

GOVT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003

F.No. Dup/CO(AV)/MSOs Emp/2023-24/AV-TV

Dated: 18/12/2023

ADVISORY

Subject :- Policy Guidelines for empanelment of Multi System Operators (MSOs) and Fixation of Rates for Government Advertisements by CBC.

In pursuance of M/o I&B's OM No. M- 24013/68/2023-MUC-I dated 01.12.2023 and 04.12.2023, the Policy Guidelines for Empanelment of Multi System Operators (MSOs) and Fixation of Rates for Government Advertisements by CBC are hereby notified. Hindi version of the policy guidelines will follow.

2. This issues with the approval of DG: CBC.

Amit Kumar
18/12/23
(Amit Kumar)
Joint Director

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**POLICY GUIDELINES FOR EMPANELMENT OF MSOs AND FIXATION OF RATES FOR
GOVERNMENT ADVERTISEMENT BY CBC**

1 Introduction

1.1 Central Bureau of Communication (CBC), as the nodal organization of Government of India for release of paid advertisements and promotions of Ministries / Departments and affiliated organizations has been actively mounting audio-visual campaigns covering a broad bouquet of television channels.

1.2 In the context of television broadcasting in India, the Multi-Service Operators play an important link in the content distribution chain. From the point of plurality and diversity of content the regional MSOs can better provide the program diversity to cater to the regional/local tastes.

1.3 The Cable Television Networks Rules, 1994, permits Multi-System Operators (MSOs) to transmit their own programming service, either directly to their own subscribers or through one or more Local Cable Operators. These own programming services referred to as 'Platform Services (PS)', are exclusive programming services being generated at local level offered by MSOs.

1.4 Through these policy guidelines, it is proposed to extend CBC empanelment to cover eligible MSOs by fixing their telecast rates. This Policy Guidelines shall come into effect from the date on which CBC issues notification in this regard.

1.5 The primary objective of empanelment of MSOs is to obtain the widest possible coverage of the intended content or message for the target audience in a cost effective manner.

2. Eligibility Criteria:

2.1 In the first phase, MSOs with the following criteria shall be eligible to apply for empanelment:

- a. MSO regulated under The Cable Television Networks (Regulation) Act, 1995 and the rules made there under, as amended.
- b. PS channel is registered with Ministry of Information and Broadcasting and are operating in compliance with the regulatory guidelines dated 30.11.2022 issued by the Ministry w.r.t the platform services offered by MSOs.
- c. MSO registered with Ministry of I&B and are functioning subject to adherence and compliance of terms and conditions prescribed by the Ministry while granting registration.
- d. MSO operating in multiple states (two or more) should have a total subscriber base of 10 lakhs or more. MSOs operating in a single state should have a subscriber base of 5 lakhs or more.
- e. MSOs seeking empanelment should have Digital Log Monitoring Mechanism to ascertain telecast of advertisement or video content.

3. Documents for empanelment

CBC shall scrutinize the following documents, which a MSO needs to submit at the time of application:

- a. Copy of the license issued by Ministry of Information & Broadcasting to the MSO.
- b. A copy of registration issued by Ministry of Information and Broadcasting for platform channels.
- c. Self-certified copy of state wise subscriber numbers at Annexure I submitted to Telecom Regulatory Authority of India.
- d. List of platform channels provided as per Annexure F of the monthly performance monitoring report (PMR) submitted to TRAI of last six months.
- e. The programme schedule, i.e. Fixed Point Chart (FPC) of the previous 6 months of bouquet of channels under MSO for which empanelment is sought.

- f. Auditors report and Audited standalone financial statement of the MSO business of the registered licensee company, duly signed by the company auditor, including revenue details, profit and loss account, balance sheet, any accrued advertisement revenue and any other payments including GST for the current and previous financial year.
- g. A cancelled cheque with company name printed on it with Indian Financial System Code (IFSC) details for National Electronic Fund Transfer (NEFT)/ Electronic Clearing Service (ECS). Alternatively, these details may be furnished on the Company Letter Head, duly signed by the authorized signatory.

4. Terms of Empanelment

- 4.1 The MSOs fulfilling eligibility criteria as laid down by CBC and whose documentation is complete shall be shortlisted for empanelment. Their application shall be placed before the Panel Advisory Committee for a final decision.
- 4.2 The composition of the Panel Advisory Committee shall be as follows :

Addl. DG (Audio Visual) -	Chairperson
Director / Joint Director -	Member
Industry Expert	Member
Representative of IIMC / Media Institute	Member
Deputy Director / Campaign Officer	Member Secretary
- 4.3 The PAC shall scrutinize the documents and also take into consideration the programming content before recommending MSO's suitability for empanelment to Pr DG/ DG, CBC. The channels whose programming content, in the opinion of the PAC tends to incite communal passion, preach violence, offend sovereignty and integrity of India or violate socially accepted norms of public decency and behaviour shall not be considered for empanelment.
- 4.4 Pr DG / DG CBC shall be empowered to grant 'Provisional Empanelment' to Platform Services, in case of campaign exigency or there is any delay in convening the PAC meeting

- 4.5 An MSO, once empanelled shall remain on the panel of CBC for a period of 3 years.
- 4.6 Empanelled MSOs, who accept the terms and condition of CBC to disseminate information through advertisement shall be under contractual obligation to telecast CBC advertisements. Hence, they cannot unilaterally drop Government advertisements.
- 4.7 MSO, that gets empanelled becomes eligible to receive Government advertisements for the bouquet of Channels empanelled. However, CBC shall reserve the right to select any or all channels depending upon the campaign requirement and communication objectives. The media plan will be drawn with the objective of getting wider coverage in a cost effective manner.
- 4.8 In case the platform channel's droppage ratio exceeds 15% of the FCT (advertisement time), CBC shall reserve the right to keep the empanelment of the MSO under suspension for 6 months.
- 4.9 CBC shall be given access to the Digital Log Monitoring Mechanism for monitoring the campaigns.
- 4.10 An enabling provision is made here for Third Party Monitoring Certificate by an industry accepted organization (e.g. TAM), which can be accepted as an alternative to the Digital Log Monitoring Mechanism.
- 4.11 In the event of change of nomenclature (name & logo etc.) of the company and number the MSOs shall be duty bound to inform CBC immediately and get the documents updated.
- 4.12 In case, the subscriber base of the MSO falls below the eligibility level (i.e 10 lakhs for multi-state operators and 5 lakhs for single state operators), the empanelment of such MSO shall remain suspended till the time it regains eligible number of subscribers or the duration of empanelment ends, whichever is earlier.
- 4.13 The empanelment window shall be open for 15 days once every quarter during January, April, July and September.
- 4.14 Mere empanelment with CBC shall not guarantee release of advertisements to MSO platforms. The selection of Channels will be made based on Target Groups, campaign objectives and geographic considerations if necessary.

5. Rate structure and Payment

Rate Structure for Govt. spot shall be governed by the following:

- 5.1 Unit Rate: The spot rate shall be for 10 seconds per channel
- 5.2 Each Platform Channel under MSO shall be offered a net rate of Rs 289 per 10 second duration for the spots placed by CBC, which is the base rate for private Cable & Satellite channels under GEC category.
- 5.3 In case of advertisement of 15, 25, 35, 45 seconds or any other duration which is in multiple of 5 seconds, the same will be payable on proportionate basis.

6. Payment procedure

- 6.1 After the campaign is executed the MSO shall submit bills along with self certified copy of log sheets under Digital Monitoring Mechanism or Third Party Monitoring Certificate acceptable to CBC as per Clause 4.10 above, within 30 days.
- 6.2 CBC shall scrutinize and process the bills found fit for payment and initiate further action. All payments shall be made electronically through PFMS (Public Financial Management System) or any other system that is adopted by the Government of India.
