



# Product Pricing Policy - Advertisers / Others FY 2023-24

# Summary of Offerings

## Yumi Prime

- Aud View
  - Time band
  - Program
  - Promos
- Ad View
  - Ad spots
- Plan View
  - Plan builder

## Yumi Supreme

- Aud View
  - Behavioural TG definition
  - Switching Grid
  - Individual Analysis
- Plan View
  - Optimiser

## Other Offerings

- Customised Reports
- RLD
- SpotTrek Certification

## Ad View Module

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

## Aud View Module

- Time-band Analysis
  - Daypart analysis
- Program
  - Ranking & highlights,
- Trends, Average
  - Top : Ascending / descending
  - Break ratings
- Promos
  - Tracking

## Plan View Module

- Campaign Planning
- Plan v/s Actual Analysis



## Yumi Prime

- Yumi Prime Ad View
- Yumi Prime Aud View
- Yumi Prime Plan View

## Additional Aud View Modules

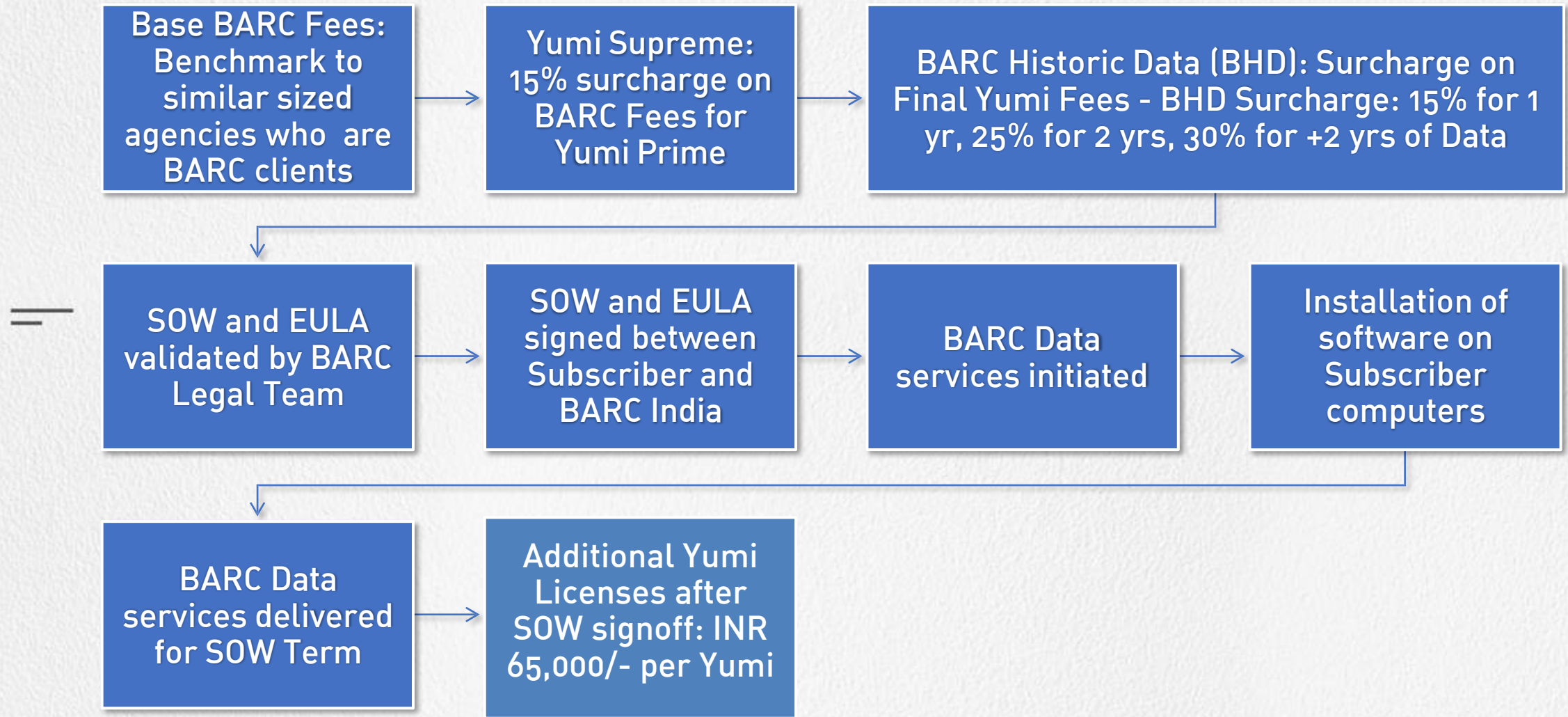
- Switching Grid
  - In, Out, In & Out analysis
- Individual Analysis
  - SMH, Duplication etc
- Behavioral Target

## Additional Plan View Modules

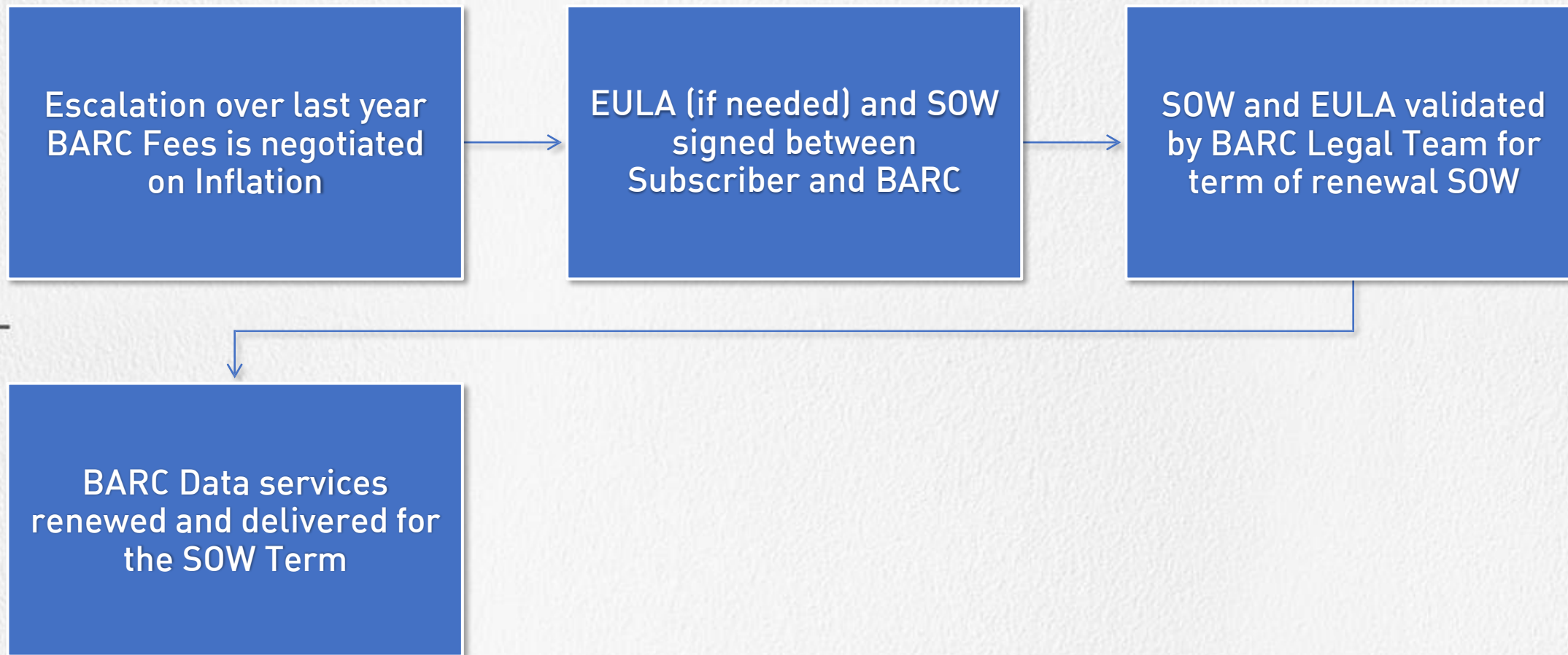
- Campaign optimizer at:
  - GRP
  - Reach & Frequency
- Multi-target optimisation



# New Subscriber Process Flow: Subscription Services



# Renewal Subscriber Process Flow: Subscription Services



# Spottrek Rate Card: FY 2023-24

Total Spots	Fixed Fees (INR)	Rate Per Spot (INR)	Remarks
Upto 10,000	-	7.00	7.00 for every spot upto 10,000 spots
10,001 to 25,000	70,000	6.80	6.80 for every spot from 10,001 onwards
25,001 to 50,000	1,72,000	6.60	6.60 for every spot from 25,001 onwards
50,001 to 1,00,000	3,37,000	5.00	5.00 for every spot from 50,001 onwards
1,00,001 to 5,00,000	5,87,000	3.90	3.90 for every spot from 1,00,001 onwards
5,00,001 to 10,00,000	21,47,000	2.50	2.50 for every spot from 5,00,001 onwards
10,00,001 to 25,00,000	33,97,000	2.10	2.10 for every spot from 10,00,001 onwards
25,00,001 to 50,00,000	65,47,000	1.75	1.75 for every spot from 25,00,001 onwards
50,00,001 to 1,00,00,000	1,09,22,000	1.50	1.50 for every spot from 50,00,001 onwards
1,00,00,001 to 1,50,00,000	1,84,22,000	1.05	1.05 for every spot from 1,00,00,001 onwards
1,50,00,001 and above	2,36,72,000	0.70	0.70 for every spot from 1,50,00,001 onwards



# Additional Documentation Notes for Subscription Services

- All BARC Subscription Services data remains Intellectual Property of BARC India in perpetuity.
- EULA and its validation by BARC Legal Team for the term of the SOW and BARC India services to Subscriber to be used only after signing of SOW.
- In case Subscriber does not complete renewal process before end of outgoing term, BARC India reserves the right to stop delivering data as well as revoke Subscriber access to data already delivered to Subscriber.
- In case the EULA signed between the Subscriber and BARC India is not valid for full tenure of the renewal SOW, Subscriber will need to sign a fresh EULA to cover for the tenure of the SOW not covered in existing EULA.
- BARC reserves the right to amend EULA from time to time





# 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 2<sup>nd</sup> 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.**

THANK YOU!

