



PRASAR BHARATI
(Broadcasting Corporation of India)

General Guidelines for In-House Programmes and Outside Produced Sponsored Programmes, prescribed in the Circular No. 3 (Issued vide Letter No. DCS/33(9)/Rate Card/2012 dated 01.02.2013)

GENERAL GUIDELINES FOR IN-HOUSE PROGRAMMES

1. In-house Sponsorship of Programmes

- i) Booking is acceptable either of a client or of a product/service. In case of a product, Free commercial Time (FCT) can be utilised for the advertisements of that product/service only.
- ii) The Sponsor(s)/Client(s) is allowed to advertise any number of products in the admissible commercial time.
- iii) Advertisements featuring the artist participating in a particular serial / programme are also accepted for telecast along with the same programme.

2. Number of Sponsors Allowed & Programme Duration:-

- i) Ordinarily there shall be no limit to the number of sponsors for a programme. Multiple sponsorships could be sold for any given programme.
- ii) Ordinarily, the programme duration of a time slot is considered for 30 mins. The actual duration of the programme will not exceed 24 minutes for a 30 minutes slot and 48 minutes for a 60 mts. Slot. In case of a programme not of 30 minutes slot duration, the sponsorship fee will be charged on pro-rata basis.
- iii) The commercial time permissible for marketing/sale of airtime on a 30 minutes slot will not exceed 6 minutes (360 secs) including channel promotions & publicity. Any special instructions issued in national interest will be over and above the permissible commercial time.

3. Free Credit Lines & Commercial Breaks :-

- i) In addition to FCT (Free Commercial Time), the sponsor (s) are allowed Free credit lines including display of product & services with the pack shot spoken or written on any style, with or without accompanying music alongwith punch line of upto 5 seconds at the beginning and end of the programme telecast on all the channels including Regional Kendras.
- ii) In case of multiple sponsors, each sponsor will be entitled for opening & closing credit line as specified above. In case of long duration cultural and sports events & feature films etc. the credit lines can be appropriately slotted at regular intervals aesthetically.
- iii) Commercial Breaks permitted in all programmes are Ordinarily three commercial breaks in a 30 minute slot, four commercial breaks in a 45 minute slot and six commercial breaks in a 60 minute slot will be allowed. In case of Special Events/Feature Films, Relays or any such exigencies, the commercial breaks could be taken at the interval of 10 minutes to 15 minutes or natural intervals in the interest of revenue maximization.

Note: In House Sponsorships are to be allowed only to the primary clients booked through the accredited agencies. In House Sponsorships cannot be sold to middlemen/private marketing agents.

4. In House Booking in Sponsored Programme/Private Produced Programme:

DD will retain rights to use up to 60 seconds in-between the sponsored programme(s) or privately produced programmes with every 30 minute slot and 120 seconds in every 60 minute slot to be reserved for in house booking of advertisements, channel promotion, public service messages etc. For this purpose, a break bumper is to be provided by the producer in the mid-break position for

insertion of the material from Doordarshan end.

5. Banking/Spreading of FCT across similar category of programmes OR Lower category of Programmes:

- (i) The primary clients who book sponsorship of in-house programmes through its accredited/registered agencies will only be allowed to bank and spread their FCT not only in the programme sponsored by them but also in other on-going in-house programmes which are in the same time band or in a time band lower than the concerned programme sponsored by them.
- (ii) However, while allowing banking, it should be ensured that banking is to be allowed only against such air time inventory which is otherwise going waste. Ordinarily such utilization of banked FCT should be consumed within a period of one month from the date of booking of the sponsorship.

6. Branding:

- (i) Ordinarily one SBR(spot buy rate) applicable for the said programme will be charged towards 'Branding' of a programme(30mins). In case of programmes lesser than 30 mins, the Branding Charges will be equivalent to one SBR. This is applicable for all channels of Doordarshan & regional kendras.
- (ii) Branding entitlements includes 5 seconds punch line with packshot of the brand shall be allowed in the voice over & visuals for the branding. For branded quiz shows, interview based programmes and other programme where the microphone is visible in the camera frame, the producer can carry the brand of the product alongwith the name of the programme on the cube of the microphone.

7. Set Branding:-

For set branding one normal sponsorship fee with admissible FCT of the slot + 50% of the sponsorship fee without FCT + One spot buy rate will be charged for every slot of 30 minutes. This principle will be applicable to all Doordarshan Channels including regional and RLSS. Such set branding should be in an imaginative manner so that it does not appear to be out of sync with the tone and tenor of the programme.

8. Advertisement Duration :-

- i) Advertisement of 5 seconds or in multiples of 5 seconds duration shall be accepted.
- ii) Advertisement below 5 seconds will be treated as a 5 seconds commercial. If the duration of the spot is above 5 seconds and below 10 seconds then it shall be charged for 10 seconds.

9. Time Check for News(except DD-National):-

- i) Mute/Creative/Audio visual of upto 7 seconds displaying the name of the product/services of the client will be permitted.
- ii) 40% of spot buy rate in the Before/After position of the News in the relevant time band will

be charged for Time Check.

10. Penalty for telecast of Unapproved Advertisements:-

- i) All advertisements will be governed by the Code for Commercial advertising of Doordarshan. Hindi and English advertisements approved by Doordarshan Commercial Service.
- ii) Regional language advertisement approved by Regional Kendras shall be allowed for telecast.
- iii) If any unapproved commercial is telecast, the agency will be charged penalty of five (5) times the rate of the normal spot buy for the programme where such advertisement appeared.

11. All Values In the Rate Card are in Gross:

12. Definition of Unit:

Spot buy rate unit : 10 seconds
Sponsorship Fee rate unit: 30 minutes

13. Programmes Falling in more than One Time Band:

In case of programmes falling in more than one time band, sponsorship fee will be the consolidated amount of the slots covered by the programme.

14. Release Orders for Bookings on Doordarshan :

A signed and stamped release order by the client on the letterhead/standard template of the authorised agency giving the details of the bookings including rates, time of the programmes, programme selection and telecast instructions with dates will constitute a legitimate instruction for commercial booking equivalent to a contract as per the market practice.

15. Cancellation Charges:- (for Spots booking/sponsorship):

In the spot booking/sponsorship, contract can be cancelled by an agency giving a notice of 3 working days or more before the telecast date. If the notice is served less than 3 days before the telecast date, billing will be done as per contract filed.

16. Doordarshan reserves the right to upgrade or downgrade a slot for the purpose of charging sponsorship fee/spot buy rate depending upon commercial considerations.

17. In case of any dispute or interpretation arising out of the Rate Card, the decision of Doordarshan will be final.

GUIDELINES FOR OUTSIDE PRODUCED SPONSORED PROGRAMMES

1.(A) SPONSORED PROGRAMMES

- a) Booking is acceptable either of a client or of a product / service. In case of a product, Free Commercial Time (FCT) can be utilised for the advertisements of that product / service only.
- b) The Sponsor (s) / Client (s) is allowed to advertise any number of products in the admissible commercial time
- c) Commercial Breaks permitted in all programmes are:
 - i) Ordinarily three commercial breaks in a 30 minute slot, four commercial breaks in a 45 minute slot and six commercial breaks in a 60 minute slot will be allowed.
 - ii) In case of sponsored programmes produced by outsiders, the Free Commercial Time (FCT) will be inserted by producer.
 - iii) DD will retain right to use upto 60 seconds in-between the programme with every 30 minute slot and 120 seconds in every 60 minuteslot for advertisements, channel promotion, public service message. For this, a break bumper is to be provided by the producer at mid-break for insertion of the material from Doordarshan end. Advertising window provided above to Doordarshan can be sold either byspot buy or packages.
 - iv) The commercial time permissible for marketing/sale of airtime on a 30 minutes slot will not exceed 6 minutes (360 secs) including channel promotions & publicity. Any special instructions issued in national interest will be over and above the permissible commercial time.
- d) Advertisements featuring the artist participating in a particular serial/ programme are also accepted for telecast along with the same programme.

(B) Commercial Credit Lines

- a) In addition to Free Commercial Time, the sponsor (s) are allowed commercial credit lines including display of product punch line upto 10 seconds at the beginning and upto 10 seconds at the end of the programme telecast on all the channels including Regional Kendras. In case of continuing programme (e.g. feature film, sports etc.) with various sponsors in each 30 minutes slots, the 10 seconds commercial credit lines in opening and 10 seconds at closing can be given in the programme aesthetically in such a manner that it does not obstruct the viewing of the programme. In case there are more than two sponsors in 30 minutes programme, credit lines shall not exceed 20 seconds in opening and 20 seconds at closing for all sponsors. For odd duration programme this facility will apply on prorata basis.

b) The telecast of commercial credit lines will be governed as follows:-

(i) Programme Sponsored in the Name of the Client (Company):

The commercial credit line may contain:

- Visual presentation of the name of the company in any lettering / style choice and / or name in audio (including accompanying music if desired).
- Visual presentation of the standard logo of the company, if desired.
- Any colour scheme of the company for visual presentation, and if so with special effects.

(ii) Programme Sponsored in the name of a product :

The commercial credit lines may contain the name of the product, spoken or written on any style, with or without accompanying music. Display of products with punch line is allowed. The duration of the sponsor / punch line can go upto a maximum of 5 seconds from the approved commercial only.

2. REPEAT PROGRAMMES

Approval of a programme for a particular Channel does not mean that the programme is automatically approved for another Channel of Doordarshan. The programme has to be submitted afresh to a Channel for approval as per the extant policy. For a programme being repeated on a particular Channel, the telecast fee charged shall be according to the following schedule.

- a) Doordarshan reserves the right to telecast the programme of DD-1 (Regional) once again within 24 hrs. on the RLSS channel for which no additional telecast fee shall be charged. The same tape along with commercials shall be played in the repeat telecast. 10% premium of the slot fee shall be charged, if repeated on the request of producer/ agency.
- b) If a programme is repeated on the request of producer/ agency on the same channel then 50% premium shall be charged on the telecast fee of the new slot.
- c) If a programme is repeated on DD-1, DD-News, DD-Bharati, DD-India, DD-Sports, DD-Urdu from Regional Kendra and vice versa, a premium of 40% will be added to Telecast/ Sponsorship Fees of the new slot without additional FCT against the premium. No premium shall be charged, if a programme is repeated within RLSS channel/ from RLSS channels to above channels and vice versa.
- d) If a programme is repeated on the request of producer/ agency from one Regional Kendra/ Hindi Belt to another Regional Kendra then 20% premium shall be charged on the telecast fee of the new slot without additional FCT against the premium.

3. BRANDING OF PROGRAMMES :

a) Title Branding

- (i) For Branding of programme one spot buy rate will be charged. For the purpose of branding, the producer / marketing agency shall be allowed not more than 5 seconds for the usage of the punch line of the product in the voice over only.
- (ii) For branded quiz shows, interview based programmes, talk show and other programmes upto 30 minutes duration, where the microphone is visible in the cameraframe, two spot buy rate of the slot shall be charged, producer can carry the brand of the product as well as name of the programme on the cube of the microphone along with voice over.

b) Set Branding

For set branding for every slot upto 30 minutes programmes, twice the telecast fee plus one spot buy rate shall be charged. On RLSS charges will be of normal telecast fee plus one spot buy. The client/ agency/ producer will not be allowed any additional FCT other than the admissible FCT given to them on payment of normal telecast fee. Such set branding should be in an imaginative manner so that it does not appear to be out of sync with the tone and tenor of the programme. It must merge in a natural manner with the content of the programme.

4. BANKING

100% continuous banking shall be allowed in all programmes till the end of the programmes. Each single episode shall not carry commercials more than admissible FCT + 60 seconds of banked FCT (per half an hour). No cross programme/cross channel banking shall be allowed. Banking shall lapse with the end of the programme. Doordarshan at its discretion may increase the banking cap upto another 60 seconds in deserving cases provided the payment behaviour of the concerned producer/ agency is satisfactory.

5. CANCELLATION CHARGES

(i) Sponsored Programme :

A contract can be cancelled by an agency giving a notice as per agreement signed with the channels at the time of allotment of programme/ slot. In this case mandatory notice according to the programme agreement shall apply.

(ii) Spot :

In the spot booking a contract can be cancelled by an agency giving a notice of 3 days or more before the telecast date. If the notice is less than 3 days before the telecast date, billing will be done as per contract filed.

6. ADVERTISEMENT DURATION

Advertisement of 5 seconds or in multiples of 5 seconds duration shall be accepted. If the duration of the spot is not in the multiple of five seconds then it will be charged at the rate of the next higher multiple of five seconds. For example, if the duration of the spot is above 5 seconds and below 10 seconds then it shall be charged for 10 seconds. Advertisement below 5 seconds will be charged for 5 seconds.

7. PROGRAMMES FALLING IN MORE THAN ONE TIME BAND

In case of programmes falling in more than one time band, sponsorship fee will be the consolidated amount of the slots covered by the programme.

8. PENALTY FOR TELECAST OF UNAPPROVED ADVERTISEMENTS:-

All advertisements will be governed by the Code for Commercial advertising of Doordarshan. Hindi and English advertisements approved by Doordarshan Commercial Service and regional language advertisements approved by Regional Kendras shall be allowed for telecast. If any unapproved commercial is telecast, the agency will be charged penalty of five (5) times the rate of the normal spot buy for the programme where such advertisement appeared.

9. ALL VALUES IN THE RATE CARD ARE IN GROSS

10. DEFINITION OF UNIT

Spot buy rate unit : 10 seconds
Sponsorship Fee rate unit: 30 minutes

All programmes accepted for telecast on Doordarshan shall normally be of 30 minutes slot. In the event of the programme not being of 30 minutes duration, commercial terms will be on pro-rata basis. Such programmes should be in the multiple of five minutes and should not be less than five minutes.

11. PROGRAMMES TELECAST MORE THAN ONCE A WEEK

For the purpose of application of commercial terms, such programmes/ serials which are telecast more than once in a week, all the episodes telecast in one particular week will be separately counted for the purpose of charging of telecast fee and submission of Bank Guarantee. For example, for such serials which are telecast five times a week and BG for 8 weeks is required then BG for 40 episodes will have to be submitted. Also telecast fee for all the 40 episodes will have to be paid.

12. CATEGORISATION OF FILM BASED PROGRAMMES

Categorisation of programmes will be made and decided by the Evaluation Committee depending on the film. content of the programme. In such case where rate for film based and non film based programme has not been mentioned separately, the telecast fee for film based programme will be charged 25% more than the telecast fee of the relevant slot. It is clarified that the term „Film Based Programme“ is to be construed to mean and include album songs as well.

13. PRIZE SCHEME AND/ OR CONTEST SCHEME

- a) Prize Scheme / contest scheme can be part of FCT but if it goes beyond admissible FCT, the producer / agency will have to pay at the following flat rates:

DD-1(National) :

- (i) Prime Time : Rs.20,000
- (ii) Mid Prime Time : Rs.15,000
- (iii) Non Prime Time :Rs.10,000

DD-News & Other channels

- (i) Prime Time :Rs. 10,000
- (ii)Mid Prime Time : Rs. 7,500
- (iii)Non Prime Time :Rs. 5,000

Regional Kendra :

- (i)Prime Time : Rs. 8,000
- (ii)Mid prime time : Rs. 7,000
- (iii)Non-Prime Time : Rs. 5,000

All RLSS Channels: Rs. 1000

- b) If the Prize scheme / contest is not a part of admissible FCT then it can go up to a maximum of one minute.
- c) In the prize scheme, the producer / marketing agency shall be allowed to announce and show the branded products being given as prizes.

14. SPONSORED SONGS :

Where in the rate card of different Kendras/ Channels, rate for Sponsored Song has not been created, those Kendra/ Channel may charge Rs.3000/- (Per Song) except DD-1.

15. i) MAKING OF THE FILM

ii) FILM PROMO PACKAGE

i) For the programme „On Making of the Film“, telecast fee will be Two and half times (2 ½) of the normal fee of the slot on DD-1, DD-News, DD-India, DD-Bharati and DD-Urdu. For Regional Kendra fee will be Twice the normal fee under film based category of that slot. In case, rate card of any Kendra does not have film based category in the concerned time band then 25% extra will be levied on the telecast fee of that time band before charging twice the telecast fee. On RLSS telecast fee will be One and half (1 ½) under film based category. No FCT shall be allowed for the programme on Making of the Film on any channel/ Kendra.

ii) **Film Promo Package on DD-1:** Rs.20 Lakhs with 54 exposures of 10 secs in prime time and 480 exposures of 10 secs in non-prime time on ROS basis. The period of consumption of the package will be 20 days

Film Promo Package on Regional Kendras: One Spot Buy Rate of prime time (film based) with 1 free bonus spot in non-prime time on ROS basis.

16. TELE SHOPPING

For Tele-shopping, telecast fee shall be Eight times on DD-1, Six times on DD-News, DD-India, DD-Bharati, DD-Urdu, DD-Sports, Four times on Regional Kendra and on RLSS the telecast fee shall be Six times of the prevalent slot fee in which it will be telecast.

For such programme, NO FCT will be allowed

17. CONCESSION FOR THE PROGRAMMES FALLING IN SPECIAL CATEGORIES

Programmes categorized under News & Current Affairs and Children's category in non-prime time band shall have concessional rates. However, no concession shall be available to these categories of programmes in the prime time and mid prime time. The Selection Committee set-up at each Channel / Kendra for selection of sponsored programmes is empowered to take decisions on such categorisation.

News & Current Affairs and Children's category programmes falling in non prime time shall be charged @ 75% of the slot fees and shall be allowed the admissible FCT of that slot. It will not be applicable on DD-News channel.

18. PROMOS

Doordarshan is allowing telecast of promos, both branded and unbranded, free of charge in accordance with the following guidelines:

- a) Branded and unbranded promos are allowed for on-going programmes as well as for such programmes which are likely to come on air soon.
- b) As Doordarshan is not charging any telecast fee for such promos, their telecast depends on the sole discretion of Doordarshan
- c) Duration of promos shall be 20 seconds. In case of branded promos, maximum of 5 seconds can be used for branding purpose without exceeding the total duration of 20 seconds
- d) For branding purpose pack shot and punch line of the product or service can be used. However, for the purpose of uniformity all branded / credit line promos shall be telecast subject to the pack shot being shown in a window (Approx. 2/3 the size of the total screen). The usage of the actual punch line of the commercial is not allowed. The credit line should be in a separate voice over saying "..... brought to you by.....". In the other words, the pack shot should be shown in a separate window and voice over used for the punch line should not be used in the promos.

19. CLASSIFIED ADS. :

Classified ads. comprising of 60 characters (letters) will be allowed on payment of fee equivalent to Time check rates of the concerned Kendra. In case, number of characters exceed to the above limit, rate will be charged on pro-rata basis.

20. WIPES :

Use of wipes meant for change over from programme to Commercial break and vice versa/one programme to another programme are allowed @ 50 % of the time check of the time band in which wipe will be used.

21. GENERAL

- a) The rates indicated in the Rate Card are the minimum that is to be charged for each slot. Doordarshan reserves the right to charge higher rates depending on commercial exigencies.
- b) In case of any dispute or interpretation arising out of the Rate Card, the decision of Doordarshan will be final.
- c) Utilisation of commercials in the programme shall not exceed the statutory limit prescribed by the competent authority i.e Cable Television Networks (Regulation) Act-1994 from time to time.
- d) Film Trailer and Album Trailer will not be allowed within the commercial time admissible to the producer.
- e) **Advertiser Funded/ Customized Programming**

There is a requirement for “Advertiser Funded/ Customized Programming” i.e. content which is backed with the advertisers support. The format proposed is similar to the sponsored programme wherein the advertiser will take up the cost of production of content on the specified theme based on entertainment, education etc. The advertiser approaches DD with the produced content for a slotting and will also take the sponsorship, branding & set branding of such content.

DD retains the right to market the inventory to other advertisers and maximize the revenues from the telecast of such content. Since several brands have started associating themselves with meaningful content, this will open a new source of revenue for Doordarshan from the mounting of such content

The client will be allowed set branding, title branding, break bumpers (2 Aston/Innovations of 5 secs for every 30 mins. content, aston bands/ innovations). AFP will be allowed for a minimum of 13 weeks or for 26 weeks subject to approval of the content as per the existing guidelines specified for sponsored programmes. The exception to this will be in the case of one off programmes or short duration programmes which will be charged on a pro-rata basis.

Rates Chargeable or AFP/Customized Programming for 30 mins.

For AFP/Customized Programming, one basic/normal telecast fee (highest of the slot) with admissible FCT of the slot + one basic/normal telecast fee(highest of that slot) without FCT + 2 SBRs (spot buy rate)(highest of that slot) without FCT + 1 Additional SBR with 10 secs FCT (highest of that slot) as applicable for that slot will be charged for every slot of 30 minutes. This principle will be applicable to all Doordarshan Channels including regional and RLSS.