



PRASAR BHARATI
(INDIA'S SERVICE BROADCASTER)
ALL INDIA RADIO ARCHIVES (CENTRAL & NORTH ZONE)
AKASHVANI BHAWAN:NEW DELHI

No. PB/ARC-H-CNZ-20/2016

Dated : 27.02.2017

All India Radio Archives Policy and Guidelines for Archival Material

Prasar Bharati has a vanguard role to play in progressive digital marketing in view of changed market scenario. Therefore to streamline the procedure, rate structure and other matters connected with providing the Prasar Bharati Archives material (**audio content & transcript**), the following policy and guidelines are being issued with the approval of the Director General, All India Radio:-

- i. Archives material will be provided under two categories, i.e. for commercial use and for non-commercial use on the basis of end use of material by the requester. Material will not be provided to individuals for personal use.
- ii. Archives material like speeches/public addresses / lectures by leaders, news, etc. Which has been recorded by All India Radio without paying any fee can be provided to requester on payment of service charges. Material recorded on payment of fees with Complete Broadcasting Rights (CBR) by All India Radio can be provided, only after the approval of Director General, All India Radio.
- iii. Only excerpts of speeches will be provided to maximum of 75% of total duration of speech. No full speech will be provided. If more than one speech is required, a maximum of 1/3rd of total number of excerpts or a maximum of 10 excerpts, whichever is less, will be provided to prevent horizontal & parallel archiving of Prasar Bharati Archives material.
- iv. All material that has been recorded by All India Radio by paying requisite fee by entering into contract with artiste/talker will be released only by **Prasar Bharati Archives** itself.
- v. Audio content will be provided to international broadcasters or Indian companies only through the auction by bids on **Minimum Floor Price (MFP)** for broadcast / telecast or commercial CD release purpose with limited rights for two years provided it does not violate the clause XVIII. (**MFP Chart attached**).
- vi. In exceptional cases music recordings can be given for commercial purposes other than CD release on per minute & proportionate rates after the approval of Director General, All India Radio.
- vii. The material taken by paying service charges will have to be used within two years from the date of receipt of material by the user for the stated purpose. In case the user fails to use it within the stipulated time, he / she has to apply and again pay the service charges afresh. After the end of the period the agency shall not have any right to use the content in any form.
- viii. The use is **non-exclusive** and **non-transferable** i.e. Prasar Bharati can give usage rights to multiple users and usage rights can not be transferred to third party by the requester. Requester shall not have any right for creation of separate intellectual property out of the content except for the purpose mentioned in request.

A bond / undertaking on stamp paper shall be given by the requester indicating the intended use in which a clause of protection of copyrights and IPR of All India Radio has to be provided and signed by the requester. A penalty of up to 50 times of service charge will be levied on any misuse due to or on part of requester. **(Undertaking cum Indemnity Bond attached).**

- ix. User has to sign an indemnity bond absolving All India Radio of any dispute with third party arising out of usage of Archival material.
(Undertaking cum Indemnity Bond attached).
- x. Prior **NOC** of the competent authorities in Prasar Bharati Archives will be taken by the requester for the manner of usage of material, in case it's for commercial usage.
- xi. Three copies of the final commercial released product will have to be submitted in Prasar Bharati Archives for the record purpose.
An annual license fee will be paid in addition to the service charges beyond the license period of two years in case material is taken for public exhibition / museum display. Requester will clearly and prominently display that the material is taken from Prasar Bharati Archives and will protect it from pilferage and misuse. **(License Fee Chart attached)**
- xii. Service charges in US Dollar / Euro or Pound Sterling will be charged from the persons / organisation based outside India. Request of all foreign nationals and organisations will be entertained only on producing the recommendation of competent authority in the Minister of External Affairs (MEA), Govt. of India, New Delhi. The service charges will have 100% premium on the rate prevailing at the time of approval.
- xiii. If an applicant desires to listen to material before taking it, he / she will have to pay listening charges of Rs. 1000/- per hour or part thereof. Bonafide students / researchers will not have to pay any listening charges on production of identify papers.
- xiv. Revision of service charges will be carried out every three years.
- xv. The sensitive recordings like speeches at Defence, Intelligence, Police or CPO establishments / ISRO / BARC / DRDO etc. Cannot be given except for official purpose to Central Government / State Govt. Offices with the prior approval of the Director General, All India Radio.
- xvi. To prevent its pilferage the audio content will not be given for personal use as audio materia is not watermarked. Material will not be given to rival channels of All India Radio to protect its professional and commercial interests unless cleared by Director General, All India Radio. Prasar Bharati Archives can decline any request without citing reasons.
- xvii. The rates of service charges for Prasar Bharati Archives material will depend on their **differential vintage**. According to their vintage, material will be classified into these categories:-
 - a. **Neo class:** Material less than 20 years old.
 - b. **Silver class:** Material more than 20 years but upto 30 years old.
 - c. **Gold class:** Material more than 30 years but upto 40 years old.
 - d. **Diamond class:** Material more than 40 years but upto 50 years old.
 - e. **Platinum class:** Material more than 50 years old.**(Service Charges Chart attached)**
- xviii. All recording of Top Grade Music Artistes will be charged 50% premium on and above the Class rate and recordings of A Grade Artistes will be charged 30% premium on an above the Class rate.
- xix. The guidelines for Students / Researchers issued by Prasar Bharati Board will be applicab e to them.

- xx. For official use by Central / State Govt. Ministries / Offices / PSUs / Autonomous Bodies under Central / State Govt., service charges will be charged under non-commercial category.
- xxi. PMO / President's Secretariat & Ministry of Information & Broadcasting will be exempt from service charges for official use of Prasar Bharati Archives material.
- xxii. Recording of the National Anthem and National Song will be provided free of charge to Government Offices, Semi Government Offices and Public Sector Undertakings for official function usage.

T. S. Ramakrishna
(T.S.Ramakrishna)

Dy. Director General (Archives)

Copy to:

- i) DG, All India Radio
- ii) All ADGs, All India Radio

T.S. Ramakrishna
Dy. Director General (Archives)



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Rate Structure of Archival **Audio** Release-Minimum Floor Price on the basis of bids by companies

A Minimum Floor Price (MFP) of Music Programmes

Sl. No.	Category	Duration upto	Rate for Neo	Rate for Silver	Rate for Gold	Rate for Diamond	Rate for Platinum	
1.	Classical Music (Hindustani/Carnatic)	30 Mts.	Rs.4,50,000/-	Rs.4,60,000/-	Rs.4,75,000/-	Rs.4,90,000/-	Rs.5,00,000/-	
2.	Classical Music (Hindustani/Carnatic)	30-60 Mts.	Rs.8,00,000/-	Rs.8,25,000/-	Rs.8,50,000/-	Rs.8,75,000/-	Rs.9,00,000/-	
3.	Light Music	Per song	Rs.55,000/-	Rs.65,000/-	Rs.75,000/-	Rs.85,000/-	Rs.95,000/-	
4.	Folk / Tribal Music	Per song	Rs.75,000/-	Rs.85,000/-	Rs.95,000/-	Rs.1,05,000/-	Rs.1,15,000/-	
5.	Orchestral Compositions	Per song	Rs.2,25,000/-	Rs.2,35,000/-	Rs.2,45,000/-	Rs.2,55,000/-	Rs.2,65,000/-	
6.	Marching Tunes	10 Mts.	Rs.60,000/-	Rs.70,000/-	Rs.80,000/-	Rs.90,000/-	Rs.1,00,000/-	
7.	Operas, Hari Katha, Katha, Verse Plays, Musical Features, etc.	Per item	Rs.4,50,000/-	Rs.4,65,000/-	Rs.4,80,000/-	Rs.4,95,000/-	Rs.5,10,000/-	
8.	Ramcharitmanas	Complete Set	Rs.9,00,00,000/-					
9.	Manasgaan	Complete set	Rs.2,00,00,000/-					
10.	Music Lessons / Music Appreciation Programmes	Per Ep. of 30 Mts.	Rs.75,000/-	Rs.85,000/-	Rs.95,000/-	Rs.1,05,000/-	Rs.1,15,000/-	

Applicable VAT and Service Tax to be charged on the above Service Charges.

B Minimum Floor Price (MFP) of Spoken Word Programmes

Sl. No.	Category	Duration upto	Rate for Neo	Rate for Silver	Rate for Gold	Rate for Diamond	Rate for Platinum
1.	Radio Plays / Skits / Radio Features	15 Mts.	Rs.75,000/-	Rs.85,000/-	Rs.95,000/-	Rs.1,05,000/-	Rs.1,15,000/-
2.	Radio Plays / Skits / Radio Features	30 Mts.	Rs.1,25,000/-	Rs.1,35,000/-	Rs.1,45,000/-	Rs.1,55,000/-	Rs.1,65,000/-
3.	Radio Plays / Skits / Radio Features	60 Mts.	Rs.2,25,000/-	Rs.2,50,000/-	Rs.2,75,000/-	Rs.3,00,000/-	Rs.3,25,000/-
4.	Spoken Words & Others including Vichar Bindu, Thought of the day etc.	5 Mts. & Multiples	Rs.30,000/-	Rs.35,000/-	Rs.45,000/-	Rs.55,000/-	Rs.65,000/-
5.	Interviews with Eminent Personalities – Music / Literature etc.	30 Mts.	Rs.75,000/-	Rs.85,000/-	Rs.95,000/-	Rs.1,05,000/-	Rs.1,15,000/-

Applicable VAT and Service Tax to be charged on the above Service Charges.

C Service Charges based on Vintage (For Audio Speeches)

Sl. No.	Category	Duration upto (in Minutes)	Non Commercial Charges		Commercial Charges	
			Audio	Transcription	Aduio	Transcription
1.	Neo (Upto 20 years Vintage)	5 Mts.	Rs.5,000/-	Rs.250/-	Rs.10,000/-	Rs.500/-
		Per additional Minute	Rs.1,000/-	Rs.50/-	Rs.2,000/-	Rs.100/-
2.	Silver (More than 20 years and upto 30 years Vintage).	5 Minutes	Rs.6,000/-	Rs.500/-	Rs.12,000/-	Rs.1,000/-
		Per additional minute	Rs.1,200/-	Rs.100/-	Rs.2,400/-	Rs.200/-
3.	Gold (More than 30 years and upto 40 years Vintage).	5 Minutes	Rs.7,500/-	Rs.750/-	Rs.15,000/-	Rs.1,500/-
		Per additional minute	Rs.1,500/-	Rs.150/-	Rs.3,000/-	Rs.300/-
4.	Diamond (More than 40 years and upto 50 years Vintage)	5 Minutes	Rs.8,750/-	Rs.1000/-	Rs.17,500/-	Rs.2,000/-
		Per additional minute	Rs.1,750/-	Rs.200/-	Rs.3,500/-	Rs.400/-
5.	Platinum (More than 50 years Vintage)	5 Minutes	Rs.10,000/-	Rs.350/-	Rs.20,000/-	Rs.2,500/-
		Per additional minute	Rs.2,000/-	Rs.250/-	Rs.4,000/-	Rs.500/-

1. Charges are applicable per individual cut.
2. For material more than 5 minutes in duration the services charges will be proportionally charged per minute as per chart.
3. Service Charge will be in equivalent Dollars/Euros for Persons of India Origin.
4. Appl cable Service Tax to be charged on the above Service Charges.
5. Listening Charges are Rs.1000/-per hour or part thereof. For Bona fide students there are no listening charges.

Annual License Fee

Sl. No.	Material	Licence Fee
1.	Fee Per Year for usage after the initial licence of two years (Payable at the time of taking material)	10 % of the amount paid

T.S. Ramakrishna

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