

# **NORMS / GUIDELINES FOR TELECASTING SPONSORED PROGRAMME OVER DOORDARSHAN KENDRA BHOPAL**

## **GUIDELINES**

### **I. SPONSORED PROGRAMMES**

- (a) (i) Booking is acceptable either of a client or of a product / service. In case of a product, Free Commercial Time (FCT) can be utilized for the advertisements of that product / service only.
- (ii) The Sponsor (s) / Client (s) is allowed to advertise any number of products in the admissible commercial time.
- (iii) Commercial Breaks permitted in all programmes are:
- a. Three commercial breaks in a 30-minute slot, four commercial breaks in a 45-minute slot and six commercial breaks in a 60-minute slot will be allowed.
- b. In case of sponsored programmes produced by outsiders, the Free Commercial Time (FCT) will be inserted by producer.
- c. DD will retain right to use upto 60 seconds in-between the programme with every 30 minute slot and 120 seconds in every 60 minute slot for advertisement, channel promotion, public service messages. For this, a break bumper is to be provided by the producer at mid-break for insertain of the material from Doordarshan end.
- (iv) Advertisements featuring the artists participants in a particular serial / programme are also accepted for telecast along with the same programme.

### **(b) Credit Lines**

In addition to Free Commercial Time, the sponsor (s) are allowed credit lines, upto 20 seconds at the beginning and upto 20 seconds at the end of the programme in case of programmes on Channel - 1 / Channel - 2 / Regional channels and Regional Kendra's. In case of continuing programme (e.g. feature film, sports etc.) with different sponsors in each 30-minute slot, the credit lines for 20 seconds each will be supered over the programme in such a manner that it does not obstruct the viewing of the programme.

**The telecast of the credit lines will be governed as follows: -**

### **(1) Programme Sponsored in the Name of the Client (Company) :**

The credit lines may contain:

- a. Visual presentation of the name of the company in any lettering / style choice and / or name in audio (including accompanying music, if desired).
- b. Visual Presentation of the standard logo of the company, If desired, and,
- c. Any colour scheme of the company for visual presentation, and if so with special

(2) **Programme Sponsored in the name of a product:**

The credit lines may contain the name of the product, spoken or written on any style, with or without accompanying music. Display of products with punchline is allowed. The duration of the sponsor / punchline can go upto a maximum of 5 seconds.

**Note:** The procedure for the approval of the credit lines is the same as that for advertisements.

**II. NUMBER OF SPONSORS ALLOWED**

1. There shall be no limit to the number of sponsor for a programme.
2. The sponsor tag on could be the punchline of the product. However its duration should not exceed a total of 5 seconds.

**III. BANKING**

100% continuous banking shall be allowed in all programmes till the end of the programme. Each single episode shall not carry commercials more than admissible FCT + 60 seconds of banked FCT (per half an hour). No cross programme / cross channel banking shall be allowed. Banking to lapse with the end of programme. Banking of 30 seconds allowed to sponsored programme on DD-India which they get on DD-I non-prime time is discontinued with immediate effect. However, if any programme is repeated from RLSS to DD-I (Regional) and vice versa then 30 seconds banking per episode can be utilized from RLSS to DD-I in the same programme within one month of telecast on RLSS.

**IV. REPEAT PROGRAMMES**

Approval of a programme for a particular Channel does not mean that the programme is automatically approved for another Channel of Doordarshan. The programme has to be submitted fresh to a Channel for approval as per the extant policy. For a programme being repeated on a particular Channel, the telecast fee charged shall be according to the following schedule:

- a) If a programme is repeated on the same Channel then 50% premium shall be charged on the telecast fee of the new slot.

- b) If the programme is repeated from DD-2 to DD-1 then 50% premium will be charged on the telecast fee of the new slot on DD-1.
- c) If a programme is repeated on DD-2 from DD-1 then 50% premium shall be charged on the telecast fee of the new slot.
- d) If a programme is repeated on DD-2 from Regional Kendra, a premium of 25% shall be charged on the telecast fee of the new slot on DD-2.
- e) If a programme is repeated on DD-2 from Regional Kendra, a premium of 25% will be added to Telecast / Sponsorship Fees of the slot on DD-2 with no change in FCT for the slot on DD-II.
- f) If a programme is repeated on Regional Kendra / Hindi Belt from DD-1 / DD-2 then a premium of 25% shall be charged on the telecast fee of the new slot.
- g) If a programme is repeated from one Regional Kendra / Hindi Belt to another Kendra / Hindi Belt then 10% premium shall be charged on the telecast fee of the new slot.
- h) If programme is repeated on any channel of Doordarshan from the DD-India then 10% premium shall be charged on the telecast fee of the new slot.
- i) If any programme is repeated on DD-India from any other channels of Doordarshan then no premium shall be charged. Also, no premium will be charged if any programme is repeated from any channel of Doordarshan to the Regional Language Satellite Channel and vice versa as well as repeats within the Regional Language Satellite Channel.

V) **BRANDING (for all programmes)**

Full spot buy rate application for the said programme will be charged. This is applicable for the Regional Kendra also. For the branding purpose, the usage of the punch line for the product shall be allowed in the v/o for branding. For the purpose of branding, the producer / marketing agency shall be allowed not more than 5 seconds for the usage of the punch line of the product in the voice over for branding.

For branded quiz shows, interview based programmes and other programme where the microphone is visible in the camera frame; the producer can carry the brand of the product alongwith the name of the programme on the cube on the microphone.

## VI. PRIZE SCHEME AND / OR CONTEST SCHEME

Prize Scheme / contest scheme can be a part of FCT but if it goes beyond admissible FCT, the product / agency will have to pay at the following flat rates:

Prime Time Rs. 10,000/-

Non-Prime Time Rs. 7,500/-

If the Prize scheme / contest is not part of admissible FCT then it can go upto a maximum of one minute. In the prize scheme, the producer / marketing agency shall be allowed to announce and show the branded products being given as prizes.

## VII. CANCELLATION CHARGES (for spots booking)

A contract can be cancelled by an agency giving a notice of 7 days or more before the telecast date. If the notice is less than 7 days before the telecast date, billing will be done as per contract filed. However, if the marketing agency / producer are withdrawing from the agreement signed with the Sponsored Wing at the time of allotment of programme, then the mandatory notice as per the agreement shall apply.

## VIII. ADVERTISEMENT DURATION

Advertisement of 5 seconds or in multiples of 5 seconds duration shall be accepted. Advertisement below 5 seconds will not be accepted. If the duration of the spot is above 5 seconds and below 10 seconds then it shall be charged for 10 seconds.

## IX. TIME CHECK BEFORE NEWS

Mute advertisement for 5 to 10 seconds with either the name of the product or the client will be permitted. **Logo product shot or product advertising is allowed / acceptable.**

X. (a) Doordarshan shall be entitled to review the category of a programme every quarter or after the telecast of 13 episodes. The review shall be based on the performance of the programme based on TRP ratings of the quarter.

(b) Same category and same telecast fee with the FCT applicable will continue till the end of that programme. For example, if a serial starts at 9.30 PM and continues till 11.30 PM, it will pay the same telecast fee per half an hour till 11.30 PM which is applicable at 9.30 PM. Doordarshan reserves the right to upgrade / downgrade the category of such telecasts on a case-to-case basis.

- XI. All advertisements will be governed by the Code for Commercial Advertising for Doordarshan. Only advertisements approved by Doordarshan Commercial Service will be allowed for telecast. If any unapproved commercial is telecast, the agency will be blacklisted and will also be charged penalty of five (5) times the rate of the normal spot buy for the programme where such advertisement appeared.
- XII. All values in the Rate Card are in gross.
- XIII. Spot buy rate unit = 10 seconds  
Sponsorship Fee rate unit = 30 minutes

All programmes accepted for telecast on Doordarshan shall normally be of half an hour duration. However, programmes falling under the Public Service Broadcasting category, News and Current Affairs and Children's category can be of lesser or odd duration. In this case, all such programmes of 5 minutes, 10 minutes and odd durations etc. shall be charged on pro-rata basis rounded off to the nearest unit of 5 minutes. The FCT available shall also be on pro-rata basis of the relevant slot.

- XIV. Programmes categorised under Public Service Broadcasting, News & Current Affairs and Children's category shall have concessional rates in non-prime time bands. However, no concession shall be available to these categories of programmes in the prime time / mid-prime time. In non-prime time, these programmes shall be charged at 75% of the slot fees and shall be allowed the admissible FCT of that slot.
- XV. For the programme 'On Making of the Film', telecast fee will be four times the normal fee of the slot on DD-I and three times the prevalent telecast fee on DD-II.
- XVI. For Teleshopping, the telecast fee shall be six times of the prevalent slot fee in which programme is telecast - both on DD-I and DD-II. This shall apply to regional channels also.
- XVII. For the purpose of application of commercial terms in case of such programmes / serials which are telecast more than once in a week, all the episodes telecast in one particular week will be counted as one episode. For example, in case of such serials, which are telecast five times a week, 130 episodes will be counted as 26 episodes for the purpose of application of commercial terms and 260 episodes for 52 weeks.
- XVIII. i) Doordarshan is doing away with the charging of telecast fee for programme promo / branded promo and will henceforth allow branded promos / tag-on promos. As outlined in the sponsorship guidelines, henceforth, Doordarshan would take a one minute mid break in a programme for telecast of promos / special messages / advertisements. The scheduling of the promos would be done by Doordarshan and requests / contracts for telecast of promos would not be accepted anymore.

- ii) The duration of the promo shall be 20 seconds, which can include upto a maximum of 5 seconds for branding purposes.
- XXI. In so far as categorisation in terms of film based and non-film based programmes for various channels are concerned, such categorisation will be made and decided by the Evaluation Committee depending on the film content of the programme and the telecast fee / rates will accordingly be made applicable.
- XXII. Depending on commercial exigencies, Doordarshan can revise the commercial terms of a programme including but not limited to upgrading of downgrading the category of a programme or suitably revising the FCT and SBR both in cases of outside produced programme and DD produced / acquired programme.
- XXIII. In case of any dispute or interpretation arising out of the Rate Card, the decision of Doordarshan will be final.
- XXIV. The rates indicated in the Rate Card are the minimum that is to be charged for each slot. If more than two serials are available for a particular slot, the producer who agrees to pay higher telecast fee shall be allotted the slot with the admissible FCT remaining fixed.

**RATE CARD W.E.F. 01/04/2004**

<b>ADVERTISEMENT ( SPOT BUY )</b>		
<b>CATEGORY/ TIME BAND</b>	<b>SPOT BUY RATE PER 10 SECONDS</b>	<b>MAIN PROGRAMMES COVERD</b>
'B' Category (1600-1830 Hrs.)	Rs. 1500/-	Gram Mangal (Mon. to Sat.), Krishi Darshan (Mon. to Fri.), Regional News (All Days), Ghatna Chakra (Thur.), Ghar Baar (Fri.), Bal Jagat (Wed.), Bhavdiya (wed.) Samachar Darpan (Saturday)
'A' Category (1830-1900 Hrs.)	Rs. 3000/-	Kalyani [Health Prog.] (Mon, Tue & Thur.), Jan Manch (Live phone-in), Health line (Live phone-in)
'Super-A' Category (1900-2000 Hrs.)	Rs. 8000/-	Regional News (All Days), Hell DD Bhopal (Live phone-in on Tuesday), Meri Aawaz Hi Pehchaan Hai [Musical Programme] (Friday)
'Super-A' Category (1900-1915 Hrs.)	Rs. 12,000/-	In Between Regional News

<b>SPONSORSHIP OF INHOUSE PROGRAMMES</b>			
<b>CATEGORY / TIME BAND</b>	<b>SPONSORSHIP RATE PER 30 MTS.</b>	<b>FREE COMMERCIAL TIME</b>	<b>MAIN PROGRAMMES COVERED</b>
'B' Category (1600-1730 Hrs.)	Rs. 4000/-	120 Seconds	Ghatna Chakra (Thur.), Ghar Baar (Fri.), Bal Jagat (Wed.) Bhavdiya (Wed.)
'A' Category (1730-1900 Hrs.)	Rs. 10000/-	120 Seconds	Gram Mangal (Mon. to Sat.), Krishi Darshan (Mon. to Fri.), Kalyani (Mon, Tue & Thru.)
'Super-A' Category (1915-2000 Hrs.)	Rs. 20000/-	120 Seconds	Hello DD Bhopal (Live phone -in on Tuesday), Meri Aawaz Hi Pehchaan Hai (Friday)
<b>ADVERTISEMENT / TELECAST FEES OF SPONSORED PROGRAMMES</b>			
<b>CATEGORY / TIME BAND</b>	<b>TELECAST FEE PER 30 SLOT</b>	<b>FREE COMMERCIAL TIME</b>	<b>SPOT BUY RATE (PER 10 SECONDS)</b>
'A' Category (1600-1800 Hrs.)	Rs. 4000/-	210 Seconds	Rs. 1,500/-
'A' Special Category (1830-1900 Hrs.)	Rs. 6000/-	210 Seconds	Rs. 4000/-
Super 'A' Category (1915-1930 Hrs.)	Rs. 5000/-	90 Seconds	Rs. 8000/-
Super 'A' Category (1930-2000 Hrs.)	Rs. 10000/-	180 Seconds	Rs. 8000/-

**Discount:**

- 25% discount on Gross business to Government Departments / PSU / Government aided agencies.
- 15% discount on Gross business to Agencies Registered / Accredited with Doordarshan.
- 20% premium on film - based programme on prevailing telecast fee
- In case of film-based programme, FCT will be reduced by 30 seconds for 30 mts. sponsorship.

**Remarks:**

- Agencies have to pay 12.36% Service Tax on Net Amount Separate demand draft should be submitted for Net Amount & Service Tax in favour of "PBBBCI, DOORDARSHAN COMMERCIAL SERVICE, NEW DELHI " payable at New Delhi.