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Government of India  
Ministry of Information and Broadcasting  
'A' Wing Shastri Bhawan, New Delhi  
(Media Unit Cell - I)

Dated: 25.10.2022

OFFICE MEMORANDUM

**Subject: Revision of Guidelines for Empanelment of AV-Producers with CBC-reg.**

The undersigned is directed to refer to CBC ID No. 22204/01/17-18/AV-Prod (Part 1) dated 04.10.2022 on the subject mentioned above and to forward herewith a copy of the "Policy Guidelines for Empanelment of Audio-Video Producers with Central Bureau of Communication (CBC) - October 2022 (Production of Spotlight Features)", approved by the Competent Authority in the Ministry.

Encl: As above.

*Dhanpreet Kaur*

(Dhanpreet Kaur)  
Director (IP)  
Tele. No.: 23380570

To

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**Central Bureau of Communication**  
(Kind Attn. Shri Manish Desai, DG)  
Soochna Bhawan, CGO Complex  
Lodhi Road, New Delhi-110003

*RC Meena*

**Policy Guidelines for  
Empanelment of Audio-Video  
Producers  
With Central Bureau of  
Communication (CBC)-October, 2022  
(Production of Spotlight Features)**

## Production of Spotlight Features

- a. Ministries & Departments under Government of India and various Public Sector Undertakings may consider the production of innovative and unique stories/ special programmes/ featurette related to Government programmes/ policies/ schemes by private cable and satellite (C&S) TV channels/ Groups.
- b. The idea behind the production of such spotlight features is to create a high end production content and create maximum visibility by onboarding the TV Channels/ groups with maximum TRP for such proposals.
- c. The proposals will consist of details of the related programme/ policy/ scheme of the Government, proposed production job and the air time / telecast time offered etc.
- d. In case of acceptance of the proposal by the committee, the private C&S TV channels/ groups may be asked to produce the same at applicable AV production rate as per the categories specified below:
  - (i) Upto 1 Minute (TVC spot format)
  - (ii) Upto 2 Minutes (TVC spot format)
  - (iii) Above 2 to 5 Minutes (News Report/ Documentary format)
  - (iv) Above 2 to 15 Minutes (News Report/ Documentary format)
  - (v) Above 15 to 20 Minutes (News Report/ Documentary format)
- e. The Language versions of the master original production may be done in the following manner:
  - A. Videos Spots (TVC spot format) upto 2 Minutes:**
    - (i) Only Dubbing
    - (ii) Regional adaptation with dubbing + Beneficiary reshooting + Re-editing
  - B. Videos (News Report/ Documentary Format) of duration 2 to 30 Minutes**
    - (i) Only Dubbing
    - (ii) Regional adaptation with dubbing + Beneficiary reshooting + Re-editing

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- f. Since the GEC Channels/ groups will be doing high value production in comparison to the News Channels which will involve fabrication and putting-up of exclusive set, associating celebrities and celebrity anchors with the show and use of high end technical logistic i.e. high and multiple camera set-up, latest lighting setup, use of animation, graphics etc, a premium on the production cost may be given to the GEC Channels as per the following details:
- (i) 100% premium on the production cost for the National GEC Channels
  - (ii) 50% premium on the production cost for the Regional GEC Channels
- g. As part of these proposals, all Private C&S TV channels/groups will have to telecast the produced content **free of cost and no payment will be made for air time**. The TV channel/group will have to submit a media plan, giving details of the telecast plan in such a manner wherein the free air time for telecast in terms of cost as per CBC telecast rate is commensurating with cost of production as per the proposal of Private C&S TV channels/groups.
- h. The Proposals from private C&S TV channels as classified in different genres i.e. National News, National GEC (General Entertainment Channel), Regional News and Regional GEC in the , will be considered channel category wise. In such cases, proposals from Top Ten (10) National News and GEC and Top five (5) Regional News and Regional GEC as per latest BARC TV Viewership rating may only be considered for the Production of Spotlight Feature Series.
- i. The maximum duration of such programmes may be 30 Minutes.
- j. The proposal from the private C&S TV channels should be maximum for a campaign period of not more than 6 months.
- k. The air-time offered in all such proposals should be distributed in a manner so that 40% of offered free air time should be in the morning time band (7:00 am to 9:00 am) and 40% in the evening time band (7:00 pm to 10 pm). The remaining 20% airtime can be other time slots.

- l. The air-time offered by the channels/group should be distributed in such a manner that 70% of the airtime cost should be for the leading TV channels of the group and remaining 30% to the other channels of the group.
- m. The proposals of private C&S TV channels/groups will be examined by a committee constituted by CBC in consultation with Ministry of Information and Broadcasting and concerned Ministry/Department. In case of Public Sector Undertakings such committee may be constituted within PSUs with the approval of the competent authority in the concerned PSU. The committee constituted in this regard will evaluate all such proposals based on its merit, themes, treatment and content of the stories/Special programmes/featurette related to Government programmes/policies/schemes, quality of production, reach of the private C&S TV channels (as per latest BARC TV Viewership rating) campaign intensity and duration of campaign, additional amplification platforms/ components offered by the private C&S TV channels/groups i.e. Social Media amplification, Website, Mobile App, Virtual Platform, in event publicity etc. In all such proposals, **no cost will be given** towards amplification platforms/components offered by the private C&S TV channels/groups i.e. Social Media amplification, Website, Mobile App, Virtual Platform. In event publicity etc. While evaluating the content, the Committee may also incorporate the suggestions of the concerned Ministry or Department through Press Information Bureau (PIB).