

No. AD(NM)/EAC/OTT/2324-NM
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003

16.01.2025

ADVISORY

Subject: Notification of L1- Rates and Panel of Qualified Over-The-Top (OTT) Platforms-reg

This is with reference to the RFP No. AD(NM)/EAC/OTT/2324-NM dated 12.03.2024 pursuant to the approval of Digital Advertisement Policy 2023 by Ministry of Information & Broadcasting for Empanelment of agencies under Over-The-Top (OTT) Platforms for execution of digital advertising campaigns for Central Bureau of Communication and its client ministries/departments and in continuation to Advisory of even no. dated 27.12.2024 regarding opening of financial bids.

2. The list of qualified Over-The-Top (OTT) Platforms recommended for empanelment after financial evaluation of bids, in accordance with the guidelines laid down in Digital Advertisement Policy 2023, is enclosed as **Annexure– I**. The L-1 rate matrix is enclosed at **Annexure II**(the rates will be offered to the recommended Over-The-Top (OTT) Platforms only for deliverables applied for/eligible).

3. The qualified agencies shall convey their acceptance by 22.01.2025 to the individual rate letters being offered, for being included in the final selected/empanelled list of Over-The-Top (OTT) Platforms.

This issues with the approval of competent authority.

अनखा. वा / ANAKHA. V
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

Anakha
16/01/2025
(Anakha V)
Assistant Director (New Media)

Annexure I- List of financially qualified Over-The-Top (OTT) Platforms

Sl No	Company Name	Platform Name (URL)	OTT CATEGORY AS PER CBC
1	DISH INFRA SERVICES PRIVATE LIMITED	WATCHO	A
2	SPORTA TECHNOLOGIES PRIVATE LIMITED	FANCODE	A
3	NOVI DIGITAL ENTERTAINMENT PRIVATE LIMITED	HOTSTAR.COM	A
4	VIACOM18 MEDIA PRIVATE LIMITED	JIOCINEMA.COM	A
5	YUPPTV DIGITAL INDIA PRIVATE LIMITED	YUPPTV	A

Anand

Annexure II – Over-The-Top(OTT) Platforms L-1 Rates(INR)

Video Advertisement in the content (CPTI for 10 seconds)	Video Advertisement during LIVE Events in the content being casted live (CPTI for 10 seconds)	Masthead (6PM to 12AM) [Consolidated rate for 6 hours]	Masthead (12PM to 6PM) [Consolidated rate for 6 hours]	Masthead[Consolidated rate for 24 hours]	Banner Advertisement of minimum 300 x 250 pixels [CPTI]
40	50	7000	7000	14000	30

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