

Pricing Policy : Advertisers/Others

2020-21

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 SPOT TREK

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%



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

OPERATING MARKETS OF YOUR CLIENTS

Region:

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

PRIME	AdView + AudView
SUPREME	AudView

NUMBER OF BMW USERS

START DATE:

END DATE:

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>	<input type="text" value="100"/>
Do you have a Media agency	<input type="text" value="Yes"/>
Name of Media Agency	<input type="text" value="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>	<input type="text" value="5"/>
Purpose of Data Subscription	<input type="text"/>

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

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

- SpotTrek
- Broadcast India
- Spot Monitoring Certification
- PrimaVu
- RLD
- Customized Report
- MAFRAS

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.

Recap

EULA for existing Subscribers

- Please note that though a new SOW needs to be signed by all, the EULA which is already signed with us will remain applicable for its 3 year tenure (unless otherwise communicated) and therefore existing subscriber may not have to sign a new EULA

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 payable as per the above article is an under -

- If the amount agreed does not exceed Rs.10 lakhs – 0.1% of the total value of the contract/agreement
- In any other case – 0.2% of the total value of the contract/agreement

THANK YOU!



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