee -- C = Greater of A & B	₹ 40,00,000



Few examples: Cess/ Base Price Model – Scenario 2

Network B with 2 channels with a combined net advertising revenue of 5 CRs will have an annual subscription fee of 36 lacs (2 channels X 18 lacs per channel pa = 36 lacs)

Note that at 0.8 % of net advertising revenue the amount would have been 4 lacs only but the minimum fee per channel is 18 lacs p.a.

Particulars	SOW
No Of Days	365
No. of Channels	2
Channel Price (pro-rated)-- A1	₹ 36,00,000
Previous Channel Count	0
Previous Channel Price (pro-rated) --A2	0
Total Channel Price A=A1+A2	₹ 36,00,000
Revenue -- B1	₹ 5,00,00,000
Old Revenue -- B2	0
Total Revenue B=B1+B2	₹ 5,00,00,000
0.8% of B	₹ 4,00,000
Base License Fee -- C = Greater of A & B	₹ 36,00,000



Few examples: Cess/ Base Price Model – Scenario 3

Network C with 2 channels with a combined net advertising revenue of Rs. 12 Cr will have annual subscription fee of 36 lacs (at a minimum of Rs.18 lacs per annum).

On 1st October 2022, the network launches a new channel with a projected revenue of 2 Cr. For the same financial year, then the billing for the Network for the Financial Year will be a total of ~45 lacs (2 channels annual = 36 lacs + 1 channel for 6 months = 9 lacs; resulting in a total of ~ 45 lacs.).

In this case the 0.8% of total revenue (of 14 Cr) would have been 11.2 lacs, lower than the 18 lacs per channel p.a. policy.

Particulars	SOW	Addendum
No Of Days	365	182
No. of Channels	2	1
Channel Price (pro-rated)-- A1	₹ 36,00,000	₹ 8,97,534
Previous Channel Count		2
Previous Channel Price (pro-rated) --A2		₹ 36,00,000
Total Channel Price A=A1+A2	₹ 36,00,000	₹ 44,97,534
Revenue -- B1	₹ 12,00,00,000	₹ 2,00,00,000
Old Revenue -- B2		₹ 12,00,00,000
Total Revenue B=B1+B2	₹ 12,00,00,000	₹ 14,00,00,000
0.8% of B	₹ 9,60,000	₹ 11,20,000
Base License Fee -- C = Greater of A & B	₹ 36,00,000	₹ 44,97,534

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Few examples: Cess/ Base Price Model – Scenario 4

Network D has 2 channels with a combined net advertising revenue of 50 CRs and launched 2 channels on 1st October 2022 with no incremental revenue, then the initial billing of Rs.40 lacs (at 0.8% of the advertising revenue) will be revised to ~ Rs.53.96 lacs based on Rs. 18 lacs per channel pa calculation.

Particulars	SOW	Addendum
No Of Days	365	182
No. of Channels	2	2
Channel Price (pro-rated)-- A1	₹ 36,00,000	₹ 17,95,068
Previous Channel Count		2
Previous Channel Price (pro-rated) --A2		₹ 36,00,000
Total Channel Price A=A1+A2	₹ 36,00,000	₹ 53,95,068
Revenue -- B1	₹ 50,00,00,000	₹ 0
Old Revenue -- B2		₹ 50,00,00,000
Total Revenue B=B1+B2	₹ 50,00,00,000	₹ 50,00,00,000
0.8% of B	₹ 40,00,000	₹ 40,00,000
Base License Fee -- C = Greater of A & B	₹ 40,00,000	₹ 53,95,068



Few examples: Cess/ Base Price Model – Scenario 5

There are two entities, i.e., Entity A with 10 channels and net advertising revenue of INR 500 Cr, and Entity B with 5 channels and net advertising revenue of INR 20 cr). Both Entity A and B are signatories to EULA.

Individually, the billing of Entity A will fall under 0.8% of net advertising revenue (0.8% of INR 500 cr i.e., INR 4 cr), and Entity B will fall under fixed fee (INR 18 lakhs per channel, i.e., INR 0.9cr).

If the above two entities are part of a group Entity (Entity D) with combined 15 channels and combined revenue of INR 520 Cr, the individual entities A and B become eligible for billing at 0.8% of net advertising revenue of INR 520 Cr.

Scenario 5(a) – Where Entity A and Entity B are not part of Group Entity D

Particulars	Entity A	Entity B
No. of Channels	10	5
Revenue -- X	₹ 500,00,00,000	₹ 20,00,00,000
0.8% of X	₹ 4,00,00,000	
INR 18 lakhs per channel (5* 18,00,000) (Y)		₹ 90,00,000
Total billing for Entity A and Entity B (X+Y)	₹ 490,00,000	

Scenario 5(b) – Where Entity A and Entity B are part of Group Entity D *

Particulars	Entity A	Entity B
No. of Channels	10	5
Revenue -- X	₹ 500,00,00,000	₹ 20,00,00,000
Average per channel revenue for Group Entity (i.e. 520,00,00,000/ 15)		₹34,66,66,667
0.8% of X	₹ 4,00,00,000	₹16,00,000
Total billing for Entity A and Entity B	₹ 4,16,00,000	

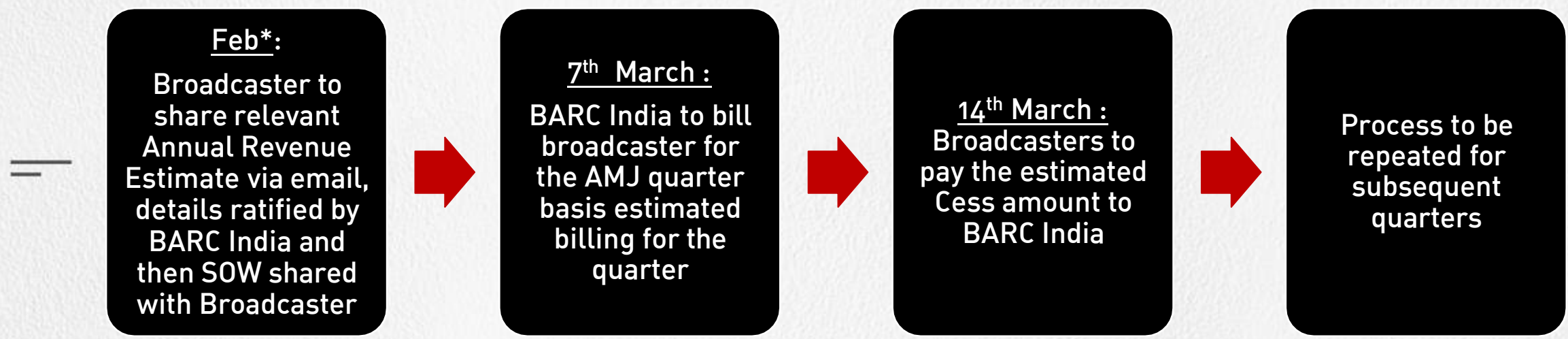
*Notes:

- Group Entity D will have to provide supporting to show that Entity A and Entity B are part of this Group Entity.
- Average per channel revenue should be more than INR 22.5 Cr.



How will it work?

- BARC India to invoice broadcasters before the quarter basis estimated Cess. The brief process for one quarter (April-June) is defined below:



- The amount to be paid within 7 days from the invoice date.
- Reconciliation of actual billing vs estimated billing at the end of each financial year and adjustment, if any, to be done post submission of audited/certified Revenue.

Subscription Process Flow SOW Renewal/Submission



Pricing Widget Preview



BARC SUBSCRIPTION

PLEASE UPDATE YOUR PROFILE

Company Name	<input type="text" value="Asean Channel"/>
Contact Name	<input type="text" value="MS"/>
Country	<input type="text" value="India"/>
Address line 1	<input type="text" value="abcpqr"/>
City	<input type="text" value="xyz"/>
PAN	<input type="text" value="zzzCR3580Q"/>
TAN	<input type="text" value="PTER02242C"/>
GST	<input type="text"/>
Service Tax Number	<input type="text" value="PQR3580PST001"/>

Email	<input type="text" value="milind.sattur@gmail.com"/>
Mobile	<input type="text" value="9876543210"/>
State	<input type="text" value="Gujarat"/>
Address line 2	<input type="text"/>
Pincode	<input type="text" value="400016"/>
Please attach your PAN document here	<input type="button" value="Choose File"/> No file chosen
Please attach your TAN document here	<input type="button" value="Choose File"/> No file chosen
Please attach your GST document here	<input type="button" value="Choose File"/> No file chosen

START DATE : *(mm/dd/yyyy)*

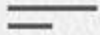
PLEASE SELECT THE WATERMARKED CHANNELS YOU RUN

[Test Broadcaster1](#)



Periodic Review

- Any change in Cess % to be reviewed & approved by the BARC Board.
- With every change in the base cost due to change in operating expenses, other costs, etc, the Cess % will be revised accordingly.



Prime Package

Aud View

- Timeband
 - Daypart analysis
 - Continuous , Discontinuous, Trend
- Program
 - Ranking & highlights, Trends, Average
 - Top : Ascending / descending
 - Break ratings
- Promos
 - Tracking
- Flexible Reporting

Ad View

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

Plan View

- Campaign planning
- Planning Vs actual analysis



Aud View

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

Plan View

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



Summary of Offerings

Prime Package

- AudView
 - Time band
 - Program
 - Promos
- AdView
 - Ad spots
- PlanView
 - Plan builder

Supreme Package

- AudView
 - Switching Grid
 - Individual Analysis
 - Behavioural Targeting
- PlanView
 - Optimiser

Other Offerings – Illustrative List (at additional cost)

- SpotTrek (Commercial)
- SpotTrek (Commercial + Promo)
- SpotTrek Certification
- Preview
- Language Feed
- TBR Data
- Special Promo Coding
- Historical Data
- Broadcast India

Only Prime Package and Supreme Package for Broadcasters is part of fees



User License fees - costing

Subscriber Annual Revenue Band (Figs in INR Crs)	Count of Licences (Max) No of Individual users <u>bundled</u> in fees
0-100	10
101-200	15
201-500	25
501-1,000	30
1,001-1,500	50
1,501-2,000	200
2,001-3,000	400
3,001-5,000	450
5,000+	500

Incremental User cost of ₹ 60,000/- per user per annum over the above free users



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 is to be paid by the Subscriber for both EULA and SOW.
- The stamp duty to be paid for EULA shall be ₹ 500 for main copy & ₹ 100 for 2nd copy)
- 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 10lacs and above.**
- Upon submission of the proof of payment, BARC shall reimburse 50% of the stamp duty so paid to the Subscriber.

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THANK YOU!



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