

Pricing Policy : Media Agencies

2020-21

Background

- Establish parameters that distinguish one agency from the other with respect to data usage
- Attribute weights to each factor and arrive at a grid (*parameter X weight*)
- Charge agency basis the grid which has been designed and vetted by EY (Ernst & Young)

The distinguishing parameters

The Equalizer Model

Billing

- Number of clients serviced by the agency

Footprint

- Markets being catered for planning & servicing e.g. All India, HSM, South etc

Scale

- Number of categories handled by the agency

- Subscription cost determined by plotting each agency against the above parameters.
- Above details to be filled in by the Agency in the pricing widget [Link](#) prepared by BARC India.
- The algorithm for calculating the final pricing has been designed by EY (Ernst & Young).

Subscription Process Flow SOW Renewal/Submission



Pricing Widget Link Preview



PLEASE UPDATE YOUR PROFILE

Company Name

Contact Name

Country

Address line 1

City

PAN

TAN

GST Registration Number

Service Tax Number

Email

Mobile

State

Address line 2

Pincode

Please attach your PAN document here

No file chosen

Please attach your TAN document here

No file chosen

Please attach your GST document here

No file chosen

Company Registration No

START DATE:

END DATE:

PLEASE SELECT THE PRODUCT CATEGORIES YOU ARE INTERESTED IN

Select All

- Agriculture
- Alcoholic Drinks
- Appointments
- Auto
- Babycare
- Banking/Finance/Investment
- Building, Industrial & Land Materials/Equipments

Periodic Review

- Cess % to be reviewed at the end of six months
- With every change in the base cost due to change in sample size etc., the cess % will be revised accordingly

Prime Package

AudView

- Timeband
 - Daypart analysis
 - Continuous , Discontinuous, Trend
- Program
 - Ranking & highlights, Trends, Average
 - Top : Ascending / descending
 - Break ratings
- Promos
 - Tracking
- Flexible Reporting

AdView

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

PlanView

- Campaign planning
- Planning Vs actual analysis

Supreme Package

AudView

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

PlanView

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

Summary of Offerings

Prime Package

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

Supreme Package

- AudView
 - Behavioural TG definition
 - Switching Grid
 - Individual Analysis
- PlanView
 - Optimiser

Other Offerings

- Teleview
- BIO Products
- PrimaVU
- Customised reports
- RLD
- SpotTrek Certification
- Broadcast India

TeleView - Costing

Time Band	Time Slot	Annual Cost/ Channel*
Full Day	8:00 to 24:00 hours	6.0 Lacs

* Subject to availability of the channel for the service

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 15 Lacs
 - PlanView : 10% of prime package with a maximum cap of 15 Lacs
 - AudView + PlanView : 15% of prime package with a maximum cap of 25 Lacs
- User License to be charged basis number of installations per agency. Fixed cost of Rs 24,000/- per user per annum
- **TeleView** will be charged basis no of channels chosen by agency
- **Spot monitoring** certification 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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