



POLICY FOR CODING OF PROMOS BY VARIANT

For the promos on a channel to be coded by variant, the guidelines defined in this policy will be applicable.

- A channel may subscribe to coding of Promos as per this policy on a per channel basis.
- The detailed promo coding will be available to all BMW users
- The additional detail will be captured under “Promo description”
- All new promos on the subscribed channel starting from the date of monitoring will be reported with Promo Description. These promos will also be reported for other channels if they are being telecast on the other channels.
- Promos of other channels aired on the subscribed channels will not be reported.

Timelines

- The monitoring and capturing of the data in the required format would start post 5-10 working days from the date of formal confirmation received from the channel.
- The monitoring will start from the onset of a new week (i.e. Saturday onwards)
- The data will be incorporated and reported in BMW after 2 weeks from the date of monitoring/capturing of the data in the required format, although the data released will be from the day it is being captured.
- The data will be released in BMW only after an agreement has been signed between BARC and the channel

Subscription Fees

The subscription will be charged as follows

| Annual Rate | Channels | Example |
|--------------------------|-----------------|------------------------------------|
| INR 4L per channel/annum | 1-5 channels | for 3 channels the cost is 12 lacs |
| INR 3L per channel/annum | 5+ channels | for 6 channels the cost is 18 lacs |



Example of Promo Description

| Channel | Description | Promo Desc |
|---------------------|------------------------------------|----------------------------------|
| STAR Sports 1 Hindi | PP SPL KULFI KUMAR BAJEWALA | THEME NOT MONITORED |
| STAR Sports 1 Hindi | PP SS3 CRICKET COUNTDOWN | PROGRAM SCHEDULE |
| STAR Sports 1 Hindi | PP SS3 KNIGHT CLUB | PROGRAM SCHEDULE |
| STAR Sports 1 Hindi | PP SS3 VIVO IPL HIGHLIGHTS | PROGRAM SCHEDULE |
| STAR Sports 1 Hindi | PP SSPNET GAME PLAN IN YOUR CITY | DELHI SPECIAL |
| STAR Sports 1 Hindi | PP SSPNET HERO INDIAN SUPER LEAGUE | 2DTG/FINAL/RAHUL DRAVID PROMOTES |
| STAR Sports 1 Hindi | PP SSPNET HERO INDIAN SUPER LEAGUE | 3DTG/FINAL/RAHUL DRAVID PROMOTES |
| STAR Sports 1 Hindi | PP SSPNET HERO INDIAN SUPER LEAGUE | FINAL/BEN VS CHE |