



Pricing *Philosophy* : Media Agencies



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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.



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 [Link](#) prepared by BARC India.
- The algorithm for calculating the final pricing was vetted by EY (Ernst & Young).





Subscription Process Flow SOW renewal/submission



Pricing Widget Preview



BARC SUBSCRIPTION

PLEASE UPDATE YOUR PROFILE

Company Name	<input type="text" value="Span Communications"/>	Email	<input type="text" value="parminder@spancom.in"/>
Contact Name	<input type="text" value="Parminder Singh - parminder@sp"/>	Mobile	<input type="text" value="9717537999"/>
Country	<input type="text" value="India"/>	State	<input type="text" value="Delhi"/>
Address line 1	<input type="text" value="B-174, East of Kailash, New Delhi"/>	Address line 2	<input type="text"/>
City	<input type="text" value="New Delhi"/>	Pincode	<input type="text" value="10065"/>
PAN	<input type="text" value="AAJPK4282D"/>	Please attach your PAN document here	<input type="button" value="Choose File"/> No file chosen
TAN	<input type="text" value="DELN04103B"/>	Please attach your TAN document here	<input type="button" value="Choose File"/> No file chosen
GST Registration Number	<input type="text" value="07AAJPK4282D1ZS"/>	Please attach your GST document here	<input type="button" value="Choose File"/> No file chosen
Service Tax Number	<input type="text" value="AAJPK4282DST001"/>	Company Registration No	<input type="text"/>

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



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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



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Supreme Package

AudView

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

PlanView

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



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Other offerings

- Teleview
- SpotTrek,
- SpotTrek with Channel Promos
- TAM Historical Database
- Broadcast India





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

- Teleview
- SpotTrek
- SpotTrek with Channel Promo
- TAM Historical Database
- Broadcast India





TeleView - Costing

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

- *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.





Spot Monitoring Certification cost

Total spots to be monitored	Fixed Fees (INR)	Rate per additional spot (INR)
Upto 10,000	-	7 per spot
10,001-25,000	70,000	6 for every spot from 10,001 onwards
25,001-50,000	1,60,000	5 for every spot from 25,001 onwards
50,001-100,000	2,85,000	3.50 for every spot from 50,001 onwards
1,00,001-5,00,000	4,60,000	2.75 for every spot from 100,001 onwards
5,00,001-10,00,000	15,60,000	1.75 for every spot from 500,001 onwards
10,00,001-25,00,000	24,35,000	1.50 for every spot from 10,00,001 onwards
25,00,001-50,00,000	46,85,000	1.25 for every spot from 25,00,001 onwards
50,00,001-1,00,00,000	78,10,000	1.10 for every spot from 50,00,001 onwards
1,00,00,001 - 15000000	133,10,000	0.75 for every spot from 1,00,00,001 onwards
1,50,00,001- 2,00,00,000	170,60,000	0.5 for every spot from 1,50,00,001 onwards





Payment and Discount

- Payment of all services to be done monthly in advance.
- Discount structure for early payments:
 - Annual payment : 11%
 - Half Yearly: 5%
 - Quarterly: 3%





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 Broadcasters may not have to sign a new EULA.



