

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

01.01.2026

ADVISORY

Subject: Inviting application for the Over-The-Top (OTT) Platforms for empanelment with CBC for publicity of Central Government advertisements, 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 advertisement campaigns for Central Bureau of Communication and its client ministries/departments and in continuation to Advisory of even no. dated 16.01.2025 regarding notifications of L-1 rates and panel of qualified Over The Top (OTT) Platforms.

2. Due to technical difficulties the aforementioned RFP stands cancelled and CBC is floating a new RFP **AD(NM)/EAC/OTT/2324-NM** in this regard. Entities which have successfully applied in the initial RFP **AD(NM)/EAC/OTT/2324-NM** dated 12.03.2024 will be exempted from the online fee of INR 10,000. Detailed RFP is attached herewith. The pre-bid meeting is scheduled to be held on 8th January, 2026 at 3PM in the 2nd Floor Conference Room (Room No. 254) of CBC, Soochna Bhawan, New Delhi.

This issues with the approval of competent authority



(P. Selvan)

Director (New Media)

पोन्नियन सेलवन एम./M. Ponnen Selvan
निदेशक/Director
केन्द्रीय संचार व्यापार/Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय/Ministry of Information & Broadcasting
भारत सरकार/Government of India
नई दिल्ली-110003/New Delhi-110003

JANUARY 1, 2026

**RFP FOR EMPANELMENT OF OTT
PLATFORMS**
CENTRAL BUREAU OF COMMUNICATION

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1. INTRODUCTION

The Central Bureau of Communication (CBC), Ministry of Information & Broadcasting is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, Digital Medias, etc. on behalf of client Ministries/Departments and organizations of Government of India in pursuance of para VI (23) of Allocation of Business Rules, 1961 on “Production and release of advertisements on behalf of the Government of India.”

Pursuant to the Digital Advertisement Policy notified via OM No. M-24013/75/2023-MUC-I dated 6 November 2023, the Central Bureau of Communication (CBC), Ministry of Information & Broadcasting, invites sealed technical and financial proposals from eligible OTT Content Platforms for empanelment to disseminate Government information (paid campaigns). Empanelment and finalised rates will remain valid for three years from notification of the panel or until the validity of the Digital Advertisement Policy, 2023, whichever is earlier One-year extension may be granted with the approval of DG/PrDG, CBC.

Bids, along with completed documents, must be addressed to the following on/before 05.02.2026:

Harshit Narang, Deputy Director, New Media

Room 363, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi – 110003

Phone: 011-24369598 | Email: digitalmediacbc@gmail.com

There shall be a pre-bid meeting on January 8th, 2026.

2. DEFINITIONS / TECHNICAL TERMS

Term	Definition
OTT Content Platform	<p>For the purpose of this RFP, an OTT (Over-The-Top) Content Platform shall mean a digital platform that delivers its own or exclusively licensed audio-visual content directly to end users over the internet, without reliance on traditional distribution channels such as cable, DTH, or satellite television. The platform must operate under its own brand, offering on-demand access to content such as films, television shows, web series, live events, sports etc. (Aggregator services that merely host or collate content from multiple third-party platforms are not covered under this definition.)</p> <p>Provided that such platforms have furnished information as per R.18(2) of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 of its existence under the relevant statutory provisions; failure to comply with the same shall lead to ineligibility from application in the current RFP.</p>
Unique Users (UU)	Distinct individuals accessing a platform within a calendar month.
CPTI/CPM (Cost	The cost incurred by an advertiser for one thousand (1,000) ad impressions served on a webpage, application, or OTT platform.

Term	Definition
per Thousand	
VTR (View Through Rate)	<p>Percentage of served ad duration actually viewed by users, measured via 3PAS. Calculated as:</p> $\text{VTR (\%)} = (\text{Number of completed views} \div \text{Number of impressions served}) \times 100$
Impressions Served	<p>Each instance in which a video advertisement is delivered to the user's device, as tracked by a Third-Party Ad Server (3PAS) from the list given in the Annexure G.</p>
Completed View	<p>Impression in which the user watches 100% of the ad's duration.</p>
CTR (Click-Through Rate)	<p>The percentage of users who click on an advertisement after it is displayed. Calculated as:</p> $\text{CTR (\%)} = (\text{Number of Clicks} \div \text{Number of Impressions Served}) \times 100$ <p>The total number of distinct individuals who access a platform or content at least once within a given calendar month. Each user is counted only once, regardless of multiple visits.</p>
3PAS (Third-Party Ad Server)	<p>An independent ad-serving and measurement system, used to deliver, monitor, and verify digital advertisement metrics such as impressions, views, CTR, and VTR and invalid traffic** as listed in Annexure G.</p>
VAST (Video Ad Serving Template)	<p>A standardised protocol developed by the Interactive Advertising Bureau (IAB) that enables video players to communicate with ad servers. VAST ensures consistent delivery, tracking, and reporting of video advertisements across platforms.</p>
VPAID (Video Player Ad Interface Definition)	<p>A protocol that allows interactive video ads such as click-to-expand, overlays, and skip buttons to be executed within video players. VPAID provides advertisers with enhanced tracking of user interactions beyond basic views or clicks.</p>

** Invalid Traffic refers to bot-generated or brand-unsafe traffic, which shall not be eligible for payment.

CTV (Connected Television)	Television sets or devices that are connected to the internet and capable of streaming digital content via applications or integrated platforms. CTV represents a rapidly growing segment of digital video viewership.
Roadblock Ad	A high-impact takeover format in which an advertiser's creative occupies multiple ad slots (e.g., masthead, banner) simultaneously across a platform for a specified period, typically 24 hours, to ensure maximum visibility.
Pause Ad	A static or animated banner that appears when a user pauses video playback, designed to capture attention without interrupting the viewing experience.
Banner Ad	A static or animated image advertisement embedded in an application's user interface outside of video content, with standard dimensions such as 300×250 (Medium Rectangle), 320×50 (Mobile Banner), and 728×90 (Leaderboard).
Home screen Masthead	A premium banner placement that appears at the top of the platform's home or launch screen, offering high visibility at app open.

3. (I) SCOPE OF WORK

Empanelled OTT Content Platforms shall disseminate Government of India's paid communication campaigns through video, display, and interactive ad formats across mobile, desktop, and Connected Television (CTV). Platforms will ensure that advertisements are delivered in line with CBC's technical specifications, achieve a minimum View Through Rate (VTR) of 80% as verified by CBC-approved Third-Party Ad Servers (3PAS), and provide reconciled performance reports within prescribed timelines. All campaign-level data, including impressions and completed views, must be retained for audit and verification.

In addition, platforms must maintain compliance with the IT Rules 2021, the Digital Personal Data Protection Act 2023, and other applicable Indian laws in vogue. They shall safeguard user data, provide real-time dashboards or API access for campaign monitoring, and cooperate with CBC in audits, reviews, and category revisions. Each platform must operate under its own brand with at least 50% licensed/ original or exclusively commissioned content or content for which the platform has hosting rights and will be required to accept the discovered L1 rate matrix as a condition of empanelment.

(II) EMPANELMENT CATEGORIES & ELIGIBILITY

A. OTT Content Platforms

- Only OTT Content Platforms delivering self-owned or exclusively licensed content under their own brand shall be eligible under this RFP. To qualify, the platform must ensure that at least 50% of the total content offered is original or exclusively commissioned by the platform. At least 50% of the total content offered on the platform, calculated as a rolling monthly average over the past 12 months, must be original or exclusively commissioned by the OTT Content Platform. Aggregator platforms, which merely host or collate content from multiple

third-party sources without significant original programming, are not eligible. An affidavit to this effect shall be required to be submitted. (as per Annexure D).

2. The applicant must be a company incorporated in India and must have operated continuously, for at least twelve (12) months immediately preceding the date of application.
3. The platform must demonstrate average monthly Unique Users in India, over the six months preceding application, meeting one of the following thresholds:
 - **Category A:** more than 2.5 million UU per month.
 - **Category B:** between 0.5 million and less than 2.5 million UU per month.
4. All platforms shall report monthly Unique User (UU) figures in the template annexed (Annexure B), certified by the statutory auditor. CBC reserves the right to request supporting analytics and raw data during audits. Data must be maintained for a minimum of eighteen (18) months for verification
5. If owned by a foreign parent, the platform may only apply if it maintains a wholly owned Indian subsidiary, operating for at least twelve (12) months, which manages its Indian advertising business. Here, a foreign parent shall mean any entity headquartered outside India with controlling interest or majority shareholding in the platform. The application must include a Certificate of Incorporation, Board Resolution stating ownership structure, and proof of operational continuity (audited financials) for the Indian subsidiary
6. Applications must be submitted directly by the OTT platform; intermediaries or third-party agencies will not be permitted.
7. Each OTT service must submit a separate application.
8. CBC will not permit aggregation (“bunching”) of Unique User counts across multiple services under the same corporate group.
9. All content must comply with the IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021; the Digital Personal Data Protection Act, 2023; and any other applicable Indian laws or regulations in vogue. CBC reserves the right to refuse or suspend empanelment of any platform for non-compliance.
10. Minimum VTR requirement: A minimum of 80% must be delivered across mobile, desktop, and CTV platforms, as detailed in Annexure X.
11. *Government-owned OTT platforms may be empanelled directly, provided they accept the L1 rate matrix for their category and meet the prescribed Unique User threshold.*

4. ADVERTISING PROPERTIES & PERFORMANCE METRICS

A. Advertisement Properties

Rate cards will invite bids for the following:

- **Video Ads:** Pre-roll/mid-roll (skippable/non-skippable) on mobile, desktop, CTV, live-event video ads.
- **Display Ads:** Banners (320×50 pixels), home screen mastheads, carousel, tray, sticky banners, pause ads.
- **Roadblocks:** Standard and interactive 24-hour takeover which include masthead/ banner.

B. View Through Rate (VTR) & Penalties

Platform	Min. VTR	5–10% Below Threshold	10–30% Below Threshold	> 30% Below Threshold
Mobile/Desktop	80%	10% deduction	20% deduction	30% deduction + review by CBC of the platform
CTV	80%	10% deduction	20% deduction	30% deduction + review by CBC of the platform

* VTR will be calculated for up to 30 seconds

5. RATE DISCOVERY & EMPANELMENT SCHEME

1. **L1 Methodology:** Baseline 10-second video ad (CPTI/CPM) rates determine category panels.
2. The lowest 75% of bidders shall be empanelled,
L-1 bidder in any of the property shall also be empanelled at L-1 rate matrix keeping a ten-second video ad on mobile/desktop as the anchor property.
3. Empanelled entities must accept the complete L1 rate matrix for all properties, arrived by competing the L-1 rate of individual properties.
4. CBC reserves the right to reject anomalous L1 rates or cartelized quotations.
5. Rates quoted must include all service costs that are required to release the campaign successfully. It should be quoted in INR exclusive of GST. No rate changes during tenure, except annual UU-based category revision.

6. Bidders are expected to submit bids that reflect a realistic understanding of the Scope of Work, specifications, and associated costs. To ensure the efficiency, economy, and best value for money in public procurement:

- A bid offering NIL charges/consideration for any item or the entire Scope of Work shall be treated as unresponsive and will not be considered [GFR173(i)].
- Furthermore, bids that are considered by CBC as being unrealistically low in comparison to the estimated cost, prevailing market rates, or other received responsive bids, such that they raise material concerns about the bidder's ability to:
 - Deliver the required quality and specifications [GFR173(vii)], or
 - Perform the contract satisfactorily as per the terms and conditions [GFR173(xvi)], may be considered non-responsive and subject to rejection.

DG/Pr.DG, CBC reserves the right to seek written clarifications or detailed cost breakdowns from bidders submitting such unrealistically low bids to ascertain their viability and responsiveness.

The decision in this respect shall be taken by a three-member-committee chaired by Director (New Media).

6. STANDARD RFP & DISPUTE RESOLUTION CLAUSES

A. Bid Submission

- Two sealed envelopes:
 - 1) The Technical Bid after taking printout of the online filled application(including all Annexures, fee receipt, and required certificates) and
 - 2) The Financial Bid
shall be submitted together inside one large envelope, clearly marked with the platform name and details of the authorised signatory.
- Non-refundable processing fee amounting to ₹10,000 per platform shall be paid online, and the payment receipt must be submitted along with the Technical Bid.
- The application must be submitted online through the CBC portal and print out of the same along with all annexures/other requisite documents physically at Room 363, Soochna Bhawan, on or before 05.02.2026.

B. Confidentiality

All information and data shared by CBC or its client ministries is confidential and for campaign execution only. Breaches may result in empanelment termination and legal action.

C. Intellectual Property

CBC retains all rights to campaign creatives. Platforms should not reproduce or repurpose Government ads without written consent.

D. Content Compliance & Regulatory Standing

The Applicant (OTT platform) must not be presently or in the past 12 months subject to any governmental ban, blocking, or removal order for transmission of obscene, vulgar, pornographic or otherwise unlawful content under the Information Technology Act, 2000, IT Rules 2021, the Indecent Representation of Women (Prohibition) Act 1986, or any other applicable statute in India.

The applicant must disclose whether any notice, show-cause, complaint, interim order, or legal proceeding has ever been initiated or is ongoing in respect of content compliance or blocking under any law. The aforementioned regulatory action or failure to disclose such history shall render the entity liable to suspension/termination of empanelment, withholding of payment, and/or recover any losses, damages, or liabilities arising out of such an event.

E. Indemnity & Liability

Empanelled entities shall indemnify CBC against all claims, liabilities, and losses arising from content, data breaches, or non-compliance with laws.

F. Force Majeure

Neither party shall be liable for delays or non-performance due to causes beyond reasonable control, including acts of God, pandemics, strikes, or government actions. The affected party must notify the other within 7 days.

G. Termination

CBC may terminate empanelment with a 30-day written notice for material breach, insolvency, or repeated non-performance. Entities may withdraw with a 60-day notice, subject to completion of ongoing campaigns.

H. Dispute Resolution

1. **Amicable Settlement:** Parties shall attempt to resolve disputes via mutual consultation within 30 days.
2. **Arbitration:** Unresolved disputes shall be referred to a sole arbitrator appointed by DG/PrDG, CBC. Arbitration under the Arbitration and Conciliation Act, 1996, seated in New Delhi, with proceedings in English. The arbitral award shall be final and binding.
3. **Governing Law & Jurisdiction:** This Agreement shall be governed by and construed in accordance with the laws of India, and the courts located in New Delhi shall have exclusive jurisdiction over any disputes arising there from.

7. PANEL TENURE AND REVIEW

- **Validity:** The tenure shall be for a period of **three years** from the date of panel notification or until the validity of the Digital Advertisement Policy, 2023, whichever is earlier, with a possibility of a one-year extension.

- **Annual Review:** UU data is reviewed each April of every year after empanelment to assess whether any changes or updates are needed in its categorization, based on the most recent trends and insights.
- **Re-opening Window:** One year after notification, quarterly intake for additional entities/OTT platforms, empanelled on technical qualification and L1 rate acceptance.

8. ANNEXURES

- **Annexure A:** Detailed Eligibility & T&Cs
- **Annexure B:** Technical Bid Format
- **Annexure C:** Financial Bid Format (Rate Matrices)
- **Annexure D:** Documents to be Submitted
- **Annexure E:** IT & Data Protection Declaration
- **Annexure F:** Checklist of Documents to be Submitted
- **Annexure G:** List of 3rd Party Ad Servers Accepted for Tracking of Ads
- **Annexure X:** VTR Measurement Methodology
- **Annexure Y:** Technical Specifications for Advertisement Delivery on OTT Platforms

Annexure A: Criteria for Eligibility and Terms & Conditions of Tender Document

1. Nodal Agency

The Central Bureau of Communication (CBC) shall act as the nodal agency for all Central Ministries and Departments for advertising through CBC-empanelled digital platforms, including both OTT Content Platforms.

2. Eligibility Criteria (as mentioned in clause 4)

3. Display and Performance Standards

a. CBC advertisements released on behalf of Central Government Ministries, Departments, Autonomous Bodies, and Public Sector Undertakings must be displayed prominently on empanelled platforms.

b. Empanelled platforms must achieve a minimum View Through Rate of eighty percent (80%) on mobile/desktop video ads and on Connected TV (CTV) video ads. CBC will detail the VTR measurement methodology in the technical specifications (Annexure X).

4. Content Compliance

CBC reserves the right to refuse or suspend empanelment either for a specific period or permanently of any platform if its content is found to be anti-national, obscene, indecent, anti-social, disruptive of communal harmony or national integrity, or otherwise objectionable, including any breach of the Information Technology Rules, 2021 or other applicable laws. The decision of CBC's Director General / Principal Director General shall be final and binding in this regard.

5. Application Requirements

a. Only the platform-owning company shall be eligible to submit applications directly. Applications submitted through intermediaries or third-party agencies will not be accepted.

b. Each application must include all required certifications, company incorporation documents, UU certificates, and a signed acceptance of these terms and conditions.

6. Rate Card & Empanelment

Separate rate cards will be published for OTT Content Platforms, categorized by UU threshold. Empanelment will be based on competitive bidding using the L1 (lowest quoted) rate methodology. Detailed bidding procedures and rate matrices are provided in Annexure C.

7. Confidentiality and Indemnity

Applicants must keep all RFP materials and Government data confidential and may use them only for preparing proposals and executing campaigns. Empanelled entities shall indemnify CBC against any claims or liabilities arising from content, data breaches, or non-compliance with applicable laws.

8. Termination and Suspension

CBC may terminate or suspend empanelment with thirty (30) days' written notice for material breach, insolvency, repeated non-performance, or false reporting of metrics.

9. Dispute Resolution

Any dispute arising from this RFP or its implementation shall first be attempted to be resolved amicably within thirty (30) days of notice.

10. Panel Tenure and Review

Empanelment shall remain valid for three (3) years from the date of panel notification or until the validity of the Digital Advertisement Policy, 2023, whichever is earlier. CBC may extend empanelment by one year at its discretion. CBC will conduct an annual review of UU data each April and may adjust category placements and rate matrices accordingly. One year after initial panel notification, CBC may open quarterly intake windows to admit additional qualified entities, subject to acceptance of the existing L1 rate matrix.

Annexure B: Format for Submission of Technical Bid

The Technical Bid shall be filled out online, and a printout of the submitted form must be enclosed

1. Name of the OTT Platform:

2. Category Applied For (please tick one):

Category A (\geq 2.5 million UU) Category B (0.5 million to < 2.5 million UU)

3. Corporate Details

a. Registered Name of the Company:

b. Date of Incorporation (DD / MM / YYYY):

c. Registered Office Address:

GST No. _____ PAN No. _____ PIN: _____
d. Website URL: _____

4. Authorized Contact Person

a. Name and Designation: _____

b. Mobile Number: _____

c. E-mail Address: _____

5. Operational History

a. Date from which the platform has been continuously operational under its current name (DD / MM / YYYY):

b. In the case of a foreign-owned platform, please provide the name and date of incorporation of the Indian subsidiary responsible for managing the advertising business in India:

Date of Incorporation (DD / MM / YYYY): _____

6. User Metrics (for the six months preceding application)

a. Average Monthly Unique Users (UU) [for OTT Content Platforms]

Month 1: _____ Month 4: _____

Month 2: _____ Month 5: _____

Month 3: _____ Month 6: _____

b. Category confirmation (based on above data):

Category A Category B

7. Certification of User Data:

a. Name of certifying auditor/authorised representative:

b. Certification statement (attach signed certificate):

"I hereby certify that the average monthly UU figures submitted above are true and correct to the best of my knowledge and are based on audited data."

c. Date of certification (DD / MM / YYYY): _____ Place: _____

8. Compliance Documents (attach copies of each)

- a. Certificate of Incorporation of the applicant company (and, if applicable, of the Indian subsidiary).
- b. GST Registration Certificate.
- c. PAN Card of the company.
- d. Copy of RFP document, signed and stamped on each page by the authorised signatory.
- e. Statutory auditor's certificate or authorised representative's certificate of UU data.
- f. Letter of confirmation that all content and operations comply with IT Rules 2021 and DPDP Act 2023.

9. Platform Integration and Technical Capabilities

a. Confirmation of integration with CBC-approved third-party ad server (3PAS):

Yes No

b. Reporting capabilities via API (Within a maximum period of 24 hours):

Yes No

10. Declaration

I, the undersigned, hereby confirm that all information provided in this Technical Bid is accurate and complete. I accept and shall abide by all terms and conditions of the RFP, including the decision of CBC's Director General/Principal Director General. I understand that any false or misleading information may lead to rejection of this bid or suspension from the empanelment process.

Name of Authorized Signatory: _____

Designation: _____

Signature: _____ Date: _____

(Company Seal)

Annexure C: Format for Submission of Financial Bid

The Financial Bid must be submitted on the printed copy of the bid, not online. (In a separate Envelope) in physical format (Sealed).

1. Name of the OTT Platform :

2. Category Applied For (please tick one):

Category A

Category B

3. Rates Quoted (all rates in INR, exclusive of GST)

1	Video Ad on Mobile/Desktop (Pre-roll/Mid-roll Non-skippable)	CPV per 10 seconds		
2	Video Ad on CTV (Pre-roll/Mid-roll Non-skippable)	CPV per 10 seconds		
3	Display Pause Ad (min.300X50)	CPTI/CPM		
4	Video Pause Ad (min.300X50)	CPV per 10 seconds		
5	Home Screen Masthead Banner	Mobile/Desktop	CPTI/CPM	
		CTV	CPTI/CPM	
6	Home Screen Masthead Video Ad	Mobile/Desktop	CPV per 10 seconds	
		CTV	CPV per 10 seconds	

7	Mobile Banner (min. size 320 X 50 px)*	CPTI/CPM	
8	CTV Banner (min 1920 X 550 px)	CPTI/CPM	
9	Billboard Banner (min 970 x 550 px)	CPTI/CPM	
10	<p>Standard Roadblock (24-hour homepage takeover)</p> <p>It must include:</p> <ul style="list-style-type: none"> (a) Masthead across all device types(Mobile/Desktop/Tablet/CTV of various sizes) (b) Mobile/desktop Banner (min. 320 x 50 px) (c)CTV Banner (min 970 x 550px) 	Cost per Day	

*The mobile banner of 320×50 pixels dimension shall be treated as the standard size. Mobile banners of any other dimension may be priced on a pro-rata basis.

Live Event Rate Card (Optional)

Only OTT Platforms that hold valid rights and licenses to stream live content are eligible to submit quotes for this line item. OTT platforms must submit proof of such content distribution rights as part of the bid documents. This part will be optional for bidders based on the eligibility.

Live event will include events for which the OTT has exclusive rights like sports matches, concerts, music shows, award ceremonies or of such nature. It will not include live streaming of TV channels like sports matches etc.

Advertisement Property	Unit	Rate (in Rs)
Live-Event Video Ad	Mobile/Desktop	CPV per 10 seconds

	CTV	CPV per 10 seconds	
Live-Event Display Ad – (min. 300X50 px)	Mobile/Desktop	CPTI/CPM	
	CTV		

Annexure D: Affidavit Format

I, _____ (Name), son/daughter of _____, aged _____ years, resident of _____, being the authorized signatory of M/s _____ (Name of Bidder), having its registered office at _____, do hereby solemnly affirm and state as under:

1. That M/s _____ is an **OTT Content Platform** delivering content under its own brand.
2. That at least **50% of the total content offered on the platform is original or exclusively commissioned** by the platform.
3. That the platform is **not an aggregator**, and does not merely host or collate content from third-party sources.
4. That the OTT platform is not presently and has not in the past 12 months been subject to any governmental ban, blocking, or removal order for transmission of obscene, vulgar, pornographic or otherwise unlawful content under the Information Technology Act, 2000, IT Rules 2021, the Indecent Representation of Women (Prohibition) Act 1986, or any other applicable statute in India.
5. That the information provided above is true and correct to the best of my knowledge and belief, and nothing material has been concealed.

I further affirm that if any part of this affidavit is found to be false or misleading, the organization shall be liable for rejection of the bid and any other action as deemed fit by the Competent Authority.

Place: _____

Date: _____

(Signature of Authorized Signatory)

Name: _____

Designation: _____

Company Seal: _____

Annexure E: IT & Data Protection Declaration

(On company letterhead and signed by an authorized signatory)

Date:

To
The Deputy Director,
New Media, Central Bureau of Communication,
Room 363, Soochna Bhawan, CGO Complex,
Lodhi Road, New Delhi – 110003

Subject: Declaration of Compliance with Information Technology and Data Protection Laws

We, [Full Name of Company/Platform], having our registered office at [Registered Address], hereby declare and confirm the following in connection with our application for empanelment as an OTT Content Platform with the Central Bureau of Communication (CBC):

1. Regulatory Compliance:

We are fully compliant and agree to remain compliant with all applicable provisions of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 and the Digital Personal Data Protection Act, 2023, including any subsequent amendments, notifications, or related subordinate legislation.

2. Content and User Data:

We ensure that all content available on our platform and all data processing and storage activities—including collection, sharing, transfer, and retention of personal data—are in accordance with applicable Indian laws and regulations, and we will implement all mandated user data protection, privacy, and user consent mechanisms as notified from time to time by competent authorities.

3. Security Standards:

We have established adequate technical and organizational measures, including the use of secure transmission protocols, encryption standards, and access controls, to protect user data and to prevent unauthorized access, disclosure, alteration, or destruction of personal data on our platform.

4. Cooperation and Reporting:

We undertake to promptly cooperate with CBC, its appointed auditors, and any legally empowered government bodies for any audits, assessments, or investigations concerning IT compliance, user data processing, or data protection.

5. Notification of Breaches:

In case of any data breach or material cyber incident that could impact the interests of users or the CBC, we will notify the relevant authorities and CBC in writing within the timeframe prescribed under the applicable laws.

Authorized Signatory

[Signature]

[Name]

[Designation]

[Company Seal]

[Date & Place]

Annexure F: Checklist of Documents to be Submitted

Applications must include the following documents in Envelope 1:

- Application Fee Receipt
- Signed & Stamped RFP Document
- Certificate of Incorporation
- Auditor's UU Certificate
- GST Registration Copy
- PAN Card Copy
- Affidavit of Original Content (Annexure D)
- IT & Data Protection Declaration (Annexure E)

Envelope 2 must contain Financial Bid (Annexure C). Both placed in a single large envelope labelled as per Format Y.

NOTE:

1. Envelope labelling must follow the below template: 'CBC OTT EMPANELMENT – [Platform Name] – [Bidder Contact]' and include authorized signatory details on both inner and outer envelopes.
2. All bid rates are to be quoted in Indian Rupees (INR), exclusive of GST, and rounded off to the nearest rupee. Any fractional quotations will be disqualified.

Annexure G: List of 3rd Party Ad Servers Accepted for Tracking of Ads

1. Purpose and Scope

This Annexure specifies the role and the approved list of Third-Party Ad Servers (3PAS) authorised by the Central Bureau of Communication (CBC) for independent verification and measurement of digital advertising campaigns released through empanelled OTT Platforms.

All advertisements released under this empanelment shall be mandatorily tracked through a CBC-approved 3PAS to ensure transparency, accuracy, and accountability in campaign delivery.

2. Role and Responsibilities of 3PAS

The 3PAS shall function as an independent ad-tracking and reporting system with the following responsibilities:

- a. Ad Verification – Track impressions, views, clicks, and related ad-delivery events across devices and formats.
- b. View-Through Rate (VTR) – Measure VTR in accordance with CBC-approved parameters.
- c. Invalid Traffic Detection – Identify and exclude bot-generated or brand-unsafe traffic from billing eligibility.
- d. Reporting – Provide CBC with real-time dashboards and certified performance reports within twenty-four (24) hours of campaign completion.
- e. Data Security – Ensure full compliance with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 and the Digital Personal Data Protection Act 2023.

3. Integration Requirements

- a. Empanelled OTT Platforms shall integrate the CBC-approved 3PAS via SDK, API, or VAST/VPAID ad tags as per Annexure Y.
- b. No substitution or bypass of the approved 3PAS shall be permitted without prior written consent of CBC.
- c. Test integrations (sandbox environments) shall be completed before issuance of campaign release orders.

4. Approved 3PAS Vendors

The following Third-Party Ad Servers (3PAS) are recognised by the Central Bureau of Communication (CBC) for ad tracking and verification. These platforms perform the core functions of independent ad delivery verification, measurement of impressions and view-through rates (VTR), detection of invalid or bot traffic, and monitoring of brand-safe ad placements across devices and formats.

The approved 3PAS vendors under this RFP are:

1. Campaign Manager 360 (CM360)
2. Flashtalking

3. Double Verify

CBC reserves the right to amend or expand this list through formal notification as and when required.

5. Data Retention and Access

All campaign log files, audit trails, and verified reports shall be retained for a minimum of eighteen (18) months from the date of campaign completion. CBC and its authorised auditors shall have access to such data for verification whenever required.

6. Amendment and Review

CBC may revise this Annexure to update the list of approved 3PAS vendors or modify related technical requirements in line with regulatory directions or evolving industry standards. Any such amendment shall come into effect thirty (30) days after official notification by CBC.

By signing below, the platform acknowledges the approved list of Third-Party Ad Servers (3PAS) and agrees to comply with all related integration and reporting requirements specified in this Annexure.

Authorized Signatory: _____

Name: _____

Designation: _____

Date: _____

Annexure X: VTR Measurement Methodology

1. Scope and Purpose

This Annexure sets out the detailed methodology by which the View Through Rate (VTR) of video advertisements shall be verified and reported for all campaigns executed by empanelled OTT Content Platforms under this RFP.

2. Approved Measurement Tools

- a. All platforms must integrate and serve ads exclusively through a 3PAS as given in Annexure G.
- b. Platforms must not substitute or bypass the approved 3PAS without prior written consent from CBC.

3. Tagging and Reporting Requirements

- a. Each ad request, impression, and completion event must carry the following parameters in the 3PAS tag:
 - i. Campaign ID (as issued in the Release Order)
 - ii. Platform/property identifier (with Traffic Source URL)
 - iii. Timestamp of impression served completion of the event
 - iv. Device type (mobile, desktop, CTV, tablet)
 - v. Geolocation at least to the state/district level
- b. Platforms must generate raw campaign logs and aggregate reports via the 3PAS dashboard, with data exports in CSV or JSON format.

4. Data Validation and Reconciliation

- a. CBC will access real-time dashboards to monitor campaign performance.
- b. Within seven (7) working days of campaign completion, platforms must deliver a reconciled VTR report certified by their authorised representative, containing:
 - i. Total Impressions Served
 - ii. Total Completed Views
 - iii. Computed VTR (%) by device type and overall

$$\text{VTR (\%)} = (\text{Number of completed views} \div \text{Number of impressions served}) \times 100$$

- c. CBC may engage an independent auditor or analytics partner to reconcile the platform report against 3PAS data.

5. Performance and Penalty

- a. If the reconciled VTR falls below the minimum threshold (80% mobile/desktop/CTV) by 5–10 percentage points, the platform will incur a 10% billing reduction; if by 10–30 points, a 20% reduction; and if by more than 30 points, a 30% reduction followed by a detailed formal review.
- b. Platforms that record a reconciled VTR below 60% in more than three campaigns within any rolling six-month period may be placed on a performance watchlist and may face suspension of future allocations, pending CBC review.

6. Dispute Escalation

- a. In case of disagreement over reported VTR figures, the platform may request a joint audit within five (5) working days of report delivery.

- b. A joint audit team, comprising one CBC representative and one platform-nominated expert, will review raw log files and 3PAS records.
- c. The joint audit finding shall be submitted to DG, CBC whose decision in this regard shall be final for billing and performance evaluation purposes.

7. Updates to Methodology

CBC reserves the right to amend this methodology to align with evolving industry standards or regulatory requirements. Any changes will be communicated in writing at least thirty (30) days before coming into effect.

By signing below, the platform acknowledges its understanding and acceptance of this VTR measurement Methodology.

Authorized Signatory: _____

Name: _____

Designation: _____

Date: _____

Annexure Y: Technical Specifications for Advertisement Delivery on OTT Platforms

(To be Read in Sync with Annexure X)

1. Scope and Applicability

This annexure specifies the technical standards and requirements that all empanelled OTT Content Platforms must meet to ensure consistent, high-quality delivery of Government advertisements as mandated by CBC.

2. Video Ad Delivery Specifications

- a. The minimum acceptable video resolution shall be around Standard Definition (1024 × 576 pixels) or higher, subject to platform-specific requirements.
- b. Video ads must be submitted in standard digital formats (e.g., MP4, MOV) and encoded using industry-standard codecs such as H.264 or equivalent.
- c. Audio must be of clear quality and free from distortion, delivered in widely compatible formats such as stereo AAC or PCM.
- d. Video ad length shall conform to release order specifications, typically in 10-second increments.

3. Ad Formats and Protocols

- a. Platforms must support Video Ad Serving Template (VAST) version 4.x or higher for all video ads.
- b. Support for Video Player Ad Interface Definition (VPAID) is required for interactive ad experiences.
- c. SDK integrations for third-party measurement tools are mandatory to enable tracking of impressions, completions, and viewability metrics.
- d. All ad tags must include campaign identifiers, timestamps, device type, and geolocation data for verification.

4. Banner and Display Ads

- a. Banner ads must adhere to standardised dimensions, with a minimum size of 320 × 50 pixels for visibility and compatibility.
- b. Supported banner formats include but are not limited to Medium Rectangle (300×250 pixels), Leaderboard (728×90 pixels), Mobile Banner (320×50 pixels), Half Page (300×600 pixels), and Billboard (970×250 pixels).
- c. Animated banners must be optimised for smooth playback without hindering ad delivery performance or user experience.

5. Connected TV (CTV) Specifications

- a. Platforms serving ads on CTV must ensure ad compatibility with major CTV operating systems and devices, including WebOS, Tizen, Amazon Fire TV, Android TV, and Smart TV apps.
- b. Ads must meet the higher VTR thresholds specified for CTV and support interactive capabilities where feasible.

6. Technical Integration and Testing

- a. All empanelled platforms must complete integration with CBC-approved third-party ad servers (3PAS) before campaign commencement.
- b. CBC reserves the right to conduct technical audits, performance testing, and quality

- assurance checks at any time.
- c. Platforms must provide sandbox or staging environments for CBC testing upon request.

7. Reporting and Data Security
 - a. Platforms must offer API access for real-time campaign performance data, including impressions, clicks, completions, and VTR, segmented by geography, demography and device type, as available.
 - b. Platforms must retain all raw log files, audit trails, reconciled reports and comprehensive logs of all ad delivery events for a minimum of eighteen (18) months from the campaign end date and provide access to CBC upon request.
 - c. Data exchange must comply with Indian data protection laws, ensuring encryption and secure transmission protocols.
8. Updates and Compliance
 - a. CBC reserves the right to update technical specifications to adopt industry best practices or to comply with legal and regulatory changes.
 - b. Platform operators must implement updates and ensure continued compliance within reasonable timeframes upon notification.