

Pricing *Philosophy* : Advertisers



BROADCAST
AUDIENCE
RESEARCH
COUNCIL
INDIA



Background

- Establish parameters that distinguish one advertiser from the other with respect to data usage.
- Attribute weights to each factor and arrive at a grid (*parameter X weight*).
- Charge advertiser basis the grid.



The distinguishing parameters – The Equalizer Model

Revenue & Media spends

- Annual Revenue & Media spends of advertiser

Footprint

- Markets being catered by advertiser. Eg. National/ Local player

Media Agency

- Presence/ Absence of media agency for the advertiser

- Subscription cost determined by using a formula based on weights assigned to these parameters.
- Above details to be filled in by the Advertiser in the pricing widget link which will be provided by BARC India.





Subscription Process Flow



Pricing Widget Preview

BMW SPOTTREK

Keep up with the latest trends in Advertising and unravel a whole new dimension with SpotTrek. An easy to use module SpotTrek helps in tracking advertising spots as they have originally appeared, by the next day of their telecast.

PAYMENT OPTION

Monthly in advance
 Annual Payment - Discount of 10%
 Half yearly advance - Discount of 5%
 Quarterly advance - Discount of 3%

CUSTOMIZED REPORT

Customized Report

TAM Historical Data & MEDIAEXPRESS License

ADD ON with SUBSCRIPTION PERIOD: --None--

OPERATING MARKETS OF YOUR CLIENTS

Region: All India

BMW License & Products [Click Here for the Product Details](#)

PRIME: AdView + AudView
SUPREME: AudView

NUMBER OF BMW USERS

10

BMW SPOTTREK

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PAYMENT OPTION

Monthly in advance

START DATE: 02/04/2018
END DATE: 31/03/2019

PLEASE FILL BUSINESS INFORMATION BELOW :

Annual Revenue of your company (Rs. Cr) <small>Note: BARC needs you to input a value here to compute pricing. If left blank, BARC will use an estimate for computation.</small>	100
Do you have a Media agency	Yes
Name of Media Agency	PQR
Annual TV spend of your company (Rs. Cr) <small>Note: BARC needs you to input a value here to compute pricing. If left blank, BARC will use an estimate for computation.</small>	5
Purpose of Data Subscription	

BIO ADVISION

AdVision is a custom tool to analyze media campaigns and share of voice using an intuitive and graphical interface. Modules: Analysis by Time Band/ Channel/ Genre


Private and Confidential

BARC SUBSCRIPTION

PLEASE UPDATE YOUR PROFILE

Company Name	Advertiser ABC	Email	manoj.nair@barcindia.co.in
Contact Name	Manoj Nair	Mobile	
Country	India	State	Kerala
Address line 1		Address line 2	
City		Pincode	
PAN		Please attach your PAN document here	<input type="button" value="Choose File"/> No file chosen
TAN		Please attach your TAN document here	<input type="button" value="Choose File"/> No file chosen





Summary of offerings

Prime Package

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

Supreme Package

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

Other Offerings

- Televuew
- Customised reports
- Broadcast India
- Spot Monitoring Certification
- BIO AdVision





Summary of pricing

- Prime Package : Arrived basis the parameters selected through the pricing widget.
- Supreme Package (on a-la-carte basis):
 - AudView : 10% of prime package with a maximum cap of INR 15 Lacs
 - PlanView : 10% of prime package with a maximum cap of INR 15 Lacs
 - AudView + PlanView : 15% of prime package with a maximum cap of INR 25 Lacs
- User License to be charged basis number of installations per agency. Fixed cost of INR. 60,000/- per user per annum.
- TeleView will be charged basis no of channels chosen.
- Customised reports, Spot monitoring certification, Broadcast India, BIO AdVision will be charged separately.





Payment and Discount

- Payment of all services to be done annual/half yearly/quarterly/monthly in advance.
- Discount structure for early payments:
 - Annual payment : 10%
 - Half Yearly: 5%
 - Quarterly: 3%



