



# **Product Pricing Policy – Broadcasters FY 2025-26**

# The Cess/ Base Price Model – Details

- Flat Cess (as a % of net TV advertising billing) to be charged to Broadcasters OR Base Price – whichever is higher
- Formula : **0.8% of net TV advertising billing OR Rs. 20 Lacs per Channel per annum whichever is higher**
- In cases where signatories of EULA form part of a group entity, the pricing of 0.8% of net TV advertising billing shall be applicable to all said entities.
- Payment for all services to be done within 7 days from date of invoice or as per the payment terms mentioned in SOW.





## Few examples: Cess/ Base Price Model – Scenario 1

Network A with 2 channels with a combined net advertising revenue of 60 crores will have an annual subscription fee of 48 lacs (at 0.8%).

Particulars	SOW
No Of Days	365
No. of Channels	2
Channel Price (pro-rated)-- A1	₹ 40,00,000
Previous Channel Count	0
Previous Channel Price (pro-rated) --A2	0
Total Channel Price A=A1+A2	₹ 40,00,000
Revenue -- B1	₹ 60,00,00,000
Old Revenue -- B2	0
Total Revenue B=B1+B2	₹ 60,00,00,000
C = 0.8% of B	₹ 48,00,000
Base License Fee -- D = Greater of A & C	₹ 48,00,000





## Few examples: Cess/ Base Price Model – Scenario 2

Network B with 2 channels with a combined net advertising revenue of 5 crores will have an annual subscription fee of 40 lacs (2 channels X 20 lacs per channel pa = 40 lacs)

Note that at 0.8 % of net advertising revenue the amount would have been 4 lacs only but the minimum fee per channel is 20 lacs p.a.

Particulars	SOW
No Of Days	365
No. of Channels	2
Channel Price (pro-rated)-- A1	₹ 40,00,000
Previous Channel Count	0
Previous Channel Price (pro-rated) --A2	0
Total Channel Price A=A1+A2	₹ 40,00,000
Revenue -- B1	₹ 5,00,00,000
Old Revenue -- B2	0
Total Revenue B=B1+B2	₹ 5,00,00,000
C = 0.8% of B	₹ 4,00,000
Base License Fee -- D = Greater of A & C	₹ 40,00,000



## Few examples: Cess/ Base Price Model – Scenario 3

Network C with 2 channels with a combined net advertising revenue of Rs. 12 Crores will have annual subscription fee of 40 lacs (at a minimum of Rs.20 lacs per annum).

On 1st October 2024, the network launches a new channel with a projected revenue of 2 Crores For the same financial year, then the billing for the Network for the Financial Year will be a total of ~50 lacs (2 channels annual = 40 lacs + 1 channel for 6 months = 10 lacs; resulting in a total of ~ 50 lacs.).

In this case the 0.8% of total revenue (of 14 Cr) would have been 11.2 lacs, lower than the 20 lacs per channel p.a. policy.

Particulars	SOW	Addendum
No Of Days	365	182
No. of Channels	2	1
Channel Price (pro-rated)-- A1	₹ 40,00,000	₹ 9,97,260
Previous Channel Count		2
Previous Channel Price (pro-rated) --A2		₹ 40,00,000
Total Channel Price A=A1+A2	₹ 40,00,000	₹ 49,97,260
Revenue -- B1	₹ 12,00,00,000	₹ 2,00,00,000
Old Revenue -- B2		₹ 12,00,00,000
Total Revenue B=B1+B2	₹ 12,00,00,000	₹ 14,00,00,000
C = 0.8% of B	₹ 9,60,000	₹ 11,20,000
Base License Fee -- D = Greater of A & C	₹ 40,00,000	₹ 49,97,260



## Few examples: Cess/ Base Price Model – Scenario 4

Network D has 2 channels with a combined net advertising revenue of 60 crores and launched 2 channels on 1st October 2024 with no incremental revenue, then the initial billing of Rs.48 lacs (at 0.8% of the advertising revenue) will be revised to ~ Rs.59.94 lacs based on Rs. 20 lacs per channel pa calculation.

Particulars	SOW	Addendum
No Of Days	365	182
No. of Channels	2	2
Channel Price (pro-rated)-- A1	₹ 40,00,000	₹ 19,94,520
Previous Channel Count		2
Previous Channel Price (pro-rated) --A2		₹ 40,00,000
Total Channel Price A=A1+A2	₹ 40,00,000	₹ 59,94,520
Revenue -- B1	₹ 60,00,00,000	₹ 0
Old Revenue -- B2		₹ 60,00,00,000
Total Revenue B=B1+B2	₹ 60,00,00,000	₹ 60,00,00,000
C = 0.8% of B	₹ 48,00,000	₹ 48,00,000
Base License Fee -- D = Greater of A & C	₹ 48,00,000	₹ 59,94,520





# Few examples: Cess/ Base Price Model – Scenario 5

There are two entities, i.e., Entity A with 10 channels and net advertising revenue of INR 500 Crores, and Entity B with 5 channels and net advertising revenue of INR 20 crores).Both Entity A and B are signatories to EULA.

Individually, the billing of Entity A will fall under 0.8% of net advertising revenue (0.8% of INR 500 crores i.e., INR 4 cr), and Entity B will fall under fixed fee (INR 20 lakhs per channel, i.e., INR 1 crores).

If the above two entities are part of a group Entity (Entity D) with combined 15 channels and combined revenue of INR 520 Cr, the individual entities A and B become eligible for billing at 0.8% of net advertising revenue of INR 520 Cr.

**\*Notes:**

- Group Entity D will have to provide supporting to show that Entity A and Entity B are part of this Group Entity.
- Average per channel revenue should be more than INR 25 Cr

Scenario 5(a) – Where Entity A and Entity B are not part of Group Entity D

Particulars	Entity A	Entity B
No. of Channels	10	5
Revenue -- X	₹ 500,00,00,000	₹ 20,00,00,000
0.8% of X	₹ 4,00,00,000	
INR 20 lakhs per channel (5* 20,00,000) (Y)		₹ 1,00,00,000
Total billing for Entity A and Entity B (X+Y)	₹ 5,00,00,000	

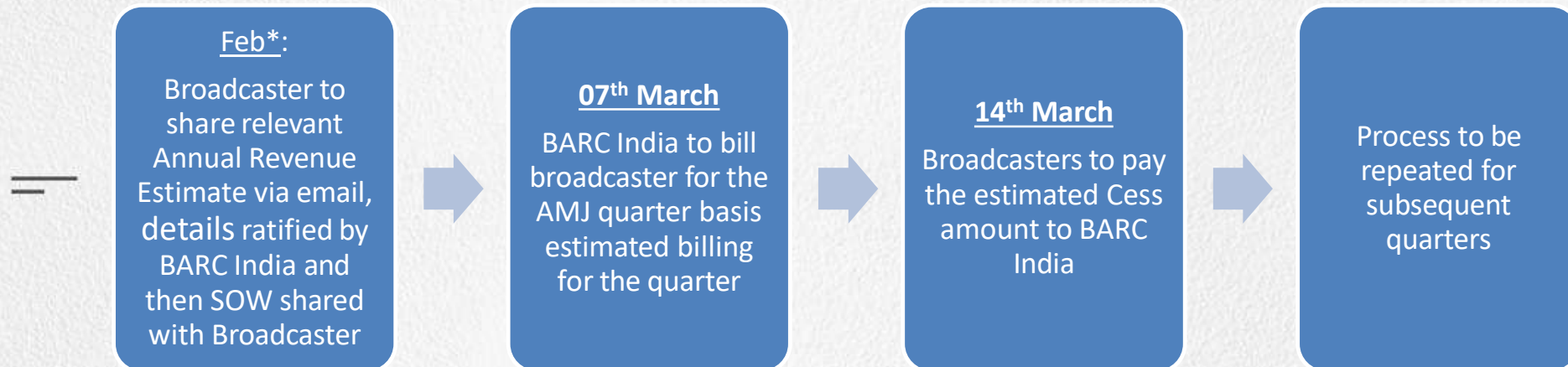
Scenario 5(b) – Where Entity A and Entity B are part of Group Entity D \*

Particulars	Entity A	Entity B
No. of Channels	10	5
Revenue -- X	₹ 500,00,00,000	₹ 20,00,00,000
Average per channel revenue for Group Entity (i.e. 520,00,00,000/ 15)		₹34,66,66,667
0.8% of X	₹ 4,00,00,000	₹16,00,000
Total billing for Entity A and Entity B	₹ 4,16,00,000	



# How will it work?

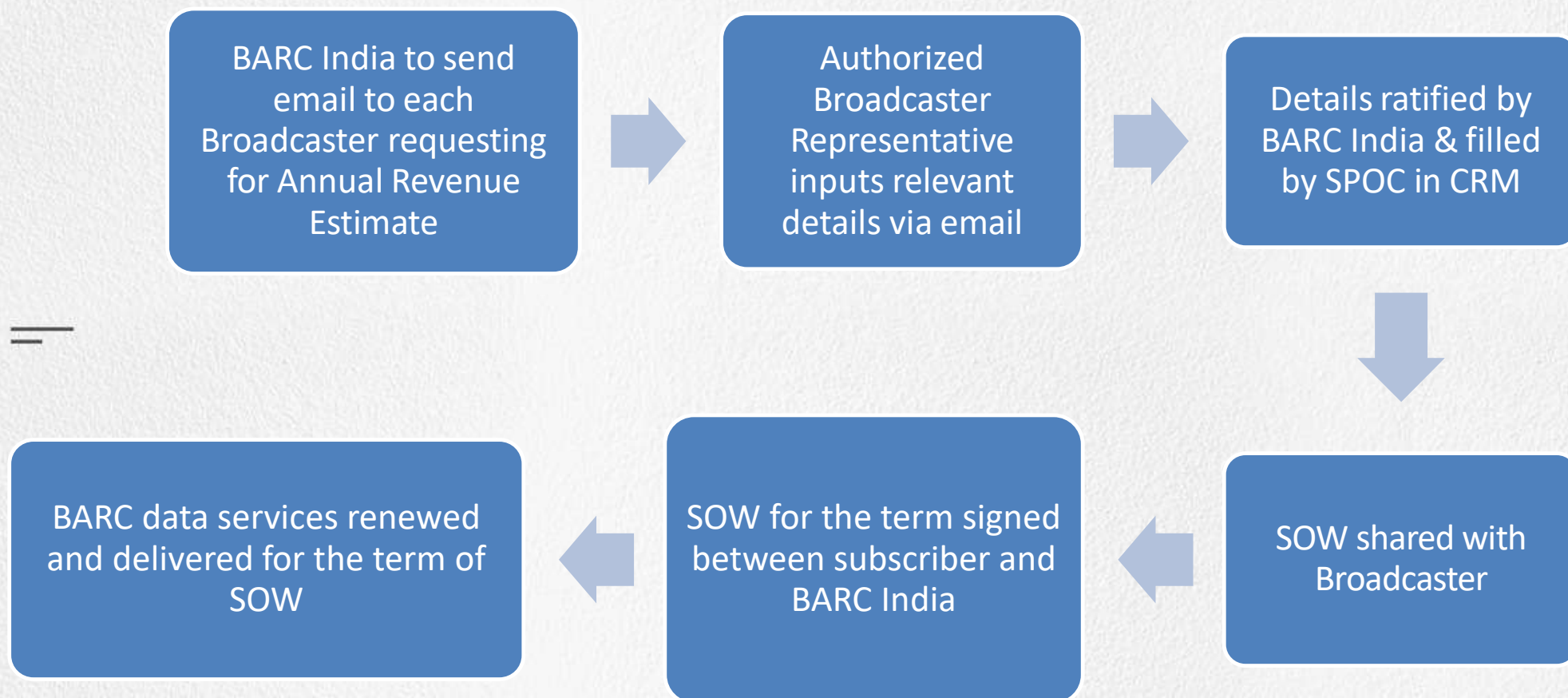
- BARC India to invoice broadcasters before the quarter basis estimated Cess. The brief process for one quarter (April-June) is defined below:



- The amount to be paid within 7 days from the invoice date.
- Reconciliation of actual billing vs estimated billing at the end of each financial year and adjustment, if any, to be done post submission of audited/certified Revenue.



# Subscription Process Flow SOW Renewal/Submission



# Periodic Review

- Any change in Cess % to be reviewed & approved by the BARC Board.
- With every change in the base cost due to change in operating expenses, other costs, etc, the Cess % will be revised accordingly.



# Prime Package

## Aud View

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

## Ad View

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

## Plan View

- Campaign planning
- Planning Vs actual analysis



# Supreme Package

## Aud View

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

## Plan View

- Campaign optimiser 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
  - Switching Grid
  - Individual Analysis
  - Behavioural Targeting
- PlanView
  - Optimiser

## Other Offerings – Illustrative List (at additional cost)

- SpotTrek (Commercial)
- SpotTrek (Commercial + Promo)
- SpotTrek Certification
- Preview
- Language Feed
- TBR Data
- Special Promo Coding
- Historical Data
- RLD (Respondent Level Data)

Only Prime Package and Supreme Package for Broadcasters is part of fees

# Spottrek Rate Card: FY 2025-26

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

## **Annual packages:**

Commercial (All Ad spots aired on a channel) is @ ₹ 2,00,000 per annum / channel

Commercial + Promo (all Ad spots and Promo spots aired on a channel) is @ ₹ 3,00,000 per annum / channel



# User License fees - costing

Subscriber Annual Revenue Band (Figs in INR crores)*	Count of Licences (Max) No of Individual users bundled in fees
0-100	10
100-200	15
200-500	25
500-1,000	30
1,000-1,500	50
1,500-2,000	200
2,000-3,000	400
3,000-5,000	450
5000-7000	500
7000+	1000

Incremental User cost of ₹ 60,000/- per user per annum over the above free users

\* If the Subscriber Annual Revenue is a figure which is common to two revenue bands (i.e. 100, 200 etc) then the higher revenue band will be applicable for issuing free count of YUMI Licences.

# 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 shall be payable as per Maharashtra Stamp Duty Act, 1958 and amendments made to the same.
- Stamp Duty shall be payable by the Subscriber on Maharashtra stamp papers.
- This cannot be on the stamp papers of the states of the Subscribers because the jurisdiction agreed is ~~M~~Mumbai.
- This has to be either printed on Maharashtra Stamp papers which can be procured from stamp vendors in Maharashtra; or It can be paid online by using below link <https://gras.mahakosh.gov.in/echallan/>
- 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 10 lacs and above
- The stamp duty to be paid for EULA shall be INR \*1,000 for main copy and INR \*500 for 2<sup>nd</sup> copy
- Upon submission of the proof of payment, BARC shall reimburse 50% of the stamp duty so paid to the Subscriber for both EULA and SOW

\* Rates are subject to change as per Maharashtra Stamp Duty Act, 1956





THANK YOU!



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